



Case Study



Icreon

Bloggerce

A Web Based Solution for Blogging Content, Income and Promotion

Blum Interactive Media, Ltd., required a web based application that could customize blogs & podcasts and interactive strategies for leading companies around the world. Icreon assessed all their requisites and came up with a comprehensive product – Bloggerce.com. Bloggerce provides hosted blogging and E-Commerce features. Users registered with the website can sell their blogged posts and content by converting them into articles and files that other potential users might be interested in purchasing.

Customer Profile

Brian Blum founded an internet consulting firm, Blum Interactive Media Ltd., in 1995. The organization is an Israel based IT company providing software solutions around the globe. Bloggerce is the service division of Blum Interactive Media Ltd which started in 2005.

Business Requirements

Blum Interactive had a vision - Create an application that could allow stake holders to achieve the following objectives:

- Build seller and customer databases.
- Facilitate registered users to use Blogware as a blogging tool.
- Allow registered users to sell their content/blogs online.
- Allow registered users to manage their articles and files using Content Manager.
- Provide facilities to create reports and combo reports both automatically and manually.
- Provide facilities to define prices for articles, files, reports, combo reports and custom reports.
- Allow the administrator to manage all elements for the system, collect payments, track and pay sellers.

A Blogging and E-Commerce Solution

Benefits

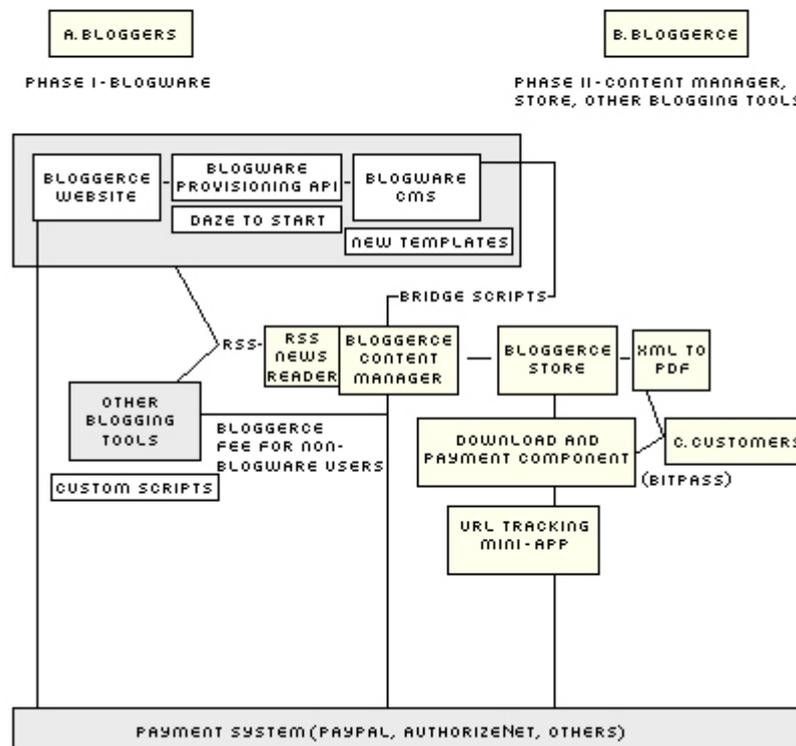
- Provides room for storing pictures and podcasts.

- Requires no software to install - 100% web based.
- Facilitates updation of blogs by email or mobile phone.

The main components of Bloggerce system are:

- Bloggers - Users who input blogs into the system using relevant tool.
- Bloggerce - Imports content from bloggers via RSS into the Content Manager and Bloggerce Store.
- Customers - People who come to the Store and buy content.

DIAGRAM FOR BLOGGERCE SYSTEM



BLOGGERCE MODULES

Icreon designed the solution such that on the basis of appropriate privileges, users could access different sections within the application. They are

Content Manager Module

The Content Manager module allows sellers to manage items which are to be sold on the Bloggerce Store. The various types of items that can be sold are:

- PDF formats of individual articles from their blogs.
- Individual files without the PDF such as MP3.
- “Best Of” reports and product guides comprising several articles in PDF format with or without attached files.
- Combo Reports consisting of numerous reports and/ or files, sold for a special price.
- Custom Reports consisting of several articles collected into a report by the customer on-the-fly rather than by the user in advance and priced on-the-fly by pricing logic attached to individual articles.

Public Store Module

The public store showcases contents of all sellers which are available on Content Manager database. After authentication customers can purchase articles, files, reports, Combo Reports and Custom Reports. The content on the web application is downloadable as files through a URL. This URL is randomly generated by the application and is different for each customer. The application displays the URL to the customer on the website and also dispatches it with the email. The public store provides variety of ways to search and browse contents in public stores.

Personal Store Module

Personal Stores are specifically designed for Bloggerce users. Only the content posted by the users and their links are available. Personal Stores possess their own URLs (such as Icreon.store.bloggerce.com) that are linked directly without the need to go through the main Bloggerce Public Store interface. The functionality of the Personal Store Module is the same as of the Public Store Module.

Super Admin Module

The Super Administrator has privileges to access the entire application such as any Store, User Content, Site Stats, Site Templates, Categories, Payment Packages, Emails, Banner Advertisements, Subscriptions and other related functionalities from this panel. Through this module the Super Admin can manage the entire web application without any constraints.

Technologies used in developing this application are:



Summary

Bloggerce.com is a unique concept among all other blogging programs. It proved to be a boon for Blum Interactive Media Ltd as well as its customers, who obtained a comprehensive web presence to post articles, reviews about books, movies and music, pictures and podcasts out into the world wide blogsosphere. The web application developed by Icreon is a full-fledged content management system which has surpassed its expectations and has been of immense help to the sections it was addressing.