

## Open Source Migration - Market Research Company

A Market research firm was established in 1975 at the onset of the technology revolution. It has provided quality, boutique market research recruiting and services for more than 30 years. It recruits consumers and professionals for

- Focus groups
- Individual interviews
- Telephone interviews
- Online panel discussions
- Mock juries
- Music tests
- Ethnographies
- Taste testing

### Project Work

When looking for a solution that would fit the scalability, performance-enhancing and cost-effective requirements, the firm engaged with PERI to manage the project to develop a robust scalable solution built on Open Standards. This was because they knew they could find the reliability and low cost that was desired. It was decided to migrate to Open Source Software (OSS) because this solution combined the transparency of top-level operational availability and the same functionality from a licensing perspective, but with a much lowered cost. The quality of the software, the support available for the software, the performance data, and the ease of deployment were also key factors in the decision to migrate.

The firm currently has over 100,000 respondents with more than 300 market survey data available.

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## Solution

PERI project managed, developed, implemented the solution and provided managed web hosting.

It saved a lot of development time with the combination of Windows .NET, Red Hat Enterprise Linux, and MySQL because the combination provided the ability to quickly understand and resolve any issues that arose during platform migration.

24x7x365 availability is less costly to maintain because of the transparency inherent in open source technology. With transparency, they are able to deal with any issues in and take immediate corrective action to minimize the impact to the business.

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