

Software process models



**ASSIGN
BUSTER**

MEMO Cc: Maarly M. Ltd Television Network Spiral Methodology Maarly M. Ltd Television Network has been experiencing difficulties with its transmissions. Throughout its operations, Maarly M, has felt the need to adopt a new television network methodology in line with its strategic plan to improve its competitiveness in the industry. The new methodology adopted by the company will help improve its operations and make the company stand out among its competitors (Buyya et al, 2008). The company has invested heavily in to this new methodology and looks forward to seeing it help steer the company forward.

Television Network used by Maarly M Ltd

Maarly M Ltd. has been using analog signal transmissions to broadcast to its viewers. With the invention of digital signals in the early 2000's more television stations are moving toward it (Buyya, R. et al. 2008). The current television network methodology used by Maarly M Ltd does not fully meet the needs of the viewers who need to have clear images displayed on their screens (Buyya, R. et al. 2008).

Maarly M Ltd System Trouble shooting

Any system or methodology used by any company is bound to pose some challenges to the company. What matters how the company copes with the issues the system exposes (Buyya et al, 2008). In order to fully understand the problems in the current system, it is very important to troubleshoot the whole systems to not only find the problems but to also find out why such problems exist. For Maarly M Ltd, the main problem the current systems have is its inability to display clear images as they appear. Television viewers are therefore not able to get a real picture of the events on the screen.

Solving the problem using the Spiral methodology

There exist so many methodologies to improve television networks. Experts have developed various systems that can help television networks improve their receptions (Hau, T. et al. 2011). Despite all systems developed following the same steps such as communication, planning, modeling, construction and deployment, each company can choose the methodology it deems fit for its operations. For Maarly M, the spiral methodology is most suitable to solve the issues experienced from the current system. The main reason for choosing the spiral methodology over the others is because of the digital nature that the television industry is gradually adopting and the developers can develop various prototypes and test them so as to achieve the desired signal (Buyya et al, 2008). People are buying satellite dishes to get a better reception of the television signals, and we at Maarly M can only do better by helping them get a much clearer digital reception.

Risks That May Occur In Using the Spiral Methodology

With the popularity of satellite dishes among television viewers, the spiral methodology has become the most accepted system to steer in the digital images to television viewers (Hau et al, 2011). Even as we adopt this new system, we are most likely to experience various other problems that may make adoption of this new methodology difficult. One of the greatest risks we shall come across is time. Developing new systems is time intensive and may require us to invest hugely in to the system in terms of time (Hau, et al, 2011). The other thing may be system maintenance. This being a new technology being introduced to our company, we shall need to carefully maintain the system to ascertain it lasts long and serves the purpose for which it was intended.

Recommendations

It is very necessary that we acquire this new system to help our company fully migrate to the digital platform which will give our viewers a clear signal. The future of television is digital. I therefore recommend that we adopt the spiral methodology to help us move fast enough in to digital broadcasting.

References

- Buyya, R.; Pathan, M.; and Vakali, A. (2008). Content Delivery Networks. New York: Springer.
- Hau, T.; Burghardt, D.; and Brenner, W. (2011). " Multihoming, Content Delivery Networks, and the Market for Internet Connectivity". Telecommunications Policy 35 (6): 532-542