



Let's Solve

Case Study

American media conglomerate enriches customer experience with technological upgrades in network sales applications



A Larsen & Toubro
Group Company

Client

The client is one of the most popular broadcasters in the US with services beaming across the globe through a bouquet of channels. The client is responsible for the domestic sales and distribution of content to various cable operators, satellite providers and other commercial entities worldwide.

Business scope/ Challenges

The client needed to upgrade the technology used in two of its application suites to advanced systems with diverse functions and customized components.

- Underlying data, functionalities and reports were not to be impacted.
- Consistency of user experience had to be maintained.

LTI Solution

LTI successfully executed the solution over a span of 8 months. Standout features of the solution included:

- Upgrading of complex Telerik components was effortlessly executed despite absence of documentation
- Extensive debugging and comparison of functionality was carried out to verify consistency
- Underlying data and functionalities were untouched
- Reports remained unchanged
- Additional training of users was eliminated

Business Benefits Delivered

- The upgraded applications offered improved customer satisfaction levels
- Complete compatibility with the latest browsers was achieved, resulting in optimal performance
- Applications were future proofed for further enhancements

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 26,000 LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Ltinfotech.com or follow us at [@LTI_Global](https://twitter.com/LTI_Global)