



Global IT Solutions

An ISO 9001:2015 & ISO/IEC 27001:2013

# Showcasing Creative Finesse and Brilliance in Technology Adoption & Implementation



## About the Client:

The client is a leading global independent third-party Ad-serving platform. They work with 3400+ agencies, over 17,000 brand advertisers and 22,000 global web publishers and serve ads in more than 70 countries. They have presence across 48 countries to work on an array of tasks in the digital spectrum, namely, build and target ads, manage and activate data, media buying, evaluate campaigns and much more.

## Client's Product:

The client maintains and offers an independent open-Ad platform for Digital Advertising Management. The Ad development platform offers various solutions across an entire spectrum of Digital Advertising space. This platform offers flexibility to use the client's team for designing purpose and enhance the brand campaigns.

## Objective of this Engagement:

Critical objective of our engagement with the client was prompt adoption of the latest development platform combined with timely and accurate delivery. The team had to deliver time-bound Advertising projects for the client's all-encompassing Ad-Platform.

Most importantly, client needed a partner who could match up with the rapidly advancing development platforms and deliver effectively at the same time. For instance, PSI team has been working with the client since 2007 on the latest technology platforms namely Flash Ads; today the team dedicatedly works on HTML5.

## Solution Delivered:

Delivering creativity & quality within stringent timelines was at the basis of every task. Keeping this into perspective, the team had to understand and deliver effectively on the brief in initial attempts.

With the market demand moving from Flash/Videos, annexure scripting towards HTML5 Ads, the team worked with the client through the technology shift and now works dedicatedly on HTML5 technology on Animations, Dynamic Content Optimization (DCO), Smart versions Ads, Synchronized Ads.

## Key Engagement Highlights:

- PSI has successfully delivered highly critical and demanding advertising projects for an acclaimed all-inclusive advertising platform.
- Important objective of our engagement with the client was prompt adoption of the latest development platform combined with timely and accurate delivery.
- Client has consistently appreciated the PSI team for punctuality in delivery within the challenging timelines with utmost quality.

## Technology Deployed:

01

**Frameworks & API's**  
Client's proprietary frameworks and DoubleClick

02

**Language**  
HTML 5, JavaScript, jQuery & JSON

## Key Business Challenges:

- Media/Advertising industry expects you to deliver under stringent timelines and with minimum briefing / abstract. Most importantly deliver it right the first time!
- Though the requirements were clear, the scope was shared with minimum brief and stringent turnaround time.
- Additionally, resources had to be deployed on an ad hoc basis for on-time delivery, which was increasingly challenging. Most importantly, 24\*7 support was required. Resource allocation had to be structured taking all these aspects into consideration.

## Key Technical Challenges:

When the client migrated across another technology platform, the team had to learn on the job without any specific training. Though this implied massive learning experience, it also consumed time and man-hours.

## Achievements:

- While working in the Media and Advertising industry, it is critical to deliver effectively within stipulated timelines. We can say that projects happen in real time. Client has consistently appreciated the PSI team for punctuality in delivery within the challenging timelines with utmost quality.
- The team was able to deliver with limited brief about the project at hand and with minimum iterations. By adopting this delivery model, PSI has been successful in delivering more than 7000 Ads for various globally acclaimed brands, namely, Toyota, Honda, Hyundai, Sony pictures, McDonalds, L'Oreal, etc.
- PSI's Multimedia team also holds experience of working with the client onsite and now works like an extended team. This is a phenomenal achievement for PSI while working with the client. The team has also worked with end clients for technical solutions and supported them with their expertise on the client's advertising platform.

## About PSI

Pratham Software (PSI) is a global IT services company (with established ISO 9001:2015 & ISO/IEC 27001:2013 practices) providing software product development, consulting and outsourcing solutions to enterprises worldwide. While providing a wide range of solutions, we focus on Outsourced Product Development (OPD), Business Process Management (BPM), Application Development and Maintenance (AMD) and Content Engineering. Our extensive experience in OPD helps us build strong relationships with Independent Software Vendors (ISVs), as we work with them throughout the product development lifecycle. In terms of technology and platform, we work across all major technologies such as Microsoft, Java and Open source and have capabilities and experience in developing solutions for web, mobile, Cloud and social media. For Enterprise customers, in addition to Process Automation, we also offer development and support services in BI and DWH.

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