UBN PROJECT CASE STUDY

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Client Profile

- World's largest global provider dedicated to banking and payments technologies.
- Serves more than 14,000 institutions in over 130 countries, and employs more than 42,000 people worldwide.
- Ranked 426 on the Fortune 500 and is a member of Standard & Poor's 500® Index.
- Named the No. 1 overall financial technology provider in the annual IDC Financial Insights FinTech 100 rankings four years running – 2011, 2012, 2013 and 2014

At-a-Glance

Client's Business Industry: **HealthCare**

Client's Location: **USA**

Project's Core Solution Area: **CRM implementation**

Key Project Challenges

- Integration of SalesForce CRM into the application.

- Security of data by developing own middle ware between client application and SalesForce.

- Encryption of Request and response data for Security.

- 24x7 application usability, High-availability and no downtime.

- Use application email and phone support.

- Development of Middleware through WCF.

- Application UI development using ASP.Net MVC and C#.

- Processing of Deals done through user friendly Widgets and Search functionalities.

Solution to the Challenges

Key Business Benefits :
- ✓ Interact, create, manage new and old customers .
- ✓ Upload and manage any client documents.
- ✓ Updated application and international standards for SMS and FAX.
- ✓ Marketing campaigns can be sent to customers
- ✓ Solve client queries on the fly.
- ✓ Customer can suggest their need for future business growth.

Statistics & Numbers:
- ❑ Framework – **ASP.Net MVC, SOA**
- ❑ Front End – **ASP.Net, HTML 5, Ajax, JavaScript**
- ❑ App Server – **IIS**
- ❑ Database – **SQL Server**
- ❑ Platforms – **Microsoft .NET**

- Used WCF restful API for transfer business objects to SalesForce.com.

- Used Apttus API provided by SalesForce to Transfer data between Client application and SalesForce .com.

- Use of 3rd party tool for sending SMS, FAX, Alpha-pagers, with proper acknowledgement, delivery and QoS guaranteed.

- Email and phone support for any level and time as per customer needs, scheduling or escalation.

- Configurable Agent shortcuts for each combination of special key with letter for bunch of word, so that Agent doesn't have to spend on typing a lot of info. AutoComplete for all places.

Feasibility

Key Technology Benefits :

✓ ASP.Net MVC to develop interactive screens which can be both accessed on Desktop as well mobile devices.

✓ Microsoft ASP.Net MVC application development for scalability, robust and secured application.

✓ WCF service for faster and reliable communication.

✓ SOA framework implementation for decoupling and independent applications.

✓ Ajax implementation for taking user from standalone application to Web 2.0.

The application provides the best way to manage company's interaction with current and future customers. The system provides multiple Deals that are basically options that can solve customer requirement and this way it increases the company business.

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