



**Outsourced Wizard Development for High-End  
Solutions' Provider**



## The Client

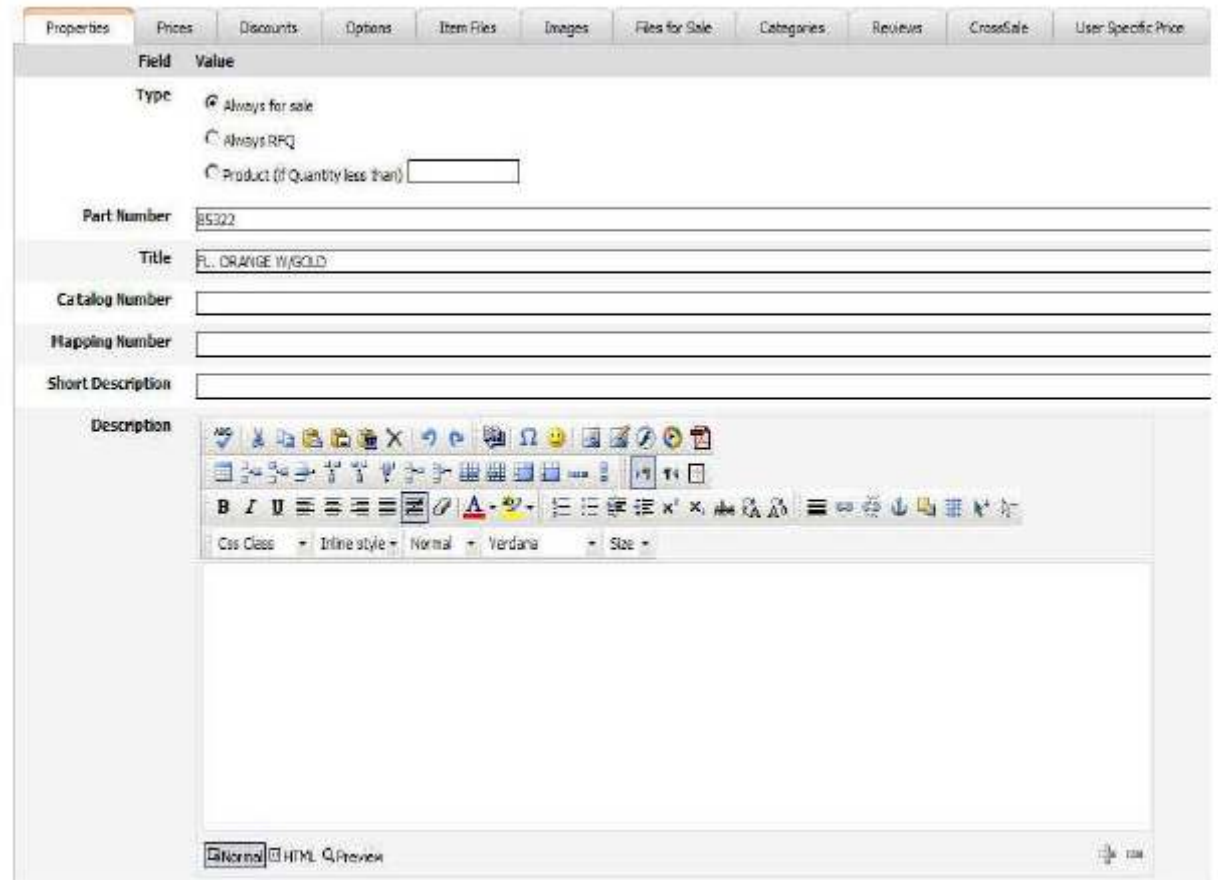
TEAM's Client is a Massachusetts-based provider of high-end Internet solutions, including E-Commerce, Customer Retention Management, Web Business Development, and Content Management.

## The Challenge and Solution

In 2005 The Client was targeted at building an impressive roster of clients, from small start-ups to multi-billion dollar companies. One of the key strategies was to introduce an attractive multi-instance application (Wizard) allowing customers to quickly and easily create and/or manage their own web sites and web designs. The young but ambitious company had to find the way to cut its in-house application development costs. On weighing all pros and cons, The Client chose to give a try to offshore outsourcing and partnered with TEAM International via the Offsite Development Center engagement model.

## The Scope of Project and Methodology

TEAM's initial task was to design and develop a Wizard using **ASP.NET + AJAX, 2.0 Framework, MSSQL 2005**. The purpose of the Wizard was to allow customers to quickly and easily create their own website instances.



The screenshot displays a web-based configuration interface. At the top, there are several tabs: Properties, Prices, Discounts, Options, Item Files, Images, Files for Sale, Categories, Reviews, CrossSale, and User-Specific Price. Below the tabs is a table with columns for Field and Value. The fields include:

- Type:** Radio buttons for "Always for sale" (selected), "Always RPQ", and "Product (if Quantity less than)" with an adjacent input field.
- Part Number:** Text input field containing "B5322".
- Title:** Text input field containing "FL. ORANGE W/GOLD".
- Catalog Number:** Empty text input field.
- Mapping Number:** Empty text input field.
- Short Description:** Empty text input field.
- Description:** A rich text editor area with a toolbar containing various icons for text formatting, alignment, and insertion. Below the toolbar, it shows "Css Class", "Inline style", "Normal", "Verdana", and "Size".

At the bottom left of the form, there are radio buttons for "Normal", "HTML", and "Preview".



## The Results

Meeting all deadlines successfully, TEAM International delivered to the Client a highly customizable application, consisting of three major parts:

- Content Management System (CMS);
- E-Commerce;
- Customer Relationship Management (CRM)

To provide customers with the look-and-feel of their future web sites, a Layout Manager was integrated with the core of the application.

## The project scope included:

- Initial design and development
- Application Support
- Deployments of new instances
- Development of requested functionalities



At the initial stage the web site instances can be created without E-Commerce or CRM parts. These parts can be added later, if required. The Wizard allows one to create web sites using already developed parts (controls), but new controls (features) are also available for development and integration upon additional customer's request.

## The Application Support Project

The Client started to successfully sell its new product to companies who wanted to build effective web shops and sites with configurable designs and workflows. application, developed by TEAM International, subsequently allowed the Client to succeed in expanding client portfolio and reach its business goal. The client continued its cooperation with TEAM International and requested additional application improvement/upgrade in order to meet the most sophisticated customers' needs.

On March 28, 2008, The Client offloaded a new support project to TEAM International. The project objective was to provide .Net development services for Client's products in the area of maintenance (bugs fixing), enhancements and new web sites' deployment. All maintenance work, enhancements and deployments were be based on a standard Client's web site structure.

The screenshot shows the TEAM International website interface. At the top, there are navigation tabs: PRODUCTS AND DESIGN (active), SERVICES, CASE STUDIES, and ABOUT US. Below the tabs is a banner with the text "discover the difference." and a red bar with "PRODUCTS AND DESIGN".

The main content area is titled "Material Handling Equipment and Products". Below this title is a paragraph: "Since 1922, [TEAM International] has offered a unique array of warehouse design capabilities, products and support services. With our industry leading size and breadth of technologies, we can provide a single product or a complete four wall solution for every material handling challenge."

The product categories are displayed in a grid:

- Raymond Lift Trucks
- Vertical Storage Systems
- Conveyor Systems
- Robotic Palletizers
- Mobile Storage
- Rack and Shelving

On the right side, there is a vertical list of services and resources:

- Engineering Services
- Raymond Lift Trucks
- Certified Pre-Owned Equip.
- Equipment Rentals/Leases
- Courtsels
- Robotic Palletizers
- Conveyor Systems
- Mobile Storage Systems
- Rack and Shelving
- Overhead Equipment
- WMS Software
- Automated Storage & Retrieval
- Material Handling Resources

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## Success Story

In the course of the projects TEAM International has been continuously improving its internal processes and competencies, which eventually allowed us to create a highly customizable tool able to save small to mid-sized companies on application development time, costs, and efforts.

In 2009 TEAM International acquired proprietary rights to the Client's product in order to be able to use it as an out-of-the-box web site design and building solution.

## Platform / Technology Used

|                      |                    |
|----------------------|--------------------|
| Platform             | .NET Framework 2.0 |
| Programming Language | C#                 |
| Database server      | MSSQL 2005         |

### Environment:

|             |                                       |
|-------------|---------------------------------------|
| OS          | Windows 2003 Server                   |
| File System | NTFS                                  |
| Other       | AjaxControlToolkit<br>LinkD installed |

