

## Digital media: no second chances

Founded in 1979, IPL has a long history of successfully delivering excellent value consultancy and end-to-end software-intensive solutions to both the public and private sectors.

IPL's consultancy is renowned for its quality and value. Our consultants are talented and independent minded individuals with extensive industry experience. We consistently exceed our clients' expectations through a combination of imaginative thinking, managerial and technical expertise and many years of systems engineering experience.

IPL's track record in end-to-end software solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We consistently deliver reliable, efficient and accurate systems to a precise schedule.

IPL is an ISO9001:2000/TickIT registered company having a permanent workforce of 240, revenues of ca. £21M p.a. and 40,000 sq ft of secure office space in central Bath.



### IPL business analysts, designers and testers get the user experience right first time

#### Cool is of the essence

Online digital media services are revolutionizing the music and video distribution business. The record labels and their distributors are being disintermediated and squeezed into niche positions, as the top mainstream artistes sign directly to online channels.

In the mass-market networked digital media business, the quality of the user experience is critical. There's little scope for differentiation in the service model, or in the media pricing. Devices, services and businesses succeed where the user experience is practical, natural and attractive. Consider the Apple iPhone, or eMusic. A first class user experience makes the difference between market domination and costly obscurity.

A leading global consumer electronics company came to IPL for help. Its bold aim was to gain as great a market share of digital media distribution as the CD had in the 1990s. It knew of IPL's track record in delivering network-critical applications for telecoms carriers, and it wanted the same right-first-time success in its online media products.

IPL responded by providing the services of some remarkable people.

#### Business analysts also technology experts

IPL's business analysts bring a deep understanding of technical feasibility issues, because they all have many years experience in technical systems architecture. So they were able to work closely with our client's product marketing people to define services and products that were not only commercially viable and appealing to users, but most importantly were technically practical on a global scale. They combine business acumen, personal empathy and razor-like analytical skill.

#### Designers with business-critical edge

IPL's software designers are, of course, highly capable users of the relevant software technologies. But they're more than that. They've been trained in the serious business of software engineering. Not just reading books or attending courses, but doing it for real, under the fierce gaze of IPL quality managers, and in outrageously demanding applications.

#### Why this matters

Because an IPL software design won't just meet its technical requirements (though of course it will, unlike many others). It will also be efficient, resilient, maintainable and reliable. That's good. You get that with IPL; you don't get it with just anybody.

### Testers genuinely rigorous

When an IPL software tester says that she's tested something, that's a certainty that you can bank on. IPL testers are consistently taught to be thorough and rigorous in their testing. Their work has been reviewed against exacting standards until precision and thoroughness of testing has become their second nature. They are original thinkers who apply real inventiveness to their work. They are articulate communicators, and they're not afraid to stand by their test documents. Mass-market applications need that sort of reliability.

### Sounds grand, but did it achieve anything?

You bet it did. Our client was able to grow its technical capability as rapidly as its market demanded, thanks to a team of IPL analysts, designers and testers. The IPL squad enabled rapid staff flexibility, from one engineer to nearly thirty. More importantly, they provided core stability for the technical team's growth, ensuring that sound engineering quality was maintained.

Our client amazed the media industry when it announced the products that IPL had helped to bring into the world.

**The benefit to our client was incalculable.**



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