

Overview:

The client for the project had built an app to help his sales people become more efficient in executing their functions. Seeing it deliver astounding results, he realized that there was considerable business potential in getting the app out in the market commercially. Expanding on the idea, he sprucing it up by adding exclusive features to offer solutions targeted at direct sales, businesses and franchises. He also put in place a referral marketing strategy to increase its usage and boost its popularity. He also started targeting events in which he could showcase his app to live audiences, which would sometimes be as large as 1000, and urged them to engage with it real time during the demonstrations. And everytime he attempted to this, the server came down crashing the moment the app needed to process concurrent requests from the audiences that contained data. A first bad impression in their minds notwithstanding, the client was very worried about the lost business opportunities. At the time Mindfire was approached, the client was almost in a state of panic about the issue and wanted a quick solution to the problem. Time, he felt, was running out. The team at Mindfire took guard of things and implemented a fitting solution leveraging Amazon Simple Queue Services.

Client details:

Name: Confidential | **Type:** Technology | **Location:** USA

Technologies:

Amazon SQS, PHP 5.5, PHP Unit, Zend 1.12, MySQL 5.6, Composer, HTML, Bootstrap 3, JavaScript, jQuery, AWS, SQS, Mailgun, REST, GIT, Bitbucket, JIRA, Stripe payment APIs, Wistia video hosting

Project Description:

The demos that the client was giving to live audiences generally required them to fill up forms. It is those populated forms that caused the server to crash when reasonably sized

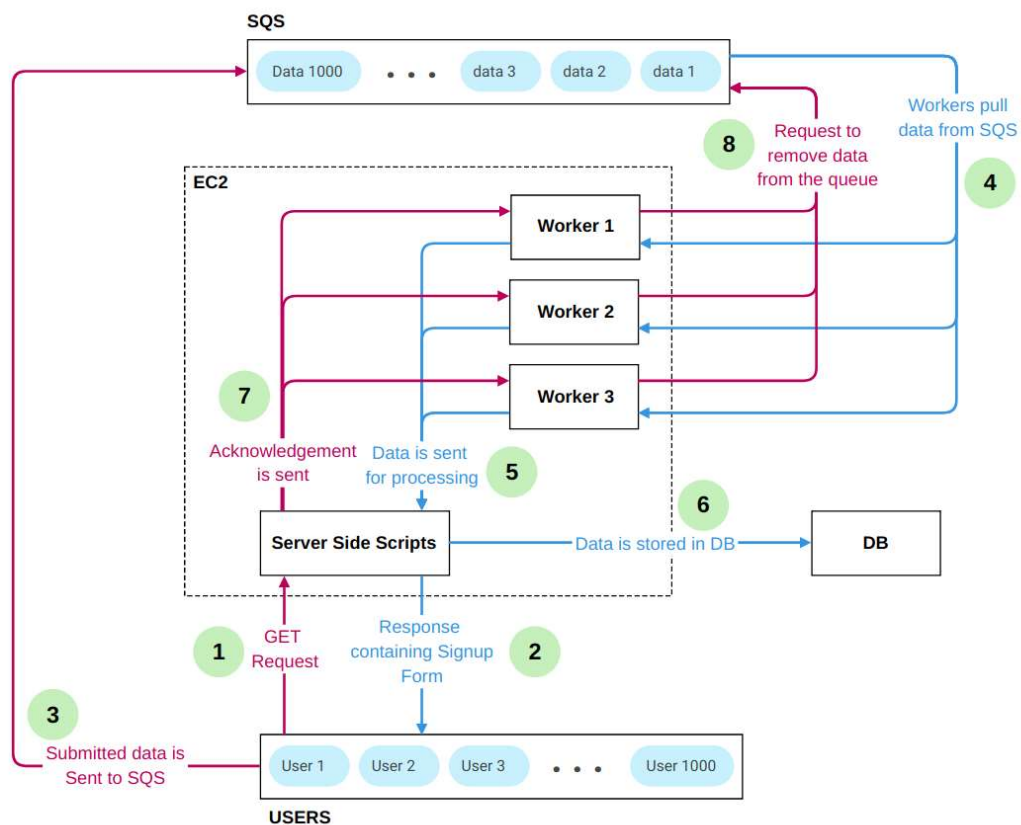
audiences tried submitted them in parallel. The server was not able to handle the concurrent hits that happened as a result.

The solution deployed by the team pushed the submitted data to a queue (using Amazon SQS) instead of the database right away, which was causing it to crash. The next challenge was to ensure that the entire process did not consume a lot of time.

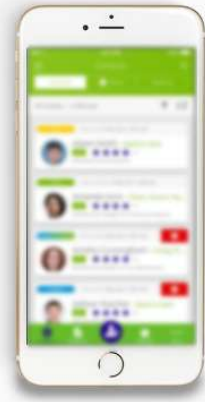
3 workers were used to address this challenge. Each of these pulled a record from the queue and sent it for processing. In order to debar other workers from picking a record which was already taken, a flagging method was used by the queue. Generally the flagging is valid for a fixed time period during which the record is expected to be processed and the same is configured in SQS. Once a record is processed, the server sends a request to the queue to delete the record.

The benefit of this technological resolution was felt right away by the customer. There were no more glitches to be experienced at the time of his giving those live demos. Large audiences could actively engage with the app in parallel. The purpose was thus served.

Architecture:



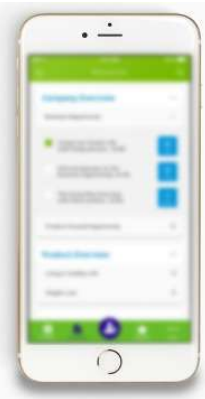
Screenshots



For Direct Sales: The app has all the features that can enable sales people to quickly add prospects to the company's database. Once it is done, automated tools available within the app start functioning independently to engage with these prospects. Through targeted campaigns, personalized resources start getting shared with them with the intent of exposing them to the company's capabilities. The Inbuilt analytics offers the benefit of prompting from time to time the list of prospects which have a higher chance of conversion, thus implicitly indicating where the focus needs to be on a priority basis.



For Business: Employees can contribute in customer acquisition in a significant way when their value as brand ambassadors gets truly leveraged. Equipped with this app, employees can easily add details of people, who are keen to know more about the company's offerings, into the prospects' list. Automated tasks take over from there, engaging these prospects with personalized campaigns and then prompting suitable action when these reach a stage with a higher likelihood of a conversion. Now, to encourage employees to continue to do this, there are features in the app which a company can utilize to incentivize the act.



For Franchise: The high rate of growth of franchises has resulted in fierce competition amongst them to occupy the consumer mindspace. At one end they have to deal with the fleeting attention span of the consumers. On the other, they are constantly under pressure to leverage numerous media channels to impress upon them. In their quest for meeting the targets, this quite often results in pushing their marketing budgets higher with no certainty of results. The need of the hour is to connect authentically with prospects that truly matter; and with content that will resonate with them. The features of the app, if leveraged properly, can help franchises achieve these purposes.