



**Clarion**  
Technologies



# LEADING BRAND IN THE MEDIA TECHNOLOGY PARTNERS WITH CLARION TO ENHANCE PRODUCTIVITY 'PAPERLESS-LY'

## OVERVIEW

**Industry:** Media Technology

**Geography:** United States

**Solutions:**

- Intuitive cloud-based workflow solution for radio station operations
- Development of reports & accountability function for better decision making
- Enabling virtual collaboration across offices for faster and efficient operations

**Results:**

- Simple, customizable and entirely cloud-based production workflows, meaning greater creativity, no paperwork and better bottom-line results
- Faster and more efficient collaboration such that each member of the team can access their assignment, priorities, and the status of all work within seconds
- Accurate evaluations with the help of reports that enable managers to lead more effectively with clear vision and clarity

## BUSINESS CHALLENGES

Integral to the success of the media business is the rapid speed of operation, greater creativity and continual productivity – all while simultaneously managing cost-effective and flawless operations across diverse geographic locations.

While enabling radio stations to augment their creativity and fun with cloud-based software solutions, our client also has to balance between simplifying their workflow and leveraging the latest technology to do so.

Before our client approached us, they had a bug-ridden application written in ASP.NET. The application architecture design was extremely complex and multiple programmers had worked on it. Most of the application was deployed on private in-house servers. The users had to depend on external paperwork to ensure smooth operations, which was a big hassle in terms of ease of access, storage, maintenance and scalability. All these issues had attracted a lot of negative comments and complaints from end users.

The challenge in front of Clarion was to transform this application into an intuitive, easily accessible, highly customizable and an all-in-one solution that is also fun to use.

## OUR SOLUTIONS

Keeping in mind the goals of our client's product, Clarion's AngularJS experts put in the best efforts to identify key product level and support requirements of our client's product and across radio stations. We conducted an application analysis for the existing application, re-architected the application and restructured the product offering such that the software became fun and easy to operate.

We recommended the customer to separate the frontend and



## THE CLIENT

Our client's software product is an inventive cloud-based workflow system for production and continuity of radio, TV and digital advertisements. With the help of this software, the radio operators can quickly and easily queue advertisements and tracks. Moreover, the cross-collaboration functionality also allows teams in geographically diverse locations to stay up-to-date and work together in real-time.

This simplifies the production process, eliminates paperwork and ensures continuity in production. Thereby, eliminating costly errors, simplifying the workflow and enhancing creative opportunities.

Today, our client has multiple product lines and over 4000 station clients.

back-end application in order to make them operationally more efficient. Accordingly, Server side (Backend) REST APIs were developed using AWS lambda and Frontend was developed using Angular 4.

A centralized dashboard was created to help free up time and focus on creative or business goals. Additionally, to help business owners collaborate across geographical distances, a functionality was introduced to foster efficient, real-time collaboration and communication.

To top it, a reporting functionality to help radio stations gauge their performance in real-time and make the required changes based on the evaluation was introduced.

In an industry where technology plays a crucial role but also poses as an implementation challenge, we have successfully helped our client overcome their challenges and build a solution that provides enterprise level functionalities, analytics and insights that accelerate their business growth – paperless-ly.

## ABOUT CLARION

Clarion Technologies is a leading IT Outsourcing company with 3 state-of-the-art development centers in India. Our unique engagement model helps our clients leverage the best of outsourcing world - high-quality resources, world-class technical supervision, and infrastructure. Clarion has been innovation partner for several small and medium enterprises and pioneering start-ups across the world.

Our differentiated IT outsourcing model, agility, technical prowess, and flawless execution enables us to deliver immaculate projects across industry verticals such as IT, E-commerce, FinTech, E-learning, Digital Media, Healthcare, and Travel & Hospitality.

With a strength of 400+ technically affluent engineers, Clarion has served more than 1000 clients across North America and Europe. Clarion Technologies focuses on Web & Mobile development, Cloud Strategy & Development, Internet of Things, Analytics & BI, Applications Testing, and Agile Project Management.

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