

We can do that.



consilium1

Enterprise Application Development & Integration: Interactive Advertising Platform Project

The top U.S. cable TV companies asked us to architect and build an **enterprise** order management, scheduling, and **delivery platform** to support the group's new **interactive cable TV** advertising system. **We did.** And now **the world** watches TV in a very different, very **interactive** way. | **Problem solved.**

The top U.S. cable television operators came together in a joint venture 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 manage the backend of this state-of-the-art technology:

- An enterprise application platform was needed.
- An environment to support the automation, fulfillment, and stewardship was critical.

SOLUTION

The consilium1 team created a three-part solution to support this product:

- **Enterprise Application Network Platform.** We architected and built this highly available platform to support multiple secure environments for Development, Quality Assurance, Staging, Demonstration, and Production. The platform consisted of software from Oracle, Red Hat, Symantec, JBOSS, Scala and SpringSource, with VMware V-Sphere for virtual computing.
- **Web-based order entry application.** We used Agile development methodology to create this service-oriented architecture application, which allowed users to input order information, then generated the order in XML format.
- **Managed services.** 24/7 monitoring ensures network security, performance and capacity management, disaster recovery planning, and system backups. Other managed services include 24/7 Help Desk for users, product support personnel, print and online user documentation, a Wiki platform, and ongoing product development.

RESULTS

This groundbreaking advertising platform went live in Summer 2010 with impressive results:

- In the initial launch, 13 million households received advanced interactive advertisements.
- More effective use of advertising. Advertisers now have a central enterprise platform to automate and more effectively spend, manage, and track their advertising dollars.

PARTNERS



For more information about c1, visit consilium1.com, call us 1-866-631-5494, or contact us at sales@consilium1.com.