

# Matchmaking goes Digital

## Overview

When it comes to bringing together a large number of users spread across the social spectrum through a common medium, the best answer to this would be Internet. That's what one of our clients, India based matchmaking service discovered on deciding to outpace the competitors by going digital.

## The Client

Our client is a relationship management firm that has operations based out of India

## The Strategic Threshold

The client wanted to set up a matchmaking portal that could handle more than a million subscribers and help them to find suitable partners. They wanted to use Astrology and Numerology matching techniques. The portal also needed to provide mobile access to its users.

## Our Solution

After understanding the key business requirements, the Alliance team designed and implemented a comprehensive portal solution with a mobile gateway platform for wireless access.

## Features

- Recommends matches based on astrological and numerological compatibility analysis
- Allows mobile subscribers to access their accounts
- The search engine filters profiles of users and provides accurate matches
- A messaging system informs the user (on the specified device, wireless or email) when a match is found
- Chat interface, allowing user to have real time interaction.

A component-based, multi-tiered solution with an expansive array of matching engines facilitated flexible matching criteria. The mobile gateway platform helped interface with the wireless network through bearer interfaces on one side and the Internet world on the other. It also helped handle load balancing, priority based queue management, transaction management, statistics on network load / performance, gateway administration services and inputs for billing/CDR creation. The solutions included functionality such as content management, customer profile and push preference settings, service administration and background batch processing.