



CASE STUDY | MMT Digital

DIGITAL ARCHIVES AND SOCIAL MEDIA

Keeping skills sharp is vital in a world where content is published on email, mobile phone and the web.

Innovative companies are increasingly investing in multimedia to reach customers in the Digital Age. The days of static content are long gone and consumers are increasingly demanding rich, interactive content updated regularly. Companies in industries as diverse as publishing, recruitment and social networking are leading the way in making content available on multi platforms such as email, mobile phone and the web. And they're forming partnerships with leading digital providers to do just that.

James Canning is Chief Technology Officer (CTO) of MMT Digital, an award-winning digital agency specialising in consultancy, design and build for new media services. The company's been in business since 1999 and is the second largest digital agency in the East Midlands, according to New Media Age. Clients include Hodder Education, BAA and the NHS.

The company has a strong technology focus and recently launched an electronic archive of all the magazines published by Hodder Education imprint Philip Allan over the past ten years. MMT Digital digitised the printed magazines and created and developed a website site using Adobe Flex, an open source framework for building and deploying applications on major browsers, desktops, and operating systems. Today, readers access a title in seconds, simply clicking and turning over the pages as if reading a physical copy of the magazine.

James says: "Today, content has to be available on multiple sources such as the Kindle e-reader, the iPhone and the web. It's essential to use technology to enhance products and services and add value.



"At MMT Digital, we have to stay ahead of the growth curve and continually train to achieve profitability. So we're constantly looking for ways to improve our service to clients. In the past, we used Flash for web banners but when Adobe took over, I saw its potential for rich interactive applications, online back-ups and desktop applications. I was determined to stay ahead of the groove and wanted to seize the opportunity to upskill and get the team trained fast."

His staff are split into two teams: Microsoft.NET developers, who focus on server-side, back-end development, and front-end developers who work on client-side development such as home pages. James wanted to get his less-experienced developers trained in Flash, so contacted Academy Class, the UK's leading new media trainer, after meeting the company at an event called Flash on the Beach.

"Academy Class sent a team of instructors to our own premises at times convenient for us, which was very convenient as we didn't have time to send staff out of the office for training in London. The training has allowed us to do tasks more quickly and move into new areas," says James.

Here are some examples:

Adobe Flash: MMT Digital built an interactive golf game application to run on Facebook for a major consultancy wanting to measure click-through rates during its recruitment drive.

Adobe Flex: MMT Digital took static data from a major consultancy and developed a highly interactive website to present this data using interactive tables and charts.

Adobe AIR: MMT Digital developed a desktop application that integrated with the XML workflow used by Philip Allan to publish the A-Z series. The AIR application allowed the rapid development of a website to compliment the books

So the best just keep on getting better. It's vital to keep up – or better still, get ahead of the curve – as MMT Digital demonstrates. If you stand still, you get left behind.

→ Fast Facts

Toby Dussek, an Academy Class trainer who worked with MMT Digital

- Former physics teacher
- Spent several years working in the aerospace industry
- Works on commercial development projects, so brings real-life experience to his training
- Specialises in the fun bits of web development – making things wiggle in Flash and building online communal space in ActionScript

About MMT Digital

MMT Digital create, develop and deploy award-winning solutions that enable clients to enter new markets, increase efficiency and reduce costs. Founded in 1999, it employs more than 25 digital experts working in multi-disciplinary teams across the business. Key specialisms are education, publishing, B2B and the public sector.

For further information, visit www.mmtdigital.com.

About Academy Class

Academy Class is the training company of choice for creatives and developers in UK and beyond. We are passionate about new technology and believe in its power to help businesses to grow and individuals to succeed. Our mission is to enable delegates to compete locally and worldwide. Academy Class is the only UK training centre certified by the major IT vendors in the creative industries Adobe, Apple, Autodesk and Quark. With a network of training centres across the UK, including London, Manchester and Glasgow, we are committed to our clients, our services, and our brand.

For further information, visit www.academyclass.com or call your training consultant on **0800 043 8889** for more information.

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