



SUCCESS STORY.

Online Portal Development For Software Distribution

About the Client

The client was the market leader in commercializing its free web browser during the 1990's and the early part of 2000's. The client was the pioneer in developing the concept of accessing the internet through web browsers.

Business Challenge

In the early 2000's when internet speeds were slower, users found it difficult to download and install their browser over the internet. The client wanted to offer its users an option to request the browser software installable through mail for a small convenience cost.

The Client decided to develop an e-commerce portal for this purpose, and was looking for a software development partner. Silicus was chosen for the following reasons:

- Strong track record of developing high-traffic e-commerce solutions
- Offshore software development capabilities to deliver within their budget constraints

Silicus Solution

Silicus was tasked with developing a high traffic e-commerce portal. A highly scalable solution was designed using Java web technologies. After successfully launching the portal, Silicus worked with the client to add several enhancements.

Some of the e-commerce solution features developed by Silicus included:

- Shopping cart and check out
- Integration with payment gateway
- Integration with third-party tax module
- Integration with third-party shipping module
- Order administration and reporting
- Affiliate Reporting

Technologies Used



TECHNOLOGY PLATFORM
Java / J2EE



DATABASE
Oracle



PROGRAMMING
Java, JSP



OS
Linux

Client Benefits

CUSTOMER RETENTION

Silicus helped the client distribute its software and software upgrades cost-effectively and retain over a million users over two years

Silicus helped the client effectively reach out to its software customer base through an Online Portal where customers could purchase software on media as opposed to the tedium of downloading large software files over the internet

COST EFFECTIVENESS

The client faced cash flow constraints, Silicus' offshore software development services helped the client save over 50% of the cost of internal resources.

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