



## Success Story

### **KAON INTERACTIVE INC USES TBG'S OFFSHORE SERVICES FOR 3D DEVELOPMENT**

Kaon Interactive had developed unique software that had the ability to convert set of flat bmp images to highly interactive three dimensional models.

The models converted / developed using their process can be deployed over the web and it's very small in size. The user can rotate and view different sections of the model real-time. The software called ActivatePro had the ability to add interactivity to the 3D model as well.

The technology was in high demand as more and more company involved in online selling wanted to enhance user experience by deploying 3D models of the products they sell. Some of their clients included Dell, Sony, Toshiba etc.

All these companies wanted to be the forerunner in introducing this technology to the web. The turnover time was extremely aggressive. Due to this time pressure, Kaon was under tremendous pressure to ramp up to meet the demands of their growing clientele.

But Kaon was in a start-up mode and ramping up their operations will be extremely risky and the cost of labor to deploy it in USA will be high as well. The price they quote had to be competitive as well.

TBG with its offshore abilities was approached to deliver the 3D models in a cost effective manner. As a first step, Kaon trained the offshore project manager of TBG on the software so that the knowledge can be transferred to the team in India for smooth transition.

TBG ramped up their operation in India in a very short period of time. A total of 10 developers with experience in CAD/CAM were hand picked and very high resolution computers were purchased. This investment was necessary to develop and deploy 3D models at a large scale.

One more hurdle was the band width available to transfer the high resolution BMP images of the products that are required for 3D modeling. Initially, overnight FedEx was used to ship these images to India in a CD. But this turned out to be an ineffective as the time to deliver was extremely aggressive. TBG increased their band width in India so that they can download the images from the FTP site. The images were at least 300MB in size and one could imagine the time it will take to download it? But it was definitely faster than snail mail!!

TBG team worked round the clock by drafting 24 hour shifts. This way the team could interact with the Kaon team if they need clarification. A production based approach was put into place to track all the models developed.



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Kaon was extremely pleased with the efforts put in by TBG and was able to successfully increase their market share and thereby get some funding for their efforts as well. This was the credit given by the President and CEO of Kaon interactive inc, Rich Silton:

*"The quality that impresses me the most about TBG is the sense of determination and commitment they have towards delivering to our needs. Our association with them started with the requirement to deliver complex 3D models developed in their offshore center in India. It was a very difficult task but they met the challenge and delivered on time. The integrity and personal commitment of the TBG staff has been most impressive."*

TBG take pride in being part of the success of Kaon. TBG once again proved that with proper dedication and focus, it can make impossible possible.

## **About Kaon**

Headquartered in Maynard, Massachusetts, Kaon Interactive Inc. has developed a comprehensive suite of easy to use 3D and 2D imaging technologies for product marketers. With their small file size and amazing clarity, Kaon's interactive images are ideal for use on the Internet or in Microsoft PowerPoint for product display, sales, training and service applications. Because they are ultra-high resolution and geometrically precise, Kaon's 3D product models may also be used to generate an infinite number of print quality 2D images. Kaon's technologies expand communications possibilities, simplify image management and reduce imaging costs. For more information visit [www.kaon.com](http://www.kaon.com).

## **About TBG**

Founded in 1988, The Boston Group (TBG) started out with a core business of providing software consulting and IT services to Fortune 500 and mid-market clients. Since then, TBG has expanded its range of services to include IT outsourcing, e-Learning, and a series of vertical market solutions, including e-governance. TBG today has a presence in five countries and serves clients in a broad range of industries, including pharmaceutical, financial, insurance, manufacturing, higher-ed, banking, and retail.

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