

Case Study

Extended Mobility Solutions for CRM Systems



➤ THE CUSTOMER

A leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

➤ THEIR NEED

The customer's product is a powerful bulk SMS text message management and distribution system that operates like a familiar email application. It allows PC users to easily send and receive a large volume of SMS text messages in one simple operation.

They wanted to develop mobile plug-ins for Sage CRM and MS CRM, empowering users with the ability to send, receive and track messages through familiar Sage and MS CRM software.

➤ OUR DEED

Aspire helped the customer develop the mobile plug-ins for Sage and MS CRM systems. This adds a host of mobile features to Sage CRM including two way SMS text messaging, SMS text campaign design, deployment and workflow integration.

➤ TECHNOLOGIES USED

ASP.NET 2.0, C#, .NET 2.0

*The customer wanted to develop **mobile plug-ins** for Sage and MS CRM, empowering users with the ability to **send, receive and track SMS messages** through familiar Sage and MS CRM software.*

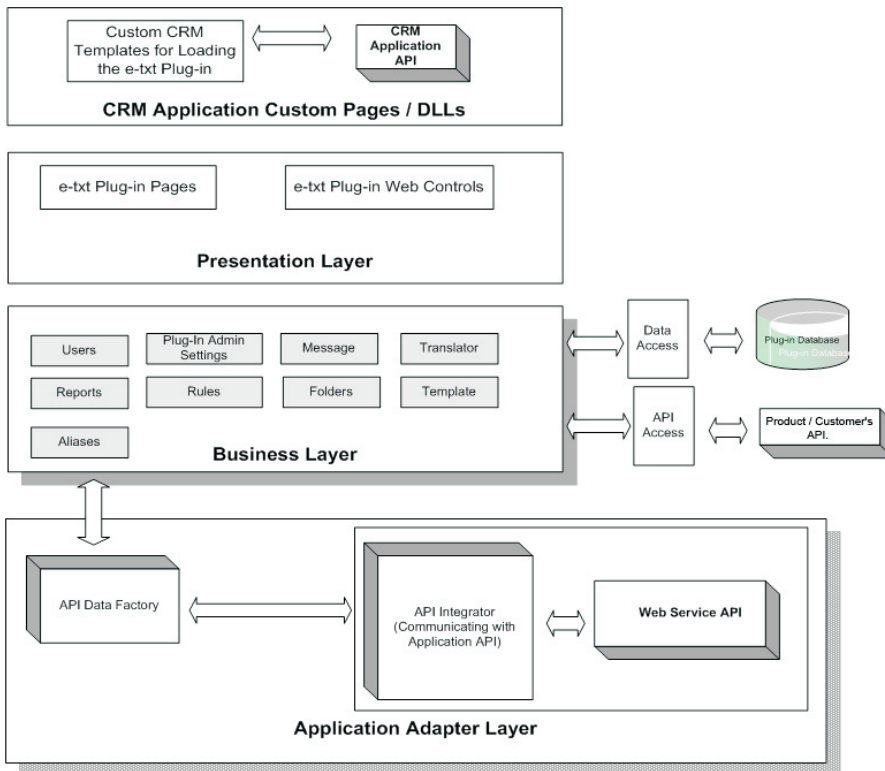


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Architecture



Aspire developed the mobile plug-ins, which adds a **host of mobile features to the CRM system** including two way SMS text messaging, SMS text campaign design, deployment and workflow integration.

The product architecture is composed of three layers:

Presentation layer: This contains an ASP.NET web application and has both plug-in pages and plug-in web controls. This layer is referenced to objects in the business layer.

Business layer: This layer contains the objects and methods for responding to requests from the presentation layer. All the objects in this layer will be inherited from the API data factory objects.

Application adapter layer: In this layer, SMS text messaging API will interact with the CRM's API. The API in Sage CRM was not exposed unlike MS CRM, and several options had to be experimented with, to get the desired results.

The plug-in developed by Aspire was meant to be a stand-alone application that would be common for each of the CRMs. On the other hand, Aspire integrated the application adapter layer separately for each CRM implementation.



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Features of the messaging system

- Easy and quick synchronization of contacts and groups between Sage/MS CRM and the text messaging product
- Usage of PC to send text messages to one or more recipients and receive responses to the text messaging inbox
- Checking of delivery status for all messages in real time, using comprehensive delivery receipt information and reporting
- Unique individual sender ID for each text message
- Comprehensive contact import to text messaging product from CSV file, MS Outlook or Excel
- Includes merge fields allowing personalization of messages
- Scheduling of messages, up to a full year in advance
- Payment only for messages actually received by recipients' handsets – refunds for incorrect or discontinued numbers
- Low cost message credits delivered through dedicated mobile carrier
- SMS message can be sent to a CRM contact or group of contacts

Success

The customer recently showcased this product at a leading CRM show, and 91% of the participating resellers felt that this extended mobility solution in a CRM system would improve communication. This signals the importance of adopting SMS text messaging as a communication channel.

Aspire's development of the mobile plug-ins will provide an incentive to organizations to adopt mobile phones as one more official communication channel.

*This extended mobility solution in CRM systems provides another **effective and easy-to-use** communication channel for organizations.*

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ABOUT ASPIRE SYSTEMS

Aspire Systems is an Outsourced Product Development firm committed to helping our customers build software products better and faster. We work with some of the world's most innovative Independent Software Vendors and software-enabled businesses, ranging from start-ups to established industry leaders, transforming the way software is built.

Aspire provides complete product lifecycle services, ranging from new product development and product advancement to product migration, re-engineering, sustenance and support. Our product development teams are spread between our Global Innovation Center in Chennai, India and offices in the United States.

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