

# Fashion Portal For USA Based Client

[MEDIA / ONLINE – FASHION PORTAL – ASP.NET / MS SQL SERVER]

## Client Overview

**About Client:** The client is USA based Advisory Company who brings transparency to the fashion market. The client is actuating the use of internet in fashion design and product development. It gives services to thousands of fashion professionals to give them the trend information to boost their lines.

**Requirement Overview:** The client was looking for the portal which would help them in making their work more inline and easier. As a research and advisory company, the client wanted some portal which can analyze the current market and forecast them. They would like to have the planning and strategies to be decided on the basis of the portal.

**Proposed Solution:** SilverTouch will provide a Fashion Portal based on the .NET technology Framework which will be based on flash for images, Blog, scrapbook, news, etc. It will help the client to develop analysis and can search, filter and sort information. It will also have the mood boards for the users who will have their private workspace.

# FASHION SNOOPS



## Benefits

1. The Portal has features like blogs, newsletters, etc.
2. The Portal gets the news updated every 5 min. from the News Now application.
3. It also has the feature of scrapbook which has the user collection and can share the collages.
4. It also has image window application with which there can be share, print, save, email and zoom functions.

## Project Description

Fashion Portal is designed for bringing the market and trend intelligence to online community for USA based client. The Portal has online Fashion forecasting and trend analysis service also.

The Fashion Portal has an interface for Fashion Designers, Photographers, Fashion Houses and Fashion Stores. It has an extensive search capability for various keywords, fashion sources, cities, men and women fashion. An extensive search reports has been developed to extract data and photographs from Fashion Portals.

The Fashion Portal has more than 20,00,000 photographs, management and data extraction for photographs which has been provided using various search controls.

## Objectives

The Project Objectives are to provide below facilities to users:

1. Admin Panel (OMS – Online Management System), this is developed to maintain all masters for designers, photos, cities, stores, tradeshow, users etc.
2. Agent Dashboard – Agent can login into this module and check subscriber and trial users usage data and details and they can send email for various features.
3. Blogs – admin panel and user interface
4. News – admin panel and user interface – We are retrieving all the news from “NewsNow” news portal via web services.
5. Scrapbook - for users to build and share collections and collages.
  1. Basic folder features: Adding a folder, Renaming a folder, Removing a folder, Printing a folder, Downloading high resolution copies of the folder images
  2. Viewing scrapbooks of other users in your organization
  3. Importing, Exporting and Sharing folders with others: Importing folders from other users in your organization, Exporting folders to other users in your organization, Sharing folders outside your organization
  4. Image features (thumbnail mode): Uploading images and files from your desktop, Renaming an image, Removing individual images, Copying/moving individual images from one folder to another, Printing/emailing an individual image, Changing the order of the images within a folder
  5. Collage mode features: Adding images to the collage area, Removing images from the collage mode, Changing the order of the images within a folder, Changing the location of a image in a collage, Resizing an image in a collage, Applying a background template, Uploading your own background template.

6. Use of most of About.com controls in this module.
6. Newsletter distribution
7. Treeview to manage flash site – flash site is totally dependent on this module. Everything is defined here to show in flash site.
8. Flash site:
  1. A powerful 'Search Wizard' to sort through millions of images using over 1000 keywords
  2. Free-Text search that allows you to search for content by any word
  3. Dynamic hi-resolution Zoom-In on all images
  4. Slide show capabilities
  5. User-Defined display options (by # and size of photos)
  6. "Favorite" menus where you can custom choose your favorite items and have immediate access
  7. Ability to download high resolution images directly from every report template
  8. Advanced print and PDF creation tools for all images and reports
  9. Immediate Image use with image tool bar for each images (email, print, save, scrapbook, magnify)
  10. User can access only those services which are assigned to them.
9. Newsnow Windows service – this will insert xml data to database every 5 minutes. This XML data are update by "NewsNow" news portal.
10. Trial Usage windows service – this service sends trial usage data to each agent daily at night.
11. Make Image windows application – admin can run this application to generate the images for various widths on application server.
12. Integration with Akamai servers so site will work faster for all users in different countries as Akamai server are located at more than one countries and they serve the user request via nearest Akamai server. This is also called CDN – Content Delivery Network.

## 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:** Understanding Requirements of an application, architecture design and database design. Review risk points of application.

**Phase II:** Created a web admin panel to perform various administrative functionalities.

**Phase III:** Created scrapbook and public scrapbook

**Phase IV:** Created Treeview, which is admin panel of flash site.

**Phase V:** Created flash site and implemented user authentication and IP authentication.

**Phase VI:** Korean tree view to translate data into Korean.

**Phase VII:** Created Korean site and changes in user authentication for regular and Korean site accessibility.

**Phase VIII:** Created Visitor area which is accessible to all the users without login.

This is staff augmentation project so we are receiving the new changes on daily basis and based on it we are updating the DB and preparing new features.

## Technology

### Development Platform

Technology	Specifications
Technology/Framework	.NET Framework 2.0 SP1
Languages	ASP.NET
Operating System	Windows XP SP2
Database	SQL Server 2005 Enterprise Edition
Email	SMTP
Web Server	IIS 6.0

### Deployment Platform

Technology	Specifications
Technology/Framework	.NET Framework 2.0 SP1
Languages	ASP.NET
Operating System	Windows Server 2003
Database	SQL Server 2005 Enterprise Edition
Email	SMTP
Web Server	IIS 6.0

## Third Party Service/Component

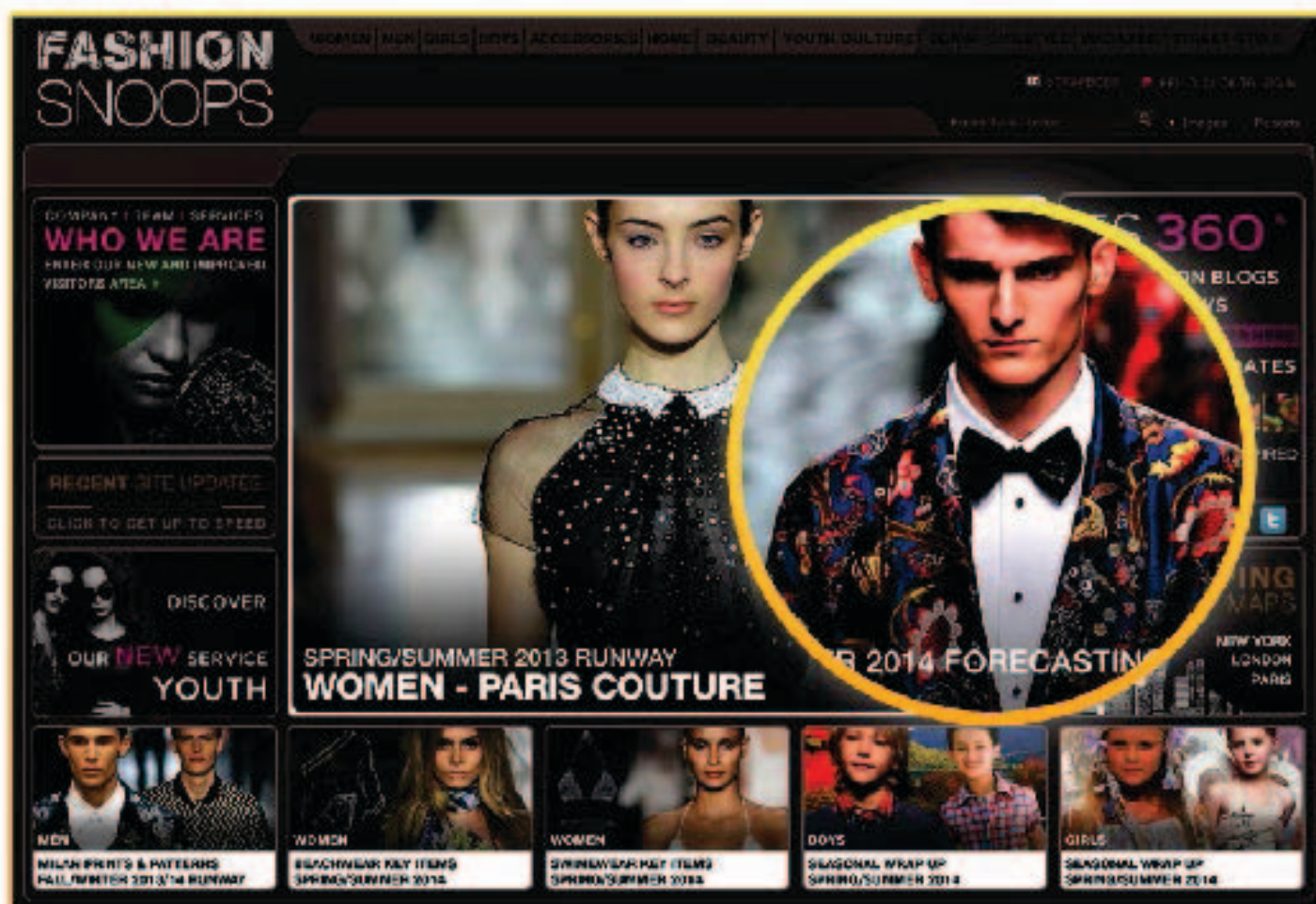
1. Element IT MultiPowUpload v 1.x Single Server License – to upload multiple images at once.
2. Obout Suite - 1 Server License – there are many controls in suite like treeview, flyout, HTML editor, window etc.
3. Zoomify components – to zoom Image
4. ABCPDF6.0 – to generate PDF
5. Akamai services as an intermediate servers (CDN) to improve the site performance.
6. Subscribed to “NewsNow” news provider services to get the latest news every 5 minutes.

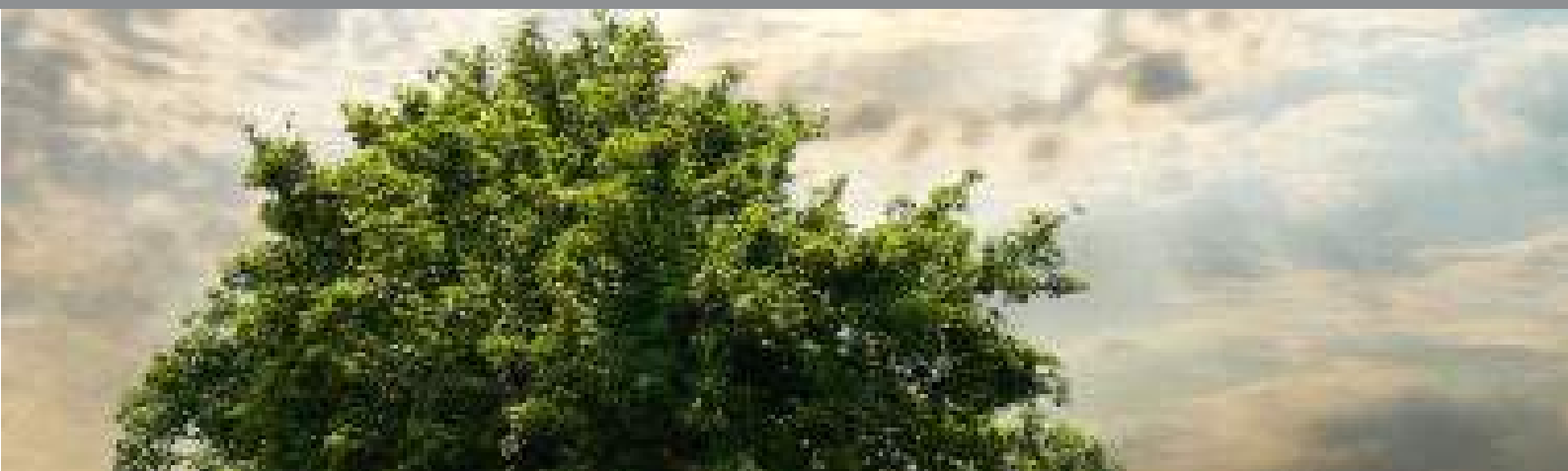
## Duration

1. Project Development: 2 Dedicated Resources for 3 years.
2. Project Life Cycle: 214 Days.

## Results Achieved

1. This application is live in use and running successfully and productively.
2. This is currently being used by Fashion Designers, Photographers, Fashion Houses and Fashion Stores and they are very glad with functionalities and performance of the application.





## 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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