

Designed and Developed Mobile and Web Application for a Leading National Television Broadcasting Company based out of United Kingdom.

CASE OVERVIEW:

The Client's original mobile and web breaking new alerts and distribution hub (ADH) was built to handle significantly fewer subscribers than the 20 million iOS and 10 million android subscribers it had gathered over the years.

CLIENT PROFILE

Industry: Media & Entertainment

The Client was an National Television Broadcasting Company based out of UK, providing regular news and updates to a large pool of user base.

SOLUTION

Our MEAN stack developers designed, architected and deployed a completely new ADH platform that delivers all the news alerts to the subscribers within 1 minute.

BENEFITS

- All news alerts were broadcasted to subscribers in less than 1 minute
- Developed platform handled large pool of 1 billion subscribers
- No bottleneck or delay in the news alerts and updates
- Automated monitoring of critical data
- Improved company online reputation
- Improved customer service and ultimately reducing exposure to financial risk



BUSINESS PROBLEM

In today's fast world, it's very essential to keep oneself updated with the on-going news. The Client was a TV broadcasting company and was responsible to deliver all the news and updates within the stipulated time frame. The client's old Breaking New Alerts and Distribution Hub was handling fewer subscribers than 20 million iOS and and 10 million android subscribers. The client application was lagging 20 minute lag from when new editors entered a story to when subscribers actually received the alert on their mobile and web application.

The client wanted a new web and mobile application which can deliver the breaking news within the time period, so as to update the subscribers instantly.



OUR SOLUTION

We, at, Infoxen gathered the client business requirement and analysed the same in depth, so as to cover the minute detail. We proposed a unified strategic pathway and solution using MEAN stack platform. As, a technical software development company, we built the platform using MEAN technology. Our MEAN stack engineering team designed and developed the solution from scratch.

The client's old application was using a traditional relational database to store and retrieve the millions of subscribers record, and the news alert notifications were sent to the subscribers in sequential fashion, resulting in long lag time. Our new approach utilizes a batch concept, which sorts records based on platform and stores them in unconventional **MongoDB**.

Additionally, the sequential notification approach was changed to multiple applications running asynchronously using a cloud based 3rd party system. Our MEAN developers built the platform to scale, to handle subscribers upto 1 billion, so it will help client in accumulating more subscribers in future.

Our MEAN developers also implemented following features:

- Subscriber device management
- Multiple push notification channel management (Apple, Google)
- Message/notification delivery monitoring
- Admin portal to manage and monitor network and infrastructure components (Cloud, Message Queues, etc.)

We also helped the client in ongoing application maintenance and future updates.

TECHNOLOGIES USED

- Mavericks
- iOS
- Android
- Windows 8
- Node.js
- MongoDB
- Iron.io
- RabbitMQ

SOLUTION BENEFITS

- Timely broadcasting of news: Developed application helped the client in spreading out the news within 1 minute, leading to instant broadcasting of news to the subscribers.
- Handled large pool of subscriber base: Platform developed handled the subscribers upto 1 billion, enabling client in accumulating more subscribers in future span of time.
- Enhanced Online Reputation: Since, the client was able to broadcast news and updates in less than 1 minute, it resulted in good and enhanced client reputation in the market as opposed to old reputation.
- Automated monitoring of critical data: Automated queries were fired from the backend to gather and figure out any critical bottleneck. Developed application helped the client in gathering all the critical data and information in short time frame.
- Improved customer service: Since, all the news alerts were broadcasted on timely basis, it helped client in more customer base and ultimately reducing exposure to financial risk.

ABOUT US

Infoxen Technologies is a leading SaaS, WordPress, Magento, Mobile Application, MEAN, Cloud and customized software development company located in India and USA. Incepted in 2017, we have been delivering high-quality software development services to the independent software vendors and the enterprise by leveraging the best-in-class people, processes and technologies. Infoxen is one of the fastest growing Software Development Company with vast knowledge, experience and expertise.

We, at, Infoxen deploy and develop software solutions across diversified industries like Media and Entertainment, Supply Chain, Hi-Tech, Retail & Ecommerce. Infoxen is dedicated to develop effective and outstanding software solutions with clients in order to accelerate time to market, reduce operational cost, and empower them to devote more time to their core business. We have streamline process driven approach and dedicated COE (Center of Excellence) for each service we serve, thereby helping our clients in reduced TCO (Total cost of ownership) and increased ROI (return on investment).

As a global IT consulting and software services company, we focus on developing software solutions and products which could scale, perform, and exceed customer's expectations. We have inbuilt magento extensions and e commerce products which our clients have been using extensively.



ask@infoxen.com



www.infoxen.com



(+91)-120-4106877 | +1-(408)-326-0177

