



TEAM INTERNATIONAL

IT Solutions: On Time, On Target... Your TEAM



**Effective Outsourced E-Commerce Solution to Link Sports
Organizations and Fans**

The Client

XOS Technologies Inc is the leading technology partner that helps sports organizations better interact with the sports fans through maximized value of digital content and e-commerce services. Besides fan interaction, the company specializes in Facilities Design & Integration as well as Coaching Software Solutions. Through these areas of expertise, The Client helps teams and leagues integrate video, images, data, and interactive technologies via its unique Network and Total Ticketing.

The Industry

Digital Sports Media & Technology

The Challenge

In December 2008 XOS Technologies faced the necessity to create an e-commerce system within its broad network of resources. The system requirements consisted of an integrated content management system (CMS) and user-friendly request-for-quote options, but most importantly the e-commerce system needed to be fully integrated with the existing online business network.

The Solution

To reduce application development costs and focus on its core competencies, XOS Technologies chose to partner with TEAM International.

The screenshot shows a website interface with a navigation bar containing 'HOME' and 'BROWSE PLAYERS'. The main content area features a large image of a football player in a red jersey (number 7) holding a football. Below the image is the text 'PLAYER SPOTLIGHT Matthew Stafford of the Georgia Bulldogs'. To the right of the image is a table titled 'TOP 100 PROSPECTS' with columns for 'Pick', 'Player', and 'School'. Below the image and table is a section titled 'WHO ARE WE?' with a bulleted list of features.

Pick	Player	School
1	Curry, Aaron	Wake Forest
2	Stafford, Matthew	Georgia
3	Crabtree, Michael	Texas Tech
4	Monroe, Eugene	Virginia
5	Smith, Jason	Baylor
6	Orakpo, Brian	Texas
7	Raji, B.J.	Boston College
8	Ober, Michael	Mississippi
9	Jenkins, Malcolm	Ohio State
10	Jackson, Tyson	LSU
11	Sanchez, Mark	USC
12	MacIn, Jeremy	Missouri
13	Wells, Chris	Ohio State
14	Smith, Andre	Alabama
15	Brown, Everett	Florida State

WHO ARE WE?

- The premier representation of copyright and trademark footage and still images for major universities, conferences, bowl games and media networks.
- Exclusive content enables our customers to access fresh, compelling and unique imagery.
- Thousands of photos and endless hours of video highlights and programming.
- Visit us at [www.teaminternational.com](#) for more information and to view all of our content.

HOME | BROWSE PLAYERS

All Positions
 Quarterback
 Running Back
 Fullback
 Wide Receiver
 Tight End
 Offensive Tackle

All Conferences
 ACC
 Big 12
 Big East
 Big Ten
 C-USA
 Independent

All Schools
 Abilene Christian
 Alabama
 Arizona
 Arizona State
 Arkansas
 Auburn

<< 1-25 of 288 players >>

 Alatalava, Al S, Sr. Oregon State	 Akins, Kevin OLB, Sr. Boston College	 Allen, Asher CB, Jr. Georgia, #92	 Anoleby, Antonio OLB, Sr. Virginia	 Ayers, Robert DE, Sr. Tennessee, #44
 Barden, Ramises WR, Sr. Cal Poly, #98	 Barnes, Kevin CB, Sr. Maryland	 Barwin, Connor DE, Sr. Cincinnati, #39	 Beatty, William OT, Sr. Connecticut, #40	 Beckum, Travis TE, Sr. Wisconsin, #95
 Beckman, Todd QB, Sr. Ohio State	 Benson, Michael	 Benson, Michael	 Beckman, Todd QB, Sr. Ohio State	 Benson, Michael

Scope of the Project

The e-commerce system consists of the following major workflows:

- Customer registration/login and account management
- Order processing
- Content management
- Data filter

The Engagement Model

Dedicated Development Center (DDC)

The Approach

TEAM chose to use Agile methodology to have better opportunities to monitor and assess the project direction throughout the application development lifecycle. Agile development methodology was also chosen to provide the Client with recurring opportunities to calibrate application releases for effectiveness and functionality in the real world.

Number of Resources

Project Manager	1
Senior .NET Developers	2
.NET Developer	1
Tester	1
Business Analyst	1
Total	<u>6</u>

Length of Project

January 2009 – present

The Process (in chronological order)

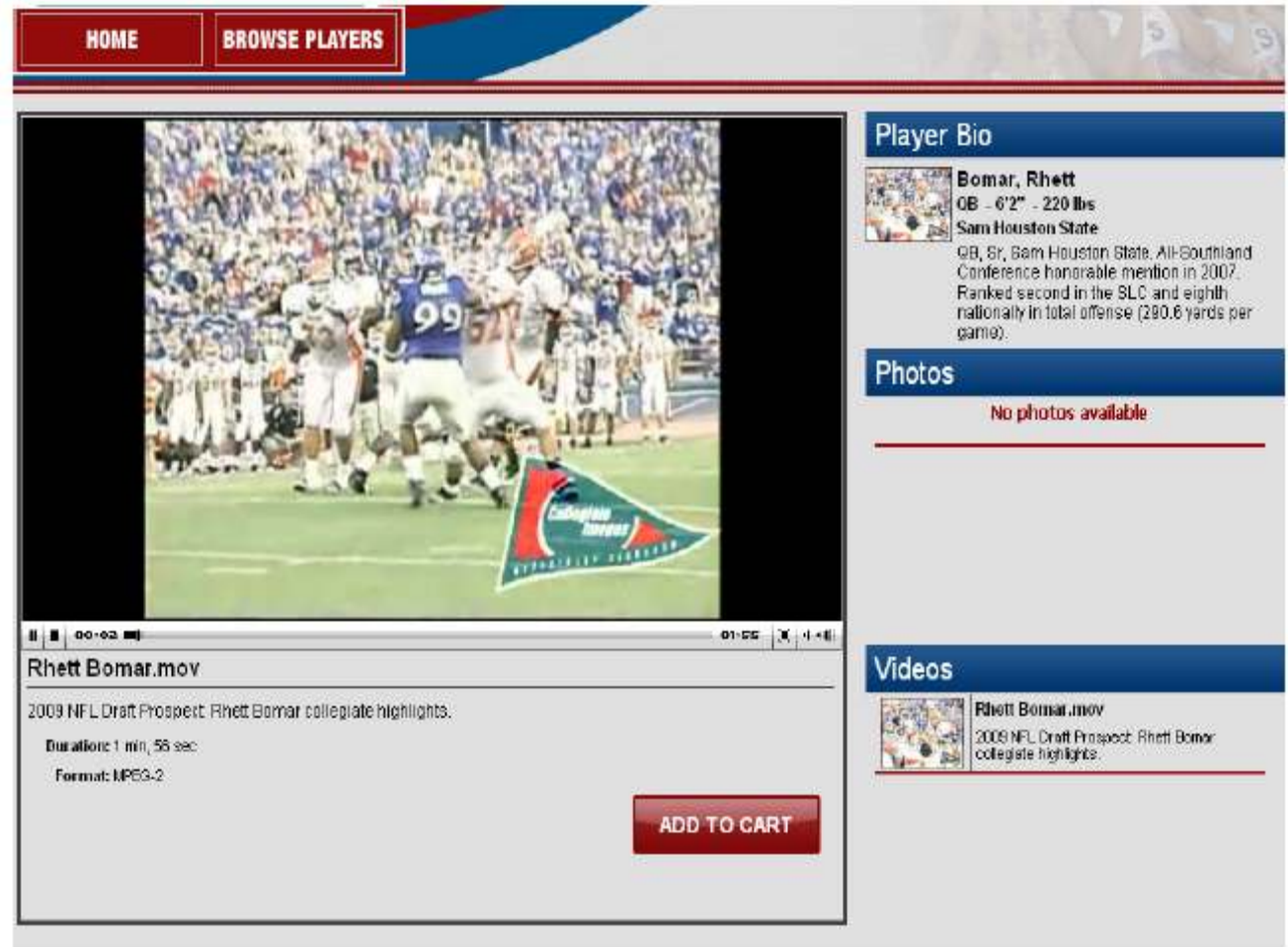
January 2009 – project initiation and planning:

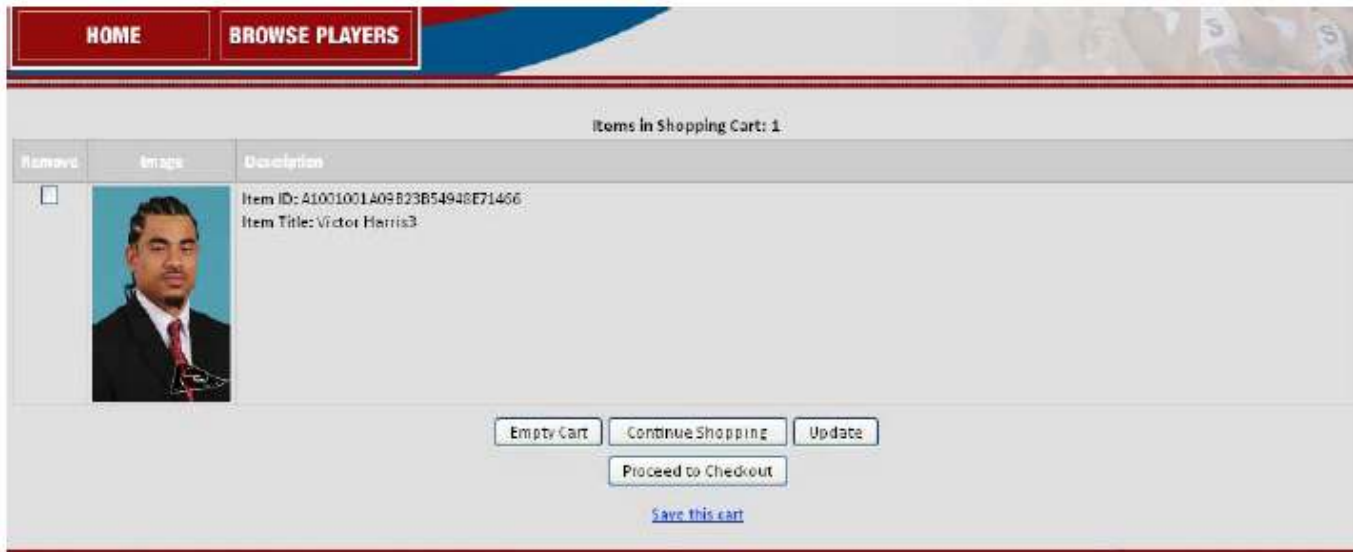
- Preliminary gathering and analysis of software and interface requirements
- Preparation of Project Management Plan and documentation
- Discussion of QA and testing methodologies

February 2009 – functionality implementation

March 2009 – delivery of the ready-to-use product (version 1.0)

April 2009 – present days – ongoing technical support and product upgrade.





Platform/Technology Used

Platform	.NET Framework 2.0
Programming Language	C#
Database server	MSSQL 2005
Operating System	Windows 2003 Server
File System	NTFS
Browser	IE 6.x +; Mozilla Firefox 2.x+ (JavaScript enabled)

Dilemmas and Creative Solutions

When TEAM began to collaborate with XOS Technologies on this project, it was soon discovered that the product concept, while rich with vision,

lacked upfront requirements definition. Moreover, the project's first production milestone had a very aggressive deadline for delivery. Solving this dilemma meant proposing a unique solution, coupled with a customized development workflow, to attain all objectives in a small timeframe. The solution was to utilize TEAM's Proprietary CMS & E-Commerce Solution which provides basic functionality to manage and sell products and cross products online. Using Proprietary CMS & E-Commerce Solution allowed TEAM's project team to significantly save time-to-develop and deliver timely the most critical and aggressive production milestone.

Additionally, there were some changes in the Scope during the project, so different suggestions and solutions were analyzed and coordinated with the Client to develop the application that meets all of the required parameters and fits all of the customer's needs. To best match the agile nature of the project, TEAM participated in daily requirements calls with the client to assign focus for each day's activities. Webex and Go-To-Meeting sessions served as a guide to the discussions of the previous day's work and upcoming priorities.

The Results

TEAM International All Rights Reserved 5.

All of the project timeframes were met successfully. In March 2009 XOS Technologies received a completely ready-to-use e-commerce system containing 800 products and easy-to-use content management system. The Client was satisfied with the way TEAM International approached and executed the project, and the client has now offloaded to TEAM a new project to include e-commerce upgrade and expansion.