Case Study

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