



MOBILE SERVICES FOOTPRINT EXPANSION FOR SOFTWARE GIANT QUADRUPLES CUSTOMER BASE

CLIENT OVERVIEW & REQUIREMENTS

This Fortune 500 client makes enterprise software to manage business operations and customer relations. One of the company's products is an SMS messaging service that enables enterprises to design, segment and execute messaging campaigns – to better reach their customers and expand their markets.

Although enterprises across different industries and verticals could use the product for generic campaigns, product adoption was low as customers were unable to use it for specific industry or vertical requirements

KEY CONTRIBUTIONS

- Xoriant customized the messaging solution to enable end clients to design and manage rich interactive two-way campaigns
- The new solution provides end clients with robust digital marketing features such as user opt-in, broadcasting, audience segmentation and geography-specific compliance
- The solution supports iOS and Android devices and gives end clients the ability to blacklist a mobile number
- We introduced white labelling to allow customization of the UI for end clients
- The solution supports the fair queuing concept to improve the messaging service throughput
- We upgraded the MMAPi interface project to WCF RESTful service and introduced REST APIs with Oauth2 authentication for creating and sending the campaign messages

KEY BENEFITS

- Increased the client's customer base from 50 to 200 – within a span of 2 years
- Transformed the messaging channel into a digital marketing platform supporting SMS-based campaigns as a service for various use cases
- Expanded the client's mobile services footprint, providing unparalleled subscriber reach around the world
- Enabled a higher quality of service as end clients gained valuable insight into their subscriber base

TECHNOLOGY STACK

- Microsoft .NET 4.5
- JS
- WCF
- Microsoft ASP .NET
- C#
- SQL Server



About Xoriant

Xoriant is a Silicon Valley based product engineering, software development and technology services firm with offices in the U.S., Europe and Asia. For both technology companies and enterprises, from startups to the Fortune 100, we leverage our expertise in emerging technologies and our high-performing teams to deliver innovative solutions that accelerate time to market and keep our clients competitive.

Across all our technology focus areas –Product Engineering, DevOps, Cloud, Infrastructure & Security, Big Data & Analytics, Data Management & Governance, Digital and IoT –every solution we develop benefits from our product engineering pedigree. For 25 years and counting we have taken great pride in the long-lasting, deep relationships we have with our clients. Learn more at www.xoriant.com.