

Powering Distribution

Client: New Generation Semantics Analytics Company
Location: USA

Client Description

The client is a new generation Semantic Analytics company delivering customer-centric rating/preference data. Being a start-up company, the client had an innovative and a very new concept of engaging in the rating and reviews of any product or service or organization. In order to gain momentum and market share, they wanted to tap into the new world of Social Networking Media such as Facebook, Google's OpenSocial and similar networks globally.

The client's current technology allows users to filter any rated information based on user demographics and rating preferences.

Business Need

The client, being an early stage start-up company with an advanced technology, wanted to evaluate and integrate their technology into other social networking media such as Facebook, Orkut, LinkedIn, Myspace, Bebo etc. This would facilitate easy access to the user along with their demographic profile, and more importantly offer a viral marketing opportunity of their services within each of these social networks in the form of specific applications.

The objective of such integration was to:

1. Increase customer acquisition rate
2. Increase conversations between members
3. Improve advertising dollar spent and conversions

As a consequence, the application had to be enhanced and appropriate architecture revisions needed to be taken care of, to extend their services as engaging social networking applications.

Solution Offered

BSI conducted a study of the current business model and suite of application modules that needed to be integrated as applications within social networking sites. New processes were subsequently identified that were relevant and engaging within social networking site's user demographics, enabling viral distribution and conversation points within these sites.

The project was conducted in following three steps:

1. Usability Analysis, Creative Design for Social Networking sites
2. Service Layer to integrate clients web application into Facebook and OpenSocial
3. Deeper integration, with various API's, of the Social Networks related to sign-in, publishing, social graph porting, friend data porting and meaningful interaction between friends.

Benefits to the Client

- Newer Distribution channels for client's business into social networking sites
- Increase in membership through social networks
- One click solution to the users enabling the client to access user demographic profile without user feeding the forms during registration
- Seamless experience to the user between client's application and social network sites
- Flexibility in adding new rating solutions targeting specific demographics within social networking sites.

TOOLS / TECHNOLOGY

- Facebook API's
- OpenSocial API's
- FBML
- XML, CSS
- Iframes
- MS-SQL
- Java

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