

# TMX Communications Lets Dundas Consulting Take The Wheel For Their Fast-Approaching Dashboard Project

## Background

TMX Communications began as a digital technology company in 1999, and then quickly evolved into a hybrid, a full-service ad agency with strengths in technology and creative services. Working in partnership with our clients, TMX provides effective, measurable solutions across the pharmaceutical, financial services and technology sectors.

## The Challenge

We wanted to create a series of web-based digital dashboards that would display technical support data, but we weren't too familiar with many of the aspects related to data visualization. We were dealing with metrics like: How many times has a user logged in? and How many times has a rep contacted a client? etc. - and we weren't sure how to get the project launched in a time-sensitive environment.

## Why Did We Choose Dundas Consulting?

To get us started, we evaluated (then purchased) Dundas Chart for ASP.NET, Enterprise Edition. The Dundas sales person recommended Dundas Consulting when I mentioned that we were going to need some help getting this project finished in only two weeks. We were told that the Dundas Consulting staff were experts at data visualization and they would have no trouble meeting our looming deadline.

## What They Did For Us

Sure enough, the consultant assigned to us was able to work quickly and knew everything about implementing the product. Specifically, he was heavily involved in creating the data access layer, the graphics and the layout, the data



visualization choices and the user experience. There wasn't much he didn't know about this space.

## The Results?

Dundas Consulting did a fantastic job and was able to deliver the final project in two weeks, as planned. We were particularly impressed with the responsiveness of our consultant, as well as his willingness to share his opinions about our needs. Since this was our first dashboard application, we appreciated his candor and experience - especially on the subject of user interfaces.

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