



CASE STUDY
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UTILIZING VELOCITY TO IMPROVE TIME TO MARKET

Updating a Digital Asset Management System for a Major Film and Entertainment Studio



Instead of following the multiyear roadmap and delivering a solution that would have been a competitive disadvantage, Magenics released an iteration of the product within four months.

Situation

One of the largest film and entertainment companies in the country was trying (and failing) to update its digital asset management system. The company had built up a backlog of improvements so large, the project roadmap included two years' worth of development that was continually growing.

The company wanted to adapt to the ever-changing demands and needs of the marketplace, but were falling behind rather than catching up. The business needed a partner that could immediately acclimate with its development team and ramp up the speed in which development was done. With years of experience developing modern applications at a high velocity, Magenics was the right team for the job.

Solution

Magenics deployed a team that knew how to work not only with each other but with the client team as well. As a result, the project went from a standstill to making significant progress in no time at all.

Instead of following the excessive roadmap and delivering a solution that took years to develop, Magenics released an iteration of the product within four months. It was made with such speed and quality that the client had to rethink and reengineer the entire plan for the system. The new strategy resulted in the team creating a vastly improved backend system and a brand new frontend with multiple new functions.

Results

The original software development plan was constrained by skills, capacity, and modern framework experience. The traditional planning and expectations communicated to the business of two years was acceptable until the client began to witness the impact of getting results in front of executives faster than ever before. Reducing the plan to less than one year not only exceeded the client's time-to-market expectations, but the end product was adopted with complete ownership by the business and relevant to immediate needs.

Magenics // Software to move forward.™

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