Case Study - Competitor Database

The worldwide product competitor database demonstrates custom software development using database capabilities for corporate intranet networks. This browser based application provides timely information on competitor activity.

International Competitor Tracking

Tracking competitors of a multi-national company requires analysis and input from many people located in different countries. This collated information is then highly valuable to marketing, sales, and R&D staff throughout the organisation. The challenge was to create a system that was flexible, easily accessible, and simple to use, which could collate and disseminate this information world-wide.

Custom Software Solution

The custom developed software, DotAussie® Competitor Information Database, provided just that. By allowing selection based on user entered criteria from a standard web browser, staff on the secure corporate intranet are able to access specific groups of products that are of interest. If necessary, results are able to be exported in a spreadsheet format for further analysis.

Secure Access Controls

Authenticated employees within the organisation could edit and update the information from multiple locations around the world simultaneously as required. The information that can be tracked by the system includes product images, pricing, features, dimensions, construction method, materials, and standard test results.

Technologies Utilised

NT Server, Internet Information Server, ASP, Visual Basic, SQL, MS Access

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