



SUCCESS STORY.

PHP-Based Report Generation Solution For Marketing Solutions Firm

About the Client

The client provides insights into specific market segments along with targeted platforms to engage with those audiences. The client is the premier U.S. media and information company focused on the trucking, construction and industrial markets.

Business Challenge

The client generated marketing reports for its customers by fetching data from four different applications - Google AdWords, If by Phone, Gravity Forms, and Lead Forms.

While Google AdWords handles ads placed on Google, If By Phone tracks customer phone calls, Gravity Forms is WordPress feature which collects customer data from contact forms on their WordPress websites, and lead forms is the client's in-built application to collect data from website contact forms.

Fetching data from four different places created maintenance challenges. It was also a time consuming exercise since the client had to manually connect to each application separately, download the data and manually collate it in an MS Excel sheet to form the final report. The client wanted a solution that could bring all the data at a single point.

Silicus Solution

Silicus developed a Reporting Tool application which would compile data from the four applications (mentioned above) into one, via integration with their respective APIs.

The new application was developed in PHP on the Laravel 5.0 framework, running on an Apache 2.2 server and hosted on Amazon Cloud. Silicus initially installed MySQL 5.6 as the database server, and migrated the customer to Amazon Aurora RDMBS engine as the data load grew.

To fetch data from the 3rd parties, Silicus developed Schedulers (Crons). The application generated eight different types of reports which included statistical assessment and graphical representation as well. Reports generated were accurate, organized, user-friendly, and had special features, such as, Share (sharing report generating criteria) and Copy (copy to clipboard)

Using Crons again, reports were sent to customers written by Silicus and were made available in HTML format or as Excel downloads or both, as per user preference

An admin module was also developed to facilitate different user rights to view or generate reports.

Technologies Used



LANGUAGE
HTML 5, CSS3, jQuery,
Bootstrap, PHP 5.6



3RD PARTY INTERFACES
Google AdWords, IfByPhone,
Gravity Forms and Lead forms



FRAMEWORK
Laravel 5.0



IDE
NetBeans 8.0.2, MySQL
Workbench 6.2



SERVER
Amazon Cloud (web), Amazon
Aurora (database)



OPERATING SYSTEM
Linux



SEARCH ENGINE
Apache Solr 5.0



**VERSION CONTROL
SYSTEM**
Bitbucket



DEPLOYMENT SYSTEM
Hudson

Client Benefits

FULLY AUTOMATED SOLUTION

Silicus helped the client generate reports with data fetched from four different applications at one common point through developing Crons and API integrations

IMPROVED PRODUCTIVITY

Reporting Tool Application boosted productivity, new features such as several types of reports and user access saved time and efforts which were earlier invested in fetching reports and sending them to customers

2700 Post Oak Blvd, Suite 1625 | Houston, TX 77056 | www.silicus.com | (866) 912-8855 | info@silicus.com

• Houston, TX • Dallas, TX • Atlanta, GA • San Jose, CA • Newark, NJ • Columbus, OH • Pune, India

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