

Case Study : CustomerGrid – J2EE Product Development

The Client

The client is a leading US based independent software vendor for Enterprise Data Mashups (EDM) for Software as a Service (SaaS) CRM implementations providing enterprise data securely across the firewall into the SaaS interfaces.

The Business Need

Deploying Software as Service solutions (otherwise known as "SaaS") delivers significant benefits to most enterprises with one exception: the ability to integrate processes and required enterprise data across the firewall securely. The main issue for SaaS-based customer relationship management (CRM) solutions, in particular, is that data from across the enterprise is needed to effectively respond to and anticipate customer needs. In other words, business people need a complete picture of their customers (including their billing history, product portfolio and support inquiries).

Companies have traditionally implemented a work-around: they physically imported/moved the data from their enterprise systems and loaded it into their SaaS provider's database. The obvious drawbacks were many: the data had to be refreshed regularly via batch loads and synchronization, current data was never available in real time, storage costs were high, resources had to be allocated to managing data loads and to write the scripts (or an expensive ETL tool was used), and the whole process took a great deal of time and money. Additionally, some companies cannot move data beyond their firewalls due to compliance and regulation issues with securing data. If it moves outside the organization, it is not considered secure.

Not dealing with this problem effectively, results in:

- High cost to deliver services
- Lost revenue opportunities
- Lost customers
- Lower customer service satisfaction

The Solution

Prabhavat Solutions with its extensive expertise in developing J2EE based solutions has developed CustomerGrid product to enable users to access information stored across the enterprise from directly within SaaS-based systems (such as CRM), integrate SaaS business processes with the enterprise, and provide direction and guidance to customer interfacing employees. These activities are done in a secure, encrypted manner so that industries such as financial services and healthcare can maintain strict compliance with regulations concerning the privacy of personal information.

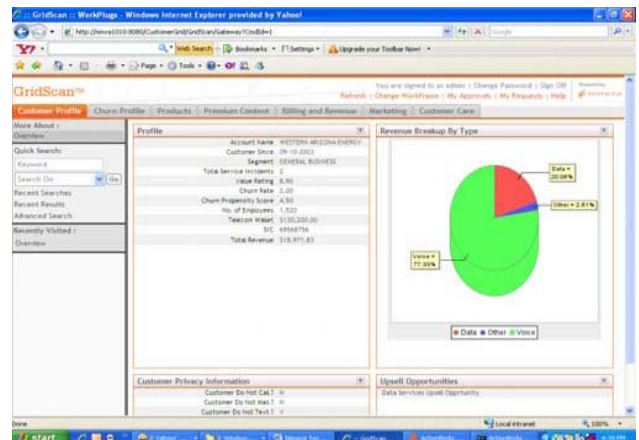
CustomerGrid serves as a secure bridge across the firewall enabling users to seamlessly interact with enterprise information regarding their customers, products and services, without leaving the familiarity of their existing hosted solutions such as salesforce.com CRM/SFA, Microsoft Dynamics CRM or even their home grown portals and applications.

This integration is provided WITHOUT having to import and move data into the hosted solution. CustomerGrid uses special light-weight connectors that provide views of this information in real time without having to move the data.

Prabhavat Solutions was responsible for the design and development of CustomerGrid product. Some of the key aspects of this development include:

- Modular design with the ability to add future connectors to end user systems.

- Generic standards based design to work with any customer systems based on Web Services, JDBC and XML.



- Support for multiple application servers
- Support for multiple database vendors
- Customizable to integrate any kind of information that exists in enterprises.

Product was developed over several releases incrementally adding customer requested features. Rigorous quality checks were performed at all steps of the product development process to ensure that the product was bug-free and of the highest quality.

Benefits

Offshore development of the product resulted in significant cost savings for the client. Our agile development process allowed client to refine the product rapidly based on the customer feedback on incremental deliverables. Due to the low developmental costs, allowed the client the refine the positioning with appropriate changes to the product to suite the positioning.

Technologies

- J2EE including EJBs, Web Services, JDBC
- AJAX
- Apache Axis 1.4
- WebSphere, WebLogic, JBoss
- Microsoft Windows, Linux, Solaris, AIX
- Oracle, DB2, Teradata, Sql Server, MySQL, PostGre

About Prabhavat Solutions

Prabhavat Solutions is a privately held company based out of Hyderabad, India specializing in product development services in enterprise software, internet and mobile applications. Since its inception in May 2008, Prabhavat Solutions team has worked with several customers for development, testing and maintenance of our customer software products working as an extended engineering team in a flexible engagement model. Founders have extensive global experience across USA, Europe and Asia in building software products from ground-up and have been involved in bringing several software products to the market on multiple platforms and across several releases. With a well defined development methodology and a strong focus on quality and collaboration with the customer, Prabhavat has a history of successfully delivering quality solutions to all our clients on time and within budget.