

# Case Study

## Cloud-enabling an e-marketing solution using celloSaaS and Amazon EC2



### Summary

The customer wanted their web-based software to support multi-tenancy and personalization features. Aspire Systems used **celloSaaS** solution accelerator framework to develop a new SaaS solution, thereby achieving all the core and peripheral requirements and slashing 30% of development time.

### ➤ OUR CUSTOMER

A UK based digital agency that help B2B organizations with tailored marketing solutions and strategies using home-grown suite of products that includes Campaign managers and e-Cards.

### ➤ THE NEED

The customer had web-based software for sending eCards. From having the ability to send just one eCard at a time initially, it had evolved to encompass features like Campaigner Templates, eCard Campaign Scheduler, CSV contacts import, Personalization features, etc. The software was hosted as a service for each client. The end-users could choose from multiple eCard templates and send Test eCards. The recipient's list could be managed and campaigns could be easily scheduled. An admin site was available for managing Client eCard Account.

However, the customer wanted the software to support multiple clients, thereby enabling each of their clients to send multiple eCards to their respective client contacts. In other words, they needed a multi-tenant SaaS Solution. The existing solution did not scale up to meet the desired changes. The software had to also integrate with their campaign email manager. The other requirements included multilingual support (for all the user entry fields) and multiple browser support.

### ➤ THE SOLUTION

Since improving the existing software to the desired levels was not feasible, the application was taken back to the drawing board and a new, viable SaaS solution was proposed. Since then, Aspire was involved in the requirement analysis, software designing and development, and testing stage.

The development of the new solution was carried out on the **celloSaaS** framework. This framework is a solution accelerator consisting of plumbing layer components, building blocks and various SaaS application specific components, allowing a 30% reduction in developing a SaaS based solution. Aspire deployed the software as a

### Key Points

*Product: Web-based eMarketing solution*  
*Location: UK*  
*Engagement model: Pure offshore*  
*Services offered: Requirement analysis, software designing, development and maintenance*



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multi-tenant SaaS solution that enabled multiple clients to have their own user role structure and multiple users under each of those roles supported by appropriate client Admin.

To benefit from elastic hosting, the solution was deployed in the Amazon EC2 cloud.

The final product was enabled with features such as:

- Template-driven email campaigns
- Blackberry/Mobile/Print friendly campaigns generation
- Tailoring and designing of the eCards and the interface for brand enhancement
- Choice of multiple template designs for any occasion in multiple languages
- Creation of multiple pages within one email campaign
- Reports to measure success of campaigns by accessing view rates, URL clicks, survey/RSVP responses, undeliverables, opt outs, web page hits and domain reports
- Campaigner integration with contact databases using API
- Campaigner integration with a number of leading Customer Relationship Management (CRM) Systems

## Benefits

The use of celloSaaS helped the customer reduce

- 93% of architecture development efforts and
- 34% of coding time

Our entire multi-tenant solution achieved a time-to-market of less than 3 months.

## ABOUT ASPIRE SYSTEMS

Aspire Systems provides end-to-end software development services to Independent Software Vendors (ISVs)/packaged software providers, Software-Enabled Businesses and Innovative Enterprises.

We are passionate about Producteering™ – our approach to creating software better and faster. It helps us deliver tangible business results for our customers through technology. Our key strengths are in the areas of SaaS, Cloud Computing, Web 2.0/RIA, Mobile, Test Automation, Agile/Scrum, and in the Healthcare domain.

### For more information contact:

Website : [www.aspiresys.com](http://www.aspiresys.com)  
E-mail : [info@aspire.com](mailto:info@aspire.com)  
Tel  
USA : +1-408-260-2076  
UK : +44 203 170 6115  
India : +91-44-6740 4000

### Technology Snapshot

.Net 3.5, ASP.Net MVC, SQL Server 2005

