Lead Management System
For
Netherland Based Company

[SERVICE – CUSTOM WEB APPLICATION – ASP.NET / MS SQL 2008]

Client Overview

About Client: Client is an online marketing expert an implements sustainable digital solution. They oversee digital landscape and execute control over online marketing issue. Client is a team of experienced web professionals who target brand specific issues and difficult web-projects for companies.

Requirement Overview: Client wants to develop Lead Management System (Web Application). The Lead Management system allows organizations to manage leads that originate from end users and which are handled by a distributed network of dealers or intermediaries. The LMS facilitates the management of leads across all dealers or intermediaries. Typical situations are indirect insurance companies that have a network of intermediaries or a car import business with a network of dealers.

Proposed Solution: Silver Touch has developed custom Lead Management Solution (LMS) for the client as per their requirement. Web service is also developed to get leads from third party web sites. The LMS web service allows an external website to post lead data to the LMS. A lead consists of the client data, the product of interest and the selected dealer / intermediary. The LMS web service provides a method to list all dealers / intermediaries, and then the lead is assigned to the concerned authority.

CMMi Level RATED 5

Lead Management System

Benefits

1. Client is now able to manage incoming leads very easily and effectively.

2. Client is also able to increase their conversion ration with the help of this system.

3. Client also gets more leads from other 3rd party websites.

Project Description

The LMS developed got leads from different sited with the help of web service. The web service was also developed by Silver Touch After getting leads it was distributed to the dealers or intermediaries. Selection of dealers or intermediaries was done by the user or Central Lead Administrator.

The Lead Management System (LMS) allows organizations to manage leads that originate from end users and which are handled by a distributed network of dealers or intermediaries. The LMS facilitates the management of leads across all dealers or intermediaries. Typical situations are indirect insurance companies that have a network of intermediaries or a car import business with a network of dealers.

If the Dealer / Intermediary doesn't react to the lead within a configurable amount of time (e.g. 48 hours), the lead is assigned to the Central Lead Administrator. For the dealer, the lead will get the status 'lost'. The Central Lead administrator is notified by an email. Central Lead Administrator will then assign the lead to any other dealer or intermediaries. Dealer can update the lead for which they have been assigned. Central Lead Administrator can view all lead with details. Dealer or intermediaries can view only those leads which are assign to them. LMS application will be closed system and user will require proper login information to enter the application.

Following were the modules for the project:

1. User management

2. Dealer / Intermediary Management

3. Email Content Management

4. Lead Management

5. Customer Management

Objectives

1. Develop a system to manage leads.

2. To develop a web service to add leads from different sites.

Lead Management System

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.

1. **Phase I:** Understand client system requirement approach with the technology platform.

2. **Phase II:** Designing and getting it approved from client.

- Design has to be implemented into the specific technology platform.

3. **Phase III:** Development of web service and application.

4. **Phase IV:** Testing phase

5. **Phase V:** Deployment phase

Technology

Development Platform

Technology	Specifications
Technology & Framework	.Net framework 3.5
Languages	ASP .Net, C#
Database	SQL Server 2008
Web Server/Hosting Platform	IIS 6.0
Operating System (Development)	Windows Server 2003 Platform

Deployment Platform

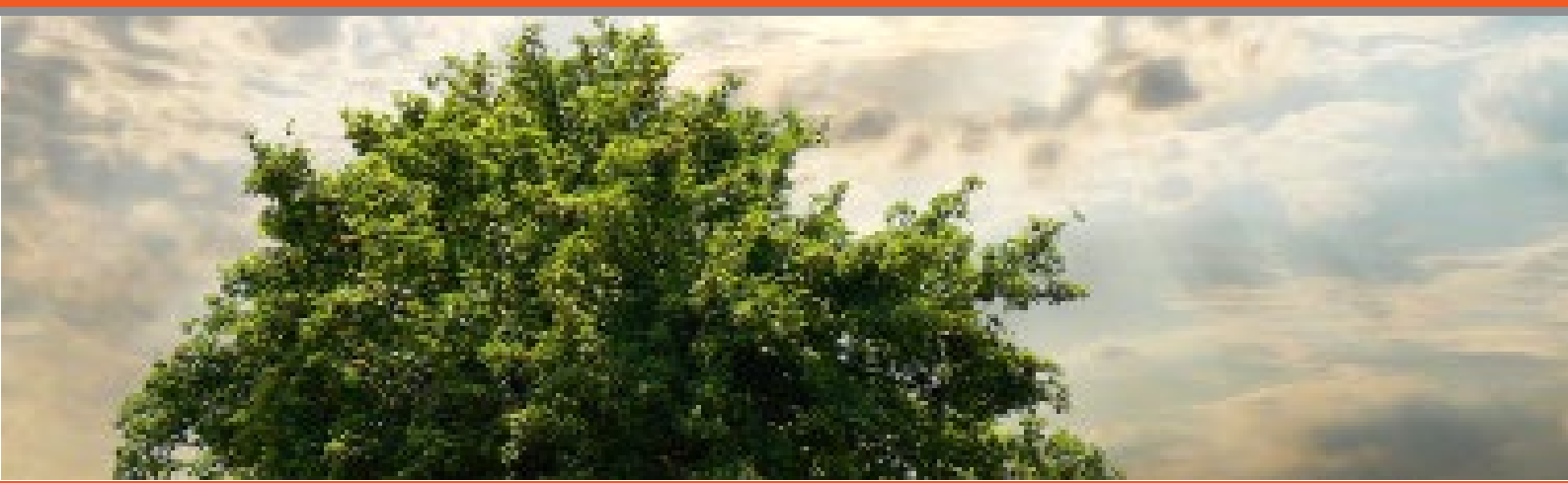| Technology	Specifications
Technology & Framework	.Net framework 3.5
Database	SQL Server 2008
Web Server/Hosting Platform	IIS 6.0
Languages	ASP .Net, C#

Duration

1. Project Actual Efforts: - 536 Man Hours

2. Project Life Cycle: - 40 Days

Results Achieved

Lead management system is successfully developed and managing leads as required.

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 or email info@silvertouch.com

SILVER TOUCH®
CMMi Level 5

India Headquarter
SilverTouch Technologies Limited
2nd Floor, Saffron,
Nr. Panchwati Circle,
Ahmedabad-380 006.
Phone : +91 - 79 - 2656 31 58
E-mail : info@silvertouch.com
Web : www.silvertouch.com

United Kingdom
SilverTouch Technologies UK Limited
Essex Technology & Innovation Centre,
Unit 7, The Gables,Ongar - CM5 0GA,
United Kingdom
Phone : +44 - (0) 127-736-4689
E-mail : info@silvertouchtech.co.uk
Web : www.silvertouchtech.co.uk

North America
SilverTouch Technologies INC
497 Route 27,
Iselin, NJ 08830
United States
Phone : +1 201 299 3529
E-mail : info@semaphore-software.com
Web : www.semaphore-software.com

INDIA • UK • USA • NETHERLANDS • AUSTRALIA • FRANCE • GERMANY