OUR CUSTOMER

A NYSE listed company, market leader in below-the-line creative, marketing and digital services. Our customer is a leading provider of integrated strategic, creative and executionary services across brand touch points for their clients to create compelling and consistent brand experiences.

THEIR NEED

Our customer deployed different products altering each instance as per end user needs. The implemented products are running on multiple platforms, our customer has also built a system integrating different products.

This resulted in ineffective processes like poor visibility to clients, considerable increase in cost investment to setup up a new client or to scale an existing client.

Our Customer approached Aspire to resolve the issue. Aspire drafted a vision for enterprise-grade, multi-tenant, scalable and cost effective system to streamline the workflow process, give better visibility to their clients.

OUR SOLUTION

To resolve the issues, Aspire studied the pain areas and provided the customer with technology solution and implementation roadmap. Aspire worked with the customer to implement the solution on an evolutionary model, supporting existing clients in their old platforms and on-boarding them to new unified platform at a time. This resulted in minimum hindrance and the whole implementation was accommodated without any loss in business continuity.

SALIENT FEATURES

- Studio-centric process was implemented for every business function with vocabulary and process customization hooks to support specific needs of different clients

- Scalable, real-time, service based integration approach was used to tie-in different products each fulfilling a specific business function
A feature-rich user interface was provided to studio users and clients using latest technologies like HTML5, CSS3, GWT and design techniques like Responsive Web Design, Interaction Design and Information Architecture.

- DSL was used to document business process that can easily extended, customized for each client.
- Database design was done as “composite” scheme that supported the theme of “Open for Extension, Closed for Modification” ideology.
- Feed to Delivery was tracked at the lowest possible unit level to support client, studio and billing needs.

**TOOLS AND TECHNOLOGIES**

- JEE-based enterprise web application built using following technologies –
  - Spring Framework (Application Framework)
  - Spring Web Flow (Web Framework)
  - Spring Roo (Wizard for Spring Framework)
  - Hibernate (Persistence Framework)
  - EJB (Enterprise Transaction Support)
  - JMS (Messaging and Integration)
  - JQuery (Java Script Framework)
  - REST-Based Web Services (Service Exposure)
  - Google Web Toolkit (Client Side HTML Framework)
  - Groovy scripting (Server-side scripting and DSL implementation)
  - JasperReports (Reporting Engine)
  - IBM WebSphere Express Edition Version 7.0
  - Oracle MySQL Community Server Version 5.1.48
  - XINET WebNative Suite 16