Charter Global

CASE STUDY — Project Management & Business Analysis
Global Media Company

Staff augmentation and technology expertise improve the client's processes and software, and the customer's experience.

About the Client

The client, a global media company and a leader in emerging technologies, serves Fortune 500 companies in the US, Europe, and Asia. It specializes in real-time visual and print advertisement, content strategy and delivery, communications project development, production and post-production services.

The Challenge

The client had several complex, multi-tiered initiatives underway at its U.S., Europe, and Asia locations. For these initiatives to be successful, they needed senior level talent experienced in .NET/ Maximo. They had exhausted their local resources. The high-level scope of the project required qualified IT professionals and project managers with not only the technology background, but also experience working with large, complex enterprises.

Solution

Charter Global tapped into its extensive network and talent pool, and quickly assembled a worldclass team of project managers, business analysts, developers, graphic designers, and technical writers. The specialized team worked with the client on all aspects of IT, software development, and performance testing.

The Charter Global team led several client projects concurrently, including data conversion for reservations and rooms compliance, mobile app development, PHP-based web solution development, and business analysis/project management.

Results

Mobile app development project: Charter Global's consultants identified, diagnosed and documented code problems with handheld units using .NET technology and associated protocols. They corrected code defects, installed fixes, provided after-hours on-call support to end users, and performed backend testing to verify fixes.

PHP-based web development: Charter Global's technology resources designed, developed and implemented PHP-based web solutions, expanding the capabilities of the client's imaging software for uploading guest photos, which provided a professional quality product for guests. Strategies and tactics were developed to leverage customer-managed relationships (CMR) for pre-approval guests.

They also implemented automated intelligent email communications to reach even more guests. In addition, Charter Global consultants integrated the CMR with onsite and online sales channels with photo-view stations and redesigned kiosks

Why Charter Global

• Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
• Developed a portfolio of over 100 successful project implementations.
• Nearly 1000 full-time IT professionals support client projects.
• Established customer base of Fortune1000 industry leaders.
• Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
• Active database of nearly 2M consultants.
• Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.