

e- Marketing Solution Development

Client: A leader in interactive consumer relationship marketing
Location: USA

Client Description

The client provides data-driven e-CRM solutions for e-commerce relationship marketers. Their integrated, on-demand marketing technology platform is designed specifically to deliver superior e-CRM solutions that maximize ROI.

Business Need

The client wanted to develop an add-on to their existing product that would enable merchants to run product campaigns online. The add-on module would manage the entire campaign process after the necessary details were provided by the merchant. In addition, it would also enable post-sale analysis and generate reports on which merchants would be able to create new focused campaigns based on consumer feedback.

The module had to also provide a registration capsule for affiliates - agents for local merchants. This would enable merchants to use their affiliate network for faster sale of products.

Solution Offered

Due to its strengths in J2EE & and its extensive expertise within the e-Business domain, Blue Star Infotech (BSI) was able to design an appropriate solution.

The solution is based on a subscription model where merchants register with the client to run campaigns online with special offers on products. These offers can be availed by using special coupons, which are published on the client portal.

The consumers on visiting the portal site would be able to view the validity of the campaigns based on their geography. Provision to print these coupons to avail of the offers was provided.

As a value-add, facilities were provided to affiliates to create portals for the merchants whose products they wished to sell.

The final solution provided capabilities to manage product campaigns, time, projects, resources, and functions within a collaborative framework. Integration with other systems included:-

- Integration with Credit Card verification, using payment gateway (Pay Pal)
- Provision for Online verification of Merchants

Benefits to the Client

- Growth in business in terms of Merchant Registration, Campaigns and Promotions
- Scalable application as the business grows
- Customizable J2EE Framework for the Self - Service module enabled dynamic campaign rules to be accommodated

TECHNOLOGY

- Windows 2000, Redhat Linux
- Java/J2EE, JSP, Struts, EJB, XML, Jboss
- SQL Server, Pay Pal

For more information about Blue Star Infotech:

USA	+1-(408) 235-1640	bsia_ca@bsil.com
UK	+44-020-8538 2710	bsil_uk@bsil.com
India	+91-22-2490 1870	globalhq@bsil.com

www.bsil.com