



ThriveOn, Inc.
www.thriveon.com
Case Study

Open Mountain, Inc.
1998 Broadway, Suite 806
San Francisco, CA 94109
(415) 877-1492
www.OpenMountain.com

About Open Mountain

Open Mountain is a software development company that uses near shore partners to develop products for clients. The company provides the comprehensive services needed to development and launch great products.

Open Mountain was founded on the principle of the **virtual engineering group**. Companies need a complete development organization to build innovative technology. Open Mountain provides leadership and experience and uses near shore partners to complete the organization.

In today's economic climate, companies are looking to get new products out the door using cost effective resources.

Bob Benedict, CEO

Open Mountain

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Project Background

ThriveOn, Inc. was started by Keith Kitani in 2008 to deliver financial education and training to corporate clients. The privately funded company needed a cost effective approach to development to achieve high quality standards against an aggressive launch schedule.

Keith had previously started Presedia in 2001 to create a server communication product that was sold to Macromedia in 2003 and became Adobe Connect. Having created his own in-house team for Presedia, Keith was fully aware of the challenges developing a new product.

Comments about Open Mountain people:

“Very focused on delivering quality and being responsive to customers.”

“A highly capable team that can balance the opposing forces of quality and features.”

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Team Goals

ThriveOn set the following goals for deciding the approach to development:

- Get to market quickly with a team that would be responsive to customer and market demands
- Identify a technologically savvy team led by an experienced development manager
 - Utilize outsourcing and cloud computing to reduce costs
 - Create an organization that could support a product 24x7

ThriveOn selected Open Mountain to develop the solution using a combination of local experts and near shore partners. Open Mountain offered a cost effective approach to development led by an experienced in-country development manager.

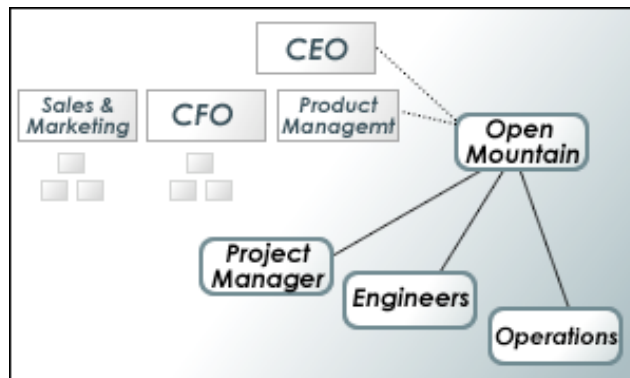
Open Mountain was an ideal development partner. Their range of services, extensive experience and network of partners were instrumental in allowing us to get to market quickly and cost effectively.

Keith Kitani, CEO, ThriveOn

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Outsourcing Development



Key benefits with Open Mountain:

- Cost effective approach for development and operations
- Significant experience managing outsourced resources
- Strong leadership and startup experience
- Savvy in the latest technologies and industry trends

Open Mountain has the right experience to help companies outsource their development efforts to us.

CEO, Avantica



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Solution Approach

Open Mountain in conjunction with ThriveOn defined the approach for the solution as follows:

Ruby on Rails (RoR) – RoR was selected as the language and language framework because of the speed of development. This language supports rapid development of scalable Web applications.

Agile development – Agile development was used to manage the development process. This process allows teams to quickly and iteratively develop and release new functionality. Teams see updates on a regular basis and can incorporate feedback from users.

EngineYard – EngineYard was selected as the hosting provider because they provided the right balance of RoR hosting with virtualization and managed services. Front line support was handled by EngineYard with Tier 3 support handled by Open Mountain.

We understand the challenges of product development and know how to create virtual teams that are results oriented.

Tom Johnson, CTO

Open Mountain

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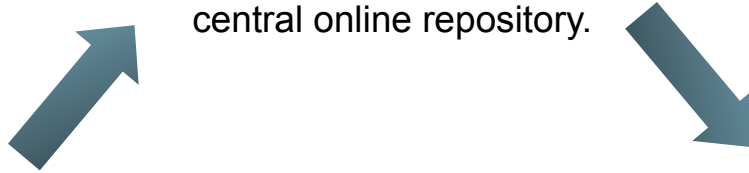


Overview of Development

Development cycles were managed over 30 day sprints from definition to release.

Define the product

Open Mountain worked closely with ThriveOn to define each update. Features were documented in a central online repository.



Launch the product

Approved updates were deployed to production systems during maintenance windows.

Develop the product

Open Mountain partner Avantica developed the functionality. Features were deployed to a staging server for review throughout the development cycle.

Open Mountain founders have 20 years software development experience. They honed their craft at industry notables including Ariba, Adobe, Intuit and Arbor Software.

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Key Results

ThriveOn's corporate financial education product was announced in August 2008. The following key results were achieved by the Open Mountain led team:

1. The product launched one month ahead of schedule.
2. Development was successfully and cost effectively done in Costa Rica and Argentina.
3. The solution has had zero down time as of April 2009.

ThriveOn signed it's first corporate customer in 2008 in the same calendar year when product development was initiated.

*Gartner Lists Costa Rica
Among Top Countries for
Offshore Services*

December 11, 2008

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ThriveOn.com Interface

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Welcome to ThriveOn
Choose a learning path to get started.

Financial Life
Simple, actionable lessons to help you take control of your financial future.
▶ GET STARTED

Company Rewards
Get the most from your employer sponsored benefits programs.
▶ GET STARTED

SEARCH [input field]

FINANCIAL LIFE

- Estate Planning
- Financial House
- Cash Flow
- Personal Wealth Builders
- Personal Coverage

COMPANY REWARDS

- Company Coverage
- Workplace Wealth Builders

MY PROGRESS

Financial Life 0%

Company Rewards 0%

OVERALL 0%

▶ More details

TAKE A POLL

Do you have a medical directives document, legal powers document, or both?

- Medical directives document only
- Legal powers document only
- I have both
- Plan to create within 12 mths
- No plans to create

▶ Submit your vote
Learn more...

Welcome to ThriveOn!

ThriveOn is your company-sponsored, online educational solution for learning more about personal finance and your valuable company benefit programs. Our short (typically 6-8 minutes) multimedia lessons provide valuable information about a range of important topics designed to help you understand and improve your financial plan.

Our site currently delivers two channels:

Financial Life covers a range of personal finance topics including estate planning and personal investing;

Company Rewards explains your company benefit programs including health care, disability, stock plans and more.

Each Channel is organized into Guides which provide detailed lessons around specific topic areas. Please take time to explore the site and learn valuable information in a rich and engaging way.

Do not display again

Financial Tips

Planning for the Unexpected

With a college degree, 3 Olympic gold medals and her own high-fashion sportswear business, Florence Griffith Joyner or FloJo seemed like an excellent planner. But when she suddenly died at age 38, no Will could be found. As a result, FloJo's possessions were distributed according to State law and not necessarily how she would have wished. At the very least, you should complete a simple, state approved Will document – although going through a more formalized Estate Planning process is usually recommended.

Featured Lessons

	Your Financial House 6 min 14 sec Discover the financial house framework and learn to view your financial...		Life Insurance and AD&D 7 min 50 sec Employer sponsored life insurance and accidental death & dismemberment ...
	Employee Stock Purchase ... 7 min 35 sec Used properly, your ESPP plan can be a powerful wealth creation tool ...		Flexible Spending Account... 7 min 4 sec Flexible spending accounts are a tax advantaged way to fight rising hea...
	Legal Powers 7 min 29 sec During a period of recovery or absence, who would you trust with your c...		401(k) 10 min 22 sec Funding your retirement in a 401(k) plan should be a top priority for d...

Open Mountain uses local experts and near shore partners to design, implement and launch exciting new products.

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Comprehensive Services



Open Mountain worked hand in hand with ThriveOn to build and release an innovative product.

Services provided by Open Mountain:

- Product development
- Project management
- Testing and automation
- Release management
- System administration and hosted operations
- Resource procurement and budgeting
- Technology planning

Open Mountain's leverage of cloud computing...provides a core competitive advantage

Michael Crandell, CEO

Open Mountain partner RightScale

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Open Mountain Is The Solution



To get to market fast

you need an entire team quickly

To succeed

you need experience and leadership

To be profitable

you need cost effective teams

We were able to launch a full functioning custom built e-commerce, digital content and community site soup to nuts in 4 months.

*VP, Product Management
Open Mountain Client Brightstorm*

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