

Clients and Project Information

New York Times

NYT is a global leader in printing and digital media. Its operational unit is focused around online media. Tavant is working on automation of their end to end media serving workflow from proposal management to order creation and campaign authoring and serving. The entire initiative involves the following two projects.

1) Advertising Media Planning Toolkit (AMPT)

Advertising Media Planning Toolkit (AMPT) is an initiative taken up to automate the media planning stage which was a highly manual process and involved repetitive re-keying of plan data and re-formatting (cutting and pasting) into a preferred agency format. To remedy this situation, AMPT is developed with the goal of reducing the amount of manual labor associated with creating media plans and creating a database of marketplace intelligence related to the proposal stage of digital media.

Apart from the ability to save and restore proposals in a range of pre-formatted templates, it provides enhanced features like dynamic pricing, proposal versioning and calendar booking of proposals.

2) Advertisement Exchange (ADX)

The ADX Campaign Manager is an advertising campaign entry and management system. It is a multi-screen web application for the New York Times digital advertising group to create, manage, and monitor digital advertising campaigns. The system is also used by in-house marketing team and Email Production team. Whatever campaigns that are created in the system (and are having status as Live) are pushed to Delivery System (decision based system) to publish ads on the NYT Website (both US and global editions).

The initiative mainly involves a re-architecture of the previously used system in order to have an intuitive UI and enhanced usability. Apart from this, the system's architecture was to be moved to existing industry standards e.g. JavaScript (UI)/Spring/Hibernate rather than using a proprietary context language which is the case in the current system.

Beneficiary Responsibilities:

- Plans, Design, develops, tests, and documents computer programs, applying knowledge of programming techniques and computer systems.
- Evaluates user request for new or modified program, to determine feasibility, cost and time required, compatibility with current system, and computer capabilities.
- Consults with user to identify current operating procedures and clarify program objectives.
- Formulates plan outlining steps required to develop program, using structured analysis and design.
- Prepares flowcharts and diagrams to illustrate sequence of steps program must follow and to describe logical operations involved.
- Converts project specifications, using flowcharts and diagrams, into sequence of detailed instructions and logical steps for coding into language processable by computer, applying knowledge of computer programming techniques and computer languages.

- Conducts trial runs of programs and software applications to be sure they will produce the desired information and that the instructions are correct.
- Analyses, reviews, and alters program to increase operating efficiency or adapt to new requirements.
- Writes documentation to describe program development, logic, coding, and corrections.
- Writes manual for users to describe installation and operating procedures.
- Assists users to solve operating problems.
- Recreates steps taken by user to locate source of problem and rewrites program to correct errors.
- May oversee installation of hardware and software.
- May provide technical assistance to program users.
- May install and test program at user site.
- May monitor performance of program after implementation.

Following is the detailed itinerary of the beneficiary for the requested period:

Following is the detailed itinerary of the beneficiary for the entire period requested:

Period of Service	Service engagement details	Project
Oct, 2016 to Nov, 2017	<ul style="list-style-type: none"> ➤ Requirement Analysis and Design, Coding and Unit testing for following Media Planning Modules: ➤ Automate Proposal Workflow ➤ Rule Engine ➤ Requirement Analysis and Design, Coding and Unit testing for following Campaign Manager Modules: ➤ Author and Publish Campaign ➤ Advanced Search & Filtering ➤ Runtime Campaign Performance ➤ Analyze & fix QA defects ➤ Create and support product testing environment ➤ Support UAT phase and identify new requirements, functional gaps and document them as part of next release 	Project Name: Digital Advertising Media Solution Product implementation for New York Times

Period of Service	Service engagement details	Project
Dec 2017 to March, 2018	<ul style="list-style-type: none"> ➤ Requirement Analysis and Design, Coding and Unit testing for following Media Planning Modules: <ul style="list-style-type: none"> ○ Proposal Versioning ○ Integrates with Order Management System ○ Integrate with Rate Card Application ○ Access Real Time Inventory ○ Export Proposal XLS, CSV ➤ Requirement Analysis and Design, Coding and Unit testing for following Campaign Manager Modules: <ul style="list-style-type: none"> ○ Integration with Distribution Engine (DE) ○ Instant Notifications ○ Intuitive Dashboard ○ Flexible Creative Management ○ Reporting – Campaign Pacing, Server Stats, Diagnostics etc. ➤ Analyze & fix QA defects ➤ Create and support product testing environment ➤ Support UAT phase and identify new requirements, functional gaps and document them as part of next release ➤ Requirement Analysis and Design, Coding and Unit testing for following Modules and Advance features: 	Project Name: Digital Advertising Media Solution Product implementation
Apr, 2018 to Dec 2018	<ul style="list-style-type: none"> • Mobile integration • Multiple channels Advertising • Cloud enabled • Advanced Targeting • Tear off Generation • Real time Campaign Pacing and Throttling <p>Beneficiary will be using technologies and tools such as:</p> <ul style="list-style-type: none"> • Operating systems – Linux (Red Hat) and Windows • Web servers – Apache, IIS • Application servers – JBoss, WebSphere, Weblogic • Database – Oracle, MySQL, PostgreSQL • Hardware – HP Servers, IBM Servers • Web Technologies – JSP, Servlets, HTML5, 	

Client Name and address:

MLB Advanced Media, L.P.

About MLB Advanced Media ("MLB.com"):

Major League Baseball (MLB) is highest level of play in professional baseball in the world. MLB refers to entity that operates North America's two top leagues, the National League and the American League since 1903. MLB Advanced Media, L.P. ("MLB.com") is the interactive media and internet company of Major League Baseball website (www.mlb.com) as well as the websites of each of the individual major league clubs.

MLB.com has been engaged with Tavant Technologies since Feb 2006.

Project Description:

MLB.com has engaged Tavant Technologies, a provider of IT services and software solutions, to build a range of media services. MLB.com has number of admin components including HomeBase CMS, Digital Asset Manager (DAM), Tag expansion service, Calendar event service and various other admin tools. MLB.com had given that responsibility to Tavant for development and maintenance of these components.

The e-commerce module is responsible for handling all the transaction related areas like handling purchase of subscriptions through credit card, PayPal, cyber source etc. It also includes the Scoreboard Management in which the user can purchase messages and admin tool, to review the messages and used to accept/reject/refund the purchased messages. The e-commerce module is also responsible for handling the account management section of the customers.

The HomeBase, DAM and other modules are responsible to make sure that highlight is ready to watch on its websites just minutes after it happens. That content is displayed on MLB.com and its team sites. These modules and other admin application are used by MLB internals to set promotions and live updated for various events for all the major leagues in US that covers all the Clubs. Gives a rich internet application experience including role based access and integration with dynamic pricing providers.

Beneficiary Responsibilities:

- Prepares flowcharts and diagrams to illustrate sequence of steps program must follow and to describe logical operations involved.
- Converts project specifications, using flowcharts and diagrams, into sequence of detailed instructions and logical steps of program, applying knowledge of computer programming techniques and computer languages.
- Conducts trial runs of programs and software applications to be sure they will produce the desired information and that the instructions are correct.
- Analyzes, reviews, and alters program to increase operating efficiency or adapt to new requirements.
- Writes documentation to describe program development, logic, coding, and corrections.

Following is the detailed itinerary of the beneficiary for the entire period requested:

Period of Service	Service engagement details	Project Name:
Oct 2016 to July 2017	<p>Beneficiary is engaged in delivering following services:</p> <p>Migrating HomeBase and integrated systems into AWS. Assist in data migration from HomeBase to AWS. Develop additional automated scripts. Identify and address interfacing functions and applications. Researches available open source tools and emerging technologies to provide innovative solutions to application systems. Design, code, test, debug and document programs. Creating to rule based business components to identify which customer data needs to send to Account Updater partner. Coordinate development activities, evaluate and report performance of project by Generating Business user reports to identify the overall success rate. Analyze and fix defects found by QA & Product owners and work closely with Quality Assurance Team to close out all open defects. Validating the overall System functionality to meet business needs. Continuously improving the code quality & performance improvements. Creating an effective logging mechanism Train the support & Business teams to help understand the product usage. Generating unit test cases and generating code coverage analysis for the code developed.</p> <p>Beneficiary will be using technologies and tools such as:</p> <p>Languages: Java/J2EE, Groovy, Hibernate, XML, SQL Database: Oracle 10g, Amazon RDS AWS: SQS, Kinesis, S3, EC2, CloudFront, GUI: JSP, HTML Tools: Eclipse, SQL Developer, Ant, SVN, CVS, Tomcat, Junit, Jira, Log4j, Putty, WinSCP, Jenkins, Maven</p>	MLB Advanced Media (HomeBase CMS)

<p>Aug 2017 To Apr 2018</p>	<p>Provide solutions to enhance and improve the application Initiatives component Understand the requirements from business team Assist in design of complex, global or strategic development projects. Identify and address interfacing functions and applications. Perform application systems development tasks which include working with users to define system needs, analyzing and designing applications to meet user needs, design and review Technical/Functional documents and provide sign off, preparing flowcharts and diagrams to illustrate logical sequence, translating logic diagrams into program statements using java/J2EE Components. Design, code, test, debug and document programs. Coordinate development activities, evaluate and report performance of project by Generating Business user reports to identify the overall success rate. Analyze and fix defects found by QA & Product owners and work closely with Quality Assurance Team to close out all open defects. Generating partner specified request file format and Processing partner provided response files. Migrate the QA tested code to Production Troubleshoot and resolve the production defects within the timelines to meet the deadlines Provide support to Production Support team for the post go-live of the project</p>	<p>Project Name: MLB Advanced Media (HomeBase CMS)</p>
<p>May 2018 To</p>	<p>Beneficiary will be using technologies and tools such as: Languages: java/J2EE, Groovy, Hibernate, XML, SQL Database: Oracle 10g, Amazon RDS AWS: SQS, Kinesis, S3, EC2, CloudFront, GUI: JSP, HTML Tools: Eclipse, SQL Developer, Ant, SVN, CVS, Tomcat, Junit, Jira, Log4j, Putty, WinSCP, Jenkins, Maven</p>	<p>Project Name: MLB Advanced</p>
	<p>Beneficiary is engaged in delivering following services:</p>	

Sept 2019	<p>Provide solutions to enhance and improve the various components of the Admin application.</p> <p>Understand the requirements from business team</p> <p>Design the processing steps and analyze new requirements and interact with Systems Analysts/programmers to develop and implement the solution</p> <p>Setup test environment and test data for timely and exhaustive user acceptance testing.</p> <p>Prepare specifications, flow charts, and process diagrams for software programmers to follow</p> <p>Participate in technical collaboration meetings and provide system software support and necessary user training to end users.</p> <p>Provide computer program, system development and technical support for very complex, highly critical programs and systems.</p> <p>Plan and coordinate tests, resolve production problems, identify opportunities to improve systems and architecture.</p> <p>Initiate system analysis, lead the definition of user requirements and assesses impacts. Determine alternate solutions with risk analysis and identify opportunities to use technology to improve availability and advance business initiatives.</p> <p>Coordinate development activities, evaluate and report performance of project.</p> <p>Maintain proficiency in programming languages, program development, testing and serve as an expert in area of responsibility.</p> <p>Provide technical analysis and solutions to issues and technical direction.</p> <p>Utilize technical expertise to manage multiple assignments, including large and critical projects to assure timely and cost-effect objectives delivery.</p> <p>Schedule and prioritize work and plan a sequence of development activities that accomplish the planned targets. Set priorities and provide reports to the management.</p> <p>Mentor team members in design and analysis activities.</p> <p>Assist in the training and orientation of other staff and end users.</p> <p>Beneficiary will be using technologies and tools such as:</p> <p>Languages: Java/J2EE, Groovy, Hibernate, XML, SQL</p> <p>Database: Oracle 10g, Amazon RDS</p> <p>AWS: SQS, Kinesis, S3, EC2, CloudFront,</p> <p>GUI: JSP, HTML</p> <p>Tools: Eclipse, SQL Developer, Ant, SVN, CVS, Tomcat, Junit, Jira, Log4j, Putty, WinSCP, Jenkins, Maven</p>	Media (HomeBase CMS)
-----------	---	-------------------------