DFSI Media – Coupon Mgmt. system

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Project:
Coupon Management System

Industry:
Retail

Technologies / Platform:

- Android
- iPhone
- BlackBerry
- Core Java
- Struts, Hibernates
- Linux
- SQL Server
- JBoss AS 4.4.2 M2
- Eclipse IDE
- Mantis Bug Tracker

Business Benefits:

Customer / Consumer
- Locate Nearest Store
- Redeem Mobile Coupons Instantly

Retailer
- Loyalty Management
- Coupon Management
- Advertising
- POS Integration

Client

DFSI Media is a venture funded New York, US based Startup. The primary focus of this organization is to provide marketing solutions to the retail industry.

Business Needs

- To provide a coupon management system with an aim to increase redemption rate.
- Implement the application with capability to display advertisements, both videos and imagery

RapidSoft's Role

Implement a turn-key solution both on the mobile and the back-end server module

Solution Overview

An intuitive Coupon Management System that is easy to use and enables the retailers to increase the redemption rate.

Highlights:

- User gets real time updated coupon for redemption
- Application is designed with the ability to display advertisement for revenue generation during coupon downloads
- POS Integration with the capability to scan and validate the coupon's barcode

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