

# SmartSoC Case Study



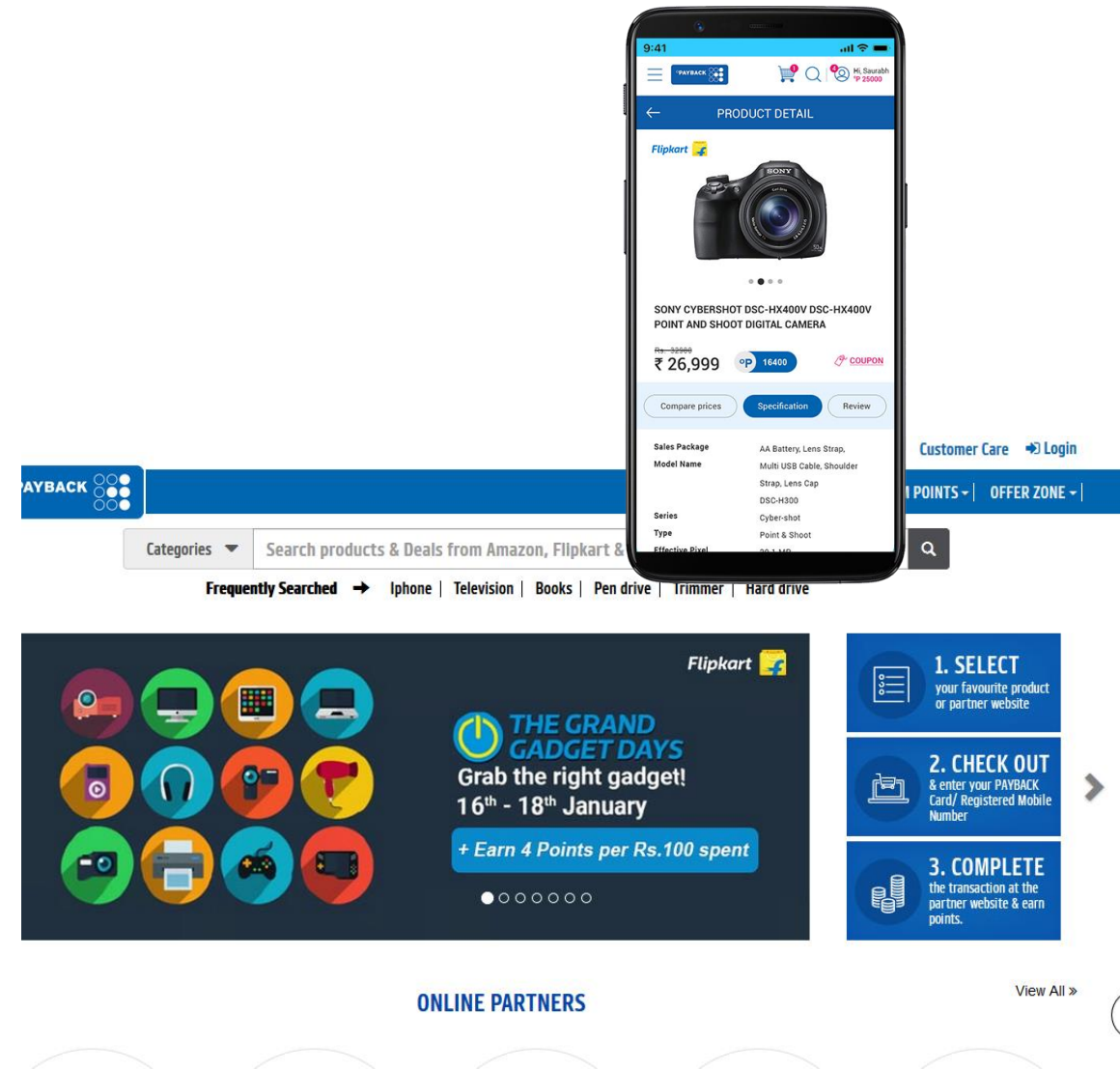
# Integrated Marketing Platform

Client is one of Asia's largest multi-brand loyalty programs.

We designed a Unified Digital Omni-Channel solution that integrated the Web portal, Backend Systems, API server, CMS platform, Mobile applications and Marketing systems as part of an Integrated Marketing Strategy.

The Web platform was custom built using React/Node stack and the CMS was an opensource Headless CMS in Java. The mobile applications were native built in Android/iOS. The API service layer was built using Python and hosted on AWS Cloud and the Backend server was built using AWS Lambda services. Marketo was implemented for handling CRM and Marketing solution with data ingestion happening from Backend server on AWS.

This system is capable of handling 1700 Enterprise customer requests for customized Marketing programs as per seasonality and business cycle. At an average 1000.000 customer transactions (content consumption and offer redemption) was handled per month through this platform.



# Thank You

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