



## CASE STUDY Financial Services

### PROJECT DETAILS

- ▶ **CLIENT**  
**BuildYourMarket (Prospect Digital)**  
<http://www.buildyourmarket.com>
- ▶ Producers of online marketing resources for insurance and financial services professionals.

### Business Case:

- ▶ **Premium Application and Web Services Development and Consulting at Low Cost**

- **Client Requirement**

Annet Technologies was engaged by BuildYourMarket/Prospect Digital, producers of numerous online resources for insurance and financial services professionals, to create a web-based, integrated smart marketing communications system, web-based CRM, website builder and compliance assurance program for financial advisors.

- **Annet Business Solution**

Annet used its Financial Services, eBusiness and technical experience to develop tools for BuildYourMarket/Prospect Digital which eliminates task saturation, brands users of the solutions as “trusted advisors,” automatically mines and manages member contacts, keeps prospects flowing through the conversion pipeline and helps financial advisors to obtain more referrals.

### Technology Solution:

- ▶ **Technologies Employed**

- HTML
- MS SQL Server 2000
- Dot Net Nuke v 2.x/v 3.x
- VB.NET 2.0
- XML
- ASP.NET 2.0
- Java Script

### Services Performed:

- ▶ Web site planning, design and development.
- ▶ Custom CRM solution development.
- ▶ Data store design and intelligent import/export features.

### Business Benefits:

- ▶ International-quality eBusiness tools delivered at reduced cost through the use of co-sourced consulting, development and design including offshore outsourcing.