

E-Commerce Platform for e-Learning Products



CASE STUDY

Client

A Fortune 500 publishing firm based in the US, well known and recognized for its high standard educational resources and publications. These learning resources were used by millions of students across universities in more than 100 countries.

Problem

The registration system was obsolete and slow. Every time the user had to access an online resource, they had to register/login multiple times. Since external content providers were unable to provide their offerings within this system, it led to opportunity costs for the client.

Background

The client offered a legacy registration system for its users, to access its online eLearning products. If a user wanted to purchase a resource, they were directed to an external ecommerce portal. Also, there was no provision for external content to be provided within this system.

Technology/Tools Used

- BEA Weblogic Server
- Apache Struts & Axis
- Oracle DB
- Hibernate
- Spring
- J2EE
- JPI

Business Benefits

- **Increased revenue** – As 3rd party vendors were able to cross sell their products, it created new revenue streams.
- **Customer satisfaction** – With simple processes for all activities, the user now was able to access multiple services through a single window. This ensured highly satisfied customers.
- **Stronger stakeholder collaborations**- Multiple content providers could collaborate with the client, under a single umbrella effectively. This brought on better partnership with stakeholders and improved quality of services.

Highlights

- Over 1,50,000 registered active users
- Growing base of external providers like Netegrity, Tegrity, SPARK

Solution

Tarams led and executed this project end-to-end. We designed and implemented an ecommerce solution from ground-up, called PARIS (Purchase, Registration and Subscription management). All purchases could be done within the system without any time-consuming redirection. We included a Digital Rights Management (DRM) solution to protect all digital content available through this platform. The client could easily integrate all the eLearning products with this system with minimal effort.

We built a Shop engine and shopping cart for the users and included Recommendation Engine and Subscription Management functionalities. Custom branding was provided for external content providers. Through this ecommerce platform the client was able to introduce features like Cross Sell/ Upsell/ Discounts/ Promo Codes/ Context Specific Pricing/ Deals Engine. The new system gave the users a visually appealing & simple registration process which could be completed in a few clicks.

About Tarams Technologies

Tarams provides e-learning solutions across the entire e-learning technology spectrum, since 2005.

- We built two enterprise scale LMS solutions for one of the largest publisher in the US
- We built a high traffic learner portal serving over 8 million users a year for a Fortune 500 education provider
- We have a provided e-learning solutions like content publishing platforms, ecommerce systems, assessments engines from Fortune 500 companies to non- profit educational organizations

We have been helping organizations impart education and training by implementing and customizing Moodle, the world's most widely adopted learning system. The hosted nature of the LMS allows for excellent scalability for organization as small as 20 users to organization with 10,000+ users.