



Compvue's Global High-tech Industry Practice

A New York based party planning company is running a successful social networking portal by using Compvue's Content Management Solution.

Business Challenge

This emerging firm wanted to create a website that allows customers to plan their party quickly and receive the most competitive quotes available. The website should be 100% free; provide a platform to vendors to connect with the customer. The idea was to attract many vendors to quote hence provide customers with more options to choose from. The website should have ability to upload free photos, free video, website link, business details, references, and much more. The aim of the project was to help customers find the vendor of their choice at the price they want.

How Compvue Helped

The vendor chose Compvue due to its vast experience in building successful content management systems and competitive pricing. To optimize the portal for Customer & Vendor matching, Compvue selected PHPFOX CMS, PHP and MySQL as development tools for the project.

Major effort was put in on redesigning the website with a different architecture, fixing issues, disabling unwanted functionalities and clutter. The protocol and the business rules in registering the Customers and Vendors were developed using a secured architecture. The communication between the vendors and the customers was reorganized for better handling. Customers were allowed to create multiple parties at the same time. Vendors were provided with various options to attract more customers to their profile. Site administrator had the full control over the customers, vendors, contents and the overall business.

We created modules which allow members to embed videos from popular video sharing websites like YouTube and MetaCafe. Features for posting advertisements and upcoming events were also enhanced. Aggressive Search Engine Optimization was implemented to attract more traffic to the website and get higher rankings in popular search engines. Integrations with PayPal was implemented to support secure payments. Integration to MapQuest helped vendors determine the proximity and directions to the

venue. We also automated to perform maintenance tasks on the website like automatic deletion of gigs and notification about expired gigs.

Overall, a user-friendly, attractive and efficient social networking portal was created, as desired by the client. Compvue has successfully implemented three phases of this project.

Technology used

We used the following technologies for website development and design:

- PHPFOX
- HTML
- JavaScript
- CSS
- Photoshop

Following 3rd party services were integrated to the website:

- PayPal
- MapQuest

Trusted Services Partner

Prior to Compvue's involvement, the client faced the following challenges:

- Poor website design
- Lack of proper banners
- Content was not properly organized
- Poor layout

Compvue made the following changes to the website:

- Redesigned the website template to make it more lively and attractive
- Proper banners were added to make the website appealing
- Reorganized the website content
- Login module was removed and a link was added in the menu to sign in
- Video embedding, advertisement and event posting modules were redeveloped.
- Implemented automated scheduled predefined Jobs to maintain event calendars

This social networking portal resulted in following value proposition for the client:

- Improved website traffic
- Increased revenue
- Easy navigation and searching
- Seamless integration with 3rd party solutions

About Compvue

Compvue Inc. is a California Corporation with focus on Information Technology Consulting and Business Process Outsourcing. Compvue has two fully owned subsidiaries overseas, Compvue Philippines Inc which specializes in business process outsourcing in U.S healthcare sector and Compvue India Private Limited that focuses on information technology consulting and back-office business process outsourcing with two already established centers in Chennai and Nagercoil.