



# Case Study:

Ephlux takes a New York based DTH satellite service provider online.

When a New York based DTH (Direct to Home) satellite service provider wanted a partner to help them take their business online, Ephlux was a natural choice.

## Story

Industry: Telecommunication

Solution: Ecommerce Subscription Solution

Technology: Microsoft (ASP.Net, C#)

Location: New York, US

When a New York based DTH (Direct to Home) satellite service provider wanted a partner to help them take their business online, Ephlux was a natural choice.

Early in the engagement, Ephlux performed a thorough business analysis to identify features which made most sense to be taken online. Based on the analysis, the features including online subscription, ecommerce, billing, service activation, customer support with related back-office reporting were planned to be made part of the initial launch.

Based on a solid, secure and scalable architecture, Ephlux developed the system and took it online within the first 2 months.



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Ephlux continues to provide maintenance and support as part of an integrated support contract whereby new features are being added on an ongoing basis.

### Challenge

The customer initially researched various off-the-shelf media subscription solutions to fit their needs. However, their business model demanded heavy customization in standard product offerings. Also there was a need to have a better control of the system so that it can be further enhanced as the business scales.

Ephlux was engaged to perform the requirement analysis and evaluate various products against the requirements. Based on this analysis and various brainstorming sessions with the customer both parties agreed to go for a custom solution to be made from scratch.

Ephlux was then responsible to come up with an implementation roadmap which provided high end-user satisfaction, superior quality, maximum control and a solid ROI.

### Solution

Ephlux came up with a transparent implementation roadmap with a high ROI. The roadmap provided a solid architecture, superior control, quick turn-around-time for the launch and high end-user engagement.

Ephlux made multiple design concepts for the website and finally one was selected after detailed discussions with the client. Based on the agreed web-design, a highly user-friendly and engaging front-end application was developed which went through rigorous quality assurance. The application was then linked with the payment gateway and was taken through detailed test-case scenarios.

In addition to the front-end website, specialized web-modules were developed for Back office Admin, Internal staff and Call Center operators which gave the customer complete control of the business with integrated reporting for the sales, billing and service activation workflows.

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Throughout the development cycle, Ephlux kept the customer fully engaged to provide feedbacks on the incremental releases and fed their feedback back in to the design. This helped in launching a highly relevant website within time, within budget which exceeded the customer's expectations.

Ephlux won yet another 'customer-for-life'. Ephlux continues to provide ongoing application services to the customer, whereas the customer also plans to outsource web-marketing of the website and their call center operations to Ephlux BPO Services division.

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