

FASTER, BETTER & Smarter

The power to build Java Enterprise Solutions



Customer

**CypherEdge
Technologies Inc**

Project

**Intelligent Consumer
Network**



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Business

CypherEdge is the new industry standard in wireless based proximity and customer experience marketing communications. The company provides a technologies that allow the communication between consumers with publishers, consumer products companies and retailers. Consumers are given an ability to control the messages and offers from the brands they prefer. CypherEdge's technologies made the usage of customer's mobile device more beneficial for businesses productivity.

Product

ICN™ (Intelligent Consumer Network) is the next generation application that connects consumers and brands in a highly effective manner. ICN™ composed of comprehensive suite of software applications, access and reporting tools, and small footprint beacon transmitter tools. Together, the group of technologies forms a 360 degree solution for applied business intelligence technologies, content and message serving technologies, and portal services. It helps brands, publishers, and customers complete a network for wireless communications, campaign deployment and measurement, customer enrollment and management, and decision support for big lifts in response, profit and lowered cost.

Quite simply, the ICN™ detects the customer's phone and unique ID, serves up a personalized campaign message from a brand or publisher, and influences the customer purchase decision.

Solution & Technologies

Arahe Solutions Sdn. Bhd. provides their developers to make this dream comes true. It served core solutions with powerful open-source technologies that have been chosen by the consultants. Spring framework and Hibernate are combined to be the backbone for whole system.

There are five applications that have been identified within ICN™ :

- **Admin Portal:** Administration portal for administrators to monitor and configure ICN™.
- **Campaign Portal:** A portal for marketing users to manage the coupon campaigns, marketing messages and view targeted reports.
- **Consumer Portal:** A portal that allows consumers to sign up with the loyalty programs and specify their interest.
- **Retailer Portal:** A portal that allows retailers to create their own loyalty programs, send bulk SMS advertisements/messages and view related reports.
- **Mobile Client Services:** Handle consumer requests from multiple mobile platform through a client and send appropriate data to be view.

There are several additional technologies that have been applied to these portals to make them more efficient and more reliable:

- **Ajax:** Interactive front-end web interface.
- **Quartz Scheduler:** Scheduling mechanism based on RMI architecture.
- **WURFL:** Stands for Wireless Universal Resource File. Used for mobile browser detection.
- **JasperReport & iReport:** Tools for reporting.
- **Lucene:** A search engine demanded an indexing and search component that would efficiently update the index base as new messages arrived, allow multiple users to search and update the index base concurrently, and scale to archives containing millions of messages.

Result

ICN™ give the users an interactive, user friendly and ease to use web-based system. This will attract more people to know and use it for their daily routine, mostly for shopaholic. Users are updated with latest offers directly through their handy device that are always in their pocket. Therefore, marketing the products can be achieved with less cost and effort.