

1. TITLE

Video Resource Distribution (VRD)

2. ABOUT CLIENT

RPM Visual Media is a video technology services, production and campaign management company. Combining unparalleled automation experience, comprehensive capabilities across all industries and business functions, and an extensive production background, positions us as a leader in the internet video market.

RPM Visual Media collaborates with clients to help them not only produce video content but to also harness technologies that generate sales and leads via branding and reporting tools.

3. INTRODUCTION

RPMVM focuses on products that have considerable return on investment (ROI) with metrics that provide deep insight supported by comprehensive data. They have a full range of clients, small to large, with video branding needs.

In April 2009, RPMVM entered into a strategic alliance with Speridian to ensure their place at the forefront of technological development in web-video application, distribution, marketing and resource management.

RPMVM needed the ability to upload manifold heterogeneous videos to multiple third party sites at any given point of time. RPMVM also needed better capabilities for automating their business operations.

Due to the limitations imposed by the target sites like YouTube, Blip Tv, file size restrictions had to be determined and accompanying customer alert mechanisms needed to be created.

Speridian technologist's designed the system using the technologies like .NET Framework 3.5, ASP.NET 3.5, C#, PostgreSQL Database, XML, Third Party Site API Integration, Google Visualization Library API and REST methodologies.

4. CHALLENGE

The key challenge was in performing the system integration with the third party sites through their specific APIs. Most of the sites haven't provided any technical documentation for the integration.

5. SOLUTION

Speridian technologists went to work to understand the architectures and the method calls for the API integration.

Speridian conducted an in depth business requirement analysis and designed the system in a highly sophisticated manner. Speridian implemented web based and windows based systems for scheduling video distribution to third party sites via API integration. Some of the other functional highlights of these solutions are Packet push, Configurable system flow, File size determination and conflict check, Automated usage statistics , Customer alert mechanisms, Advanced reporting via Google Visualization API integration etc.

Despite the need to decipher the third party API information, Speridian was able to implement a solution well within the scheduled delivery time and budget.

6. END RESULT

Speridian has brought RPMVM streamlined processes, flexible workflow, and improved transparency. Speridian continues to work with RPMVM to transform the whole process into fastest, automated video distribution with minimal reporting turnaround time.

RPMVM passes these efficiencies onto their customers by offering:

- 360 Degree Data View
- Automated Usage Statistics
- Faster Upload Mechanism
- Effective Enterprise Launching Mechanism
- Sophisticated Video Distribution
- Reliable Decision Support Capabilities
- Advanced Interactive Reporting Components