



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For Yuwee

About the Project

Singapore-based Yuwee is a unified and cost-effective platform offering seamless, scalable and secure communications. The cloud-based platform allows users to access quality voice, video and chat communications via its website and its applications. Yuwee uses APIs to allow its users to collaborate seamlessly.

Yuwee has three products, including Yuwee Integrate, Yuwee Connect and Yuwee White label. Yuwee Integrate provides smooth and hassle-free real-time communications among its users across the globe. It also provides top-notch white label solutions for businesses to set up a communication platform to connect with their customers. Meanwhile, Yuwee Connect enables intra-team and inter-team communications for organizations.

Client Details

Name: Yuwee

Industry: Telecommunications

Geographic Location: Singapore

Project Duration: 2015- 2017

Problem Statements

- The top communications platforms available currently are not financially viable options for small and emerging businesses. However, low-budget options fail to offer a decent experience.
- Users are unable to find a diversified communication platform that can effectively run across multiple sectors and domains such as e-commerce, healthcare, education, retail and more.
- Organizations across the globe lack an efficient platform for smooth inter-team as well as intra-team interactions and communications.

Yuwee Partnered with DAPL to:

- To develop a fresh, feature-loaded, advanced communications website and application customized to ensure an enhanced user experience for its target audience. For this, the company was looking for a set of highly-qualified dedicated resources which could execute the task with optimum proficiency.

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- To ensure that the users are focusing on the aspects that the company wants them to focus on, such as products, use case, ensuring better revenue generation prospects.
- To develop a scalable solution which will allow more users to use this platform.
- To reduce its cost of development by hiring a dedicated team of industry-leading developers rather than building an in-house team.

Website link: <https://www.yuwee.com/>

Technology Used:

- Web RTS
- Node JS
- HTML for front-end development
- .Net for back-end development

Challenges

- The company wanted to integrate voice, video, chat as well as conference features on its platform for both its website and mobile apps.
- There were instances of frequent audio lag, video freeze, and abrupt call termination that affected the overall user experience.
- Yuwee sought to provide its users with timely alerts and notifications across web and app applications, and their preferred mode for implementing it was Outlook.
- User scalability meant that the assigned servers would receive a larger load.

The outcome of the Project

- Seamless connectivity and communications without any instances of audio lag, video freeze, or audio-video out-of-sync.
- Outlook plugin implementation for timely reminders and alerts to users across both website and mobile apps.
- Call routing implementation by contacting an Indian data center which enabled us to get a self-server at a low budget.
- Improved user interface and experience.

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Core Business Impact

- **Dynamic Usability:** The communication platform can be used across multiple domains and sectors efficiently.
- **Cost Reduction:** There has been an increase in operations efficiency and scalability with cost-effective staff augmentation services via dedicated resource model.
- **Customer Satisfaction:** With zero lag, a smooth and easy-to-use interface and unified communications solutions, Yuwee users have been highly satisfied with the platform.
- **Diversified Platform:** Users can access the platform and enjoy a seamless, hassle-free experience on multiple devices without any incompatibility issues.
- **Engagement Model:** Dedicated Resource Model