CASE STUDY

APPLIED TECHNOLOGIES AND CORALTREE SYSTEMS

Applied Technologies completes the solution for innovative software implementation for Digital TV provider.

Background

CoralTree Systems enable operators to evolve customer service and revenue management capabilities and to drive profitable growth from business operations.

An independent business with over 25 years' experience and a renowned reputation as a trustworthy and reliable company, CoralTree deliver flexible, forward-looking solutions and focus on continual innovation for its next generation suite of BSS solutions to transform marketing, customer care and operational performance.

As a leading provider of innovative BSS and CAS Integration software solutions, CoralTree's clients include some of the market's leading communications operators.

In early 2013 CoralTree Systems was awarded a major project with a new South African digital TV provider to supply their daVinci TV gateway "Titan" and partnered with Applied Technologies to deliver the hardware component of the project.

Challenge

CoralTree Systems is a UK business, with a predominantly European background. Delivering the project in South Africa brought unique challenges.
As a Greenfield project, the end client had little experience with the hardware or software technology so CoralTree Systems needed to be able to provide help from early stages through to implementation and post-installation support.

In addition CoralTree was set strict deadlines which they needed to meet to facilitate a successful product launch. The pitch process began in early 2013 with full delivery required for mid-August.

The solution

CoralTree has an established history with Applied Technologies and so approached them for support in delivering the hardware components of the "Titan" TV gateway project.

Applied Technologies proposed an IBM i-Series solution, an all-in-one platform with proven solutions, built-in security, and unlimited potential. CoralTree is very well versed and experienced in working with the hardware platform and understood the benefits in terms of performance, longevity and enabling the end client's storage to scale with the business.

Building a relationship

"With our prior work together, we were able to confidently pass the hardware element of the bid to Applied Technologies" explains Craig Maxwell-Brown, Business Development Associate at CoralTree.
Their international experience and close relationship with IBM meant they were able to really support us in sourcing South African contacts for ongoing maintenance of the systems, as well as providing invaluable help with shipping the hardware to South Africa within the tight timescales"

Craig continues "We began the project in May, when Applied Technologies began sourcing the hardware and negotiating licenses with IBM.
They were able to arrange delivery of the hardware to our UK offices in order for us to install the software before helping with shipping of the final systems to the client's South African office in mid-August."

"Ultimately, our partnership with Applied Technologies enabled us to provide a more complete offering – which reduced costs and complexities for our customers"

About Applied Technologies

Applied Technologies is the Business Partner division of Covenco and as such, we have been supplying hardware and solutions to UK business of all sizes since 1989. Applied Technologies are infrastructure specialists with expertise and Business Partner status from IBM, HP and other premium brands. Applied Technologies provide clients with the resources to meet their IT challenges - including; solution design, supply, implementation and support.

Applied technologies are experts in their field and pride themselves on their depth of understanding, the strength of their technical resources and the quality of their account management team. The business is built on lasting relationships and many of Applied Technologies clients have worked with the group for a decade or more.