

Silicus team successfully delivers a web based application for a global medical knowledge and competitive intelligence database company

Focus Areas

Client	ISV (Pharmaceutical Services)
Business context	New Product Development
Functional	Business Intelligence



Applications Developed

- Various database entities developed with interlinking include:
 - ⇒ Medical Practice Professionals database
 - ⇒ Medical Societies database
 - ⇒ Medical Publications and Journals database
 - ⇒ Medical Conferences database
 - ⇒ Medical Research Grants database
 - ⇒ Medical and Pharmaceutical Patents Database
 - ⇒ Medical Drugs database
 - ⇒ Pharmaceutical Manufacturers database
- Development of a comprehensive administration module which allows the customer to perform various actions such as Add new clients, Add new users, Import data from external sources, Change access rights of users, Change theme and skins for the application, Customize dashboard and reports, Password and security management
- Development of a “basket” and “wish list” functionality for ordering and purchase of additional data from within the application
- Development of an “Activities” module for user to schedule tasks, phone calls, compose and send e-mails, create reminders etc
- Development of Configurable and high performance reporting solution with Interactive reports using Adobe Flex and Jmesa
- Development of widget based dashboards
- Document generation, maintenance and versioning solution
- Development of geographic location pinpointing using Google maps

Business Challenge

The client is a global medical knowledge and competitive intelligence database company. serving the professional healthcare community worldwide, from clinical practitioners, to medical researchers, to the pharmaceutical industry.

The client’s product was indented to be a comprehensive single point portal for all data related to the Pharmaceutical Research practice. Development of the new product posed numerous technology challenges, namely:

- Ability to support thousands of concurrent users on an on-demand application
- Fast and efficient data retrieval from a huge database of tables and records
- Ability to share and use the same database records across multiple users
- Migration of all existing databases to the new single database structure

Silicus Services

The application was designed and developed around the existing product architecture for MS CRM. Silicus delivered its services in two phases.

Phase 1

- Architecture design
- Data migration from the old databases
- Technical design and development guidelines
- Development of front-end GUI for entire application
- Implementing all functionality that was high priority

Phase 2

- Development of all additional functionality such as administration, shopping basket and help modules
- Deployment of the integrated final application on the customer’s production environment

Silicus adopted Agile Development methodology for the entire development of the application

Technology

Languages – Java, JSP, HTML, SQL
IDE – Eclipse
Web Server – Apache Tomcat
Database – SQL Server 2005
Version Control System – CVS
Exception Logging – Apache log4j
Reports – JasperReports, JCharts, Googlecharts, Adobe Flex3, Jmesa, Prefuse Visualization Toolkit, Google Maps API
Frameworks – Apache Struts and Spring Framework
Others Tools (if any) – Apache Ant (Automatic Build and Deployment)

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