



Ambrosia Infotech

"Synergising Minds"

The Client

The client is a leading telecom solution provider. They wanted a content delivery platform for sending content (bundles of text or graphical content) to users over multiple delivery channels. Messages could be sent to single user or groups of users. The client wanted to create multiple message channels, which would enable subscribed users of the channel to get all the messages, which are broadcast, on that channel.

Ambro

The Client



Overview

The client required an IT solutions partner who had experience in the development of multiple content delivery channels. They wanted a team that could nurture an idea into a complete working solution.

Ambrosia with its expertise is delivering content over multiple channels combined with its cost-effective delivery model and a proven development methodology was chosen as the ideal partner.

Some broad functions required for the Content Delivery Platform were:

- Ability to run the system as either stand alone or ASP model
- Integration to multiple channels like Http, SMS, Email, FTP.
- Both Inbound and outbound capabilities.
- Content Creation
- Content filtering rules
- Content delivery rules
- Well defined Integration API's
- Extensive Reports
- Support for both Message based Billing and Monthly Billing
- Outlook Plug-in
- SNMP Monitoring
- Extensive logs using Log4j

Overview



Challenges

The key challenges of the project were:

- Lack of systems providing reach to end-customers through multiple channels
- Very tight deadlines
- Designing a content filtering engine based on user defined content filtering rules
- Designing a content delivery engine based on user defined content filtering rules
- Inbound and Outbound SMS Integration
- Inbound Email required Pattern matching
- Design a system that could handle high peak load transactions.
- Content Import facility.

Ambrosia

Challenges



Solution

Ambrosia used its expertise J2EE technologies and content platforms to deliver the solution to meet the client's requirements.

Ambrosia implemented a three-tier system with the following highlights:

- Ability to create multiple content segments
- Ability to deliver content over multiple channels like SMS, Email, Voicemail and Internet
- Standalone and ASP Models possible
- Users can filter content based on pre-defined rules
- Users can define delivery channels based on pre-defined rules
- Standard web service APIs to enable easy integration with multiple systems
- Automatic User Provisioning
- Ability to integrate with multiple content providers
- Separate Administration module ensures easy system management
- Ability to push content into the system (inbound flow) over multiple channels

Solution



Benefits

Some key benefits of the engagement for the client:

- Access to a team with rich experience in J2EE technologies
- Access to a team with rich experience in content delivery
- Ability to ramp up teams in very short time
- Cost-effective solution
- Committed deliveries
- Proper risk evaluation and mitigation process
- High standards of delivery and quality

Ambrosia

Ambrosia Infotech

Benefits



Approach

The Ambrosia delivery model ensured timely delivery of the system.

Key features of our approach were:

- Worked closely with the client to define the functional requirements
- Complemented through recruitment of highly skilled and qualified staff
- Used standard system design methodology
- Detailed low level design ensured planned development
- Detailed test plans ensured high quality system
- Constant review of milestones resulted in very little deviation from the requirements

Ambrosia

Approach

