Kennett Systems

Client Success Story

Client Portal

"The online portal has transformed my business!"

- Business Owner

The Client

Our client performs marketing analysis and research for the healthcare industry. They track newspaper, web, radio and TV advertising and public relations stories that appear in print and electronic media around the country. They provide analysis and metrics on the data they collect across a variety of indicators.

The Challenge

Our client was manually providing their customers with newspaper clippings as well as web and TV creatives. They had been providing these manually to their customers via hard copy and email. The process to distribute the clippings and images to the customers had become very time consuming, and the customers had difficulty sorting through all the files they received through various channels. The customers also wanted to receive the information more quickly.

The Solution

Kennett Systems created a custom system that allows users to log into a secure portal and view all of their advertising and PR collateral online. The portal allows users to filter and search for clips by type (TV, Print, Web) and a variety of other criteria. They can also perform keyword searches to locate clips.

Once a set of clips is located, the user can click on the clip to view it, either as a PDF of a newspaper clipping, an image of a web ad, or a video of a TV commercial. Users can also run a number of analysis reports based on a variety of criteria.

Benefits

- *Improved customer service*
- *Customers get real-time access to their data*
- *Time consuming manual processes eliminated*

Technologies

- *ASP.NET / C#*
- *SQL Server 2008*
- *SQL Server Reporting Services*
- *Database Replication*
- *File synchronization between servers*
- *Cloud services*

The Result

As a result of the system developed by Kennett Systems, our client now has a fully automated process to supply their clients with materials and files as soon as they are available. The system also allows the clients to run their own reports without having to wait for reports to be sent to them.

The system uses replication technology to securely copy data and files from the client's internal server to the external portal server. This allows our client to share the data and files they chose to share without allowing external users to gain access to their internal production servers. When the client adds new media clip files (either a PDF, image file or WMV file) to their internal system, the files are automatically copied out to the portal server where they are accessible to portal users.