

Case Study

TEKsystems' speed and expertise helped its client meet a critical CRM deadline

Client:
A leading news publisher

Industry:
Media/Entertainment

Service Offering:
Global Services
Application Services
- Application Development
- Data Management



The Situation: A leading publisher of business and financial news began a project to develop a Customer Relationship Management (CRM) advertising integration application to support analysis of advertising data for its flagship business news publication.

It was imperative that all project tasks be complete by the end of August 2007 and in production by the first week of September 2007 in order to meet internal audit and Sarbanes-Oxley compliance requirements. The client recognized that it lacked sufficient in-house resources with the technical expertise necessary to complete the project, and it therefore outsourced much of the development work to an off-shore provider. Twelve weeks prior to the scheduled completion date, the client realized its vendor would be unable to complete the project according to the required schedule.

The Challenge: The client needed immediate assistance with on-site code development, unit testing, project coordination, and testing coordination services for the remaining project activities. Key activities included development of the following:

- Customization of CRM module
- PeopleSoft® billing interface modules
- Advertisement sales reporting data interface/extract
- Advertisement data warehouse interface (revenue and commission payout)
- Sales representative commission interface
- Several other internal and external data interfaces

Every day of delay put the project further at risk, but most organizations require time to build the managed team necessary to understand the requirements and complete the tasks in that timeframe. The client turned to TEKsystems®, the leading provider of technology staffing and services, for help.

The Response: TEKsystems was uniquely positioned to build a project team with qualified personnel in the timeframe necessary, but TEKsystems realized that the client needed more than personnel to meet its deadline. Within one week, TEKsystems developed and delivered a project plan, a staffing plan and a budget plan to complete the remaining project activities at a pace that would keep the project on schedule.



TEKsystems further proposed the team be located on site to facilitate communication between the two teams and to minimize any information delays.

TEKsystems' proposal was accepted, and TEKsystems quickly built an on-site project team that included the following roles:

- Project manager
- Developer for PL/SQL
- Developer for PL/SQL and forms
- Developer for Oracle Reports
- Developer for Oracle Discoverer and PL/SQL

TEKsystems also provided an off-site engagement manager, who provided workload management, executive supervision of the dedicated team, and communication to the client regarding project delivery. TEKsystems' project team worked very closely with the client's project team to ensure compliance with the client's overall project plan, coding standards, and testing procedures.

The Result: TEKsystems' extensive experience in developing applications using Oracle® PL/SQL, Oracle® Forms, Oracle® Reports and Discoverer tools allowed the client deploy the CRM application on-time to its business community.

After the deployment of this project, TEKsystems has continued to assist the client with this application. One of the TEKsystems project team members remained at the client location to support and enhance the xCRM application. As its needs grew for additional services for this application, the client has turned again to TEKsystems' for application development services.

The Technology:

- Oracle® 10G Database Server
- Oracle® Reports
- Oracle® Forms
- Oracle® Discoverer and PL/SQL developer