

# SaaS Allows Business to Evolve Towards Digital Customer Engagement



*An important aspect of Trigent's value proposition was to provide unique experience and capabilities that were not available across other competing products.*



## Industry

Independent Software Vendor

## Business Value

- Enhanced customer experience
- Reduced response time

## About the Client

The client helps companies that auction, rent or otherwise manage physical assets through technology. Many of their clients are leaders in their fields. The physical assets managed by their clients are diverse, including fine art, automobiles, real estate, heavy equipment, livestock, commodities, collectibles and much more. All of these assets have financial importance and are central in various transactions, the client provides the technology that helps to optimize those transactions.

## Business Need

The client had a C++ thick-client application which worked only on Windows environment. Other applications integrated with the thick-client application through Corba channel messaging, which was slow and hard to maintain. The legacy application was required to work on Macintosh systems and mobile devices. Overall, the application was difficult to maintain, enhance and scale.

## Solution

Trigent collaborated with client's development team for a web-based solution rendering via web browsers. Trigent worked with the client in detailing the requirements, developing the overall solution architecture, coding the entire solution, supporting the user acceptance and production roll-out. Trigent continues to support the application and has been building several applications for the client and their customers.

## Technology Stack

- Terracota
- Apache CXF
- Apache ActiveMQ
- Apache CamelSpring
- FrameworkDOJO
- FrameworkCometD

A single instance shared database approach has been implemented for the client. This approach involves using one database and one schema to host multiple clients' data.

- **Security** – Clients are identified through a unique identifier. The unique client identifier results in separating the data of the respective clients.
- **Multi-tenant Efficiency** – A single instance and shared database helps in lower infrastructure costs and maximize resource utilization.
- **Configurability** – The following client specific configurations were accommodated for the client:
  - ✓ User Interface level – Clients have the ability to incorporate their branding (logos, themes) as part of the application settings. The admin portal is provided with several configuration capabilities to customize for each and every client. Through a CMS interface, the client admin is provided with the capabilities to change user interface layouts, advertisement images, email contents, application messages, etc.
  - ✓ Business Process Level – Bidding restrictions based on user role (bidders, viewers), credit limit, purchase warranty (item and user level) and purchase license (by geographical locations, by user privilege and other dimensions). The application also supports several other business implementations by the client as bidding types (proxy bid, start bid, normal bid, etc.), user interests (favorites, user reminders, prior bid items, etc.), custom search, etc. The application also has been implemented with intelligence based on user grouping of bid items providing the best combination of items and price as defined by the client.
  - ✓ Database level – Client specific fields are added to the database for data capture and reporting.

## Client Benefits

- **Client on-boarding** – To on-board a new client, the application admin has to create a new customer store-front with their branding. Also the system administrators need to create an account for the customer on the server for customer specific resources. This whole process takes about 3 hours to on-board a new client.
- **Volume** – With a three-node clustered application environment, the system has been tested for a load of 10,000 concurrent users, with a response time in nano-seconds.

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