

EXIGEN® SERVICES: CASE STUDY

OFFSHORE DEVELOPMENT
CENTER FOR A LEADING
SEARCH SERVICES COMPANY

"The main task of the Exigen Services team was to create a brand new product for the market by integrating several individual Eniro projects under one umbrella. That task presented a serious challenge to the team, since every such combination is fraught with serious unexpected consequences that can arise during integration."

*Sergey Rymsha,
Exigen Services Project
Manager*

ABOUT ENIRO

Eniro is a leading provider of search services for buyers and sellers who want to find each other easily. Channels include printed directories, Internet services, directory assistance, and mobile services. With headquarters in Stockholm, and operations in Sweden, Norway, Finland, Denmark and Poland, Eniro has more than 500,000 customers and millions of end users. The group possesses more than 100 years of experience, having published its first telephone directory in Sweden in 1889. <http://eniro.com/>

BUSINESS CHALLENGE

The rapid development of information technologies has revolutionized the search resources and directory assistance business. To maintain its market position and gain an additional competitive edge, Eniro sought a reliable software outsourcer. The goal was to enhance the existing product line, reduce the total cost of ownership of existing products, and decrease the time-to-market for new products. Exigen Services was chosen because it guaranteed high quality development services, a capability to meet tight deadlines, and significant expertise in Agile software development methodologies.

DEVELOPED SOLUTIONS

ONLINE PHOTO GALLERY

Collaboration with Eniro started in January 2006 with a pilot project. Its goal was the development of a web-based application to support creation and editing of photo galleries in multinational portals, featuring local versions in Sweden, Norway and Finland. Our experts developed the basic functionality for the online photo gallery.

ELECTRONIC BUSINESS TELEPHONE DIRECTORY

Upon successful completion of the photo gallery project, our collaboration with Eniro was expanded. In November 2008, a project was started for the company's Norway-based subsidiary. The challenge was to develop an electronic version of a business telephone directory, Ditt Distrikt®, which is similar to the Yellow Pages in the United States. The solution developed by Exigen Services is now in production and includes the following features: search functionality for retrieving phone numbers, addresses, and other information; maps; and a content management system for storing various information on sports, leisure activities, and cultural events. The solution is interactive and user friendly. The customer introduced a concept for developing the created site into a **web community or social network**, in which users can form and join interest groups, run personal blogs, and more. The new site and social network will help to promote the Ditt Distrikt® brand in the Norwegian market.





The new portal is integrated with the following systems: a map service (similar to google.maps), a search system, a content management system, as well as external web services: RSS and Microsoft Fast Search.

Project technologies: Java, JavaScript (jQuery), Linux, Caucho Resin, Oracle 10i, Spring Framework, and Hibernate

ONLINE SERVICE FOR POSTING AND VIEWING VIDEOS

An online service for posting and viewing videos was created for another Eniro subsidiary, Scandinavia Online. The project, completed in January 2009, reengineered and enhanced the Klipps video service, similar to the popular YouTube website in the United States.

Klipps had originally been developed as a Java-based solution. This affected the cost of product ownership and made it difficult to introduce changes. In a move to standardize platforms, Scandinavia Online decided to migrate Klipps to a PHP-based technology, and entrusted Exigen Services with this task.

ONLINE SERVICE FOR BUSINESS INFORMATION AND RATINGS

From April to June 2009, an Exigen Services team completed work on the rejta.se website, a Swedish online business directory that allows customers to post their ratings of businesses, and view the ratings posted by others. In this project, Exigen Services developed a new web interface for the existing Eniro search engine. In addition, Exigen Services implemented a feature enabling collaboration with the Eniro Sweden advertising service.

After the solution's success launch in June 2009, Håkan Reutman, Nordic System Development Manager, Group IT, Eniro AB, sent the team a letter of gratitude: "... *The release of Rejta went very smoothly and we see it as a great success. We are so far very happy with the outcome and hope/think that the customers have the same opinion. Please send our very best thanks to the team, great work! Best regards!*"

Project technologies: Java, JavaScript (jQuery), FreeMarker, Linux, Resin, Apache, Mozilla Firefox, Safari, and Internet Explorer.

OFFSHORE DEVELOPMENT CENTER

Thanks to its successful cooperation with Exigen Services on several projects, Eniro Sweden signed a contract in 2009 to continue work on a variety of projects from an Offshore Development Center (ODC) in St. Petersburg. Initially, the ODC team will include 20 full-time specialists.

ABOUT EXIGEN® SERVICES

Exigen Services is the leading application outsourcing services provider, combining world class skills, recognized expertise in development methodologies, and industry experience to reduce risks, lower costs and deliver results. Exigen Services has pioneered a new approach to global application outsourcing, Outsourcing 2.0, which includes commercial terms that optimize financial alignment between the client and vendor.

As a result, Exigen Services makes IT outsourcing a much easier and more beneficial undertaking for global enterprises.



Since 2000, Exigen Services has been the global leader in the use of distributed Agile methods for rapid and precise systems development throughout the banking, insurance, brokerage, healthcare, telecommunications, government and media industries.

Exigen Services has achieved high honors in a variety of independent lists and rankings, including Brown & Wilson's *Black Book of Outsourcing in 2008*, Global Services 100 in 2009, and Inc Magazine's 2008 *Inc5000*. Exigen Services is also a top 10 provider of outsourced product development. Clients range from mid-sized growth companies to Fortune 500 organizations, and include Sun Microsystems, CSC, Universal Music Group, Standard & Poor's, T-Mobile, Westpac Bank and many others.

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