

## case study

# CRE8OBJECT PROVIDES .NET TECHNICAL EXPERTISE

To keep up with customer demand, FuseTalk needed extra .NET resourcing. To meet this demand, FuseTalk chose Cre8Object.

Since its founding in 1999, FuseTalk Inc. has led in delivering innovative discussion forums and collaboration solutions to the market. FuseTalk is a collaboration application that brings users together in a common interface, bridging legacy collaborative solutions like newsgroups, e-mail, and mailing lists, to facilitate effective communication.

FuseTalk is a recognized name in the ColdFusion

### Customer Profile

FuseTalk Inc. has been a leader in delivering innovative discussion forum and collaboration solutions to the market.

### Situation

To meet customer requests, Fusetalk needed to upgrade to a .NET version of their popular forum product.

### Solution

Fusetalk chose Cre8Object to assist them in meeting their deadlines to produce the .NET version of their popular forum product. Cre8Object was able to understand Fusetalk's needs and meet their technical requirements.

### Benefits

- Competent .NET technical resources
- Availability of programmers
- More time to spend by Fusetalk on their business

market, known for its award winning forums. FuseTalk works hard to maintain high standards for software development, which helps them maintain an impressive list of high profile customers including Adobe, AT&T and NASA.

### Situation

FuseTalk forums was available in ColdFusion only. To meet customer requests, Fusetalk needed to upgrade the ColdFusion version of their forum to the .NET platform. Without the available staff to do so, Fusetalk decided that it needed more .NET resourcing. Because time was of the essence and the need for extra resourcing was temporary, hiring new employees did not seem like the best option for Fusetalk. Instead, Fusetalk decided that contracting the work out to a consulting firm with .NET expertise would be a wise business decision.

"I needed somebody who knew .NET and who we could keep in touch with on a regular basis," said Fusetalk CEO Dominic Plouffe. In today's market, finding a .NET consulting company is not such a difficult task. However, finding such a company with whom a direct line of communication, support, and technical competency is more of a challenge.

### Solution

With an abundance of .NET consulting firms available, FuseTalk had many choices. Fusetalk chose Cre8Object to assist them in meeting their deadlines because Cre8Object had the technical

skills to handle the work and they had the open lines of communication that Fusetalk needed. Cre8Object was able to understand Fusetalk's needs and meet their technical and business requirements. "Cre8Object had the right skills for the right price. Their programmers were always available, which made the decision that much easier." – Dom Plouffe.

Cre8Object was able to get started on Fusetalk's .NET development of their existing forum product in an accelerated manner. FuseTalk was pleased with Cre8Object's technical development competencies and attention to client support; hence, the two companies have been able to build a strong business relationship.

### Benefits

FuseTalk was able to quickly increase its development speed by choosing Cre8Object as a .NET solution provider. Cre8Object's knowledge of the .NET framework drastically reduced ramp-up time required to attain FuseTalk's target development speed. Cre8Object's programmers were directly available to FuseTalk, facilitating constant communications between both companies.

For more information, please contact:

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