TechNoir worked with the **India Book Company** to make East Indian literature, cuisine, and philosophy easily assessable.

India Book Company

The India Book Company is committed to being the largest and most dynamic seller of Indian books in North America. They offer an extraordinary array of books ranging from art and cuisine to literature and academia that reflect the growing literary and informational needs of readers worldwide. They envision a world of communication, bridging the gap between diverse cultures and communities.

Business Challenge

India Book Company engaged TechNoir to build an ecommerce system that would provide a pleasant shopping experience as well as automate order processing and order fulfillment. Also a key requirement of the India Book Company was a need for a management system that would allow quick and easy merchandising updates and improve internal efficiencies.

- Content management administration tools
- Multiple category search
- Auto-forward order information
- Automatic credit card processing

TechNoir solution

The first step in creating a successful ecommerce system is to make the shopping experience easy and intuitive for customers. TechNoir accomplished this by leveraging best practices learned from previous experience in developing Shopping Carts and Checkout Processes. To better aid the customer in finding desired books TechNoir developed an advanced but easy to use search and categorization system. TechNoir also built a highly functional and secure ecommerce application with automatic credit card processing and order notification; this closely integrates India Book Company with the publishers and order fulfillment houses. TechNoir also developed content management tools that allow Web managers to easily add and update product descriptions, photos and prices. After conducting a thorough test phase, the ecommerce application was successfully launched by TechNoir. In addition TechNoir provides on-going maintenance and hosting ensuring a smooth, trouble-free operation.

Services Provided		
	Development:	All site development was performed by TechNoir, including webpage layout, programming, and database design.
	Hosting:	TechNoir is currently hosting and maintaining this site.
Technologies used		
Microsoft IIS, ASP.NET, Javascript, MS SQL Server, C++		