

# Enhancing Web Platform To Allow B2B Operations and Social Media Interactions



## Client Overview

- SPACEIO is the foremost online portal which provides with everything you need for home and office décor.
- It has the largest residential design database community powered by social tools.
- Provides a large database of active professionals specialized on décor and architecture.
- The portal is rich in media, from videos to HD images.

## Objective

- Engineering team primarily based in US, want to reduce the engineering spend and concentrate more on Sales
- Decrease loading time of media content.
- Increase interactions between guests and professional.
- Constraint user's actions through media plans purchases.
- Provide a way to easy lookup for content and resources.

## Solution

- Integration to media services such as Facebook, Google, Yahoo, Microsoft, LinkedIn and Twitter.
- Purchases integration through Braintree for online payments.
- Built new workflows for Services & Products that allows guided purchases and full visibility of the process.
- Through PayPal subscriptions we managed to provide a set of media plans for purchases.
- Added Geo localization to identify users by location, improved content & professional search.
- Technologies & Framework Used: Python & Django, Bootstrap, jQuery, MySQL

## Benefits

- Our partnership helped Synaptitude to focus more on business process definition and quick implementation/modification of existing solutions
- Full Stack Developers in half the cost
- Fast paced development with daily & weekly commitment using agile and continuous delivery philosophy (Jira, Bamboo)
- Intuitive design attracted more customers