# How Sapplica™ Achieved 75% Performance Improvement & High Quality User Engagement with their Technology Proposal for SwapMamas™ Community Platform

Swapmamas.com is Darcy Cruwys' entrepreneurial venture aimed at money-less transactions. Mothers swap items based on need and connect to create value in an era of economic slowdown.

SwapMamas™ was originally a Ning.com Application supporting a limited online community. A concise feature set allowed users to carry out a very basic swapping process using single image exchange.

Sapplica™ identified the need for an elaborate, independent Social Media application, supporting a rich and extremely simple feature set.

## Solution Brief

Sapplica™ converted Darcy Cruwys' existing online community of mothers connecting via Ning™ into an independent Social Media sharing platform - Swapmamas.com. Our proposal was a highly scalable and efficient swapping architecture built on a high performance, thin database back end.

- Exclusive image caching and handling, ensuring lightning fast download times for an image intensive bandwidth.

- User creation and support functions, fraction-second optimized bulk mail capabilities, automatic file and folder compression and caching scenarios for balancing server load of a highly interactive online community

- Facebook authentication integrated into the website to allow users to tie multiple images to their "swaps", send gifts or create wish lists

- Website administration function aimed at moderating user activity, overseeing or canceling mediation requests

- Fully customized website analytics for detailed statistical information about website traffic, engagement and user activity

**Domain:**
Web Community

**Online Link:**
swapmamas.com

**Technology Platform:**
Linux, Apache, MySQL & PHP (LAMP) Application Servers; Rackspace CDN, NodeJS

**Execution & Delivery:**
Agile; Offshore Model

**Engagement Model:**
Time & Material

**The Sapplica™ Advantage**
Insightful statistics measured by SwapMamas™ web analytics recorded 75% improvement in performance post-migration from the Ning platform.
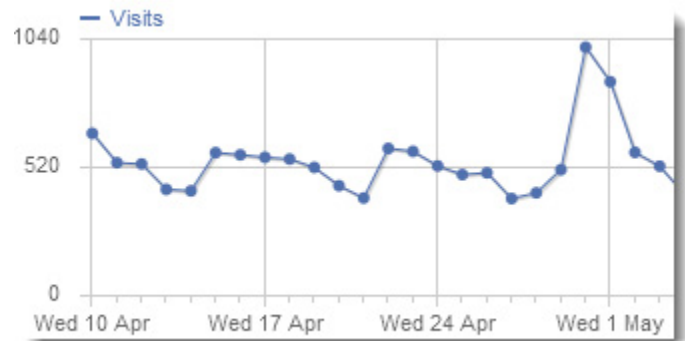
We also noticed a 150% upscale in user base and steady rise thereafter.

# Technology Impact

A dedicated server framework utilized for the Swapmamas.com Image bank reduced download times by approximately 15%

**Our current Database architecture is capable of handling acute demands in user activity. Website accession times far surpassed initial requirements. Precisely, a 75% performance improvement from the database backend was achieved, through this strategy alone.**

The website currently records 500-600 visits and 5000-7000 page views every 24 hours.

# Key Insights

Our proposal for Swapmamas.com was a highly usable, search engine optimized (SEO) website, with easy navigation, cross-browser compatibility and a thoroughly consistent user experience.

**Website analytics have shown a 150% increase in the user base over a three year period, as initially predicted by our project team.**



**About Sagarsoft™ & Sapplica™**

Sagarsoft™ delivers diverse range of Information Technology Solutions by leveraging Domain Expertise and Knowledge acquired over the years in serving Global Organizations across different Industry verticals. We offer custom developed solutions in a number of industry segments including Mobile, Web Application Management, Social Media, Staffing, Finance, KPO, Software Testing and Support.

Sapplica™ is a Sagarsoft initiative, a center of excellence in the Mobile, Social Media and Enterprise Web Applications. Our strong domain experience, process maturity and customer focus establishes a professional approach, adherence to proven standards, high quality, rapid and methodical development, and dedication to working with clients in a true partnership mode.

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