



Broadcast Advertising Campaign Management Platform

Media traffic, Inventory, Planning SaaS

About the client

The client is at the forefront of the convergence of media and technology by digitally transforming the creation, distribution and consumption of content. \$1 out of every \$4 ad dollars globally runs through their solutions.

With nearly half the world's video channels traversing their products and their software solutions driving nearly \$50B in global revenue for their customers, they deliver the most advanced IP, cloud-enabled, software defined network and workflow solutions for the media and entertainment industry.

Client need

The client tasked us with developing a unique, customized, and web-based, client-server solution from their legacy desktop application for planning and managing dynamic ad insertion for television broadcast networks. The solution required refactoring most of the existing functionality of the desktop application and creating new functionality to enhance the user experience.

Product challenges

One of the challenges we faced was extracting the legacy desktop application functionality tightly coupled with the old user interface for business logic and the Oracle database interface. A significant task was identifying and moving time-consuming functionalities as new and independent background services, all running on an enterprise server.

The delaplex solution

We built the new web-based solution, which provides automated job processing based on changing priorities with monitoring and control via secure access for application tasks. The UI is now being rendered in the browser client and the database interface is via discrete domain-specific RESTful services, which handles complex validation, data storage/retrieval and implements all business processes. Functionality that required an immediate user response was added directly into the UI using client-side JavaScript and C#.

“ the best partners...

First of all their people are very engaged and responsive. Second, they have very little turnover (which is usually a risk when using offshore contracting services). Finally, their project management team is excellent! Above and beyond the best partners I've ever worked with on a project.

- Director of Product Management
Broadcast Solutions Provider

How we did it

The dedicated development team at delaPlex utilized the following hybrid enterprise concepts and tools to deliver the customized web-based solution for traffic ad management to our client:

- **Web services architecture**
flexible framework yielding systems that are more amenable to change
- **HTTP**
TCP/IP based communication protocol to render the UX
- **RESTful services**
client/server interface for complex business processes
- **Job service**
background service to execute queued server jobs based on assigned priorities
- **Refactoring**
some legacy code was updated, optimized, and reused

Core stack

ORACLE®



delaPlex is a global technology and software development solutions and consulting provider helping companies drive growth, revenue and marketplace value. Our innovative business methodology has built an unmatched reputation of bringing an alliance of collaborative industry experts, across industries and skillsets, to clients anywhere around the world.



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