

# Clear**vision**

## Music Choice Case Study

[clearvision-cm.com](http://clearvision-cm.com)





## About Music Choice

[Music Choice](#) is an American company that programs music and produces related content for digital cable television, mobile phone, and cable modem users. It programs 75 audio music channels and 25 video channels for digital cable subscribers, as well as programming and producing music-related content for customers with access to Music Choice On-Demand and [musicchoice.com](#). Music Choice also offers video and audio music programming for mobile devices through the Music Choice App for iOS and Android. Music Choice's interactive music video network, SWRV, was launched in February 2010 and re-branded in 2013 to Music Choice Play.

Music Choice lets you watch thousands of music videos whenever you want from your TV or mobile devices. You can find your favorite Pop, Rock, Urban, Country, and Latin artists' videos, along with original shows and video playlists. The Music Choice App On Demand and online are included for subscribers at no additional cost.

## The challenge

Music Choice was looking for an improved toolset to help its engineering and development teams. Music Choice departments wanted to achieve better communication and collaboration across the organisation.



A Clearvision Account Manager worked closely with the Music Choice team on the best course of action for the company and agreed on a [Confluence](#) and [Jira](#) implementation.

Music Choice's engineering department used a range of unlinked applications and tools to support their SDLC processes:

- Task planning (Pivotal Tracker/Axosoft).
- Documentation creation and organisation (Clearspace).
- Defect tracking (Axosoft).
- Project communication and status reporting (Excel, Word, email).
- Project management (mix of the above).
- Resource management (10000ft., Excel).

The objective was to consolidate their tools to allow them to plan, collaborate, and service in one suite. Atlassian offered an integrated suite of products from document collaboration (wiki) to bug tracking with test case management, and Music Choice chose Clearvision to help them adopt these tools.

## The solution

Clearvision provided a:

- System demo.
- Jira mentoring.
- Confluence mentoring.
- Jira/Confluence implementation recommendations.
- Data migration assistance.
- Training planning.
- Implementation planning.

Vice President Engineering and Operations, Michael McCrackan, said that "For a variety of reasons, we chose the Atlassian Jira/Confluence toolset. When talking with Atlassian, they recommended Clearvision as a reseller, so we contacted our local reps at Clearvision (in Philadelphia) and were pleased to hear it was a Platinum Solution Partner. We decided to purchase the tools and enlist Clearvision with training to help onboard our team during our pilot project effort."

**"The training was very successful and beneficial. We are fully up and running. I can say that our experience with Clearvision has been excellent. The personnel that assisted us has been very helpful."**

**- Michael McCrackan, Vice President Engineering and Operations**

The pilot effort comprised of:

- Identification of pilot team members to use and assess the tools.
- Identification of various pilot projects.
- Training.
- Process workflows.
- Multiple templates created for the team and projects.
- Guidelines for project reviews in Confluence.

Team members expressed that:

- Jira is more robust than Pivotal Tracker.
- Confluence is the superior editor in comparison to Clearspace.

Utilising the suite of integrated products that Atlassian has to offer allowed Music Choice to work through all phases of the SDLC in a single solution. It allowed users, developers, and test teams to work side by side during project phases with complete visibility.

## Now and in the future

Music Choice continues to move forward with both Jira and Confluence, viewing them as essential tools for all development initiatives.

Music Choice has seen a significant improvement in development time and team collaboration, along with significant cost savings.

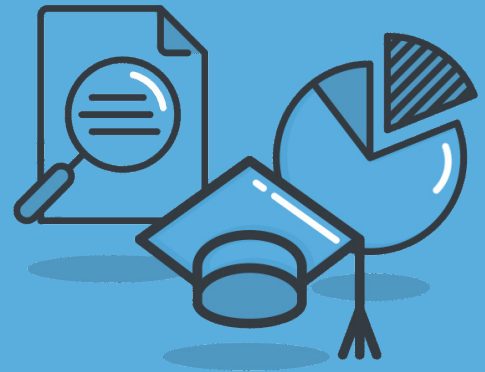
Clearvision will stay close to Music Choice and be on hand should they need any support regarding their implemented tools.



# Adopt Jira and/or Confluence with Clearvision's help.

We can arrange demonstrations, provide advice, and get your project underway quickly.

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