CASE STUDY:

Technology that Brings Out Business Potential

Success Model Profile:

"EasyBrandingTools.com" gives entrepreneurs a cost effective and fast way to create a unique brand in minutes.

THE CHALLENGE:

We identified a valuable niche in an emerging market: start-up businesses need the ability to quickly create a unique brand identity that is consistent across their stationary, marketing materials and online presence. Entrepreneurs today need to get to market as quickly as possible. They would rather utilize their time doing business than spend it on the tasks of coordinating color schemes, logos and layouts across different media etc. or searching for available domain names and registering the URL.

The challenge was to create a fast, simple and cost effective offering that reduces or eliminates many of the tasks involved with setting up a business brand today. The objectives of the solution were clear. It had to be:

- Available online and "self servicing"
- Easy to use
- Fast
- Cost Effective

SOLUTION:

Three Wise Men successfully deployed an interactive self-service application and web hosting system with configurable templates that empowers the business owner with the tools to create a unique identity in minutes.

Entrepreneurs can select a domain name, pick a design, enter content and their website, business cards, marketing brochures, email and stationary are ready in minutes.

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 Java and Ruby. Three Wise Men developed a 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.

Payment processing, domain name registration, and email hosting are managed via partnerships with various solution providers.

RESULTS:

By leveraging Three Wise Men's "agile" development philosophy and its technology partnerships, the end-to-end project time was less than 4 months.

Business owners now have a predictable and modest cost to create and manage their professional image and presence. A small burden on cash-flow at a time when their business needs start-up capital the most.

The technology is now available for white label programs with our business partners and associates.

TECHNOLOGIES:

✓ Linux server
✓ Ruby on Rails management application
✓ Integration with Internet Secure API for payment processing
✓ Integration with Tucows APIs for domain registration, email hosting setup, and DNS hosting setup
✓ High-performance Java EE publishing engine for web and print content
✓ XSL:FO based layout engine for web and print design templates, incorporating SVG and PNG graphic compositing

Goals / Objective:

✓ Easy to use
✓ Self-Service
✓ Automated payment processing
✓ Support professional-looking designs
✓ Provide website, business cards, marketing brochures, email and stationery

Website:

www.EasyBrandingTools.com