RIGEL ® NETWORKS .COM Let Us Grow Together

Capability Document - Ecommerce Solutions

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Enterprise Mobility
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1) **ABOUT RIGEL NETWORKS**

RIGEL NETWORKS™: A Global "**SOFTWARE SOLUTIONS**" & "**IT SERVICES**" company

Rigel Networks is an End to End IT Service Company with an experience of more than a decade in serving SMEs across USA, EU, GCC and Aus. We transform customer's business by consulting, providing business & infrastructure services and deploying technology solutions.

Taking care of human values and ethics, we engage with every customer individually and build custom Value for Money solutions driven by culturally trained, effectively communicating and efficient certified professionals. We foster businesses by innovation, quality, structured processes and collaboration with global resources to fulfil our mission of "Let Us Grow Together!"

Our end-to-end IT solutions right from conceptualizing and designing to the implementation and support, are built on the foundation of transparency, smooth communication and robust project management. The "Solution first" approach combined with technological vision and innovative thinking have always enabled business to reach their full potential and accelerate the growth.

Since our inception in 2004, we have been consistently developing strategies to widen our core IT services by expanding its reach, retaining customer relationships, engineering new business models and enhancing service capabilities. We have shaped our culture that is appropriate to software developers who consider their work as a craft. This is the reason why we have had the privilege to work with some of the amazing companies on earth when it comes to develop software product with different languages and technologies.

HIGHLIGHTS

- Established in May 22nd , 2004
- Head-quartered at California Area, USA
- Multiple state-of-the-art Offshore Development Centers in India and offices in Australia and U.K
- Zero Debts, Zero Investors & Zero Liabilities since inception

MANAGEMENT TEAM

- Bhairav Patel, Founder & CEO
- Vishal Dalsania, Founder & CTO
- Nischal Patel, CIO

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2) **Business Overview**

Business Services

- Business Transformation & Consulting
- Helpdesk Services
- Infrastructure Services
- Business Process Outsourcing

Business Solutions

- EMR
- E-Commerce Solutions
- CRM
- CMS

Industries We Serve

- IT
- Retail
- Logistics
- Healthcare
- Construction
- Telecom
- Hospitality

Technology Expertise

- Microsoft
- Open Source
- Mobile
- Cloud
- Virtualization
- Big Data

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3) Introduction to E-commerce Back to Top

E-commerce has proved to be one sprawling, ever-evolving global business technique where technology solutions revolutionize the business methods every now and then. For any SME or highly scalable online business, it is essential to discover comprehensive solutions that not only cover gamut of client requirements but also help them combat fierce market competition. At Rigel Networks, we tend to leverage the most sophisticated innovations and incorporate latest trends to create outstanding design and customized solution. Our personalized SEO guidelines and high-conversion tactics will add value to your online e-commerce venture.

There are many open source ecommerce platforms among which Magento, Drupal, and Kentico are making a significant mark on a global canvass of online business. Magento has achieved remarkable impact in developing a stunning ecommerce store and Kentico, which is based on .NET platform, is becoming favorite among merchants because of its in-built marketing capabilities.

We have a dedicated team of developers with versatile capacity and mature skills that enable them to handle even the most complicated projects.

4) Ecommerce Solutions by Rigel Networks

- Website development
- Application development
- Web App development
- B2B eCommerce Portal development
- B2C eCommerce Portal Development
- Module & extension development
- Payment gateway integration
- Secure shopping cart solutions
- Credit card processing Integration
- Social Media Integration
- POS Integration
- Application Integration to other ecommerce websites
- Password protected CMS integration
- Installation of Google & Bing Sitemaps
- Google Analytics and Google site verification enablement
- Integration of Reporting & Analytics tools
- Integration of third party tools with the help of web services API

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a) Pre-Designed Websites

Go for Affordable, Turnkey Websites

You don't have to settle! A pre-designed website is the best way to achieve a professional online image when you're on a budget. Choose from our hand-picked gallery of pre-designed turnkey websites.

Once you make your selection, we'll customize the colors and graphics as needed to make the site uniquely yours. Best of all, your website can be up and running in just a few weeks. You'll be open for business before you know it!

6) Ecommerce Technology Expertise

Rigel has humongous experience in developing eCommerce solutions from scratch as well as customizing existing platforms that includes:

- Magento
- NopCommerce
- OsCommerce
- Zen Cart
- Kentico

5) Advantage Rigel Network

1) **Extensive Multiple Industry Knowledge:** We have an extensive experience of numerous projects in various industries like Healthcare, Telecom, IT, Retail, Construction, and Logistics

2) **Certified Technology Experts:** We are certified Microsoft Gold Partners and Kentico Bronze Partners

3) **One-Stop-Destination for all your IT needs:** We are an End-To-End IT Solutions and Service provider combining latest technologies and strategic expertise to meet client's requirements. We can offer services from requirement analysis, technical design, development, QA, testing and till support, training and maintenance

4) **Flexible Engagement Model:** Whether it's project-to-project base or dedicated team base, our engagement model is designed to meet our clients' needs We can ramp up a development team for our clients at a very short notice

5) **Cultural Synchronization:** We go extra mile to understand our client's culture and hence, there is always a cultural synchronization between us and our clients.

6. Client Engagement Model

Our client engagement model involves:

1) The client will be conducting the interviews before hiring the resources.
2) Resources will be able to work on the client Time zone irrespective of the geographical location and time.
3) Resources will be directly coordinating with the client and will be available on Skype during working hours, can be contacted over the Phone when needed.
4) Resources will be working from our Indian Branch, however, they will be fully controlled and monitored by the client.
5) Resources will be ready for daily to weekly bases reporting, if required.
6) Resources can be hired from Hourly to Monthly bases.
7) Free replacement of the resources will be offered, if the client do not find them good or they left the company.

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7. Case Studies

Online Jewelry Store

Industry

Retail

Organization Size

Medium (50 - 100 employees)

Country

United States

Customer Profile

The client was a leading B2C firm in the jewelry industry dealing with various jewels like diamonds, pearls, precious stones etc.

Technologies

Framework: .Net

CMS: Customized

Business Needs

A US-based B2C firm in Jewelry industry wanted to develop the website in such a way to market its jewelry products online and increase the sale of all its items.

Rigel Delivery

Rigel Networks provided complete ecommerce solutions using customized CMS, OsCommerce and MS.Net frameworks that gave control over the look, content and functionality of the client's website. The website provides the details of each product classified into various sub-sections.

The end-customers can see online details and video reviews of the products and can comment on the same after successfully logging into their accounts. They can select any product and gift it through online credit card payment gateway. Rigel also implemented affiliate marketing programs with Google, Bing, Amazon and Link Share.

A Few Key Features

- Secure Shopping Cart
- Credit Card Transaction
- Online Inventory Updates
- Email Templates
- Share product information through "Email to friend" link in their peer group
- Share users experience & reviews on product
- Gift card coupons and Discount coupons
- Live chat support
- Track number of hits on product
- Order Tracking
- Status update for items, users, admin, vendor, agent, item category etc.
- Newsletter subscription & management
- PayPal discount
- Full website control
- Site layout management
- Hassle free content management by administrator

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Industry

Retail

Organization Size

Medium (50 - 100 employees)

Country

United States

Customer Profile

The client was a leading B2C firm in the jewelry industry dealing with various jewels like diamonds, pearls, precious stones etc.

Technologies

Framework: .Net

CMS: Customized

Benefits

- A large variety of services and products are now available online.
- Drive your users to search products which meet business & marketing objective of your company on website.
- A large customer base for the client.
- Full-fledged product information.
- Online Jewelry Customization.
- Increased Productivity.
- Increased Revenue & Growth for the company.
- Easy Search User Interface.
- Gathering data in one platform.
- Users are given a flexibility to track out respective business location on Google map on website.
- Inventory Management.

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Kentico Solutions

Industry

Pharmaceutical

Organization Size

Large (500+ employees)

Country

USA

Customer Profile

The client is a multi-billion dollar pharmaceutical company with a global presence.

Technologies

Framework: .Net

CMS: Kentico

Business Need

The client is a multi-national pharmaceutical company with a global presence in about 23 countries.

They wanted a complete redesign of their corporate website. Previously they were using an old MS CMS platform which was no longer supported by Microsoft. The client wanted to embrace responsive web design & needed to elevate their content offerings to website visitors by usage of modern technologies.

The important factor was that the user journeys were required to be established in order to satisfy each of these user groups in each of the 23 countries to which the site was rolled out

Rigel Delivery

Rigel Networks engineered a fully responsive web platform that delivered powerful localization functionality as well as integrations with a number of third-party platforms.

Every site is localized using a site vocabulary module that translates all content, including calls to action. This means that all 23 websites worldwide launched have content in the relevant native language

Content can also be shared across all sites as a result of the widgets and page types that Rigel Networks created. Our developers designed pre-styled widgets & page types, & explained them to create web page by their own.

Alongside members of the creative team, Rigel Networks worked with the client from the very start of the project to establish who their key customer segments and what these user groups are hoping to achieve from visiting the site. This information is channeled into user personas held within the system.

Rigel Networks utilized Kentico's Enterprise Marketing Solution (EMS) in order to create online marketing functionality. This solution provided the client with the power to deliver personalized content for each individual visitor. This content is based on previous site behavior. For example, if a user has been searching product pages for drugs to combat arthritis, the next time they visit the site these product pages will be in prominent positions.

Industry

Pharmaceutical

Organization Size

Large (500+ employees)

Country

USA

Customer Profile

The client is a multi-billion dollar pharmaceutical company with a global presence.

Technologies

Framework: .Net

CMS: Kentico

We also provided them with the power to perform A/B testing. This means that they can run the same page at the same time but with a slight difference e.g. a different lead story on the homepage. They can then track the results and see which page is performing better.

The Outcome

- The number of visitors using mobile devices increased from five percent of site traffic to 28%.
- A significant amount of time and costs were saved by being able to share content across sites and spin up web pages internally when needed.
- The number of visitors using tablet devices increased from 12% percent of site traffic to 32%.
- The average time-on-page has doubled from 53 seconds to 1 minute 28.

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Mobile & Accessories Selling Portal

Industry

Telecommunications

Organization Size

Medium (201-500 employees)

Country

United Kingdom

Customer Profile

Established in 1994, the client is an independent Mobile Phone Retailer based in and around the city of London

Technologies

Framework: .Net

CMS: Kentico

Business Need

Established in 1994, the client is an independent Mobile Phone Retailer based in and around the city of London. The client had a huge retail base spanning across entire UK, but what lacked was the online presence, for which they came to Rigel Networks

Rigel Delivery

Leveraging the powerful functionality of .net technology & flexibility of Kentico CMS, Rigel Networks designed and developed them an e-commerce store that allowed their customers to access their products, various offers, deals & service offerings.

A few Features

- Manage products: Client can add/remove/update mobile phones, features, business deals etc. from Kentico admin panel.

- SIM management: One can manage SIM card deals, set deal type, upgrades etc. under this feature

- Data plans & Tariff Management: The client can modify & update the data plans, tariffs, gift coupons etc.

- Pay monthly module: Customized payment for customers. Client can set it from Kentico.

- Sales & Promotions management: Client can directly launch the advertisements, offers & promotions from the admin side.

- Competition Module: Customers call fill in the details & compete for the latest product launch by the client. Client selects one winner each month, who gets the first new launched product. This is entirely handled by the client from the admin panel (Kentico).

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Industry

Telecommunications

Organization Size

Medium (201-500 employees)

Country

United Kingdom

Customer Profile

Established in 1994, the client is an independent Mobile Phone Retailer based in and around the city of London

Technologies

Framework: .Net

CMS: Kentico

Key Criteria for Selecting Kentico

- Is easy for our clients to learn and operate, and supports content teams well
- Supports the adaptation and display of content for multiple devices
- Provides a secure, stable, and open architecture
- Is highly extensible with the ability to connect to other systems
- Is cost-effective and eliminates the need for multiple online marketing systems
- Has customizable reporting capabilities to demonstrate campaign success

The Outcome

Their time-to-time market & target audience coverage increased by75%. Now the client enjoys better success in image & brand building with a definite increase in productivity, which in turn gave a boost to their revenue.

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NopCommerce Website Development

Industry

Ecommerce

Organization Size

Medium (50-100 employees)

Country

United States

Customer Profile

The client is one of the leading web store owner selling a range of print products to various global clients

Technologies

Framework: .Net

CMS: NopCommerce

Business Needs

The client is a web store owner selling range of print products, such as print, flyers and brochures. It gives customers the best experience to experience selecting, viewing and purchasing prints.

The client wanted the latest version of nopCommerce. He wanted a price matrix along with price adjustment according to quantity for a product

He also wanted to update files of various formats and wanted a checkout attribute to set the type of allowed formats.

Rigel Delivery

We developed a NopCommerce website along with a new product template with extended product variant attribute value for different quantities. We provided an extended checkout attribute to set the type of allowed formats for file.

The price table was designed with suggestions for different quantity. We integrated a price calculator along with a discount filter based on the quantity.

Benefits

- Agile approach for rapid completion of the website
- Independent modules were created and converted them into user controls, which makes it easy to work out a specific page through quoting
- Fully 100% customizable design using templates
- Contains both a catalog frontend and an administration tool backend for easy management
- Secure, scalable and extendable e-commerce platform

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Magento Website

Industry

Retail

Organization Size

Medium (50-100 employees)

Country

United Kingdom

Customer Profile

The client is one of the leading online fashion retailers based in Newcastle having ecommerce presence across the globe

Technologies

Framework: .Net

CMS: Magento

Business Needs

The client is a niche fashion store based in Newcastle having ecommerce presence across the globe. Stocking top brands such as Lyle & Scott, Fred Perry, Adidas Originals, Levi Vintage etc., the company has gone from strength to strength and is now widely recognized as one of the leading online fashion retailers in UK.

The client had outgrown their previous site. As their list of brands continued to grow, the front-end design, commended for its usability, was starting to become slightly less refined. Also, administration was becoming a real problem.

Managing products with a heavily modified version of the current ecommerce platform was time-consuming. The main requirement of this project was to build a brand new website built on the Magento framework that would provide a solid platform for growth in future and can easily accommodate the website changes.

Rigel Delivery

There were a number of bespoke features developed for this project to serve a range of purposes. We used our "Latest Products" module to display a collection of latest products automatically on the home page, with a link to a page displaying more latest products. This is a small module that has proved useful on a number of projects.

We also integrated a WordPress blog into this site, which powers the Latest News section. This also required development of a module to show a collection of latest news headlines on the home page, along with a thumbnail image, and also headlines in the left column on various CMS pages.

We integrated street level post-code lookup during the checkout process. This allows UK customers to enter their postcode and quickly select their full address when placing their order.

There was a rotating flash banner on the home page. The client can login and upload images to be added to the banner quickly and easily, without any technical knowledge.

Industry

Retail

Organization Size

Medium (50-100 employees)

Country

United Kingdom

Customer Profile

The client is one of the leading online fashion retailers based in Newcastle having ecommerce presence across the globe

Technologies

Framework: .Net

CMS: Magento

Benefits:

- Enterprise level feature with streamlined operations.
- Multiple Store Management
- Customization and extensions to suit client's needs
- Mobile-Friendly Configuration
- Integration with third party websites

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