



Rapid Development Web Technology

Your data *is* your business. While the appearance, design, and features of your web application may change dramatically over time, your data must outlive all of these changes and remain consistently clear, clean, and meaningful. Olive Group understands this fact and makes every effort to deliver the most robust, comprehensive database design possible. Your front-end application can change dramatically, but Olive Group ensures that the organization and cleanliness of your data is never in doubt.

With over 20 years of Information Technology experience, we provide end-to-end management of your project, focusing on agile web development, managed servers and databases. We have extensive experience with web startups, Fortune 500 Corporations, and organizations at every level in between, and can confidently help you make the right decisions to fit your business needs.

Why Ruby on Rails?

The right thing in the right place

Rails keeps how your data is defined separate from how you interact with it and how it looks. This clean separation of concerns gives huge benefits: changes to your application can frequently be accomplished in one place only, creating "agile", more reliable web applications. Rails prefers convention over configuration, allowing programmers to create more business-critical code with less work.

No licensing hassles, no recurring fees

Ruby on Rails is **open-source** software, there are no licensing fees required to use it. That means there's no fee to start using the software, no fee to keep using it, and no ever-changing "end-user license agreement" to suffer under. Once you've installed it and have it running, it's yours to use as you see fit.

"Web 2.0" interfaces

Rails offers seamless integration with cutting edge "Web 2.0" features that give richer, more interactive user experiences. Fast response times, easy user interfaces -- Rails can help you take advantage of it.

A rich plugin interface

Rails has a large community around it creating free-to-use plugins, should the core Rails features not solve all your development challenges. This translates to less time and expense developing modules to fit your site's needs.

Easy database interaction

Rails makes interacting with databases easy, creating seamless database-backed code. Rails generates clean SQL behind the scenes to save developer time. Rails can work with Oracle, PostgreSQL, MySQL, Microsoft SQL Server and other databases.

Combined with The Olive Group's rich experience programming with and administering Oracle, we create Rails apps with clean database designs *that stay clean*.

Scalable

The popular Basecamp project management system runs on 3 servers and handles 1 million page views a day. With intelligent caching and tuned database queries, Rails sites can scale up very well.

Ruby on Rails...

- Allows for very rapid development cycles while enforcing good design principles.
- Allows for true separation of business logic from presentation layer (PHP does not easily provide this.)
- Simplifies testing, separates responsibilities.
- Is the cutting edge of web development

Companies using Ruby on Rails

- Twitter
- amazon.com
- BBC
- CapGemini
- BPN
- Cisco
- C|Net
- EA (Electronic Arts)
- IBM
- Yahoo!
- JP Morgan
- NASA
- Oakley
- Oracle
- Siemens
- YellowPages.com
- LinkedIn
- InsiderPages
- 37Signals (BaseCamp, BackPack, CampFire, etc.)

Why Oracle?

- Performance Bottleneck for most websites is not related to application or server.
» The #1 bottleneck is disk speed, the #2 bottleneck is the **database**.
- Able to start small, using commodity hardware
- Can be scaled to meet **any** load
- Boasts world record performance and price/performance benchmarks
- Used by industry leaders for customer facing websites such as *amazon.com, eBay, Dell Computers, Panasonic, Motorola, and Sony Pictures*