



A Hitachi Group Company

Shared Context, **Scaled Delivery:** AI-Assisted Engineering in Media

A global media and entertainment company scaled AI-assisted engineering across 10 delivery teams and 120+ engineers on a shared, governed context layer. GlobalLogic replaced personal context assembly with a **reusable skills framework and MCP-mediated access** to the delivery ecosystem.

Teams inherited standardized guidance and project-aware context while engineers retained accountability for every decision and production change.

10

delivery teams enabled

120+

engineers working from shared
guidance



Challenge

The client ran 10 specialized delivery teams and more than 120 engineers against a shared platform. Engineers were already using AI coding assistance, but adoption remained personal. Each engineer assembled context manually. **Output quality depended on individual prompting**, inputs were not auditable, and every new team paid the enablement cost again from zero.

Value Created

- **Reusable skills framework:** Standardized instructions, prompts, engineering guidance, and workflow-specific skills transferred between teams.
- **MCP-mediated delivery context:** AI tooling retrieved current tickets, requirements, decisions, and project knowledge from authoritative systems.
- **Shared review foundation:** Assistants and engineers worked from the same project record while human review remained mandatory.

Impact

- **Adoption across 10 teams and 120+ engineers:** The model crossed team boundaries instead of stopping with individual enthusiasts or one pilot.
- **Lower and more predictable AI tooling cost:** Project-aware context reduced retries, redundant queries, and duplicated enablement effort.
- **More consistent engineering output:** Shared guidance improved completeness across requirements, code, tests, documentation, deployment, and operations.