

# A!erts.com

## Client:

Alerts.com, a Bellevue (WA) based start-up founded in December 2007 and initially backed by Monster Venture Partners, leverages user friendly flexible web based technologies to offer consumers the ability to better manage their lives. Alerts.com is the free central destination to create and manage news or sports alerts, birthday or event reminders, weather or stock updates, price notifications and more. With alerts.com there is absolutely no spam. Users are 100% opt-in, secure, and in control. We deliver reminders, notifications, and alerts when and where a user requests it using emails, text messages, voice, instant messages, and more.  
(Excerpt: [www.alerts.com](http://www.alerts.com))

## The Challenges:

Alerts required a complete solution integrated to their Seattle based company. Our company was requested to provide:

- Systems engineering and development
- Testing
- Website design and custom graphics

## Our Solution:

We developed and outsourcing strategy that allowed A!erts to count with dedicated resources for their needs in different levels of availability (either full-time or part-time) as well as our company's standard services.

With a very tight deadline our team carried on the required services on these areas:

### Systems engineering and development

The Alerts service is not a simple one. Providing hundreds of thousands (maybe even millions) of users with timely delivered alerts is a major task.

The platform architecture is based on tight integration to external sources that feeds the core with information to send the alerts, like weather, news, savings, gas prices, depending of what the user has configured in his profile. Every source might have different types of integration like web service, ftp, etc so our engineers has to develop different kind of interfaces depending of the source integration method. Another complex part of this platform is the ability to deliver the alerts through different channels like SMS, mail, phone, etc, so part of our task was to make tight integrations every of these channels. Every component of the platform was developed using the highest standards of quality to ensure that the uptime is optimal and no alerts ever get lost in the process. Furthermore, our team is in charge of adding the alerts "agents" which let Alert grow to provide better and richer services to its users.

### Testing

Due to the complexity of the platform one of the most complex tasks was to test and assure the quality of the site. Not only because of the "real-time" business model this site has but also for the tight integration with external sources and communication channels that made the testing a challenging and complex task.

Our company managed and helped coordinate the test team for A!erts to exhaustively test the site for bugs, inconsistencies, integration with the different sources and communication channels and using different methods, etc.

## Website design and custom graphics

Another very important challenge was to create the design of every user interface on the site. Working hand in hand with Alerts inner resources in charge of the UI development, our team has helped and edited the site's interface making it 100% cross browser, and compliant with all Web 2.0 standards. Maybe the most challenging task was to find the way to make all the site's possibilities accessible to users without making a hyper complex user interface, that would puzzle users instead of helping them configure their preferences.

We believe that after lots of hard work and collaboration between Alerts and our highly qualified team the objective has been accomplished.

## The results:

- OneTree has developed a complex platform using the latest technology to deliver information to users when they need it and by the way they wanted (SMS, mail, phone, etc).
- Design and develop integration mechanisms that let Alerts increase very easily new services to its users.
- OneTree has played a significant role during the project and nowadays we are providing a complete technology outsourcing service that includes new developments, improvements in the UI, Database and Operating System Administration.
- A successful project using Agile Methodology integrating the Alerts internal development team and OneTree nearshore development. The process and tools provided by SCRUM methodology were very important to ensure the communication during the project and to strengthen the integration of the teams to achieve the tight deadline.
- Alerts.com has been awarded top 25 Innovators & Entrepreneurs and Best Value Company in keritsu forum
- Alerts.com was featured in Wallstreet Journal, Laptop Magazine, PC Magazine, Computer World, CNET and Mashable