VueWise startup went from concept to product launch in only 90 days using AltexSoft development services

"I reviewed many different development organizations and had 4 companies present proposals. Alex and the team from AltexSoft won by a large margin due to their exceptionally clear communications, detailed plan of the development project, and appropriate technical skills on staff to complete the project on my timeline. The complete project was finished on time and on budget and allowed us to begin launch activities 2 weeks earlier than planned. If you are considering an overseas partner for a software development project, I would highly recommend Alex and his team."

Bill Portin, CEO

Challenge

The job of a sales representative in companies of a national scale often involves a great deal of communication, business trips and meetings with colleagues and clients. The manager of a sales department must be able to plan these activities competently and facilitate the smooth coordination of a great number of employees, often based nationally across vast territories.

Roselle Portin, an experienced sales operations professional, was confronted with the issue of rapidly visualising territory-specific information to ensure more efficient management of a group of sales representatives.

"I just could not find a simple mapping solution to fit our sales territory coverage model," - recounts Roselle Portin, President at VueWise.

To solve this problem, which many sales managers are faced with, Roselle founded VueWise and created a software solution entitled "VueWise Territory Maps".

Approach

From the very beginning it was important to find an appropriate partner, who would be able to determine a technological strategy for this product. After negotiating with a large number of solution providers on the IT market and following a positive recommendation from one of the entrepreneur's colleagues, AltexSoft was chosen as a partner.

"We chose AltexSoft after speaking with a total of 12 potential development partners. AltexSoft was incredibly helpful in determining the best development platform for our project, as well as proactive in identifying the key milestones to completing our project. No other organization that we spoke with was capable of offering the same level of guidance and insight," – says Roselle Portin, President at VueWise.

Unlike its competitors, AltexSoft was able to offer a complete product solution, including:

- Creation of an architectural proposal of the system;
- Graphic design of the user interface;
- Software implementation;
- Integration of the payment providers;
- Integration of the licensing and distribution system, "regNow";
- Creation of a corresponding website.

Core features of the VueWise system are:

- Map Creation;
- Sales Group Creation;
- Territory Assignment;
- Editing and Amending Territory Representative;
- View of Maps, Territory Owners and Contact Information;
- Export to Powerpoint;
- Export as an Image;
- Print for Distribution;
- Country, Regional and State View.
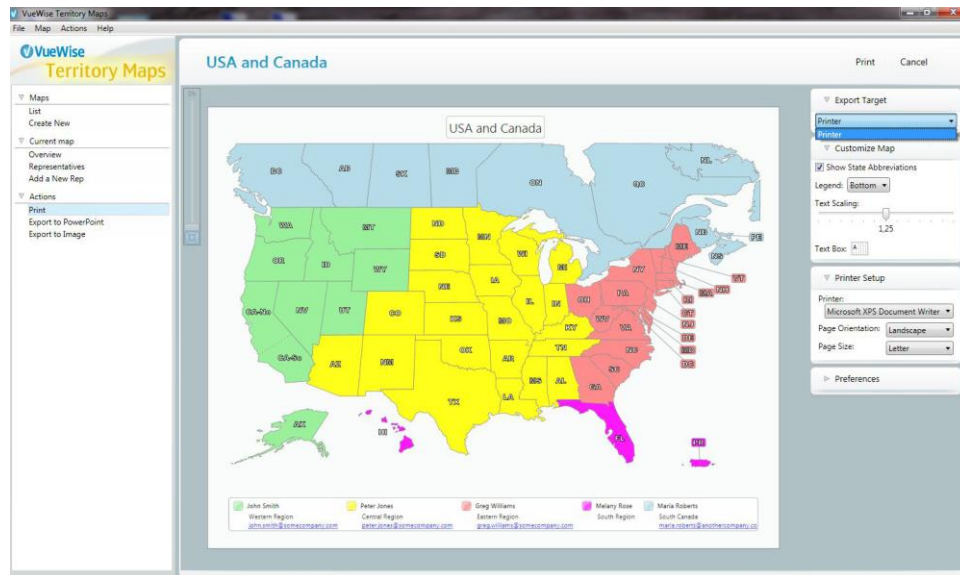
To implement "VueWise Territory Maps" a well-established technology from Microsoft was chosen: Windows Presentation Foundation and .NET 3.5. The platform used for the website was Sitefinity CMS by Telerik, based on the ASP.NET technology.
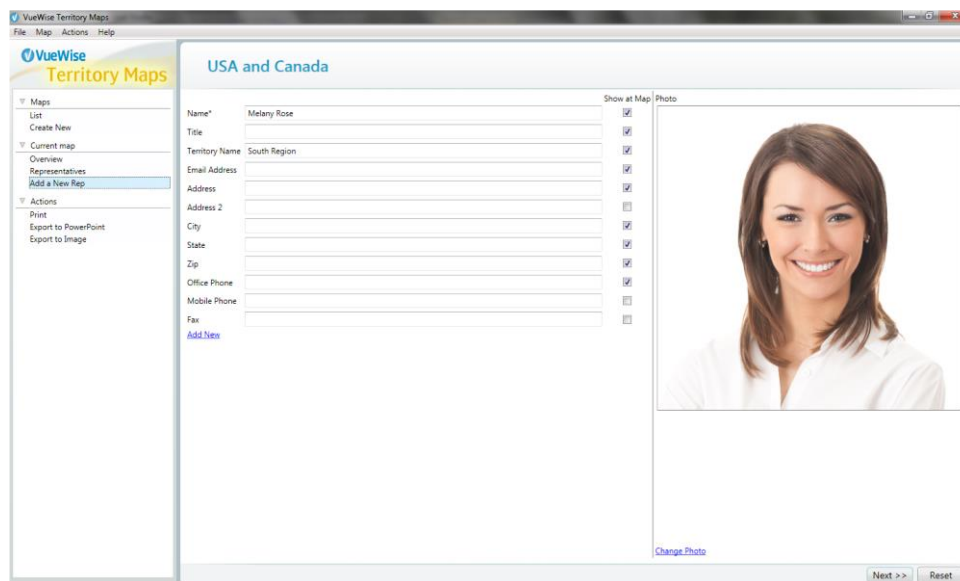
"The impact of this decision was the formal launch of VueWise Territory Maps in August of 2009 after only 90 days. This included our release of the product and the entire website and store," - says Roselle Portin.

Benefits

- **Launch within 90 days.** The choice of a fitting strategy, skilful implementation and the use of appropriate technologies have made it possible to release the product within an extremely short period of time and surpass the clients' expectations.
- **A "turnkey" solution**. The technological solution offered by AltexSoft has allowed VueWise executives to focus on the business aspects of the product in greater detail and to enter the market and distribute to client effectively.

- **Annual business growth of 300%.** The collaboration with AltexSoft and the rapid integration of the necessary product changes in response to market demand allow VueWise to grow dynamically and remain competitive.

"VueWise Territory Maps is the foundation of a new startup business with the help of AltexSoft. The business is growing at 300% per year and we are very pleased with ongoing development of improvements and enhancements. We view AltexSoft as our development team and critical business partner," – summarized Roselle Portin.

For more information on products and services of VueWise visit the project web site at: http://www.vuewise.com

Please visit http://www.altexsoft.com/case-studies/ for other Client Success Stories.