

# Digital Content Online Portal For Digital Content Services Provider (US)

[INFORMATION TECHNOLOGY – OPEN SOURCE WEB SHOP – MAGENTO ENTERPRISE EDITION]

## Client Overview

**About Client:** Client is a leading provider of software-based Content Management Systems (CMS) that manage the entire lifecycle of video content through monetization for pay media and ad-supported business models. The client also helps service providers deliver multi-screen offerings as the market transitions to IP video.

**Requirement Overview:** The client was looking for customized online web application to create online movie store allowing downloading, viewing online and search.



**Proposed Solution:** SilverTouch proposed to develop the application by customizing Magento Enterprise Edition using agile methodology. Considering project requirement and complexity phase wise development was proposed. Other than Magento Out Of The Box features, customization was also identified to achieve client's requirement.



# Digital Content Online Portal

## Benefits

Application is live and running successfully.

## Project Description

The project was carried out in phase wise manner; the features developed in each step are described below.

### Phase 1:

- Store front management (Layout, Content and page management with skinning)
- Advertisements (Backend and front end management)
- General issues ( Trailer streaming, searching, Navigational changes and implementation and alphabetical pagination) (including product detail page)
- Merchandising/ promotion
- Online player updating
- User account management
- Checkout process

### Phase 2:

- Content management
- Tax structure implementation
- Coupon functionality
- Media locker
- Policy implementation

The major challenges were using daily scrum and fast pace development and extensive research was needed for third party web service integration, chase payment integration and admin theme customization.

## Objectives

1. To customize Enterprise Magento installation.
2. To customize shopping cart.
3. To use Silverlight player for movie preview
4. Admin Theme customization

## Project Approach / Activities

Agile approach was taken, daily scrum to discuss any blockers, next day work and priority.

## Technology

### Development Platform

Technology	Specifications
Technology & Framework	Magento
Database	MySQL
Web Server/Hosting Platform	Apache
Languages	PHP
Operating System	Linux

### Deployment Platform

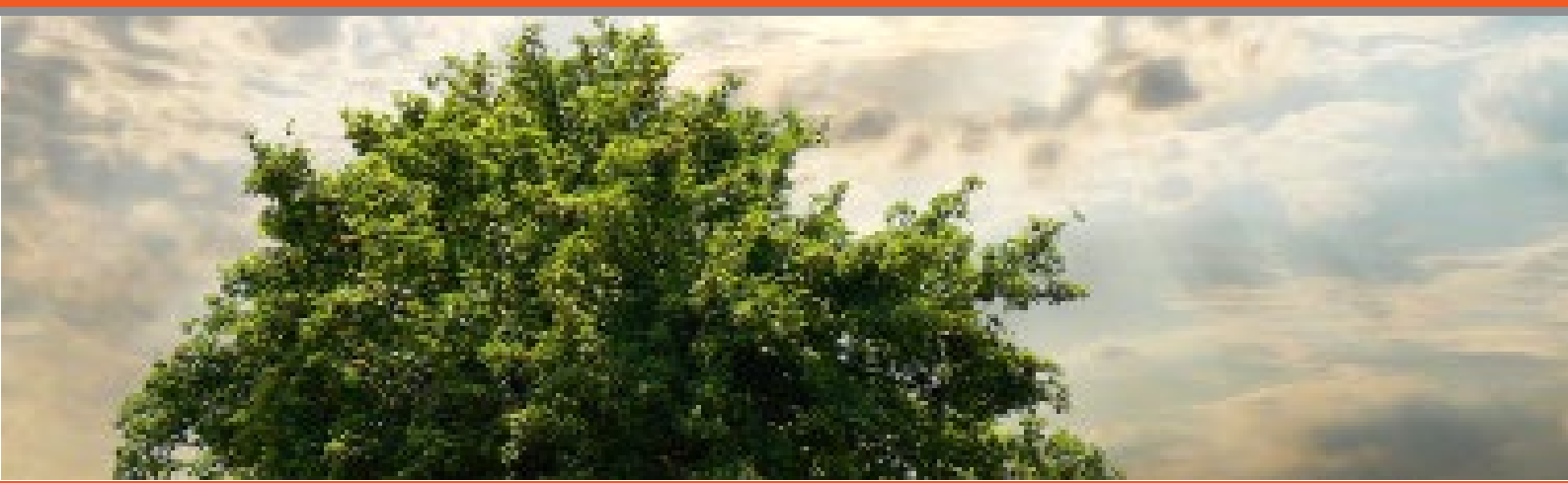
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## Duration

1. Project Actual Hours: 922 Man Hours
2. Project Life Cycle: 345 Days

## Results Achieved

1. Customized enterprise Magento version.
2. Customized shopping cart was developed.
3. Silverlight player for movie preview used.
4. Admin Theme customization done.



## Deliver best products, software solutions and services, on time with quality, and as per customer expectations

### About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

For more information, please visit [www.silvertouch.com](http://www.silvertouch.com) or email [info@silvertouch.com](mailto:info@silvertouch.com)



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