

Redevelopment of Email Management System

Client Profile

Headquartered in Canada, Client is a leading email marketing company that helps organizations in establish, optimize and manage e-relationships. Company provides self-serve and full-service solutions to their fortune 1000 clients. Its clients span all industries and are some of North America's most recognized brands, including: Aeroplan, Air Canada, Blockbuster Canada, CBC, Canadian Blood Services, Chapters Indigo, Delta Hotels, Direct Energy, M&M Meats, Points.com and Sympatico / MSN.

Business Need

Client has a web based Email Marketing System developed in ASP, VB and SQL Server 2000 as backend. The Email Marketing System is a sophisticated permission-based email deployment and reporting system capable of managing large volume campaigns. It allows marketers to plan, execute, analyze and continually refine email marketing campaigns.

EMS Feature Summary:

- Fully Exportable Web Forms
- Content and Template Libraries
- Refer a Friend Forms
- Customized Welcome and Goodbye Messages
- Advanced Segmentation
- Personalization
- Professional layouts
- Time-Sensitive/Emergency Communications
- Customized Broadcast Domains

- Text, HTML, and Auto-Sensing Formats
- Subscription Management
- Suppression System
- Seamless data integration
- Data filtering
- Multi-Level Access Control
- Browser-based accessibility
- Domain and Email Blocking
- Online Help (Context Sensitive Bubble Help, FAQs)
- Check emails against leading Spam filters
- View a diagram of where each reader clicked
- Email address to individual customer profile linkage

Over the years, the product has been running successful and implemented at multiple customer locations. However, Client was looking for an offshore outsourcing company that would help them to achieve following objectives:

- Rebuild the existing EMS systems
- Enhance the broadcast functionality
- Improve user experience
- Simplify the process
- Keep the technology up to date

The fundamental purpose of this engagement was to rebuild the existing EMS systems using the latest Microsoft technology (ASP.NET 3.5, MS SQL Server 2008)



Solution

Gateway proposed to undertake this project under fixed dedicated team model wherein Gateway deployed its resources, equipment and infrastructure, exclusively for the Client to rebuild the existing EMS systems.

Based on the complex nature of the project, Gateway suggested and performed a detailed requirement understanding & knowledge transfer phase to determine the requirements more thoroughly that helped in defining a proper execution and investment plan to undertake the project.

Understanding of the existing product was done through Gotomeeting tool, business requirement specification. We used dedicated phone lines and one on one meeting with the client to understand the functionalities of existing product. In this phase Gateway discussed each part of the existing product, going through the existing code and the associated database.

At the end of this phase detailed project plan, database migration plan and testing plan were produced and submitted to client for approval and to move on next phase. Gateway set up development environment on developer's machines including VPN, VSS Database, application, offline processes with test data.

The development of whole product was divided into three sections and done in parallel that included:

1. Interface - Website development:

The development of user interfaces was done using ASP.NET UI controls with some new enhancements as per the functional specification document and new User Interface layout.

2. API development:

40% of the API development was already done in .NET 1.1 to support additional client requirements. The rest of APIs were in VB dlls and ASP code. These both were ported to single API base using .NET 3.5.

3. Offline Processes Development:

This was the complete conversion of VB based offline processes to .NET 3.5

Additionally, Gateway developed base framework for all three sections in parallel that includes folder structure, multilingual support, resource file management, themes management, security, timezone management, exception management, logging & tracing, tenant - configuration setup, and development of common controls etc.

Technology

- Microsoft .NET Framework 3.5
- Microsoft SQL Server 2008



Screenshots

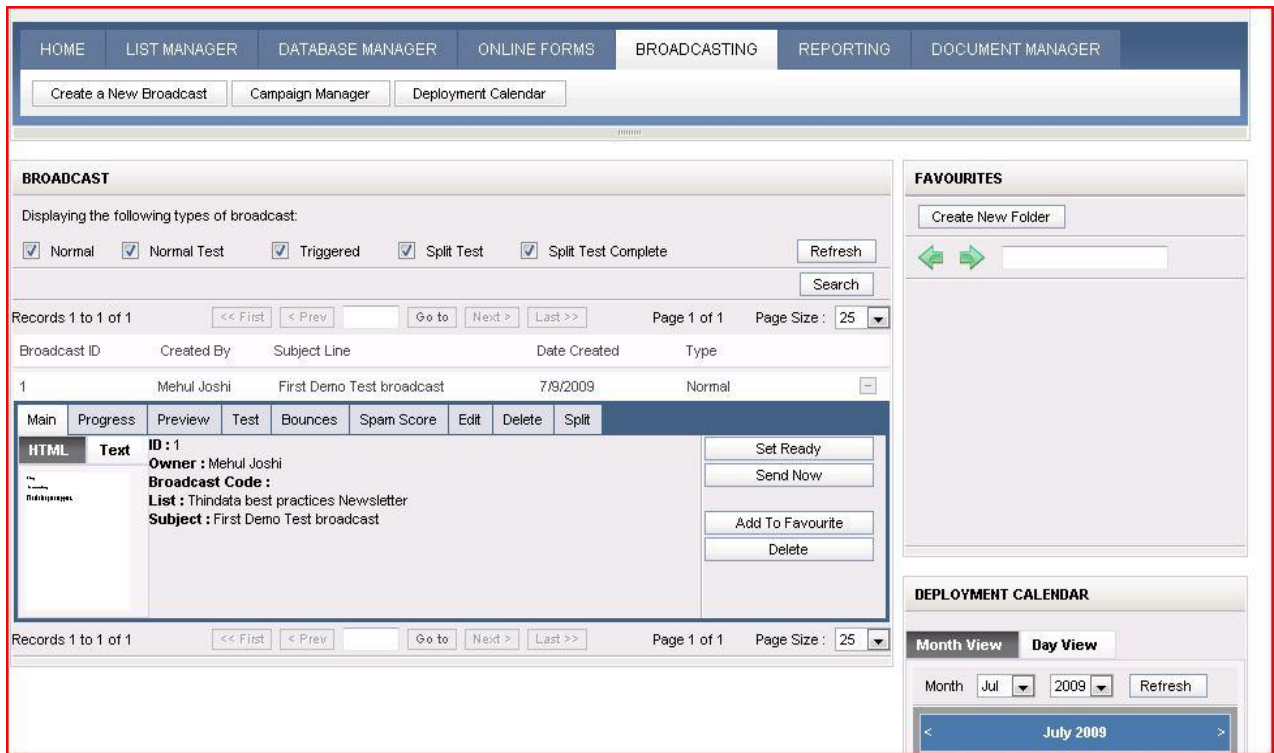


Figure illustrates Broadcasting user interface

Gateway TechnoLabs defines designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Gateway creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services

With Gateway, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model.

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