

Case Study

Frengo Corporation

Talentica has been more a partner than a vendor. They understand our goals and our execution plans. We trust them to make the appropriate staffing decisions - with the quality engineers they hire, the processes they follow and service they provide.

- Sameer Merchant, CTO Frengo Corporation

Domain

Mobile Social Services

Product Vision

Help users play and connect across the cell phone and internet

Strategy

- Global product development team.

Results

- Offshore team it can call its own
- Frengo.com
- Open Social Toolkit
- Admarvel

Key Statistics

- Duration: Ongoing since last 3.5 years
- Engagement Model: Dedicated Development Team with option to transfer ownership.

Three years ago, we were approached by a startup company that wanted to help friends play and connect with each other across cell phones and the internet. Today, it is a leading mobile gaming platform with over 7 million users.

The Vision

Frengo's vision was to provide young adults with casual but addictive play experiences that they could share through the web or phone. These play experiences would rely on underlying mobile messaging infrastructure such as SMS and MMS. Frengo's founders, former Verisign employees, brought in years of domain expertise in the areas of mobile messaging and entertainment.

Outsourcing Strategy

Frengo decided to establish a globally distributed development team. This would not only reduce its operational costs and crunch time to market, but also leverage our experience in building highly scalable web applications.

Talentica Execution

We helped Frengo convert its vision to reality overcoming several challenges – the product needed to be highly scalable, requirements evolved continuously and the weekly release cycle provided no room for errors.

Initial Setup

The initial team was setup in four weeks. We hired people who had the skills and technology expertise to match Frengo's requirements, and were excited about the opportunity to build a mobile gaming platform.

While the team was being hired, we setup the required development infrastructure. This included setting up a common source code repository, bug tracking system and vpn access to Frengo's network. A Senior Manager from our end engaged with Frengo's CTO to decide on the system architecture and design.

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Technology

- Languages: Java, Javascript, PHP, Python
- Database: MySQL with master/slave setup
- Social Networking: Facebook API, OpenSocial
- Tools: Memcached, Quartz Scheduler, jQuery, JCS, MaxMind GeoIP, Openx, Hawhaw, Fusion Charts, Nagios, Cacti, ImageMagick, WAPSimulator, Watij, Selenium.

Products

- Flirtable - One of the top 25 most successful games out of over 11,000 applications on Facebook.
- Admarvel- A mobile advertising mediation service. Highly scalable, and serves tens of millions of ads every day.

Working Together

Team members interacted directly with each other via email, internet messenger and phone. Elimination of channeled communication ensured that developers at both ends were in sync with each other. This was critical because features changed continuously and release cycles were very short.

Each team member owned a feature and was responsible for its design, code, testing and deployment. A common staging server ensured that product managers at Frengo could review work in progress on a continuous basis.

Managing Product Complexity

Frengo signed up millions of users within weeks of its launch. This meant that the product had to be deployed on multiple web, application and database servers. In order to handle spikes in demand in response to marketing campaigns, Frengo had to add and reduce the number of servers at short notice. All code needed to be correctly architected, highly scalable and reliable.

Results

An Extended Team

Frengo got a team that it can almost call its own – a team that

- Shares its product vision and goals,
- Is comprised of developers hired specifically per its needs,
- Can take complete ownership of features from design to deployment,
- Frengo has an option to transfer to its own subsidiary at a later date, and most importantly
- Has helped it deliver more innovative services faster, and at a lower cost.

A Set of Successful Products

Today, Frengo is a leading provider of social mobile services with over 7 million users. Its games are deployed on leading social networking sites such as facebook and mySpace as also on mobile via all major US carriers. Frengo also provides Facebook and Opensocial Mobile Toolkit, which power several top mobile services on leading social networking sites. It also launched Admarvel, that helps mobile publishers and operators to easily source, provision, manage and track advertising from virtually any ad network or direct sourced advertising inventory.

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