

Sales Content Management & Communication Platform

Client:

Prolifiq Software Inc. is a software as a service provider headquartered in Portland, Oregon, with employees in Portland, San Francisco, Seattle and New Jersey. Prolifiq is the leading provider of sales content management software used to manage, distribute and track the performance of digital sales collateral. Since its founding in 2000, the company has served global customers in the Technology and Digital Media industries.

Business Scenario:

Prolifiq Sales Content Management & Communications Platform is a SaaS (Software as a Service) application that fits seamlessly into marketing and sales workflows. It enables content-rich sales communications and provides tracking & analytics. With Prolifiq, marketing and sales collaborate to organize content around sales conversations, deliver information in branded messages and gain insight into how customers respond. Prolifiq was looking for partner to enhance the application.

iLink Solution:

Prolifiq partnered with iLink Systems in Feb 2008 to enhance the application and add more innovative features that can help the application go to the next level. iLink developed and added several innovative features to Prolifiq Sales Content Management & Communications Platform. Following are the features that iLink has developed as part of the Prolifiq Sales Content Management & Communications Platform

- In Sales Content Management System: Managing & Provisioning Sales Content Libraries, Content Sync Feature, Content Upload Widget, Content Approval Workflow and Content Performance Indicator
- In Sales Communication Platform: Email Delivery Infrastructure, Contact Management System, Outlook Connector, Smart Distribution List Feature, Content Browser Feature, Message Sharing Feature, Video Messaging Feature, Event Center Portal, Reporting Portal, Digital Rulebook, and a Windows Mobile Client.

Technology Used:

- MOSS 2007
- Silverlight
- SQL Server 2005
- Exchange Server
- Reporting Services
- .NET Framework 3.5
- Windows Mobile 6
- Windows Server 2003

Outcome:

- Prolifiq, the ISV partner won America's top 10 Most Promising companies
- Customer satisfaction for this solution was at the highest level throughout.
- And customers like Cisco, Getty images and others were immensely happy with the product. There has been a continuous increase in business and licensing for this product since we took over development.
- Link to the list of customer stories for this solution - <http://www.prolifiq.net/corp/Home/Customers/Customerstories.aspx>