

Case Study

Leading Media Industry Business Management Software Provider partners with Aspire Systems



Customer

An USA based leading provider of business management software for Media companies, providing innovative, proven solutions for managing broadcast and cable operations. They power more than 4,000 stations and networks around the globe, managing more than \$14 billion in advertising revenue.

Industry	Media
Technology	Delphi, C++
Code base	50,000,000 lines (apprx)
Test cases	10,000+ test cases
Services	<ul style="list-style-type: none">• Independent Verification & Validation• Product Support• CRM Integration• Professional Services
Bug Tracker	Internal Proprietary tool
Test Automation Tool	TestComplete
Customer since	2004

Need

Customer was looking for an offshore vendor who could

- Provide capable onsite team members to accelerate communication & strengthen workflow
- Build a team with long term stability in mind (less attrition)
- Setup the QA team with the right mix of testers
- Reporting
- Augment their product support team as well as provide professional services

Solution

Customer evaluated multiple vendors and chose Aspire Systems for the ability to setup technically competent and stable teams with impressively low attrition rates.

Aspire started off the engagement with a detailed Knowledge Acquisition phase wherein we deployed a Senior Manager as well as a Testing Lead at the customer's premise. After understanding the product roadmap, the right mix of the offshore team was discussed with the customer and was mutually agreed upon.

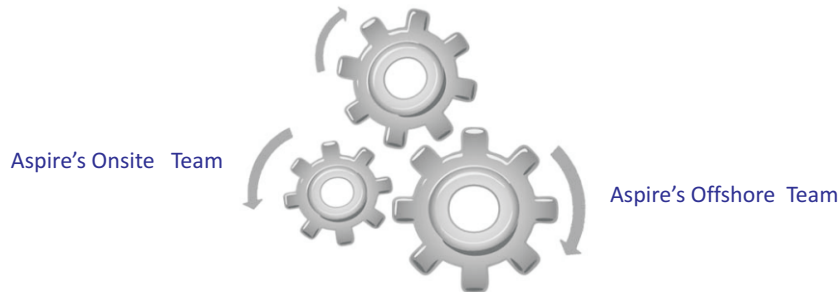
Product Details: Our customer's product is the Media industry's most advanced traffic, revenue management and billing software. This product enables companies to manage multiple stations, channels and networks, as well as multiple mediums—including TV, radio, cable, digital display and mobile—from a single system.



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Customer's Product Development Team



Testing: Aspire's QA team performs both whitebox as well as blackbox testing and is involved in bug fixes as well. The following modules are being tested currentl

- Traffic Optimizer
- Revenue Management
- Accounting
- Reporting
- Integration

As of date, Aspire has prevented 6,500+ bugs leaking from product releases!

Product Support: Aspire provides L1, L2 and L3 product support for the customer's APAC clients from India. The first client supported had radio broadcasting stations in 4 major Indian cities to start with. Within 10 months, they had more than 40 stations in India. Aspire's product support team remained the same throughout the ramp-up. During the first month of operation, a trainer from the customer's in-house product support team flew to India to train Aspire's team on the product and support process. The training was documented and used to train new inductees, as and when needed.

Professional Services: Aspire's professional services team provides complete implementation and support services to end-users in APAC region, covering more than 50 broadcasting stations.

ABOUT US

Aspire Systems provides software development services with a specific focus on Independent Software Vendors (ISVs) & Software Enabled Businesses. We are passionate about Producteering—our approach to creating software better and faster. We specialize in SaaS, Cloud Computing, Web 2.0 & RIA, Mobility and Test Automation.

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