

## SaaS Enabling e-Marketing Solution for Rapid Business Expansion

**Client:** A Leader in on-demand CRM Solutions  
**Location:** USA

### Client Description

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

### Business Need

FMCG companies often run promotional offers & campaigns for consumers on their websites. The client came up with a patented solution, which hosts these promotions online and allows people to print coupons that can be then redeemed at local stores. The entire process of redirection from a company website to client website is however transparent to the end user.

This process involves two steps, promotion creation and promotion hosting. While the promotion hosting part was smooth, promotion creation was a manual process where the company running a promotion would call the client office to create a campaign, which would then be entered manually in a complex application by the client.

The client wanted to streamline this promotion creation process. Also, to increase its customer base, from companies to local merchants and retailers as well, a better way had to be found to make the process more sustainable.

It was decided to create a SaaS based solution for retailers as well as bigger companies for Promotion Management, which would be simple enough to use with minimum guidance. Other than promotion creation it would offer post-sale analysis, reporting and advanced capabilities for management of promotions.

### Solution Offered

Blue Star Infotech's SaaS Enablement Center (SEC) had to completely design the solution keeping in mind that the solution had to be simple to use, had to cater to both companies as well as local retailers and yet had to have advanced promotion management features.

The SEC architected the Self-Service Framework in J2EE while extracting the business logic from the existing application in Cold Fusion. To reduce development time, a common database approach was adopted for large companies as well as local retailers

with the option of separating databases later kept open.

For this SaaS based solution, an online method of payment had to be ensured and PayPal was finalized after studying various payment gateway integration options. As security was of prime importance, http-https switching was incorporated, which involved web pages involved in payment to be SSL enabled while the rest were normal web pages for faster rendering. To improve user experience, the SaaS solution had Web 2.0 principles of AJAX adopted and the UI was kept clean and intuitive.

The six-step methodology adopted by SEC proved successful in developing a solution that was robust and scalable.

### TECHNOLOGY

- Windows 2000, Red Hat Linux
- J2EE Solution- Struts, EJBs
- Apache Tomcat
- MS SQL Server 2000
- JBoss, SSL Configuration in JBoss
- JavaMail, XML, AJAX
- PayPal Integration
- Tools: Log4j, Eclipse, Ant, App Perfect Code Review

### Benefits to the Client

- The client was able to streamline the process and thereby have a scalable business model
- The client was able to expand business by delivering SaaS solution to retailers as well as companies
- Increased Sales Opportunities by adopting the SaaS model
- More control to end users of the system in terms of the promotions created and dynamic campaign rules associated with it

#### 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](http://www.bsil.com)