



# CUSTOMER MANAGEMENT PORTAL

## CLIENT OVERVIEW

Our client is a global leader in digital advertising both mobile and web, with a vision to leverage the full economic potential of digital media companies. Our client has one of the largest Ad server engines for publishing content. Apart from this, our client has a portfolio of products for ad exchange, optimization, content valuation, etc.

## KEY REQUIREMENTS

- Develop the customer management portal, with Ad management modules for features like data matching, ad quality, ad reach, and other related to advertisement systems
- Provide a configuration interface for managing the advertisement accounts
- Ensure efficient collation and categorization of information pertaining to attributes such as brand, genre, creative type, and language of the registered advertisement

## KEY CONTRIBUTIONS

- Analysis, design, and development of the customer management portal modules, along with the integration of specific attributes for the respective dashboards
- Use of Python with Django framework for rapid development of the portal modules, elimination of repetitive tasks, and better quality of dashboards
- Integration of open standard application layer “advanced message queuing protocol” for reliability, routing, queuing, security, and message orientation
- Use of Open source thrift service for smooth collation of information pertaining to attributes such as brand, language, etc. of the registered advertisements
- Use of South database migration module to support Django framework to handle all database schema related changes throughout the development process of the portal
- Use of Foundation framework, to bring uniformity in the layout for the entire portal and handling webpage fluidity
- Use of modal pop-up for editing respective records within the various modules
- Some of the significant contributions made in the testing phases are as follows:
  - Performed Static testing to check requirement documents, design documents, and find errors manually
  - Contributed in Dynamic testing to check functional behaviour and overall performance of advertisement publishing platform
  - Performed Regression testing to check for software bugs that would hamper functionality of platform features
  - Created and executed test plans and test cases on the basis of bi-weekly releases to check for platform functionality

## KEY BENEFITS

- Enabled the client to manage all backend processes in a more effective manner, reducing errors and time by more than 30%
- Enabled the client to manage over 20,000 accounts of their target customers, about 300% more than other similar portals
- Enabled the client backend operators to review over 100,000 advertisement creatives on a daily basis from the previous record of 50,000 creatives per day

## TECHNOLOGY STACK

- Linux
- MariaDB
- jQuery
- Python
- HTML
- RabbitMQ Message Service
- NGINX
- Python Django framework

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### About Xoriant:

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