

WIN EVERY OPPORTUNITY!



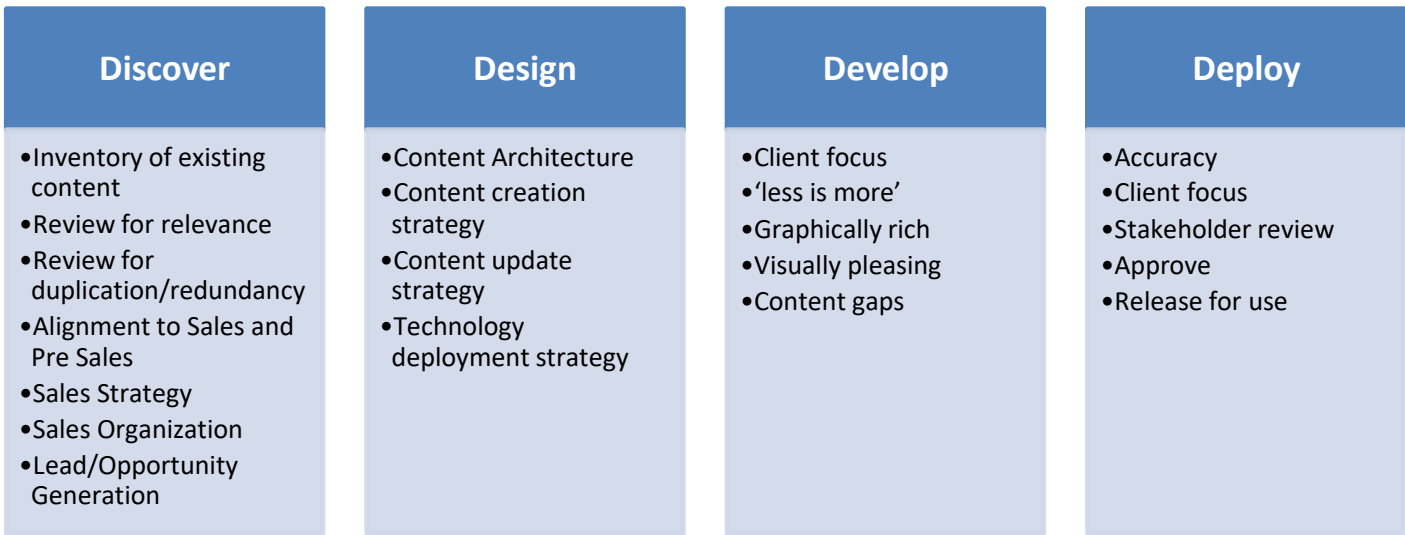
# Content Management

Save 20 to 40% time on Proposals

**The Challenge** – Content in the Pre Sales function is a neglected step child. Nobody wants to do it and nobody became a ‘hero’ because he/she did a great job with content. Research and our experience seems to show that Bid/Proposal teams can save from 20 to 40% of their time with Content that is well organized, upto date and relevant to support Sales and the Bid/Proposal teams.

Some of the challenges related to Content are :

- Lacks client focus (Inside Out Focused)
- Duplication & Redundancy
- Inaccurate information/data due to lack of updates
- Content invention ‘on the fly’



**BTO TECH SOLUTIONS**

Microsoft .NET – End to End Implementation

**An Overview**

Client is a learning solutions company focused on competency building for the investments and financial services sector. Client offers offer computer-based self-learning modules, instructor-led classrooms and a blend of both, supported by quizzes and exams. Client's training programs are created based on functional competency mapping exercises to identify the essential inputs for specific job roles and functions.

**Challenge**

Client was in need of developing a complete web-based Learning Management System (LMS) that would be accessible to its users through authenticated logins via its public website.

Following modules were required to be built:

- User Centre
- Admin Test Centre
- Test Centre
- Classroom
- Notification Manager
- Integration with Payment Gateway
- Analytics

**Solution Strategy**

BTD was designated to build the complete LMS platform and its underlying modules and make it available to the client's users. The LMS platform was built on Microsoft .NET framework, Visual Studio and SQL Server.

The BTD team carried out a detailed requirement synthesis that involved extensive requirement discussion with the client and selected end users, discussions on solution design, and proposed the system after due diligence.

We practically involved and users during requirement elicitation and collaborated together to finalize the system specification after seeking approval from Executive Management and Leadership team.

Following modules were a part of the system:

- User Centre: This module caters to the addition of users categorized in groups and organizations.



**BTO TECH SOLUTIONS CASE STUDY**

**THE CLIENT**

Client is a learning solutions company focused on competency building for the investments and financial services sector. Client offers computer-based self-learning modules, instructor-led classrooms and a blend of both, supported by quizzes and exams.

**THE OBJECTIVES**

A comprehensive web-based LEARNING MANAGEMENT SYSTEM (LMS) to be deployed

FOR 60 clients ACROSS 05 countries SUPPORT 05 languages ON A 24x7 platform

**THE SOLUTION**

- USER CENTRE**: Users can be created in groups and organizations.
- ADMIN TEST CENTRE**: Enables the administration of exams and quizzes for various user groups.
- TEST CENTRE**: Assignments and quizzes are administered by user group & organization.
- CLASSROOM**: Self-learning modules, instructor-led classrooms with training calendar, program details, reports (feedback, checklist, attendance, payment) etc.
- NOTIFICATION MANAGER**: Capabilities & functionality for mass mailing, single mailing, results and administration notifications.
- ANALYTICS**: Configurable reports and dashboards for user and test related information based on competency and client organization.

**SERVICES**

- Requirement Analysis & Gathering
- Architecture & Design
- Developing & Unit Testing
- System Testing
- UAT Support
- Production Deployment
- Application Management Services

**THE SOLUTION BENEFITS**

- Comprehensive portal enabled significant learning online
- Integration with external systems and Payment Gateway
- Improved multi-level approval process ensured tight controls
- Significant reduction in paper work through automation
- Configurable rules enabled grading of assignments and quizzes
- Dashboards enabled management for operational decisions

**TOOLS & TECHNOLOGIES**

- MICROSOFT .NET FRAMEWORK
- VISUAL STUDIO
- AJAX
- MICROSOFT SQL SERVER
- JQUERY

97 FUNCTIONS  
250+ TABLES  
25000 TXNS/MONTH  
175 USERS  
07 TEAM MEMBERS  
6.5 MONTHS  
5000+ LINES OF CODE

BTD delivered a high quality solution on time and within cost. I found the team professional and worked well with our team.

— JOHN SMITH The Company

“MindIT brought about a significant transformation to our Sales and Marketing content by making it sharply focused on the client. By applying the principles of ‘Less is More’, our content now is crisp and, with innovative graphics, has created an enhanced brand image of our organization. **Delighted !”**

*Prashant Pansare*  
Managing Director  
Inteliment