



Vacationers re-live and re-tell their stories via the Web

TechDiscovery helped EZ Prints deliver a cutting-edge photo fulfillment website.

TechDiscovery developed a cutting-edge website whose revenue doubled in the first year, supporting \$3 million a month in revenue and over 1,000 orders a day.

The Client

EZ Prints is a leading private-label digital fulfillment and technology solutions firm that serves as a strategic partner to companies seeking to build successful and sustainable digital product offerings and solutions for their customers. Since its founding in 1998, EZ Prints has been selected as the private-label fulfillment solution for over 300 companies, both public and private, in the U.S. and Europe.

The Challenge

EZ Prints was selected by an international theme park company to create a website that allows visitors the ability to share and buy pictures taken by onsite photographers following their vacation.

EZ Prints' client had high expectations and at the outset of the engagement they wanted the following procedural and technical details:

- An overview of the process and methodology that would be used to develop the Web application.
- A detailed overview of how the site would plug-in to the international theme park company's existing systems.
- The profiles of the team members, their technical skills as related to implementing cutting-edge software.
- Project timelines for completion.

Although EZ Prints had developed Web sites for other clients, they lacked the systematic development and delivery process the client required. In addition, EZ Prints needed to expand its in-house resources and skills in order to meet their new client's expectations.

"I have and will continue to recommend TechDiscovery to companies in need of software development. Using TechDiscovery mitigated our risks in the solutions we built for our customers. What TechDiscovery delivered is 'industrial strength.' "

*– Ray Dicasali
Chief Technology
Officer, EZ Prints*

The Solution

"We knew this was an opportunity to make a positive name for ourselves with one of the most well-known, highly regarded companies in the world," said Ray Dicasali, Chief Technology Officer for EZ Prints. "TechDiscovery made it easy for us to select them as our partner. During our evaluation, they quickly identified issues we were experiencing that other companies didn't. We knew TechDiscovery would provide the credibility, proven methodology and technical team of experts we needed to achieve success."

A team of EZ Prints and TechDiscovery developers led by a TechDiscovery project manager utilized TDFlex, TechDiscovery's proprietary process for developing commercial software applications to build a comprehensive project roadmap. The roadmap not only addressed the company's process, methodology, requirements and timeline, it became the foundation for the entire project and the core resource for both technical, business, and management teams throughout the applications development life cycle.

The Result

"We met the client's high expectations in both the solution we were brought on-board to provide and in our ability to manage the project and the application development process," said Dicasali.

During its first year in production, the theme park company's new Web site volume doubled and generated a 100% increase in incremental revenue. In addition, monthly updates and releases made further enhanced the sites functionality and performance. TechDiscovery was instrumental in the success of the new Web site. Through the use of disciplined project management, "Best of Breed" processes and world-class talent, TechDiscovery successfully brought creative thoughts and ideas to reality.