

Case Studies

Web Application

Customer Relationship Management, an E-business Solution

Overview:

The concept of managing relationships with customers is not new in this world. Many companies have been interfacing with customers since the beginning of trade. Customer relationship management is an overall business strategy that enables companies to manage customer relationships effectively. From the IT perspective, it provides an integrated view of a company's customers to everyone in the organization so that the customer can be serviced effectively.

However the factors like competition and globalization has changed the face of business. Customers now have a variety of choices and, most importantly, they are becoming far more knowledgeable and demanding.

With this scenario, most of the companies have realized that they need to treat their customers with more care. As a result, these days' companies are now desperately looking for E-business solution to manage customer relationships effectively, not only to acquire new customers, but also to retain the existing ones.

Business Need:

In this project one of our clients wanted E-business solution for customer relationship management system to automate sales and sales force management functions. Our client wanted to have a solution that must have features like tracking the productivity of the sales force to give marketing research data like industry dynamics, new products from competitors.

HyTech Professionals

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Our Challenges:

In this case our task was to develop a solution that can provide a common platform for customer communication and interaction. Along with this, our aim was to offer application can lead to improved customer responsiveness and a comprehensive view of the entire Customer Life Cycle.

In addition to this our challenge was to offer the solution that can converge on various functional components such as sales, marketing, and customer service and communication channels. Our task was to offer an effective solution that can enable organizations to reduce time to market, get closer to customers and achieve long-term, profitable growth.

Our Approach:

Committed to meet our clients' needs, in this project we developed an effective E-application by using BizTalk server 2004. In this project, we used Orchestration for dynamic business processing. In addition to this SQL adapter was used to exchange data between BizTalk server & SQL server and File adapter for transferring data in and out of BizTalk server. Moreover we also used Business Rules composer to develop rules using composer by using XML as inputs to the rules engine and also calling rules from a BizTalk Orchestration.

Our Role:

In this project we worked as extended software development partner. Our team of engineers worked with the client's team in rapidly delivering the solution.

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About Us

HyTech Professionals is a global provider of software engineering services. We, at HyTech Professionals, provide our clients with end-to-end solutions and help them in successfully achieving their end objective: High Returns on Investment.

We provide cost effective and robust solutions by engaging the best combination of engineers, project managers, and business-process consultants from our world-wide resource pool.

Advantages

Our clients enjoy following benefits from our engagement

- › Low cost of ownership
- › Low time to market
- › Low ramp up and downsize time and cost
- › Low turn around time

Consistently converting Clients' Vision into Robust Solutions

dream

design

develop

deploy

4

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