

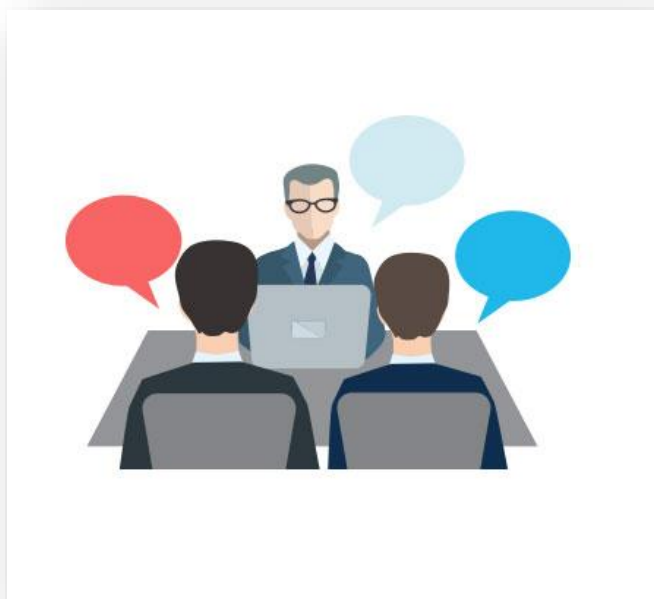
## Case Study

# The Candy World Website

A Comprehensive Website to Showcase Candy Products



For a Leading Leading Candy Manufacturer, USA.



## Client Background

- ❖ Client is a large candy retail chain having outlets across USA. The client is engaged in retailing high quality candies, gift packages, children's items, and other products.
- ❖ Client was looking for a comprehensive website that would convey strong brand image with appealing look and feel to attract wide spectrum of target customers

## Business Challenges & Needs

- ❖ Client was not happy with the legacy website as it was archaic and unprofessional.
- ❖ Client has a huge product catalog categorized based on various attributes such as candy color, size, and occasion. The client wanted to provide effective product filtering that helps in easy product finding on the website.
- ❖ Overall product development and schema needed continuous monitoring & managing; involvement of new activities & data structures were required to be added.



## Solution Overview

- ❖ Cognisun team reverse engineered the legacy system; carried out the in-depth exercise of analyzing the client requirements, shortcomings of the legacy system and conducted JAD sessions with business stakeholders to understand their wish list.
- ❖ Corrected the data modeling schema and migrated the legacy system data into the newly redefined database schema.
- ❖ Developed a comprehensive and versatile web application to facilitate order management, order fulfillment, purchase order, and customer service processes. The product is also backed up with a versatile reporting module.

## Key Technologies



Bootstrap



jQuery



Linux



MySQL



PHP

## Highlights & Benefits



### Solution Highlights

- ❖ Designed a flexible, effective and scalable database schema for ease of future maintenance and enhancements
- ❖ Unified portal that interfaces seamlessly with various component applications from third party vendors.

### Business Benefits

- ❖ Now the client can manage huge product catalog effortlessly.
- ❖ Client is able to cater to customers with maximum options along with various attributes such as color, size, and occasion.
- ❖ This system is now more capable of generating customized reports.

## Global Presence



*We develop Successful Systems by leveraging the power of Technology*

## About Cognisun

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Spearheaded by professionals with years of hands-on experience in the field, we contribute to the business growth of our clients by creating high-quality technology solutions. We have built hundreds of products including cloud solutions, enterprise applications, and more.

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