SoftClouds™
OPTIONS REDEFINED

Case Study

Award Winning Professional Services Organization Leverages SoftClouds for System Management

Client

The Client is the UK's leading mobile messaging applications developer. They provide a comprehensive range of bulk SMS text messaging and mobile data solutions for businesses and organizations across the world.

Challenges

The Client needed to build a solution to provide a comprehensive range of bulk SMS text messaging and mobile data solutions for businesses and organizations across the world. With Campaign Management software solutions that can easily broadcast fully developed professional SMS text messaging campaigns of short and customized communications.

Campaign Manager feature allows effective, low cost bulk SMS campaigns. The system can communicate with multiple CRM and does campaigning through messaging Text, routing emails among the users. The system has the following modules – Campaigning, Communication History, Bulk Messaging, Emails Routing, Reports, Administration, Accounts, and Marketing List etc.

SoftClouds – From Evolution to Implementation

Based on the business processes and requirements of the Client, SoftClouds worked to design, develop and implement a unique custom solution.

- Participated in requirement gathering and JAD (Joint Application Design) sessions.
- Architected a structured pattern based system.
- Created the technical design of the system using Visio.
- Involved in the development of following modules: Campaigning, Communication . History, Bulk Messaging, Emails routing, Reports, Administration, Accounts, and Marketing List.
- Used the concept of LINQ, wherein the entity based Service Oriented architecture (SOA) played a   major role.
- Used the concept of delegates to communicate between the user controls.
- Involved in the design and development of SQL reports.
- Involved in regression testing of the application and simulated multiple user environment.
- Involved in mentoring a team of 4 employees.
- Used VSS for managing and tracking of source files and its access.

Success Metrics

- Bulk SMS text message send and receipt.
- Low cost dedicated mobile numbers for receiving SMS text messages.
- Keywords and short codes for receiving messages for SMS text campaigns.
- Automated SMS text message responses.
- SMS text message to e-mail and e-mail to SMS text message.
- Comprehensive real-time receipt notification and reporting.

- Low cost message credits, which, provided that Client only pay for the messages that reach handsets.
- Client was able to send text messages to millions of Sage CRM Users at one single go. To enable this, an API was written that deploys messages up to 100 thousands and gives confirmation after every deployment to the end users. This solution helped the Client to win the Winner of the Sage Innovation Award 2008.
- Single Adapter Tier for multiple CRM Web references. Developed an architecture that can be plugged in to multiple CRM systems.

About SoftClouds

SoftClouds is a leading information technology consulting firm serving clients throughout North America. Our IT consultants bring business-driven technology solutions that allow our clients to gain competitive advantage, make their businesses more responsive to market opportunities, and reduce information technology costs.

SoftClouds is proud to partner with the world's leading software companies, including Oracle, Salesforce.com and Microsoft, to deliver world-class CRM solutions that deepen customer relationships, improve corporate profitability and provide in-depth business performance analysis easily and efficiently. Our CRM Solutions receive excellent reviews from clients representing a wide spectrum of industries. No matter your business size or location, SoftClouds has a solution that will work for you and your team.