

**HELPING YOU
PRINT 365 DAYS,
IN SECONDS.**



PHP implemented for a calendar publisher

THE CLIENT

One of the world's largest calendar and NASCAR product publishers, with an extensive customer base throughout North America. Their unique photo website allows customers to mix photos, to make their own custom greeting cards, calendars, photo books, as well as stationery.

THE BACKGROUND

The nature of our client's business meant that a highly intuitive and user friendly website with super quick response time was required. Though the previous vendor team was already working on it for over 2 years, the website was still not ready. The Linux and Flash based website had an appealing look; however it lacked efficiency and its poor performance was leading to delayed and improper delivery of the finished products.

THE TASK

Get it functionally ready and up to speed, for a plethora of customers.
Create a multi-featured and user friendly website as quickly as possible.

WHY SUYATI?

1. Extensive expertise in mobile app development and FOSS technologies
2. Our strengths include:
 - Linux • Java • PHP • Android • ROR • Python, Django • iOS
3. Short turnaround times
4. Nimble staying abreast of the latest technologies

THE CHALLENGES

These challenges posed a serious threat to the client business as the website was the only touch point for customers:

Slow response

The pictures had an unacceptable lag time to get uploaded onto the website. The response was painstakingly slow.

No architecture blueprint

Though the previous vendor had been working for the client for more than 2 years, they had no technical documentation or blueprint of the website architecture. This made issue resolution impossibly difficult.

Vague solution delivery

The website was previously delivered to the client in bits, and only certain parts of the website functioned as desired.

Pricing issues

The previous vendors had started the project off as a fixed price engagement, which was then converted to time and material, causing wastage of time as well as money for the client.

THE SOLUTION IN A LINE

Create a proof-of-concept first to reassure the client of our expertise and commitment; followed up with a fully functional and efficient eCommerce website within 3 months

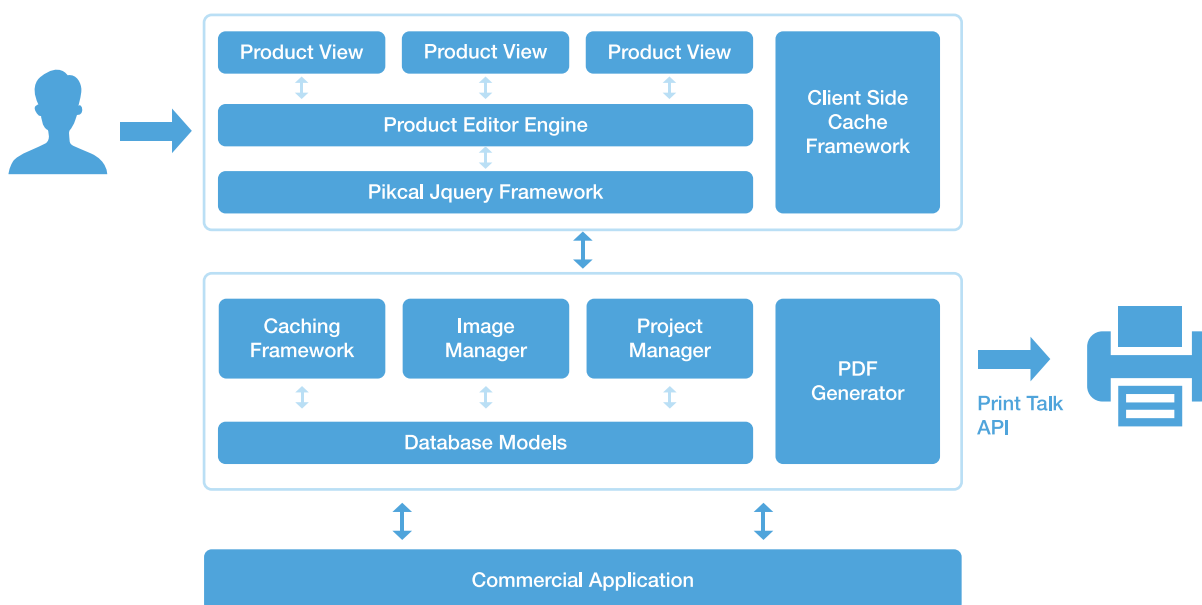
TECHNOLOGIES USED

- PHP CodeIgniter Framework • JQuery • CSS 3.0 • HTML 4 • Object Oriented Javascript
- MySQL Database • Imagemagick • ReportLab • pyPdf

PROJECT FLOW

- Created an executive team that undertook the scoping and effort estimating tasks
- Baseline analysis of the current website to understand issues
- Devised a proof of concept (POC) in five days, using our expertise in PHP
- With the client's enthusiastic buy-in, we developed the final website in three months

WORK FLOW



SOLUTION HIGHLIGHTS

- Created a blueprint of the website and initiated our project work
- Worked on a risk-reward model that assured the client of our commitment towards the project
- Built custom controls with JQuery that could emulate the functions of a rich editor without the performance issues
- Included additional programmatic logic to manage image sizes, to improve the efficiency of image manipulation operations within the editor

RESULTS

Improved UI

The usability of the website has greatly improved due to the exceptional interface design built by Suyati. The navigation has become far more seamless than before.

Optimized performance

The uploading issues have been eliminated. Building a custom product using the website has become fast and easy.

Improved Designer

The designer module has been improvised using PHP. Used for creating custom calendars and other photo products, it now has more layouts and additional features such as drag and drop, autofill options and social media connectivity.

Suyati focuses on delivering niche IT solutions and services, including CMS (Ektron), CRM (Salesforce) and eCommerce. It is an Ektron Featured Implementation Partner, Microsoft Gold Partner, and Salesforce Appexchange Partner, with extensive experience in .NET, FOSS and Mobile App technologies.

Suyati's expertise in FOSS technologies and mobile app development focuses on application development, web applications, and app development. The 5+ years of experience in design, development, and deployment of complex open source/ mobile software and hardware projects on various platforms have seen a gamut of successful projects. They include a conference app, a job placement portal, an amusement park management system, a digital archive management of an online theses collection, and a book management system for a library cum bookshop chain.