

Proc case delivered scalable, customizable and high quality applications for an Internet startup

Talkway Communications Inc.

Client since 1997

Location: Palo Alto, California, United States

Industry: Technology



Client Overview

Talkway is a Silicon Valley startup. Founded in 1997 by two Stanford Ph.D.'s and funded by one of the most established venture capitalists, Asset Management, Talkway provided newsgroup services over the Internet. Talkway later became a provider of internet video services such as video email to major providers including AT&T and British Telecom. Talkway's products have received four- and five-star ratings from PC World, PC Magazine, and c|net.

Client Objectives

Sprinting at Internet speed in the height of the dot-com boom, Talkway had grand visions of building leading technology Internet applications and services for its customers.

For the newsgroup applications, Talkway wanted to provide easy navigation and access to Usenet's diverse collection of online communities, using plain English group names, topic directories, keyword searches, collaborative message voting and filtering, and also offering e-commerce opportunities.

For the video services, Talkway needed to provide seamless integration with its technology partners, as well as precise tracking of sales campaigns, user clicks, as well as billing and usage reporting.

Proc case Contribution

Proc case delivered the database architecture, data model, development as well as the deployment of the full suite of custom applications that would support Talkway's operations.

This ranged from newsgroup hierarchy, navigation, searching as well as usage tracking of the data.

Proc case had delivered a fully scalable as well as configurable set of applications that would cater to Talkway's ambitious growth plans.

Over time, as Talkway's business model evolved, Proc case was able to adapt and deliver based on Talkway's needs.

Technology

Oracle database, Java

Results

Proc case had evolved with Talkway and had delivered high quality applications for Talkway as it experienced exponential growth.