# CASE STUDY:

## Startup Company Gains New Business Model, Extreme Performance

### THE CHALLENGE:

NavDriver is a technology that dynamically builds supplemental navigation for websites to help guide visitors to relevant popular information. With years of academic research behind it, a company was launched in 2007 to commercialize the technology and a student developer implemented the first commercial version of the software from the academic reference implementation.

In order to satisfy strategic trial implementations the software needed to be enhanced substantially. It had to handle very large websites, a high transactional load and provide increased functionality and stability. To move the business forward the challenge was:

- Rebuild a product, in 3 weeks, that took 1 year to build

### SOLUTION:

Three Wise Men saw that the product could function very well using a "Software As A Service" model, where the NavDriver software would reside on a central server for any number of hosts.

Three Wise Men built a JavaScript integration library for the host website that handles logging the page request data to the central NavDriver server, and injects the auto-generated navigation menu into the host webpage.

We also built a very high performance log collection and publishing engine that runs inside any Java application server.

After a thorough performance analysis we were able to qualify the engine to handle more than 3,000 transactions per second on moderate hardware configurations.

### RESULTS:

Three Wise Men delivered the solution on-time and on-budget, exceeded the customer expectations and provided a new business model that broadened the scope of their market.

And with a much simpler implementation procedure the product became a much better commercial offering.

### TECHNOLOGIES:

- ✓ C++ code-base analyzed and ported to clean object-oriented Java
- ✓ Java EE based log collection and data publishing engine (Supports over 3,000 transactions per second on GlassFish)
- ✓ JavaScript integration library with host website