The client does broadcasting and publishing events in the World Wide Web. They have quite large client base in UK, USA, Australia and all major English speaking countries. Presently, the company broadcasts around 1000+ events per month. The company is also aggressively working to tap the market place of non-English speaking countries as well and developing multi-lingual software solution for that purpose.

Abstract

The client has partnered with Ascendeon to handle their complete production process, which include a) Content Editing and b) Web Broadcasting. After partnering with Ascendeon, the operation cost of the company has been reduced to 1/3 and they are now able to fully concentrate on market expansion without bothering about operational capacity.

Client vs Ascendeon Process

- The event/conference organizers submit events to broadcast and purchase one of the client's many broadcasting products or policies.
- Then the client allots a unique number to each event and submits them to Ascendeon for submission.

Given below various categories of events as classified by the client:

1. Attraction	10. Fund Raiser	19. Promotion
2. Class & Courses	11. Gallery & Art	20. Pubs & Bars
3. Comedy	12. Health	21. Retail
4. Conference	13. Hotel	22. Sports & Leisure
5. Event Organizer	14. Kids & Family	23. Theater
6. Festival	15. Learning	24. University
7. Freeman Cinema	16. Live Music	25. Any Event
8. Fitness	17. Night Life	
9. Food & Wine	18. Pets & Animals	

- There are total 300+ channels or websites, where events are submitted.
- All the events are not submitted in all the channels and that depends upon product type subscribed by their client.

Ascendeon staff members submit events into various channels through a web based application so that each submission can be tracked and MIS can be generated. Also the number of clicks on the events postings in various channels can be tracked.

The following information in relation to an event are generally posted:

1. Title	7. Web Link
2. Date & Time	8. Short Description
3. Location	9. Detail Description
4. Price	10. Artists / Speakers
5. Category	11. Organizer Info
6. Key Words	12. Contact Info

- Different channels have different interfaces and rules for posting events. Ascendeon have prepared detailed documentation or work-instructions for posting into various channels.
- Ascendeon project team members are trained accordingly.

Ascendeon maintains three categories of staff members:

Production Agent	- Post events into various channels.
QC Agent	- Perform quality check on the posted information.
Project Leader	- Do production planning and job allocation.
	- Train team members as well as train new comers.
	- Maintain client communication.

Benefits Delivered

24 x 7 Production Support – The client is able to get production support during weekend enabling them to improve the turn around time resulting to improved satisfaction to the end client.

Increased Productivity – This outsourcing of production process helped the client to increase the scope of work for their employees while keeping the head count constant.

Business Expansion – The client could engage their free-up resources for product development and marketing activity resulting to double their business volume within two months.