



IowaComputer
GURUS

A Case Study



The Mission

The mission of MetaFarms Inc. is to be the visionary in applying and supporting a secure information technology platform developed specifically for livestock production to offer unbiased, in-depth production data analysis and benchmarking resources to improve their customers' performance and value.

MetaFarms finds that as they grow, take on new customers, and build new services for livestock producers across the North America, their technology needs to evolve to remain aligned with their business model. Partnering with ICG to incrementally improve their platform helps them keep ahead of the evolution curve.

MetaFarms, Inc. engaged with IowaComputerGurus to modernize their technology platform, increase their ability to scale as they gained more customers, and improve performance in all aspects of their business.

Choosing Technologies

The original MetaFarms solution, built in the early years of the business, relied on disconnected datasets, the first version of the Microsoft Visual Studio .NET Framework and tools, and a hardware infrastructure that kept the customer forms for data entry, and the database itself, on the same server. Over the years, performance degraded, and the services for livestock producers became more and more inefficient.

ICG skillfully assessed the problems, environment, and infrastructure. They found significant performance bottlenecks in the amount of traffic passing between the web-based front end, web services acting as the message transfer and transformation, and the back-end database references.

IowaComputerGurus is implementing an evolutionary overhaul of the entire customer experience in the application by replacing modules of the original solution with an Object Oriented Programming (OOP) approach to a Service Oriented Architecture (SOA).

ICG instituted a more scalable hardware solution, increasing the number of web services, and improving load balancing for the web traffic. IowaComputerGurus significantly improved the user experience with the DevCraft .NET UI Controls from Telerik. They also expertly replaced the underlying Microsoft SQL Server 2000 with newer versions of the database platform.

"IowaComputerGurus has delivered custom education, training, and services directly to our development staff delivering high quality service, insight, and dedication to our needs. We have saved hundreds of development hours by using their services."

Custom Websites
and Intranets

.NET Application
Development

Expert Technology
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Performance
Optimization

Technology
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Higher Performance

Seamless to the end users, the system improved radically in many areas. Speed has increased by between 50% and 80%. The underlying code is only a fraction of the size of the original solution, and is much easier to maintain and learn. Internally, the time to ramp up new developers and staff continues to decrease.

Improved Customer Satisfaction

Producers may not see the deep internal changes, but they do notice the effects. Customer satisfaction is up 20% from 70% to 90% since IowaComputerGurus began the platform evolution. The changes are so seamless that there is no need for specialized customer training. It just works.

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About MetaFarms

MetaFarms, Inc. is the creator of a dynamic, web-based Software-as-a-Service platform for livestock production, technology infrastructure, and data analysis. MetaFarms serves thousands of registered users across North America market who rely on their mission critical applications to manage their businesses.

About ICG

ICG is a leading provider of custom application solutions built upon the Microsoft .NET Technology stack with a focus on web technologies. We set ourselves apart from the competition by placing a strong focus on customer service, performance, and quality for the life of the project.

Learn more at: iowacomputergurus.com