

# Web Based Business Portal For Internet Marketing Based Company

[INFORMATION TECHNOLOGY – CUSTOM BUSINESS PORTAL – VTIGER, JOOMLA, WORDPRESS, HTML]

## Client Overview

**About Client:** Client has a good cumulative experience in the field of Internet Marketing. The client deals with Digital Marketing Solution, Optimized Website Solution and Custom Marketing Solution.

**Requirement Overview:** Client required creating a business web portal to provide:

1. Franchisees the tools they need to track sales process and initiate projects
2. For the Company to manage billing, create further project definition, and report against Franchisees and their customers

To provide a wide array of private-labeled digital marketing services and web-based application development for Customers, someone who can act as a fulfillment and operations group, helping Franchisees with requirements definition, project management, engineering, testing, deployment and ongoing management of digital marketing services for their Customers.

**Proposed Solution:** Silver Touch proposes developing portal architecture in PHP Platform with Communication Bridge to vTiger Open Source CRM solution to access different services.

Portal will generate different reports on individual or group of franchises and individual or group of customers.

# Web Based Business Portal

## Benefits

1. Detailed system requirement study and feasibility study carried out
2. Developed a franchise portal as a collaborative suite application.
3. Analyzed different open source tool and bridged it with each other

## Project Description

The portal is developed using PHP Platform with various Open Source code base integrated and function in tandem to each other with respect to the application requirements. All Open Sources had their own database and their own configuration. In the initial stages of the project the compatibility of all software's were checked and confirmed before starting the project.

The portal will be developed with franchise model in which the super admin user (Corporate Users), portal staff users (finance, technology, graphics etc), franchise admin users and franchise customers will be involved.

Franchisees will purchase licenses. The super admin user will provide account credentials for particular franchise to operate on the portal. Each franchise will have number of customers who will be managing their account. Particular customer will be tied to single franchise only on the portal.

The super admin user will be managing whole portal and their staff users, franchise admin users. The super admin user will have full rights to manage different franchisees and customers belong to particular franchise as well.

The portal Have following functionalities.

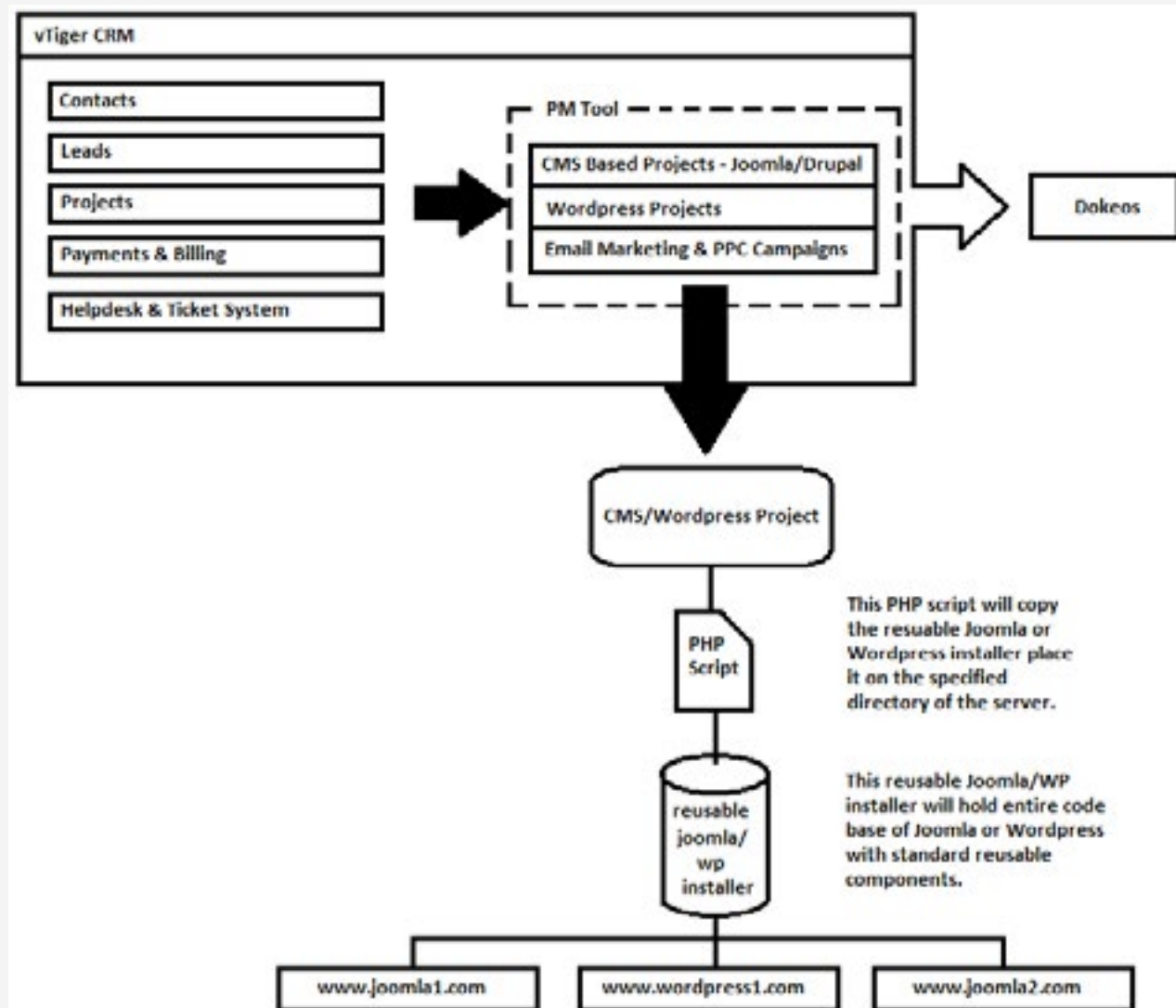
1. User Registration & Management with User Authorization Workflow
2. Content Management System
3. Customer Relationship Management
4. Payments & Invoices - Billing System
5. Marketing SOI Tool – Marketing Assessment Questionnaire
6. Lead Generation and Store Feature
7. Lead Distribution Feature
8. Create & Deploy Campaigns for Franchise Sales (Email Campaign ONLY)
9. Create & Deploy Campaigns for Customer Sales (Email Campaign ONLY)
10. Help Desk/Trouble Ticket Tracking
11. Project Initiation and Changes
12. Project Management Tracking & Report/Communication
13. Training System



The different Open Source tools used to attain above functionality were: Joomla CMS, Dokeos LMS, vtiger CRM, Help Desk/Trouble Ticketing Solution, Project Management. Different Web Services/APIs were created to bridge between PHP Portal and different open source solutions.

# Web Based Business Portal

## Architecture diagram



# Web Based Business Portal

## Objectives

1. To carry out detailed system requirement study and feasibility study.
2. To develop a franchise portal as a collaborative suite application.
3. To analyze different open source tool and bridge it with each other.

## Project Approach / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available .Net features, capabilities and new enhancements.

**Phase I:** Gap analysis and System requirement study

**Phase II:** Use case documentation and use case design

**Phase III:** Solution design and development based on the scope approved by client and freeze under phase I and Phase II

**Phase IV:** Deployment phase has done to the client side.

## Technology

### Development Platform

Technology	Specifications
Technology & Framework	vTiger, Joomla, Wordpress, HTML
Languages	PHP
Database	MySQL 5.x
Web Server/Hosting Platform	Apache 3.x
Operating System	Windows XP

### Deployment Platform

Technology	Specifications
Technology & Framework	vTiger, Joomla, Wordpress, HTML
Database	MySQL 5.x
Web Server/Hosting Platform	Apache 3.x
Languages	PHP
Operating System	Linux

## Duration

1. Project Actual Hours: 711 Man Hours
2. Project Life Cycle: - 90 Days

## Results Achieved

Application is running successfully at client side.



## Deliver best products, software solutions and services, on time with quality, and as per customer expectations

### About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

For more information, please visit [www.silvertouch.com](http://www.silvertouch.com) or email [info@silvertouch.com](mailto:info@silvertouch.com)



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