

Project Case Studies

AmericaRX: Ecommerce Website Development

AmericaRx provides a facility for buying drugs Online. Seanergy identified their business process and re-engineered their Selling and Shipping Methodology which had lot of manual components causing inefficient customer service. Search Mechanism is one of the best features provided by Seanergy for AmericaRx Customers. A customer can search by Brand and Category wise products.

Seanergy has developed Dictionary based search. This will allow the customers to search production with Synonyms and business words. SEO (search engine optimization) is one of the most significant achievements made by generating the HTML pages for each and Every Product, Brand and Category. Over a course of a year Seanergy has successfully implemented the Pricing Mechanism, Shipment processing, Search, Payment gateway integrations with PayPal and Google, and simplified many painstaking processes thereby reducing the customer support costs.

Technology: Seanergy has built a clean .NET platform. The storage of business and transactional data is based on a SQL Server 2005 Database cluster.

The application server farm handles the public facing shopping cart engine and the order processing. Developed Web Services to interact with various third party vendors. Implemented Pixel Tracking mechanisms to record the number of successful orders from customers who are being referred from other sites..

"Seanergy was a pleasure to work with. They took our portal idea and the features we were looking at and turned it into a fully functioning eCommerce solution in a very reasonable timeframe. I am delighted with the results of the first version of the AmericaRX website, which is driving business forwards. I look forward to work with Seanergy on ongoing maintenance and future enhancements."

Vasu
Manager AmericaRx, USA



