

KRG- Voicebank: Case Study

Domain: Migration & Re-engineering

Client: Voicebank: Creator of the most widely used casting software over the internet Voicebank is an internationally known name in the ad world especially in the areas of voice over and theatre. Since the time it was launched in 1998, Voicebank's casting and project management tool has been successfully used by over 1600 entities including ad agencies, animation houses and TV/Film studios, independent producers and casting directors.

Project Status: Commenced in Aug 2008 and went live in Feb 2009.

Business Scenario: Voicebank boasts of a state-of-the-art casting and project management tool hosted at <http://www.videovoicebank.net/> which has gained a lot in popularity over the years. With time there has been a huge increase in the expectations and requirements of the different stakeholders involved in the process. A clear need was felt by the client to upgrade its existing application to make it more relevant and effective by making use of the latest technological advancements.

Client Challenges: Ever since it was first launched there had been a constant rise in the number of users which had been putting extra pressure on the existing infrastructure. Moreover, the need to upgrade to not only retain existing users but also attract new users to keep its leadership position intact in the market was imperative. One of the biggest challenges was to include video into the existing voice feature which had also become increasingly essential. Also, making the entire audition process more effective and easy to carry out had gained more importance.

KRG Solution: KRG has an extensive experience in helping clients with their migration related requirements as also in carrying out re-engineering work. KRG completely revamped the client website <http://www.videovoicebank.net/> with more and better features.

Design: A comprehensive study of the existing client website and its project management tool was carried out to identify required and desirable changes. A clear and well defined project plan was then designed with appropriate demarcation of the expected timelines and anticipated challenges. The design and proposed changes were discussed with client to further incorporate feedback into the plan.

Development & Deployment: Client's Voicebank application was developed by reconfiguring and upgrading the existing system. After testing the application in a live environment the Videovoicebank was deployed as a cutting edge, technology based application. The new application combined the voice feature of the existing client application with an on-camera delivery system to offer a more sophisticated and useful tool with voice and video support.

Client Benefits: The new and upgraded application ensured that the client was able to offer better features to its end users. With the Videovoicebank, KRG was able to ensure that the client got a whole range of advantages including:

- The entire look and feel of the website <http://www.videovoicebank.net/> was transformed for a more enriching experience to the end user.
- Audio and video database were completely integrated.

- The auditioning process stand thoroughly streamlined.
- Producers can now get in touch with casting directors, talent agents and even actors for projects like print, voice or on-camera.
- The interaction process between interested parties was made completely secure with increased efficiency.
- An effective bridge was built between the Producers and the casting directors and union and non-union talent agencies based out of US, Canada and Europe who represent voice-over artists and actors from all over the world.