



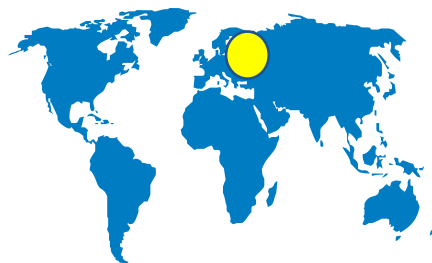
Fostering IT Innovation

E-commerce Portal

**Software development for a
multinational publishing
company**



- ↪ A leading multi-national publishing company in EU
- ↪ Marketing leader for distribution of books and cultural leisure products in French, English and German



The Project Scope & Challenges

- ↪ The client wants to develop an e-commerce system to sell e-books and multimedia content online
 - ⇒ The system needs to be integrated with leading DRM solution
 - ⇒ Support various types of clients such as e-book readers, mobile phones and PC
 - ⇒ Support multiple languages: locale-sensitive data and formats, multi-lingual database
- ↪ Outsourced team needs to take full ownership of this R&D project
 - ⇒ From concept to production
- ↪ Time-to-market is critical

- ↪ IMT started the project readily with minimum lead time by its .NET R&D core team
- ↪ Technologies selected based on following criteria
 - ⇒ Existing infrastructure of the client: .NET, MS SQL, web services
 - ✧ Integrated with Book inventory via web services
 - ⇒ Proven & market leading
 - ✧ Adobe DRM, iPhone, Sony Reader
 - ✧ Integrated with payment gateways: PayPal
 - ⇒ Cost effective: leveraging open source by using DotNetNuke framework
- ↪ Agile process
 - ⇒ 2-4 week sprints
 - ⇒ Daily scrum meeting using Skype



Value Creation for the Client

- ↳ The e-commerce portal was launched successfully on-time and within budget
 - ⇒ The client achieved cost reduction while still could ensure time-to-market and high quality
- ↳ Flexible offshore team helps client meeting business needs
 - ⇒ Scaled up and down based on client's business needs
 - ⇒ One-stop-shop for all services: product concept research, graphic design, software development, testing



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Thank You !

For more information, please contact

An Mai, President

Email: anmh@imt.com.vn

Skype: imtsolutions

YIM: imtsolutions

Tel: +84 8 3995 1416

Web site: www.imt-soft.com

