

## Client Type: Marketing Systems

**The Challenge:** A nation-wide provider of digital media services needed a centralized system on which to receive and consolidate orders from its clients. The provider had previously deployed an order system that was no longer compatible with today's technology. The challenge was to develop a system which complies with today's Web technology, is user-friendly and integrates well with other market systems.

**The Solution Provided:** InfoTech designed and developed a new, Web-based order system from the ground up and integrated it with the client's Website. The new order system proved to be much more popular with the provider's clients, and was developed and deployed utilizing a smooth migration process to ensure no interruption in business operations. In order to achieve this, InfoTech consulted not only with our client, but also their clients, in order to identify needed improvements.

**Current Status:** The provider has been using the Web-based order system extensively, while InfoTech provides hosting, maintenance and ongoing support. The new system has also been extremely instrumental in attracting new clients to the provider, due to its simplicity of use and ease of integration with other applications. This naturally offers the provider a significant edge over its competitors. It is the only company of its kind to feature a system that automates this work process.

### Technical Solutions Implemented:

1. MS SQL 2005
2. ASP.NET
3. C#