

PIXART

DELIVERING SOPHISTICATED ONLINE INFORMATION INFRASTRUCTURE

Challenges

PixArt needed to reorganise and automate its business

Company wanted to develop online printing and delivery

New portal had to be set up to cater to new target market

Solution

Reksoft performed business analysis to yield client requirements

PixArt information infrastructure was built from scratch

Solution was integrated with PixArt's existing information systems

We also performed system maintenance after deployment

Result

Previously manual operations automated

Less time to order photos, and more user-friendly interface

Company accounting and tax preparation simplified

Maintenance management improved



Client

PixArt is an online photo service designed to offer customers high-quality prints from their digital cameras with home delivery. PixArt also provides consumers with an easy way to view, store and share their photos with friends and family.

Challenge

Rising levels of disposable income in Russia has led to unprecedented growth in sales of digital cameras and camera phones. To maintain its position in an increasingly competitive market, PixArt needed to reorganise and automate its business. PixArt decided to develop a digital photo service that would allow customers to order printing and delivery online. This would result in the creation of new distribution channels, increase the efficiency of business processes, and appeal to a younger generation accustomed to instant online services.

- PixArt needed to reorganise and automate its business
- Company wanted to develop online printing and delivery
- New portal had to be set up to cater to new target market

Solution

Reksoft began by initiating a business analysis, before moving on to system design, implementation, integration, deployment and maintenance of the online service portal. We designed and built the whole PixArt information infrastructure from scratch, which consists of a web-based front-end application, a back office system employing Microsoft Navision ERP, and message-oriented integration middleware.

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Technology

Linux SuSe/RedHat, Windows SQL, Macromedia ColdFusion MX, Macromedia Flash MX, Web Services, Oracle Database, Oracle Advanced Queuing, Microsoft Business Solutions Navision

Type of service

Application development, maintenance

Scale

5 man-years

Timeframe

2003 – 2004

Result

Our system enabled PixArt to achieve several business-essential results. In automating previously manual operations, it reduced the time taken to process orders, speeds up company accounting and tax preparation time, and increases operability and the quality of maintenance management.

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- Less time to order photos, and more user-friendly interface
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- Maintenance management improved

About Reksoft

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We have mastered the dynamics of distributed software engineering, developing a workflow and methodology that improves our performance on every key customer metric, including product quality, time to market, budget adherence, project transparency and issue resolution.

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