

Vacationers Re-live and Re-tell Their Stories via the Web

TechDiscovery Helps EZ Prints Deliver a Cutting Edge Photo Fulfillment Application

“I have and will continue to recommend TechDiscovery to companies in need of software development. Using TechDiscovery mitigates our risk in the solutions we are building for our customers. What they deliver is ‘industrial strength.’ ”

*– Ray Dicasali
Chief Technology Officer
EZ Prints*

The Client

EZ Prints is a leading private-label digital fulfillment and technology solutions firm that serves as a strategic partner to companies seeking to build successful and sustainable digital product offerings and solutions for their customers. Since its founding in 1998, EZ Prints has been selected as the private-label fulfillment solution for over 300 companies, both public and private, in the U.S. and Europe.

The Challenge

EZ Prints was selected by an international theme park company to create the second generation of a Web site that allows theme park visitors the ability to share and buy the pictures taken by onsite photographers following their vacation. EZ Prints’ client had high expectations and at the outset of the engagement they wanted the following procedural and technical details:

- An overview of the process and methodology that would be used to develop the Web application
- A detailed overview of how the site would plug-in to the international theme park company’s existing systems
- The requirements for the project
- The profiles of the team members who would be working on the project focused on their technical skills as related to implementing cutting-edge software
- Project timelines for completion

Although EZ Prints had developed Web sites for other clients, they lacked the systematic development and delivery process the client required. In addition, EZ Prints needed to expand its in-house resources and skills in order to meet their new client’s expectations.

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The Solution

“We knew this was an opportunity to make a positive name for ourselves with one of the most well-known, highly regarded companies in the world,” said Ray Dicasali, Chief Technology Officer for EZ Prints. “TechDiscovery made it easy for us to select them as our partner. During our evaluation, they quickly identified issues we were experiencing that other companies didn’t. We knew TechDiscovery would provide the credibility, proven methodology and technical team of experts we needed to achieve success.”

A team comprised of six EZ Prints and TechDiscovery developers and led by a TechDiscovery project manager utilized TDFlex™, TechDiscovery’s proprietary process for developing commercial software applications, to build a comprehensive project roadmap. The roadmap not only addressed the company’s process, methodology, requirements and timeline needs, it became the foundation of the entire project and the core resource for both technical, business and management teams throughout the applications development life cycle.

Within a few months, TechDiscovery produced the roadmap and began development of the Web site application.

The Result

“We met the client’s high expectations in both the solution we were brought on-board to provide and in our ability to manage the project and the application development process,” said Dicasali. In fact, EZ Prints has been secured to support the company in new products being launched this year.

During its first year in production, the theme park company’s new Web site volume has doubled and generated a 100% increase in incremental revenue. In addition, monthly updates and releases have been made further enhancing the sites functionality and performance.

TechDiscovery was instrumental in the success of the new face of the Web site. Through the use of disciplined project management, “Best of Breed” processes and world-class talent, TechDiscovery successfully brought the creative thoughts and ideas to reality.

For more information about how TechDiscovery delivers, manages and supports technology that is critical to enabling your business strategy, visit www.techdiscovery.com.