

## Case Study

### IT Recycling Company

#### White Label Trade In Web Site



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## The Challenge

The company manages trade in operations on behalf of a number of clients. A white label Trade In web site was required that could be branded for each client. The web site also needed to integrate in with the company's internal software application to handle the traded in IT items.

## The Solution

The main features of the system are:

- Branding details for each client is stored in a database so one web site can be used for all clients.
- A pricing matrix is used to calculate the trade in value of IT items based on a series of criteria entered by the customer.
- Details of each calculation are recorded so the customer can return and pick up their previous offer details without needing to reenter their details. This also allows the company to track the usage of the system and to monitor the take up of the trade in offer.
- If a customer decides to take up the offer customer details are recorded collection dates entered and the item added into the internal company software system to be handled.
- Automated branded emails are used to keep the customer informed of the status of their trade in at any time.
- Customer logins are used to allow the customer to access the system and track the progress of their trade-in.

## The Benefits

- The web site can be quickly branded and up and running for new clients when required.
- Modifications and enhancement to the system are automatically available to all clients without needing to duplicate code.
- Integration with the existing company software systems means the Trade In tens can be handled with minimal modifications and hence little extra cost.

## The Technologies

- Microsoft ASP.NET
- Microsoft VB.NET
- Microsoft SQL Server 2005
- SQL Reporting Services
- Forms Based Authentication