

Designed and Developed Dynamic, Multifaceted Alumni Portal for a Leading Management Institute

CASE OVERVIEW:

An alumni portal is a convenient nexus between an institution and its former students. It is a powerful collaboration and marketing tool. Infoxen worked with this client to develop an interactive alumni WordPress web application.

CLIENT PROFILE

Industry: Education

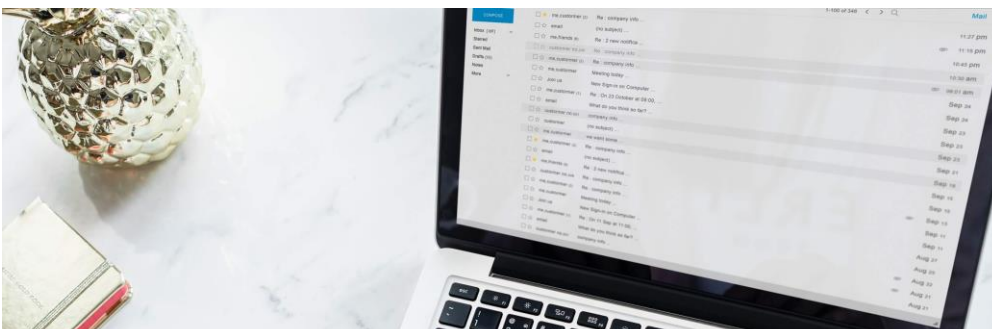
The client is an academic organization which offers a range of advanced management courses to a large pool of students.

SOLUTION

Infoxen unified all the client's needs on a single, versatile platform using WordPress CMS.

BENEFITS

- Social Integration
- Events Management
- Buddy Connect
- Automated Members Registrations
- Directory Search



BUSINESS PROBLEM

An alumni association plays a crucial role in forging the reputation of any eminent academic institution. It allows the alma mater to establish its credentials beyond the world of academia. This crucial objective is even more important in today's interconnected digital world.

The client chose Infoxen over dozens of other companies because they recognized our unparalleled technical expertise and commitment to excellence. Among their list of prerequisites was an online platform that facilitated connection, communication, and collaboration. This ability was to extend beyond restrictions of batch or specialty.

They also wanted the portal to have the ability to deliver instant updates, news, and promotional material. This was to be confined with the network for exclusivity.

The most complex requirement placed on us was the complete automation of the system's administration. This translated into automatic member registration, authentication, and dissemination of information.



OUR SOLUTION

We, at Infoxen, gathered the full Client business requirement and proposed a detailed business plan. To overcome the Client business problem, we proposed a unified strategical roadmap and solution using WordPress Content Management System (CMS). Our professional WordPress developers built the web application using WordPress as a CMS.

As a technical Software Development company, we built the platform using Wordpress solution. Our Team of talented and professional WordPress Developers provided an MVC-based solution that was supported with MySQL database as a backbone. The developed solution included many innovative features like friend connect which will be helpful for all alumni to join each other in many different ways.

Developed WordPress solution was tightly integrated with various social media channels like Facebook, LinkedIn, Twitter etc. Our WordPress experts and developers proposed and opted the feature of single sign-on capability by which user has to just login into one social channel. Our team automated the system administration, membership registration, and other procedures.

We also helped the Client in ongoing WordPress Maintenance and future updates.

TECHNOLOGIES USED

- CMS: Wordpress
- Structure: MVC
- Database: MySQL

- Cloud: AWS
- Language: PHP

SOLUTION BENEFITS

- **Strong alumni network:** Developed WordPress application helped the Client in connecting all the alumni on a one single platform, as alumni are the best evangelists for them.
- **Effective Events Management:** Using the WordPress developed application, all the relevant event news and details were broadcasted in an effective and efficient fashion, thereby helping all alumni to stay updated.
- **Efficient Collaboration Platform:** WordPress platform enabled the Client and its alumni of different batches to collaborate on various events, topics, industrial trends etc. in an easy and streamlined manner. It enabled complete 360 degree collaboration within the alumni network.
- **Better Skills and Learning Platform:** An engaged alumni network enabled the Client to benefit from the skills and experience of the alumni, as all of them were working professionals with good experience in various industries.
- **Enhanced Brand- Building and Awareness:** By having a alumni network, Client was marketed more in an easy fashion, as alumni were the best brand builders and ambassadors to market via word of mouth.

ABOUT US

Infoxen Technologies is a leading SaaS, WordPress, Magento, Mobile Application, MEAN, Cloud and customized software Development Company located in India and USA. Incepted in 2017, we have been delivering high-quality software development services to the independent software vendors and the enterprise by leveraging the best-in-class people, processes and technologies. Infoxen is one of the fastest growing Software Development Company with vast knowledge, experience and expertise.

We, at, Infoxen deploy and develop software solutions across diversified industries like Media and Entertainment, Supply Chain, Hi-Tech, Retail & Ecommerce. Infoxen is dedicated to develop effective and outstanding software solutions with clients in order to accelerate time to market, reduce operational cost, and empower them to devote more time to their core business. We have streamline process driven approach and dedicated COE (Center of Excellence) for each service we serve, thereby helping our clients in reduced TCO (Total cost of ownership) and increased ROI (return on investment).



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