Brown Bag Marketing™

Microsoft based technology writes no-nonsense prescription for Web based rebate processing

"The flexible integration capabilities of the Microsoft platform enabled us to deliver an end-to-end rebate processing system designed to adapt and grow with our client's changing needs."

Douglas H. Brown, President, Brown Bag Marketing

Overview

Country or Region: United States
Industry: Marketing/ Advertising

Customer Profile
Brown Bag Marketing is a full service marketing firm. The Atlanta based firm is making their mark providing a smart, practical, no-nonsense approach to marketing. The Brown Bag team consists of business professionals with senior marketing and creative backgrounds and both client- and agency-side experience.

www.brownbagmarketing.net

Software and Services
- Microsoft Windows Server System ™
    - Microsoft Windows Server ™ 2003
    - Microsoft SQL Server ™ 2005
- Microsoft Visual Studio Team System
- Technologies
    - Microsoft .NET Framework 2.0
    - SQL Server Reporting Services
    - SQL Integration Services

Additional Information
For more information about this Microsoft Solution, call the Innovative Architects Sales Information Center at 678.775.6851. To access information on-line, go to:
www.InnovativeArchitects.com.

For more information about Microsoft products and services, call the Microsoft Sales Information Center at 800.426.9400. To access information on-line, go to: www.microsoft.com

Business Needs

Brown Bag was approached by one of their largest customers to help design, develop, and implement a comprehensive Web site solution. The Northeast based pharmaceutical company wanted Brown Bag to develop a rebate processing system that could integrate a rebate request Web site with external services including check printing and account reconciliation.

Because the new system would encompass multiple file formats and transport protocols, Brown Bag needed a solution that could provide updated rebate status information throughout the process, from consumer submission to cashed check.

Solution

With the help of Innovative Architects, Brown Bag leveraged leading Microsoft technologies including C# .NET 2.0, .NET Web Services and SQL Server 2005 to implement a robust messaging-based solution with Web services exposing updated rebate information on request.

Utilizing SQL Server as a central messaging and data store, this solution provides Brown Bag with detailed tracking throughout the rebate process as well as detailed customer account information for the customer service team.

Benefits

By moving to the new Microsoft platform, Brown Bag has been able to meet their client's needs more effectively, while increasing internal efficiency, speed, and accuracy. Utilizing Microsoft monitoring tools enabled all pertinent client information to be stored in a centralized database with less monitoring requirements. Other benefits made possible by the new system include:

Secure Electronic Connections w/ 3rd Parties
Creating XML schemas for exchanging sensitive information with third parties helped Brown Bag eliminate one of the biggest bottlenecks in processing rebates. The firm can now file rebates electronically which helps speed up the process and cut costs. These benefits translate into improved customer service and bigger savings for consumers as well.

More Flexibility and Faster Rollout
Today, the Brown Bag team is better able to support their client's fast-changing business needs by rolling out new features and upgrades with minimal disruptions. In addition, the Microsoft based platform will integrate with other technologies needed to support future account growth like external portals, advanced ad-hoc reporting, and electronic commerce.

Innovative @rchitects

Microsoft®