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# Web Based Email Marketing Application Development, Maintenance and Re-engineering

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## Client

BriteMoon is a world-leading provider of innovative and comprehensive online marketing solutions, introducing a suite of web-based products designed to fill the needs of large and small businesses alike.

## Solution

BriteMoon project is a fully integrated, distributed email marketing application with modular, scalable design based upon modern web technologies – Java/servlets/JSP, HTTP, XML/XSL. Subsystems communicate with each other using HTTP requests and XML responses. Corporate users remotely accessing the system from their web browsers are able to make use of the full system functionality: from uploading individual recipient lists, throughout on-line preparation of content, target group search, defining and scheduling campaigns, to receiving reports.

## Auriga's Contribution

Full life cycle solution delivery. Worked closely with customer to translate business needs into system design. Overall system definition and architecture, planned, managed, and implemented from design to product rollout through first three releases. After third release system was already supporting over 1.5 million users and over 50 corporate clients.

## Implementation

MS Windows 2000, MS SQL Server 2000, Apache web server, Tomcat servlet/JSP engine, Java 2 SDK