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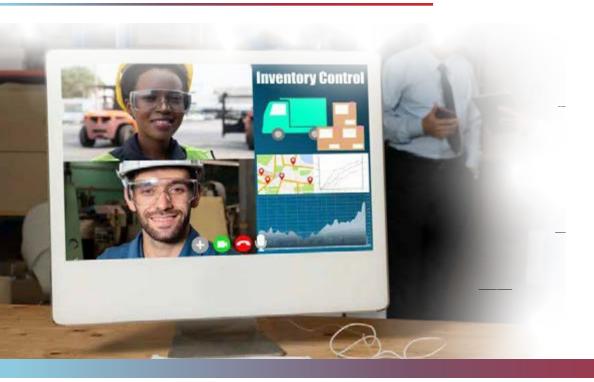**Eastern Enterprise**
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TechnologyCatalogue.com Partnered with Eastern Enterprise to Expand and Enhance their Technology Platform for the Energy Industry

TechnologyCatalogue.com

TechnologyCatalogue.com is a Dutch Scale-up. Since 2018, TechnologyCatalogue.com is supporting companies in the energy sector with technology deployment. Their platform was developed based on the first-hand experiences of their founders that it is often difficult for decision makers to stay up to date on available technology-driven improvement opportunities for their business.

This platform is a technology matchmaking platform for technology end-users and suppliers aiming to accelerate technology deployment and help the industry to reach net-zero goals.

PROJECT CHALLENGE

TechnologyCatalogue.com approached Eastern Enterprise to enhance and expand its platform features for the Energy Industry to provide a better comprehensive to its end user experience its end users.

1. Suppliers and end-users were interacting offline once the match was made, taking them away from the platform.

2. Offers/Discounts were to be added manually in the CRM system (ZOHO) for the registered client.

3. New user registration for company subscription was not fully automated. TechnologyCatalogue.com had to go through the manual process for adding the users and sharing the access.

4. The end-users were not able to share their problems/challenges and get solutions from suppliers.

5. The suppliers could not easily add technologies to their subscription without support.

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OUR SOLUTION

Eastern Enterprise along with TechnologyCatalogue.com managed all the above Key Challenges effectively: -

1. **Notification and interaction center**
   Notification and interaction center was introduced to boost the interaction of the users through platform. Notifications are sent to the users for the chat messages and when new technology is published on the platform.

2. **ZOHO Voucher Integration with TechnologyCatalogue.com platform**
   The ZOHO Vouchers are integrated with the TechnologyCatalogue.com platform. The vouchers are fetched dynamically from ZOHO and are displayed/available to the user while taking up subscription on the platform.

3. **Introduction of SSO**
   The SSO feature is implemented so the users from the client-side can directly login through the platform using their own company credentials. The new user will be registered automatically upon the first successful login.

4. **Introduction to Challenges module**
   A new module/feature is introduced where end-users can post real problems /challenges they're facing. It's then notified to the suppliers with matching capabilities so that they can look at it & provide solutions towards it. They can even get on a chat where they can discuss the detailed solutions.

5. **Development of a feature to purchase additional technologies & Development of integrated messaging functionality**
   With the new experience, suppliers can just add additional technologies to their existing plan and pay for what they are using without the need for upgrading plans or manual support from the TechnologyCatalogue.com team.

TECHNOLOGY STACK

Drupal (PHP)   **MYSQL 5.7**   **HTML**   **CSS**   **Javascript**   **AWS**

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KEY BENEFITS

Suppliers and end-user interaction on the platform has increased/improved.

Opened door for more opportunities – Tracking and monitoring the interactions and creating FOMO.

ZOHO Integration has saved the manual efforts/time for adding vouchers for the users.

SSO integration has automated the process of registration and access.

Improved user experience for registration and pricing.

ZOHO CRM

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