



**Agency Booking System**  
*(Case Study)*

**Agency Booking System**



## Business Situation

system at many cybercafés is manual. Hence cybercafé operators find it difficult to bill the customers properly for the amount which they have spent in the cybercafé. Operators find it difficult to bill the customers for the amount which they have spent in the cybercafé. By using the Billing and Metering Tool, you can accurately track and



### **Company Profile**

The revolutionary First Indian Language Portal [www.webdunia.com](http://www.webdunia.com) was launched in the year 2000. Webdunia has played a very critical role in advancing language content in the country along with specializations in providing the Localization Services, Mobile VAS, Language Technology, Enterprise & Web Solutions.

### **Business Situation**

Classified Ads for various publications were booked by agencies using conventional methodology which involves lot of manual work, not only this, there was also a problem of geographical distances faced by agencies, as agent had to visit the publication office every time they need to book the ad.

### **Solution**

Agency Booking System (ABS) was built to cater the agent's need, who books Classified Ads for newspaper publications. This system facilitates the Agents to book the ads on internet from their offices removing the vault of geographical distances.

### **Benefits**

- Booking of Ads from own office
- Customized pricing logic
- Provision for launching/promoting free schemes & packages
- Integrated with SAP through schedulers
- A WYSIWYG editor to compose ads
- MIS Reports

*Agency Booking System (ABS) caters to the agents need, who book classified Ads for publications. This system facilitates the agents to book the ads on internet from their offices removing the geographical distances.*



## Current Situation

The current system at many cybercafés is manual. Hence cybercafé operators find it difficult to bill the customers properly for the time which they have spent in the cybercafé. With the introduction of the Billing and Metering Tool, you can accurately track and



### Situation

With publishing houses having more than thousands of Agencies, the Ad booking for Classified Ads was done by using conventional methodology, where Agents use to visit the office and book the Ad from there. Sometimes vast geographical distances between Agency office and publication office used to create problem of Agents losing interest in booking ads. Ad booking involved lot of manual work and also it was time consuming process with Agents visiting the offices and booking the Ads. For publishing offices it was burdensome to entertain each and every query of Agency. As it was a manual process, it was quite prone to errors which sometimes resulted in revenue losses. Along with this there was no concrete way to promote various schemes and packages launched for Agents which could have helped in boosting the sales.

### Solution

A system was designed for agencies to be installed in their offices and they should be able to use it through internet. This system facilitates agents to book the Ads, cancel Ads and if needed reschedule these. With unique feature of custom pricing it ensures that proper charges are applied on the ads booked. It also provides facility for Agents to make payment through Credit or Debit Card. With this fully automated system very few chances were left for human errors and with the features like WYSIWYG text editor facilitated agents to view the layout of the Ad on their desktop. Agents are prompted with various promotional schemes depending on the Ads they booked. With the reporting feature of the system agents are able to analyze their day to day activities and see the status of their Ads.

Agency Booking System comprises of following independent applications sharing a common database:

- Agency Booking System for Agents
- Agency Booking System for BCCL
- System for ABS Administration and Configuration
- Rates Synchronization
- Server Application

### Agency Booking System for Agents

This application is installed at agent's office and facilitates the agent to book the classified ads for various publications. This application comprises of following modules:

- Ad Booking for print media
- Cancellation and Rescheduling
- Payment for Ads booked
- A WYSIWYG text editor where Agency can create Ads and view how it would look like when published in paper
- Reports

### Agency Booking System

This application is installed at publication office. This application enables concerned officer to cancel, reschedule or extend an order on request of an agent, if the agent is unable to do it from his/her system installed at his/her office. Hence this application is meant only as a fallback mechanism. Response Office normally performs following activities on request of agents:

- Ads Cancellation
- Rescheduling of Ads
- Compose ads in WYSIWYG text editor in some cases
- Reports

### System for ABS Administration and Configuration

System Administrator of Agency Booking System uses this application.

This application has following modules:

- Rate Card Management
- User Management
- Free Schemes Management
- Package Management
- Promotion of Schemes Management
- Alert Management for displaying Alerts to Agents from Admin.

*Robust Application, providing support to more than 1500 Agencies at a time.*



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## Rates Synchronization

This application is used for synchronizing ads rates between SAP and Agency booking system. It helps in importing current rates and schemes from SAP to Agency booking system.

## Server Application

This Application is hosted on publication's Servers. Both Agency Booking System for Agents and company application connect to the Server for booking Ads through Internet. Server processes the request and responds with the desired output with the use of "Remoting" technology.

## Technology Used

### Development Environment

- Microsoft Visual Studio 2003 Professional Edition
- Languages Used: C# and Vb.Net
- Database: Sql Server 2000

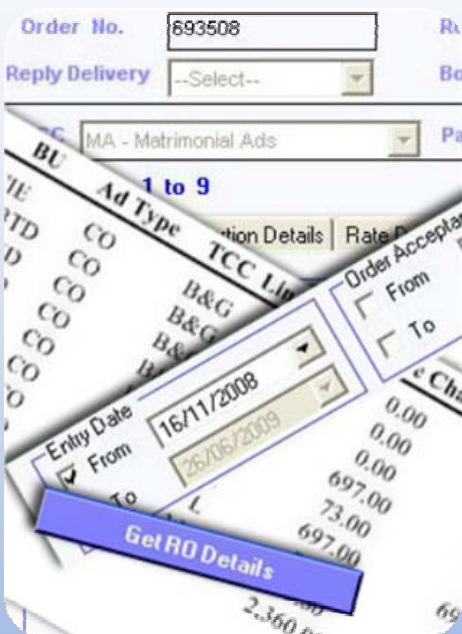
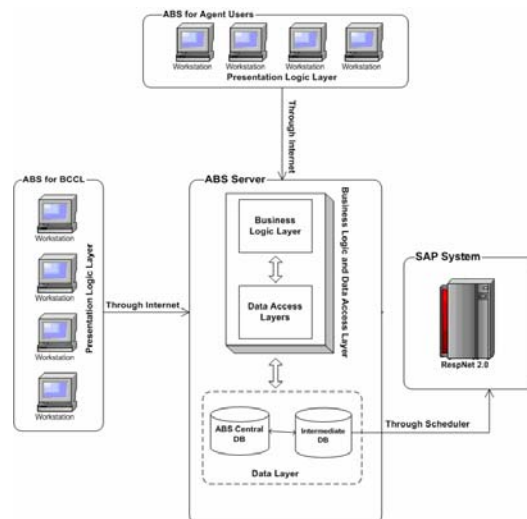
### For Client Application

- Operating system: Microsoft Windows XP with SP 2 (any edition)
- Application environment: Microsoft .NET Framework 1.1

### For Servers

- Operating system: Microsoft Windows server 2003 Enterprise Edition
- Application environment: Microsoft .NET Framework 1.1
- Database environment: Microsoft SQL Server 2000

## Solution Architecture



*Removing hurdles of geographical boundaries by reaching out to Agencies to book ads from their offices.*