Optimistic Entertainment

Achieving great products in great timescales

Situation

Optimistic Entertainment introduced the genre of “Participation TV” into the UK in 2003, and provided entertainment content for proprietary and third-party networks. As part of their ambitious plans they needed a partner to design, develop and deliver a bespoke system for the Data Integration and Business Performance of their TV broadcast content. Their requirement was for cutting-edge systems to provide unique and dynamic information from and for their live feeds – and enable Optimistic to review, adapt and react to the dynamics of the viewers’ interactions with the programmes.

Radtac Services Delivered

Due to the evolving and dynamic nature of the system requirements, Radtac proposed an iterative Agile approach to the development. The system needed to be delivered to tight timescales to enable Optimistic to leverage the information that was available to them through their dashboard of audience behaviour, administrative systems and content management and CRM databases.

Radtac proposed and provided a small team of experienced Agile developers, co-located in the offices of Optimistic and working closely alongside the business sponsors for the project. This enabled constant and consistent interaction between the business and the developers, and a delivery in short, well-defined, managed iterations.

The Radtac team employed a pragmatic combination of XP for the development and DSDM for a time-boxed project delivery of the system. A Project Manager and a Business Analyst from the business provided a consistent interface to the business, and the value and functionality required from the system. The engagement began with a series of short workshops to familiarise the business with the Agile techniques that would be employed, and to enable the Optimistic personnel to “buy-in” to the project plan and proposed structure.
Case Study Optimistic Entertainment

Results

The system developed by Radtac provided real-time integration with existing Oracle and Linux based systems that provided and managed secure customer/viewer information, live competitive data and the BACS payment system.

Radtac personnel fulfilled roles that included:

- Agile Development Team Leader
- Designer/developer / architect
- Agile developers / tester
- Web developers / tester

Outcomes

The project was delivered successfully against the aggressive timescales that Optimistic needed in order to implement the system within presentations, and place PR by Optimistic as a key to their plans within the growth markets of Digital TV, Multi-channel, broadcasting, participation revenues and new platforms.