



## Case Study



# Easy e-Store Customization

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# BUSINESS CHALLENGE

e-Store, an ecommerce module of our client's flagship solution required frequent customization for branding purposes and to support seasonal marketing campaigns. It was an expensive proposition both in terms of time and money to frequently re-defining themes and campaigns using expensive business analysts and local web designers. Extensive testing of the application was also required to ensure that all the necessary design changes that were custom built for each campaign worked as desired.

# SOLUTION

Develop an out-of-the-box content management solution that supported WYSIWYG (What You See Is What You Get) editing of custom content in active pages.

# WHAT WE DID

Suyati's senior Architect and programmers worked closely with Client's business analysts and the technical architects to design and develop a fully functional WYSIWYG editor capable of viewing and editing dynamic e-Store content.

The solution was developed as a smart client application using Microsoft WPF and WCF on .Net 3.0 as the underlying technology to provide a rich user experience and seamless anytime/ anywhere access. This would enable a non-technical end-user to custom design e-Store content at will and publish a fully functional website with minimal user testing. The solution was built using pre-tested components making the end-user testing a lot simpler and easier.

This solution eliminated design, programming and testing by technical professionals. The end-user can repeatedly make customizations without incurring expenses on using technical resources for customization.

# RESULT

Savings of hundreds of thousands of dollars spent on customizations annually for each retailer using the product. Non technical marketing and sales managers could easily create multiple e-Store brands and seasonal marketing campaigns with minimum technical intervention.



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