



Ambrosia Infotech

"Synergising Minds"

The Client

The company is an expert in building high growth e-tail platforms. They have an impressive array of clients already benefiting from their extensive On-line Communication expertise. Their unique online programs generate high levels of sales, stimulate growth and enhance brand recognition.

The client has a large number of online programs running on multiple systems on different technologies. To manage each of these platforms had become a nightmare. The client wanted to move these programs to a more manageable platform, which would enable them to add new programs and change the content of the existing programs easily.

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The Client



The client's requirement was for an IT partner who could design, develop and ensure a quick roll out of the implementation, and also who could ensure quality by following defined methodologies and processes.

Ambrosia with its cost-effective delivery model, experience and a proven development methodology was chosen as the ideal partner.

Some broad functions required for the content management system were:

- E-commerce management (shopping basket, history, checkout, delivery details)
- Order status, history, wish list and archive of 'my' communications.
- Multiple campaigns on the same site.
- Add, modify, delete and authorize content pages.
- Define content rendering objects
- Drag and Drop Content Objects on a page
- Define Navigation
- Page Layout
- Multilingual content – any language.
- Product Catalog

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Ambrosia – Challenges

The key issues faced by the client were:

- Multiple systems running same type of e-commerce systems
- Each program having individual back office application.
- Not flexible enough to create and add content.
- Minimal reusability of code created
- Migration of all the programs and legacy data to the new platform

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Challenges



Ambrosia used its expertise in Microsoft technologies and dot net platforms to deliver the solution in record time.

Ambrosia implemented the system with the following highlights:

- Ability to define reusable content generating objects in the system
- Ability to drag and drop objects onto a page
- Multilingual
- Import features ensuring complete migration of legacy data
- Single Back Office application used to manage all the programs
- Ability to run multiple e-commerce systems from a single platform on an ASP model
- Ability to add static and dynamic pages on to a program using wizards
- E-learning module
- Form Definition and generation engine that allows dynamic forms to created
- Event Action model enabling different actions to be performed for the same event based on different mapping logic differentiated by program, user, location etc.
- Extensive Reporting features
- Outgoing communications via eBroadcast, SMS alert and on-site messaging
- Content Authorization module
- Ability to define dynamic company and user tiers



Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to an experienced team of technology professionals
- Involved and Innovative development approach
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- Proper risk evaluation and mitigation process
- High standards of delivery and quality
- Define project methodology

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Benefits



Ambrosia – Approach

The Ambrosia delivery model ensured a seamless transition of processes without any disruption to the existing operations – including a phased transition of operations.

Key features of our approach were:

- Worked closely with the client to ensure all the requirements are captured in detail
- Emphasis on detailed low level design ensured streamlined development effort
- Complemented through recruitment of highly skilled and qualified staff
- Milestone based delivery.
- Constant review processes ensured no last minute surprises
- Ensured seamless transition from legacy to live system with thorough hand-holding at go-live stage and proper documentation of the system
- Following defined Project Management methodology resulted in phase wise rollout of the system.

Approach

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