



Case Study



Icreon

An Online Book Store

Our client required an online storefront to sell their publications to a larger customer base. Based on these requirements, Icreon designed and developed the online book store for the client. The solution provides the client with the means to create and manage catalogues for their publications. Customers have the option to place orders directly from our client or any of the listed third-party storefronts.

Business Requirements

Our client wanted a solution that would enable them to offer their publications on sale to a wider customer base. They were to be provided with the means to create and manage various book catalogues. A shopping cart was required enabling customers to purchase books online. Options to view and process the orders and update content were required to be built into the solution.

A solution to run and manage an online book store

Icreon designed and developed the book store on the .net framework. Customers can search for and browse through the available books and place orders online. Customers can avail a discount by providing a discount code (generated and provided by the administrator). They can sign-up to receive newsletters, updates etc.

The solution includes an administration section that allows the administrator to operate the book store. They can manage the book catalogues, manage shipping rates, view and process the orders placed and update the content appearing on the website. The administrator has the option to add links to other external sites from where customers can purchase selected books.

A list of customers who have subscribed to receive alerts can be generated and downloaded as an Excel spreadsheet.

Technologies used in developing this application are:

Microsoft
SQL Server 2005

Microsoft
Windows Server System

Microsoft
.net