



*People Making IT Happen*

# Case Study

## **CLIENT**

This was an internal Rose International project.

## **BUSINESS NEED**

The client's business is expanding with time. The sales, recruiting and management staff need to monitor and update information on all customers (both active and inactive), prospects and targets (potential prospects). Due to an emerging business scenario, the client needs detailed information about existing and new customers in a centralized solution. This solution would help all personnel and processes become more operational, collaborative and analytical.

## **THE PROJECT**

To develop an integrated, efficient enterprise application for Customer Relationship Management (CRM), this would consolidate multiple databases and systems into one system. This consolidated solution would pull together disparate, existing systems for tracking/reporting customer information.

## **CHALLENGES**

- Develop an enterprise application, which can be integrated to existing systems
- Security of data and information
- Communication and collaboration
- Fixed budget and fixed time project

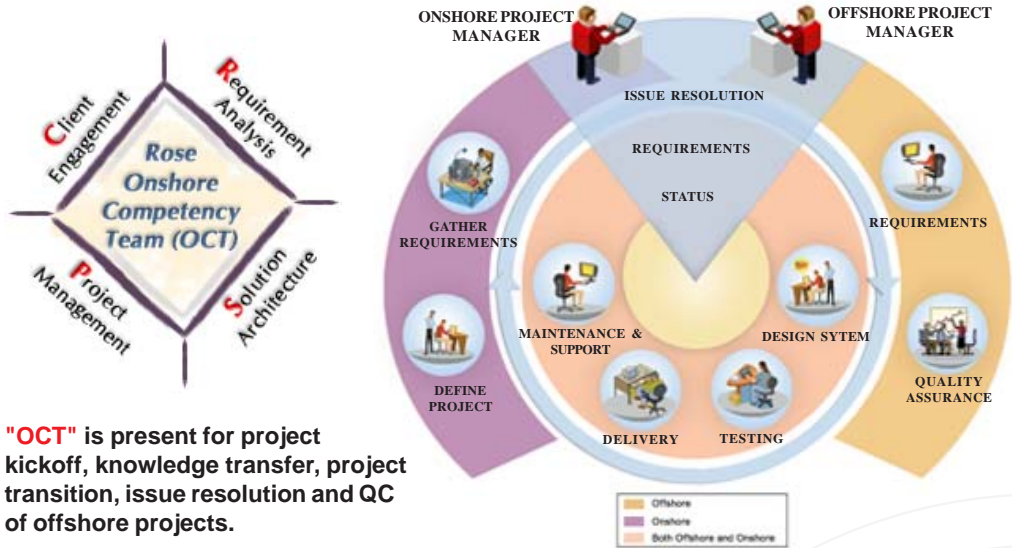
## **THE ROSE APPROACH**

- All requirements of the client were gathered and identified by the use of interviews and focus groups.
- The execution of the client's sales and customer monitoring processes were mapped through Business Workflow Analysis, and the project estimation was prepared by Function Point Analysis.
- A detailed workflow of activities following software engineering processes were exchanged with the client. Tools, technologies, deliverables and responsibilities were mutually discussed and agreed upon.
- The selection of tools and technologies played an important role as the application being developed was to interface with the existing applications of the client; mailing, time-keeping and billing software.
- The project plan was laid, and schedules were verified.
- The project was divided into modules, according to the Work Breakdown Structure.
- As a CMM Level 3 certified firm, these components of the project followed the software engineering processes and guidelines for that certification; project management, application methodologies, QA plans, change management and risk management processes.
- The above procedures were followed for all maintenance and enhancement to the system.
- Monitoring and reporting mechanisms were used to ensure timely achievement of project milestones.

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## THE DELIVERY MECHANISM

Rose used its **OCT – Onshore Offshore** delivery model for this project. As per this model, the project team was based at both our U.S. and India facilities. This model enhances Rose's engagement efficiency and confidence amongst clients, and separates us from the competition. The onshore competency team provided the following functions; client engagement, requirements handling, issue resolution and project transitioning and implementation. The offshore competency team provided project management and software engineering. Software engineering included; design, development, Quality Assurance (QA) and testing. This offshore delivery model is depicted below.



**"OCT"** is present for project kickoff, knowledge transfer, project transition, issue resolution and QC of offshore projects.

## ROSE CONTRIBUTION

The Rose offshore team worked closely with the client's project team and all other stakeholders for maintaining this application. The client has benefited with the following:

- Cost savings of 40 percent
- Higher return on investment
- Reporting metrics to validate processes and drive
- User-friendly screens consistently meeting user needs
- 24/7 technical support
- Satisfaction of supplier diversity spend goals

The system is still being maintained and enhanced, as required by the client.

## TECHNOLOGIES

- Platform: ASP
- IDE: Microsoft .Net
- Tracking: Microsoft Project Server
- Database: MSSQL 2000

## FURTHER INFORMATION

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