

We can do that.



consilium1

## Emerging Technologies: Game-Changing Development Solution

When one of our larger **media & entertainment** clients needed someone to **customize** an application on a **tight timeline**, we leveraged our **ingenuity** and the **power of our partners** to deliver a **groundbreaking software development solution** that was **quicker to develop, easier to update**, and allowed the application to **run faster than ever before**. Talk about a **game changer**. | **Problem solved.**

The top U.S. cable television operators came together to revolutionize cable advertising with “advanced interactive advertising” – a product that allows viewers to interact with the 30-second ads they see on TV.

### PROBLEM

Our client needed an IT partner to deliver and augment a custom application platform:

- A large scale application was needed to provide order management, scheduling, and delivery capabilities through a single interface.
- The existing application was not performing to delivery specifications and only minimal returns could be gained by updating legacy code.
- The existing platform was not developed to allow for broad functional, scale and performance extensibility over time.
- Within a short timeline, the application needed to be augmented to run more efficiently and effectively.

### SOLUTION

The consilium1 team delivered a solution that boosted development productivity, application scalability, and reliability:

- **Implementation of Scala programming language.** Incorporating this emerging language into the application allowed developers to boost productivity, reduce code size, and improve application performance.
- **Easy integration.** The Scala solution was easily integrated into the existing platform and seamlessly interacted with the existing code.
- **Innovative implementation allowed the development team to keep moving the project forward the instead of regressing to completely re-tool the application.**

### RESULTS

This pioneering solution delivered in multiple ways:

- **After adoption, development in Scala was significantly faster than legacy development.**
- **By leveraging the competitive advantages of Scala (parallelism, scalability, functional and expressive programming, static type) the processing speed of the application jumped from .016MB/second to 2.5Mb/second.**
- **Excellent resource rationalization.** Computing memory usage was only 10% of previous solution.
- **Cost-effective and efficient solution was beneficial to both the client and the integrator.** The client enjoyed a substantial cost savings and gained an application that exceeded performance expectations. c1 gained a valuable new partner and an innovative new project methodology to add to their solution set.

### PARTNERS



For more information about c1, visit [consilium1.com](http://consilium1.com), call us 1-866-631-5494, or contact us at [sales@consilium1.com](mailto:sales@consilium1.com).