Consulting M.O.

Using Aspose.Word with Our Web Application

Jim Sagar, January 28, 2009

Product Background / Overview

Our Consulting M.O. product at www.ConsultingMO.com delivers tools, documents and content for marketing, sales and strategy consultants. From the client area of our website, customers use our web-based software to create plans, manage client projects, store files, and access hundreds of best practices in 29 business subjects.

Our license gives our clients the rights to use and re-use our best practices to deliver services under their own brand.

Requirements Scenario

In our current v2.0 of our product, our users download MS Word document templates directly from our server. They then modify the documents on their desktop, customizing the content, fonts and graphics.

For our v3.0, we will automate some of this customization to shorten the length of time our consultants spend preparing documents for client work. Our requirements include:

Allowing users to upload their company logo to the application;

Allowing users to change the fonts of the document download at the application level, instead of on each individual document; and

Inserting the user's logo into each Word document s/he downloads from our server.

Solution Implementation

Aspose delivers all of this functionality. Instead of building it from scratch, we're able to install Aspose.Word in our application to handle these tasks for our v3.0.

Benefits

Aspose.Word saved us development time. And, the support gives us comfort that our developer will have assistance to fix any issues that may arise.
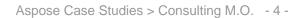
Future Implementations

None.

Conclusion

Aspose.Word has worked as expected, and we're pleased we found it!

ASPOSE ®

The .NET & Java Component Publisher ™

One of our 29 best practices download pages in the client area:

Closeup of a downloadable best practice:

ASPOSE ®
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Downloading the Word document:

Here's the document modified by Aspose.Word during the download. It has inserted the logo in the title, changed the font and changed the color of the tables.

Audit Your Current Brand

Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market:

> ▶ **The images** you convey
> ▶ **The messages** you deliver on your website, proposals and sales materials
> ▶ **The way your employees interact** with customers
> ▶ **A customer's opinion** of you versus your competition

Have you ever audited your brand? If you're not sure whether you're communicating it effectively and consistently, this exercise can help you match your goals to what the market sees, hears and experiences.

Start by answering these questions about your brand strategy. If you're not sure how to answer certain questions, go ahead and skip them – you'll learn to define them in other exercises in this section.

BRAND STRATEGY

What is our value proposition?

PRIMARY VALUE PROPOSITION	
SECONDARY VALUE PROPOSITION	

What are the most powerful emotional benefits we deliver to our customers?

What are the three things our brand should mean to our customers?

1	
2	