

## KRG- Voicebank: Case Study

**Domain:** Migration and Re-engineering

**Client: Voicebank:** Creator of the most widely used casting software over the internet Voicebank is an internationally known name in the ad world especially in the areas of voice over and theatre domains. Since the time it was launched in 1998, Voicebank's casting and project management tool has been successfully used by over 1600 entities including ad agencies, animation houses and TV/Film studios, independent producers and casting directors.

### Project Status:

**Business Scenario:** Voicebank boasts of a state-of-the-art casting and project management tool hosted at <http://www.videovoicebank.net/> which has gained a lot in popularity over the years. With time there has been a huge increase in the expectations and requirements of the different stakeholders involved in the process. A clear need was felt by the client to upgrade its existing application to make it more relevant and effective by making use of the latest technological advancements.

**Client Challenges:** Ever since it was first launched there has been a constant rise in number of users which has been putting extra pressure on the existing infrastructure. Moreover, the need to upgrade to not only retain existing users but also attract new user as well as to keep its leadership position intact in market was imperative. One of the biggest challenges was to include video into the existing voice feature which was also becoming increasing essential. Also, making the entire audition process more effective and easy to carry out had gained more importance as well.

**KRG Solution:** KRG has an extensive experience in helping clients with their migration related requirements as also in carrying out re-engineering work. KRG completely revamped the client website <http://www.videovoicebank.net/> with more and better features.

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**Phase 1:** A comprehensive study of existing client website and its project management tool was carried out and required and desirable changes were identified.

**Phase 2:** A clear and well defined project plan was prepared, and expected timelines and anticipated challenges were demarcated. The plan and proposed changes were discussed with client and client feedback was incorporated into the plan.

**Phase 3:** Client's existing Voicebank application was reconfigured and upgraded to build Videovoicebank, a cutting edge of technology based application. The new application combined the voice feature of existing client application with the on-camera delivery system to offer a more sophisticated and useful tool with voice and video support.

**Client Benefits:** The new and upgraded application ensured that client was able to offer better features to its end users. With the Videovoicebank KRG was able to ensure that the client got a whole range of advantages including;

- The entire look and feel of the website <http://www.videovoicebank.net/> was transformed for a more enriching experience to the end users.
- Audio and video database were completely integrated.
- The auditioning process has been thoroughly streamlined.
- Producers can now get in touch with casting directors, talent agents and even actors for projects like print, voice or on-camera.
- The interaction process between interested parties has been made completely secure as well as more efficient.
- An effective bridge has been built between the Producers and the casting directors and union and non-union talent agencies based out of US, Canada and Europe who represent voice-over artists and actors from all over the world.