

PORTAL MANAGEMENT & ENHANCEMENT

Business Overview

In the crowded eRetail marketplace, with low patience levels of visitors, performance of the portal plays a significant role in customer satisfaction and hence loyalty. Considering that the portal is often the only point of contact with customers, it is vital for eRetailers to ensure high response speed, strong business continuity capability, good aesthetic appeal, ease of search and proactive content display on the portal. Also, though the eRetail portal is the front-end of the business, there are many processes and applications linked with it in the back-end. Performance of the portal has a high dependence on the quality of integration with these back-end processes and applications and also their performance.

The eRetail front-end portal is a framework for a single point of content access, aggregating content and data from a variety of sources and locations. The portal also provides expanded functionality that incorporates many different applications and services, conveying contextual information in a timely and flexible manner.

Datamatics has a track record of working with some of world's leading eRetail portals, driving their efficiency to ensure customer delight.

Datamatics' Next-Generation Solutions

Datamatics offers a holistic web experience management service that addresses the varied portal management requirements of organizations ranging from early stage companies to large organizations.

Datamatics portal solutions are based on user centered portal engineering (UCPE) methodology that helps build flexible, rich and ever-evolving web portal solutions.

— Solutions range from user experience surveys to ready solutions around social networking

Datamatics offers next generation solutions around web 2.0 with rich and interactive user experience.

— Collaboration-based solutions promoted through intuitive interfaces, create compelling experiences around interactive forums and social computing, personalization and customizations

— Focused and contextual solutions leverage the power of web 2.0 for multiple user groups within organizations

Datamatics' Portal Management Offerings



Datamatics' Offerings

Portal Management	<ul style="list-style-type: none"> ▪ Technology <ul style="list-style-type: none"> - Portal Creation - Maintenance ▪ Migration ▪ Upgrades 	<ul style="list-style-type: none"> ▪ Content <ul style="list-style-type: none"> - Publishing - Enrichment ▪ Language & Translation Support
Enterprise portals	<ul style="list-style-type: none"> ▪ Supplier portals 	<ul style="list-style-type: none"> ▪ eRetail front-end portals
Mobile Applications Development	<ul style="list-style-type: none"> ▪ Business & Entertainment Applications 	<ul style="list-style-type: none"> ▪ Rich Media Mobile Elements
Web 2.0	<ul style="list-style-type: none"> ▪ Development of Rich Internet Applications ▪ Social computing platform 	<ul style="list-style-type: none"> ▪ Enable high quality user experience

Datamatics Advantage

PROVEN TRACK RECORD	Datamatics has over 400 projects and 10,000 person months of portal experience. With applications developed over multiple channels e.g. web, mobile, PDA and smart devices, Datamatics offers the best practices of multi-platform expertise to its customers. Datamatics own portal platform provides for jump-start implementations.	DOMAIN EXPERTISE	Datamatics solutions comprise knowledge management platforms, information management platforms, and various web applications including ecommerce, transactional web applications and social media platforms. A rich array of experience in creating specific web portals provides customers a jump start in achieving desired end result.	PLATFORM	Datamatics portal expertise spans across platforms like SharePoint, Jahia, Oracle UCM, FileNet, Alfresco, WebLogic, Websphere, Drupal and PHP based portal solutions. With experience in technologies like AJAX, XHTML, XML, Java, PHP, .NET, Silverlight and Macromedia Flex, Datamatics is best suited to deliver web 2.0 solutions.
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About Datamatics

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

Associated Services

Social Media	Analytics & Data Management	Cataloging & Imaging
<ul style="list-style-type: none"> ▪ Presence Creation & Management ▪ Customized Social Media Portal Development ▪ Blogs & Micro-blogs Content Creation ▪ Podcasting Creation & Enablement ▪ Wikis Creation & Management 	<ul style="list-style-type: none"> ▪ Click-stream Analytics ▪ Demographic Pattern Analytics ▪ Predictive Analytics ▪ Data Mining & Text Analytics ▪ Associative Recommendations ▪ Data Management ▪ Multi-dimensional Cubing ▪ Mobile Metrics 	<ul style="list-style-type: none"> ▪ Content Creation & Enhancement <ul style="list-style-type: none"> › eCatalog Content Development › eCatalog Maintenance › Search Engine Optimization › Product Specifications ▪ Imaging Services <ul style="list-style-type: none"> › Web/ SEO Image Optimization › Color Correction › Retouching › Background Cleaning › Image Processing › Resizing

Contact

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