

Building and upgrading retail Customer Relationship Management (CRM) solutions for a global leader in business software

About the client:

Our client is a leading solution provider for the business needs of the Manufacturing, Distribution, Service, Retail, and Hospitality industries. With 20,000 customers in more than 150 countries, it provides enterprise software solutions enabling companies to drive increased efficiency and improve profitability.

Business Requirements:

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- To bring technology competency to the retail CRM solutions by upgrading and migrating legacy systems to the latest Microsoft technology through reverse engineering.
- To leverage the partner's expertise in its business domain by providing quick scale-up options and absorbing the growing IT solution needs.
- To meet end-to-end testing needs for products.

Solution Highlights:

- Implementing reverse engineering of the existing products.
- Upgrading the products to cater to the latest technology needs.
- Developing and integrating new and enhanced features.
- Completing the UI revamp of the CRM system.
- Building backend processes for customer data management, analytics, and integrated business workflows.
- Ensuring end-to-end testing of products to meet quality assurance needs.

Technologies:

.NET Framework 3.0, C#, MSSQL Server 2008, and SSRS 2008

[Online Retail](#)