



Mad Mimi[®]

case study

Client Profile

Headquartered in Brooklyn, New York, Mad Mimi offers a simple, intelligent and **powerful** email marketing utility that anyone can use. Mad Mimi makes email marketing easy for the creator, and easier on the eyes of the receiver. With

groundbreaking technology, Mad Mimi is the simplest way to create branded, well-designed newsletters and promotions.

Client Challenge

From the onset of the project Gary wanted to **differentiate**

Mad Mimi from the pack of email marketing utilities. The competitors' applications were too structured. They stifled their

users' **creativity**. Gary's vision was to provide a utility that made it easy for his clients to produce powerful and creative email marketing campaigns. He imagined an email marketing utility with something unique: built-in **flexibility** and

creativity-**inspiring** features.

// Client Benefits

Greater Business Value

the flexibility of the agile process allowed Gary to create an end product that appeals to a much larger audience, helping Mad Mimi achieve greater profitability

Faster Business Value

exceptionally fast development cycles allowed Mad Mimi to quickly deliver value to the market

A Market Matched Product

1-2 week feedback loops allowed Gary to incorporate product features that matched current market needs rather than needs that were months or years old

Confidence

by delivering working software in short iterations Obtiva gave Gary confidence that his software would work when released

// **obtiva** AGILITY APPLIED.
SOFTWARE DELIVERED.

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“ **Obtiva** was the only development company that saw how **Mad Mimi** could work for them. The fact that they could look at my project from my angle allowed for us to have joint drive, creativity, and speed while maintaining a quality product for my users. ”

- Gary Levitt, Founder & President of **Mad Mimi**

Solution

From the start Gary knew that he needed to work with a team and a technology that were fast and flexible. A combination of **Agile** Software Development and Ruby on Rails was the obvious choice. More importantly, Gary knew he needed to work with a different sort of team. He needed a team who would not only buy-in to his vision, but would actually help him define that **vision** and fall in love with it as much as he would. He found that team at **Obtiva**.

From the start, Obtiva **encouraged** Gary to take the lead and gave him the tools, pace, and space he needed to apply his **creativity** and define his vision. Unlike most custom software development firms who deliver a first iteration in 3-5 months, Obtiva provided Gary his first iteration of working software within a mere two weeks. These short development lifecycles gave Gary the **confidence** and ability to take his initial vision and morph it into something far greater. What began as a tool for musicians to produce e-zines **transformed** into a full-service email marketing utility.

About Obtiva

Partnering with clients to transform ideas into revenue-producing products is the cornerstone of Obtiva's Software Studio service. What sets Obtiva apart from other agile software development firms is an extraordinary talent for understanding its clients' needs and **evolving** with them as their concepts, dreams, and ideas progress. The **result** is a completely satisfied client.