



# DEVELOPMENT OF MULTI-CHANNEL RICH MEDIA AD SOLUTION DELIVERS OPTIMIZED MULTIMEDIA ADS

## CLIENT OVERVIEW & REQUIREMENTS

This client is a major telecom, whose mobile internet optimization and monetization group wanted to develop new components for a multi-channel media-rich advertisement solution and host it as a cloud platform.

## KEY CONTRIBUTIONS

- Xoriant developed a solution for delivering optimized, high-quality, multimedia ads over a variety of delivery channels, including WAP, SMS, MMS, Audio (IVR, RBT) and video
- The solution is hosted on Amazon EC2 and accessed by mobile network operators (MNOs) as a service; the SaaS model enables the MNOs to create, manage and secure all of their ad campaigns
- We integrated the multi-channel cloud advertising platform, which had interconnection agreements with MNOs for a centralized user repository
- The solution is integrated with third-party ad networks such as InMobi, BuzzCity, Sofiyalis and Yahoo

## KEY BENEFITS

- Shortened time to market
- The solution serves as a real-time ad serving engine for optimal campaign-opportunity utilization
- Enables permission-based marketing
- Provides seamless access to analytics
- Achieved 1000 TPS for end clients

## TECHNOLOGY STACK

- JS
- Java Servlets
- Hibernate
- Spring
- 11g Oracle Database



### About Xoriant

Xoriant is a Silicon Valley based product engineering, software development and technology services firm with offices in the U.S., Europe and Asia. For both technology companies and enterprises, from startups to the Fortune 100, we leverage our expertise in emerging technologies and our high-performing teams to deliver innovative solutions that accelerate time to market and keep our clients competitive.

Across all our technology focus areas –Product Engineering, DevOps, Cloud, Infrastructure & Security, Big Data & Analytics, Data Management & Governance, Digital and IoT –every solution we develop benefits from our product engineering pedigree. For 25 years and counting we have taken great pride in the long-lasting, deep relationships we have with our clients. Learn more at [www.xoriant.com](http://www.xoriant.com).