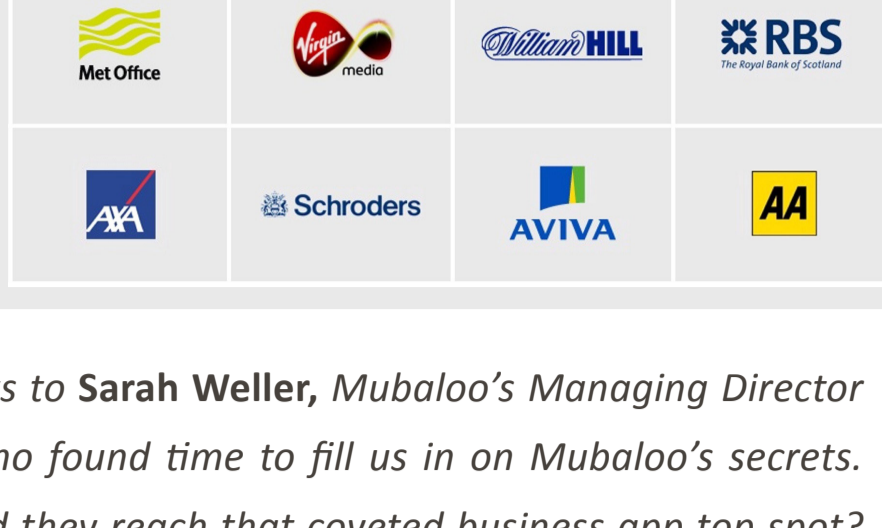


HOW

mubaloo

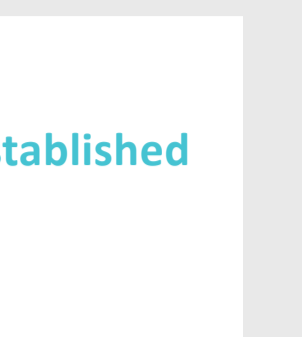
BECAME THE UK'S LEADING

BUSINESS APP DEVELOPER



Many thanks to **Sarah Weller**, Mubaloo's Managing Director (London) who found time to fill us in on Mubaloo's secrets.

Just how did they reach that coveted business app top spot?



4 YEARS AGO...

- The business apps marketplace was not yet established
- Prospects and the media were wary
- Economic conditions were challenging

“WE DECIDED THAT TO BECOME A LEADER IN THE ENTERPRISE MOBILE APP MARKET WE NEEDED TO BUILD OUR **CREDIBILITY**,

CREATE A STREAMLINED **PROCESS** AND BE EXPERTS IN **DESIGN, INTEGRATION**

AND **CROSS-PLATFORM** DEVELOPMENT”

THE 7 KEY STEPS THEY TOOK

1 FOCUS & COMMUNICATION

THEY FOCUSED ON BUSINESS APPS

- IN POSITIONING TO PROSPECTS
- IN COMMUNICATIONS TO THE MEDIA
- IN EDUCATING THE MARKET

i UNDERSTANDING CLIENTS 2

THEY ORGANISED WORKSHOPS

- THEY SPENT TIME LISTENING TO CLIENT ISSUES, AND BUILT UP THEIR KNOWLEDGE OF WHAT MOBILE COULD OFFER
- THEY SET UP WORKSHOPS, SOMETIMES WITH MULTIPLE STAKEHOLDERS, TO UNDERSTAND CLIENTS IN DEPTH -- NEEDS, INTEGRATION, OBJECTIVES

3 CREATING THE PROCESS

THEY REALISED THAT RISK AVERSE ENTERPRISES CRAVE TRANSPARENT PROCESSES FOR TRUST

PLANNING	SCOPING
MULTI-PLATFORM	SECURITY
INFORMATION ARCHITECTURE	
USER JOURNEY AND EXPERIENCE	
CONSULTANCY	BACKEND INTEGRATION
QUALITY ASSURANCE	TESTING

MANAGING PRICING 4

THEY MAINTAIN MARGINS BY AVOIDING SURPRISES

- BESPOKE APP DEVELOPMENT IS A COMPLEX PROCESS. MUBALOO HAS WORKED HARD TO REFINE THE ACCURACY OF THEIR QUOTING
- THIS AVOIDS SURPRISES FOR THE CLIENT AND ENSURES MUBALOO REMAINS PROFITABLE

5 HIRING THE TALENT

THEY INVEST IN RECRUITMENT

- CLIENTS WANT TO MEET THE TEAM. MUBALOO DOESN'T OUTSOURCE DEVELOPMENT OVERSEAS. TEAMS WORK SIDE BY SIDE: EFFICIENCY & LEARNING
- THEY WORK WITH THE BRISTOL UNIVERSITY DEPT OF COMPUTER SCIENCE. 'IT'S IMPORTANT FOR US TO FIND THE RIGHT PEOPLE SO WE STAY AHEAD AND KEEP INNOVATING'

synergist INSTALLING SYNERGIST 6

THEY SOUGHT SCALABILITY FOR GROWTH

- SYNERGIST BRINGS ENTERPRISE-QUALITY JOB COSTING AND PROJECT MANAGEMENT
- PLUS LIVE PROJECT VISIBILITY FOR THE ENTIRE TEAM, WITH SCALABILITY FROM 10-500 EMPLOYEES

7 FINDING CONFIDENCE

THEIR CONFIDENCE SOARED

- WITH THE ABOVE STEPS IN PLACE, MUBALOO BEGAN WINNING MAJOR ENTERPRISE WORK AND CONFIDENCE ROCKETED

All quotes are by **SARAH WELLER**, MUBALOO'S MANAGING DIRECTOR (LONDON)

“Then, when the app market began to explode, we had the right talent and expertise in place. At that point, our

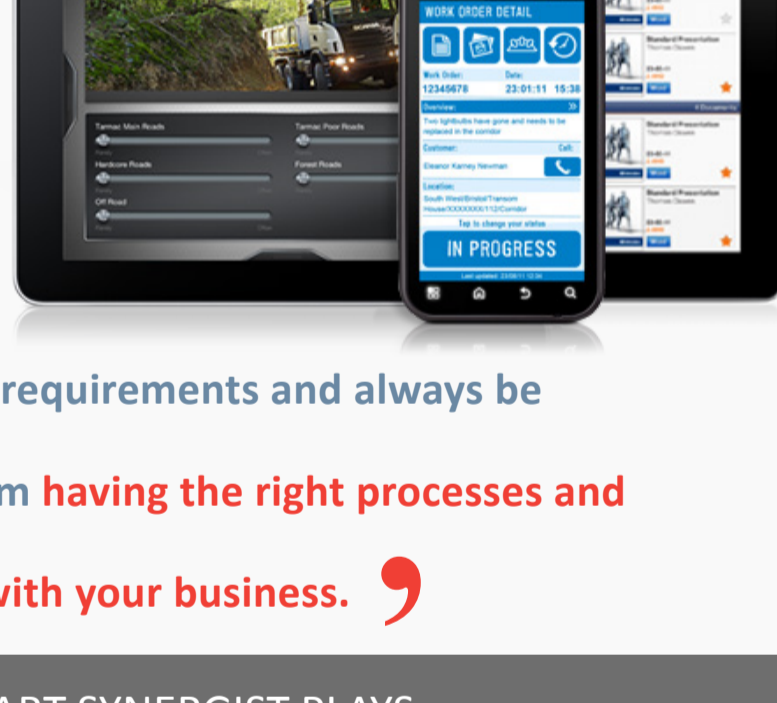
commitment to these seven stages really paid off, and business and awards

started coming in. When working with FTSE 250

companies, you have to prove that you can do

complex work, satisfy client requirements and always be professional. This comes from having the right processes and

systems in place that grow with your business.”



THE PART SYNERGIST PLAYS

FOR US IT IS ESSENTIAL THAT WE DELIVER GREAT APPS, ON TIME AND ON BUDGET.

SYNERGIST GIVES US THE TOOLS TO MAKE SURE WE CAN MONITOR THIS EVERY STEP OF THE WAY.”

“Synergist helps us throughout our whole process. From monitoring our lead generation, pipeline and new business activity all the way through to setting up client projects and monitoring their health.”

FOR EVERY PROJECT SYNERGIST SHOWS US HOW MUCH WORK IS DONE VS THE AMOUNT BILLED

Do we have enough time to complete the job on plan?

Are we overrunning?

Is the project in good health?

THESE ARE ESSENTIAL WEEKLY ANALYSES WE MAKE WITH THE SYSTEM. WE ALSO CHECK STAFF UTILISATION WEEKLY.”

“Plus we use Synergist in our marketing management. We track our lead sources very carefully with it. It's really important for us to know

which marketing initiatives work and which ones don't. It helps us decide how we should be allocating budgets. I also create reminders of actions

and who to call – you can set it all up in Synergist.”

“We check the business pipeline weekly with Synergist – it's essential. Which projects are 95% likely to come in? 75%? 50%? It helps us decide

what resources we need to start pencilling into projects.”

‘ THINGS HAPPEN FAST HERE. YOU HAVE TO KEEP ON TOP OF IT ’