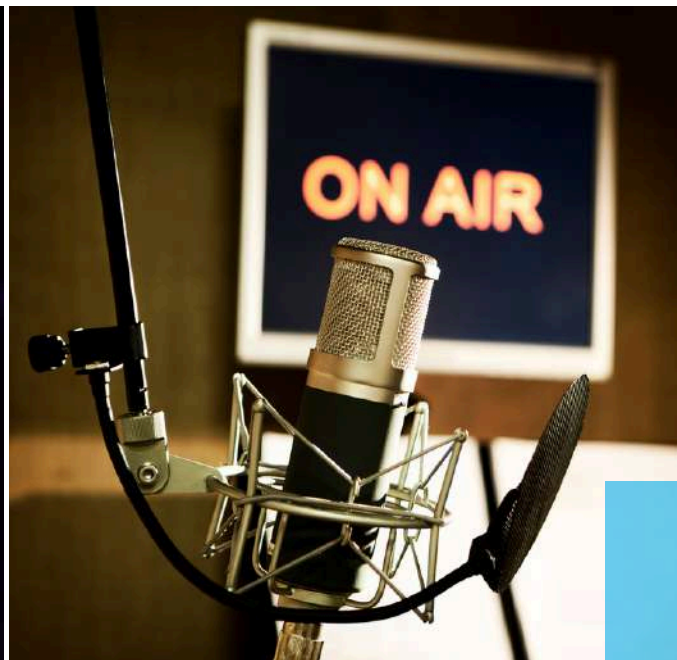
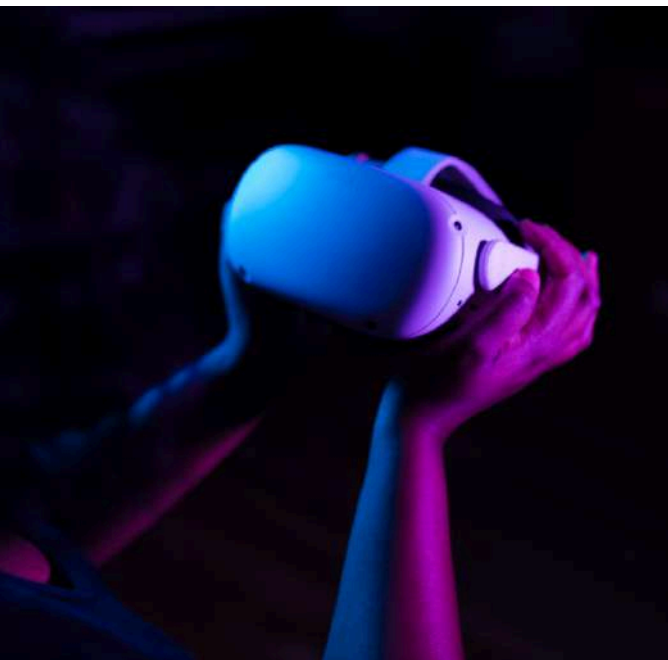


# MEDIA & ENTERTAINMENT

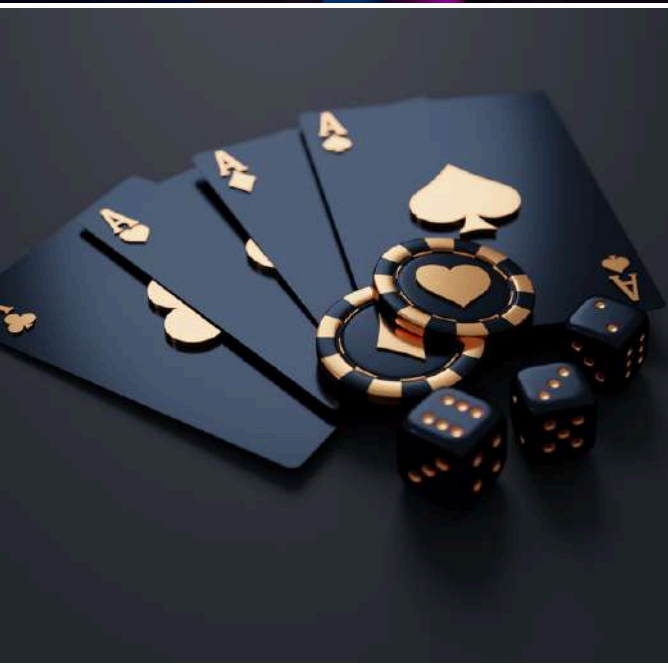
## CAPABILITY STATEMENT

ASSURING DIGITAL  
SUCCESS SINCE 1997

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[kjr.com.au](http://kjr.com.au)





**KJR is an Australian software quality engineering consultancy, specialising in software testing and AI implementation. KJR de-risks technology solutions and investments so our customers can harness technology for meaningful impact.**

**KJR has long-standing expertise working with customers in the Media and Entertainment sector for many years assuring digital success.**

## **IMPACT OF TECHNOLOGY ON THE MEDIA & ENTERTAINMENT SECTOR**

Technology has had a profound impact on the media and entertainment industries, transforming how content is created, distributed, and consumed. Technological advancements transforming the industry include:



### **Artificial Intelligence & Machine Learning**

providing greater personalisation and targeted marketing



### **Data Analytics & Big Data**

deeper insights into audience behavior and guiding content creation



### **Digital Production Tools**

making it faster and more cost-effective to produce high-quality content



### **Streaming Services**

transformed content distribution, allowing for instant global access



### **Virtual Reality (VR) & Augmented Reality (AR)**

offering more immersive and realistic experiences

Overall, technology is reshaping the media and entertainment industries, driving innovation, creating new opportunities, and presenting challenges that will require careful navigation. Companies that leverage these technological advancements while addressing ethical and regulatory concerns will be well-positioned to thrive in this rapidly changing landscape.

*Companies will need to navigate an increasingly complex regulatory landscape, addressing issues such as data protection and the ethical use of AI in content creation.*

# TRUST YOUR SOFTWARE



KJR's specialty services are crucial for delivering high-quality, secure, and reliable software products to customers. These services help customers achieve operational efficiency, reduce costs, ensure compliance, and build trust with their end-users.

Our key services cover three disciplines:



## AI & Data Quality Assurance

We leverage our 27-years of expertise in risk management and quality assurance to direct **innovative solutions for data applications** into artificial intelligence and machine learning technologies securely and safely.

- AI Solution Integration & Assurance
- Data Quality & AI Readiness
- AI Governance

We use the VDML (Validation Driven Machine Learning) methodology, developed by KJR, to guide customers in their development of robust and reliable Machine Learning models to deliver AI solutions.



## Software Quality & Assurance

From **manual testing** and **test automation** to **DevOps adoption** and **cloud migration**, our collective expertise ensures your business objectives are achieved to the highest possible standards.

- Testing/Quality Assurance
- Test Planning and Strategy
- Test Automation
- Strategic Advisory Services



## DevSecOps

In a world of fast release cycles, constant integration, and ever-changing security threats, KJR's expertise in DevSecOps will provide you an environment of enhanced **quality, security, and compliance.**

- Continuous Integration/Continuous Delivery (CI/CD) Pipelines
- Cloud Migration Assurance
- ITSM Consulting
- Agile/DevOps Process Adoption

# INDUSTRY EXPERIENCE



KJR has deep experience working with some of Australia's largest media and entertainment companies on transformative digital projects. The following provides a summary of nine of our projects:

TRANSFORMING QUALITY AND RISK MANAGEMENT FOR A MAJOR ENTERTAINMENT COMPANY

KJR has been a trusted partner for over a decade in delivering innovative and reliable solutions for a major entertainment company across several critical projects. These initiatives have enhanced operational efficiency, improved compliance, and ensured exceptional customer experiences.

### Customer Risk Assessment System

To address financial crime risks, KJR spearheaded the design and implementation of a Customer Risk Assessment system. Despite challenges like a tight timeline, new technology, and audit requirements, KJR delivered a scalable, auditable solution. Rapid prototyping and an iterative MVP development process were employed, with A/B testing for high-impact changes. Test automation, continuous monitoring, and comprehensive dashboards enhanced data transparency and user productivity. The system, delivered on time, enabled dynamic evaluation of customer risks, reinforcing robust risk management and attracting further investment to expand its capabilities.

### Loyalty User Interface (LUI) Project

The company's Loyalty Card initiative required integrating IT systems while supporting high customer traffic and transaction volumes. KJR's meticulous testing approach uncovered critical defects, prompting necessary development rework to ensure reliability at launch. The ongoing functional and integration testing by KJR has since supported system enhancements, including new mobile apps. This long-term partnership has guaranteed seamless user experiences, streamlined operations, and consistently high-quality outcomes for the Loyalty system.

### Splunk System Optimisation

KJR contributed extensively to optimising the Splunk environment for the gaming domain, focusing on Financial Crimes and Responsible Gambling. By ensuring accurate and reliable Anti-Money Laundering (AML) and Responsible Gambling (RG) systems, KJR enhanced regulatory compliance and operational efficiency. Comprehensive testing strategies and actionable feedback reduced false positives, improved system performance, and strengthened risk management practices. This proactive approach has been instrumental in maintaining ethical gaming and protecting the company's reputation.

# INDUSTRY EXPERIENCE

## Gaming Machine Software Upgrade

KJR played a pivotal role in the software upgrade of gaming machines, addressing challenges like limited SDLC knowledge, multi-vendor collaboration, and inefficient processes. By identifying critical compliance issues and implementing automation to streamline tasks, KJR mitigated risks and improved release efficiency. Their efforts led to stakeholder trust in QA's decisions, with regulatory release timelines adjusted to resolve identified issues. Recognised for outstanding contributions, KJR demonstrated its expertise in navigating complex projects and delivering superior outcomes.

## E-commerce Platform Performance Testing

The group's e-commerce platform experienced slow response times during a promotional event, impacting user experience and overall business reputation. To address these issues, the client migrated their e-commerce platform to Kentico 13 and engaged KJR to deliver performance testing services to quantify the new platform performance. KJR consultants collaborated closely with the client team to design and execute a comprehensive performance testing approach conducted on the client's Azure tenancy. Several performance issues were addressed prior to go-live, resulting in highly efficient and high-quality end user experience. The project was completed two weeks ahead of schedule, providing the client with a competitive edge in the market.

## Conclusion

*Through innovative approaches, meticulous execution, and a commitment to excellence, KJR has consistently empowered this entertainment company to achieve its objectives. These projects underscore KJR's ability to deliver transformative solutions, ensuring compliance, efficiency, and exceptional customer experiences across diverse business needs.*

CONTINUED

***“At KJR, we don’t just deliver solutions—we forge partnerships that empower our clients to navigate complex challenges with confidence. Our commitment to innovation, quality, and collaboration ensures that our clients in the Media & Entertainment sector can thrive in a rapidly evolving digital landscape. Together, we transform possibilities into realities.”***

*KJR VIC General Manager Anil Kumar*



# INDUSTRY EXPERIENCE

An Australian news publication and broadcaster wanted to implement enhancements to its mobile phone app to offer their audiences curated, timely and on demand access to their catalogue of media. Covid-19 lock-downs resulted in significantly increased audience traffic with users seeking timely and topical news coverage more often.

KJR who had been working with this customer for over 10 years were engaged to rectify issues and assure the quality of the app for user experience. KJR assisted with testing the app's existing features and new features, as well as assure the app's compatibility across IOS and Android devices. KJR executed a framework for measuring app analytics to inform future improvements based on user activity.

*Implementation of the enhanced app saw an increase in active app users and logged app users by ensuring the quality and assurance of the app's usability. Research confirmed improved customer experience and increased broadcaster loyalty.*

SOFTWARE QUALITY ASSURANCE

A luxury hospitality group wanted to improve and align its workforce management systems and processes across its multiple regional locations. Wanting to create a unified, centralised HR system that serves as a single source of truth, the client decided to migrate all its locations to Workday.

KJR was engaged to support the Workday migration, bringing a strong focus on System Integration and End-to-End Testing, and delivering expertly designed test cases and realistic data tailored specifically to Workday's requirements. The KJR team delivered several key components to ensure the success of the Workday migration project, including developing and designing functional test cases as part of the Workday Business Process Flow Test Case Design, test data management, and defect management.

*KJR's efforts facilitated the smooth integration with the client's IT ecosystem by defining integration boundaries and requirements, and also provided valuable insights into the size of the Workday migration effort allowing for informed decision-making for timelines and resources.*

MIGRATION PROJECT



# INDUSTRY EXPERIENCE

SYSTEM IMPLEMENTATION

Rowing Australia (RA), the national governing body for the sport of rowing wanted to implement a centralised CRM (competition management system), bringing together member associations across seven states and territories for the first time - over 25,000 registered rowing members!

KJR were engaged by RA, a long-standing customer to complete a technical review and assist with the selection of a replacement CRM based on the evidence collected. KJR ensured a smooth transition into the new system, managing relevant systems interaction consolidating several disparate systems. ***The implementation resulted in improved operational efficiency and enhanced customer experience for RA.***

*“Andrew\* from KJR has been key to the process of understanding what the sport of rowing requires from its core systems across Australia. Andrew has a holistic view on the project and helps steer the direction of discussion, as well as providing insights to inform decisions. His calm and respectful demeanour are critical to the project success.”*

\* KJR ACT & NSW General Manager Andrew Hammond

***KJR has specialist expertise in system and data integration, as well as AI and analytics.***

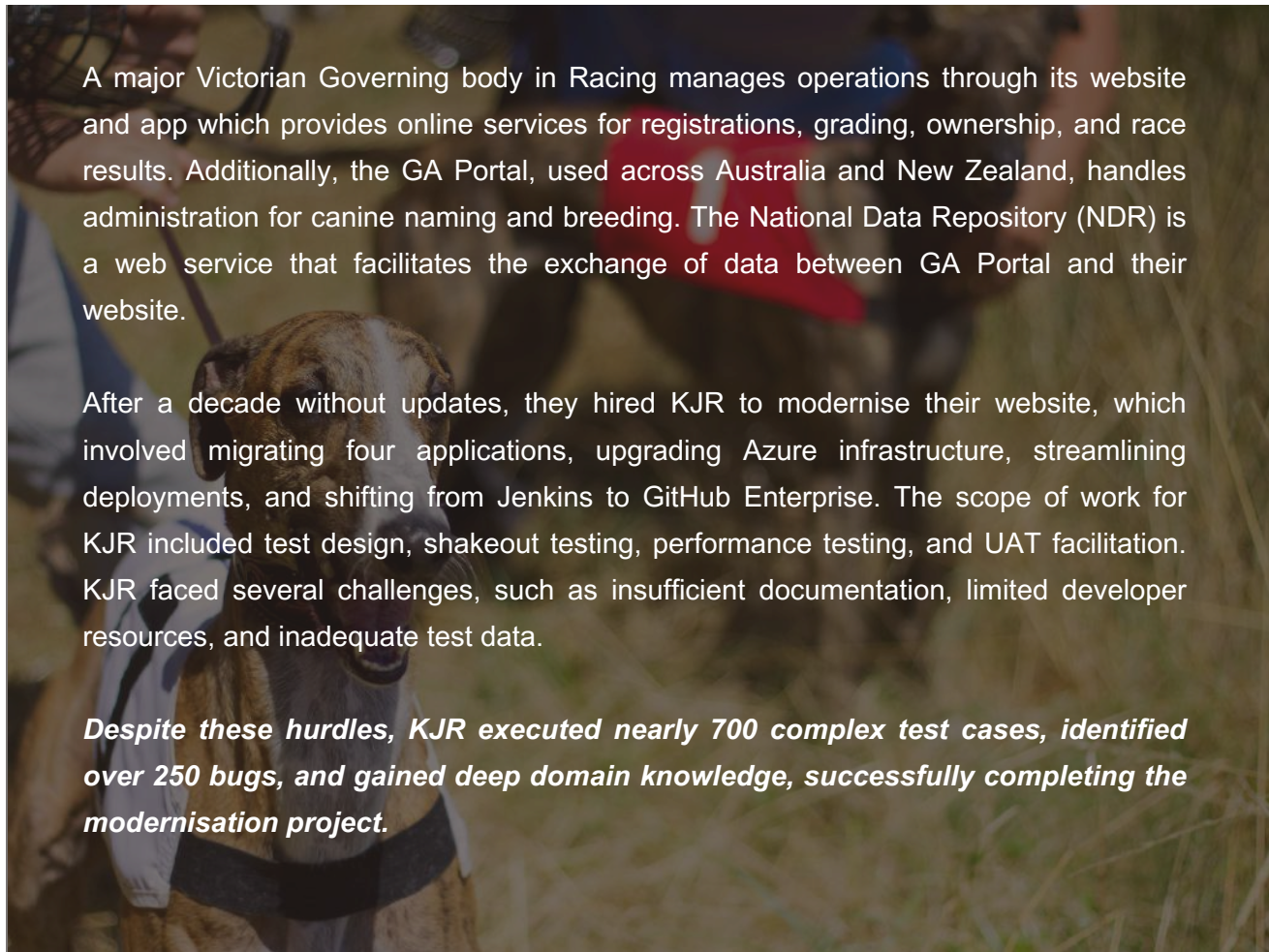
The influence of digital technology on the entertainment industry has resulted in significant changes to the production and consumption of content. The ever-evolving technological landscape has revolutionised the way audiences seek entertainment and engage with content published from broadcasting, media and gaming houses.

At KJR we can help adapt your current system to be more user centric, as well as leverage modern technologies to engage your audiences across platforms. Our consultants assure your mobile and web applications are compatible across devices and offer curated, timely, and on-demand access to consumers driving audience traffic and user satisfaction.



# INDUSTRY EXPERIENCE

## MIGRATION PROJECT

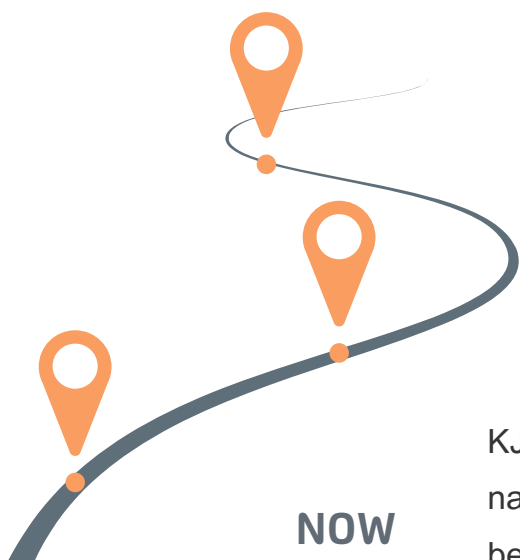


A major Victorian Governing body in Racing manages operations through its website and app which provides online services for registrations, grading, ownership, and race results. Additionally, the GA Portal, used across Australia and New Zealand, handles administration for canine naming and breeding. The National Data Repository (NDR) is a web service that facilitates the exchange of data between GA Portal and their website.

After a decade without updates, they hired KJR to modernise their website, which involved migrating four applications, upgrading Azure infrastructure, streamlining deployments, and shifting from Jenkins to GitHub Enterprise. The scope of work for KJR included test design, shakeout testing, performance testing, and UAT facilitation. KJR faced several challenges, such as insufficient documentation, limited developer resources, and inadequate test data.

*Despite these hurdles, KJR executed nearly 700 complex test cases, identified over 250 bugs, and gained deep domain knowledge, successfully completing the modernisation project.*

## OUR HISTORY



1997

With Y2K approaching, demand was high for technology and software testing. K.J. Ross and Associates was established in a garage on the Gold Coast by Kelvin J. Ross in 1997.

NOW

KJR has now grown to approximately 120 staff across four offices nationally. We're proud to say we have multiple staff who have been with us for decades, and many long-term customers we continue to work with today.



KJR is a proud Australian-owned company which believes in harnessing technology for meaningful impact. With over 27 years in the tech industry, we are committed to delivering world-class professional services at a human scale.

Distinguished by our dedication to de-risking the technology landscape our customers navigate, we apply our industry-leading expertise in AI and software quality assurance to ensure our customers realise the full potential of their technology programs.

## TOOLS & TECHNOLOGY

KJR has extensive technical experience delivering successful outcomes for customers. Here's a snapshot:

- JMeter
- Workday
- Oracle PeopleSoft
- Inhouse custom ASP .Net
- Kentico
- Azure Cloud
- Azure insights logs
- Sentinel
- Splunk
- Google Cloud
- Zephyr
- Open Text Octane
- SericeNow

“

*KJR provides the specialist skills to define project risk, testing, and assurance requirements*





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# MEDIA & ENTERTAINMENT CAPABILITY STATEMENT

## CONTACT YOUR LOCAL KJR GENERAL MANAGER:

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### Victoria

Anil Kumar

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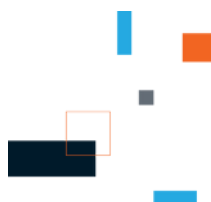
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### ACT & New South Wales

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