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Content Management System for mobile advertisement—Development

Client

Mobixell Networks, an ISV company that develops and delivers innovative mobile multimedia and advertising solutions to the dynamic world of mobile telecommunications. Mobixell solutions enable operators and content providers to introduce multimedia based services to subscribers and maximize their revenue streams by delivering optimized, high-quality, rich media content while ensuring the best quality of experience. Mobixell's solutions have been delivered to over 300 mobile operators and content providers worldwide, including top-tier carriers in five continents such as Vodafone, Orange, Swisscom and Telefonica. Founded in 2000, Mobixell is headquartered in Cupertino, CA with marketing & sales operations in North America, Europe, APAC, and Japan, and an R&D center in Israel. Mobixell solutions are also distributed by leading global system integrators, messaging and media platform vendors.

Business Need

Mobixell entered the emerging market of mobile advertising with a multi-channel media-rich advertisement solution for delivery of optimized, high quality, multimedia advertisements over different delivery channels, such as Mobile, Web, and IPTV. The service is backed by Mobixell's Terminal Management System which is comprised of a vast terminal database and management system that stores Mobixell certified profiles of cellular devices with over 250 multimedia-related attributes per device. It allows users to create, update, manage, track and download device profiles in real-time.

Due to development of mobile technologies, and growing user demands, the existing server media content storage system required a significant upgrade and usability enhancements. Mobixell was looking for an outsourcing R&D business partner with a proven track record in the area of enterprise applications development and support.

Solution

The project was started as an in-house project on the client side, but then it was decided to use Auriga services for greater cost efficiency. The initial project scope outlined for Auriga developers included only debugging of the application and its optimization. Soon, however, it became clear that optimization of the solution would be efficient only after significant code re-write and porting to another platform. Auriga team approached the client with a technical proposal outlining the required architecture changes and ideas for expanding the product functionality, and received a go-ahead to follow the suggested course of actions.

The primary task was the development of a back-end server application which provides an API for the repository achieving the highest possible performance.

After fixing all detected defects and refactoring the existing functionality, the project was ported to a new platform (GWT—Google Web Toolkit). Besides, the Auriga development team proposed the new application design, enriched by new functionality for example:

- batch load wizard
- slide management tool
- automatic format conversion for image preview
- batch images download/upload as a zip archive
- upload management system implementing AJAX technologies

Auriga team worked hand-on-hand with the product team of the customer and managed to meet the tightest schedule and limited budget. Agile development practices such as Daily SCRUM (Stand up Meeting), Test-First-Design, etc. allowed the team adapt to changing requirements during the project and largely contributed to the successful realization of this project.



Results

The project was accomplished exactly within the client requirements, and enhanced by new advanced features, implemented upon the initiative of the Auriga development team. The customer received a web application which provides full scale environment for editing complex objects from the rich-content repository.

The project management, the level of communications and the team performance have been assessed by the client as “exceeding expectations”.

Customer’s Quote

“Here in Mobixell we are definitely appreciate Auriga’s professional work and very satisfied with the final result”

Tools and Technologies

- AJAX, J2EE, J2SE, HTML/JavaScript
- Sun GlassFish application server, Apache Tomcat web server
- OS: Ubuntu Linux, Windows
- Apache Jakarta libraries, Spring, Google Web Toolkit libraries (myGWT), RESTful services
- Unit tests (JUnit, EasyMock), Spring (IoC, MVC) EHcache
- Build management/ project management: Apache Maven, Hudson, Teamcity (Continuous Integration), Server Side Java, SCRUMWorks