Openxcell

Empowering Businesses With Innovations

OpenXcell Creates An Offshore Support Team for a Sports Streaming OTT platform/company

Thank you for downloading this case study!

To ensure you climb the ladder of success, it is essential to take the right ladder first. Likewise, when it comes to business, it is imperative to choose a partner who not only aligns with your thought process but gives its best to support you in every way.

AthletesGoLive is an ongoing project, and this case study will describe its journey from a startup to a mid-scale organization. It will also unveil the contribution of Openxcell in forming a development team that helped the company build a smooth OTT platform for its users. Apart from that, this case study will also give a clear idea of how the swiftly addressed challenges, intensive team support, and up-gradation of profiles allowed smooth sports streaming, which expanded the customer base.

AthletesGoLive has successfully established itself as one of the finest online platforms for live streaming sports ever since its inception in 2019. This platform now has 17 members who work dedicatedly to improve the customers' streaming experience and provide a live scoring facility.

Table of Content

AthletesGoLive Intro

Industry	Sports
Headquarter	USA
Offshore Development Centre	Ahmedabad, India
Team Size	14
Platforms	Web, Mobile & Tablet

AthletesGoLive was established in 2019, and currently, it has become one of the most popular sports streaming platforms that provide live recordings and live-scoring of matches for sports enthusiasts. Built on .Net core and iOS swift code, this web application streams local baseball and softball matches. It allows players, their parents, and fans to see those matches live and score them using a user-friendly scoring system by subscribing to the platform.

AthletesGoLive also gives access to its premium members to pull out the clips from the games and share them via email or social media. It hardly takes minutes for this application to stream multiple games simultaneously, and the application's no-fuss navigation and high video quality have enhanced the platform's popularity. Recently, the site also started live streaming of Volleyball.

AthletesGoLive
Business Challenge

AthletesGoLive application was developed in 2018 to live stream games played at local levels, primarily in universities. In association with other coaches, its owner - Andrew Biele decided to create a mobile and desktop application that simplifies streaming and scoring of games like - baseball or softball played in the vicinity. The application was thus developed with the help of a local software development agency. However, after a year of working with them, the client seemed unsatisfied with the quality of the live video. He wanted to refurbish the application but required an experienced team of developers that could create a premium quality application to live stream games smoothly. The client eventually contacted OpenXcell to help improve the quality of their application, and ever since then, the collaboration of OpenXcell and AthletesGoLive has been productive and rewarding.

Product Key Features

Player Statistics

Live Streaming

Live-Scoring

Video Sharing

Our Approach

Project Inception

AthletesGoLive approached us in 2019 with a ready application that had built-in features and was facing issues with scoring. They also wanted to make the streaming smooth. After several consultations with the client, we learned that the application was relatively slow as the code was being maintained on the store procedures which was reducing the loading speed of the application. Thus, the client needed a team of .Net developers which could provide the solution, fix the bugs and improve the application's quality simultaneously.

We started the project quickly with one .Net developer and two application developers for android and iOS who were on-boarded from OpenXcell's in-house team to handle the issues with the scoring. This went on for a year, and the team expanded to upgrade features of the baseball

Project Acceleration and Team Creation

As the project progressed and more features were added to the application, it had become imperative to restructure the server architecture as quickly as possible, which required more developers and team members. *Since the application database was huge and would have taken a lot of time to migrate, OpenXcell promptly decided to transform only the scoring feature from SQL to MongoDB.*

Besides migration, the application also required a few enhancements, and the client wanted us to handle the customer issues simultaneously.

Thus, as the project requirements increased, we needed more members in the team to take care of every aspect of the project with precision. Subsequently, two more .Net Developers were onboarded, and the team worked arduously to leave no stones unturned. Finally, the application was released for production, and the results were remarkable. *Database migration and enhancements had starkly increased the streaming speed of the application by now, and the client was satisfied with the quality of live videos that the viewers were enjoying at length.*

"I had no clue if database migration will work for us. Honestly, I thought even if it works it will consume a lot of time so I was quite skeptical. But, these people aced it by migrating the scoring section in Mongo code. It was an intelligent play of work."

Andrew
Product Owner

OpenXcell's team had been supporting the client during the regular working hours and on weekends; but, since maximum spectators were viewing live games on Friday, Saturday, and Sundays, the client required more backend support during these hours. This new requirement led to the recruitment of 3 more .Net developers, out of which two were shifted to give support in the morning hours of the U.S.

In the last quarter of 2020, more enhancements were added to the application, and 3 more members were introduced to the team. With the continuous support of the OpenXcell team, AthletesGoLive was able to provide unparalleled service to its customers by supporting the streaming of 100 games at a time.

2020 was clearly a successful year for AthletesGoLive as it had become a popular application for watching local matches. With this success, the client now thought of introducing a new volleyball game to diversify its customers. Hence, the first feature of the game was launched in the 1st quarter of 2021.

Team Transition

Since OpenXcell had managed to provide excellent support all this while, the client now wanted to expand its outsourcing team.

OpenXcell's team was more than happy to accept this proposal and quickly rolled out the entire recruitment and onboarding process. Today, our client has an offshore development team of 17 members, and we are proud to have built the entire team of highly experienced resources quickly and as per our customer's demands.

Product Success

14
Members Offshore Dedicated team

99%
Smooth Streaming

300+
Faster application speed

100%
New Game Development and Production

300+
Enhanced Features

100%
Streamlined customer support

OpenXcell's Contribution In Client's Success

Besides improving the application by comprehending the requirements quickly, OpenXcell aligned with the client's time zone to provide complete support during the streaming hours and fixed the bugs as and when required.

Apart from enhancing the application features and overall quality, the OpenXcell team also ensured that the end-user had a hassle-free experience while using the application. It also created a dedicated offshore team that involved handling recruitment, defining roles and responsibilities that not only saved client's time but also hit all the right nails to provide value-driven services.
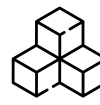
Our Success Gears

12+ years of extensive product development experience

Recruitment of Top Talent

360 Degree Operations Management
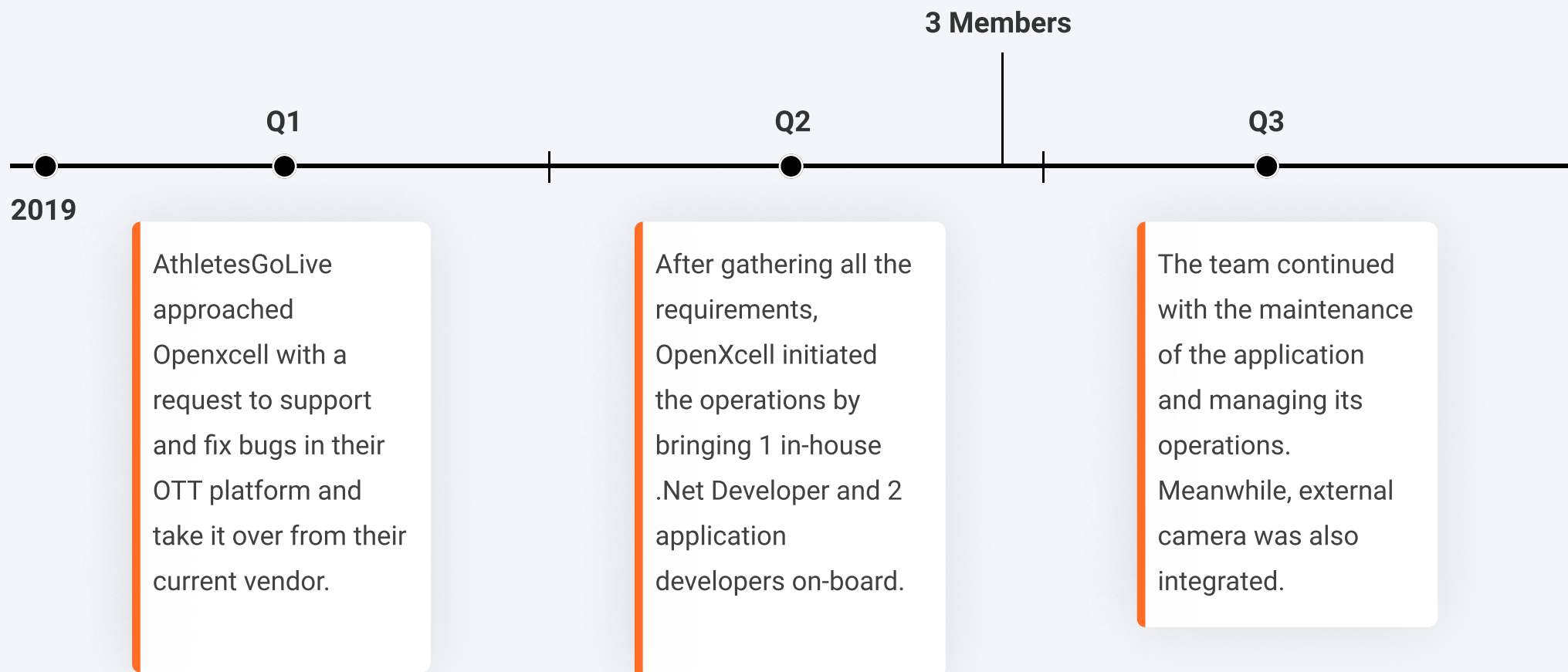
Scalable Model

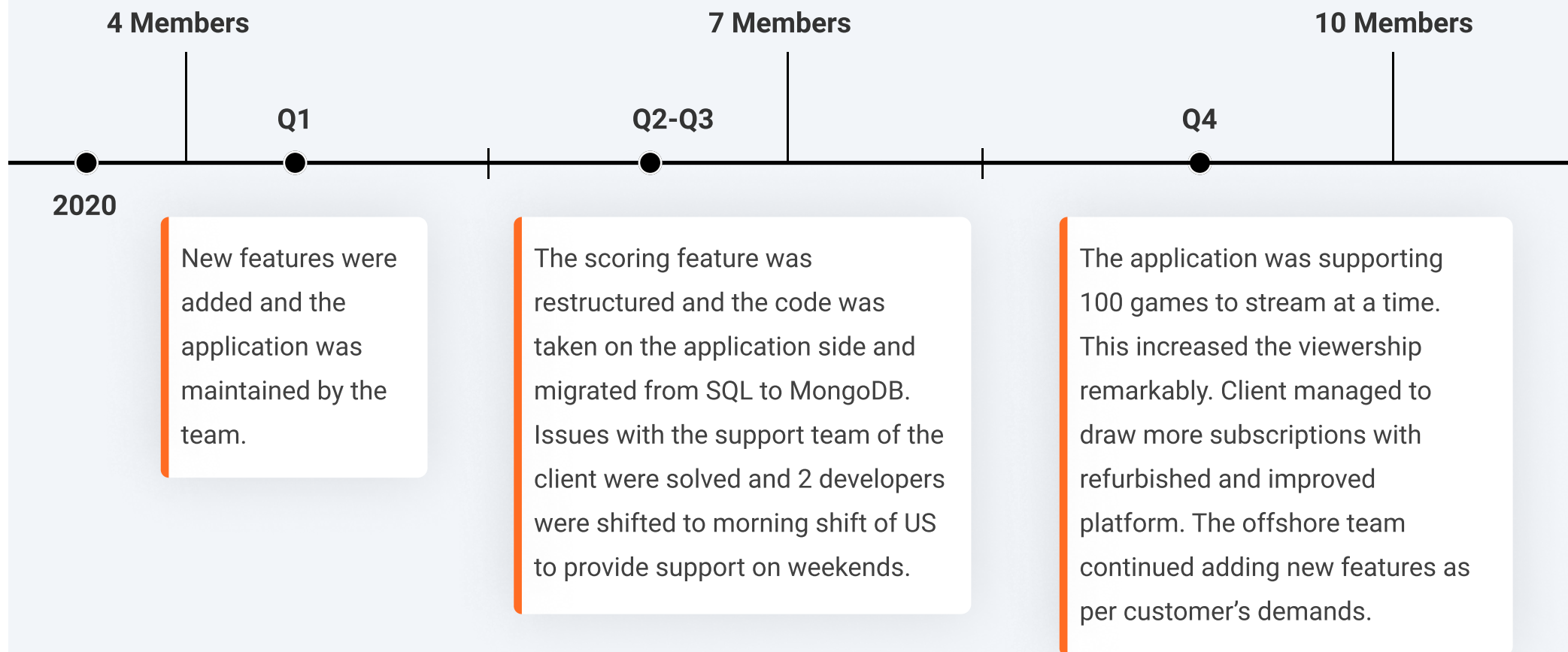Dedicated Development Centre

Dedicated Development Teams

24/7 Support Service

Engagement Timeline

3 Members

Q1

Q2

Q3

2019

AthletesGoLive approached Openxcell with a request to support and fix bugs in their OTT platform and take it over from their current vendor.

After gathering all the requirements, OpenXcell initiated the operations by bringing 1 in-house .Net Developer and 2 application developers on-board.

The team continued with the maintenance of the application and managing its operations. Meanwhile, external camera was also integrated.

Engagement Timeline

4 Members

7 Members

10 Members

Q1

Q2-Q3

Q4

2020

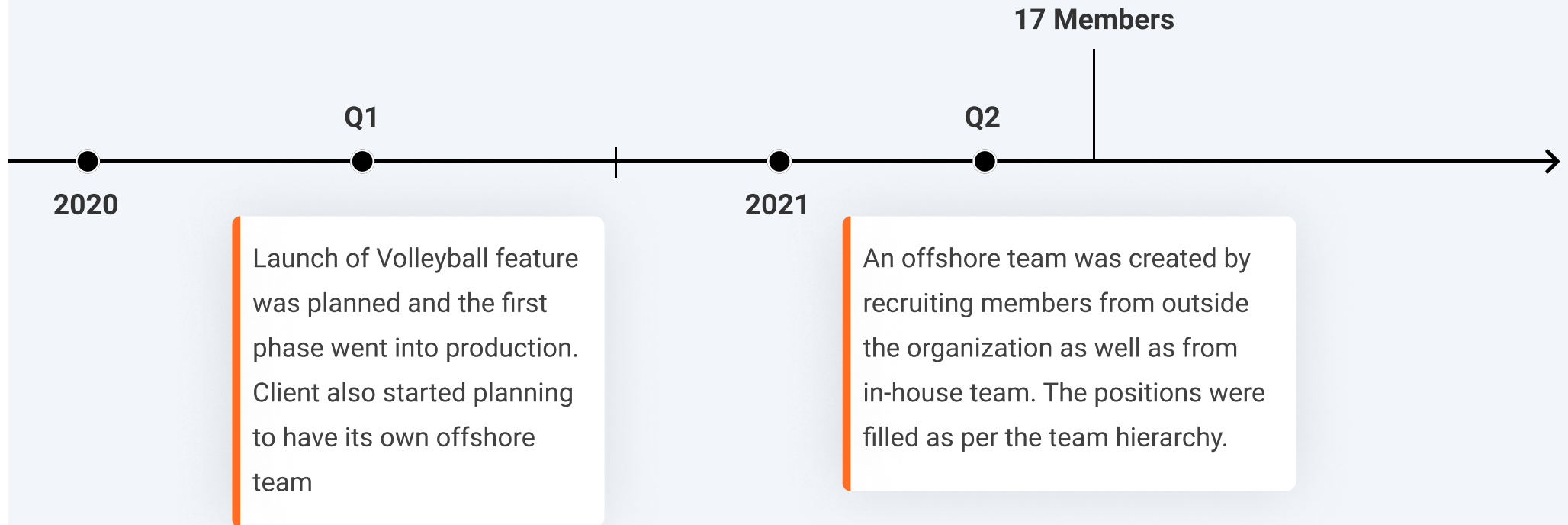New features were added and the application was maintained by the team.

The scoring feature was restructured and the code was taken on the application side and migrated from SQL to MongoDB. Issues with the support team of the client were solved and 2 developers were shifted to morning shift of US to provide support on weekends.

The application was supporting 100 games to stream at a time. This increased the viewership remarkably. Client managed to draw more subscriptions with refurbished and improved platform. The offshore team continued adding new features as per customer's demands.

Engagement Timeline

17 Members

Q1

Q2

2020

2021

Launch of Volleyball feature was planned and the first phase went into production. Client also started planning to have its own offshore team

An offshore team was created by recruiting members from outside the organization as well as from in-house team. The positions were filled as per the team hierarchy.

Technology Stack

Backend

.Net Core | iOS swift code | Android Kotlin

Database
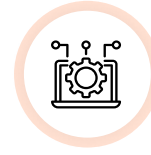
MongoDB | MySQL

Client Achievements

Huge customer base

Recognition from universities

Improved user experience

Supporting events on platform

Optimized Streaming

Increased revenue by selling fan pass

Client Testimonial

"OpenXcell, must say, you guys are hard working! Thank you for your incredible support and excellent decisiveness. Your efforts have brought us this far."

Andrew
Product Owner

Conclusion

AthletesGoLive has experienced tremendous growth ever since it collaborated with OpenXcell. Initially, when the application wasn't working as per the expectations, the decision to migrate the database was a wise move. It not only simplified the entire operations but created an easily navigable interface for users. This transformation also helped our client to establish themselves as a renowned platform for live sports streaming. In fact, we successfully created an entire offshore team on their demand, saving our client from the hectic procedures of recruiting and onboarding.

We at OpenXcell, have always believed in providing extensive support to our clients and establishing a relationship of trust with them. Our partnership has always empowered businesses to innovate and bring progressive ideas to the table which enables growth, promotes a futuristic approach, brings reliability, flexibility, and profitability to both parties.

Thank you for your time!

Contact Us

Want to scale your business with our seasoned product development team? Let us know your requirements.

✉ **sale@openxcell.com**

📅 **Schedule a Meeting**