



Basic Information

Name: ANJALI SINHA
Bits ID Number: 2012C6PS612G
Email: f2012612@goa.bits-pilani.ac.in
Domain Area: Computer Science
BroadArea: Software Development

Ques. ProjectTitle
Ans. IV Chrome Plugin & Unified Admin Portal

Ques. Sub Area
Ans. UI Development

Ques. Objective/Scope of the project
Ans. IV Chrome Plugin: To develop a Chrome Extension that facilitates addition of leads to Salesforce.
Unified Admin Portal: To develop a common platform for all IV products so that customers and admins can access all info at the same place.

Ques. Categorize the nature of the work in terms of Research, New Product Development, Design, Testing, Improvement in the productivity and efficiency of the product & services
Ans. New Product Development

Ques. Summary of the work done by the student and his/her learning from the project (What has he/she done and learnt).
Ans. Worked on IV's Chrome Plugin, which helps Sales Executives build an accurate list of marketing and sales leads. It allows to run prospect searches directly from browser, by building highly specific targeted search lists. It helps capture social data for the search terms typed by Google. The leads, prospected by the customer is enriched via InsideView CRM for the missing details, such that the records added are complete.

Worked on the UI of Unified Admin Portal for both internal and external users/administrators which will allow them to perform their administration tasks for all the InsideView products. It is an upgrade for the current Admin Tool, which previously had all its services being accessed differently, to be accessed at one place itself.

Ques. Explain project's contribution to the organization
Ans. The chrome plugin can be a whole new product if it works out well.
The UAP will become common platform for all IV products so that customers and admins can access all info at the same place.

Ques. Identify scope for further collaborations in terms of sponsored and consultancy research project with the organization
Ans. N.A.
