

Case Study: Enhancement of Web-based Repository of Scientific Information

Client Requirements

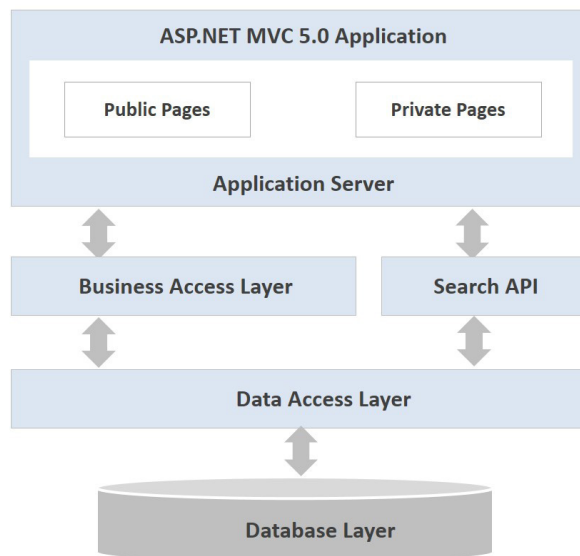
Client is a leading provider of visualization and retrieval tools for scientific content, and helps to streamline the publication process for its pharmaceutical, biotechnology and medical device customers. Client needed to upgrade its web-based repository of medical journal information on the market to provide better user experience. Client also needed to optimize the search engine and build an online payment system for subscribers.

Given its extensive expertise in user interface development and performance engineering, along with rich experience in application development, CitiusTech was chosen to develop the solution.

Solution Design and Development

CitiusTech's team of UX experts developed the solution, integrated with the client's existing SQL server database. The solution included:

- Public page development with category, listing and detail pages
- Addition of elements such as breadcrumbs, meta keywords, site map, etc. to make the page SEO friendly
- Integration with authorize.net for secured payment processing
- Creation/ renewal of subscription based on the payment status



CitiusTech Solution

Requirement Analysis

CitiusTech put together a team of UX experts and solution architects to do a detailed analysis of client's existing system and requirements for the new website to be created. Based on the assessment, a robust, subscription-based website was needed to be developed to host the repository of journal information. The website also needed to have payment facility for subscriptions.

Value Delivered

By partnering with CitiusTech, the client was able to:

- Leverage CitiusTech's strong UX expertise to develop a rich and user friendly website
- Build an automated module for subscription payment
- Utilize CitiusTech's performance engineering expertise to provide an efficient search engine
- Increase in the number of visitors to the website by obtaining a high-ranking placement in the search engine results page (SERP)

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About CitiusTech

CitiusTech is a specialist provider of healthcare technology services and solutions to medical technology companies, providers, payers and life sciences organizations, with over 2,700 professionals worldwide. CitiusTech's services and solutions include healthcare software development, healthcare interoperability, regulatory compliance, BI/analytics, consumer engagement, care coordination and population health management. CitiusTech helps customers accelerate innovation in healthcare through a number of solutions and accelerators for clinical quality reporting, healthcare big data, cloud computing, mobile health and predictive analytics. With cutting-edge technology expertise, world-class service quality and a global resource base, CitiusTech consistently delivers best-in-class solutions and an unmatched cost advantage to healthcare clients worldwide.

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