

Workflow Management in MRM

VC/m at Mtivity

Based in London, Mtivity is a leading provider of marketing management software in the emerging category of Marketing Resource Management (MRM). Their hosted MRM web service uses Caché CSP technology.

Mtivity have used VC/m almost since the beginning of their code development. Initially releases were made by stopping all development and releasing the whole code base. Within six months of their first product launch it became obvious that this approach was unsustainable and they selected VC/m as a solution.

VC/m has provided Mtivity with the freedom to work in a far more sophisticated manner. The major benefits include:

- Flexibility to define their own workflow
- Control over multiple simultaneous development streams
- Release management
- Automated rollback
- Close integration with Caché

Rob Tweed, CTO, says, “VC/m certainly seems to do everything needed at Mtivity, and I doubt if the slick development and release cycle co-ordination that we now have could have been achieved in any other way.”

Mtivity’s VC/m has been configured to match their precise needs:

- Developers are made aware when concurrent development is taking place but are able to continue with their work, confident that any conflicts will be properly managed.
- Each software release contains only changed software which has passed all the approval procedures.
- The release to their hosting server is effected using VC/live, with full rollback available should it become necessary.
- Internal documentation and source code follow the same development and approval cycles, but the VC/m configuration prevents them being released to the live server.
- As well as the main development workflow, a fast-track procedure is available for urgent fixes which need to be pushed through immediately.

For further information on VC/m, please contact:

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