

Business Domain

High Tech and Software Platforms

Project Type

Software Platform for marketing automation and analytics service

Developing One of the World Most Recognizable E-mail Marketing Tools

Client

The Client is a global market leader in the email marketing segment. The company started as ESP (email service provider) and now offers one of the most flexible platforms competing with Responsys, Cheetah Mail and Constant Contact.

Project

The partnership between the Client's company and Intetics started in September 2010 when Intetics helped the Client build the data architecture for a new product. The Intetics Offshore Dedicated Team® (ODT) was working on the back-end design, architecture and implementation. Then the partnership expanded into a couple of different areas.

Objective

The project started with performance optimization reporting and evolved into a flexible reporting tool. It is a standard ETL task. The Client decided to implement their own solution rather than using existing solutions to be able to manage appropriately any possible requirements. Later other major activities were assigned to the Offshore Dedicated Team®.

Team Reinforcement

The Client required a team with specific expertise in DB development (MS SQL Server, Netezza, Oracle) as well as additional .NET resources that were hard to allocate in its own locations. Another request was for QA and Automation QA specialists to increase the quality of the Client's products.

Challenge

The Client's company was founded in 2000, has its IPO in 2012, and was acquired for \$2.5 billion in 2013. The Client develops marketing automation and analytics software for email, mobile, social and online marketing. The services also include consulting and implementation services.

The only weak point was the database platform, SQL Server. The company sends on average 5 billion emails a month. The platform gets hit by the email creation traffic and, more, with reports, ad-hoc queries and extracts.

The Client required deep expertise in specific areas. The ODT has solved the most prevalent tasks of Data Analytics : storage of a large volume of data, convenient sorting, secure access, dynamic scalability, comprehensive and controlled reporting.

Quick Facts

- ✓ 10 years of continuous cooperation
- ✓ Intetics developed most of the challenging processes related to Data Bases
- ✓ Stable platform capable of delivering 5 million emails a month

Technologies

AngularJS / React / C# / .NET / MS SQL Server
2008-2012 / Oracle Exadata / TFS / GitHub /
nUnit / Selenium WebDriver / Team City /
TACOS / AWS / S3 Bucket / .NET Core

Solution

★ 01

The marketing platform sends on average 5 billion emails a month. SQL Server databases host thousands of customers.

★ 02

The software is sold primarily on a multi-year subscription basis. The price of the subscription is based on which features are enabled.

★ 03

Users can manage analysis through a lot of various requirements: schedule reports, consider addressee actions, sort mailing content characteristics and much more.

★ 04

The marketing platform covers different domains of marketing automation: Email Studio, Audience Builder, Data Factory Utility, Mobile Studio, Social Studio, Advertising Studio, Data Studio, Journey Builder.

★ 05

The solution allows users to choose not only time and content, but also logic structure and displayed review of reports.



Client Reference



The Intetics team joined us at a very appropriate time when additional forces were required quickly. We're extremely satisfied with the results received from the Intetics engineers.

SVP, Software Engineering

Benefits and Results

- ★ ODT gathered huge expertise for both products combined with a lower price for contractors compared to local engineers.
- ★ There was a period when Intetics was also involved as a Professional Services provider for custom implementations.
- ★ Intetics engineers successfully migrated products from IBM Netezza to Oracle Exadata MPP.
- ★ The balance of quality versus on-time delivery was the biggest challenge resolved.

Techstack:

AngularJS, React, C#, .NET, MS SQL Server
2008-2012, Oracle Exadata, TFS, GitHub, NUnit,
Selenium WebDriver, Team City, TACOS, AWS,
S3 Bucket, .NET Core

Team: 12

Project Manager,
Technical Leader,
Senior Software Engineers,
Senior QA Engineers