

## Selected Case Studies



Client	CISLink Limited, UK
Project	Design and development of a bi-lingual neutral market place for Fast Moving Consumer Goods (FMCG) Industry
Business Challenge	Develop the idea of the promoters into software specifications Provide technical insights into business issues in the consumer goods industry Get the marketplace launched within 20 weeks
Our Solution	Designed and developed a neutral marketplace for distributors to interact with each other Developed a host of applications like Ordering, Auction, Demand Consolidation to provide enriched functionality to the marketplace Developed several Data Adapters to integrate information from various distributors Provided greater insight into marketplace for manufacturers through various MIS reports
Technology used	Microsoft ASP Microsoft SQL Server 2000 XML Visual C++
Value Delivered	Significantly reduced cost of product development and maintenance Freed limited client resources to focus on “core” domain issues
Relevance to CISLink	Enabled CISLink to develop the products without having a large in-house development team

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Technology used	Microsoft ASP Microsoft SQL Server 2000 XML Visual C++
Value Delivered	Site recognized as one of the best B2B sites in Russia by industry analysts and media Support from leading manufacturers such as Nestle, SC Johnson, Proctor and Gamble Significantly lower spend on Technology and operations
Relevance to CISLink	Enabled CISLink to develop the products without having a large in-house development team