



Customer: Forth World Media

Location: USA, Australia

App Name: Web Merge

App Function: Low Cost web publishing software

Industry: IT and Web

Developed on: Mac

Deployed on: Cross Platform

Result: An easy to use highly effective tool

About:
Forth World Media is a bespoke software apps development consultancy..

Business Need:
Develop a cross platform Web solution which is easy for people to use.

Benefits of LiveCode:
The ease of use speed of development in LiveCode allowed Web Merge to be developed quickly. LiveCode saved us a huge amount of time and money, whilst delivering a robust system which met our complex business needs and enabled us to spend more time on customer service.

Case Study    

WebMerge, Web Publishing Software

Introduction

WebMerge generates static web pages from database and spreadsheet content, using templates that can be written in any HTML editor. This allows easy publication on the Web without the expense or complication of a live database hosting solution.

LiveCode's rapid development cycle, attractive GUI capabilities, and rich, efficient text processing made it a natural choice for this product. Reviewers and customers regularly complement WebMerge's execution speed, critical in an application used for generating tens of thousands of Web pages at a time. At least one reviewer has mistaken it for having been written in C, but the truth is there's no way we could have afforded to build such a vertical product and still get the sort of solid, fast performance on three platforms if we worked with a lower-level language.

With less time coding we spend more time talking to customers, finding out exactly how they work, and what they need to work more efficiently. Everything in the dozen free upgrades we've delivered has been driven by these extensive customer interviews, leading to reviews like MacWorld magazine calling WebMerge "remarkably easy to use."

Richard Gaskin – Ambassador Forth Worlds Media

"With the cost savings in development time we've also been able to provide a level of technical support our customers tell us they're unusually happy with. In some cases we've delivered feature requests in just a few hours after hanging up the phone with the customer; if we were using Java we would have still been defining our classes."

"The simplicity of LiveCode's messaging and object model have allowed us to do things which would have been cost-prohibitive in lower-level languages. For example, with the latest version of WebMerge we introduced a new plugin system which allows other developers to add new tools to the program, and allows us to add new capabilities easily between major releases. LiveCode's native object model takes care of the messaging and data structures needed to allow this type of interaction between plugins and the program. All we had to do was add a menu to open the plugins and a few lines of code. Our extensibility system was done in under two hours."



Richard Gaskin – Fourth World Media - One of our customers recently wrote

“the tech support and upgrade policy surpasses products we had paid far more money for”.

We get email like that every week, and have posted some of it on our Gallery page. A lot of the way we do things is made possible by choosing LiveCode, a development system that lets us focus on the people side of our business. About Richard Gaskin and Fourth World Media Corporation Richard Gaskin is ambassador of Fourth World Media Corporation, a Los Angeles-based consultancy specializing in multi-platform software development and training. With 15 years' experience, Richard has delivered dozens of applications for small businesses and Fortune 500 companies on Mac OS, Windows, UNIX, and the World Wide Web.



What people say about Web Merge

“...easy, low-cost Web publishing software to create a database-derived site that doesn't require any complex Web database infrastructure.” - **Macworld Magazine**

“...the best system I've come across for getting our data on the web. And I am particularly impressed by WebMerge's handling of long fields (some of ours are up to 50,000 characters). On my first use of the full program yesterday, WebMerge generated 4.5MB of clean, error free HTML in less than 9 seconds. Pretty impressive.”

Ben Campbell - London Review of Books



About RunRev

Founded in 1997, RunRev is a technology company committed to making scalable software development fun, easy and accessible to everyone. To achieve this RunRev has created LiveCode.



About LiveCode

LiveCode is an award winning, high level, cross platform, integrated development environment. Its compile free work flow and highly efficient single code base enables Apps to be developed on Windows, Mac and Linux and deployed on all popular platforms including Mobile, Desktop, Cloud and Server. LiveCode is used around the world by organizations of all sizes to solve real world business problems.

Today millions of people use Apps built using LiveCode.

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