ComPair Data

ComPair Data reduces their development process from weeks to hours

The Basics

A small Software-as-a-Service (SaaS) company, ComPair Data plays a crucial role in international shipping. They supply their clients (ocean carriers, porters, third party logistics providers, etc...) with information used to determine schedules, capacity, trade routes, and more.

"With m-Power, application development is much cheaper because we're now able to do most of it ourselves."

--Hayes Howard, CEO of ComPair Data

The Challenge

ComPair hosts their data on dedicated cloud servers, and licenses access to their customers. Their business revolves around turning logistics data into meaningful management information, and delivering it to their clients in the form of web applications.

The problem: They relied on outside developers for application development. As a result, creating new web applications was both expensive and time-consuming. "It would often take weeks to develop new applications," said Hayes Howard, ComPair Data's Founder and CEO. "It was a process of making sure the developers understood what we needed and where the data was in the database. Then they would have to set up the SQL procedures, create the applications, do their testing, and everything else."

The Solution

ComPair Data chose m-Power, the web application development platform created by mrc. "I wanted a BI tool that we could use in-house to build applications much more quickly for our users," said Howard. "After looking at different products, we decided on m-Power."
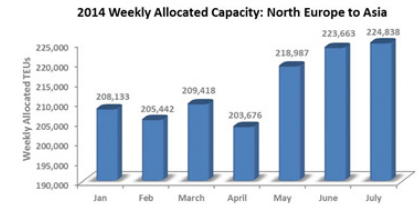
Howard chose m-Power because:

- It let them develop web applications using their current team.
- Their entire staff could use it without paying any extra fees.
- They could rebrand the generated applications to fit their company's look and feel.
- They could install it on the cloud where they host their applications.
- It offered multi-tenant security, a critical feature to any SaaS provider.

The Value

Using m-Power, ComPair created a comprehensive set of applications and reports for their customers. They now offer dashboards, reports, mapping apps, shipping schedules, and more—all created with m-Power.

A chart created with m-Power that illustrates shipping capacity along various trade routes

Beyond the breadth of applications they created, m-Power helps them in a few important ways:

Lower development costs
As Howard explains, m-Power reduces their development costs. "With m-Power, application development is much cheaper because we're now able to do most of it ourselves," he says.

Faster development time
Developing most applications with m-Power only requires a few hours—a far cry from the weeks it required in the past. In the time formerly spent communicating requirements and changes to outside developers, ComPair can now build most applications themselves.

Better customer service
Howard believes that customer satisfaction is the true measure of success. "The only way to gauge success is if you're successful at making your customer happy--with the data and the way it's presented and how quickly we respond to questions they have," says Howard. "From that standpoint, I'd say that m-Power's been very successful."