

## Auction Portal Development

**Client:** Company providing housing options via online auctions  
**Location:** USA

### Client Description

The client is a new venture of a multi-million dollar conglomerate and a recognized leader in creating, developing, and investing in companies that manufacture, procure, and market merchandising solutions for key growth markets. It was formed with the concept and vision that there is a better way to fairly distribute off-campus quality rental property among students.

### Business Need

The client wanted to develop an auctioning platform for off-campus rental housing by leveraging the architecture of its own existing leading auctioning website.

The website had to have three parts:

- Extranet - exclusive to Property Managers who can host their properties along with details and pictures and create auctions
- Internet - public website where students can search for properties of their choice and participate in the auctioning process for properties they like
- Intranet - various features for client's staff for housekeeping activities of the site and to monitor the auctions in progress

The Client was looking for a technology partner with e-Commerce expertise and capable of taking the concept and implementing the desired system.

### Solution Offered

Blue Star Infotech (BSI) had both the required technical expertise and the creative expertise to deliver a commerce site that could shape the user experience and create positive brand interactions.

The site architecture was based on Microsoft DNA (Distributed Internet Architecture). Business objects were developed mainly using Visual Basic 6.0 (and Visual C++ 6.0 in some cases) and were executed as COM+ services. MSMQ was used for asynchronous communication amongst various components.

BSI was involved right from the User Interface designing which included assisting the client in concretizing the auctioning process. The client provided an initial website concept document to the BSI team. Based on this document, BSI created functional requirements of the website.

BSI then followed an incremental development plan that involved delivering the website to the client in a phased manner. To meet the aggressive time lines, BSI adopted a strategy of sequencing the module development according to the criticality of the deliverables. This resulted in providing the client team with early views on how to increase the usability aspect of the site.

### Benefits to the Client

- Shortest possible time-to-market due to BSI's tailored development methodology
- With BSI's help, the client was able to tailor the existing distributed architecture to meet the website requirements in record time
- With BSI taking complete charge of the development, the client could focus entirely on his core business development and expansion activities

### TECHNOLOGY

- Windows 2000 Advanced Server
- ASP, VB, VC++, HTML, MTS, MSMQ, SQL Server 2000
- Visual SourceSafe

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