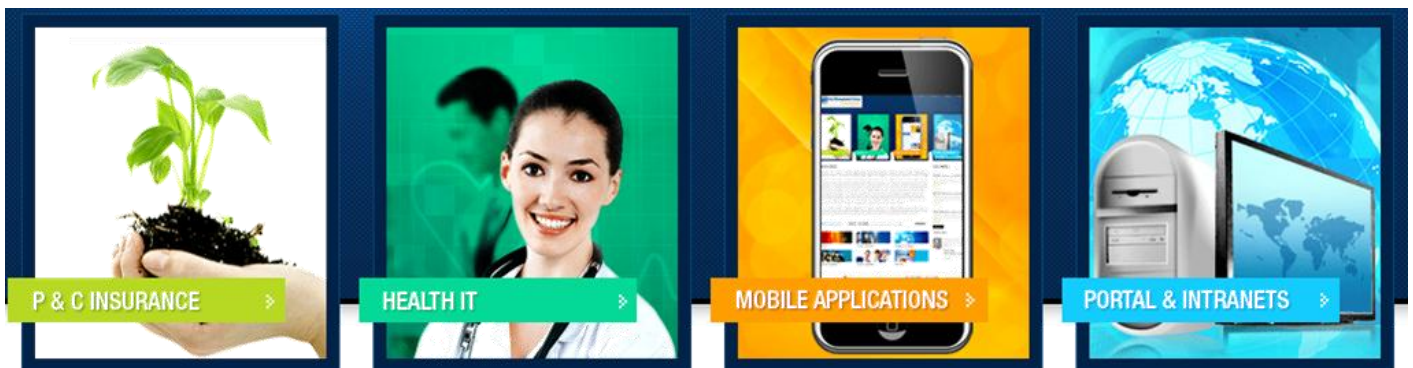


# KMG Case Study

## Application Support for Online Pharmacy



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*Fostering Partnerships*





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### Why KMG?

- Exceptional Customer Retention
- Valuing its people
- Rich experience across industry domains in US and India
- Highly skilled in-house Business Analysts / Domain Specialists / Software Engineers
- Consultative approach with clients
- Experienced Management team
- Open, consultative management style
- State of the art infrastructure

### Overview

Our Client is a professionally operated online pharmacy. They are a combination of a highly professional European management team with experienced, well known and reputable fulfillment company that ships the ordered good to the customers. Their products are ordered from leading drug manufacturers and are regularly tested for their quality by an established and reputable German pharmacy.

All orders are reviewed by a qualified medical doctor, based on a comprehensive medical questionnaire; this is to prevent misuse and safeguard the health of their customers. All pharmaceuticals offered are approved by local authorities and are produced by manufacturers that comply with the defined guidelines. The products are delivered in their original package and have the original product description enclosed.

All parties involved are under supervision of the client's management. Our client's goal is to keep their customers fully satisfied and to develop a long term relationship.

KMG is involved in their goal of customer satisfaction by providing IT services support in terms of Application maintenance and Enhancement and BPO services. These services offered to the client are detailed in the sections below.



Technology Used

- Operating System
  - Linux
- Server
  - Apache 2.0+
- Base
  - Open Source
  - Powered by OS Commerce
- Language
  - PHP 5.2
- Database
  - My SQL 5.0
- Payment Gateways
  - Amex through Data Trans
  - Visa through
    - Pay online
    - Trillion pay
  - Alert Pay

Services Offered

Application Enhancement and Maintenance

KMG has been engaged to achieve client’s objective of converting their web application to a full fledged online pharmacy portal. Client’s objectives consisted of enhancing their web application by adding payment gateway, adding groups of medical practitioners & pharmacist and make enhancements to the application as per the increasing needs of their customers and business users.

Our major areas of support in terms of enhancing and maintaining the application included:

1. Develop new functionalities, enhance existing features and manage the client’s applications on an ongoing basis.
2. Provide on-going application releases, bug fixes, feature changes and minor functionality enhancements along with technology up gradation and/or migration as required by the client.
3. Adopt a flexible and scalable architecture to ensure 24x7 business availability and reduced development cycle time.
4. Follow a process which comprises of the complete SDLC from business case analysis to support of the application

BPO Services

KMG provides following BPO services to the client:

1. Helpdesk
  - Provide access to partners/ employees associated with the client.
  - Constant system monitoring that includes checking functionality of all the client’s sites and payment gateway’s backend periodically. This is a 24 / 7 process.
  - Co -ordination / escalation to technical support team as and when required.
  - Customer information updates.
2. Customer care (email support and phone support)
  - Provide support to client’s customers through emails. This primarily includes payment, delivery, customer complaint, product related queries and telemarketing.
3. Back Office
  - Updating / maintaining payment related info.
  - Coordinating with different payment related service providers.
  - Updating / maintaining tracking number information
  - Updating / maintaining order related information.
  - Working on chargebacks.

KMG Advantages

- In the business for 20 years
- Vast experience and skills around

Application Process Flow





### Few of Our Clients

- Wyckoff Hospital
- AMSS
- Med USA
- Indian Council of Medical Research
- AIG
- RLI
- GAIC
- Scottsdale Insurance
- Swaraj Mazda
- Fairfax Financial Holdings
- GE Capital
- United Colors of Benetton
- Amway
- Eli Lilly
- Sun Pharma

### About KMG

KMG is a global software development, application maintenance and BPO operations company, which provides premium IT solutions worldwide using Microsoft, IBM & Java Technologies. In a wide-open sea of countless software development companies, KMG distinguishes itself as a company driven by excellence.

KMG was established in 1990 and is among Top 10 fastest growing Indian-owned companies in the US. It is also rated among top 50 software companies in India. It has a Dun & Bradstreet rating of “Good- 2A1”.

KMG’s onsite-offshore model and industry expertise enables the company to enter into long-term, mutually beneficial strategic partnerships with many Fortune 500 companies. Unlike most other Indian-based software services firms, KMG maintains a large development team in the US. This team is used to interact with the client & provide a longer overlap to the users.

KMG has its headquarters in New York with Offshore Development Centres in India (Gurgaon, Mohali and Kolkata) and a sales and development centre in New York.

KMG has around 60 professionals in the US supported by another 300 in India. KMG has resource expertise that covers Microsoft.NET technologies, Java J2EE, Mainframe, IBM iSeries (AS/400), Open Source, BI and Software Testing.