talentica
SPREAD YOUR WINGS

Service Brochure

Media Application Development

Technology Expertise

- Languages: PHP, Java, Objective C, C#, .Net
- Mobile: iPhone, Android, Blackberry
- Cloud: Amazon Web Services, Azure
- Social Networks: Facebook, Twitter, LinkedIn, Digg
- BI Tools: Apache Hadoop, Apache Mahout
- Database: mySQL Cluster, HBase

At Talentica, we specialize in building products for the Digital Marketing and Social Media industry.

Building a Media Application requires more than just the knowledge of technology and functional development. A successful Media Application needs to expand your reach, manage traffic spikes, provide targeted information and integrate seamlessly with social networks.

We understand the social media business. And we have a track record of building several new media products over the last few years.

What we can do for you

Whether you are a startup with an idea for a new media product or an established company wanting to take your product to the next level, we can act as your development partner.

We can build products that

- **Scale to handle millions of users,** just like we helped build an ad-aggregator product that serves over 700 million ads per day on mobile phones. The application, deployed on Amazon EC2, handles over 5,000 campaigns across 175 carriers in multiple countries.

- **Understand user behavior** by analyzing content on social networks. We have helped one of our customers build a talent discovery product that analyzes twitter feeds, Facebook comments and references to blogs using technologies such as Apache Mahout and Hadoop.

- **Let users interact via multiple channels,** just like we helped one of our customers build a loyalty rewards redemption product that can be accessed via the web, an iGoogle gadget or an iPhone application.

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Quick Facts

- Founded: 2003
- Size: 125+ employees
- Offices: Pune (India), San Jose (USA)
- Specialization: Offshore Product Development
- Business Model: Dedicated Teams with Transfer option

Integrate closely with Social Networks such as Facebook, Twitter and LinkedIn. Let users directly interact with your product or content through Facebook applications and other social media to increase its virality.

We can help you setup a global team

BuildODC, our advanced approach to offshore product development, ensures that outsourcing really works for you. We set up a dedicated development team for you, staff it with the best talent available in India and work with you as one team.

We can bring in additional skills and knowhow

Since we work with multiple customers, we have exposure to the latest tools & technologies, and can guide you on how they can be used to better your products.

We can free up your time to change the nature of the game

Going offshore transforms your R&D economics. It provides you the luxury of having a larger team to help take up new, long-term initiatives and stay miles ahead of competition.

We can provide you flexibility in your operations

Scaling a team up or down is very difficult when you are using in-house employees. With our model, you get the freedom to ramp up the team for temporary requirements while maintaining the core team.

To sum up

It's hard enough to setup a high quality product development team. Doing it halfway across the globe is still more difficult. You need a trusted partner who understands the way you work and is capable of setting up an offshore team that inculcates your culture and way of working.

Call us at +1 408 332 5790 or email us at info@talentica.com for more information about our services.

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