



Source Code International

Case Study: A B2C Services Portal

The Client:

The Client is an established service provider in the Printing and allied services industry. Their 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.

Benefit:

- The Client is now a pioneer in the online Print Servicing industry with this B2C Fulfillment solution. It provides for a cost-effective medium to tap on the huge market opportunity in the Consumer Printing space.
 - Printing short runs can get uneconomical, but with this web-based ordering system, the regular influx of small orders assists in economies-of-scale, and thus allows the Client to provide a competitive pricing to its customers.
 - Individual and SME businesses discover a time-saving and hassle-free mode to address their regular yet short run print needs.
 - A WYSIWYG interface allows users to be sure of the output of their printing, and leaves little to chance.
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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.

Technologies:

- Microsoft .NET framework 2.0
- Ajax
- ASP.net, VB.net
- MS-SQL Server 2005
- UML Design Methodologies

Source Code International provides Strategy and Technical Consulting, software design and development services. With 10 years of experience in IT Consulting, and alliances and clientele of global repute, our Service Delivery Mechanism is exemplary, reliable and cost-effective.