

## Case Study: mDash

### Tools and Technology

#### Technology:

- Visual studio 2005
- Dot net framework 2.0

#### Database:

- Microsoft SQL Server

#### OS:

- Windows XP professional and latest service pack

#### Web server:

- IIS 6.0

#### Hardware requirements:

- RAM: 1GB
- HD: 80 GB
- Processor: P4

### Client Background

Zieta is a premier provider of diversified business process and information technology outsourcing solutions to commercial and government clients worldwide. Zieta delivers superior business process outsourcing, information technology outsourcing, and systems and integration services, to clients from diversified industries like energy, financial, government, healthcare, retail, and transportation. Headquartered in Delaware with offices located in nearly 5 countries

### Business Need

The client wanted Bourntec to develop a marketing Automation & Management Solution that would enable agencies 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 Solution

Client Benefit Due to its strengths in Dot Net & and its extensive expertise within the e-Business domain, Bourntec Global, is able to design an appropriate Marketing Automation & Management Solution – “(m)dash” which offers an integrated, easy to use suite of tools that centralizes management of marketing assets, campaigns and results.

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.

The final solution provides 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

## Client Benefit

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