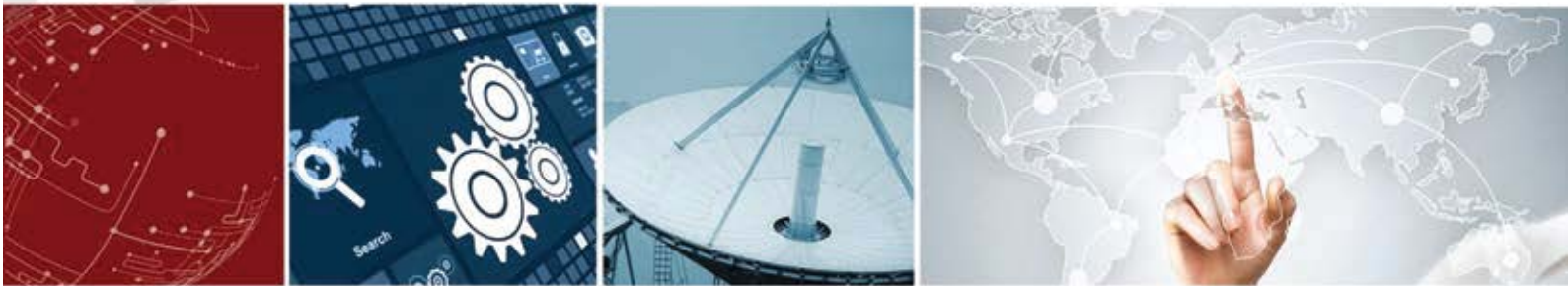


Digital Asset Management For a NextGen Apps Provider Used in Distributing Media



Client Profile

A leading provider of NextGen Apps used for distributing media across multiple platforms, extending the cross platform technology.

Industry
Social Media & Entertainment

Case Overview

Business Problem –

An application on which the user could assess data & media from anywhere, anytime.

Solution –

Xavient developed the required application over android/iOS /desktop/web platform.

Benefits –

- Media Streaming
- Better and enhanced customer experience
- One stop shop solution to business and end-user

Business Problem

In today's world of tapeless acquisition, where most of our master assets are digital, they are also essential for managing and localizing rich-media content to support the execution of robust, engaging multi-channel experiences.

The Client required a cloud based Digital Asset Management –DAM application to manage all the digital assets centrally so that storage and retrieval became a painless, hassle-free task. This application needed to support multiple platforms including Android, iOS, Desktop, and Web which would then allow the users to manage all the digital assets and their related metadata, link the metadata with the media, search the media using the metadata and capture it via multiple devices.

The main objective of this application was to serve a variety of audiences including family members, independent users, B2B and B2C segments etc. The key business problem and objectives were:

- Accessibility of Data/Media from anywhere
- Synchronization of personal data to cloud
- Media management & multi language support
- Media sharing application with innovative & easy to use features
- Cloud Based Big Engine (Content aggregator from social platforms)
- Integration of B2B and B2C features
- Media sharing support on social platforms



Xavient's Solution

Based on a thorough understanding of the customer's business and technology challenges, Xavient, with its vast experience in the areas of digital media, was able to come up with a ideal solution - Digital Asset Management- over multiple platforms, including Android/iOS /Desktop/Web platform with SOA based architecture. The Web application was considered as a support app built on PHP/HTML5/JS. Xavient has also developed an installable build for the end user's desktop/laptop computers with Windows /Mac OS.

In addition to the above, the solution also provided multi channel delivery capabilities on mobile and tablet with the multiple features stack like Integration of Facebook and Instagram for image crawling, media sharing over multiple social media platforms, cross-platform technology with cloud based services, inclusion of e-commerce while introducing Cloud subscription plans and Ordering Photo prints from within the application.

Xavient's solution also covers face detection & recognition, voice commands, Metadata tagging, search, cloud storage, geo location settings etc., among other features . The application was built to support multilingual, third-party advertising insertion, Google Analytics and media file Support as well as AWS Cloud integration.

Solution Benefits

- Enhanced and provided an enthralling user experience, as the user was enabled to share media on multiple social media platforms with automated Hash tags of the metadata information.
- A significant saving of 20% of backend storage cost was provided, using block and file deduplication
- Global search of the user's media, based on multiple metadata information tied by the user, was enabled
- The application was built to be the one stop shop solution for business and end-user where business users could white label the application with their brand, while the service and support still lay with the client on a contractual basis
- Overhead and related costs were reduced by 30%
- Native apps for Android & iOS were observed to deliver a relatively high performance



About Xavient Digital, powered by TELUS International

- Headquartered in Simi Valley, CA, Xavient Digital, powered by TELUS International (Formerly Xavient Information Systems), is a leading provider of global IT and engineering services and solutions. Since its inception in 2002, Xavient has grown to be a tier-one IT Professional Services and Solutions provider for telecommunication, broadcasting, manufacturing, retail, and healthcare companies.
- It is the preferred transformation partner across product and vendor evaluation; business process re-engineering; outsourcing and off-shoring; product implementation; custom solution development and IT professional services for several Fortune 1000 companies.
- Xavient leverages its proven expertise in Global Delivery Models with centers of excellence in Application Development, QA & Testing, Managed IT Infrastructure services and IT Application & Production environment.

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