

case study

Site Management Console

KEY METRICS

- 70.82% of application from reusable components (by LOC)
- 9 New Components Used
- 22 Existing Components
- 2:1 ratio of test code to production code
- Personnel:

TopCoder Project Manager

TopCoder Architect

18 members involved in assembly competition and review

156 members involved in design, development and review of components



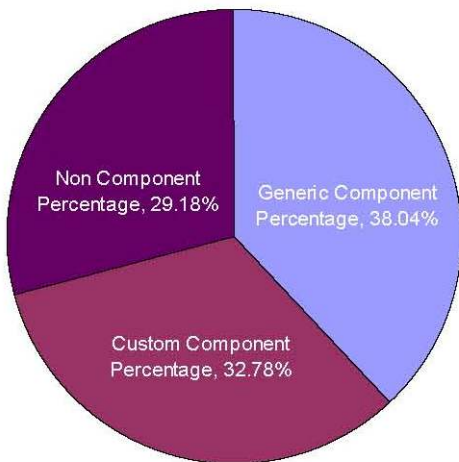
The Customer

The client is a leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For more than 38 years, their reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The company's many brand names constitute one of the world's most widely recognized families of consumer brands.

The Solution

The Site Management Console (SMC) is a client-server application that allows users to create "Launch Plans" for their online store. A launch plan dictates how and when the content will be published on the client's online store. The application allows users to create over 35 different types of events and manage them in a calendar similar to Microsoft Outlook®. Furthermore, the SMC has a customized reporting system which allows the creative group to export and print wireframes (layout mockup) of web pages for the online store. The wireframes are then used to build ASP pages for the online site.

Component Re-Use



The chart above shows that most of the application code was generic (38.04%).

The Details

- The client now has an enterprise strength site management tool that replaces a manually intensive spreadsheet driven process involving more than 30 document types. The spreadsheet driven process was previously very time consuming and difficult to manage partly due to the large number of people sharing multiple spreadsheets of varying formats.
- SMC is an easy to understand, centralized system that allows the creation of new Launch Plans and Event Calendars. It manages the workflow of information involved in creating launch plans without the burden of shuffling disconnected spreadsheets and Word documents via email.
- All marketing events are now stored in SMC. Marketing event deadlines are driven through SMC, keeping the client's team up-to-date and synchronized with all marketing efforts.
- Reduced document/user errors and duplication of data.
- Reduced unnecessary chatter time between different departments by 60% during the launch plan creation process.

- The client is able to react quickly in response to daily events providing a key strategic capability with a direct impact on sales and revenue. For example, the client is now able to launch new and/or updated pages displaying an Oprah Winfrey image on the same day Oprah is wearing their sweater on TV.
- The application allows the user to compare events from different years with one click.
- Users can switch the calendar and Launch Plan view from Calendar year to Fiscal Year.
- The application allows users to build new Event input forms and new wireframe types without any coding knowledge.

The TopCoder Advantage

The TopCoder methodology uses competition to ensure the highest quality solution for each phase. At least two designers and developers compete, and a Review Board made up of three of the highest rated TopCoder members evaluate each submission on a number of key metrics.

Each component is packaged separately to promote reuse within other areas. In addition, this lowers the impact of changes throughout the project. TopCoder Project Managers create developer forum threads and posts for rapid updates to required changes.

Compared to traditional IT consulting, the component-based methodology and reuse solution resulted in a substantial savings over the cost of the total application, higher quality in design and development, and consistent deliverables that will save significant time and resources in future phases.

About TopCoder

TopCoder has over 139,000 members worldwide representing its virtual workforce. Through competition-based methodologies these members create commercial grade software components and assemble them into a wide variety of applications for numerous Fortune 500 and leading high tech companies. TopCoder maintains a library of over 1,100 generic components in Java and .Net that are leveraged to reduce cost and time, and increase quality in client applications.