



Built a multi-tenant SaaS platform for GST filings & experiential platform on Adobe Experience Manager for a Big 4 Consulting company

Summary

TO THE NEW engaged with a leading tax advisory, assurance and consulting firm, providing its services to more than 200,000 clients worldwide. TTN built a scalable and robust GST filing platform for them, which is being used by hundreds of their customers for filing and reconciliation. TTN also worked to revamp client's websites across 100+ geographies, to deliver a better user experience using our AEM development and maintenance services.



Project 1: Developed a multi-tenant SaaS platform for Goods & Services Tax (GST) filing in India

Background

The client's Application Service Provider (ASP) solution was designed to help its customers comply with GST returns and related processes & connected with GST Suvidha Provider(GSP) to communicate with the government's GSTN portal. The client's ASP solution was hosted on AWS/Azure and on-premise; hence, reconciliations and business validations on-premises created bottlenecks during peak concurrent usage. The system lacked modular and service-oriented architecture and the database design was not optimized for scaling up.



The key challenges the customer faced were:

- Integrating with the government's GST systems for periodic and on-demand download
- Performing reconciliation between ERP data and GST data
- The platform needed to be highly scalable, to process terabytes of data and handle high concurrency of real-time data processing for thousands of connected users

TO THE NEW comes into the picture

TTN delivered a scalable and robust solution to the client, capable of handling data processing of over 3 million records concurrently. It was also infrastructure agnostic, running on the cloud and on-premise data centers while having a comprehensive testing process(Unitary, Automated, Performance, Penetrative).

The solution architecture could be broken into the following categories:

- **Microservice Based Architecture:** Modular API first architecture, with loosely-coupled microservices which are scalable and performant.
- **Reactive Datastores and Servers:** Datastores would publish changes and the data microservices subscribe to datastore changes and further publish changes to the client's real-time on data change events.
- **Real-Time, Reactive and Performant UI:** Websockets, pub/sub and modern reactive javascript UI frameworks would provide a real-time of viewing and updating data on UI to many concurrent connected users.

The solution also had custom-tailored CI/CD processes to ease and eliminate deployment distributions

Business Outcome

- Reduction in time to prepare and file GST returns & reduction in reconciliations time by 2-3 person-days/user
- Improved management of tax compliance processes with advanced analytics and reporting

Project 2: AEM development and management for enhancing the user experience

Background

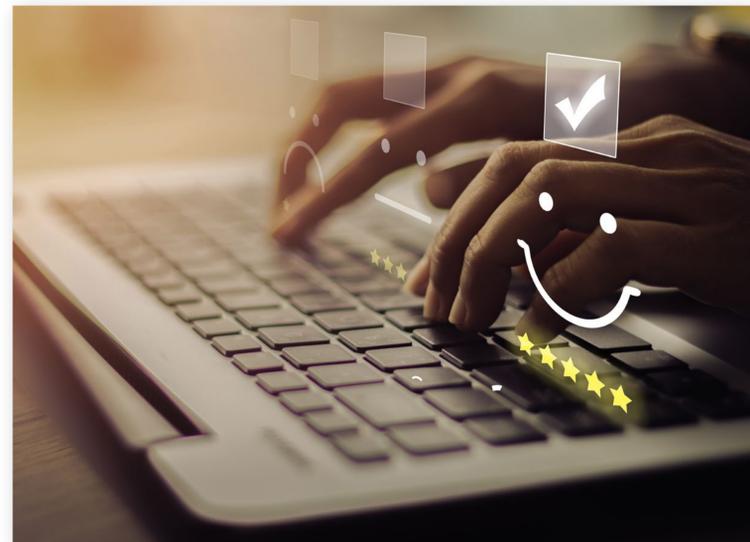
The client's older website was not scalable and also lacked responsiveness and as an industry leader in accounting publications, they needed to provide a world-class experience to their authors, publishers as well as followers on their website throughout hundreds of geographies.

TO THE NEW worked with the client to upgrade their Adobe Experience Manager version, helping in providing its worldwide website visitors with a seamless and engaging experience that enhanced their understanding of the client's offerings. TTN conducted AEM development and managed multiple web properties across 100+ territories on Microsoft Azure. Undertaking migration to a better CMS to manage a large number of content assets while preserving the consistency in the existing assets (more than 12000 in number) while improving the overall authoring experience on the website was the key prerequisite.

TO THE NEW comes into the picture

The project, backed by unit-tested deliverables resulted in the below key project highlights:

- Migrated their web properties from an older AEM version to AEM 6.2 Version and then to AEM 6.5 by consolidating all the existing content assets while maintaining consistency in the existing as well as new content assets
- Complex authentication and authorization system was designed and built in AEM
- Integration, Implementation and management of Adobe Analytics was undertaken, with form creations and other functionalities



Business Outcome

With the initiatives taken by TTN, the customer got a comprehensive revamp of user experience on its websites in 100+ of territories. Key business outcomes were:

- Migration to AEM 6.5 version, along with Classic to Touch Ui conversion
- Migration of the entire website while including around 12,000 content assets from the older AEM version while preserving the old links (SEO wise) for the complete website
- Cross-browser and cross-platform website responsiveness

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