MVC Provides the "Advantage" to AllAdvantage.com

That's a Good Idea...

For a start-up dot.com, a good idea is not enough. Deliverable goods and services over the Internet require more than wishful thinking. It takes differentiation *and* execution to succeed on the Internet.

AllAdvantage.com had a creative idea for collecting and managing consumer information. Their idea, if successful, would allow other Internet partners to clearly differentiate themselves. But they needed to launch fast... if they were delayed in the implementation stage, or if their systems stumbled in any way, they could loose "all advantage."

Too Much Information...

There is a massive amount of consumer information available on the Internet, so much so, it's not even that valuable anymore. It's a fact, consumer's resent bombardment. The intelligent approach of using specific, targeted information is now the stuff of successful e-commerce. In the Haymarket environment of the Web, how successful a company differentiates itself is often dependent upon how well they can speak directly to interested customers about specific products and services.

AllAdvantage.com wanted to capitalize on the opportunities available through creative marketing and *directed* Internet advertising.

Infomediary

AllAdvantage.com was a pioneer of directed advertising, a new form of online communication that enables companies to interact with consumers on a personalized basis by providing them with information that matches their interests.

"Get Paid to Surf the Web"

Their plan was to sign up consumers as members and provide them with incentives such as rebates, exclusive promotional offers, and even cold hard cash for surfing the Web. The members could earn extra dollars by referring additional Internet users to AllAdvantage.com. Member's surfing habits would be collected by the AllAdvantage database and made available to AllAdvantage partners for the purposes of directed advertising.

Imagine the attraction for product and service vendors – AllAdvantage.com collects the equivalent of advertising revenues and in return, enables vendors to leverage the buying power of a potentially unlimited number of pre-qualified customers.

The Challenge, or "How Big is a Terabyte?"

To become successful, AllAdvantage.com needed to quickly build a comprehensive database of members, a difficult endeavor for a start-up company. The system needed to compile, aggregate, store and track the personal information of an ever-growing list of members and their transactions. The initial data calculations were staggering... projections were made for a system capable of handling a terabyte of data per hour and hundreds of transactions per second.

MVC Steps In – e-Business in e-Time

AllAdvantage.com chose MVC because of the firm's impressive reputation for developing the technology and infrastructure necessary to have AllAdvantage.com up-and-running as fast as possible. AllAdvantage.com relied on MVC's expertise in business intelligence and custom applications to create a database system and management tool to track its member's information. MVC's extensive product knowledge and project management experience launched the AllAdvantage site in record time.

The result was an unparalleled and unprecedented level of personalized service to AllAdvantage.com consumers and partners. In the end, MVC helped AllAdvantage.com provide its partners the ability to differentiate themselves in the crowded Internet environment.

"AllAdvantage.com.Com Changed the Rules and MVC helped make it Happen"

AllAdvantage.com's business model and MVC's expertise enabled the company to grow virtually as fast as the Internet itself, claiming a position as one of the world's top 20 Websites. Together, MVC and AllAdvantage.com have created a unique database and support system that transforms how consumers and businesses relate to each other on the Internet.