CASE STUDY

Success Model Profile:

FreshSand Ventures Inc.'s EasyBrandingTools.com saves entrepreneurs time and money when creating their company's identity.

Technology:

✓ Linux Server

✓ Ruby On Rails management application

✓ E-Commerce integration for automated payment processing

✓ Java EE publishing application

✓ Java JCR (JSR170) Content Repository

✓ Apache web server fronting Ruby Mongrel and JBoss App Servers

Website:

www.EasyBrandingTools.com

Three Wise Men
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Technology that Brings Out Business Potential

FreshSand
VENTURES INC.

THE CHALLENGE:

Few entrepreneurs start a business because they enjoy the tedium of creating business cards, websites and letterhead for themselves. Many are not skilled in graphic design or technology and quickly get bogged down in the time consuming process of creating an identity. Providing a consistent professional image as the business matures is critical for small businesses to effectively compete and position their product or services to their target market.

GOALS / OBJECTIVE:

The vision for EasyBrandingTools.com was to create an easy to use, cost effective way for new business owners to create and maintain a professional looking presence on their website, business cards, marketing brochures, email and stationery.

THE THREE WISE MEN SOLUTION:

New Entrepreneurs Start from a Position of Strength

By harnessing the power of web based and open source technologies, Three Wise Men has helped FreshSand Ventures Inc. to deploy an interactive "self-service" application and web hosting system with configurable templates that empowers business owners with the tools to create their unique identity in minutes. Entrepreneurs select a domain name, pick a design, enter their information and their marketing materials package is available immediately.

Managing Complex Technologies to Produce Simple Solutions

Like an orchestra playing in harmony, the EasyBrandingTools.com website may look simple, but the back-end architecture includes integration with several technology partners, numerous components and was built leveraging the strengths of two development languages, Java and Ruby. Three Wise Men developed the proprietary publishing engine on a variety of open standards and open source components, and created the concept of "template bundles" that allow new visual designs to be added to the system as they are produced. The system was built and tested to support thousands of visitors, thousands of websites and dynamically publishes users design and content changes on-the-fly. In addition, the payment processing, domain name registration, and email hosting are all being managed through links to other solution providers. This project is just one example of the unique approach, agility, technical expertise, and responsiveness employed by Three Wise Men to solve business challenges with simple solutions. Even with all of the complexities outlined, this project took less than 4 months to complete.

RESULTS:

Cost Effective

Business owners now have a predictable cost - $29.95 per month to create and manage their professional image and presence. The monthly payment plan provides business owners with a predictable cash-flow at a time when their business needs it the most.

Faster Time to Market

New entrepreneurs now have a 24/7, one-stop-shop web site to help them create and maintain a consistent image. Users of EasyBrandingTools.com are empowered to focus on what they do best and on generating revenue.

FreshSand Starts From a Position of Strength

Since this Three Wise Men solution leverages technology partners for payment processing, email and domain registration, FreshSand Ventures did not have to build this non-core but critical infrastructure from scratch, and was able to deploy the solution to market sooner. FreshSand Ventures has achieved additional cost benefits through the "agile" and "iterative" development philosophy of implementing software features as needed when they are needed.