



**Elegant MicroWeb**  
Delivering the Value of Technology

# Case Study

## Event Management & Networking System

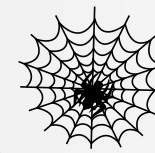


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ISO 9001:2008



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## Event Management & Networking System

### Client

Leading Internet Community and eDemocracy Solution Provider in UK.

### The Company

A UK based client of Elegant MicroWeb is a leading Internet community and eDemocracy solutions provider. The company's mission is to enhance participation, promote engagement and consultation, trigger thought leadership, and champion innovation to advance the greater cause of democracy using latest technology.

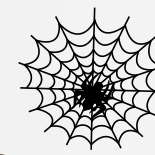
The company's customer base includes:

- ▶ Local UK authorities
- ▶ Office of Deputy Prime Minister
- ▶ Scottish parliament
- ▶ Welsh assembly
- ▶ Other institutions and organizations of the UK government

### The Objective

With the primary objective of promoting dialogue, collecting feedback, analyzing public views, and assistance in reaching a consensus, the client required an event management and networking system where a user can get information on latest events and register to participate as well as invite others.

The screenshot shows a user interface for editing a profile. At the top, there is a navigation bar with links: Home | Update Profile | Upload Photo | Key Contacts | Change Password | Contact Us | Logout. The user is logged in as 'as'. Below the navigation bar, there is a search bar for a 'delegate list' with a 'Send' button. The main content area is titled 'Edit your profile' and includes a 'View Profile' link. The form fields are: First Name, Last Name, Organisation, Position, and Type of organisation (a dropdown menu). Below the form, there is a text area for a bio, with a red prompt: '50 - 100 words. About my organisation, my background, role, experience, interests, needs, requirements, objectives ...'. On the right side, there is a 'Supporters' section with logos for BCS, socitm, SPiN (SOCIETY OF PUBLIC INFORMATION NETWORKS), and GC.

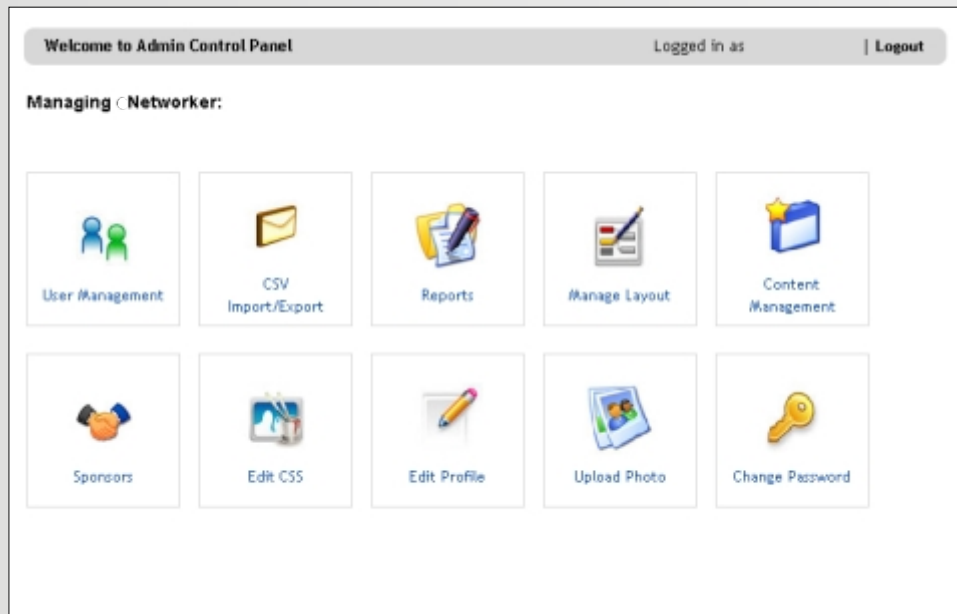


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### The Solution

Elegant MicroWeb worked closely with the client starting from the conceptualization stage to conceive, design, develop, and implement the required tool set. A framework was designed and developed to the solution. The solution had following features and functionalities:



### Features:

- ▶ Create new events and increase delegate count by spreading the message to a vast community of users to register for the event
- ▶ Extensive user management with facility to block, edit, or delete a user or and send personalized mail
- ▶ CSV import supported to import multiple user details
- ▶ Extensive reporting for contacts, delegates, and mail transactions
- ▶ Layout management with easy-to-use HTML editor and image insertion option for header and footer as well as body
- ▶ Configurable e-mail templates
- ▶ Easy-to-understand yet powerful CSS maneuverability to make templates rich

### Functionalities:

- ▶ Administrator creates an event (text/document/image)
- ▶ Administrator sends invitation (manual contacts/import csv)
- ▶ A user registers himself by entering his E-mail ID in appropriate field
- ▶ A password is generated and mailed to user to view the list of registered delegates. The user can communicate with other delegates through mail
- ▶ Administrator can generate report of registered delegates and communication done by each delegate



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### Elegant MicroWeb Role

Elegant MicroWeb was involved for the complete life cycle of the solution including:

- ▶ Solution conceptualization and strategy
- ▶ Architecture and technical framework design
- ▶ Design and development
- ▶ Implementation of tools
- ▶ Product sustenance, maintenance, and support
- ▶ Enhancements and new product development.

### The Technology

- ▶ Internet Information Server
- ▶ SQL Server
- ▶ Microsoft .NET platforms.

### Delivery Model

Offshore Delivery Model

### Conclusion

Elegant MicroWeb put itself in the client's shoes, understood the market and domain to put right strategy in place, and worked as an extension of the customer team. Phased development approach reduced the time to market so the customer remained ahead of competition and maintained its position.

Elegant MicroWeb proved to be an excellent value proposition for the client in developing the solution. Setting an excellent example of true value partnership, we offered dedicated team with right technical and domain knowledge, for complete life cycle of product development, enhancement, and support.



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