AMS Case Study 05

Client Background
A leading online marketing firm with global operations works with over 4 million publishers and some of the largest online retailers around the world. The online and search marketing industry is one of the fastest growing industries with over 30% YoY growth and is predicted to be worth $200 billion by 2011.

Project Objectives
Client was looking to increase market share by improving customer satisfaction and through product line extension. Objectives were two fold:
1. Revamping their existing publisher and advertiser client interfaces to improve usability and customer satisfaction. In parallel allow for expansion of products and globalization
2. Increase customer retention and satisfaction by improving the integrity of data used in business intelligence and reporting

Technologies of the Project
Web, HTML, HTTP Protocal, RDBMS (Oracle, DB2, MySQL), Informatica Power Center, Rational (Requisite Pro, Data Architect, Functional Tester), JScript, AJAX, Oracle BI (Siebel), ApTest Manager, @Task, Net Result Tracker, AlertSite, Omniture Site Catalyst, Microsoft Visio, Oracle BI, Net Beans, IDE, JMeter, Java, XML, MXML

Project Solutions

AMS took complete ownership and provided consulting services to the client for:

UI Redesign of the online marketing websites
- AMS initiated the product roadmap and provide a thought leadership for the new product life-cycle and development efforts
- Established a framework for gathering user requirements and take complete ownership of application design
- Reengineered the functional, regression, performance, and UAT testing framework to increase coverage and decrease execution time by 80%
- Optimized the release management to reduce code deployment conflicts, allow for a robust version control system, and catalyze internationalization of code
- Upgraded the infrastructure to support the new application platform
- Provided an ongoing risk analysis for subsequent iterations and drive the project management for all phases of the product life-cycle

Complete revamp of the Data Governance framework and strategy
- AMS conducted a large scale analysis with client stakeholders to document the organizational workflow and the conceptual level enterprise and IT architecture
- AMS team utilized industry best practices to recommend a streamlined workflow and logical architecture

- Provided a change management framework for establishing new business and organization processes and technologies
- Established optimized meta-data schemas and utilized open source solutions for data governance
- AMS designed and implemented a customized data quality solution to help provide proactive visibility in customer related issues and to help initiate a business intelligence practice for organization's leadership

Benefits to the Client

As a result of AMS' due diligence, revamp of IT strategy, and streamlined implementation, the following benefits were realized:

- Client was able to increase revenue by 30% and attract 1.5 million new customers to their site
- This project catalyzed the market expansion to Asia and Latin America
- Client was able to release a new suite of products and other product enhancements that helped provide a competitive advantage in a fast growing industry
- Increased customer data integrity and decreased issue resolution time by 90%
- Provide foresight to revenue impacting data discrepancies
- Increase customer retention and satisfaction
- Reduced the failure rate of EDI projects by 60%
- Projected cost savings in process efficiency to be $3 M over 2 years