



Secure and Trustworthy Virtual Commercial Online Platform

A Leading innovative digital platform firm specializes in trading businesses and commercial properties online engaged Thymr to boost their online capabilities and this collaboration has resulted in a sophisticated platform that is helping the client to drive revenue growth, improved brand visibility, cost efficiencies and a greatly enhanced customer experience for all stakeholders of the platform.



Problem Statement

- ◆ Our client engaged Thyrmr to help rethink it's digital platform, prepare for mobile world, and take an innovative approach to providing an online customer experience to all stakeholders.
- ◆ The client envisaged to build a well thought out digital platform that provides superior analytics, personalization and customer engagement capabilities with a global reach.
- ◆ The engagement objectives included the migration of pre-existing static public-web content, data and formats to the new platform and enhancement of transaction capabilities for all stakeholders namely buyers, sellers, franchisers, business brokers and business service providers.



Solution and Implementation

- ◆ Thymr worked closely with the client's CIO organization to develop a digital platform strategy and an architectural strategy and presented to the CIO team.
- ◆ Thymr leveraged its own content management platform 'Northern Lights' to consolidate client's numerous websites onto a single platform and the platform is hosted on 'Digital Ocean' in an infrastructure-as-a-service capacity.
- ◆ Thymr's team established a practical Agile Engineering approach and Continuous Development approach and collaborated with the clients' team and ensured a cost-effective and smooth implementation.

Results:

- The consolidation of multiple websites into a single digital platform and the cloud-based approach to implementation lowered the maintenance effort and cost significantly
- The analytics-driven ability and new mobile-based tools provided personalized content and easy-to-use journeys and this has resulted in better stakeholder experience
- The new platform is positioning our client to make continual improvements to the business model and fine-tune platform with greater speed-to-market and sustain high levels of performance in its online business.

Thyrmr provides progressive and wide range of quality skills and services to facilitate end to end solutions for different IT needs. We work as a strategic partner for clients, working with them in an open and honest manner to shoulder the responsibilities of various IT challenges.