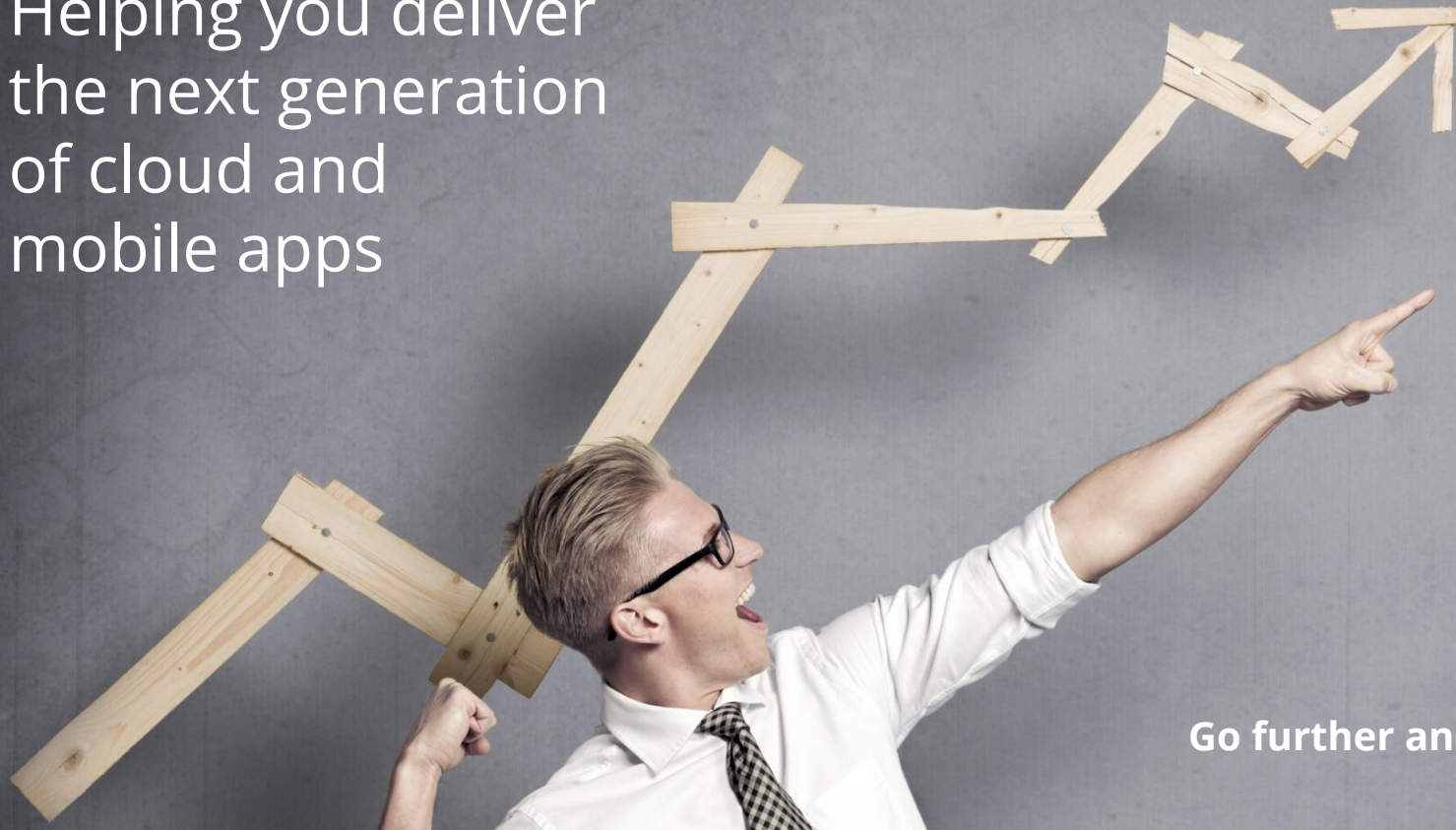# Apptituda

salesforce product development partner

Helping you deliver
the next generation
of cloud and
mobile apps

Go further and faster together

Introduction

➔ Apptituda is UK HQd and was first realised in 2014 by a team of Salesforce / IT Industry leaders

➔ Apptituda addresses a gap in the Salesforce business ecosystem and delivers:

   ◆ Go to Market Service and Strategy Planning

   ◆ End to End development of Salesforce Apps drawing on software engineering heritage

   ◆ Fast, efficient and high quality Salesforce projects and technical services

   ◆ Security and Architectural Reviews

   ◆ Migration of applications to the Salesforce marketplace

   ◆ Blended delivery for development, support and maintenance

   ◆ Helping Salesforce businesses shape their strategy and decision making

   ◆ One of the first Sage Live integration partners

➔ Apptituda is the only Salesforce PDP dedicated to helping Salesforce ISVs

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             partner

Our Vision and Values

As a Salesforce PDP, our mission is to shorten the time to market for Salesforce ISVs, reducing delivery risk and improving Applications quality in order to help Salesforce and partner businesses generate more revenue through the Salesforce AppExchange.

Our vision is to grow organically from a small to a medium sized company and to be recognised as the leading European Salesforce Development and Services partner.

Our Business Values:

➔ Connecting and partnering effectively with our customers
➔ Operating with honesty and integrity
➔ Delivering profitable growth
➔ Creating high impact collaborative international teams
➔ Inspiring and developing great people
➔ Being a recognised and valued part of the SF community

Our Project Values:

➔ High quality communications
➔ Clean and simple engineering
➔ Trusted advisor model
➔ Taking and managing risks
➔ Mutual respect
➔ High quality technical consulting
➔ Lifecycle and delivery focused

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We are a Salesforce Product Development Partner

Within the first year, Salesforce invited us to join its Product Development Outsourcer (PDO) program.

By becoming a Product Development Partner (PDP), Salesforce has formally acknowledged our knowledge and expertise in Salesforce.

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"great news for our customers and for our partners"

Our blended team of on and offshore development means that we deliver high quality apps, at a very competitive cost.

We are currently working on a number of new exciting developments for companies in the UK and in North America.

Whether you just have the kernel of an idea, or some advanced thoughts, we we would love to help you turn it into a reality.

We'll help you plan your go to market strategy and business case as well as develop the application, get it on the the Salesforce platform and if you 'd like us to we will help you market and sell it. No-one else provides this end to end service.

It's fair to say, we can go further and faster together.

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Apptituda Core Team

Stuart Mills
CEO

Bryan Richter
Go To Market

Tim Hall-Woodcock
CTO

John Jordan
SF Technical Lead

Simon Ormston
Sales & Marketing Director

Offshore Salesforce Development Team
Sudhir Dakshinamurthy
SF Architect

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What we do

Go to Market Strategy

Packaging and AppExchange

Design and Development

Blended App Support

Technical and Security Review

Cloud Consultancy

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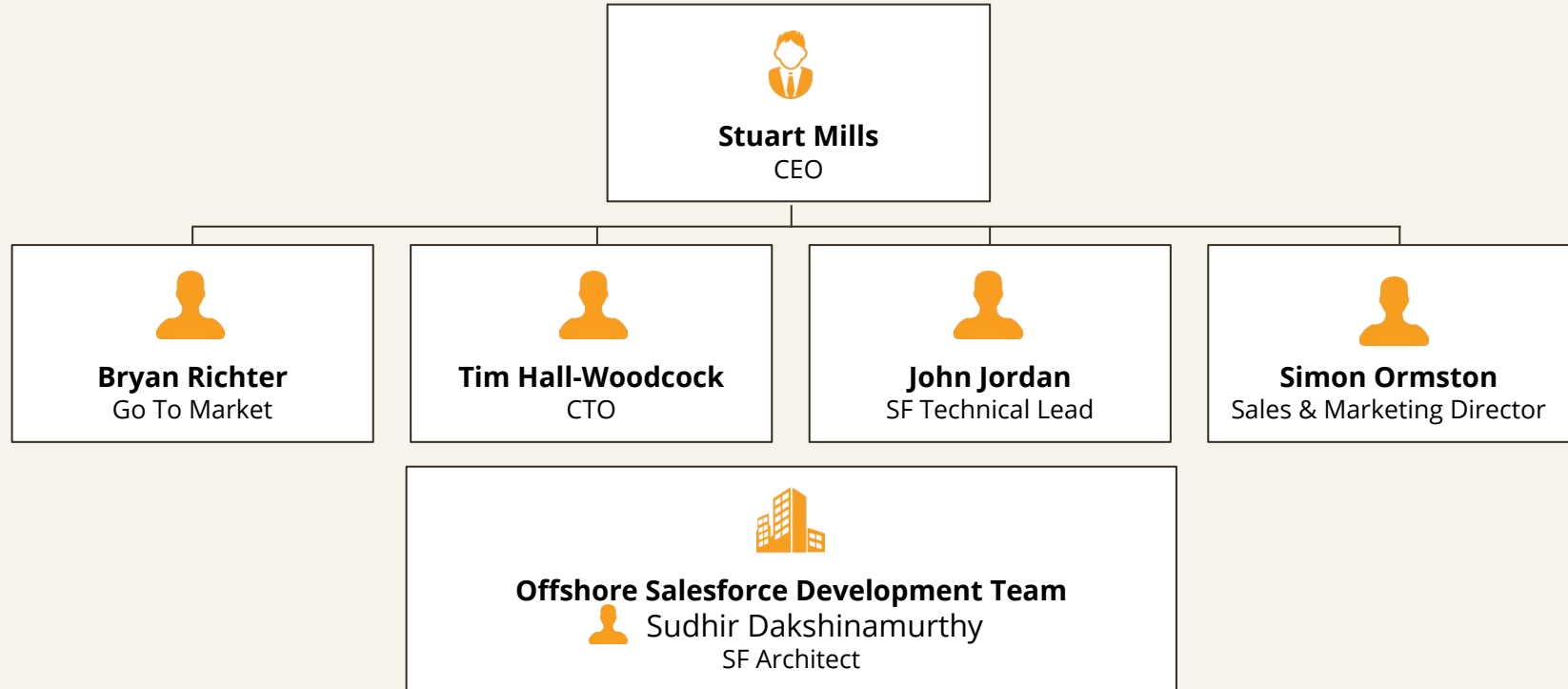
Customer Journey and Capabilities

We have the knowledge, skills and experience to deliver end-to-end:

Go-to-Market Advisory	Business Analysis/ Requirements Gathering	UX/CX	Application Design	Agile App Development	Technical and Security Review	Packaging	AppExchange listing and management	Go-to-Market Digital Marketing

Application Maintenance and Support

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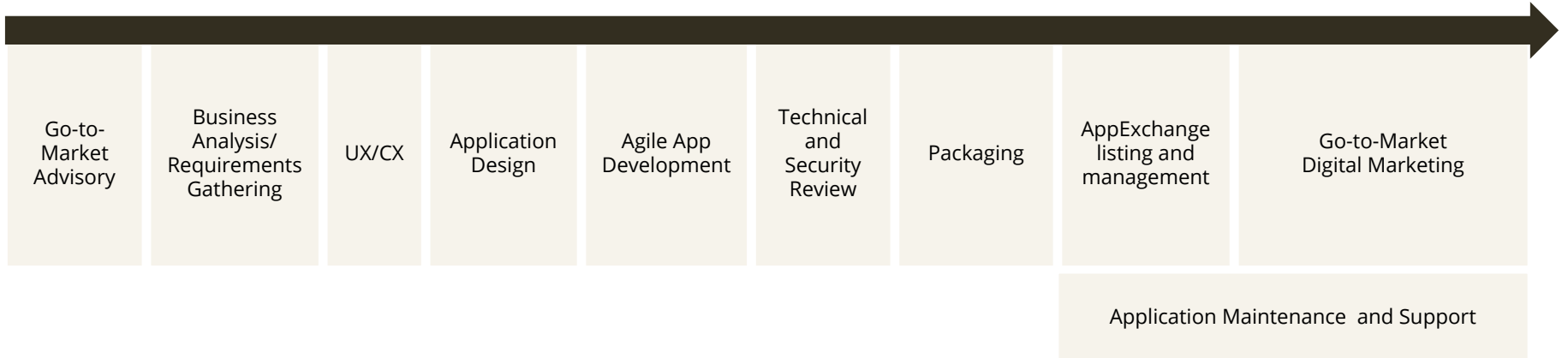
We use a Tried & Tested Agile Approach to Development

We are experts in Agile design and development but not afraid to use best practice methods from 'traditional' development approaches. The flow of an apptituda Agile project is:

The Salesforce platform is incredibly well suited to an Agile software implementation. Force.com environments are designed for accurate iterative software development and easy 'show and approve' sessions for early visibility and high customer confidence in key functions.
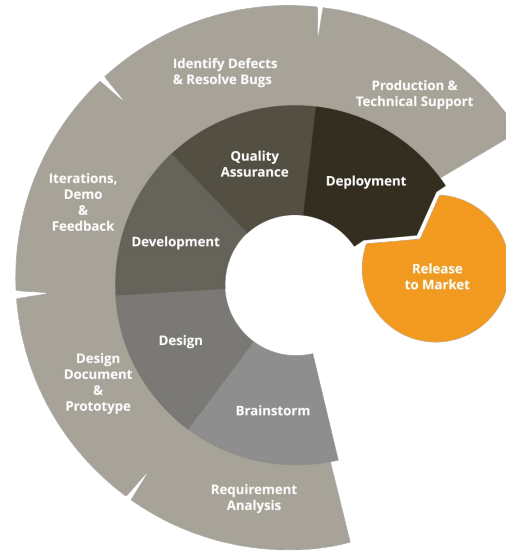
Expert Developers

We build Apps in Apex, Visual Force together with other tools including Java/JQuery/HTML, and write bespoke code (e.g. APEX triggers) where necessary.

Developers

➔ Uses experienced Salesforce.com developers, offshore in India, combined with local delivery managers and analysts and consultants.
➔ Local project management and customer engagement aid customer intimacy and responsiveness.
➔ Our experienced UK leadership team provides governance and ensures delivery quality and customer satisfaction across all of our services – from concept to-go to market.

Soup to Nuts

➔ Our 'soup to nuts' approach, together with guaranteed security reviews, maximises our customers' speed to market, at a low cost, without compromising functionality or quality.

Development Principles

➔ We apply these development principles to all our work; whether improving Salesforce.com integrations; building standalone apps; implementing Sites or Portals; extending and improving existing Apps – all to the benefit of your core business.

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Case Study: Sales to Success

Situation
Julian Clay of Sales to Success has a lifetime's career of sales consultancy, training and management.

Julian approached us after having had conversations with several other PDOs about how he can leverage the Salesforce platform for his application.
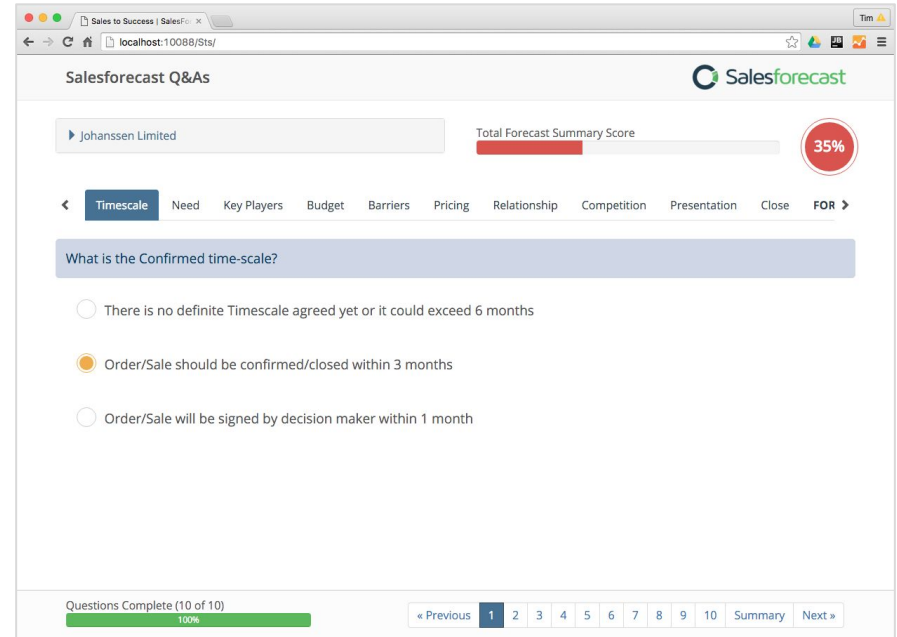
Objective
Build and launch an app capable of enhancing a medium sized enterprise's ability to improve its qualification of opportunities, sales forecasting accuracy and reporting.

Action
We helped the customer realise their dreams of taking their app to market with clear guidance on requirements definition, GoTo Market strategy, UI/UX, design and build as well as launch.

Result
App with high quality UI/UX successfully delivered within 4 months and ready for Security Review, with well developed Go-To-Market plans in place. More Apps in the pipeline.

Case Study: Maestrosoft

Situation
Maestrosoft provide specialist software which help the organisers of Charity Auctions to manage and run large scale Auctions in Canada and USA.

Objective
Create a mobile app which enables the organisers of Charity Auctions to be able to pre-authorise and charge credit cards when bidders have successfully purchased an item in an auction.

Action
Built a mobile app which integrates with Salesforce, using Mobile SDK and Cordova technologies. App is an OEM and the business logic sits on Force.com.

Result
App was built to specification as part of a 6 month programme and successfully integrated with the Unimag credit card reader and IATS payment processing platform. Using the Cordova platform meant that IOS and Android versions are built using a single code base. Potential to monetise the App and put other Maestro services on SF.
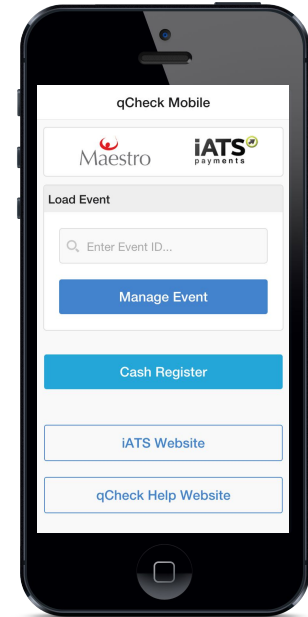
Case Study: In-gage

Situation
In-gage is a consultancy and training company specialising in Contact Centre performance improvement. They identified the opportunity for an app which provides real time data which help improve customer interactions, as a result of helping managers and staff improve their personal performance.

In-gage's internal Salesforce developer had built the app but did not have sufficient experience to get it through the Salesforce AppExchange Boarding Process, having had several failed attempts. In addition, In-gage needed support for its marketing and sales planning and advice on how to effectively manage its relation with Salesforce.

Objectives
Complete the Salesforce AppExchange Boarding process and Security Review and undertook technical development where necessary. Put in place up front and on-going Go-To-Market advice.
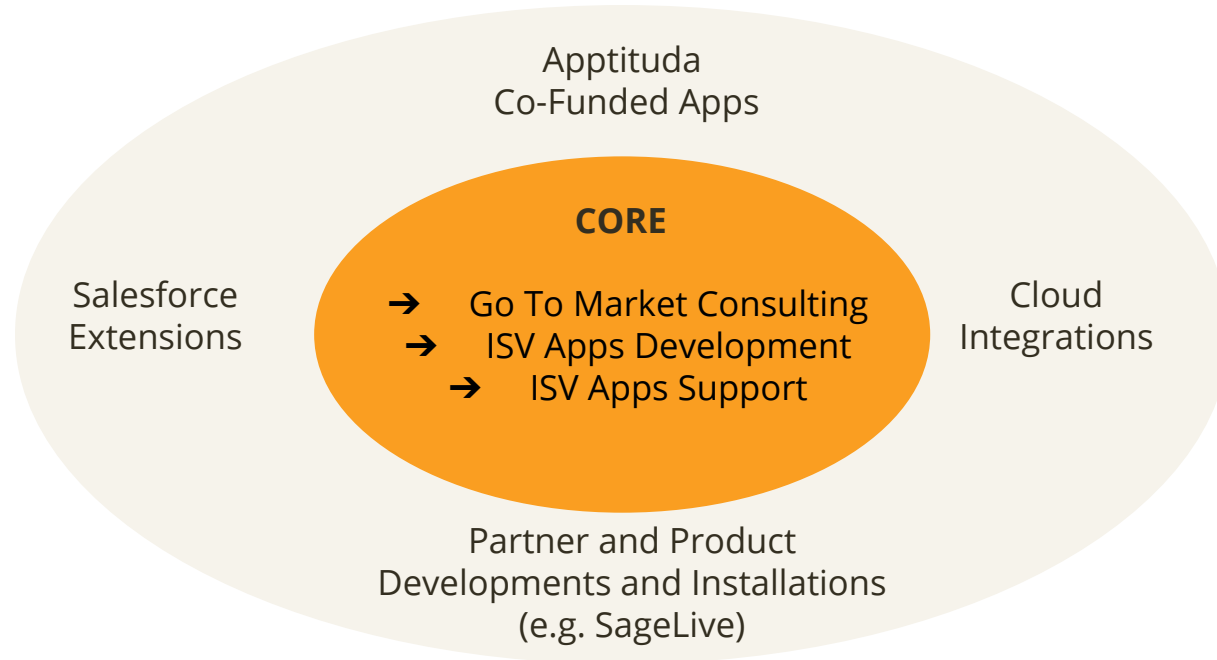
Action
Jointly prepared a Go-To-Market plan.
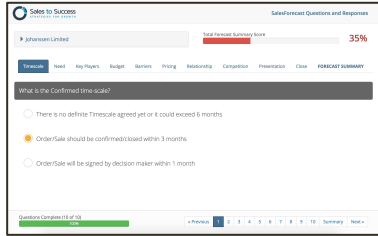Completed a technical review and prepared the app for Security Review.

Result
Security was passed within 1 week of our involvement and App was added to AppExchange within record time.
First customer was won with 2 weeks of the App being added to the AppExchange. Potential to integrate App with other SF products.

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Core Propositions

Apptituda
Co-Funded Apps

CORE

Salesforce
Extensions

➜   Go To Market Consulting
➜   ISV Apps Development
➜   ISV Apps Support

Cloud
Integrations

Partner and Product
Developments and Installations
(e.g. SageLive)

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Typical Sprint

Kick Off:
Agree sprint scope from Product Backlog Setup Orgs

UI/UX Wireframe/Design

design, code, configure, test
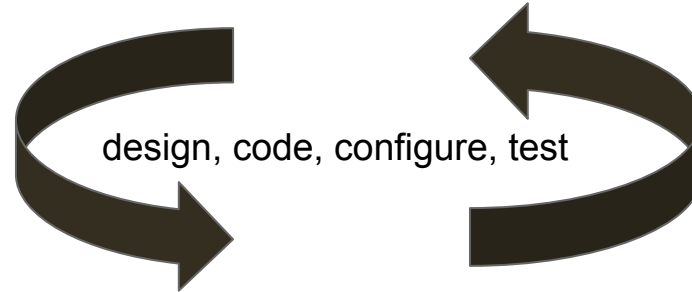
Scrums, Standups, Show and Tells

Sign Off:
Acceptance, Baseline Deliver, Proceed to next Sprint

Project Management, Technical Authority, Scrum Master, Production, Customer Comms

Flexible Commercial Arrangements

Our Agile Approach to Pricing
Agility is one of our key competences and we are keen to work with our customers to understand and create a set of commercial terms that work for you, as well as for us.

Fixed, T&M or T&M Average Rate
We are able to base our proposal on either a Fixed Price or Time and Materials (T&M) and this can be charged at either a standard daily rate for each role (onshore and offshore), or as an average daily rate.

Sample Time & Material Rates

Role	Daily Rates (Ex-VAT)
Senior/mobile Force.com Developer (offshore) Force.com Architect/SCRUM Master (offshore)	£300 - £420
Technical Developers/Lead Architect (UK) Salesforce Project Manager/Business Analyst/Customer Service Delivery (UK)	£750 - £875
Go-To-Market/Cloud Advisory Consultancy (UK)	£850 - £950
Blended Development Days	£500

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