

CASE STUDY

Integrated NetSuite CRM to improve service management for an online file backup solution provider

Our client, a provider of online file backup service, needed a CRM solution to deliver better service management of subscription plans, integrated payment processes and accurate reporting. The OSF Global Services team helped with implementing NetSuite CRM for their business processes, and developed a unique Facebook-dedicated application to enable file access to customers via the social network.

The Client

Our client is a Canadian start-up company that provides online backup solutions for file storage and protection. Their solution offers various subscription plans that are based on the backup space and features required by each customer.

The Idea

The company needed to develop a website that would serve as a marketing interface and portal for customers' data, a unique customized application, and a backend CRM solution for service management and reporting.

The Challenge

The OSF Global Services team of developers had to build an effective website and a customized application that would serve as single point of communication, and then integrate them with a flexible CRM solution to meet all the requirements of service management and backend reporting. The timeframe was very tight, and the OSF Global Services team was in charge of analyzing processes and proposing workflows.

The Solution

The OSF Global Services specialists analyzed the entire process flow and successfully customized and implemented the NetSuite CRM solution for better customer service management and reporting. This implementation helped to efficiently manage customer subscription plans, invoicing and payments, and backend reporting.

Our team also developed a flexible Windows Azure-based application that worked as a gate for all communication processes. The customer interface website that we developed was hosted on the Windows Azure platform. The main System of Record used the SQL Azure database to allow fast access to the data, ensure scalability, enable easy migration or integration with other platforms, and to serve as a backup system for the information.

Moreover, the OSF Global Services team came up with the innovative idea of integrating the application with the Facebook social platform in order to facilitate customers' access to files via their Facebook account.

Technologies

Our specialists successfully worked on the integration of key technologies:

- NetSuite CRM – Leading CRM solution for service management and reporting;
- Windows Azure – Cloud hosting and computing platform;
- SQL Azure – Cloud hosted database;
- Third party cloud-based storage provider used as an alternative for Amazon S3;
- Facebook – Development platform used to develop the Facebook application;
- Amazon S3 – Storage services provided by Amazon available through a Web API.

The Results

The NetSuite CRM integration has helped our client deliver faster services to its subscribers, improved customer satisfaction, and lead to a more efficient internal reporting process. We have developed an application with increased scalability capabilities due to the cloud technologies used. And our innovative Facebook integration solution has opened access to a large pool of potential clients for our customer on the Facebook platform.