

Application Development – CRM Implementation and Customization

Client

Our Client is the preeminent supplier of a financial product to financial markets worldwide.

Challenge

The client wanted to market its financial product and its variants by using a licensing model which could generate online licenses for its customers using a top of the line proven CRM product. The difficulty was that this product did not cater to the software licensing requirements as also the product definition requirements for the software segment in the way it was needed. The challenge was to understand this product first and then bring suitable customizations to it so as to meet the software product related CRM requirements.

Solution

Nine Dimensions was able to assemble a team for this type of specialized application development and maintenance work in a very short time.

Nine Dimensions completed this work to meet the customer go to market objective well before time and carried out the following activities:

- Development of a new License key generation module
- Modifications to Products Master for software specific needs
- Integration of new licence purchase process with the online sales module
- Integration with main product using web services and then with backend sales and accounting systems

Benefits

- Go to market time was reduced as the CRM proven product was taken for customization
- Best CRM practices were inherited along with customer specific requirement of online sale and license key management
- Excellent product fit for selling online software license at lowest costs
- Optimized CRM process brought increased volumes of business by 20%

Technology

CRM product proprietary environment, SQL Server 2005, Java, .NET Framework 3.0, Java web service, Visual SourceSafe.