

High-Performance Social Media Platform



“The client was looking for a technology partner to create a highly scalable, widely available and functionally rich social media platform....”

The Client

The Client is an innovative multimedia social networking company that successfully blends social networking with media to: communicate with millions of users across the world, exchange views, listen to commercially hosted shows, play games and make friends among other things. The Client has one of the largest voices and video chat communities in use on the internet today and the portal supports various functions within that community.

The Business Challenge

The Client was looking for an Application Development partner to create a state of the art solution for their unique Social Media platform. The platform was required to handle several million users with concurrent use by several thousand customers from across the globe. The various applications that form part of the platform needed to provide an outstanding user experience and excellent response speed. The platform needed to handle a variety of rich media including images, voice and video.

The specific functions that needed to be accomplished by the platform included:

- User Management – Ability to manage 25 million active users
- Chat Rooms & Groups – Create chat areas and group chat rooms
- Search – Powerful tools for searching users, chat rooms and groups
- Embedded Workstation Function – To provide access to popular chat rooms/groups and other members.
- Email – Used for Integrated blasting and marketing functions
- Powerful Administration Functions – Including message casting, screening and reporting

The Client was also interested in a partner that could:

- Offer reliable, long term partnership
- Provide highly cost-effective best-of-breed solution
- Leverage multiple cutting-edge technologies
- Provide outstanding problem solving skills
- Respond quickly to issues and operational challenges

The Engagement

The Client chose the Telliant team for its demonstrable experience in building high performance applications and for its reliable and trusted partnerships.

The engagement included the following:

- Combination on-site and offshore service model
- Gathering of business requirements and technical specifications
- Design and development of core applications and modules
- Seamless interaction with the Client’s development team
- Performance analysis, benchmarking and solution identification
- New feature design and development
- Project based and routine application Quality Assurance management
- Ongoing application maintenance and change management



“ The challenge was to create a set of applications that performed at peak efficiency while providing a vast range of functionality that was easy to use and administer. ”

“ Our services included full lifecycle software development from analysis, design, development through testing and implementation. ”



“ The various applications were required to be efficient and at the same time be easy to use and manage. Internal applications for administration formed a critical part of the platform. ”

“ The partnership resulted in a unique state-of-the-art platform that met and exceeded the Client's expectations. ”

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Solution Highlights

The overall solution for the Social Media Platform included a variety of modules and applications. The following are some of the key highlights:

Groups Application: A complex function rich, web application built over a First Servlet Architecture (FSA) framework which is used for offline mode of communication between various users, where each group corresponds to a chat room.

People Application: A powerful social networking web application, where the users can create their profile, upload photo, upload video, add comment on photos/videos of other profiles, add friends etc.

Search Application: A highly intuitive and efficient web application available to search the groups or profiles using keyword or tag search. The search is implemented via Lucene: an open-source, high-performance, full-featured text search engine library.

Messenger Embedded Application: A smart web application which is embedded with in a client-side Messenger application, used to show an Electronic Programming Guide, popular and rated rooms and top rated member profiles using proprietary ranking and rating logic.

Administration Application: An intranet application designed for use by the Client's internal administrative team to manage and administer the extensive social media platform.

Technology Environment

Telliand was responsible for identifying and implementing the most appropriate technology for the various applications in order to meet the performance, cost and usability objectives set by the Client.

Major Technology Components:

- **Webserver :** Apache, JRUN, Jetty
- **Database :** SQL Server 2005, 2008
- **Architecture :** MVC – 2
- **Frameworks :** FSA (First Servlet Architecture using WebMacro)

Key Technical Tools Used:

- **Memcache –** Distributed memory object caching system.
- **Apache Lucene –** Java based text search engine library.
- **Flex for Sidekick –** Used for embedding web pages in client-side applications.
- **JSON –** Used for easy retrieval of the data in the PHP pages.
- **XAJAX in PHP -** Server communication without page refresh, for a better user experience.
- **Distributed Database –** Used for better performance, fault tolerance and failover.
- **SSON –** Single Sign On for a better user experience.
- **Session Tracker –** Used for auto logout of inactive sessions.

Results Achieved

The Client achieved the following major benefits from the Telliand partnership:

- Built a complete state of the art Social Media Platform
- Rich functionality, high-performance, high availability, ease of administration
- Highly cost effective & significantly improved ROI
- Excellent Client customer adoption & user base growth
- Joint development led to a better product brought to market faster
- Efficient use of technology leading to a fantastic user experience

To learn more about how we can help you achieve your goals in the ever-evolving world of IT and innovation, please visit www.telliand.com