

MAINTAIN CORE SYSTEM OF HEARTCORE CMS/CXM PROJECT

HIGHLIGHTS

ABILITY TO LEARN

In the early stage we do the testing and bug fixing as an end user, so we can get the know-how about Heartcore.

DOCUMENTATION

We document for professional training, helping new personnel joining the project to learn about Heartcore in just 2-3 months.

OVERVIEW

The client assigns Luvina to perform software development tasks including:

- Maintain the core system, and core modules of Heartcore CMS/CXM including investigating – testing – bug fixing, modification and upgrading, and new development.
- Deploy, maintain, and support Heartcore CMS/CXM projects for the end-clients, which includes: Deploying, migrating, upgrading, investigating - testing – bugs fixing, new development, or functions/modules customization.

- **Country:** Japan.
- **Industry:** Digital Marketing, CMS/CXM,
- **Technologies:**
 - Back-end: JAVA, JSP.
 - Database: Maria DB/My SQL.
 - Front-end: HTML, CSS, Javascript.
- **Team size:** 15 ~ 16 personnel, depending on project phases.
- **Collaboration model:** Offshore Development Center (ODC)
- **Services: Software Development**
 - Analysis & Design
 - Implementation (Development/coding)
 - Testing, Integration
 - Migration
 - Maintenance & Support.

ABOUT CLIENT

Luvina's client is a Japanese software company specializing in the development, sales, and maintenance of various solutions that support digital transformation (DX) including:

- CMS (Content Management System) and CXM (Customer Experience Management) using digital marketing technology.
- RPA (Robotics Process Automation), BPM (Business Process Management).
- VR (Virtual Reality).
- Management Consultant.



CASE STUDY

CHALLENGES

In the field of Content Management (CMS) and Customer Digital Experience (CXM), HeartCore is an enterprise-level CMS/CXM system that requires a very high level of security, systematicity, stability, and strictness in software architecture design and programming, as well as a high load capacity and a requirement for each member of the project to have expertise in Digital Marketing.

Almost Heartcore CMS/CXM's end-clients are large enterprises with complex business requirements that require programmers to not only program custom interfaces (HTML, CSS, Javascript, template) like regular CMS projects but also to design the system architecture of the core CMS and develop new or customized extension modules.

The opportunity to work with Heartcore CMS/CXM is always highly competitive by partners from India.



SOLUTIONS

Recognizing that Heartcore is a well-known enterprise-level CMS/CXM framework with high and stable growth potential in the Japanese and international markets, Luvina has invested in building a team of highly qualified engineers with technical and professional knowledge of HeartCore, as well as strong management skills.

In addition to simple duties such as establishing CMS/CXM systems and designing interfaces for end-users, this team can also analyze, design, and execute API programming, custom programming, upgrade the core system, create new extensions, etc.

In addition to the development work, Luvina has assembled a Heartcore CMS-savvy technical support staff that can give direct or indirect technical assistance to end clients.

ACHIEVEMENTS

- High-quality projects were released on time by Luvina Software.
- In the beginning, clients only outsource minor testing and deployment tasks, while partners in the UK and India perform higher-level tasks. However, within a short period, the client has entrusted Luvina Software with more challenging development projects that demand intervention in the system's foundation in addition to editing, updating, and establishing new system extensions.