intetics

Where software concepts come alive

DIGITAL COUPON MANAGEMENT COMPANY GROWS OPERATIONS FROM 7 TO 4,700+ LOCATIONS WITH APP BY INTETICS

OBJECTIVE

Automate coupon processing to use an existing coupon database and build a familiar and easy to use front-end interface.

CHALLENGE

The coupon management company had developed its core coupon database, but did not have experience with front-end technologies. They were looking for a partner who could create an intuitive interface for their end-users. The coupon processing solution had to encompass the entire coupon automation process, starting from offer creation to settlement with built-in security and visibility. The process had to be very simple and familiar to the end user without the need for extra software or hardware components. The consumer would also have an option of using a mobile device for clipping and redeeming coupons. For simplicity, the user would only need to provide a unique identifier that would allow him to create an online account and redeem a digital coupon.

SOLUTION

The solution developed by the client's Intetics team enabled consumers to receive and search digital coupons via a retailer's web site or using their mobile device. Offers are compiled and displayed to consumers directly from retailers and from various third-party digital coupon vendors. The platform is comprised of the following components:

- B2B Portal (Offer Management Portal), developed in order to help retailers manage the offers and promotions for the consumers.
- B2C Portal developed to assist consumers with finding the best digital coupon deals and promotions.
- A third party integration system, created to automate the process of importing the third party offers into a B2B portal.
- A mobile version of the B2C Portal, developed to increase the use of coupons and improve consumer interaction with the retailer. Both iPhone and Android-based applications were released.

" *The Intetics team was a valuable partner during the development of the new application. It allowed us to stay flexible while building a very high-quality product. We experienced significant growth thanks to the solution.* "

www.intetics.com

© Intetics Inc.

DIGITAL COUPON MANAGEMENT COMPANY GROWS OPERATIONS FROM 7 TO 4,700+ LOCATIONS WITH APP BY INTETICS

Upon release, the solution immediately attracted huge attention from major US retailers.

Technologies Utilized

- Java
- AJAX
- Spring (MVC, AOP, WebFlow, Security, Test)
- Hibernate
- Python and Django
- LoadRunner, JMeter
- SSO: (Open SAML, Signed URLs)
- AspectJ
- JAXB
- Apache FOP
- Apache Tiles
- Drools
- Wicket
- OpenC Suite
- Hudson – Continuous Integration System
- JUnit, Mockito, PowerMock
- Integration with Amazon
- Google FindBugs, Google Collections, Google Analytics
- JQuery
- SoapUI, LoadUI
- WURFL

🛡 RESULTS

Intetics successfully developed a robust solution that allowed the client to effectively market and implement the digital coupon management platform in thousands of established retailers nationwide. To date, the client has processed over 38 million digital coupons using the new Digital Coupons Management system developed with the help of Intetics.
After the solution was released, the client was offering coupons management solutions in 7 retail locations. By the end of the next year, a number of nationwide retail chains learned about the solution and the client was doing business in over 4,700 retail locations. The new Digital Coupons Management system allowed the client to better manage coupons processing and improve user experience. It also allowed them to rapidly expand their service offering and grow their business.

⚙🔍 QUICK FACTS

✔ *Grew operations from 7 to 4,700+ retail locations in 1 year*

✔ *Over 38 million digital coupons processed*

✔ *Thousands of nationwide retailers became customers*

✔ *Continued support from Intetics ensured 40% lower maintenance costs*