



Business Systems Consultancy



making technology simple

# Case Study



It has been a real pleasure to work with BSLeeds from Specification through to delivery. Using the near-shore development option gave us a 25% saving on the initial budget. Disq have no hesitation with recommending BSLeeds and look forward to working with them on future developments for our clients.

**Mike Kay Managing Director Disq Limited**

## Fast Facts

### Customer

Disq Limited  
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Email: info@disq.co.uk

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### Employment

- Full Time 5
- Part Time 2

### Industry

- Marketing

### Customer Profile

Disq is expert in the production of

- Direct Marketing CDs
- CD Business Cards
- Websites and e-learning development.
- Creative Design

### Hardware

- Web Server Rented from Web Fusion

### Software

- Windows 2003 Server
- SQL 2005 Express

### Services

- Consultancy
- Analysis
- Specification
- Project Management
- Programming
- Deployment
- Training
- Maintenance

## Business Needs

Disq are the UK Sony Development Partner which allows them to utilise Sony patented technology in the production of CDs. Amongst other things this technology allows them to uniquely identify an individual CD. They have been putting presentations on CDs in Flash and linking them to websites for clients for some time.

As a new service to their clients they wanted to utilise the Unique disc feature in the direct marketing campaigns to track the use of the discs which were sent to specific individuals and contained marketing information. Through research they were confident that the CD had a higher chance of being kept and being played than a traditional piece of Direct Mail. Also because the presentation on the CD was animated there was a lot higher chance of a positive outcome to more than justify the extra cost of the CD Mailer. With the uniquely identified CD they then wanted to track the clicks and then match it back to the individuals for further analysis which they wanted to be reported back to their client.

Though they were competent web and flash developers they were neither programmers or database specialists.

## Solution

The system had to be configurable for multiple Clients who would then have multiple campaigns. Disq would have to administer the users of which there were 2 types Disq administrators and Clients users who would view the reports over the web.

The system developed could be split into 3 main areas

### Disq Administration

- Client Management
- Campaign Management
- Event Management
- Upload of the Mailing Details

### Clients

- Reporting showing clicks broken down in

multiple ways

- Extraction of Data for further analysis on the clients systems

### Card

This was a series of web services that matched to the Transaction Types the most basic was just recording the clicks but there were others that were to do with security and other basic Content functions. The solution was built to utilise Windows 2003 Server and MS SQL 2005 Express with the option to upgrade to upgrade the infrastructure at a later date as the workload increased

## Benefits

- The system delivers a new and unique service to Disq and their Clients.
- It is easy to manage with its web interface.
- Clients reports are available for them online and in real time.
- Disq Developers have a simple interface to work with when creating the CDs with web services.
- Master CD testing is built into the system
- Disq designed their own user interface using HTML and CSS which was supplied to BSLeeds which became the basis for the Graphical user interface of the web elements of the site so reducing cost to Disq.
- All the services were delivered by BSLeeds and UK based partners with the exception of the programming which was undertaken by a BSLeeds Czech based partner. It was delivered on time to spec and below budget.
- The IPR for this project was transferred to Disq on completion of the project. All BSLeeds partners are under NDAs and are registered within the EEC

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