

## Case Study

### eDiets.com

#### Challenge

As a startup internet company, eDiets.com was known for its innovative use of the internet to deliver custom-tailored dieting and fitness guidance to an online community of over 13 million. eDiets.com is the leading Internet company in the diet, nutrition and fitness categories and was the first to market directly to consumers within these categories via the Internet. Software development during these early years was governed by a low-level CM tool and an ad-hoc, informal process that, at the time, served the company well. With the increases in both the diversity of its offerings and the scale of its business, however, eDiets.com found itself in need of a more structured software development environment, and came to Configuration Management, Inc. for guidance.

#### Solution

CMI implemented the Serena Professional suite of products in order to put process in place around the company's web application development. CMI implemented Serena's Version Manager for version control and Tracker for issue & defect tracking. We configured the tools to ensure greater control over the eDiets codebase, while still allowing for the rapid innovation that is the company's strength. After the code had been moved into the VM File Repository, we trained some of the developers on the administration of the tool environment. Then we made sure all the developers had the client software properly configured on their desktops and trained them on the use of their new CM tool.

#### Key Customer Benefits

- Tool configured as a smaller, more efficient installation that added the most value for this client
- Customer Training blends technology and process to ensure maximum ROI
- Serena Professional Suite provides control and traceability for more efficient web application development

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