RELAY STRATEGY
A WINNING SOLUTION

Offshore cost advantage. Onshore project expertise.

Web 2.0—On Schedule, On Budget, and On the Mark

My Online Pantry is a social networking website based around a community of food lovers. When they approached RelayStrategy, they were a start-up company in the early stages of planning their business. At that time, the website was still just an idea – with a complex set of requirements behind it. To bring the new website to life, it would need both extensive inventory tracking capabilities and tight database integration as well as Web 2.0 functionality.

The team at My Online Pantry spoke to several developers before deciding on RelayStrategy. They felt that RelayStrategy was more engaged with the project from the very first meeting, and that they worked harder to understand the project goals and requirements.

In order to accomplish My Online Pantry's Web 2.0 goals, RelayStrategy built a special project team made up of a requirements analyst, visual designer, web developer, and QA tester. Most importantly, RelayStrategy provided a project manager to spearhead communications and drive the project timeline, milestones and deliverables.

The project had a strict timeline and budget, and the RelayStrategy team worked hard to stay on track by reviewing time spent on a weekly basis against the project plan to mitigate risks of delay.

Throughout the project, RelayStrategy stayed in close communication with the client, coordinating 1-3 touch point sessions per week in order to make sure the project was meeting expectations every step of the way.

My Online Pantry was able to achieve their desired social networking site on time and at a 61% savings over the costs of a locally-based web development team. My Online Pantry has since referred two additional clients to RelayStrategy.

Solution Overview

Client
Web 2.0 start-up, My Online Pantry
www.myonlinepantry.com

Challenge
Build a Web 2.0 social networking site with intense inventory tracking and database requirements

Solution
An open source technology executed by the RelayStrategy special project team, with weekly touch point meetings keep the project on track

Result
A Web 2.0 site, on time and at a 61% savings over other providers

"If we had to sum up our experience with RelayStategy in three words they would be… **Quality**, **Professionalism** and **Vision**. RelayStrategy worked *with* us, not for us, and that has differentiated them from the rest."
- Online Pantry

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