

CASE STUDY

Business Needs

- Build high availability web application in the cloud
- To offer SaaS based solution to clients
- Faster loading time of the web application is crucial for success
- Ensure client's data is backed up on regular intervals

Solution

- AWS infrastructure with DevOps based approach
- Provisioning infrastructure setup through automated scripts
- CDN for client objects caching at different data centers in all countries
- Designed a secure VPC with firewall control and IP based access restrictions

Benefits

- Immediate alternate environment availability using Cloud Formation template
- Scale environment to match high demand
- Faster and easy deployments using pre-configured parameters
- Automated database backups to AWS S3

Technical

- ASP.NET, C#, MVC, JQuery, HTML5/CSS, Entity Framework, SQL Server
- AWS Services – S3, EC2, Load Balancer, Route 53, Cloud Front, Cloud Formation, VPC, RDS, SES, SNS, SQS, CloudWatch, IAM

SaaS based ECommerce Platform for high availability in the Cloud

Client

An in-house product developed by OSoft Labs. OSoft Labs has been creating innovative technology solutions for various business challenges. Ecommerce is one area where they have domain expertise and wanted to come up with a solution for sellers to sell on their own branded website instead of depending on Market places.

Solution

OSoft Labs came up with a SaaS based Ecommerce platform for sellers to sell on their own branded website. With this solution, sellers do not need to spend upfront to get their professional designed Ecommerce website. They can manage products, orders, accept payments online, cash on delivery, shipping, refunds, returns, taxes and many more options with just click of a button.

- No technical knowledge required
- No commissions to be paid
- Your own branded online shop
- Accept Credit/Debit cards & Net banking
- Integrated Logistics (Delivery of products through top couriers)
- Payment on subscription model

Sellers get the advantage of cloud infrastructure handling spikes of traffic with no additional cost. Software, Hardware, Configuration, product updates, new features implementation etc. will be taken care by the provider.

Challenge

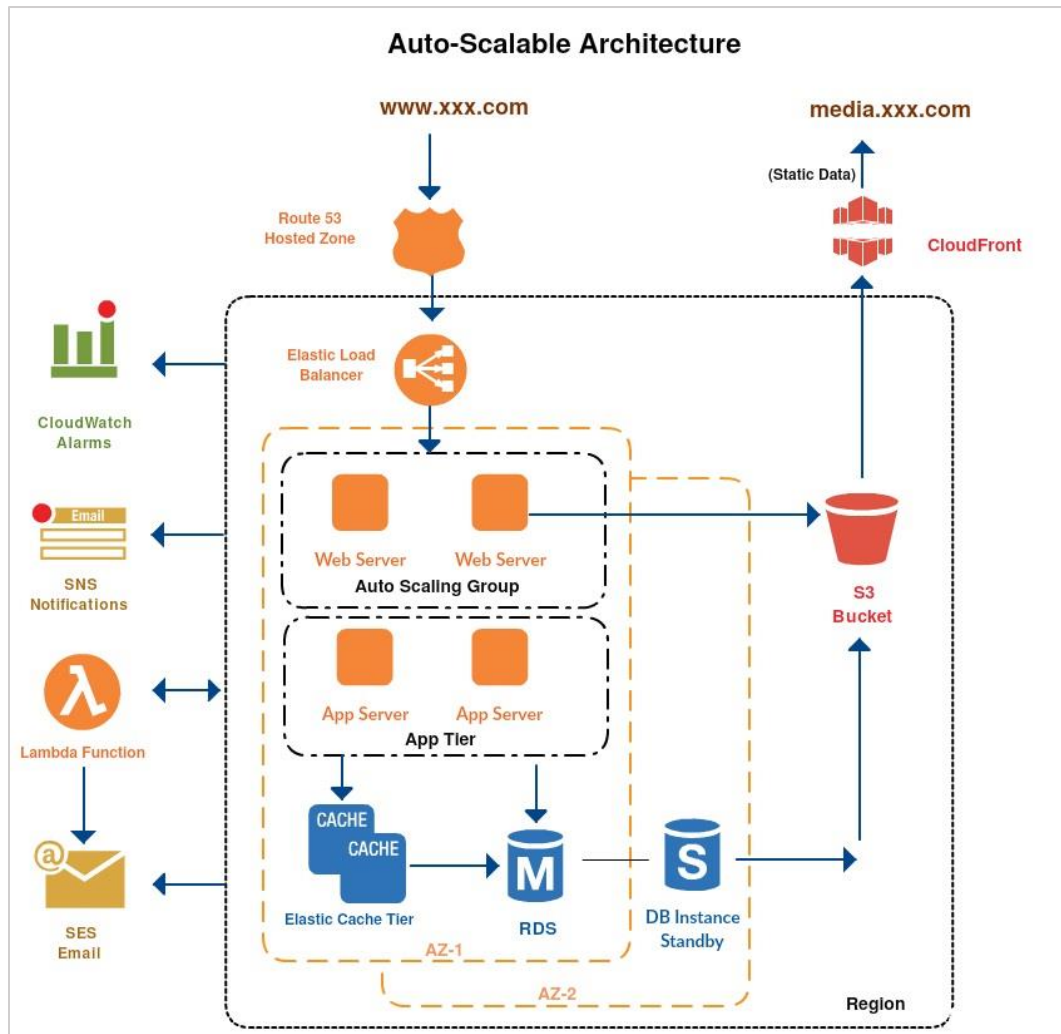
Anyone who would like to sell their products either depend on market places or other listing websites to make their products discoverable and sell online. This was a tedious task to sell on multiple platforms and without getting recognition of the brand for their business. These market places also charge commission on transaction ranging from 10% - 45% hitting the profit margin for the seller.

Some of the challenges sellers face when selling on Market places:

- No Brand Equity
- Limited deliveries per day
- Delayed payment settlements
- Return/Refund Policies ruled by Market places
- Compelled to go with Market places pricing strategy
- User experience is controlled by Market places
- No access to customer database

Getting sellers own branded website was hard and involves capital expenses to create a website, manage servers and development team.

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About OSoft Labs

OSoft Labs provides end-to-end IT services for application development, maintenance and support to businesses, using innovative and cost effective solutions. OSoft Labs helps selecting the right technology for the business requirement which has a significant impact on the business growth to help transform and make business functions simpler, faster and better.

Founded in 2012 and head quartered in Hyderabad, India; OSoft Labs is **AWS technology partner** and **ISO 9001:2008** company.

OSoft Labs has been recognized as **"Top 20 most promising cloud computing solutions providers – 2016"** by **CIO Review** magazine in October 2016 special edition.

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