

Case Study

Agile Course Refresh and Multimedia Delivery for a Leading Online University



The Client

A leading U.S. online higher education provider, offering 200+ programs for adult learners and professionals.

The Challenge

To support a large-scale course refresh of 40+ courses monthly, the client needed external partners to scale front-end and multimedia work, without adding to their internal team.

Critical Success Parameters

- ✓ Support the refresh of 40+ courses every month.
- ✓ Deliver rich, accessible, and engaging learning experiences.
- ✓ Scale production efficiently without increasing internal headcount.

Our Approach

- ✓ Embedded an offshore team of 3 front-end and 2 multimedia developers.
- ✓ Operated in Agile sprints with 3-hour EST overlap.
- ✓ Delivered interactive elements, animations, and course trailers.
- ✓ Ensured QA reviews, risk tracking, and transparent billing.



Key Result Highlights

60% reduction in production turnaround time.

Delivered **40+** refreshed courses consistently each month.

Optimized costs through offshore delivery model.

Improved internal team efficiency and satisfaction.