



# Client Success Story

## Professional Introductions Portal

*"I found Maria and Darren at Kennett Systems to be very diligent and very responsive."*  
- Project Manager at Client

### The Client

Our client is a membership-based professional services firm. They convene business leaders from highly targeted business-to-business communities for strategic collaboration and business development. Since 2004, our client has advanced the exchange of new ideas and timely perspectives among senior operating leaders, board members, investment managers and policy makers. Over 40,000 executives participate in their communities, with over 700 new members joining each month.

### The Challenge

When our client was ready to expand the value-added benefits they offered members, they knew they needed a way to help their members connect with one another directly. Members using the forums needed a way to stay continually updated on which other members were registering to attend events. It was also time for the members to be able to request introductions with one another directly.

### The Solution

Kennett Systems created a system that allows a user who is registered for an event to see who else is registered for the event and allows the user to send an introduction request to other event registrants. The user can also see a list of who has requested an introduction from them, as well as a list of who has accepted introduction requests they have sent. The user can accept or ignore requests they have received. When an introduction request is accepted, both parties automatically receive one another's contact information.

### The Result

As a result of the system developed by Kennett Systems, our client can now offer members a secure portal where they can interact with one another prior to an event. The process is fully automated, allowing our client to focus on other activities rather than manually facilitating introductions. Members can also maintain their own profile data rather than requiring our client to manage profile updates.

#### Benefits

- *Improved customer service*
- *Members have access to information 24/7*
- *Direct member-to-member interactions*
- *Time consuming manual processes eliminated*

#### Technologies

- *ASP.NET / C#*
- *SQL Server 2008*
- *Windows 2008 dedicated virtual server*
- *Cloud services*