CASE STUDY/

Learner's Digest International

cmeoncall.com

SERVICES

WEB DEVELOPMENT | INTEGRATION | SEO | HOSTING & MANAGED SERVICES

CHALLENGE

The Internet's largest provider of fully accredited and officially sanctioned audio and video continuing medical education (CME) required a user-friendly, transactional site that supported subscriptions and audio downloads.

SOLUTION

To meet LDI's requirement of minimal IT involvement post-launch for merchandising, SEO & site management tasks, Guidance developed the site on the MediaChase now EPiServer Commerce platform. Guidance utilized XML and Microsoft SQL Server for database management.

Guidance developed real-time and offline integrations with Think Subscription, (subscriptions management) and Audio-Digest (MyAccount and orders synchronization, and 'CME Credit' authorization). It also integrated with CyberSource (payment processing) TaxDataSystems (tax calculation) and EclipseNET (customer relationship management).

INNOVATION

- Catalog management is now easy with the development of multiple product attributes for each type of subscription (cassette, mp3, or digital download)..

"We are thrilled with all the work you've done for us. You are one of the best – if not the best – teams we've ever worked with. Thank you."

- BRANDON MCLOUGHLIN
   SVP, SALES & MARKETING,
   LEARNER'S DIGEST INTERNATIONAL