

## ➤ The Customer

The customer is a well-established company offering a variety of fine archival storage, display and presentation materials for a variety of media. The customer utilizes print and on-line catalogs to market its products directly to individuals, professional photographers, businesses and prominent cultural institutions throughout the world.

## ➤ The Problem

The client wanted to grow the business and become the largest seller of archival materials within the US market. In order to achieve this, the client came up with an online strategy to drive sales through an e-commerce site. However, the initial version of the site was beset with challenges. The website did not have the flexibility to take online customized orders from users, nor did it have the provisions to promote the various related services or products within its catalog to existing customers. End users also complained of poor usability, navigation and search facilities within the site. The customer realized it needed to redesign the site to integrate the existing ERP system and improve the site's usability in order to improve traffic and increase sales.

## ➤ The Solutions

Having understood the customer's needs and requirements, PreludeSys employed a proven offshore software development model with supported E-commerce technologies to turn a novel idea into reality using a handful of key steps:

### **Understand the existing system**

The customer's site failed to appropriately capture the customer's desired business vision, strategy, business rules and daily business operations. PreludeSys used its

own methodology to identify software artifacts and source code fragments in the subject system to rebuild the site to be more flexible and correspond to the customer's intended design. PreludeSys also made a thorough analysis of the customer's branding to match its online presence with the client's print media for marketing consistency.

### **Understand the data interaction**

Where ERP communication was necessary, PreludeSys developed a data model that would facilitate the flow of data from the existing ERP system which was the main resource for most of the customer's business operations. PreludeSys worked with the client to evaluate the data retrieved and develop new strategies for improvement.

### **Develop the application**

PreludeSys designed a more capable and flexible ecommerce site which could scale both horizontally and vertically to accommodate additional users as the shopping platform grew. Being a retail e-commerce site, extra care was given to improve the usability and navigation of the site for first time and return users.

Additionally, PreludeSys improved the ERP integration and redesigned the interface to list the products available using better styles and smoother navigation features. The site was designed with highlighting features such as a configurable home page that could respond to data from input feeds and adjust promotional offers to correspond to a user's initial choices or changes in the business environments.