

Case Study for Automated System with Research

Brainvire Infotech Pvt. Ltd
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Client Requirement

- Client is An award-winning provider of market research & economic analysis
- Technical, business and economic aspects
- It provides intelligence for faster and better decision making
- Developed an automated system for Online Advertisers & Market Research
- Projecting information with a view of enhancing search advertising strategy
- The users can avail the subscription on any research information
- Analysis materials, white papers, access to basic reference guides etc
- Brainvire is successfully executing CSS (Customer Satisfaction Survey)



Project Challenges

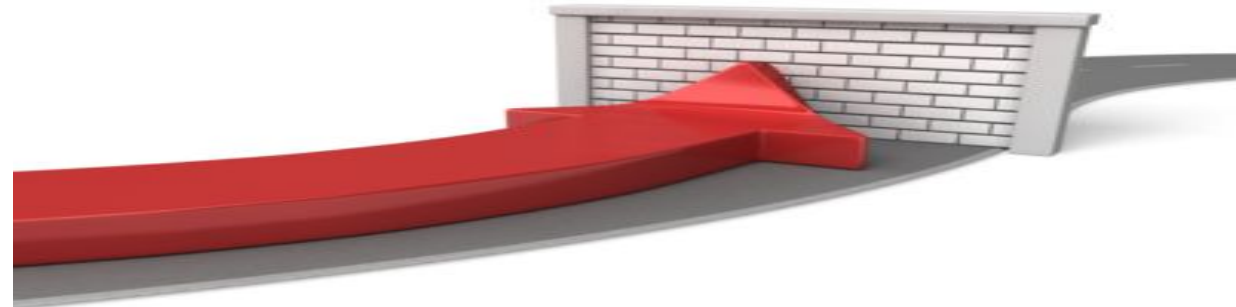
Generating reports based on the customer satisfaction survey

Integration of Apache Open Meeting into the system for conducting webinars

Conversion of docx or pptx into pdf which are then sent as attachments

The conversion is done using Windows server where MS Office

The PHP script is called which is hosted on the Windows server from a UNIX machine





Technologies Used

Operating System & Server Management	Linux, Multi-Server Architecture with Staging & Production Environment through Version Controlling releases, Load Balancer, Server Optimization, Security & SSL Implementation, Scheduler for Back-ups, Alert Monitoring System Integration, Server Performance Tuning at regular intervals, Software Firewall Configuration & Maintenance
Development Tools & Environments	MYSQL Database Server, DB Clustering, DB Optimization, Master Slave Replication, Query Optimization, Slow Query Optimization, Scheduler for Backups, Alert Monitoring system integration etc.



Manpower

Project Leader	1
Developers	2
Designers	2
Quality Assurance Testers	2



Planning

The thorough research and analysis were done at every project level

Effectively manage the development process

Designing the application interaction

Flow for user-friendliness and interactivity

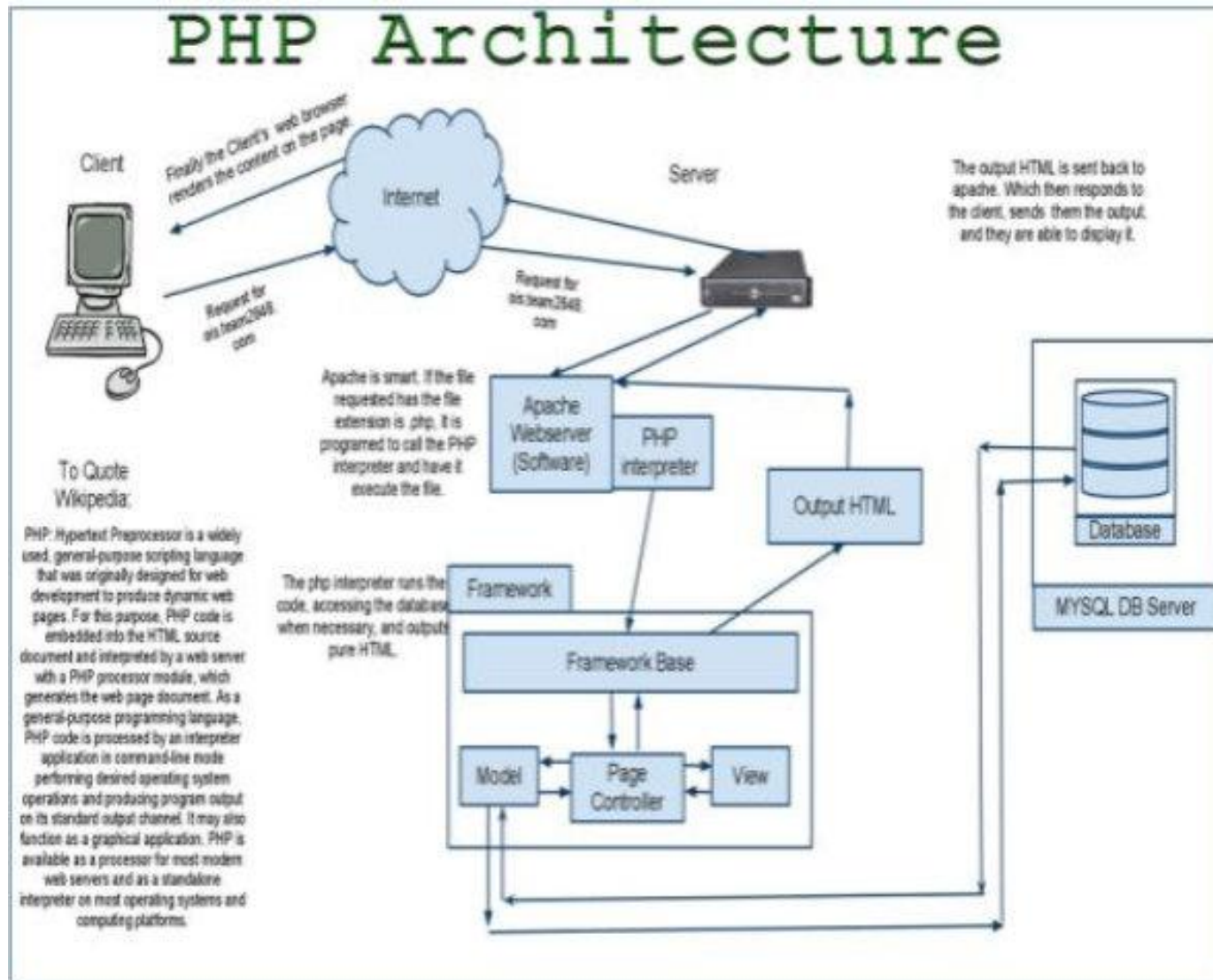
Growing library of automated email programs

Covering new releases and recommendations





Architecture





Development Highlights

Designed and implemented a highly secure system

Online advertisers and market researchers

Allow search, view, order and download of data related to market research

Analysis based on the client's preference

Key features include conversion of docx or pptx into pdf, fine tuning, MYSQL and PHP

We are also the server support and created the server from ground up for the client

SEO activities were regularly resorted to with a view to ensure high visibility



Sources :

<http://www.brainvire.com/automated-system-online-advertisers-market-research/>

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