



Case Study

Hollywood Media Corporation (NASDAQ:HOLL) is a leading provider of news, information and ticketing covering the entertainment and media industries. It provides show-time data for more than 40,000 screens throughout North America and the UK. It also owns a 26% stake in Movietickets.com. Their new website is estimated to record hits of around 0.5 million per day.

Business Requirements

- Establish initial offshore presence and build a solid baseline for scalable growth
- Gain the “Time To Market” advantage by leveraging scale & location
- Develop a cross browser light weight website

Ness' Solutions

- Geographical divide bridged through collaborative communication channels such as periodic calls, instant messaging, multi level management interactions and e-reporting
- Consistent communication channels across levels established
- Centralized Work-flow & Issue Tracker
- Business model maturity leveraged for addressing aggressive timelines and quick ramps

Benefits

- Web based system enables people round the globe to:
 - Gather information
 - View latest trailers
 - Book movie ticket

The HMC - Ness Association
Inception: June 2005
Current Team Size: 25

- Ness' scope of work :**
- Static web site development of Hollywood.com pages Theater.com
 - Dynamic webpage developments for Hollywood.com
 - Filmtracker.com – next generation prototype testing
 - Content Management System
 - Syndication Engine
 - Support & maintenance of HMC products (e.g. Hollywood.com, Theatre.com, Broadway.com etc)

Challenges

- Multiple and overlapping product releases
- Quick Ramp-up
- Multi-site development and issue tracking
- Cross browser light weight website

Customer Speak



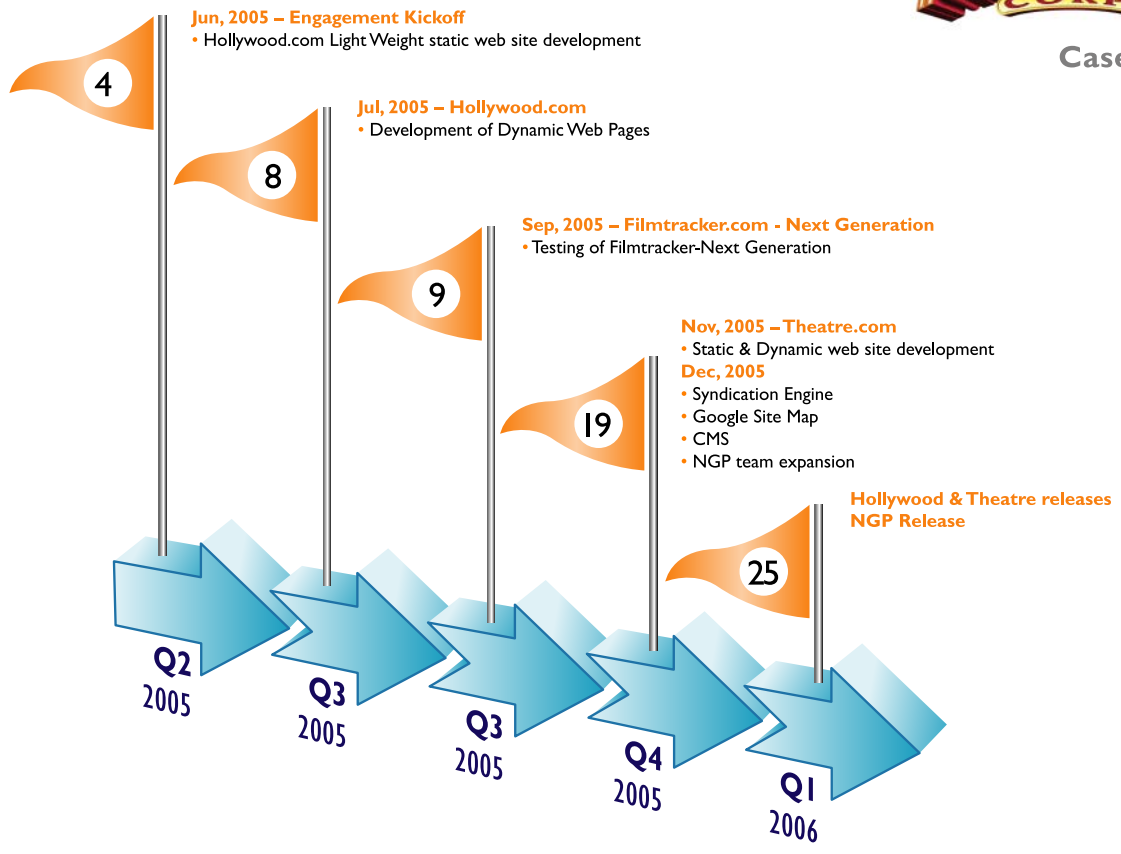
“ Thanks again for the warm welcome and courtesies extended to us during our recent visit to Mumbai. The HMC India team continues to impress us with their dedication and professionalism, which I take as a testament of your leadership. ”

Jose Gomez
 Executive Director
 Business Operations
 Hollywood Media Corp.

I N N O V A T I N G T O G E T H E R



Case Study



Technical Environment

- **Hardware**
Windows Server
- **Application Server**
IIS
- **Database**
SQL Server
- **Language / Internet Tech.**
C#, VB.net, ASP.net, JavaScript, Ajax, Cold Fusion
- **Tools**
MS SourceSafe, VSS, Bugzilla, Team Track, Dream Weaver

About Ness Managed Labs

Ness Managed Labs is a flagship division of Ness Technologies Inc., (NASDAQ: NSTC), providing Independent Software Vendors (ISVs), their best opportunity to leverage Offshoring for R&D transformation. Managed Labs operates as an Extended Model (EDC - Extended Development Center) with Client-ISV and replicates Client-Lab-Culture Offshore.

With operations across India in Bangalore and Mumbai and over 1400+ employee strength, the division services marquee clients that include Business Objects(France), Cartesis (France), Chordiant (UK), MicroMuse (UK), BridgeCo (Swiss), Human Inference (NL), Portal Software (US), Indus International (US), Cobalt Group (US).

About Ness Technologies

Ness Technologies (NASDAQ: NSTC) is a global provider of end-to-end IT services and solutions designed to help clients improve competitiveness and efficiency. Specializing in outsourcing and offshore, systems integration and application development, software and consulting, and quality assurance and training, Ness serves a blue-chip client base of over 500 public- and private-sector customers. With approximately 7,000 employees, Ness maintains operations in 15 countries across North America, Europe and Asia Pacific, and more than 100 alliances and partnerships around the world.

I N N O V A T I N G T O G E T H E R