

case study

CRE8OBJECT BUILDS SOCIAL NETWORKING WEB 2.0 SITE FOR MYLINIA

When Mylinia, a Web 2.0 company, required a company to build its vision into a website, it turned to Cre8Object.

Cre8Object utilizes leading-edge Microsoft technologies to develop custom software solutions.

Mylinia envisions a better world where people have the freedom to live purposefully, learn freely, and love unconditionally. The company helps individuals achieve their purpose with the support of an interactive online community and their friends.

Situation

Mylinia was started by Jullien Gordon in December 2005. Its vision was to help people

Customer Profile

Mylinia Corporation is a personal and social transformation company that helps people identify their purpose and inspires them.

Situation

To turn its business idea into a Web 2.0 company, Mylinia required expertise from a firm that could understand and deliver a Web 2.0 platform.

Solution

Cre8Object provided its expertise in collaboration and social networking from previous client project engagements to Mylinia in order to create a Web 2.0 site that aligns with Mylinia's vision.

Benefits

- Expertise with the newest Microsoft programming tools and WEB 2.0 technologies
- Team of engineers who have the expertise to use leading-edge Microsoft technologies in building a Web 2.0 platform

reach their full potential by enabling a social networking phenomenon that will help people identify their purpose and inspirations to pursue those purposes with the goal of achieving them.

Mylinia has successfully introduced the PurposeFinder workshop to over 300 people. The next step for Mylinia was to realize its vision to a vast group of people. This could be achieved by leveraging the power of the Internet in order for Mylinia to spread its message.

Solution

In order to harness the power of the Internet, Mylinia inspired to be a Web 2.0 company. This realization would enable Mylinia to become the interactive community it desired to be with the power of the Internet, capitalizing on the wave of the social networking phenomenon. It sought Cre8Object, with its previous expertise in working with clients involved in the Web 2.0 and social networking space, in becoming a company with a Web 2.0 presence.

To create a Web 2.0 platform that aligns with Mylinia's business, Cre8Object conducted an analysis of Mylinia and its business in order to understand why Mylinia wanted a Web 2.0 presence in the first place. After making a thorough analysis of Mylinia's business, Cre8Object was able to provide input to Mylinia on the technical front as it relates to its business to better align Mylinia with its Web 2.0 platform. This will enable Mylinia to realize full value of such a platform. "Cre8Object supplied Mylinia with top quality service based on communication, compromise, and consistency. Beginning

with a strong relationship as our foundation, together we were able to co-create a world-class web-based technology," said Jullien Gordon, CEO of Mylinia.

Benefits

By bringing Cre8Object to assist in understanding the business value of creating a Web 2.0 site for Mylinia in order to create a such platform that makes the most sense with Mylinia, Cre8Object was able to utilize its expertise in leading edge Microsoft technologies to develop it. As a result, Mylinia is positioned for growth in its business. Mylinia's site, Mylinia.com, will be powered by ASP.NET 2.0 and SQL Server 2005.