



CYQUENT

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## A B2C Services Portal

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Case Study



## the CLIENT

The Client is an established service provider in the Printing and allied services industry. They undertake and execute high volume printing for Fortune 100 corporations, providing an unmatched service levels in terms of quality and delivery commitment.

## the CHALLENGES

The Printing industry is burgeoning in India, with a large piece of the pie perceived to be in the fragmented INDIVIDUAL printing opportunities, instead of the volume organizational printing needs.

For short run printing (small volumes), the overheads of design and logistics far outweigh the true printing costs. Hence the challenge was to devise a solution to lower these overheads, and deliver a higher printing quality at the same price point.

In the Personal Printing space, there is a certain level of ignorance in choosing the right printing option, and the nuances of value v/s pricing across these options.



## the SOLUTION

A comprehensive Printing Service portal was conceived to serve two main objectives:

- Educate an individual about Printing technologies, their pros and cons, value-adds and pricing.
- Offer a “desktop” solution to their printing needs, with an end-to-end fulfillment process.

A B2C e-commerce application was designed and implemented, which provided for multiple template options for various commonly printed products like Calling Cards, Gift Tags, Party Invites, Posters, etc.

Users could do a rapid design selection based on multiple pre-defined parameters, customize it with their texts and/or creatives, and order quantities online. The solution was integrated with an online credit card payment system.



## the **BENEFITS**

- ➔ Use of 3rd party packages like Community Server and ASPDotNetStoreFront got the site up and running in a 25 day period.
- ➔ Our expertise in DRM using Windows Media Services makes it possible to allow playback of most popular media formats.
- ➔ Deployment of web services facilitates seamless integration between different 3rd party softwares, especially for features like “single sign-in”.
- ➔ Using Web Parts, we have facilitated an Advanced Content Management feature which allows the site administrator to create a “Content Library” using drag-and-drop facility across various content types like Blogs, Forums, Photos, Videos, Profiles, etc.



## the **TECHNOLOGIES**

- ➔ ASP.net, VB.net, C#
- ➔ Community Server
- ➔ ASPDotNetStoreFront
- ➔ Microsoft Windows Media Services, incl. DRM
- ➔ Web Parts
- ➔ MS SQL Server 2005
- ➔ Web Services, AJAX
- ➔ SOA & UML Design Methodologies



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