

# Boston Technology Corporation

## Sales Intelligence Reports

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### CASE STUDY

**The Client:**

A leading sales intelligence company which produces in-depth reports on leading companies within the Fortune 500 allowing sales professionals to get key information about the companies covered in the reports.

**Business Need:**

The client had an application which allowed their users to log-in and download various sales intelligence reports. The client wanted to revamp their sales intelligence reporting application to handle the increase in volume and provide more features.

**Challenges / Requirements:**

The new reporting application had to meet the following requirements:

1. Secure login for clients
2. Full-text search and document retrieval of the Report library
3. Report management capabilities for client
4. Reporting of report access/usage
5. ECommerce/shopping cart implementation and integration to the website through payment gateway.

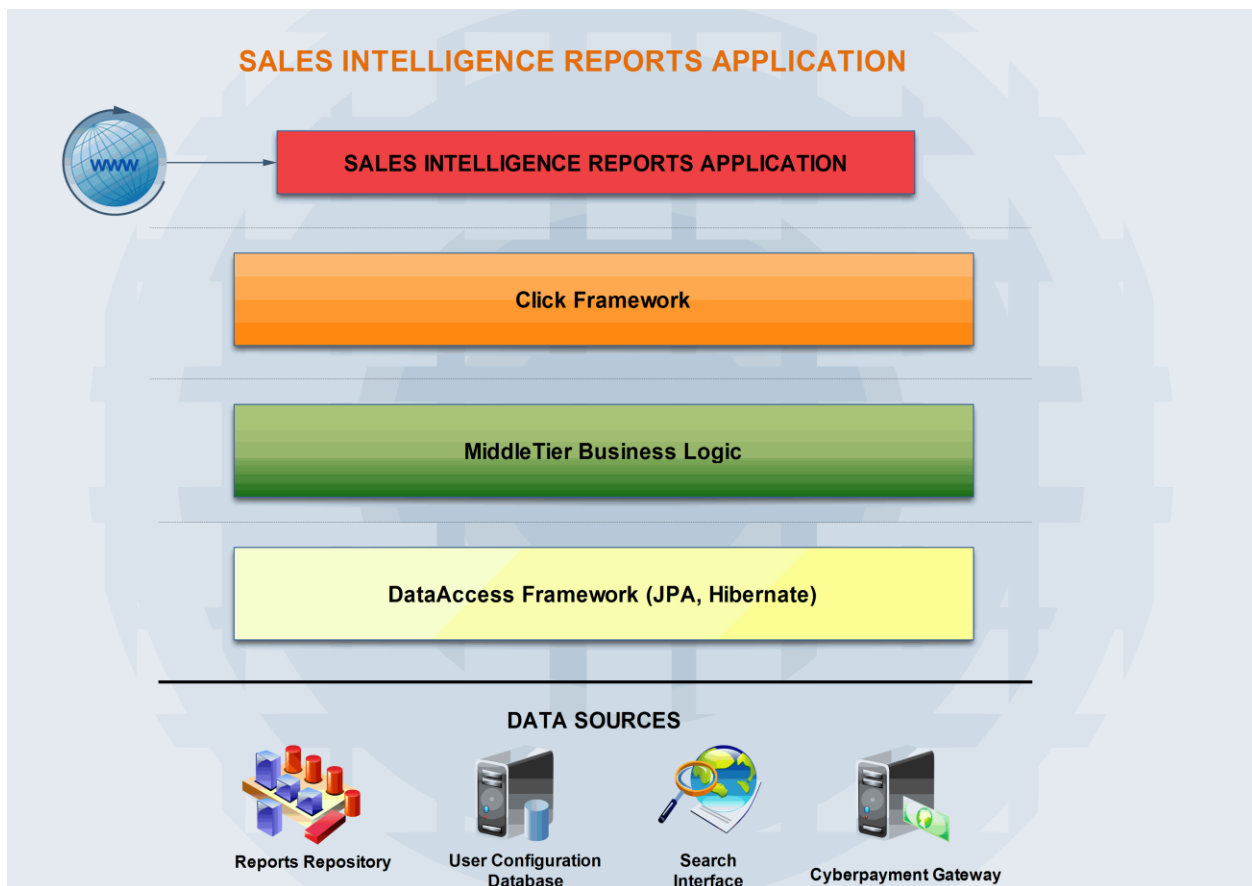
**Solution:**

The Boston Technology Corp. team worked with the client to define functional requirements in detail. The team worked on the building the application to meet all the client requirements.

The new reports application provided reports based on user authentication and authorization. Users were given access to only those reports that they were authorized to view. A full search feature was provided to allow users to search reports and retrieve any information that they needed. Also a secure shopping cart was integrated into the client web site to allow users to buy access to reports online.

The application also provided admin capabilities to manage users, report access levels, report batch updates etc..

The entire web application was built on the Apache Click framework that provides a platform to build high-performing pages with automatic form rendering and validation capabilities. The framework also lends itself to component and Page Oriented design and provides a event base programming model.



### **Benefits and Outcome:**

The revamped reports application with superior user volume capabilities and powerful features like Search, online report shopping cart and enhanced admin report management capabilities helped the client to reach out to more users, helping the client grow its customer base.

**Project Development Methodology:**

To allow the development to happen faster and shorten the time to market, it was decided to develop the project using the Agile development methodology. The reports features were built in sprints and incremental iterations worked very well since the requirements were evolving with the project.

**About Boston Technology Corporation:**

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