XORIANT

VIDEO MANAGEMENT AND LICENSING SOLUTIONS CASE STUDY

CLIENT OVERVIEW

Our client, a global leader in Video Management and Licensing solutions offers storage, access, and licensing for enterprise-scale video libraries. Its technology platform and services enable media owners to generate new value from their content while managing cost and complexity. Through its licensing platform and global sales force, the company licenses sports, news, and creative footage to producers in advertising, entertainment, publishing, and emerging media. Our client represents the three core areas of the video business: storage, access and licensing.

Our client's video licensing application has been deployed on various customer sites. This application provides one of the world's deepest libraries of video content along with expert project management, rights, and clearances services. Our client works with global media companies, including BBC Motion Gallery, Paramount Pictures, Sony Pictures Entertainment, National Geographic, The New York Times, and the NCAA.

KEY REQUIREMENTS

- Developing user friendly, CMS enabled user interface as per the needs of each customer
- Developing end to end video licensing sites for customers
- Interfacing video licensing application with existing legacy systems (e.g. SAP) of the customer
- Developing new modules & modifying existing modules as per the business needs of customer
- Developing some of the features like "Master Access Feature", "Purchase Credits" etc. which are offered to limited customers or esteemed customers
- Interfacing licensing application with third party services like Google Analytics, Atlas tagging, Trustee certificate, Google Tag manager
- Integrating third party video players
- Integrating security solutions
- Developing new reports and customizing existing reports as per the needs of the customer.
- Performing independent testing and QA automation for the development and enhancements in licensing sites of the Client

KEY BENEFITS

- Reduced time to deliver new licensing portals to the customers with the help of well documented and articulated repositories
- Helped our client gain more customers by developing and updating functionalities on "Nexus" portal which client uses for showcasing and winning more business
- Improved quality of deliverables and timeliness with the consolidated daily and weekly status reports
- Executed new functionalities faster due to flexibility shown by Xoriant team for learning new technologies
- Supported the migration of client's propriety framework to rails front-end (team proactively trained) thereby becoming a single point of contact for most of the technical work of client
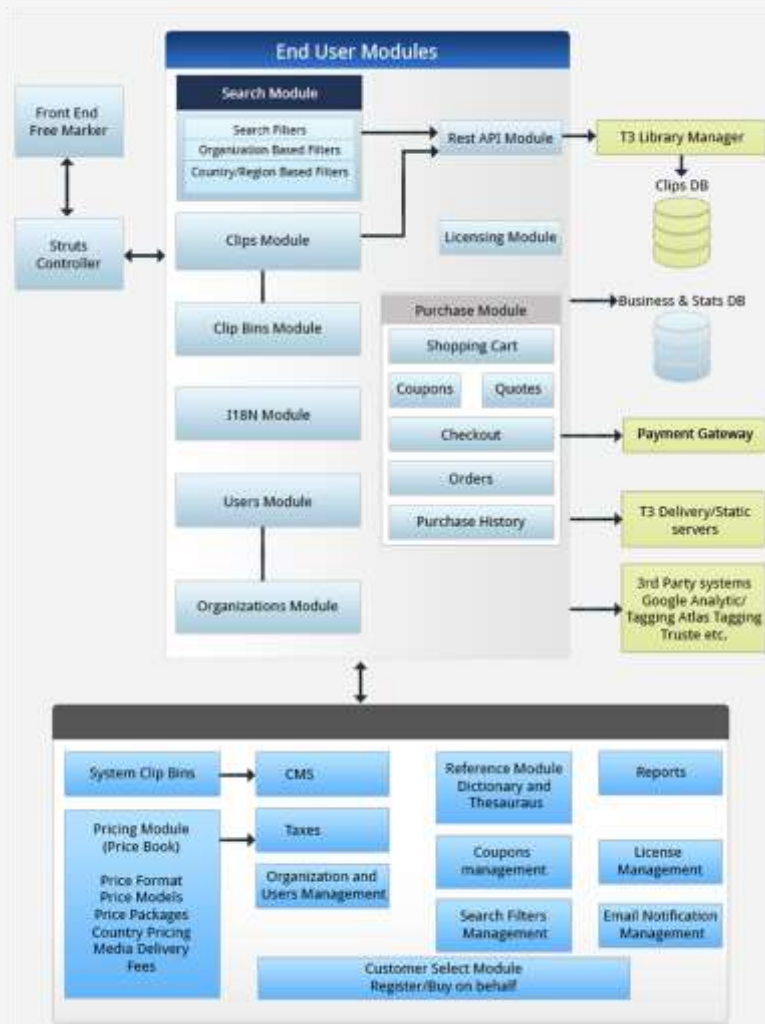
KEY CONTRIBUTIONS

- Developed a completely new feature called "Activity Monitor" which is used to monitor current & past user activity, search activity & download activity
- Worked on "Clipping" module which gives the facility to purchase part of the clip i.e. buying a sub clip of the original clip
- Modified the video player as per the needs of the customers, like introducing more controls, making it work with mobile devices
- Contributed in enhancement and bug fixes of different purchase methods like, Credit card, purchase on credit, Provisional orders
- Implemented Akamai tokenization logic in Java for securely rendering clips in "Open Video Player"
- Integrated open source video players like JW Player, OVP Player with Client's framework
- Integrated some of these players to use Akamai tokenization using HLS streaming
- Developed different reporting modules as per the needs of the customer

- Worked with client's Flash developers for the enhancement of advanced flash player
- Team actively worked on implementation of "Master Access Feature". The customers having access to this feature can download the master video files (HD video files) without making payment. Then they can choose which video they require and the client's sales team will get in touch with them to generate the order/bill for them
- Contributed continuously by updating "Nexus", a portal maintained by client which has all the above new features implemented in various client portals with a view of showcasing it to win more customers
- Xoriant team also worked on iOS/Android compatibility of some of our client's sites by redesigning some of the key pages to make it work with mobile devices

HIGH LEVEL ARCHITECTURE

TECHNOLOGY STACK

- Free Marker
- JavaScript/Ajax, Java-J2EE
- Hibernate Spring
- MySQL
- Rest based search API
- Jenkins

- Flex &Ruby/Rails
- Solr Indexing
- FogBugz
- SVN/Git
- Selenium