

Case Study

Basic Data

Subject: Collaboration to bring innovative mobile-to-web video streaming technology to the competitive US telecommunications market

Industry: Telecommunications

Service: Dedicated Solution/Innovative Area/Trials and demos

Customer: US market unit of the world's technology leader and global telecommunication software integrator

Location: USA, Canada, Poland

Timeframe: Aug 2007 – May 2008

Tools and Technology: IMS, RTSP, HTTP, Java, Mantis, Ericpol Unified Process Methodology

Case Description

Part 1 – Customer Benefits

- Customer was able to increase its competitive advantage and strengthen its presence on the local US market by introducing cutting edge solution incorporating the IMS and mobile to web video streaming technology
- Customer reduced its investment and accelerated time-to-market by using out-of-the-box solution developed by Ericpol in Poland, pre-integrated with Canadian 3PP platform, and remotely delivered to customer site in US through multi-party joint venture
- Customer benefitted from professional on-line and remote support from Ericpol R&D team located in Poland, which added extra value to the showcased solution
- Successful delivery of such a complex solution reinforced customer's perception of Ericpol as a reliable partner, providing software lifecycle management services in a multinational environment, willing to join ventures for a win-win situation

Part 2 – Challenge

In August of 2007, our customer, a global telecom software integrator, came up with an idea to enhance standard push-to-talk cellular services portfolio with a new technology, bridging the telecom and Internet worlds to allow mobile users to stream video content directly from their handsets to the Web. Since customer's US market unit was lacking sufficient R&D firepower, they were seeking a capable partner to take the lead for software development of their innovation. The industry viewed recently introduced IMS core networks as being shorthanded in the application of combinatorial voice and video services. The market at that time was exhibiting a good momentum for bringing innovative technology to address the needs of young demographics. Ericpol appeared on that scene as a renowned software development factory with strong IMS competencies, but also as an organization with huge experience in telecom projects with profound heritage in the service layer and IN technology.

The greatest challenge for our customer was to provide a competitive solution, from both the business and the technology perspective. In order to do so, they involved a number of 3PP suppliers, selecting Ericpol as their main software developer. Smooth communication paths and clear assignment of responsibilities are critical for the success of such a collaborative venture, especially taking into account the geographical dispersion of this project, carried out simultaneously in the US, Canada and Poland. Moreover, the customer expected to receive a fully functional and operational solution, pre-integrated with Ericpol and other 3PP modules, delivering real time RTSP video streaming.

Part 3 – Responding to the challenge

From day one, Ericpol's active involvement benefited the venture, as close collaboration with the customer resulted in Ericpol taking the lead in solution idea creation, requirements analysis, feasibility, design, implementation and support – thus showcasing a core strength of our organization: full software lifecycle management. In order to lower the total cost of solution, Ericpol remotely conducted integration activities with the 3PP video streaming platform supplier located in Canada. A secure and redundant IT connection was already in place, minimizing the required set-up time. Through successful management of cooperation with 3PP suppliers, Ericpol showed the kind of technical capability and business focus demanded of partners in such collaborative ventures. The total value of the solution was additionally increased as Ericpol extended the remote support to cover network integration activities on customer site in the US. Ericpol remotely delivered and installed an out-of-the box solution and then provided the customer with five weeks of 8x5 remote technical support, covering local working hours in the US.

Positive feedback from the market confirmed the success of the venture, and therefore the customer requested Ericpol to extend the level of collaboration. Further support of the solution, technical expertise and software development was performed remotely from Poland the following year.