

Web Application Modernization: Location-based Event Planning Solution

Objective

Our end customer wanted to leverage the latest technology and solve the resource puzzle by connecting event professionals and customers. With a proper automated system in place, the entire event planning process can be streamlined with the right implementation partner. Rishabh Software developed the solution by connecting planners and helping event seekers to get the right people for their event.

Challenges

- Keeping Track of the Event Planning Process
- Time Management
- Managing Multiple Events
- Finding & Selecting the Right Event Professionals

Approach

Rishabh Software's team analyzed the nuances and terminologies used in the event industry. We envisioned our customer's vision for developing an online marketplace and location-based event planning solution. It would help end customers to hire the right event professionals and bring event ideas to life. The current system used for planning of events was outdated and needed to be modernized using digital technologies. We leveraged Amazon Web Services, Stripe Payments, Google API, WordPress, PHP, and developed the solution as 'first-of-its-kind type,' the customer wanted a proof-of-concept (POC) to test its effectiveness. After the success of POC, we developed the location-based event planning solution and implemented event workflows to automate the process.

Currently, the web application is helping 600,000+ event professionals, and have simplified the event planning process to discover inspiring ideas, get step-by-step advice, and hire the right event professionals. For brands, the location-based event planning platform works like an online marketplace to market their products and services more efficiently and increase sales on their existing commerce sites and marketing channels.

Our solution provides significant value to online and brick and mortar retailers looking to compete more effectively with Amazon and offer solutions to consumers with an added benefit beyond just the product itself. We also delivered innovative reports that provide insights and data to brands creating a more targeted, personalized shopping experience.

Business Benefits

- Complete Control of Event Planning
- Improved Event Operations
- Simplified Event Planning Process
- Eliminates the Communication Gap with automatic workflows
- Cost savings

Industry Segment

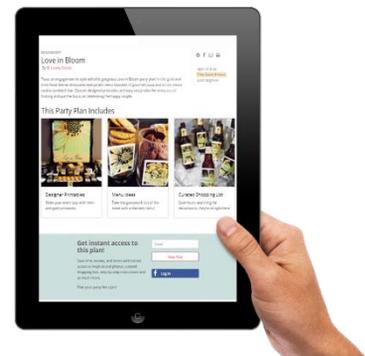
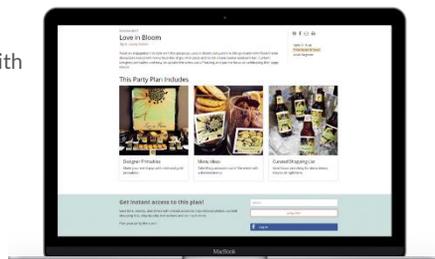
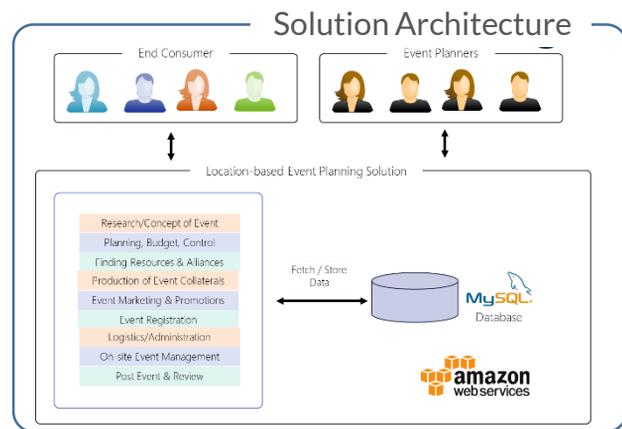
Digital Enterprise

Customer Profile

US-based startup company

Technology and Tools

- AWS
- PHP
- MySQL
- WordPress
- Amazon CloudFront CDN
- Apache



About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



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