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 world-class 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 back-end 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.

About Charter Global

Charter Global has been providing IT services, skilled technology resources, consulting, and business solutions to mid-size and Fortune 1000 clients since 1994. From strategy to delivery, we offer expertise in a variety of leading technology platforms to ensure our clients' success.

- Established in 1994 with headquarters in Atlanta, GA, and development centers in India
- 1100+ IT professionals engaged in projects across the US
- Nearly 2 million IT consultant in our database
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Expertise in Microsoft, IBM, AWS, SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and JD Edwards
- Certifications: PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- Established customer base of mid-size and Fortune1000 industry leaders in telecom, healthcare, media /entertainment, transportation, finance, energy, retail, and hospitality
- Some of the major clients we serve include AT&T, NCR, Cox, Verizon, and Macy's
- Awarded Top 150 workplaces by AJC for three consecutive years
- Member of the National Minority Supplier Development Council
- Recognized as a Proven Performer by ZeroChaos