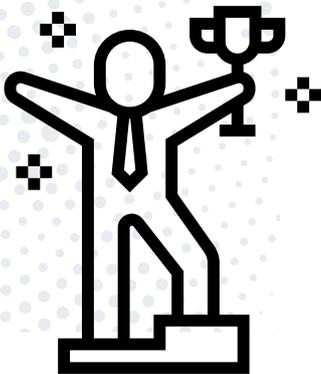


Automated Email System for Marketing for Scalable Growth.

Client: The client is a well-known and recognized venture-supported company located in the USA. They have recognized partners with 50+ top brands and work for their marketing purpose.

Business Challenge:

Since their business is growing day by day, the existing system with the client was facing issues in handling huge databases. Thus, the performance of the email system got to slow down. The main requirement for the client is to have a seamless flow of their work with high performance, scalable, and adaptability for future updates.



Solution Delivered:

After analyzing their business challenges and requirements, we provided two types of solutions. The first choice was the migration of some facilities in the existing platform. The second choice was to build a new system with new features to meet their market demands successfully. Later, the client chooses to build a new platform. Initially, we came up with an architecture design combined with an agile process and new technologies to be implemented. Then the process is followed by the development, migration of the old database to the new one, Deployment, testing, and launching.



Business Benefits:

Later the client was super happy with our automated email system. With the new platform, the client was able to achieve benefits as listed down:

-  High performance
 -  High security
 -  Easy tracking of mails
 -  Automated sending of mails
 -  Seamless and hassle-free experience
 -  Easily handles bulk storage
 -  Easy Following up and tracking process
 -  Advanced technologies that can adapt for future updates
 -  Scalability
 -  Minimized the cost for every operation
 -  Easy maintenance
- And more.

Technologies Used:



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