

With communication passing increasingly via the web FidoGroup adopted technology by Zend to make the web reliable and attainable for all.



Company:	FidoGroup - http://www.fidogroup.it
Country:	Italy
Industry:	Web entertainment
Challenges:	<ul style="list-style-type: none"> • Developing cutting-edge applications in digital entertainment • To ensure reliability, ease of use and scalability
Solution:	Zend Studio, Zend Core, Zend Support

Overview

FidoGroup has been active in the IT industry for over 20 years. The technological know-how developed by the company is completely state of the art and in line with the latest developments on the Italian and international scenes. The three business units that make up the group give it a flexible structure with a good focus on operating environments. They offer a wide range of services, from integrated solutions for security systems, the creation, logistical management and technological support for audio and video web events, content delivery and platforms for digital advertising. FidoGroup's technological skill supports very large web events such as MTV Storytellers, the signature of the European Constitution and the Superbike World Championship, to name but a few.

The Challenge

These events generate enormous interest, and as and John Cicu, CEO of the group, stresses, "... there is now a critical mass of broadband users who are prepared to broadcast content directly via the web rather than by television. Today it's easy to watch videos on a PC and it no longer means having to sacrifice quality. Our technology is such that we can even offer high definition on the web. I think we will soon see a trend towards this type of content delivery." The FidoGroup's technological investment in this area is substantial, R&D developers, are constantly looking for tools to help them attain this business goal. PHP 5 is a cornerstone of their strategy, "for its flexibility, ease of use and because it meets developers' needs, but also because it integrates seamlessly with XML and Web services." says Joseph Dongu R&D Manager.

The Solution

PHP is crucial for the management of critical events; obviously a web failure would mean a colossal loss of image.

That is why, in addition to adopting a reliable and avant-garde technology such as PHP, the FidoGroup's PHP developers (comprising about 80% of the company's developers) rely on flexible, powerful and tested tools such as Zend Core and Zend Studio.

"Our projects are developed almost entirely in PHP on the back end and use Zend Studio to facilitate and accelerate development tasks, it is essential for facilitating team coordination, which results in increased productivity. Advanced debugging and database connectivity are integrated features that help you get results in less time," says Joseph Dongu.

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Joseph Dongu
R&D Manager FidoGroup



Figure 1 - Loquendo @ BX (L @ BX) is a VOIP switchboard produced by Loquendo and FidoGroup, using advanced technologies of voice recognition and synthesised text to offer innovative features on an automatic switchboard, which is simple to configure and easy to use. FidoGroup chose PHP to create the interface between VOIP technology and Loquendo technology.

However, the decision to use Zend products wasn't dictated simply by the intrinsic quality of the software packages.

"The choice has proved satisfactory even for the professional support that Zend offers. PHP means Zend, and their thorough knowledge of most issues regarding the language is a guarantee which means security, especially when you are dealing with a demanding audience in an avant-garde technological context such as high-level digital entertainment," says Joseph Dongu.

The future

"The results obtained developing with Zend's software packages and support are tangible, our partnership is being consolidated and other new partnerships are being created. We plan to continue on this road, possibly trying the Zend Framework or exploiting the characteristics of Studio for Eclipse, but one thing is certain," concludes Joseph Dongu, "being a dynamic company with the convergence of IT media, services and communications at the heart of its business, it is a fundamental requirement to be able to integrate our technology platform perfectly. We are therefore thinking of shortly using Zend Platform to increase the performance of our application server."

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R&D Manager FidoGroup

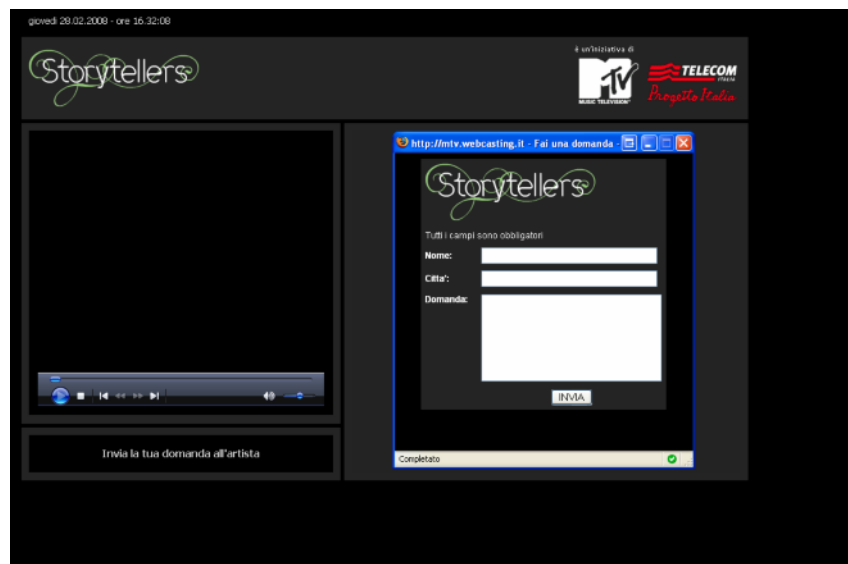


Figure 2 - Storytellers is a concept by MTV with the technical support of Telecom Italia, in which Italian artists play their music and tell the stories behind their songs. It was developed in PHP by FidoGroup.



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0220 -M-MOC-0808-R2-EN-FidoGroup