

Overview:

The project involved modernizing a web-based application for a highly respected and well-established player in the transportation domain. The client used the integrated application to manage inventory and its marketing engine to provide better services to its clients. This project enabled them to modernize their application and develop a suite of products geared towards generating leads and increase dealership efficiency. The client's customers use this as a one-stop solution to manage their events and purchases and events accordingly.

Client details:

Name: Confidential | **Industry:** Transportation and Logistics | **Location:** US

Technologies:

Cold Fusion, HTML, CSS, WordPress, AWS, PHP

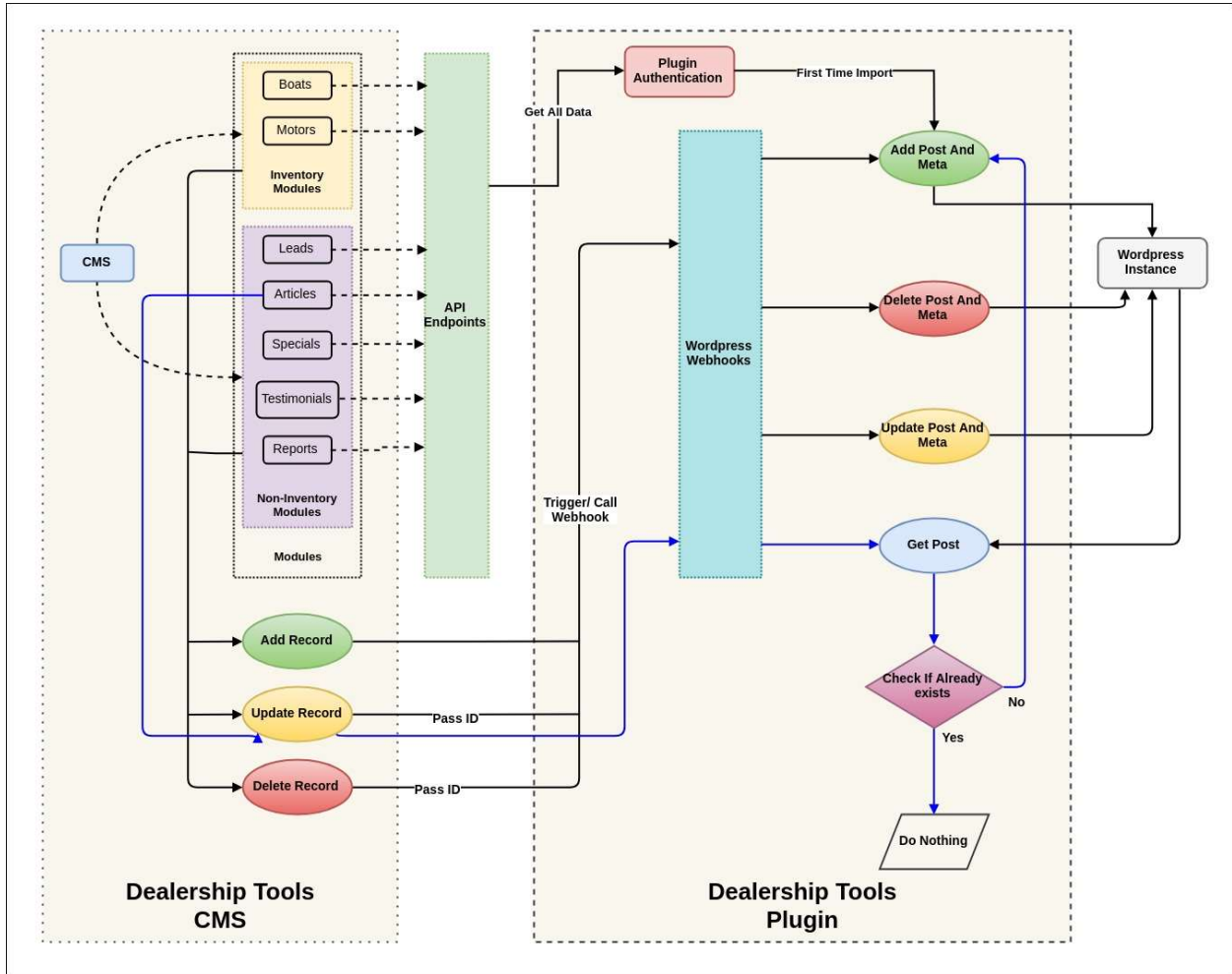
Project Description:

The client had an old application with the technology stack built on ColdFusion and HTML to manage their lead generation and inventory for their customers. As the client's user base grew, it became time-consuming and cost-ineffective to manage the old application for various users. After analyzing the client's need, team@Mindfire offered to modernize their existing application and integrate critical functionalities to cross-sell and up-sell. It enabled the client to develop their existing model and offer the software to their dealers as a SaaS Platform with a monthly pricing scheme. Some salient features of the application:

- The team chose WordPress as the CMS to develop a dealership tools plugin on top of it.

- Data migration from the existing CMS tool happens with the help of an API Layer with refresh once a day. If the Product price or quantity changes, the data didn't reflect instantly on the WordPress site. The team implemented webhook that would display the product data in real-time.
- At the end of the first phase, the plugin was ready to be installed on the WordPress site and, the client can sell their products on the new website.
- For the second phase of the project, all the functionalities were integrated. Customers/dealers can create their customized websites with just a few clicks.
- The dealer can click on the start button, fill up their details and, clicks submit. Within a few minutes, an automated mailer with details of the new site and CMS credentials is shared.
- When the dealer clicks the submit button, the backend process happens at the client's end like configuring a domain, installing WordPress and plugin, configuring a CMS account, and importing data.

Architecture



Flow Diagram

