

# Case Study 1 - Media & Entertainment

## Client Profile:

- **Industry/Company:** US-based Media Buying company
- **Technology Needs:** Node.js, Python (Django, Flask), PHP (Laravel), Ruby on Rails, Java (Spring Boot), MySQL, PostgreSQL, MongoDB, Redis, Tableau, Power BI, Python, Shell scripting, R, Docker, Kubernetes, Jenkins, GitLab CI/CD, Terraform, Prometheus, AWS, Grafana, ELK Stack (Elasticsearch, Logstash, Kibana), Splunk, OAuth 2.0, JWT (JSON Web Tokens), SSL/TLS, SSO (Single Sign-On)
- **Vision:** Rapidly scale technical capabilities with a dedicated offshore team

## Problem Statement:

- **Enhancement of their existing system**

## Proposed Solution:

- **Backend and Frontend Development:** Hire 12 skilled developers with expertise in Node.js, Python (Django, Flask), PHP (Laravel), Ruby on Rails, Java (Spring Boot), React, Angular, Tableau, Power BI, Python, and R.
- **Database Management:** Onboard 5 database specialists proficient in MySQL, PostgreSQL, MongoDB, and Redis.

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- **DevOps and Cloud Integration:** Engage 3 DevOps engineers skilled in Docker, Kubernetes, Jenkins, GitLab CI/CD, Terraform, Prometheus, AWS, and Grafana.

## Benefits

- Team Size: **20 specialized professionals hired within 9 months.**
- Cost Reduction: **30% reduction in operational costs.**
- Client Satisfaction: **92% satisfaction rate achieved.**
- System Uptime: **99% uptime with advanced monitoring**

# Case Study 2 – Media & Entertainment

## Client Profile:

- **Industry/Company:** Alcoholic Beverage Industry
- **Marketing Needs:** Social Media Marketing, Website Creation, Website management, Search Engine Optimization, Content Marketing, Content Development, Designing, Content Strategy Development.
- **Vision:** Boosting Brand Awareness in the Alcoholic Beverage Industry

## Problem Statement:

- Increase brand awareness and recognition.
- Generate qualified leads and drive conversions
- Foster customer loyalty and brand advocacy

## Proposed Solution:

### Search Engine Optimization:

- Optimize website content with these keywords for better search visibility.
- Implementing SEO best practices to enhance website structure and technical aspects for improved search engine ranking.

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## Case Study 2 – Media & Entertainment

### Social Media & Content Marketing:

- Building a strong presence on platforms frequented by the target audience (e.g., Instagram, Facebook and LinkedIn)
- Utilizing high-quality visuals showcasing the beverages, their brewing process, and potential food pairings.
- Engaging with followers through contests, polls, and interactive content to build brand loyalty.

### Benefits:

- Increased website traffic by **50%** through organic search
- Boosted social media engagement by **70%** with a significant rise in followers and interactions.
- Significant rise in brand awareness and positive online sentiment