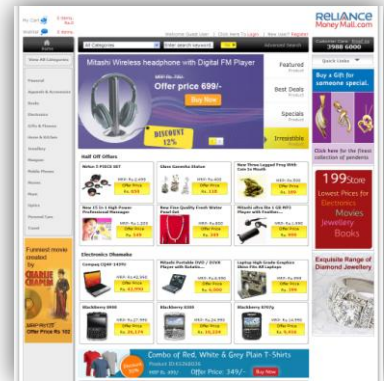


# Reliance Money launches its Rich Interactive E-commerce Portal



## The Rich Interactive Applications developed by SpadeWorx unleash a paradigm shift in the Online Shopping experience

Reliance Money is the broking and distribution arm of Reliance Capital, one of India's largest financial companies. The company was looking to develop an E-commerce portal that was distinct and that would provide them with a competitive edge over the existing shopping portals.

This portal was to offer India's largest online range of financial products to its customers. Besides financial products, customers would also be allowed to purchase, at attractive prices a wide variety of non-financial products such as Apparel, Accessories, Books/ Magazines, Music CDs and DVDs, Home Appliances, Gifts, Flowers etc on the Shopping Portal.

## Solution

SpadeWorx has worked closely with Reliance Money to implement their vision of a Rich Interactive Commerce Solution. SpadeWorx followed its "User Centered Software Engineering™" (UCSE™) methodology and leveraged Microsoft Silverlight 2 platform to bring in rich experiences, ease of use and intuitive UI in addition to superior architecture and technical implementation.

The Rich Interactive E-commerce Application developed created a positive impact on customer experiences, website stickiness and customer satisfaction, which is extremely critical in the current market conditions.

## Overview

### Project Goals

- To create an effective E-commerce portal
- Provide the visitors with a unique online brand experience

### Solution

SpadeWorx has developed a Rich and Interactive E-commerce portal for Reliance Money by integrating Product Tool functionality and leveraging its superior User Interface skills.

### Benefits

- Results in Fast and effective decision making
- Increased website stickiness and customer satisfaction
- Competitive edge over existing portals



## Salient Features

SpadeWorx has assisted the organization to offer a unique browsing experience using “Product Tools” developed using Silverlight 2.0 technology. These Product Tools enable the consumers to search, browse and create wish lists while comparing various merchandise or services that are on offer.

The rich and interactive features have enabled the visitors to achieve fast and effective decision making and provided them with a unique brand experience online.

## End-user satisfaction and customer delight

The E-commerce portal has received a positive response from the end users. The interactivity as well as the use of Product Tool has greatly enhanced the online shopping experience.

The client was impressed with the technology expertise and visual design capabilities that were demonstrated by SpadeWorx.

## Technical Highlights

Integration of Commerce Server and Silverlight has been carried out. Customization of Commerce Server components where required. XML has been used to enable customized product promo functionality and contextual advertising.

### Technology Landscape

- Microsoft Commerce Server 2007
- Windows Server 2008
- SQL Server 2005
- Silverlight 2.0
- .NET Framework 3.5
- Windows Communication Foundation (WCF)

## SpadeWorx Software Services



302, Sai Apex, Dutt Mandir Chowk,  
Viman Nagar, Pune – 411014, India

Phone : +91-20-40100500  
Email : mandar.bhagwat@spadeworx.com  
Web : www.spadeworx.com