

Customer Loyalty Web Application

Challenges

- FirePower is a marketing company who tries to help increase the revenue of merchants, restaurant owners, automotive merchants etc. to boost up their business and revenue using various marketing techniques. For this, the company needed a software platform and were using another online platform for this. Due to high maintenance and difficulty in implementing new modules and features into the online platform, the company decided to create their own product

Approach

- The application was thoroughly analyzed, done load testing, security testing etc. to know the then current situation of the application.
- Proposed a solution as to address all the huge issues which is preventing the application to be made live which large number of users.
- Done the migrations batch by batch and monitor the system for issues, performance etc.
- Handled the remaining issues in terms of system architecture, new features, modules and business implementation

Result

- The system is stable now and is able to handle any huge data. Client could increase their revenue by completely moving away from the old system.

