

# RITANI

## Overview

Certainly one of the largest and most complex projects that we have had the challenge and pleasure of undertaking. Ritani is a premier diamond jewelry and engagement ring design company. They came to us to design and develop their website which was to target both their consumers as well as their distributors. Tools and features needed to be developed that would engage and retain new and existing customers as well as to provide a way for distributors and salespersons to track sales, order jewelry, manage their own customers' orders, order custom products, deliver training... and the list goes on. On top of all that, everything needed to be built to be managed by Ritani staff in-house.

## Our Solution

Our solution to Ritani's enormous challenge was comprehensive, to say the least. We created tools that let salespeople enter, track and manage orders for clients, built interactive jewelry guides, programmed live pricing diamond search tools, implemented a live chat feature, and designed the entire online brand. We created a Concierge section for Ritani customers that lets them send ecards, create treasure chest polls for their friends, send drop-a-hint ecards and plenty more. We built a FaceBook application that lets users select jewelry from the site and poll their friends on which they like the best. We even built a Video Dance-o-Gram that lets you upload pictures of you and your new fiance into 3 live action videos and send them as an Ecard!

This entire solution is built on our turn-key content management system that lets Ritani manage and update the entire show directly in-house. No programmers needed on staff, no need to call us to make a change or process orders. That's business value, period.

## Services

Design, Development, Programming, Strategy, Implementation, Maintenance, Server Administration

## Technologies

PHP, MySQL, Flash, FaceBook, jQuery, XHTML/CSS, CakePHP

## Ritani Website

<http://ritani.com>

