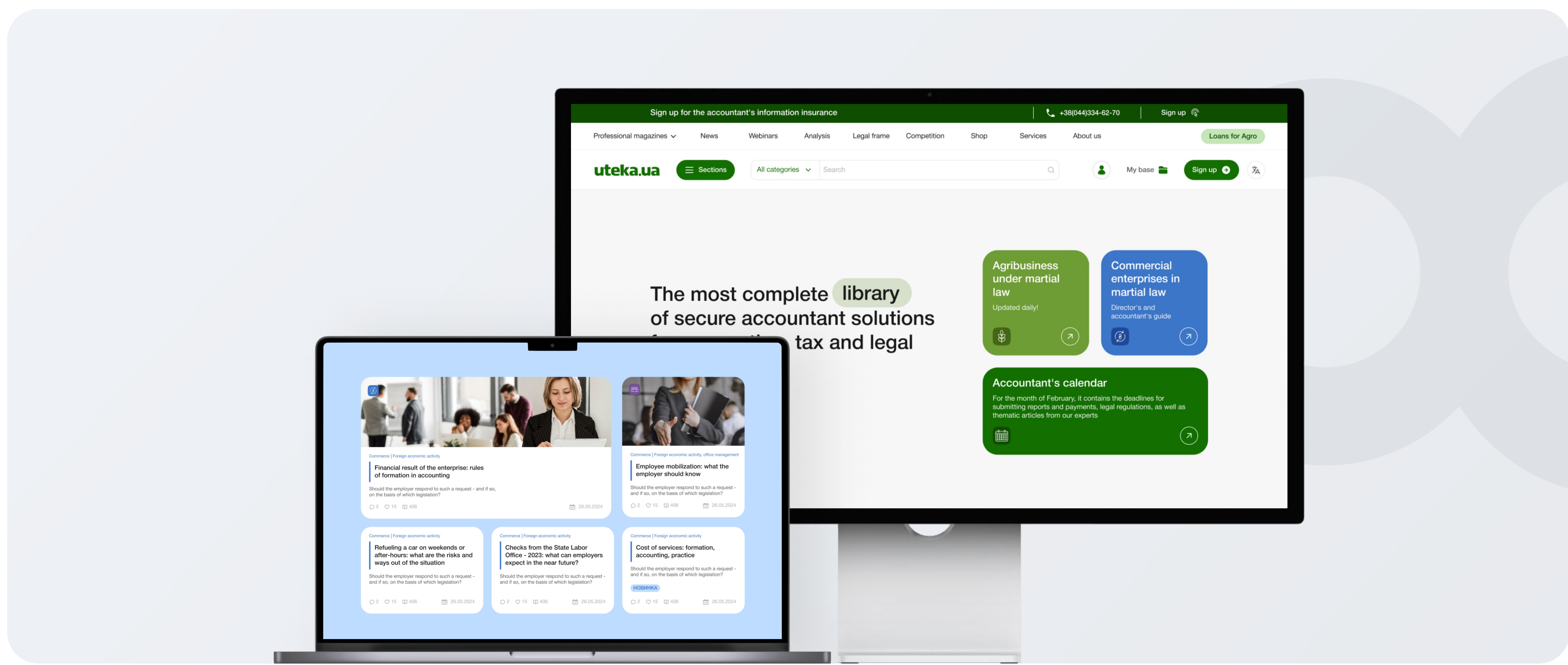


CASE STUDY

UTEKA - WEB-PORTAL

CLIENT OVERVIEW



Team size: 4	Collaboration: 2017 - ongoing	Industry: News media	Country: Ukraine
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Uteka - one-stop hub for entrepreneurs and accountants. The client is a famous Ukrainian publishing house for accountants "Balance-club". The client brought an idea to transform their business from paper publishing into a digital web solution for accountants with subscription monetization and paid additional services. After releasing first production version, they wanted to expand the solution and move into a full-fledged web-portal for various customer profiles covering multiple user features and services.

SUMMARY:

- We designed a flexible web solution for "Balance-club" transitioning them from print to digital. Our cloud-based architecture allowed for subscription monetization and various customer profiles resulting in a **130% increase in revenue within the first year**.
- We expanded the portal with online calculators, learning courses, and CRM capabilities. While enhancing operational efficiency, we facilitated a **200% growth in user base**.
- Over seven years, our continuous updates and transformations kept the portal relevant resulting in a **300% increase in website traffic**.



SOLUTION OVERVIEW:

As a first step we designed the backbone web-based solution with a flexible cloud-based architecture. Client explicitly asked for advanced admin panel that should incorporate an advanced article builder that will support different type of files and entries.

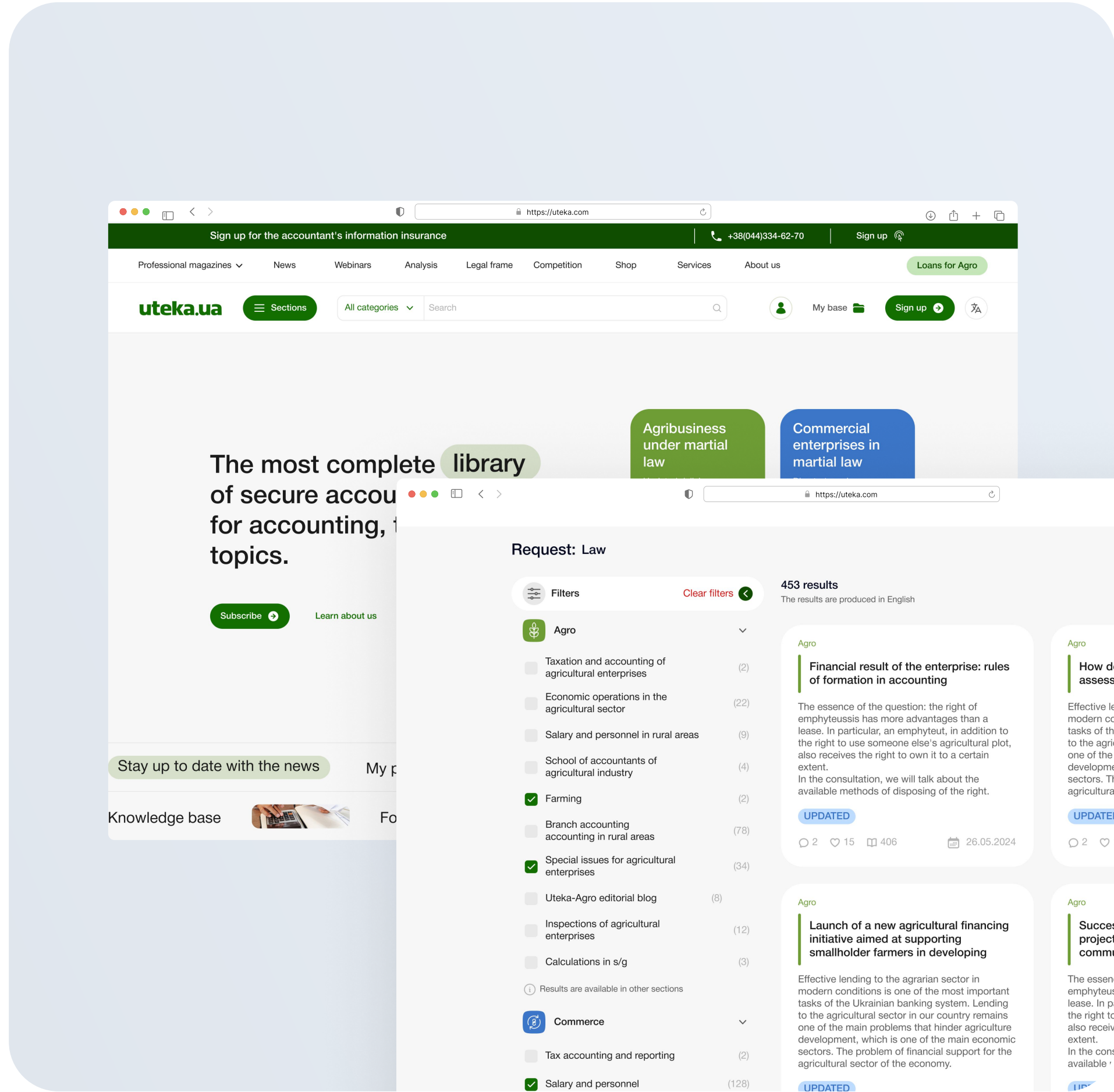
Also, we developed a versatile configuration of subscription offers that can be easily expanded and adjusted. On the later stages, the client requested to expand the portal with a custom calculator, a hub for educational courses, webinars and contests. A pivotal functionality was the CRM-like capability of the admin panel.

VALUE DELIVERED:

Throughout the 7 year cooperation, the web-portal had two major product redevelopments in which Covent IT was an integral part.

We built an incredibly extensive admin panel with a lot of configurations and useful space for editors, content makers and online consultants.

The website traffic grew rapidly achieving thousands of visitors. We provided maintenance services that include training and manuals for end-users.



130%	INCREASE IN REVENUE	200%	GROWTH	300%	INCREASE
within the first year		in user base		in website traffic	