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Case Study

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Company Overview:

212Media is a pioneer company to distribute and market Bollywood content globally on the Internet in online media management domain. Saavn is a product of 212Media based in New York City, USA. Their functional domain knowledge and commitment to provide, makes them an excellent solution provider.

Challenges:

- The product has been developed using the latest cutting edge technologies such as Struts, Hibernate etc.
- The product should deliver with in a time frame provided by the client with the perfect solution.

Solution:

We have developed the product in such a way that user of the site can make a new friend, send messages, upload and share the album, post their views for the blogs, view the online videos, There are business rules and methods to follow for generating the user interface. We also developed the Admin module for the Administrator of the site with Saavn, making it one of the most advanced online media solution product. Administrator can create the blogs, rss feeds, authenticate users, send mass emails.

Result:

Mastiff Tech has an excellent technology team with online media management domain expertise. We approached Mr. Vin Bhat of 212Media and demonstrated our skills. Mr. Vin Bhat and his team got impressed with our skills and processes we follow. They entrusted us with work of designing and developing the product.

212Media used our delivered solution and that turned their Online Media/Content Sharing System into a much more efficient system.

As 212Media is a happy customer, providing us the stature of technical arm for their company. We have released its Beta version and handling up-gradation of product for next release. Further, our organization is also involved with them for many more other projects other than online media management for their other clients.

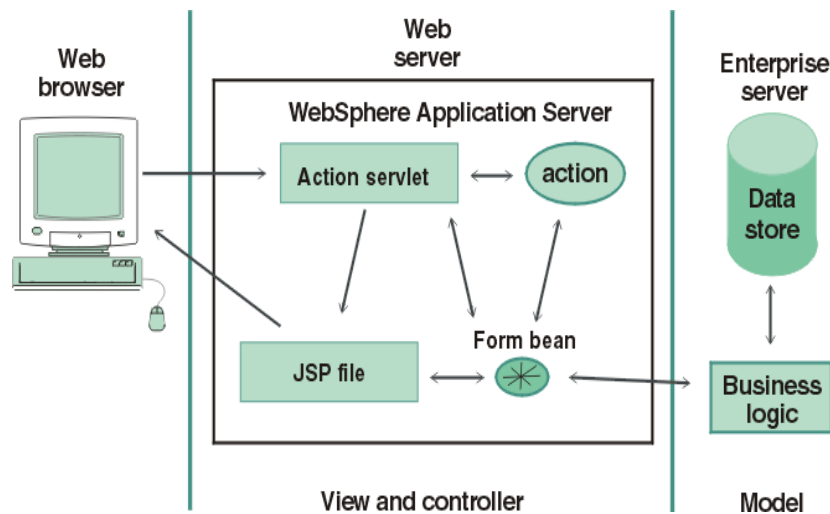
Technologies used:

The site is developed on latest and cutting edge Java based technologies such as Struts and Hibernate-Spring, and My SQL server as a database.

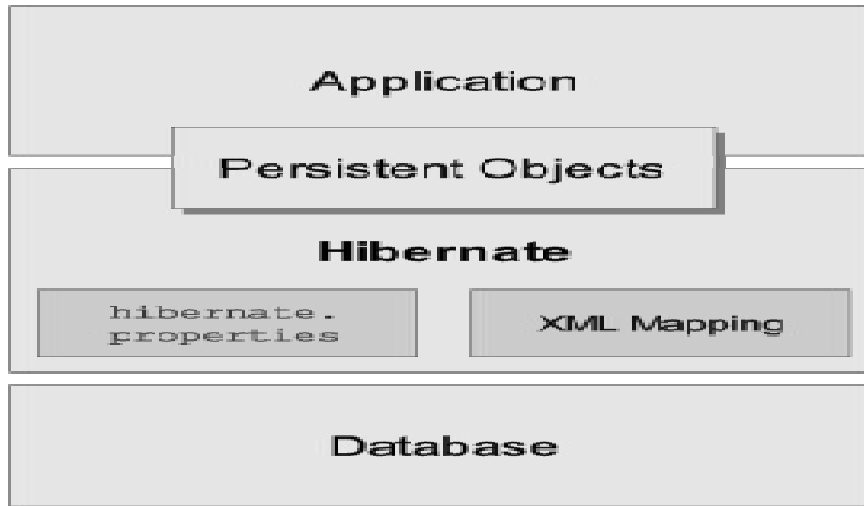
Struts is based on very popular MVC architecture. Struts combines Java Servlets, Java Server Pages (JSP), custom tags, and message resources into a unified framework and saves the developer the time of coding an entire MVC model, a considerable task indeed.

Hibernate is flexible and powerful ORM solution to map Java classes to database tables. Hibernate itself takes care of this mapping using XML files so developer does not need to write code for this.

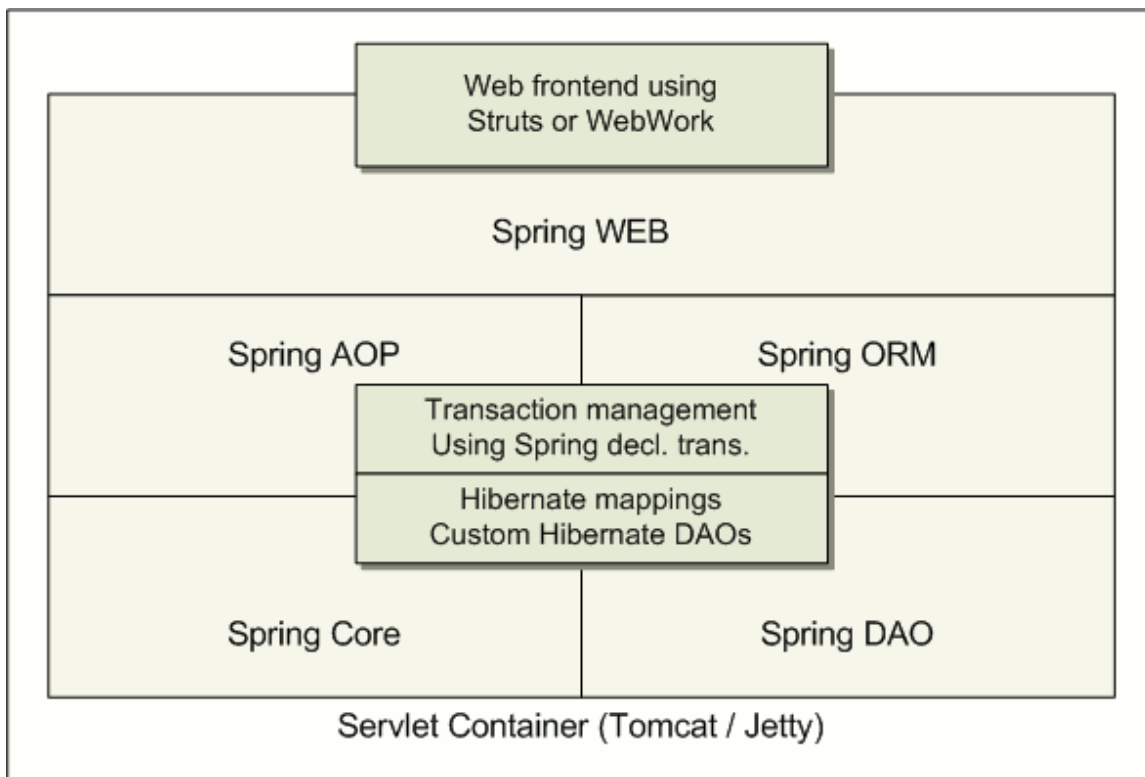
The technical framework of the Struts is as follows :



The technical framework of the Hibernate is as follows :

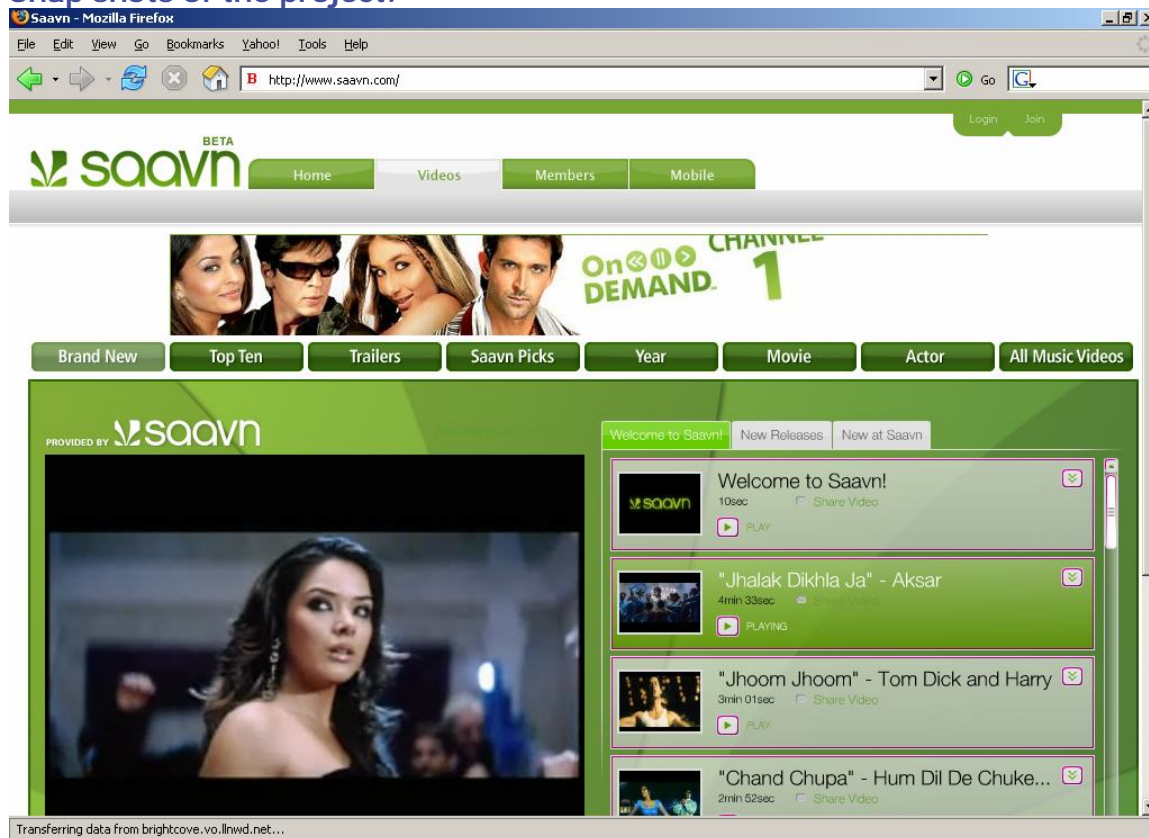


Spring can effectively organize your middle tier objects, whether or not you choose to



use EJB. Spring takes care of plumbing that would be left up to you if you use only Struts or other frameworks geared to particular J2EE APIs. And while it is perhaps most valuable in the middle tier, Spring's configuration management services can be used in any architectural layer, in whatever runtime environment.

Snap shots of the project:



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 http://www.saavn.com/user/userDashboard.jsp

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my dashboard

Hi, Saavn! | [View Profile](#) | [Edit Profile](#) | [Privacy Settings](#) | [My Bookmarks](#)

MY INBOX (2 messages)

 From: Ankit
 Subject: Invitation Response
[Read Full](#) / [Delete](#)

 From: Anjali
 Subject: Invitation Response
[Read Full](#) / [Delete](#)


[More](#)

FRIEND UPDATES (0 updates)

NEWS & UPDATES (10 Feeds Only)

- Bollywood on HindiSong.com! News: India's premier entertainment portal - Interview
- Bollywood News
- SantaBanta.com Wallpapers
- SantaBanta Bollywood Stuff

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my messages


 Name: Saavn
 Gender: Female
 Relationship Status:
 Zodiac Sign: Aries
 Age: 2
 Last Login: April 25, 2007
 Active: YES

Incoming Personal Messages (2 messages)

 From: Ankit
 Subject: Invitation Response
 Posted On: 2007-04-04 14:08:10.0
 Message: Ankit has
 Ankit | [Block User](#)
[Read Full](#) / [Delete](#) / [Reply](#)

 From: Anjali
 Subject: Invitation Response
 Posted On: 2007-04-03 16:11:32.0
 Message: Anjali has

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Search | Member Photos



search members

 SEARCH:
 Gender: Any Male Female
 Age Between: To:
 Location:
 Keywords:
 Name:

Search Results

No search has been carried out yet

Recently joined

	Name: jasbir Gender: Age: 37 Current City:
	Name: Viraj

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Search | Member Photos



member photos

Search Images

Friends Photos:



Other Members Photos:

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authenticate profiles

User : Manohar Email : abhijit@techmastiff.com Join Date : January 05, 2007 Last Login : April 18, 2007 Status : Deactivate	User : Matt Email : matt@212media.com Join Date : March 29, 2007 Last Login : March 29, 2007 Status : Deactivate
User : vin Email : vin@212media.com Join Date : March 30, 2007 Last Login : April 15, 2007 Status : Deactivate	User : Ankit Email : ankit.taneja@gmail.com Join Date : March 30, 2007 Last Login : April 19, 2007 Status : Deactivate
User : Anjali Email : anjali.jindal@gmail.com Join Date : April 03, 2007 Last Login : April 03, 2007 Status : Deactivate	User : Ashni Email : achokshi06@yahoo.com Join Date : April 03, 2007 Last Login : April 03, 2007 Status : Deactivate
User : Abhinav Email : abhinav.gautam@gmail.com Join Date : April 05, 2007 Last Login : April 05, 2007 Status : Deactivate	User : sabah Email : cutipie4mwa@yahoo.com Join Date : April 06, 2007 Last Login : April 06, 2007 Status : Deactivate

Done

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[Create Operator](#) | [Create Channel](#) | [Create Media](#) | [Schedule Programme](#) | [Create Categories](#) | [Authenticate User Profiles](#) | [Add Rss](#) | [Create Partner Blogs](#)

rss feeds

<input type="checkbox"/> Title : Bollywood on HindiSong.com! News: India's premier entertainment portal - Interview Uri : http://www.hindisong.com/rss/HindiSongInterview.xml Description : hindisong.com Celebrity Interviews Edit Delete	<input type="checkbox"/> Title : Bollywood News Uri : http://www.bollywoodcity.com/syndications/rss/bollywoodnews.xml Description : Bollywood City News Edit Delete
<input type="checkbox"/> Title : SantaBanta.com Wallpapers Uri : http://www.santabanta.com/rss/wallpaper.asp Description : Santa Banta Wallpaper - Female Edit Delete	<input type="checkbox"/> Title : SantaBanta Bollywood Stuff Uri : http://www.santabanta.com/rss/cinema.asp Description : Santa Banta Movie Reviews Edit Delete
<input type="checkbox"/> Title : News Uri : http://www.indiaglitz.com/channels/hindi/rss/news-rss.xml Description : India Glitz News Edit Delete	<input type="checkbox"/> Title : glamsham.com - bollywood updates Uri : http://www.glamsham.com/rss/glamRss.xml Description : Glam Sham News Edit Delete

Done

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Create Operator | Create Channel | Create Media | Schedule Programme | Create Categories | Authenticate User Profiles | Add Rss | Create Partner Blogs

send mass email messages

All Users Selected Users
 Active Users Non-Active Users Both

Search Field:

Operator:

Value:

Subject:

Message:

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