

STARZ Entertainment is a leading global media and entertainment company that provides premium video subscription programming and global content distribution.

STARZ had a very aggressive timeline to launch their new Xbox One Video Streaming App. However, their internal team had very little understanding of the Universal Windows Platform and their deadline could not be moved. They needed help fast.



We engaged TalentCrank to help us build a very complex and engaging application for the new Xbox One platform. TalentCrank provided seasoned technical veterans that not only helped us tackle significant technical challenges, but who also understood the business aspects of software and the importance of time to market. Their expertise helped us deliver a very engaging user experience and complex application to market on a highly accelerated development schedule. TalentCrank was critical in the successful execution of a key initiative for my team.

Mark Kocourek *Manager, Software Development*



SOLUTION

STARZ turned to TalentCrank, their trusted partner, to help them build a beautifully dynamic application on the UWP platform. TalentCrank did a white glove assessment of their technical environment and culture. We met with the product managers to truly understand what they wanted to create while also respecting the timeline & budget they had to work within. Just one week after our white glove process, two TalentCrank members were contributing development. Two weeks into the project, Starz was so impressed they replaced their internal expert with another TalentCrank developer so they could increase velocity even more.

RESULTS

Partnering with TalentCrank, STARZ was able to complete all the features they wanted ahead of schedule / budget allowing for additional functions to be added prior to launch.

The STARZ app was successfully launched in time for the new season of Ash vs Evil Dead and had tens of thousands of downloads in the first month. STARZ on Xbox One delivers the service to a whole new audience and customer base.

Since then, STARZ has continued to partner with TalentCrank to bring their product to new platforms such as The Samsung Smart TV.

Are you ready to learn more? Set up a white glove appointment with us today, and learn why why our community of developers is disrupting the technical staffing industry.

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