

Case Study

Improved Web Site Reliability And Application Performance By Better Integration Of Web APIs And CMS



About the Client

The client, one of the leading digital marketing agencies based out of Chicago specializes in digital media and analytics for Fortune 1000 companies. The agency works as a strategic partner and helps marketing leaders make smarter investment decisions.



Challenge

1. The client had started multiple projects; comprising of 3 websites with extensive CMS integration and revamping of one another major website for a Fortune 500 company with e-commerce fulfilment functionalities. The client was facing a major challenge to complete the projects within the given budgets and timelines, and at the same time delivering the critical business applications on the quality or the functionalities.
2. The client was looking to bring in an experienced company with the required technical competencies and work in a collaborative partnership model; and at the same time improve their scalability by enhancing their software delivery model.



Solution

Our team conducted an architecture review with a couple of weeks and provided the analysis and recommendations to the client. Key recommendations were reviewed together. Integrative Systems worked as an extension of the client's technology and assigned dedicated senior business analysts.

The two companies came together to create roadmaps of the software applications, the client wanted to develop and a scheduled timeline to release different versions of the products. As part of the project, Integrative Systems ensured that appropriate programming languages and platforms were selected, helped set up the testing teams and managed the software development process.

Agile methodologies and software tools were highly leveraged—to establish project schedules, make requirement specifications and development, set up online meetings and facilitate daily communications with the client, such as, conduct daily stand-up meetings to share daily work and achievement, plan for next day, address questions/problems, etc. The project was delivered in an iterative delivery process—using sprints to review and plan for the work completed.



Business Outcomes Delivered:

- All 3 websites were collaboratively designed and implemented as per the end business users' requirements.
- Integrative Systems co-created breakthrough solutions that combined strategic insights and delivery excellence.
- With the help of Integrative Systems, the client mitigated the technical talent resourcing and software development scalability risks completely.



Tools & Technology Used

Stylus, HTML, Bootstrap, Kentico 12.0, WebAPI and SQL Server



About Integrative Systems

Headquartered in Chicago, IL – Integrative Systems is a 25-year-old software development and back-office services company with our Center of Excellence (COE) in Pune, India. Our mission is to help our customers leverage “Best-in-Class” IT capabilities to drive Innovation and unlock business value – resulting in increased top line revenues and better bottom line profits. Solving technological challenges for our startup clients as well as global enterprises is the essence of our approach when it comes to custom software application development.

We are unique in our ability to implement transformative business solutions through the alignment of company's strategy, objectives, business capabilities, processes and technology stack.

Integrative Systems has broad experience in industries such as software, technology, eCommerce, logistics, retail, education and manufacturing. With our expertise, we have served clients in the revenue range of \$6 billion to \$100 billion – and helped them stay ahead of change.

Disclaimer

Integrative Systems case studies are borne by a confidentiality agreement between Integrative Systems and its client. If you wish to know more about the client, feel free to contact us.