

## Case Study - Intranet / Secure Member Area

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### Situation:

Liquid Capital, an international franchise based financial services provider, needed a way for its licensee network to connect, share data, utilize software tools and streamline its operations. They needed a system that would let each member edit the details on their respective web site as well as track and manage credit applications submitted from their site.

### Challenges:

The initial challenge of this project was integrating the existing (and outdated) web-based tools with corresponding data. Once the existing data was mapped, the next challenge was to assess the needs of the franchisee, which were scattered across Canada and USA. The final challenge was duplicating and translating the finished project from English to French.

### Solution:

Once initial requirements and existing data were charted, an infrastructure was created and related software was deployed. Custom applications were coded using PHP, PERL and MySQL that provided secure and logged access to company data and marketing materials. An interface was created that allowed franchisees to edit their web site data by filling out simple forms.

### Results:

Franchise efficiency and satisfaction climbed immediately. The franchisees now had real-time control over their marketing materials.

The new system also has made it easier to demo to prospects, which has in turn increased licensee sign ups.

By providing a better set of tools for its "employees", Liquid Capital has taken its strategic advantages to the next level.

