XORIANT WEB ANALYTICS

CLIENT OVERVIEW

Our client is a Silicon Valley based e-commerce solutions provider, with comprehensive portfolio of solutions which improve the effectiveness of ecommerce and e-marketing activities of small to medium online retailers. One of our client's solutions allows the e-marketers to precisely measure the effectiveness of their promotions as well as their creative campaigns, thus minimizing the guesswork. This solution enables an online retailer to present the most precise targeted content to the customers and automatically keep track of which combination of choices leads to the greatest "conversions." Our client's solution enables e-marketers to run different combinations of creative using a simple, easy-to-use web interface. Marketers can simply login to the hosted web site, define their tests, and then check the results, examining the best combinations of offers that yield the highest business metrics.

KEY REQUIREMENTS

- Help client with a comprehensive and flexible decision making module
- Perform robust analysis of multiple and changing permutations of different decision parameters
- Modelling and programming the input process of different decision parameters and designing and implementing the decision making algorithms, which would then be adaptable to incorporate the changing parameters
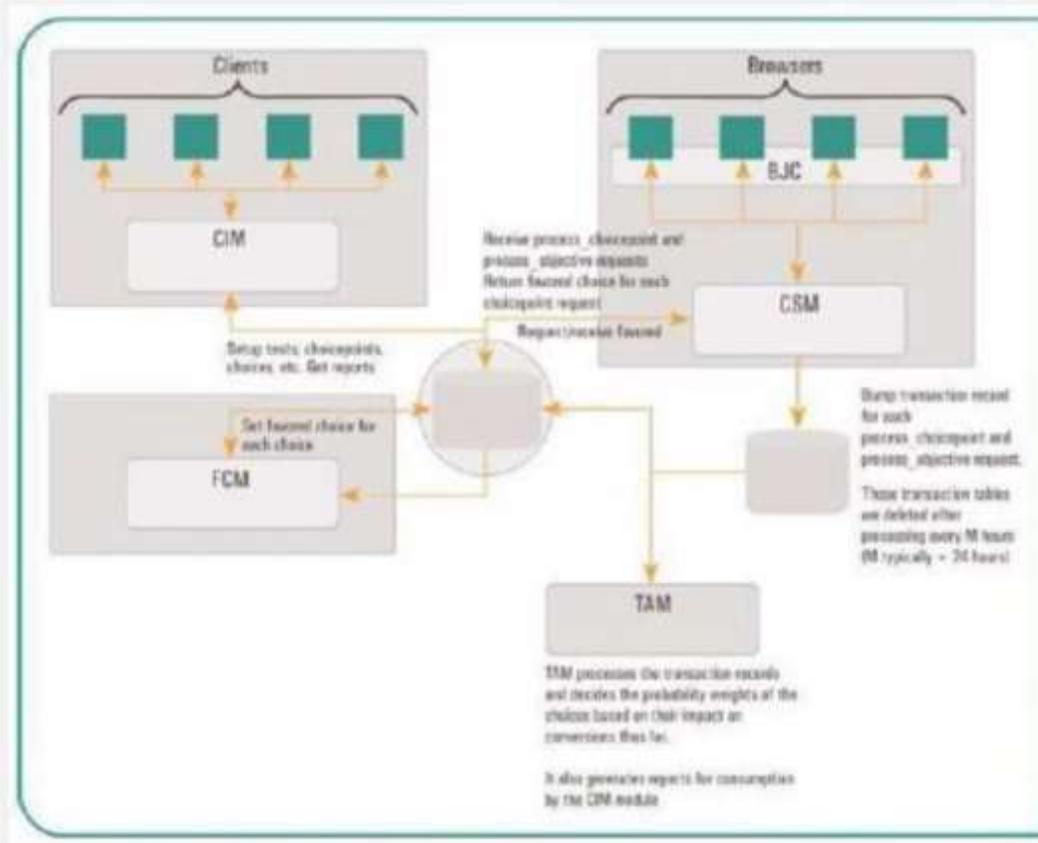
KEY CONTRIBUTIONS

- Xoriant team architected, designed, and built a fully functional system with high scalability requirements using Microsoft Internet product suite
- Detailed real time participation with the client, to understand the actual needs and concept behind the product
- A mix of both client server and web based architecture that achieved mutually orthogonal demands of ubiquity and network performance on one side and security and connectivity on the other side. The seamless interoperability between MS-Windows client-server and .Net internet environments made this mixed architecture functional

KEY BENEFITS

- Our client's solution was enriched by a decision-making module with a proven and tested algorithm that helped our client's e-marketing customer plan and the e-marketing strategy more definitively and profitably. While keeping the usability of the solution intact, we were able to implement very complex statistical algorithms to increase the accuracy of the decisions, while completely hiding the complexity from the user

HIGH LEVEL ARCHITECTURE

TECHNOLOGY STACK