

SpadeWorx Partners with a Leading e-Commerce Portal to Create Rich User Experience for its Consumers

Rich Interactive Applications unleash a paradigm shift in the Online Shopping experience.

(1888PressRelease) December 12, 2008 - SpadeWorx Software Services, a pioneer in the design and development of Rich Interactive Applications has partnered with India's leading business group for the development of its recently launched e-commerce web portal. This portal offers India's largest online range of financial products to its customers.

Besides financial products, customers will be 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.

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 merchandize or services that are on offer. The portal has been powered by Microsoft's latest technologies including Commerce Server 2007, Windows Server 2008 and SQL Server 2005.

According to SpadeWorx's Director Technology – Mandar Bhagwat "SpadeWorx team has worked closely with the organization to implement their vision of a Rich Interactive Commerce Solution. We followed our User Centered Software Engineering methodology and leverage Microsoft Silverlight 2 platform to bring-in rich experiences, ease of use and intuitive UI in addition to superior architecture and technical implementation. We believe Rich Internet Applications (RIA) create positive impact on customer experiences, website stickiness and customer satisfaction, which is extremely critical in the current market conditions."