

# Customer Success Story

“ I can not speak highly enough about the team at Cogniance. They have built technology for us of the very highest quality under often demanding and difficult circumstances, and provided just superb levels of overall customer service. My company would be much the poorer had we not decided to take our business to them. Cogniance is a company of outstanding quality and I recommend it without reservation. ”

**Martin Hill,**

Managing Director, Mobile Plus Media, Ltd.

# Mobile Plus Media

Mobile Plus Media is UK based company providing exclusive mobile media content for Eastern-European mobile carriers. Mobile Plus Media specializes on selling branded content from the most tangible Hollywood movies – ranging from wallpapers and themes to movie trailers and Java games. Founded in 2008, Mobile Plus Media quickly gains popularity with its products and builds up its users and partners network.



## Challenge

Cogniance was approached by Mobile Plus Media at the end of 2008 with a request for proposal to build several mobile solutions, first of which was mobile content download portal which had to be integrated into WAP portal of Life MNO - one of the leading Ukrainian mobile carriers. Mobile Plus Media had a clear business model but a very condensed requirements specification for the portal. At the same time required delivery time was very compressed in order to meet business requirements on launch time and budget. Mobile Plus Media required a turn-key solution which involved work of all teams – project and product management, design, engineering, test, operations and NOC. Technical challenges which Cogniance faced in this project were defined by the next factors:

Content portal had to be tightly integrated with WAP system of mobile carrier and had to be able to serve heavy loads (10 000 concurrent users and more). This defined strict requirements for portal quality, robustness, scalability and brand-ability for carrier UI standards.

Content portal had to be easily adjustable into WAP systems of other carriers – it has to be a universal solution capable to be plug'n'played in different environments with different carriers, locales, content types, billing models etc – this defined strict requirements to architectural flexibility of the system and its adaptability for abovementioned variables.



## Cogniance Solution

At the time Cogniance got request for proposal from Mobile Plus Media, we already had vast experience of developing WAP sites for US mobile market. We also had experience of web content management systems development but understood that mobile content requires specific solutions.

Compressed project timeline, combined with requirement to build flexible and extensible CMS, defined our technology choice – CMS as well as WAP portal itself was built on Linux/Ruby-RoR/MySQL stack (Ubuntu 5.4, Ruby 1.8.6, RoR 2.1.2, MySQL 5.0.5). Web server configuration was built with Apache 2.2.8 server working as front-controller and load balancer, routing requests to a cluster of several Mongrel servers (Mongrel 1.1.5, mongrel\_cluster 1.0.5) which were hosted behind Apache. There were five Mongrel servers built into cluster initially.

Development process was built on CognianceExpress - a best-of-breed methodology built on an enhanced mix of Agile (XP, SCRUM) and semi-traditional (PMBOK, RUP) frameworks. Cogniance had invented and used this approach over the course of the last 30 months for delivery of 28 major feature releases. Key CognianceExpress components include:

**Matrix resource structure.** We assemble project teams that are 100% dedicated to a project and work side by side in a tightly integrated way;

**End-to-end iterative development cycle.** Continuous, self-contained development threads, each beginning with planning game (Iteration Zero) and ending with fully-tested feature deployment;

**Well defined engineering process** which leverages continuous integration and TQM concepts. Under this approach, stakeholders have continuous access to the latest development and QA builds;

**Flexible change control and configuration management.** At any given time, there are Mainline, QA, Production, and Archived branches of code which allow full flexibility of change control process;

Development team which Cogniance set up under matrix structure for this project consisted of practically all project roles: project and product management, UI and Art design, software engineering, QA and test, operations and NOC support.

#### **Operations support on the project:**

- Cogniance accomplished important results with Operations support for the project:
- Selection of the right hosting platform/provider for the project
- Identifying and implementing the optimal data center architecture to meet customer's performance and load requirements
- Rapid delivery of highly available and reliable production data center
- Driving complex integration efforts to enable interoperability of the solution with the key information systems of the leading Ukrainian GSM operator
- Solid change management
- Prompt incident resolution



#### **Results**

Refined requirements for both content management system and WAP portal

implemented UI and Art for WAP portal and CMS

Worked closely together with Life's management and technical team and provided integration with Life billing and WAP systems

Delivered code-freeze version of the system strictly on time and budget requirements

Researched best option for datacenter hosting and set-up full software stack on data center hardware

Set up and run post-"go live" NOC support for delivered solution

Results of Cogniance team work were highly appreciated by both Mobile Plus Media and Life, here's what they say about results of this project:



## Note

### **About Mobile Plus Media, Ltd**

Mobile Plus Media is a UK based company providing exclusive mobile media content for Eastern-Europe-based mobile carriers.

### **About life:)**

life:) is a GSM operator launched in Ukraine in January 2005 and owned by Turkcell and SCM Holdings. In Q3 2008 life:) grew its subscriber base up to 10,7 million customers and its network has covered 93% of the Ukrainian population. You may read more about life:) at [www.life.com.ua](http://www.life.com.ua).

### **About Cogniance Inc.**

Cogniance Inc. is a full-service software incubator for funded start ups in the Silicon Valley, Western Europe, and Scandinavia. Cogniance helps some of the world's most disruptive companies deliver on complex roadmaps and scale their capacity by reducing delays or costs associated with setting up local teams. Founded by Mr. Juha Christensen, a renowned Mobile thought leader, Cogniance focuses primarily on delivering innovative solutions in the Mobile and Web 2.0 realms. For more information, please visit [www.cogniance.com](http://www.cogniance.com).

