

Target Matrix



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Project Background

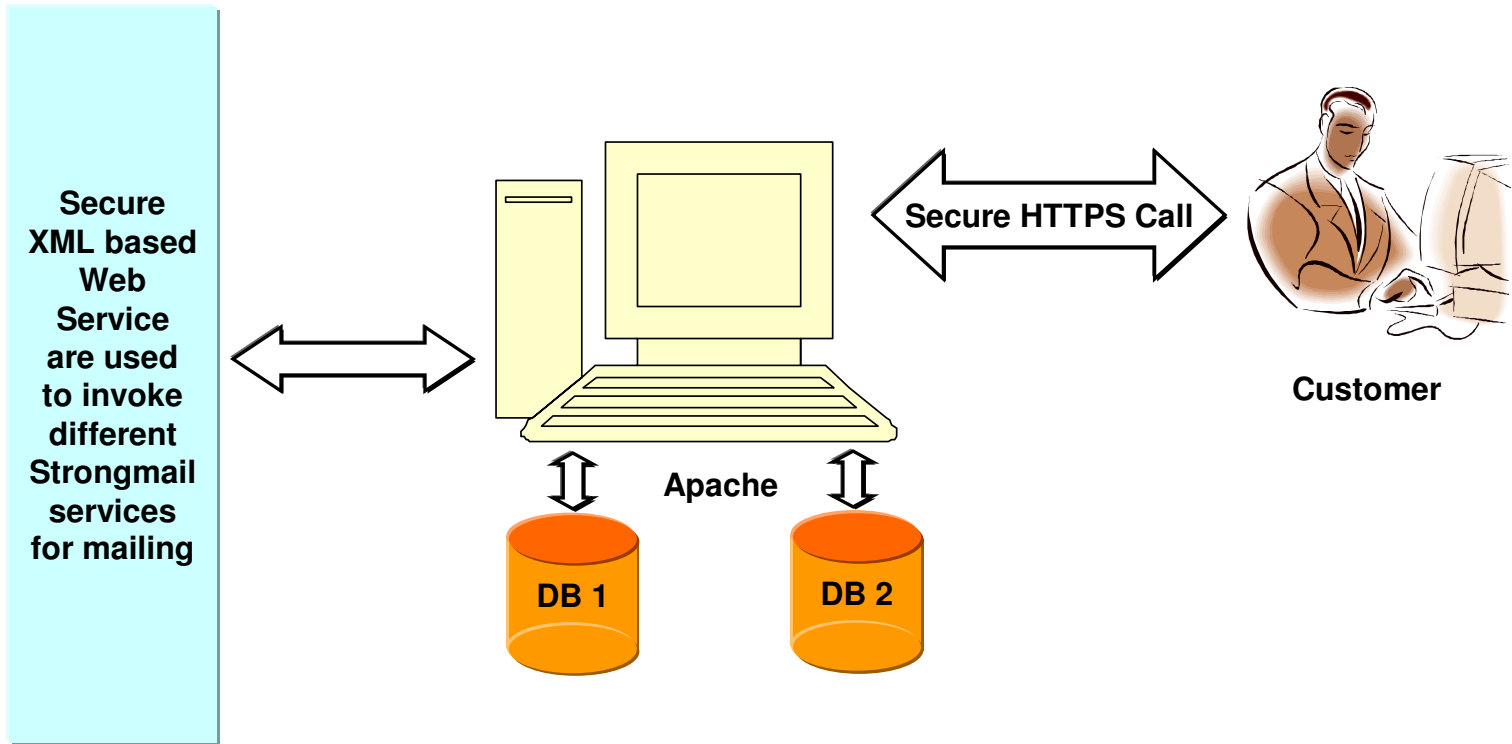
Business Goal

StrongMail Business Manager (SBM) is a core product developed by Strongmail, Inc. One of the customers of StrongMail required add on feature to extend the functionality of SBM.

This add on feature enables the customer to better organize mailing lists for email marketing campaign, also provide operational efficiency to the marketing managers

Project Background

High Level Architecture



Project Technologies

SBM Configuration

- Linux (Red Hat Enterprise Linux 3.0)
- Apache Web Server (2.0.54)
- PHP development (4.4.0)
- MySQL DB (4.1.14)
- Works with StrongMail Server (3.1)
- This application works best with Internet Explorer (6.0)
- Best viewed at 1024x768 pixels

Customer Background

Company Overview

StrongMail is the innovation leader in Email infrastructure software. StrongMail can help you to personalize your customer communication ,or ensure delivery of your email marketing messages. StrongMail Systems executive team is comprised of world-class innovators and industry leaders whose complementary backgrounds uniquely position them to lead the company's pioneering efforts in digital messaging infrastructure.

URL

www.strongmail.com

Arosys Role in Project

Current System Appreciation	<ul style="list-style-type: none">•Impact Analysis•Effort Estimates
Project Management	<ul style="list-style-type: none">•Planning, scheduling and tracking
Technical Design	<ul style="list-style-type: none">•User Interface design•Program Specifications•Test plan•Database Design
Testing and Quality Control	<ul style="list-style-type: none">•Independent Testing•System Integration Testing•Defect Analysis and Prevention•SQA Reviews – coding standard Audits
Release and Deployment	<ul style="list-style-type: none">•Deployment Manual

Project Team

Project Manager

•customer coordinator / project manager, working from USA

Offshore Development
Team

• 1 Project Leader + 3 developers