

## **BUILDING A**

YES BANK

salesforce

ONLINE PAYMENT
GATEWAY INTEGRATION
ON FORCE.COM
PLATFORM FOR







#### Our **Customer**

CEAT Tyre, the flagship company of RPG Enterprises, was established in 1924 in Turin. Today, CEAT is one of India's leading tyre manufacturers and has presence in global markets. CEAT produces over 165 million tyres a year and offers tyres to all segments and manufactures radials for: trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.



# Whatt **bothered** them

Client was using simple manual process to handle overall processing of payments. Activities such as payment through credit card, net banking online was not there. No native Android or iOS were used. Due to above issues client was unable to use the prevailing modes of online payment. The other important issue faced by customer was lack of a strong, online payment integration gateway for the dealers or customers.



#### What we did

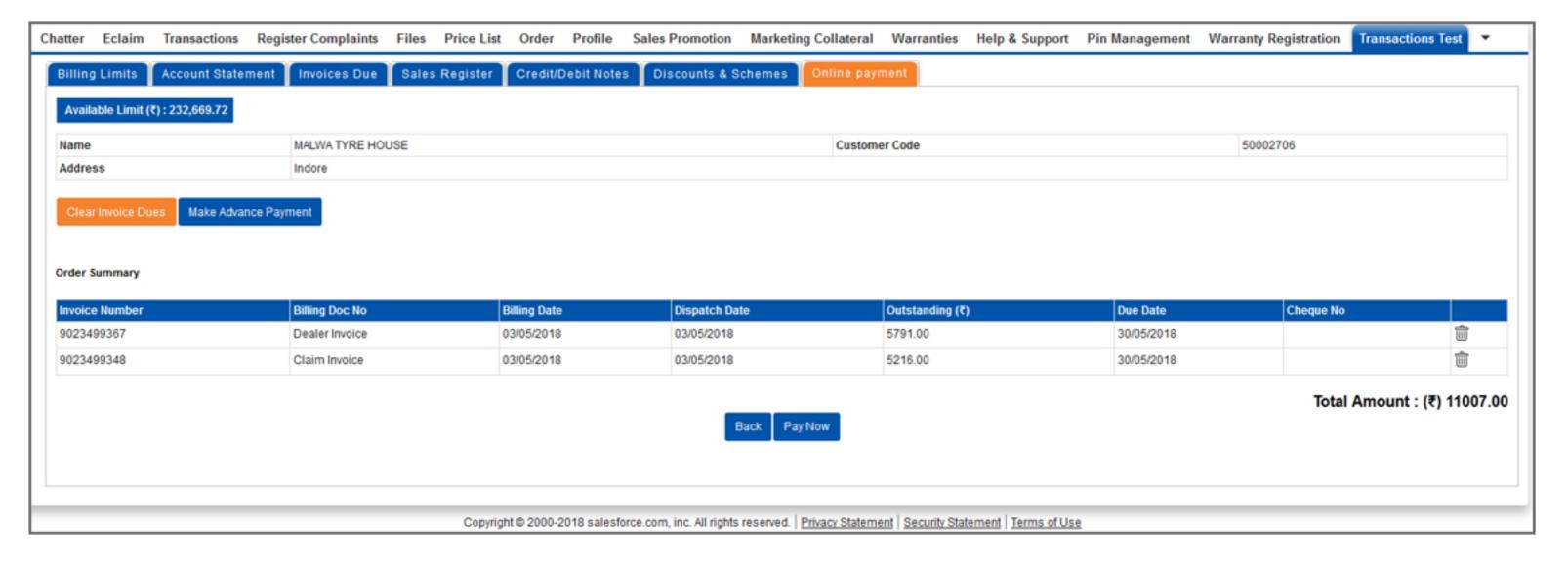
- The customer wanted an integrated payment gateway to manage the online payments for their tyre operation efficiently.
- Requirements were typical and niche to their business.
- The app need to be simple to use, available on mobile.
- Most of the functional requirements were not available in Salesforce out of the box, and there was no suitable app available in Google Play store and iTunes.
- Aress sent one of the lead BA to customer site to analyze the process and the pain areas for all the stakeholders. After understanding the requirements in detail, we suggested Force.com platform and developed bespoke application.



During the entire design and development process Aress's focus was to build a robust solution, that is simple to operate by resources with low IT exposure, and has fast maneuverability with minimum clicks. We used Yes Bank payment gateway integration for this and the system was integrated with SAP. The entire force.com system was also integrated with the native apps prepared to give the dealers and customer a feeling that is same in web and app. The entire implementation process was conducted in an Iterative and Agile execution method. There were intermediate checkpoints through show and tell session, to capture user feedback.

## Attractive Yes Bank Payment Gateway Integration with responsive web design which works from all browsers and devices (Step 1):

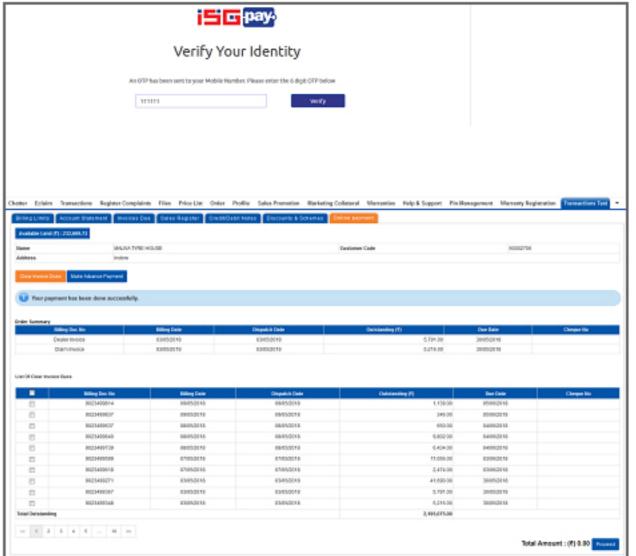




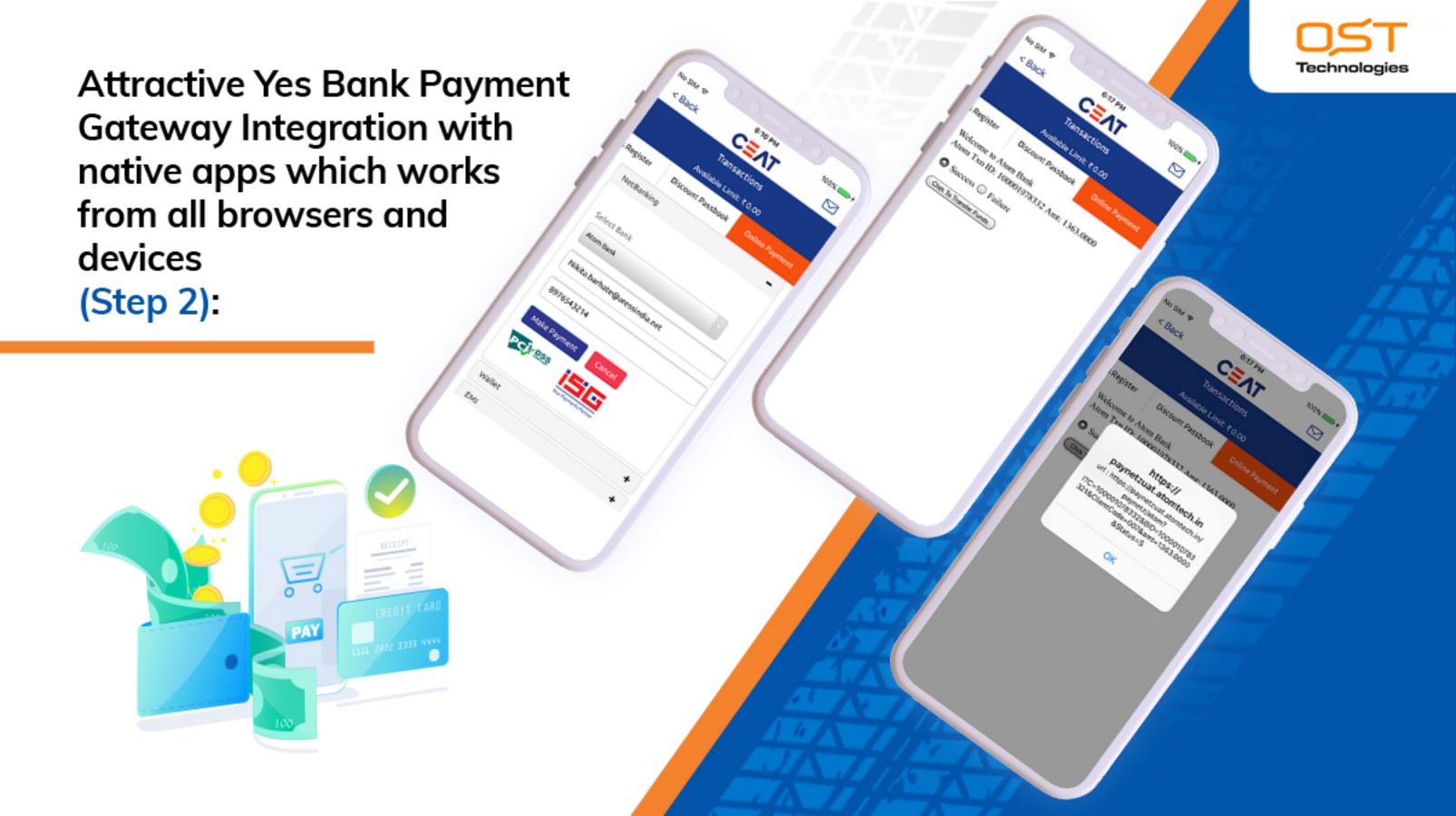
## Attractive Yes Bank Payment Gateway Integration with responsive web design which works from all browsers and devices (Step 2):



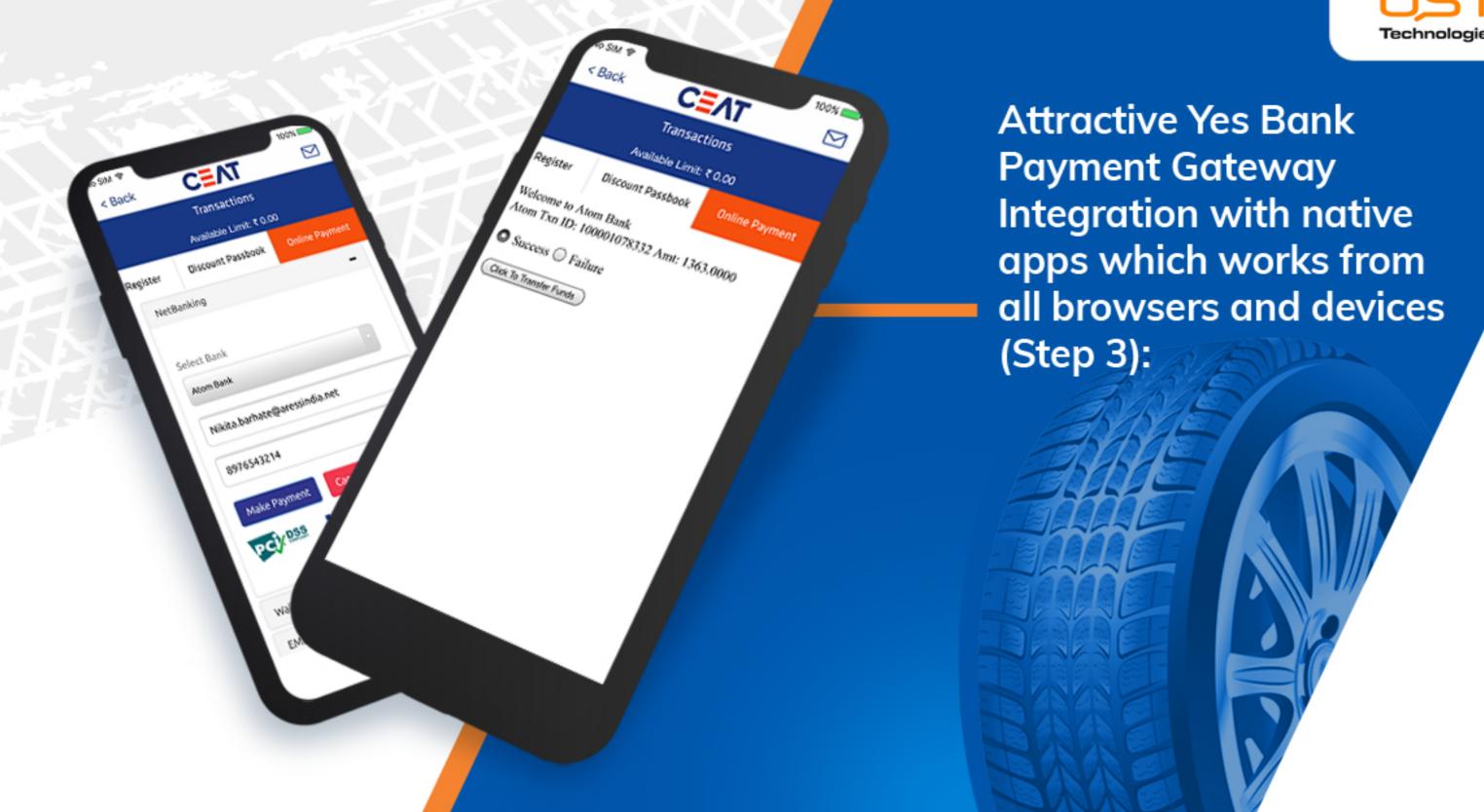
















Attractive Yes Bank Payment Gateway Integration with native apps which works from all browsers and devices (Step 4):



### Benefits realized by the Customer

Now, Online payments is available in one platform using Yes Bank online payment gateway. We created simple interface for internal users and dealers to ensure quick online payments. This resulted into faster turn-around, increased productivity of both internal users and dealers. The system is Mobile enabled, helping in better accessibility and improved customer experience. This is used by more than 4000 dealers in India alone.





Customer is happy with the new system, leaving us as a proud implementation partner