



## Case Study



**Icreon**

# Web-Centric Marketing & Assessment Toolset

To implement a B2B & B2C strategy, our client required a Web centric marketing and assessment solution for its clientele, including - restaurants, automobile outlets, and corporate houses. The objective was to provide an interface that clients could use to market their services and allow customers to shop online, without incurring extra costs in setting up a dynamic Web portal and managing its operations. The client teamed with Icreon to develop the solution, entailing Web marketing, assessment, online shopping, and other modules. As a complete package of customizable plug-in modules, the solution brings cost-effective Web marketing for the company's clients to explore and manage their customers, globally.

## Customer Profile

Our client is a marketing consultancy organization, based in Florida, USA. The client has ventured with Fortune 500 companies to provide Web-centric marketing, hiring, and career counseling solutions.

## Business Requirements

Our client observed the need for effective marketing of services for owners of restaurants, automobile outlets and restaurants. As a marketing consultant, the client wanted to provide a solution that its clients could use to attract larger number of prospective customers, while incurring minimal costs. To capitalize on this concept, the client conceived the idea of a Web-based solution that would allow clients to communicate with their customers and facilitate customer interaction. The solution had to be developed as a comprehensive set of interoperable modules with in-built capabilities to identify prospective customers, generate and send customized newsletters to customers, process orders online, and monitor online transactions. These modules would provide the company's clients with an online presence, where they would be able to highlight their services and allow customers to interact with the online system for shopping and other services.

## Business Driven Solution for Effective Web Marketing

### Benefits

- Flexible plug-in modules to suit the company's client requirements
- High-end tools for customization of the interface as per client requirements
- Streamlined administration and management of company-to-client-to-customer relationship
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## Technologies used in developing this application are:



The client required a solution that would provide its clients with a cost-effective solution to manage their marketing operations and generate higher sales. They intended to develop a three-way solution to manage marketing operations for clients, who in turn, manage their customers, proactively. The entire cycle was highly sensitive because the client needed to meet the requirements of its clients and the market they were targeting. A customized Web-based application was required using which clients could market and support their products. In addition, the application required features to allow clients to customize the interface as per their business requirements. The solution would prevent costs, usually incurred on setting up and maintaining expensive Web portals, to carry out marketing operations. Additionally, it provides features such as, online assessment, shopping cart, and order processing capabilities.

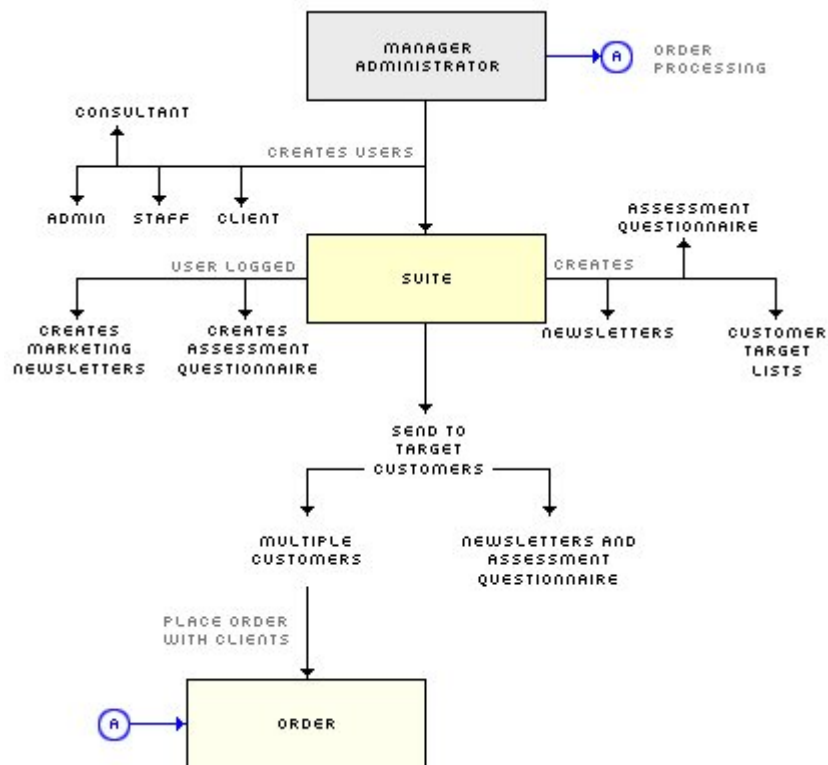
Our client teamed with Icreon, to develop this solution with business-oriented features to meet the requirements of its clients and their customers.

The client required a solution that would effectively exploit Internet-based solutions for marketing the services of their clients including restaurants, automobile outlets and corporate houses. There were two facets to this project - Business-to-Business (B2B) and Business-to-Customer (B2C).

Due to the complexity and vastness of the project, we prepared an extensive prototype for the solution. The prototype helped us in establishing the requirements for the project and understanding their perception of effective Web-centric marketing.

Once the client approved the prototype, we designed the backend database using SQL Server 2000. Thereafter, the development of the first front-end module began, followed by the Order and other modules. The entire development process underwent rigorous testing based on parameters such as defect detection, adherence to market standards and client requirements along with time tracking techniques to meet the specified timeframe.

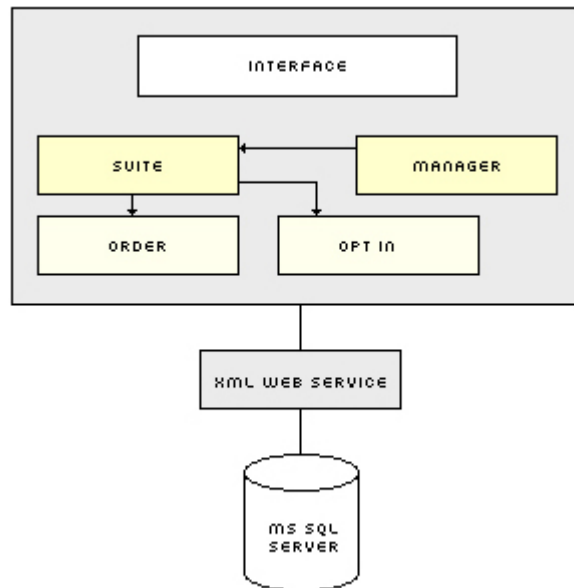
The administrator module is used by the client's staff and consultants to manage client relationships and perform other functions for the solution modules such as, enabling the modules for individual clients. The administrator module is responsible for managing client channels, monitoring reports for client transactions, configuring marketing policies, adding and removing customers from the e-mail list of target customers. The Suite Module is a collection of sub-modules used by clients and consultants to manage various activities such as customization of marketing elements and creation of target lists. One Suite system or channel is assigned to each client. The sub-modules available with the Suite include the market, assessment and Opt-in modules. The Order module is a plug-in module available with the Suite Module. It is used to provide online shopping services to customers. The focus of this module is to provide target customers an easy shopping experience through secure channels. Customers can purchase gift certificates and pre-paid vouchers from a client. Gift certificates and vouchers are marketed to customers through client e-mail communication available in Igenti Suite. The Igenti process model is displayed below.



The entire process is explained using the following hypothetical example.

A customer receives a newsletter from Pizza Hut, a client, for purchasing a gift certificate offering lunch for two people at Pizza Hut. The newsletter contains a link directed to the Web site where the customer can purchase the gift certificate. The customer decides to buy the certificate and places an order with Pizza Hut. This order is processed and stored in the database. In this process, the Suite Module will be responsible for creating and sending the newsletters; the Order Module is responsible for processing the purchase order and Administrator Module handles the payment structure to be followed after the final sale.

We developed solution modules over the .NET framework. The architecture for the module is based on a 3-tier model. The technical architecture for the solution is displayed below.



The solution modules are available on the front-end and have been developed using ASP.NET. The backend is developed using the SQL Server 2000 database. XML Web services form the business logic layer. The entire setup is integrated using .NET and SOAP XML. This enables the system to work on a common platform using Internet standards and services.

## Summary

The successful accomplishment of the project with the client has been a milestone for Icreon. With this project, we upgraded the skill sets of our team and also built a dedicated team for developing solutions based on the Microsoft.NET framework.

For the entire project, we at Icreon, focused on meeting the timelines, achieving service level standards, and maintaining quality. Consequently, the client was able to achieve its goals of providing enhanced Web marketing services to its clients with the application.