

# information & entertainment

Adding Value to Customized Service Offering

## The Client

Ebusinessware made a foray in the burgeoning information and entertainment industry with this project. The client, a leading information and entertainment company syndicates and licenses popular properties worldwide. Being the largest independent licensing agency in the world, the client has built its reputation on the development of some of the world's leading brands: Peanuts, Dilbert, Precious Moments, Raggedy Ann & Andy and many more. Through a careful understanding of brand and client, the company manages licensing and promotional efforts for these brands either on a worldwide basis or a more focused geographic territory

## Business Scope

The client has an extensive catalog of all the pictures and prices for building brand equity through product extension for a long list of classic and up-and-coming properties. This catalog is distributed to anyone who requests them for the development and management of licensed merchandise and promotional programs.

As business expanded, the client realized the significance of using the Internet as an additional marketing tool. The Internet would make product information available to their customers instantly. In order to facilitate this, the client developed a search engine ART BANK on their server to help customers locate the products they wanted. With over millions of pictures in the catalog, the client outsourced the software program to a third party company.

Although this third party company successfully implemented the project, the client realized that its in-house IT department did not possess any documentation or technical knowledge of the Art Bank software within it. This was a source of major concern and Ebusinessware was invited to help in gaining expertise of the proprietary software from the third party company for future maintenance of the system.

## What ebusinessware offered..

ebusinessware provided the following services to help the client

- ◇ Document the existing technical process of Art Bank
- ◇ Change look and feel of Art Bank and Online Strip Search
- ◇ Develop, code, change Art Bank pages for future requirements
- ◇ Provide QA and System testing.

The project was based on the Unix Platform while the search engine was Java-based and the Oracle DB Server provided the Database.

## UniRAD

In successful implementation of ebusinessware projects such as this one, processes play a vital role. Apart from the able leaders, the guiding force in the entire team's development efforts all through was UniRAD, ebusinessware's solution implementation methodology. (See [www.ebusinessware.com/whitepapers/unirad](http://www.ebusinessware.com/whitepapers/unirad))

UniRAD documentation requirement as integral part of the ebusinessware Center of Excellence was never compromised in spite of very challenging and severe deadline demands on the team.

UniRAD Specified Quality Standards were respected by the team throughout the project life cycle. At the end of each of the stages entire team would dedicate itself to analyze and track down any open defects in a very careful and diligent way. This exercise helped the team to identify many of the defects before they could even hit the system at any of the later stages.

Ebusinessware invoked the Product Development processes within the UniRAD framework and then tailored this process to enable the team to be innovative and to quickly capture and adapt to client needs. This included concepts from Extreme Programming that require high level of participation from the client during requirements gathering. UniRAD also follows a very rapid development approach without losing the benefits of systematic documentation. It also borrows from the best practices of Extreme Programming processes like Continuous Integration.