



Bringing Development In-House

Our client was a rapidly-growing company who provided digital media and subscription services to customers across the globe.

The Challenge

The problem they were having concerned a subscription service they provided which sold content over mobile phone networks.

They had initially worked with an **offshore, third-party developer** to build this digital media distribution product. This meant there were no in-house employees with the technological knowledge to work on this product and they were reliant on the third-party developer for all maintenance.

They had reached a stage in their business where they wanted to develop the platform further, in addition to solving a number of deficiencies which had developed over time. However, the third-party developer no longer wished to be involved in the project and became less and less responsive.

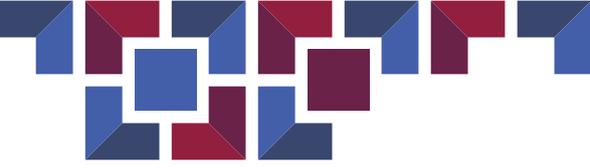
Such a gap in in-house technological skills can be debilitating for smaller organisations like our client.

Problem Impact

Without the technical knowledge available in-house our client was unable to patch their system or develop it further to meet their changing needs, meaning they were unable to progress as a business. **This posed significant risk to the continued operation and development of the service.**



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The Solution

Brandon Cross were brought in to solve the problem of this platform which was no longer serving the client.

De-risk the development

Initially they shadowed the offshore developer in order to de-risk the development as well as address any short-term changes which could be made. However, it was difficult to get the offshore developer to co-operate and therefore Brandon Cross decided to work with what they already had and make it fit the 'wish list' and address the issues in the 'bug list'.



Technical Knowledge

Brandon Cross were able to use their technical knowledge – which was not possessed by the client – which included Java and Java Server

Pages to unpick the third-party code to discover how the platform worked and how it interacted with the SQL database.

Increase functionality

We ran an assessment of the platform and the underlying lines of code to ascertain what was working and what was not. By unravelling the platform, we were able to resolve a number of the problems it had been experiencing, as well as make dramatic changes to the code and how it worked in order to increase the functionality and improve the overall service.

Once Brandon Cross technicians had updated the platform to address the functional deficiencies and improve its maintainability we were able to return the ongoing development of this software back to the client on a more stable and sustainable footing.

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The Result

Our client was able to work on the development back in-house and run it independently, with no tie-ins to third parties – including with Brandon Cross.

Our client now has the independence to control how their software works today as well as how it could be developed further in the future as their company grows.

If your business has a challenge with technical systems and workability, **Brandon Cross can help.**

Contact us today to discuss a unique approach for you and your company.

Call us on
020 8144 2000

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