



Charter Global **C**ASE STUDY - Ecommerce Solution Fleet telematics systems client

Global telematics systems leader takes ecommerce strategy to next level with PURL microsite

About the Client

The client is a global leader in fleet and mobile resource management, providing professional services and agnostic technologies to power connected-vehicle products. The company's fleet and mobile resource management services help organizations of all sizes increase efficiency, safety and accountability. The company's billing platform allows for billing by subscription, pre-paid services, and pay-per-use services in real-time or batch mode.

The Challenge

The company used an agent ordering interface to process customer orders, but it lacked a customer facing website. Customers could not review products and place online orders.

The marketing team also needed an online presence and an ordering system that would serve as a proactive marketing tool. This would allow them to segment and reach customers through targeted email campaigns to upsell product bundles to existing subscribers and increase the customer base.

A content management/authoring system was also needed which would allow them to change content in production systems without having to implement a complete software release cycle.

They required the system to integrate with existing single sign on, Siebel CRM, order orchestration, and notification, and it needed to provide a complete checkout process for customers.



Solution

The client selected Charter Global to provide solutions that would meet the marketing team needs, as well as provide an online solution for ecommerce transactions with its customers. Charter Global focused on building a self-service tool with Magnolia CMS, an open source, java-based web content management system, along with the Konakart ecommerce system. Magnolia CMS would allow the marketing team to set up and build pages, create ordering flow, and author content.

A customized enterprise edition of the Konakart ecommerce system was implemented to provide capabilities to manage products/catalogs, orders, and notifications. The Charter Global team provided business logic that would check customers' eligibility for the offered product, collect subscriber and billing information, capture and transfer customer orders to the order orchestration system, and send out notifications to customers on their orders.

The Charter Global team also developed and deployed a PURL microsite, utilizing a unique, personalized url that could be used for marketing campaigns. The PURL would send recipients to a personalized landing page or microsite with customized content. It would also allow the marketing team to easily track results and details of campaign responses on a one-to-one basis using Google Analytics.

Results

The implementation of the PURL microsite enabled the marketing team to segment the customer base, create and launch strategic marketing campaigns, and reach customers directly through PURLs. Marketing captured thousands of customer orders and were able to track order activity. With the ability to manage product catalogs, descriptions, pricing and more, the marketing team was able to offer bundled products to increase customer subscription and revenue.

The Magnolia CSM's 4-eye workflow allowed the team to approve and publish changes to the microsite content in real time. And the data collected in the analytics tool provides details on customer trends, which can be used to improve their marketing strategy.

Why Charter Global

- Access to Microsoft experts
- Increased scalability, flexibility, and security
- Broad range of technology solutions across multiple platforms to fit the client's needs
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards
- Multiple IT certifications: CMMI Level 3, PCI, Microsoft Certified Partner, Oracle Gold Partner, SAP Edge Partner, ZeroChaos Proven Performer
- Specialized experience in cloud technologies, open source, DevOps, mobility, microservices, ecommerce, and custom application development
- More than 1100 IT professionals, delivering the right technology solutions across multiple platforms
- Experience working with Fortune 1000 companies, with a track record of increasing efficiency with rapid ramp up, scalable resources and shorter implementation timelines
- Scalable, global delivery model, providing resource flexibility, security, and cost advantages
- Expertise in multiple mobile application development platforms, including iOS, Android, Windows, Blackberry, and HTML5 for mobile

About Charter Global

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 mid-size and Fortune 1000 industry leaders, 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 development centers in India
- IT certifications: CMMI Level 3, PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- A team of over 1100 professionals
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Active database of nearly 2 million consultants
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards
- Established customer base of mid-size and Fortune1000 industry leaders
- Vertical experience in telecom, healthcare, media /entertainment, airlines, finance, energy, retail, and hospitality
- 100+ full-time staff recruiters supportclients in the U.S. and globally