

# Custom Software Development for Marketing Agency

## PROJECT DETAILS

 Custom Software Development

 Aug. 2019 - Ongoing

 Confidential

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*"Towa has been instrumental as our development partner for Odyssey."*

## PROJECT SUMMARY

Towa - Nearshore Software Excellence works with a marketing agency to develop their Cloud-based solution. They've re-engineered the system architecture and implemented new functionalities and marketing tools.

## PROJECT FEEDBACK

Towa - Nearshore Software Excellence's has increased the solution's functionality, user capacity, and performance and reduced post-launch bugs. The team manages their tasks well and promptly responds to needs and concerns. Their excellent development support makes them stand out.



## The Client

Please describe your company and position.

I am the President of Marketing Ideas For Printers

Describe what your company does in a single sentence.

We help commercial printers sell more printing by providing them with marketing and technology solutions.

## The Challenge

What specific goals or objectives did you hire Towa - Nearshore Software Excellence to accomplish?

- We hired Towa to develop and enhance Odyssey 2, our cloud-based Print MIS, ensuring it meets the needs of modern print businesses.
- Towa was tasked with providing high-quality software development to ensure seamless integration of our MIS tools with existing systems.
- A key objective was to accelerate the time-to-market for Odyssey 2 by leveraging Towa's expertise in software development and project management.



**Dave Hultin**  
President, Marketing Ideas For Printers

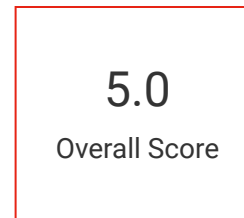


Advertising & marketing



Fargo, North Dakota

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

How did you find Towa - Nearshore Software Excellence?

Referral

Why did you select Towa - Nearshore Software Excellence over others?

- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

How many teammates from Towa - Nearshore Software Excellence were assigned to this project?

6-10 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Towa has been instrumental as our development partner for Odyssey, a cloud-based Print Management Information System (MIS) designed to integrate traditional MIS functionalities with innovative marketing strategies. The scope of their work encompassed the complete redevelopment of Odyssey, transitioning from our initial internal development team's efforts to a professional, robust solution that meets our high standards.

Key Deliverables:

- System Architecture & Design: Towa re-engineered the entire system architecture to ensure scalability, security, and performance. This included designing a cloud-based infrastructure capable of handling large volumes of data and user interactions seamlessly.
- Core Print MIS Features: Development of essential Print MIS



functionalities, including job management, scheduling, estimating, inventory control, and accounting integration. These tools are crucial for managing the production process efficiently.

- **Marketing Integration Tools (in progress):** Integration of advanced marketing tools within the MIS to help printers turn prospects into customers and retain them. This includes CRM capabilities, marketing campaign management, and analytics to track campaign effectiveness.
- **User Interface & Experience:** Creation of an intuitive and user-friendly interface that ensures ease of use for our clients. The focus was on delivering a seamless experience across various devices, including desktops and mobile devices.
- **API Development:** Development of robust APIs to facilitate seamless integration with third-party applications and services, enabling our clients to extend the functionality of Odyssey as needed.
- **Quality Assurance & Testing:** Comprehensive testing and quality assurance processes to ensure the reliability and stability of the system. This included automated testing, user acceptance testing (UAT), and continuous performance monitoring.
- **Ongoing Support & Maintenance:** Ongoing support and maintenance services to ensure the system remains up-to-date with the latest features and security patches. Towa's team has been highly responsive and proactive in addressing any issues that arise.
- Towa's expertise and dedication have been pivotal in transforming Odyssey into a leading Print MIS solution that not only meets but exceeds industry standards. Their collaborative approach and commitment to excellence have made them a valued partner in our journey.

## The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

The project with Towa yielded several significant outcomes:



1. Scalability: The cloud-based architecture supports increased user capacity, ensuring reliable performance with the ability to expand when needed.
2. Core Features: Successful implementation of all key Print MIS functionalities.
3. On-Time Delivery: Towa consistently met project milestones, resulting in the timely delivery of all phases of the project.
4. Reliability: Enhanced system stability and a significant reduction in post-launch bugs, reflecting the robust quality assurance processes.

These outcomes highlight the success of the project and Towa's effectiveness as our development partner.

**Describe their project management. Did they deliver items on time? How did they respond to your needs?**

Good

**What was your primary form of communication with Towa - Nearshore Software Excellence?**

- Virtual Meeting
- Email or Messaging App

**What did you find most impressive or unique about this company?**

Towa has been instrumental as our development partner for Odyssey.

**Are there any areas for improvement or something Towa - Nearshore Software Excellence could have done differently?**

One area for improvement would be incorporating more focus on user experience (UX) earlier in the development process. However, once this concern was raised, Towa promptly addressed it,



demonstrating their responsiveness and commitment to delivering a high-quality product.

