

# Case Study: Sports & Entertainment

## Project : Full Stack Web & Mobile App Development



## Introduction

A national sports league engaged our team to build a modern, cloud native, API driven all new technology stack, to delight fans with a 'one stop' global and national digital experience. The goal was to centralise users sporting experience with a comprehensive digital offering, spanning professional leagues down to grass roots local clubs for both fans and players. As a new organisation, there were no existing technology assets, there was no digital in-house expertise and a season start deadline in eight months.

## Challenges

- Business case required research and market scans, solutioning, financial models and delivery models to be built from scratch
- No existing documented business or users' requirements
- Required immediate resourcing of a full digital team to be deployed across Web, App, Integration, Data, Martech, Integration, DevOps and Delivery (Agile)
- Season started in 8 months with no flexibility, a 'must deliver' directive

## About Zertain

Zertain specialises in hyper automation, providing outcome-focused advisory solutions, application and data integrations and managed services. Through the use of modern application low code / no code platforms and agile methodologies, Zertain gets results faster than traditional application development methodologies. Zertain's approach uplifts client's capabilities by transferring knowledge and delivering mature platforms that foster best practices and business confidence.

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## Outcome

- Development of a comprehensive business case for funding including project delivery that was signed off
- 300+ users stories translated into features, functions for a comprehensive MVP app and web platform build, including DevOps and security best practices
- Scaled up digital team flexing up and down with the planned resource cycles to deliver on MVP requirements
- 100% uptime support service, strong foundation for adding more features and refinement of service offerings post MVP
- MVP delivered on time and under budget, with a prioritised backlog for future product updates and releases

### HIGH LEVEL VIEW OF KEY VENDORS

