

**Client:** Logistics firm engaged in Humanitarian Relief logistics  
**Location:** USA

## Client Description

The client is globally well known for its expertise in commercial logistics. Their aim is to strengthen the infrastructure of humanitarian relief organizations by mobilizing logistics and technology expertise and resources from the corporate and academic communities.

## Business Need

Blue Star Infotech (BSI) had helped the client conceptualize and develop an award winning web-based product, the Humanitarian Logistics System (HLS) that could be utilized by relief organizations and NGOs to manage logistics during disaster relief operations. HLS was a huge success for the world's largest relief organization, IFRC, during the Tsunami relief operations. In spite of this, the product was not being adopted by other relief organizations as envisaged. This was primarily because of two reasons:-

- High cost of ownership of HLS in deploying and maintaining the solutions for non-IT savvy Humanitarian organizations working on tight budgets
- Lack of tailored processes in the product specific to different organizations of sizes smaller than IFRC

Due to these reasons, the client decided to develop a new product, which would be generic enough for use by relief organizations of all sizes and would be delivered as a SaaS model to reduce the total cost of ownership of the software.

## Solution Offered

Blue Star Infotech's SaaS Enablement Center conceptualized the new product keeping in mind the SaaS model. It had to be ensured that the product was highly customizable and generic enough without losing out on functionality.

A larger user base of organizations was met to form and conceptualize the product and its features. Product development was broken up into iterations and the feature driven development (FDD) approach was adopted for faster prototyping, which could be then demonstrated to the End User community. Throughout the evolution of the product, the product feature list kept evolving across iterations as user feedback was continuously being incorporated into the product with an aim to make it more generic. This was combined with the domain expertise gained by Blue Star Infotech during development of HLS. A superset of features was

incorporated into the product to make it generic enough. The end users had the options of selecting only those features necessary for their organization. In addition, the User Interface was completely customizable in terms of the names of fields used on the screens. The field names were kept configurable to ensure that the End Users of the product would be dealing in terms familiar to them rather than trying to adjust to the system.

The new product has the option of being delivered as a SaaS model or can be hosted in house by larger organizations. The database instances are kept separate for each organization to keep the model flexible. This ensures that each organization can choose to have its own policy on how they want to manage their data in terms of backup, scalability, concurrency etc.

## TECHNOLOGY

- Windows 2000 Server
- IIS 5.0
- MS SQL Server 2000
- Dot Net Framework
- Languages: C#, XML.
- Web: ASP.Net, HTML, DHTML, and JavaScript
- Development Tools: Visual Studio.Net, Visio
- Reporting Tool: Crystal Reports

## Benefits to the Client

- By adopting the SaaS model, the client has been able to reduce the TCO for relief organizations. This combined with highly customizable features has helped the client generate worldwide interest in its product and increase its market.
- This SaaS based product is intended to be used as a standard for humanitarian relief organizations worldwide by distributing costs across the organizations and to enable the offline use of the features through HAM, media devices and satellite phones.

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