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CASE STUDY

Auction Events

**Management Application
for a Superstore in the US**

Verbat Technologies

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Verbat is a Digital Technology Services company with over 15 years of experience in delivering Internet and Mobile Solutions to Enterprises, through Agile Development and Application Management methodologies



Auction Events Management Application for a Superstore in the US

Business Need: User-friendly, visually appealing application to manage auctions and user registration

A Superstore with more than 400 locations across six states in the US occasionally conducts various events for charity. However they required better event management assistance. They approached Verbat to build an Event Management Application that can take care of all the tedious processes involved while providing a good interface for participants so as to register for events.

The Challenge

Our client's idea was to provide a platform where their partners would be able to conduct auctions. A portion of the profit goes to charity.

The challenge was to include all options, including sophisticated formalities, for registering participants on an interactive and immersive platform in a way that ordinary users can easily navigate through.

Our Solution: A PHP-based responsive application with item tracking and gallery management features on a simple yet appealing UI.

The solution our developers conceived was an appealing application that effectively streamlines the processes involved in managing events. Our transparent development methodologies coupled with client interactions helped us realize our project objectives on time without compromising quality or performance.

The app allows business partners of our clients to participate in auctions and donate a portion of the profit to charity. They will have separate login screens with options to register auction items, and will receive timely notifications related to the events they are associated with. A Gallery feature was added for advertisement and promotions.

Basic features include:

- 1 Easier registration of items for auction
- 2 Auction history archiving
- 3 Faster item tracking
- 4 Appealing UI
- 5 Gallery management & update
- 6 Responsive to tabs
- 7 Scalable and secure
- 8 Event notification feature for participants



Results: Archived auction history for analysis and reporting, better trackability of auction items, reduced management expenditure and time

Business benefits include:

- ❖ Improved efficiency
- ❖ Previous auction history logs for analysis and reporting
- ❖ Easier gallery management
- ❖ Easier tracking of items
- ❖ Reduction in management expenditure and time

TECHNOLOGY



Framework: **CodeIgniter**



Programming Language: **PHP**



Database: **MySQL**



Web Server: **Apache**