



## Charter Global

### **CASE STUDY - Staff Augmentation & Technology Expertise** **Consumer Loyalty Programs Provider**

**Updating systems with best practice technology enabled the client to stay competitive in its industry.**

### About the Client

The client serves leading retailers and multiple consumer industries such as airlines, home improvement, and hotels. They develop customer loyalty, rewards, marketing, and customer retention programs to increase customer confidence, loyalty, and engagement.

#### The Challenge

The client had reached the limit and capabilities of its outdated technology and was unable to keep up with company growth and the current market. Without a major overhaul of their systems, the client could not implement industry-leading technology and practices in order to stay competitive. The client lacked the necessary expertise and staffing resources to complete the task.



## Solution

Charter Global built a team of experienced .Net, Java, and SQL server developers, along with an IT administrator, to solve the client's complex, multifaceted challenges. Custom migration scripts and product features were developed, as well as unique wrapper applications that would translate the client's outdated business models to more current models without requiring code changes.

**eMarketing:** The client's existing eMarketing products provided the capability to target users through multiple touch points, including email, banner ads, ATM, call centers, and social media. The latest version of the products had been redesigned and rebuilt to support scalability and cloud hosting. The update, however, created a new problem. As customers attempted to access the client's products, they were directed to the old site, and then redirected to the new site. Charter Global migrated the old version of the product to the updated version, allowing direct customer access, with no downtime to the client's systems.

**Customization and maintenance of external customers:** Many of the client's customers use an external CRM system such as IBM® UNICA®, or Teradata. Charter Global installed the software for these CRM systems on the client's servers, allowing its customers to create and monitor marketing campaigns in the CRM system, while a separate application acts as the delivery agent. Charter Global managed day-to-day issues and customizations for these CRM customers on the client's behalf.

**Rent-Buy-Own:** Charter Global developed branded, self-service DVD kiosks that enable consumers to log directly onto a highly interactive Rent-Buy-Own website where they can search and select DVD titles, locate the nearest kiosk, check for availability, and reserve or purchase titles online.

## Results

Charter Global provided staff augmentation, technology expertise, and offshore resources to help the client meet its project goals. The updated technology and products were created on time with little to no downtime, allowing the client to improve operational efficiency, connect more effectively with its customers, and ensure an optimal customer experience.

## Why Charter Global?

- More than 850 IT professionals, delivering the right technology solutions across multiple platforms
- Specialized experience in Big Data Platform, Warehouse Management and Analytics Software
- Exclusive data flow programs to handle portable applications across cloud and mobility
- Proven build, develop and run process
- Scalable, global delivery model, providing increased resource flexibility, security, and cost advantages
- Experience working with Fortune 1000 companies, with a track record of increasing efficiency with rapid ramp up, scalable resources, and shorter implementation timelines
- Multiple IT certifications, including CMMI Level 3, PCI, Microsoft Certified Partner, Oracle Gold Partner, and SAP Edge Partner

## About Charter Global

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Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, ecommerce, SAP, and Oracle JD Edwards platforms.

- Founded in 1994
- Headquarters in Atlanta, GA, and 3 development centers in India
- IT certifications: CMMI Level 3, PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- A team of over 850 professionals
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards Established
- Vertical experience in telecom, healthcare, media /entertainment, airlines, finance, energy, retail, and hospitality
- Active database of nearly 2M consultants with 30,000 on demand
- 100+ full-time staff recruiters supporting clients globally