

Google IPO Desk Player



Project: Google IPO Desk player

Duration: 1.5 months

URL: www.googleiponews.com



Short Description

GoogleIPO desk player was developed with the aim of educating the investors on their initial public offering, share prices, and other important info in a cost effective manner. The GoogleIPO Desk player was one such strategy to reach investors right at their desktop. The two components of the Desk player were the Admin Panel and the Desk player.

Need

When Google decided to go public with its initial public offering (IPO), they were aiming at publicity and advertising and at the same time wanted to educate the investors on their initial public offering, share prices, and other important info in a cost effective manner. The Google IPO Desk player was one such strategy to reach investors right at their desktop.

Challenge

The Google IPO Desk player contains many features developing which was a challenging as well as interesting experience for qualified programmers at Netsmartz.

All key features involved coding and programming. Some features are listed:

- Enable Desk player users to view Alerts / messages from Google IPO.
- Enable Desk player users to view latest message board items to be viewed by users.
- Enable Desk player users to send e-mail(s) to friends about Google IPO Desk player.
- Enable Desk player users to perform Google search functionality through mini browser.
- Enable Administrator to configure settings for Google IPO Desk player.
- Enable Administrator to add Direct and net messages.
- Enable Administrator to delete Direct and net messages.
- Enable Administrator to view reports.

Solution

The Google IPO Desk player gives the investors important information about IPO Date, Method, Lead Underwriters, Number of Shares, Price Per Share, Stock Symbol etc. right at the desktop. It also helps in building good customer relationships.

The following modules are the inherent part of Google IPO Desk player

ADMIN PANEL

System will authenticate these users. Once authenticated, Admin can configure Desk Player parameters and Message Board. Admin can send Direct and Net messages to Desk Player users. Admin can also add and delete Direct and Net messages. Admin can see the reports on Direct and Net messages.

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DESK PLAYER

Google IPO Google IPO Player is a Windows-based application that runs on users' systems. It connects to the Server and renders latest updates on Player's screen. It also provides a means of communication between users and Google IPO. Thus Google IPO can easily interact with their customers and enhance their sales and services.

Technologies Used

- Programming Languages: ASP.Net, C#, VC++ .Net
- Database: SQLserver 2000
- Platform: Windows Environment
- GUI Designing Tools: Macromedia Flash, Adobe Photoshop, Visual Studio.NET
- Libraries: MSOffice

■ Benefits

The GoogleIPO Desk player was a very cost-effective way of advertising and informing the users about the share price, method of purchase etc. in a convenient manner. The users could perform a Google search through the desk player itself. In just a few minutes updates and messages could be sent by the admin to the end-user. These messages could be archived and viewed later. Audio and video messages could also be sent and viewed on the desk player itself. The admin can customize the features in the desk player. Contacts from Outlook could be imported in the desk player. The admin could specify any document on Internet for monitoring at regular intervals. The admin could add information in the database.