talentica
SPREAD YOUR WINGS

Case Study

TailoredMail

Talentica has helped us stay ahead of our competition. Our product today is better than anyone else in our class. A special thanks to the entire Talentica development team for their excellent work, commitment and innovation.

- Matt Highsmith, CEO
TailoredMail

Domain

Email Marketing Broadcast Solution

Product Vision

Breakthrough electronic email communication solution for businesses

Strategy

→ Global product development team.

Results

→ Expanded Market
→ Better Product
→ Total ownership: Reliable R&D team that shares the same goals and vision

Key Statistics

→ Duration: Ongoing since last 5 years
→ Engagement Model: Dedicated Development Team with option to transfer ownership.

TailoredMail is a hosted email marketing broadcast solution in use by thousands of companies worldwide. They specialize in strategic email marketing partnerships that drive results for sales, marketing and channel development.

The Vision

TailoredMail's vision is to build a breakthrough electronic email communication solution for businesses - to easily and successfully deliver relevant content to highly diverse audiences. They want to provide a complete full-featured solution for setting up automated lead nurturing campaigns.

Outsourcing Strategy

TailoredMail already had a successful product offering in the market. They also had a long wish list of features they wanted to incorporate in the product to achieve their vision.

They decided to complement their in-house development team with an offshore development team. This would not only reduce their operational costs and crunch time to market, but also leverage our experience in building highly scalable web applications.

Talentica Execution

We helped TailoredMail convert their vision into reality by overcoming several challenges. The product had to be migrated to a newer technology platform without break in availability; it needed integrations with several third party applications and social networks; and weekly release cycles did not leave any room for delays or errors.

Initial Setup

TailoredMail started with a pilot team. We hired .NET experts from leading technology companies in India to setup the initial team. While the team was being hired, we setup the required development infrastructure. This included setting up access to their source code repository, a common bug tracking system and VPN access to their network. A Senior Manager from our end worked with TailoredMail to chart out the technology migration roadmap.

Technology

→ Languages: VB6, Vb.Net, C#.Net,ASP.Net 3.5
→ Database: SQL Server 2000/2008
→ Tools: Ajax framework, JQuery, ADO.Net entity framework, REST API, Telerik controls, SSIS

Working Together

Team members interact over daily status update emails, calls and IMs. Staging Servers help the US based team get a real-time view of the progress. Besides visibility, this helps the team develop iteratively and also saves time spent in creating detailed product specifications.

Managing Product Complexity

Technology Migration: We helped TailoredMail shift the product framework from ASP to .Net 3.5 to make it more maintainable, scalable and agile. The challenge was to ensure continued availability of the application to existing users while simultaneously migrating parts of it to the new technology.

Integrations: TailoredMail's product needs to talk to various third party applications such as SalesForce & MS Dynamics CRM; web analytic systems such as Google Analytics, Omniture & WebTrends and social networks such as Facebook and Twitter. It was important for the design to be such that such ongoing integrations could be accomplished with minimal change in code.

Scalability: TailoredMail's customers are all large corporations. It is not unusual for customers to send out mail campaigns to over half a million users in a day. It is critical that all code is well architected & highly scalable.

Results

A Successful Solution

Over the last five years, we have helped TailoredMail evolve its product into a highly sophisticated software that helps businesses create email programs, micro-websites and leverage social media to market their products. TailoredMail's solution is used by leading companies such as Microsoft, Shell Chemicals, HP and Precor.

A Dedicated Team

TailoredMail can boast of a dedicated offshore R&D team that
→ Comprises of developers hired specifically per its needs,
→ Can take complete ownership of features from design to deployment,
→ Has helped it deliver more innovative services faster, at a lower cost
→ Can also be transferred to their own subsidiary if they set one up in India

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