

Verasseti News – October 2011

Hello

With the leaves falling off the trees we're now well into Autumn, which means it's time for the fourth of our quarterly newsletters. In this edition, we'll be looking at the benefits of investing in those 'quick win' software projects with significant and almost immediate results for your business, as well as highlighting some of our more recent activities.

Maximum return, minimum investment

Operating successfully in fragile market conditions takes some doing, but what you may not have considered is that now is exactly the right time to invest in software projects. Conventionally, most companies delay investing in software projects in an unstable economy, believing they take too much time, money and cause too much disruption to staff. And some software projects only generate returns within three to five years afterwards.

The key is to choose your software projects carefully. They need to be low cost, low risk and capable of producing significant benefits for your company in months not years; facilitating greater productivity, saving you time and costs, and boosting team morale. We've commissioned a white paper that demonstrates likely benefits from these short-term projects, together with case studies of how we delivered significant results for a range of businesses. To read this in full, visit www.verasseti.com.

Latest projects

We've had a busy time this last quarter, helping our clients with simpler, more efficient systems that enhance their productivity:

Developing an advertising agency financial management system

We built our first web application which directly integrated with SAP, the world's foremost enterprise management system. Our solution helped this leading advertising agency record expenditure, raise invoices and – for the first time – view the total profitability of individual projects.

Implementing Microsoft PivotViewer technology on a world-leading site

This simple, intuitive and graphic interface from Microsoft is radically changing the way people search online, viewing images instead of listings. We're working with a world-leading company to develop this online search technology. Now people will be able to view their wide range of offerings in a completely new way.

Creating a 'white label' event management system

We developed this application to help event managers organise and run events and conferences. It's been independently rated as the easiest and most functionally-rich product available today. We're very pleased as it's the first Software as a Service product we've ever created. Already seven new clients are using it - with many more considering adopting it.

Why iPhone apps are bad

Many of our clients are either creating or thinking of developing iPhone or iPad apps to boost the productivity of their staff. While these apps are wonderful tools that can undoubtedly benefit any organisation, we believe that bespoke iPhone or iPad apps aren't ideal for internal use. They tend to cost a significant amount of money, take a long time to develop and only work on the iPhone/iPad platform.

Few people realise that web applications can be designed to look and feel exactly like iPhone or iPad apps. A website can be easily styled so its user interface has elements that people know and love. We have a lot of experience in creating web applications that behave like apps, working offline, storing data locally and even having a home screen icon. A single web application can also work across all platforms – from PCs and Macs to all phone formats. Contact us for more details.

A wide range of skills

We're often asked about what it is that we actually do, so we thought it might be worth highlighting some of our capabilities:

- Software development primarily using the Microsoft toolset, including ASP, ASP.Net, C#, C++, Visual Basic, Objective C , JavaScript, XML, XSL, Flash, Silverlight, HTML5, JQuery.
- Database design and development for Microsoft SQL Server and Oracle, including Reporting Services, Integration Services and Data Warehousing
- World-class Web and Print Design, Project Management, Business Analysis, Technical Writing and Training.

With most of the team having come from a corporate background, we also have extensive system integration experience, working with leading packages such as Siebel, JD Edwards and SAP.

We're looking...

We're on the hunt for two experienced .Net developers to join our happy band here at Verasseti. We're looking for individuals who are passionate about what software applications can do to help peoples' lives, have the confidence to talk with clients in jargon-free English, and the self-discipline to work on their own initiative, meeting tight deadlines.

So if you know the right candidate or are that certain someone, please email katie@verasseti.com with a covering email, CV and your salary expectation.

Don't be a stranger

Next time you're in the area, feel free to visit us. We're based in lovely new offices and coffee's always on the go.

Verasseti Ltd, Unit 1 Carlson Court, 116 Putney Bridge Road, London, SW15 2NQ

Tel: 0845 1211 680

| E-mail: inquire@verasseti.com

| Web: www.verasseti.com