Case Study: Grapevine Star

Client

Grapevine Star is a global provider of research based content, product development, licensing and distribution to the media and entertainment industry based at Texas, USA. The company has entered into a licensing agreement with a preeminent mobile solutions provider that gives Grapevine Stars' content and proprietary properties distribution and on deck access to over 90+ cell phone carriers with a reach of over 1.5 billion subscribers worldwide.

Challenge

The client wanted to develop and launch a Content Management System (CMS) application to manage their current websites using .NET framework. The client was looking for rapid development and quick results. The key challenge was to provide a user-friendly and easy-to-use CMS that can manage two running sites with sales results. The CMS should be such that their current SEO ranking is not affected. Another challenge was to provide the administrator with such a robust CMS that not only manages the internal banners but external banners as well along with a WYSIWYG Editor to create and manage the pages using Flash.

Solution

ISHIR suggested XP methodology to get quick and assured results. The client was briefed and trained on the methodology and how it worked. Whole CMS was divided into two sections one for managing their corporate site and other for their Ecommerce site.

In first category corporate site CMS was designed and developed. Features like a WYSIWYG editor was provided which would help the admin to create and manage own SHTML pages in future. This would not only help the company to customize its corporate website on its own but also save a lot of money for them. As the site was a corporate site complete navigation and sub navigations could also be managed from within the CMS.

In second category, Ecommerce Site CMS was designed and developed. The CMS developed was such that each component of the ecommerce section can be managed by the admin in the most flexible and user friendly way. Features like creating categories and subcategories were provided so that product details can be maintained in a more efficient manner. The categories or subcategories had product details in them which included product pricing, pictures etc. Through the sorting feature for the display of the navigations according to categories and sub categories the admin could handle the most important category on top and so on. To make things easier for the admin complete banner management was provided to admin for the display of the internal banners as well as external banners like widgets. Shopping cart was implemented for users to purchase products with shipping details, which are fetched from the CMS section. For this section user was provided the flexibility to purchase any product whether Digital or physical from any category and pay either by Pay Pal account or by credit card. In case of digital product purchase user can download after completing the payment process while in case of physical product purchase it will be delivered at the shipping address

Results

ISHIR provided the complete solution within very competitive time frames. The client was able to manage both sites with a customized user friendly and flexible CMS. The feature of generating different types of sales reports helped the client to have a closer and better look on the overall sales of the company which affected the revenue of the company in a positive way. The client was also able to save a lot of money while developing and by deploying our solution that we provided him, since a single CMS was able to handle both their websites. ISHIR completed all the functionalities within the given time frame. While the project was challenging in terms of approvals and reviews, it was a huge success for ISHIR as well as the client.

Technology

The solution was developed on Microsoft .NET technology with ASP.NET, JavaScript, C#, Microsoft SQL Server was used as the backend database.

For More Information

For more information about ISHIR services and solutions, call +1 (888) 99-ISHIR (47447) or email info@ishir.com. To access information using the World Wide Web, go to: www.ishir.com and www.ishirdigital.com.