



Symphony helped an innovator of Enterprise Digital Asset Management (DAM) technology to transform its flagship product into scalable enterprise product with low cost of ownership and speedy deployment.

The Client

The client is a US based leading technology developer of Enterprise Digital Asset Management (DAM) that helps manage rich content across multiple communication channels. Their flagship product enables organizations - marketing/branding, publishing, e-learning - to control and organize layout, audio, video, document, presentation, and image assets and accelerate their delivery to mission-critical multi-channel environments, effortlessly.

The Challenges

The business need demanded the client to expand their product line by implementing changes to the software product that would enable sustainable growth and internationalization. The challenges involved

- Enterprise-scale scalability of product suite
- Extending product integration capability to various enterprise applications
- Adding product functionalities by building customized components and applications to enhance end-user experiences

The Solution

Symphony collaborated with the client to implement the changes to its software product and towards this setup a Global Operations Centre (GOC) with a 4-member experienced team. A steering committee comprising of customer representative and Account Manager (Symphony) provided management oversight, reviews, control, and guidance.

The solution to the client included designing a scalable Service Oriented Architecture (SOA) based integrated framework through a set of

Product Development

Enhancement and Migration

Platform

.NET / Web Services

Industry

Media/Publishing/e-learning

Engagement Key Points

- Started in 2005 and spanned over 3 years
- Ramp Up Time from SOW sign off – 15 days
- Peak Team Size – 6
- Team composition – Account Manager, Project Lead, Software Developer, Test Engineer
- SDLC: Waterfall
- Release Cycle – short iteration cycle

Technology and Tools Used

- SOA using web services
- C#, ASP.NET,
- C++
- AJAX
- XML
- Windows Workflow Foundation
- Windows 2003/2000 Server
- SQL Server 2000/2005

Major Product Features

- An integrated framework transformed the existing product to achieve high performance
- Simplified maintenance, improved user experience and enhanced functionality
- Extensive file format support - Assets can be checked out or downloaded in multitude of formats
- Extensive testing of Mac Desktop product
- Highly configurable web interface that can be easily customized to support a wide range of users



Web services that dynamically connects rich media content within a web-based environment. Symphony enhanced existing features of NetClient on .NET platform and added new features to it.

Symphony designed an extensible architecture for NetClient and developed a plug-in based NetClient extension to connect without the need to install or upgrade the existing software. The NetClient extension provides the user specific add-on features to integrate with NetClient. Users interact with the central repository intuitively, utilizing familiar features such as shopping cart and favorites.

The .NET SDK provides programmatic interface to DAM enabling integration with other enterprise applications and offering the features of DAM as a set of web services. Symphony developed a Management Console to help administrators to manage various products in the product suite. A Hot-Folder utility enabled automatic check-in of assets from shared file directories or over FTP. An Order Management component allowed the order delivery via email, web downloaded or uploaded to a FTP site. The system also provided a trigger to activate auto file clean up on completion of order processing or file transfer.

The .NET SDK lets users quickly create custom front-end applications. Symphony developed a custom application for archiving and retrieving large assets. A Windows service starts a workflow when user specified event occurs in DAM system. A programmatic interface – interfaces can be tailored for specific customers or tasks - to Workflow is provided as a set of web services. This also provides integration capability to other web applications.

A product backlog of every release helped to maintain the requirements documented in the form of user-story. The development followed a cycle based on priority attached to each user-story. The selected user-story goes through development and test cycle (Windows, Web, Mac), before the deliverables become release-ready.

The Benefits

Symphony's technical leadership driven product development achieved the following benefits for the client:

- Helped maximize ROI on software R&D and transform the legacy product into high performing product
- Helped make faster delivery of the product to market and enable higher customer adoption with improved product quality and ease of product maintainability