

ROZUM SOFT

Software development services

Competencies

13+ years of technology and project experience.

Custom software development, Integration and Support, Testing and Quality Assurance.

CRM and ERP Systems, E-commerce solutions, Enterprise software, WEB-based solutions, Call center software.

Technologies

NET, ASP.NET, WinAPI, AJAX, XML/XSLT/X Path, SOAP, JSON, Application Servers and Middleware: Apache Web Server, Tomcat Web Server, nginx, MS SharePoint;

Programming languages:

PHP, C#, C++, Java, JavaScript, HTML/CSS, Perl, Swift

Frameworks, libraries, CMSS:

Drupal, Word Press, Joomla, Prestashop, Magento, Yii, Symfony 2, Smarty, Twig, JQuery, ExtJS / Sencha, Angular JS

Databases

Microsoft SQL Server, Oracle, MySQL

Mobile platforms

iOS, Android, Windows Phone

Objective: Construction of a new channel of goods realization.
 Improvement the company's sales efficiency.
 Delivery process automation.

Features:

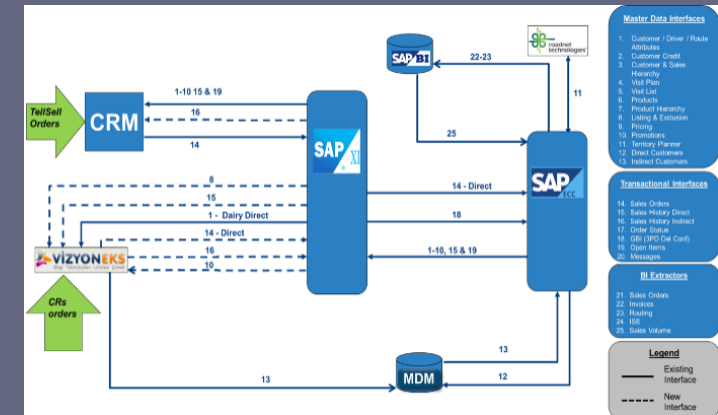
- Integration with existing sales channel and CRM systems;
- Organization of IPsec data exchange channel;
- The need for daily processing of about 17 million records (~14 GB);
- Geographically distributed customer team, with head office is in Russian Federation and the participants are in Ireland, UK, USA, India, and Italy;
- Work in accordance with the customer's methodology of software development.
- Documentary support of each development cycle;
- Short system development time - 6 months from the first step till the start;;
- One-time implementation in the three offices, serving clients from 24 cities, followed by the expansion of coverage.

Scope of work:

- Business analysis: ~2000 hours.
- Development and architecture: ~2500 hours.
- Testing: ~700 hours

Applied technologies:

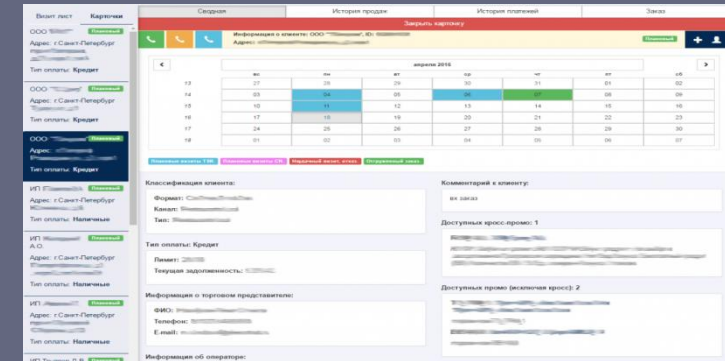
- Methodology: V-model, Kanban
- Programming languages: PHP, JavaScript, HTML/CSS.
- Third-party libraries: Symfony 2, Doctrine 2, Angular, Bootstrap3.
- Databases: MySQL.
- Data exchange technology: SOAP, REST, AJAX.



Objective: Construction of a new channel of goods realization.
 Improvement the company's sales efficiency.
 Delivery process automation.

Solution:

- Online integration with SAP - system.
- Time saving: all the information for the client is available in one place and is displayed for every interested user.
- Optimization of sales processes: the construction of contact algorithms with customers basing on the schedule of the day transmitted from SAP, as well as information on transferred actions and unfinished clients of the previous days.
- Support of the interaction with the existing channel of goods sale: joint work of one or more operators assigned to a customer, exchange of information on the client.
- Improving the efficiency of a single sale: building personalized offers based on the customer's sales history, seasonal items and promotions of the company.
- Combination of multiple communication channels to complete the work with the client: phone, email, sms.
- Monitoring of individual and general employees' KPI.
- Reporting build both on employees and on customers.



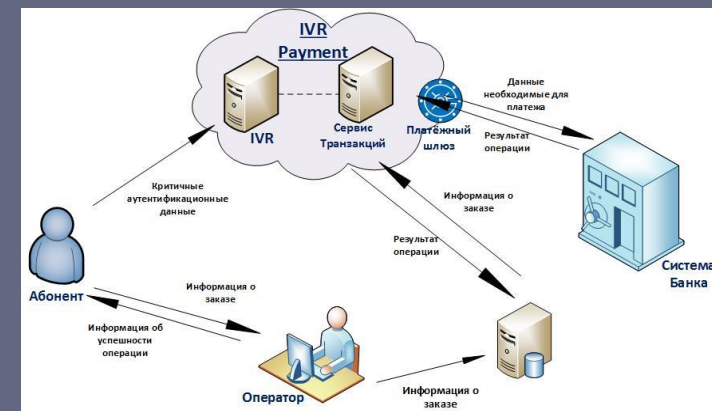
Result :

- For the first quarter of the system use the sale increased in 2.8%.
- For the second quarter - in 3.6%.
- The solution was deployed in the shortest time, thereby reducing the company's project budget by 8%.
- During the preparation phase more than 20 inefficient business processes were found, which have been reworked and introduced with the launch of solutions.

Objective: Automation of the insurance services implementation and the maintenance of the company workflow.

Features:

- The need to support the full cycle of the company: implementing an insurance product, printing and distribution of documents based on sales;
- The presence of several business processes of sale to the customer;
- Rules and the PCI DSS standards for the provision of payment capabilities during the call;
- The need to build reports according to international standards of the company.



Scope of work:

- Business analysis: ~2500 hours.
- Development and architecture: ~8000 hours.
- Testing: ~1500 часов

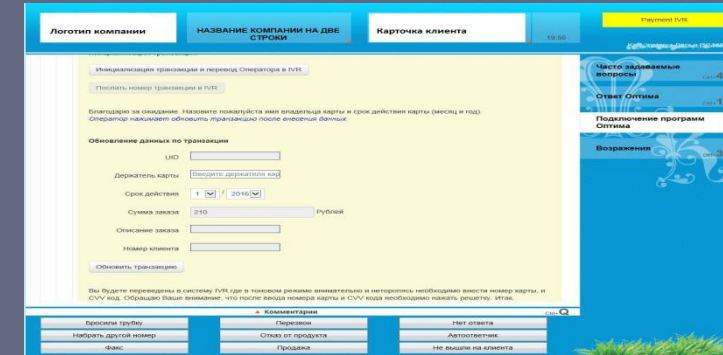
Applied technologies:

- Methodology: hybrid.
- Programming languages: PHP, JavaScript, HTML/CSS.
- Third-party libraries: Yii, Smarty, jQuery, Bootstrap2.
- Databases: MySQL.
- Data exchange technology: SOAP, REST.

Objective: Automation of the insurance services implementation and the maintenance of the company workflow.

Solution:

- 2 interconnected system.
- **Software for call-center operators :**
- The minimization of mistakes: connection of addresses base FIAS, multi-level verifications of fields filled by operators;
- Combination of several business processes of services implementation: integration with the existing company systems, possibility for clients to choose the form of registration and payment.
- Provide the possibility of payment during a call: IVR connection for the possibility to adopt payment card data and to integrate with the bank payment system;
- Automated reporting: tracking the results of the operators, building reports in accordance with the international company standards.
- **System for the press department employee :**
- Optimizing employee time: information on operators' services is transferred on-line;
- Structuring of business process documentation: accounting and tracking of dispatches for the current statuses on documents sending / delivery to the client;
- Integration with the courier services, SMS and email-notifications setting.



Result:

- Created systems allow running marketing campaigns in 1-2 days.
- The introduction of online payment systems during a phone call increased the sales by 8% within six months.
- Decisions to combine several business processes in one system have a positive impact on customer loyalty.

Objective: To develop a CRM system for a major online designer clothing store.

Features:

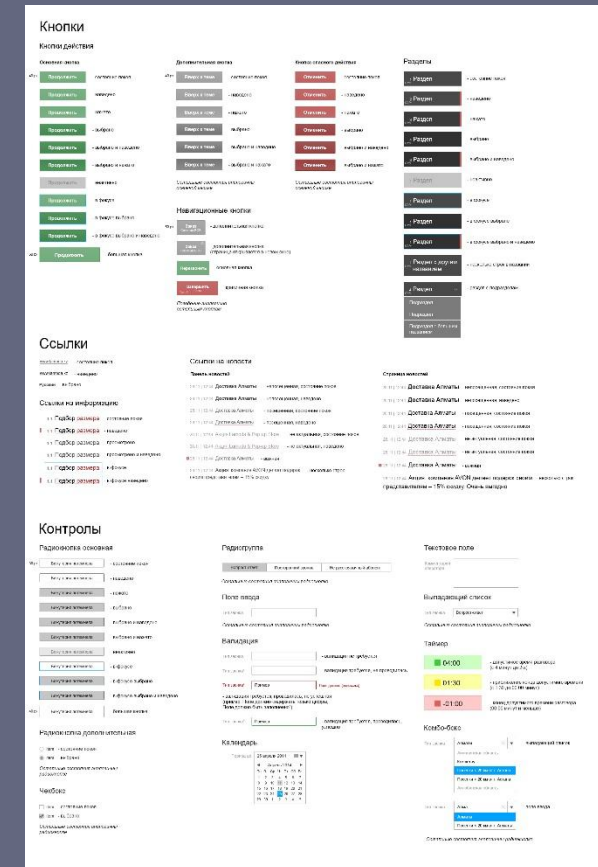
- Isolated systems of accounting and keeping the goods in warehouses.
- Absence of a single information product with full information about the client.
- Simultaneous launching in all offices without a pilot project.
- Work with contractors (partners) and dealer networks in other cities.
- Absence of loyalty system, customer service.

Scope of work:

- Business analysis: ~3000 hours.
- Development and architecture: ~4500 hours.
- Testing: ~1300 hours.

Applied technologies:

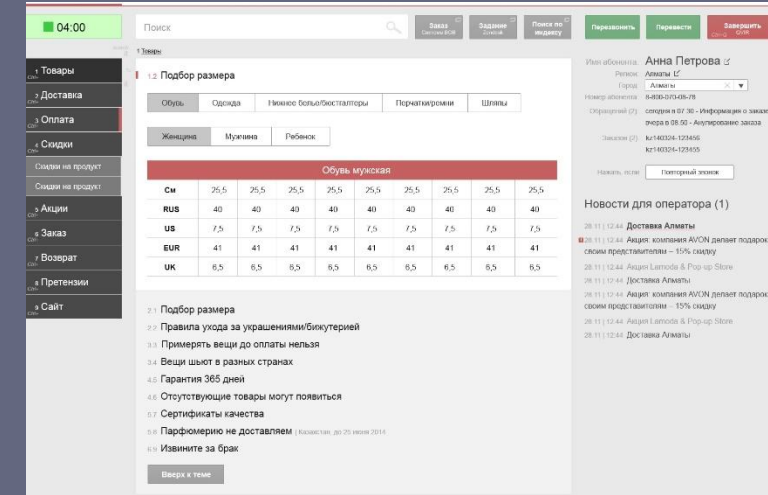
- Methodology: Scrum, Kanban.
- Programming languages: PHP, JavaScript, HTML/CSS.
- Third-party libraries: Symfony 2, Doctrine 2.
- Databases: MySQL.
- Data exchange technology: SOAP, AJAX, Twig.



Objective: To develop a CRM system for a major online designer clothing store.

Solution:

- Integration with all storage systems – creation of a single repository and integrated vehicle bus with all systems.
- Accounting of goods in warehouses - implementation of the unified accounting system using a barcode.
- Storage of all customer data in one system: the attraction for buying, ordering, order processing in the system, automation of logistics - collection of orders and shipping couriers to customers, collection of feedback.
- Automation of the delivery process: monitoring the process of ordering, automation of delivery routes building of courier delivery service.
- Creation of a system to provide customer support services - tasks accounting, monitoring of compliance with deadlines.
- Simultaneous work of multiple user groups: organization of the personal account, depending on the functionality users tasks.
- Mobility and convenience to use: the version is developed for the Tablet PC and with 2Can payment system and a physical data reader of payment card for the employees of the shipping service.
- Improving the efficiency of a single sale: building a personalized proposal basing on the history of the client's sales, seasonal items and company promotions.



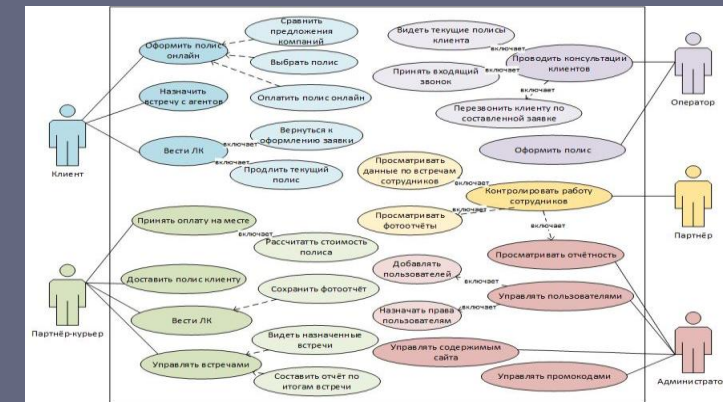
Result:

- Payback period is less than 1.5 years.
- Usage of the system has led to reduction of the formation time and shipment of orders.
- After launching the project the number of permanent clients of the company has increased by 15%.
- Automatic reports have improved business processes within the company and simplified bookkeeping of the project.

Objective: Create an online multifunctional car insurance website.

Features:

- Using the ESB as the integration platform for web-service insurance companies;
- Providing opportunity for online payments;
- Having more than 4 user roles, pursuing different business goals;
- The need to develop separate versions for different types of devices;
- Providing an equal distribution of insurance policies between partners;
- Support of several insurance types: MOD insurance, OMI (Obligatory Motor Insurance), MOD+OMI.



Scope of work:

- Business analysis: ~2000 hours.
- Development and architecture: ~2500 hours.
- Testing: ~700 hours.

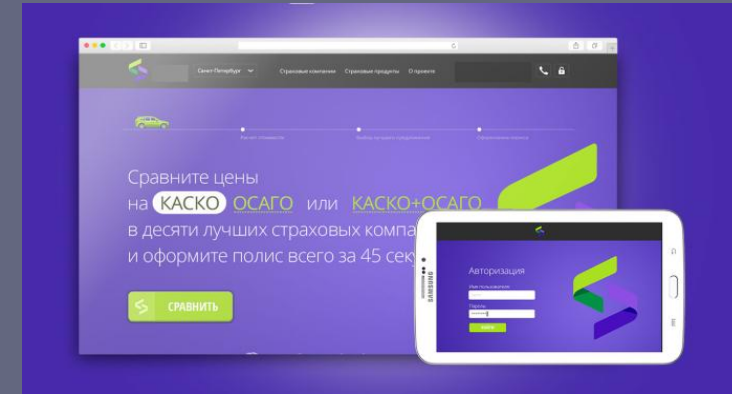
Applied technologies:

- Methodology: Agile.
- Programming languages: PHP, JavaScript, HTML/CSS.
- Third-party libraries: Symfony 2, Doctrine 2.
- Databases: MySQL.
- Data exchange technology: SOAP, AJAX, Twig.

Objective: Create an online multifunctional car insurance website.

Solution:

- Support of the full cycle of work with the application: registration, payment, after-sales support, and the extension of insurance policies.
- Integration with the external SOAP-service: receiving directories, conducting preliminary and final calculations of MOD and OMI policies, according to the relevant tariffs of the company, the exchange of electronic documents.
- Simultaneous work of several user groups: the organization of the personal account, depending on the user's functional tasks.
- Creation of the conditions to retain potential customers: comparing proposals from several insurance companies, finalization of the applications at any time, maintaining up to date information on its policies in a personal account.
- Portability and ease of use: there is a version designed for tablets and payment via 2Can system and physical data reader payment card for employees of insurance companies.
- Wide control over business processes and employees of partner companies: ongoing monitoring of meetings, the possibility of viewing a photo-reports on the results of inspection of the car, the construction of statistics using console scripts.



Result:

- The payback period is less than 1.5 years.
- The use of the system has led to the reduction of the average response time to incidents.
- After launching the project the number of regular customers of the company increased by 15%.
- Automatic reports have improved business processes within the company and simplified management of the project accounting.

Contacts

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