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Promo Campaigns Management System

Master Program: Informational Systems Master's thesis is done to obtain Master's
degree of Science in Information Systems

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Annotation

The Master's Thesis illustrates a system of promo campaigns (to be more general – promotional draws and competitions) management. The system development is necessary for solving some real problems. Even today, it serves the clients' needs and plays its role in the development of several companies. The main functioning aspects of the system are based on practical experience and from time to time some improvements are done based on new experiences, which ensure the maximal comfort of the order-giving customer and fit best the client needs.

The basic tasks of the system can be divided in the following parts:

- Create channels and users for specific companies which ensure the proper work of the application.
- Create/generate the promo campaigns and corresponding vouchers.
- Deliver the information about the existing campaigns and vouchers through the web-service to the integrated channel.
- View the statistical data in the web-application or show the information in the reports.

Regarding the fact that the system is directly connected with the users and tangible assets (won promo code), the following factors have great importance - system reliability, safety, security and etc. Exactly the high assessment of these factors is the main achievement of the system.