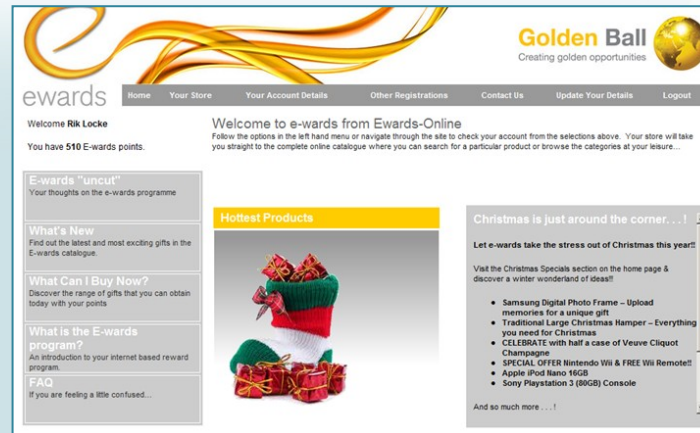




Optimising people, processes and information

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Golden Ball case study

Microsoft .NET and SQL Server Online Incentive Rewards System

Golden Ball International (GBI) has over 20 years experience in providing hospitality and incentive management solutions to corporate clients in a range of sectors.

Business Challenge

Golden Ball International runs a range of monthly incentive and hospitality management programmes and sales conferences across the globe.

They wanted to increase their customer base by creating an automated online incentive process system, offering global clients extensive functionality with an attractive look and feel and intuitive navigation and usability.

The system also needed to integrate their comprehensive "Ewards" Electronics Performance Awards programme, enabling all the details of the programme to be centrally managed online.

Solution

Golden Ball International chose Ballard Chalmers based on their established reputation as a well-known and local Microsoft .Net specialist.

After reviewing their system requirements, Ballard Chalmers designed and developed a bespoke Microsoft .NET incentive and hospitality management system from scratch with a comprehensive range of new features.

The unique Ewards system was created so GBI client sales staff can redeem their Ewards points and receive a range of attractive awards as soon as a sale is registered on the Ewards system.

GBI clients can view, monitor and log sales results, post teasers and show and allow a wide selection of prizes to encourage members of their sales teams to improve their individual performances.

The software gives GBI a clear advantage in incentive schemes, with integration with client sales systems and real time transactions for sales staff. The Ewards system has dedicated permission driven security for GBI global clients like Dell, Cisco, Avaya, LG, Minolta, GE and Microsoft.

Technology

• Microsoft .NET bespoke development including:

- * Client management reporting by sales level
- * Basket and checkout
- * Search and eMagazine request

• Microsoft SQL Server based sales reporting

• Multilingual web content management

• Dedicated server hosting and Disaster Recovery facility

"Ballard Chalmers are incredible: flexible, responsive and have an enormous amount of expertise in the field that we need, they always deliver."

Managing Director, Golden Ball International