

## Development & Hosting of Web Based ROI Application

### The Client

The Client is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of their coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.



### Business Need

Client is looking to expand its offerings to its customers through a web based ROI Tool for helping them build a strong business case for investments/projects/sales. The need is to enable end users to build ROI cases by logging into a web based application and filling out a questionnaire. The input the end users provide will be used for analytics and report generation which in some cases can be pushed back to the end users for offline viewing.

The Client is also looking for a web based interface for increased collaboration and role based views of the survey analytics where the capability can be extended to host the application as a service (SaaS model) so that users can self-service the surveys for internal purposes and build their own question catalogs.

Microexcel was approached by the Client knowing that it understands the key need driving the project and has vast experience in building such tools for Sales and Marketing purposes. Client also knows that Microexcel brings in additional value by building the application so as to expand to future needs and purposes by reusing the assets built during this phase of the project.

Model:

Microexcel suggested an offshore model for project execution for the development of this web based ROI application.

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### Solution

Microexcel using .NET developed the web based ROI application. This is a Microexcel's proven methodology as it has applied the same for over 30 + large scale web based implementations. The methodology is described below:

DISCOVER		IMPLEMENT		OPTIMIZE
Envision	Analysis	Delelop	Test & Deploy	Refine
<ul style="list-style-type: none"> <li>Analyze Requirements</li> <li>Prepare detail requirements</li> <li>Understand Constraints</li> <li>Security Analysis</li> <li>Scalability Analysis</li> <li>Information Architecture</li> <li>Storage Analysis</li> <li>Disaster Recovery</li> </ul>	<ul style="list-style-type: none"> <li>Create UI Wireframes</li> <li>Role Based Access</li> <li>Business Logic Development</li> <li>Database Development</li> <li>Create Admin Module</li> <li>Reports and Analytics</li> <li>Configuration Management</li> </ul>	<ul style="list-style-type: none"> <li>Test Dev</li> <li>UAT</li> <li>System Tests</li> <li>Load Tests</li> <li>Pilot Run</li> <li>Security Tests</li> <li>Staging</li> <li>Go live</li> <li>Performance Management</li> </ul>	<ul style="list-style-type: none"> <li>Pilot Feedback</li> <li>Storage Refinement</li> <li>Load statistics</li> <li>Site Analytics</li> </ul>	
Proven model for over 30+ large scale web based implementations				

### Benefits

Client can now:

- Develop UI pages for end-users to navigate and access data
- Create the application artifacts and logic for web based access to the survey/ROI tool
- Configure the application for its customers thru admin module.
- Create a survey with questions and choice options limited to a range between 15-20 questions.
- Generate a report (pdf/doc/xls) from the survey with the end user input analyzed and presented for further analysis.
- Be capable to search survey types and reports
- Manage Profiles of end users for better survey targeting
- Host the application which includes data backup and recovery support at a considerably lower price.

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### Testimonial

"With this web based application created by Microexcel, we can now better analyze our customer's requirements and expand our services portfolio. Microexcel has real time experience in building such tools"

CEO and President



### About Microexcel Inc

Established in the year 2001, Microexcel, Inc. is a global management consulting, technology services and outsourcing company. With a proven track record in providing quality, cost effective and timely Information Technology professional services and solutions, Microexcel merges people and technology to deliver value.

Headquartered in Secaucus, NJ, Microexcel has branch offices near Chicago, IL, London, UK and two offshore locations at Hyderabad and Bangalore in India. With over 450+ employees based in USA and India, Microexcel provides 24\*7 support to Clients in the areas of IT Staff Augmentation, IT Audits, Systems Analysis, Maintenance & Support, Microsoft Technologies (gold certified partner), including .Net and SharePoint, SAP, Oracle Applications (11i certified partner), Quality Assurance Testing (certified partner of HP and Borland), J2EE, Linux technologies. Microexcel is also a New Jersey Certified Minority Owned Business Enterprise. For more information please visit us at [www.microexcel.com](http://www.microexcel.com) or e-mail us to [sales@microexcel.com](mailto:sales@microexcel.com)