

White Paper

Custom Franchise Collaboration Portal

Project Overview

The client is a renowned provider of professional vehicle relocation services for moving anywhere in the United States, and has the largest vehicle relocation and car shipping network in the industry. The client has 40 locally owned and operated offices providing vehicle shipping for those traveling to Florida and other warm weather states, those purchasing vehicles online, RV owners, and corporate fleets needing to relocate vehicles as well as vehicle leasing and management companies.

A surge in the number of business locations created a need for a system that could effectively manage the various branches and franchises, royalties, orders, invoices complete operations, and Google metrics. The system also needed to be accessible from multiple locations, and track and integrate with various systems.

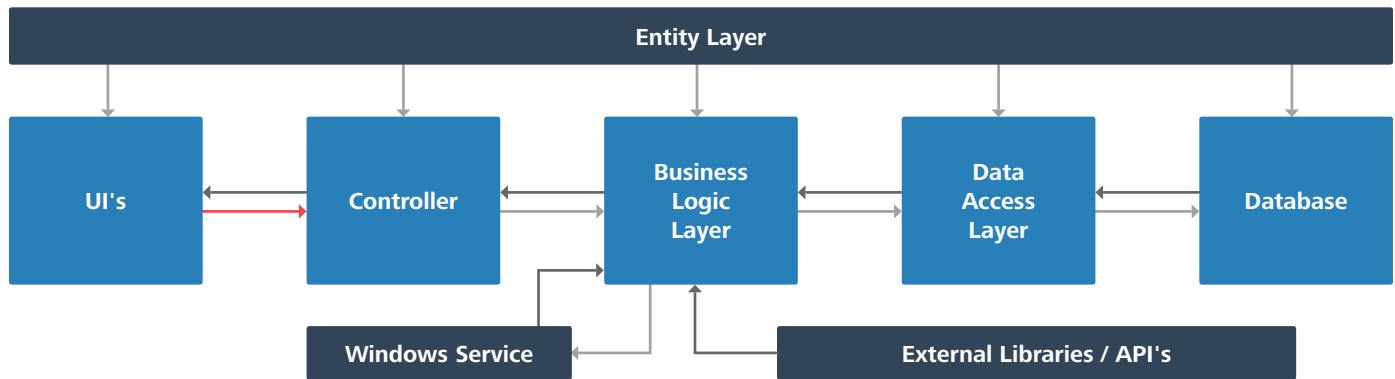
Solution Approach

We configured a hierarchical structure that would allow corporate, franchisees, and branches to manage roles and responsibilities according to business needs. This structure would provide a comprehensive solution for royalty calculation, user management, and internal invoices, while also providing access to customer users, drivers, and users and employees within various transportation companies. Since the client sought an end-to-end franchise management solution, we also enabled access to customers of customers (i.e. sub-customers).

Portal users can generate price estimates based on daily updated fuel prices, and leverage Google to provide distance and pre-stored information. Users can also acquire quotes and raise orders, which we also enabled for the client's customer users.

The franchise system provides unmitigated transparency to the customer's users for order status and details, and raises internal and external invoices based on orders and the nature of each transaction. These invoices are subsequently moved on a daily basis to an external accounting system (Xero).

Figure 1. Solution Process



Solution Process

Our approach was to construct an N-Tier system. We stored all master and transactional data in SQL server database. The main application was developed using .NET-layered architecture, while the web UI was developed using ASP.NET WebForm with Telerik controls and reporting. All scheduling was done using Windows Service, and all external libraries and APIs were consumed at the Business Logic Layer.

1. Data storage in SQL Server 2012
2. Entity Framework as a Data Access Layer
3. MVC architecture
4. All external APIs are consumed at Business Logic Layer
5. UI using ASP.NET WebForm with Telerik controls and reporting
6. Google APIs for direction and distance calculation
7. USPS APIs for acquiring Address and ZIP codes
8. Fuel Economy API for obtaining fuel rate on daily basis
9. Xero accounting system integration
10. All scheduling is done using Windows Services

Business Benefits

The custom franchise collaboration portal afforded the client a sustainable system that was well-equipped to handle both B2B and B2C operations. Updates from external sources (average gas price, Google Maps directions, Postal Codes, etc.) can be consumed immediately. The franchise solution also afforded greater dexterity and cost flexibility to manage all franchises, branches, and entire operations respective of authorities and hierarchies.

Tools, Technology, Applications

- MS SQL Server 2012
- Entity Framework 5.0
- ASP.NET 4.0 WebForm
- Windows Service
- Telerik Controls
- Telerik Reportings
- Xero accounting system integration
- Google matrix APIs
- USPS API
- Fuel Economy API

For more information, contact us:

tel 1-888-848-6059 email connect@ennvee.com web ennvee.com/contact.html

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