

GLOBALLOGIC PARTNERS WITH SAMPLE DIGITAL TO BUILD IPAD APP FOR TV & FILM PRODUCTION

You're a film producer sitting in the Los Angeles International Airport. While you wait for your plane, you pull out your iPad to watch a movie – your movie, to be exact, the one still currently in production. Within seconds of connecting to your 3G network, you're streaming footage from today's shoot, flipping through wardrobe and set photos, reading script rewrites, listening to soundtrack playlists, and providing your team with detailed feedback. Thanks to Sample Digital's dax|Mobile application (built by GlobalLogic), you can continue working on your project from literally anywhere in the world.

The Client

Hollywood-based Sample Digital (www.sampledigital.com) provides creative media leaders like 20th Century Fox, CBS, Warner Bros. and Showtime with a sophisticated, Cloud-based platform for workflow and media asset management (dax|D3). With the advancement of tablet computing, the company wanted to extend this platform to mobile users by developing an iPad application (dax|Mobile) that would enable distributed production teams to collaborate on-the-fly.

The Challenges

- **Accelerated Timeline.** Time-to-market was critical to Sample Digital. Not only was it competing with other media content management platforms for first-to-market status, but it had to launch dax|Mobile before the television filming season began or risk not having the solution adopted at all. It would be nearly impossible for productions to switch workflow tools mid-season.
- **Enterprise Mobility Expertise.** Unlike consumer iPad apps, the goal of dax|Mobile was to provide users with a complex workflow tool that tied into a sophisticated backend technology. As such, the company needed to find an R&D partner who understood mobility from an enterprise perspective and could deliver a mobile solution that was both robust and secure.

The Client

- Provides TV/film producers with a Cloud-based workflow & media asset management platform
- Wanted to build an iPad app version for mobile users

The Challenges

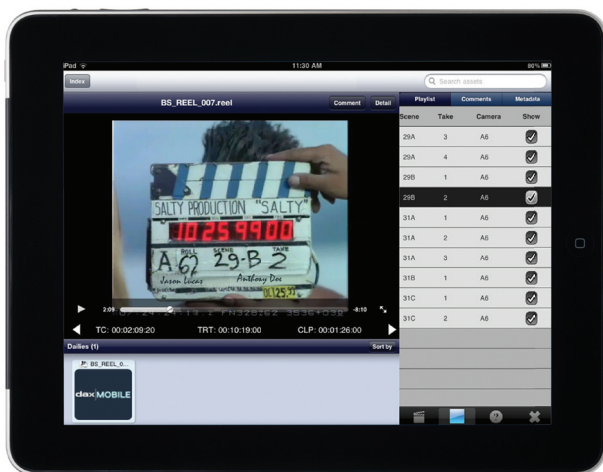
- Launch the app before the TV filming season
- Collaborate with an R&D partner who could build a complex, enterprise-focused iPad app

The Solution

- GlobalLogic developed the app from soup-to-nuts, including designing custom components
- GlobalLogic found more effective ways to implement features and increase overall performance

The Results

- Successfully launched the app before the TV filming season began
- Client expects to achieve full ROI in less than 12 months



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The Challenges (cont.)

- **Product Usability & Design.** As a complex work tool for high-end creative clients, the app's product usability and design elements needed to be flawless. This would require the development team to design customized components not provided by the native iOS software development kit.

The Solution

- **The Right Team.** GlobalLogic mobilized a team in Argentina to develop the entire iPad app from soup-to-nuts. The team was skilled in a cross-section of mobile, Cloud and digital media technologies, and it was well-versed in building enterprise apps that require a more complex level of engineering than consumer-facing apps. This confluence of expertise enabled the team to hit the ground running.
- **The Right Partner.** GlobalLogic didn't just think about how it would build Sample Digital's app; it thought about how Sample Digital's end users would most benefit from the product. The GlobalLogic team immersed itself in learning about how TV and film producers create new media in order to develop a comprehensive solution that would streamline the workflow and media asset management processes.
- **The Right Approach.** Utilizing Agile software development processes, GlobalLogic was able to immediately provide Sample Digital with a working iPad app that iteratively grew more complex throughout the development cycle, allowing Sample Digital to engage with the app and make further improvements along the way. This approach directly contributed to meeting rigorous timelines.

"In our era when speed-to-market with mobile apps is crucial, GlobalLogic's use of Agile [to build a groundbreaking iPad app for Sample Digital] was a winner."

— SandHill.com, August 2011

The Results

- **Beyond the Specs.** GlobalLogic elevated Sample Digital's innovation by suggesting more effective approaches to implement features and improve the app's overall performance. The team's product usability and design expertise was also key in creating sleek, customized components for the app.
- **A Successful Launch.** GlobalLogic successfully developed dax|Mobile before the TV filming season kicked-off. Sample Digital expects over 120 productions to adopt dax|Mobile within six months of its launch. Top TV shows currently using dax|Mobile include *The Mentalist*, *CSI*, *Weeds*, *How I Met Your Mother* and *Mad Men*.
- **Return on Investment.** Sample Digital expects to achieve a full return on its investment in less than twelve months after launching dax|Mobile. The company plans to continue working with GlobalLogic to refine and build out the iPad app, as well as to develop dax|Mobile apps for other mobile devices.

"GlobalLogic worked closely with our in-house developers to manage the significant complexity involved in creating a full-featured app that exceeded our exacting specifications, as well as those of the studios."

— Patrick Macdonald-King
CEO, Sample Digital

