

## case study

# CRE8OBJECT OPTIMIZES WORKFLOW EFFICIENCY

**W**hen Nextraville required a solution to manage growth, it turned to Cre8Object, a specialist in .NET software solutions. Nextraville chose Cre8Object for its expertise and experience.

Nextraville Concept Visualization is a technology marketing firm based in Toronto, Canada. The company helps technology developers explain their product's value proposition by using easy-to-understand Flash visualizations.

### Situation

When Nextraville started in 2003, it limited itself to working on two projects at one time. To meet growing demand, Nextraville made plans in 2005 to

### Customer Profile

Nextraville Concept Visualization is a technology marketing firm based in Toronto, Canada.

### Situation

To manage growth and optimize its workflow, Nextraville required a project management system tailored to its specific needs.

### Solution

Cre8Object designed and implemented a web-based project management system to manage tasks, billing, budgeting, and time tracking. The system allows Nextraville's staff and clients to monitor and update projects online.

### Benefits

- More efficient workflow
- Increased accountability
- Less time spent on project management
- Increased productivity and revenue

expand its workforce and production capabilities. In order to manage its workflow, Nextraville required a project management system that would keep track of multiple projects and staff, and optimize the use of its resources.

In the past, Nextraville used separate applications to manage billing, budgeting, and task and time tracking. But because the applications could not share data, significant time was spent copying information between programs. Nextraville also required a secure website where clients could view their project's current status, and download project files.

### Solution

To develop a solution to meet its needs, Nextraville turned to Cre8Object, a specialist in .NET software solutions. Nextraville chose Cre8Object for its expertise and experience in developing customized software. "The fact that all of Cre8Object's staff are Microsoft Certified Professionals was very reassuring," said Nextraville President, Clement Lo. "Their professional approach and interactive process was essential to ensuring that the end product did everything we wanted."

After meeting with Nextraville, Cre8Object developed a design specification describing the features to be included in the product, and the use cases for each feature. Cre8Object's design approach closely follows the Microsoft Solutions Framework - a well established development model that includes stages for envisioning, planning, development, testing, and deployment.

Cre8Object decided to implement its design using the new .NET 2.0 framework platform. This allowed the solution to be developed much faster because of developer productivity enhancements that were not present in .NET 1.1.

Prior to deployment, Cre8Object met with Nextraville to demonstrate the features and functionality of the project management system. Final changes were made, and the finished product was promptly deployed on Nextraville's server.

"Cre8Object took care of everything," said Lo. "Even after deployment, they provided great support and maintenance."

### Benefits

By using Cre8Object's project management system, Nextraville was able to optimize its workflow by delegating tasks in a way that ensured its employee's workloads were balanced. Limited resources could also be scheduled to be used to their full capacity. Because the software required minimal effort to use and maintain, Nextraville spent less time on project management. In addition, the company benefited from increased accountability because each employee's responsibilities were clearly defined in the project management system. Nextraville's workflow also became more interactive as clients were now able to monitor their project's progress online.

Because of Cre8Object's project management system, Nextraville was able to increase its productivity and work on numerous projects at once. As a result, Nextraville has lowered its project management costs and increased its revenue.