DALMET

TECHNOLOGY DESIGN & DEVELOPMENT

1. Who We Are

Dalmet makes powerful software products, focusing on the perfection of form and function. We have a unique combination of expertise in design, development, implementation, and maintenance of mobile apps, web apps, content management systems, and databases/data warehouses. Our team is ready to tackle any challenge, with years of experience working with government, non-profits, and product start-ups. Most importantly, **we're great to work with.** We strive to understand every aspect of your goals, and make them our own.

Dalmet is an ideal partner for your software development needs. Our team is fluent in the product experience and software frameworks for mobile and responsive web that would power WSKG's app, as well various hosting environments such as Amazon AWS, Microsoft Azure, GoDaddy, and OpenShift. We can not only accomplish your near term goals, **but help you expand the app's capabilities to engage more users.**

Our view at Dalmet is that product features are driven by business objectives and strategies. **We take a wholistic approach to product development and believe it is essential that we** discuss with you to understand all aspects of your near and long-term goals before suggesting specific features and related pricing.

2. Core Team

STANY DALMET has over 18 years experience building web and mobile applications. He is fluent in a vast array of languages, databases, and technologies. As technology lead for Dalmet Technologies and Concord Software, Stany designed databases and software architecture for numerous client engagements, as well as startup ventures within B2B, enterprise, and consumer spaces. He has worked as an engineer and led teams for software firms and consultancies, the Department of Transportation in Washington D.C., and most recently served as the lead engineer of new products and tools for the Federal Aviation Administration. Stany is a certified software architect from Carnegie Melon, and holds a Masters in Information Technology from Virginia Tech.

EDWARD LUDVIGSEN is a creative director and designer with 15 years experience creating brands, campaigns, web destinations, and digital products with a focus on socially driven, multi-platform experiences. His client roster spans media/entertainment, mass & luxury brands, celebrity ventures, real estate technology, and enterprise platforms. Edward specializes in connecting business goals with compelling strategies for product development, intuitive user experiences, brand building, content strategy, and guiding the executed outcome. He has won blue-chip ad business for media publishers, and is about to launch a new web experience for ScaryMommy, the top mom brand on Facebook.
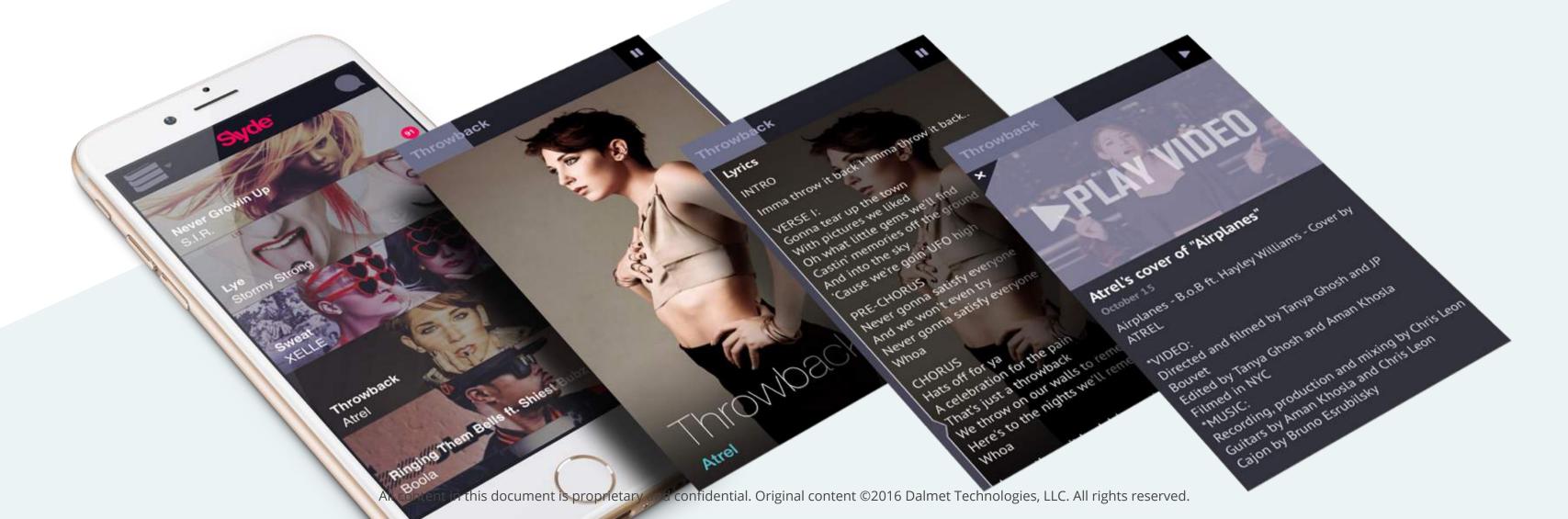
NYC based **Slyde**, wanted to develop a mobile music format, giving music artists new promotion tools to engage fans with a beautiful, immersive experience.

Dalmet designed and built a suite of tools for Slyde, consisting of **easy web-based publishing tools** for artists, and a **content rich mobile experience for fans on iPhone & Android.**

Artists can upload music singles or albums, add artwork, lyrics, articles, and video — and **the Slyde platform seamlessly packages it all into living mobile music magazines.** For each artist, fans can dive into a stack of diverse content coupled with a dedicated music player, easily listen to tracks while browsing liner notes, interviews, documentaries, contests, and more.

Technology notes: We used Amazon's AWS to host back-end web services, admin tool, and artist publishing tool. EC2, Auto-Scale, RDS, S3, Redis and Elastic load-balancer to provide a high quality, high availability and scalable solution.
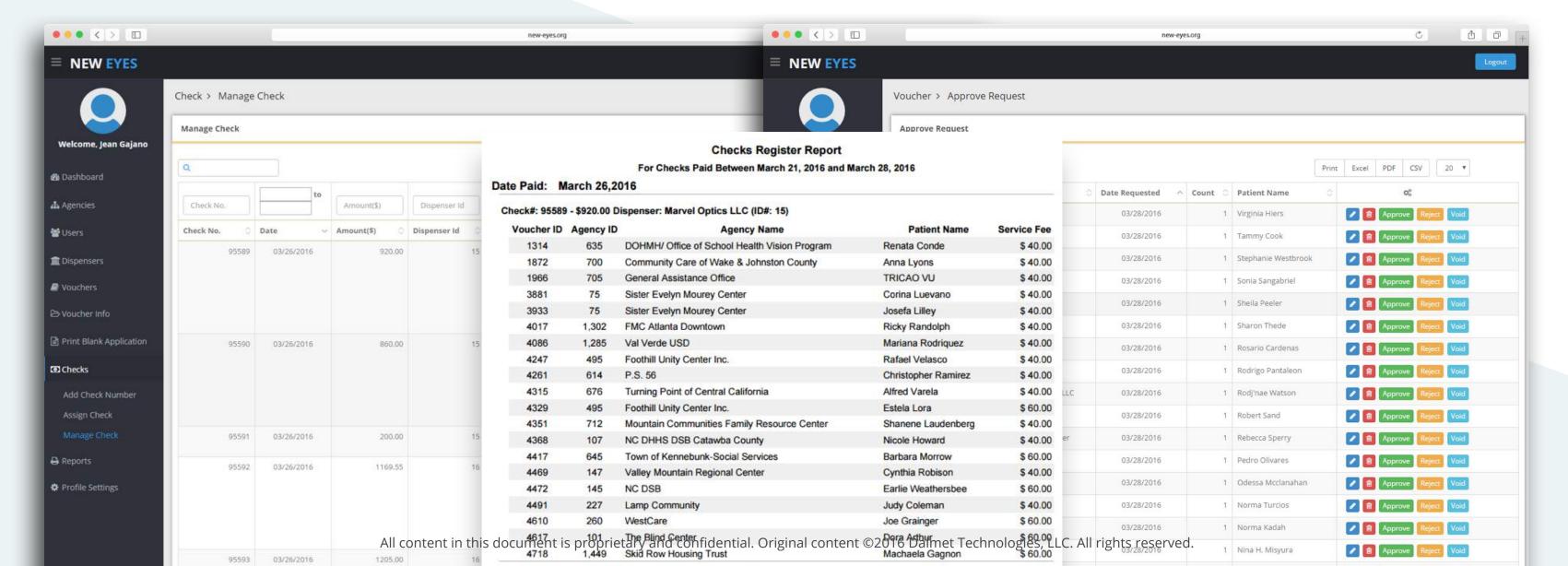
New Eyes for the Needy is a non-profit organization founded in 1932 to provide prescription eyeglasses to U.S. residents in need, and to the disadvantaged in developing countries.
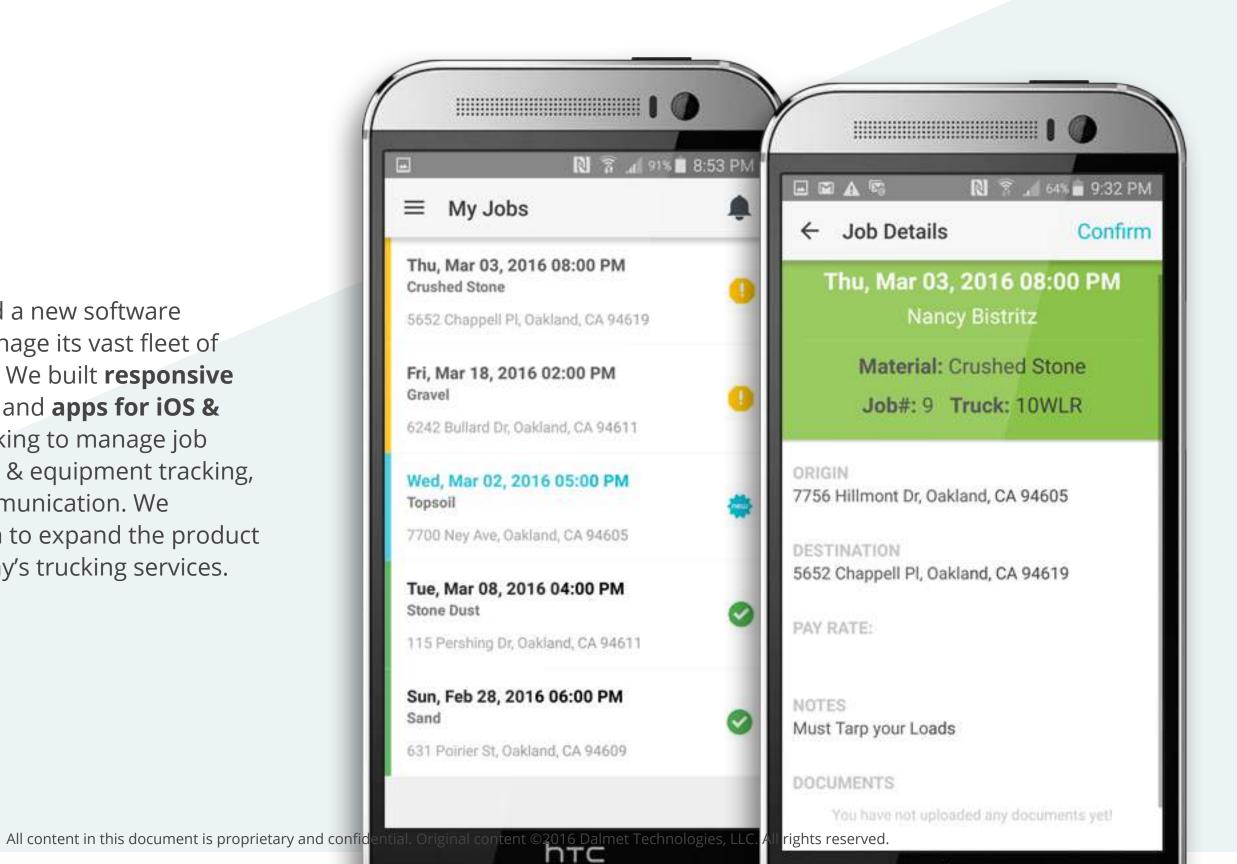
Dalmet built an **enterprise web app** for NewEyes' voucher program, providing social service agencies and their clients an easy, quick, and effective path to obtain eyeglasses.

NewEyes' powerful new tool contains **aspects of not just web, but also desktop software features in a web environment.** Multiple layers of online registration, user & agency management, and voucher workflow are combined with generating interactive, trackable, and printable documents.

Economy Trucking needed a new software platform and toolset to manage its vast fleet of trucks, operators, and jobs. We built **responsive web administration tools** and **apps for iOS & Android** for Economy Trucking to manage job assignment & status, driver & equipment tracking, and dispatch to driver communication. We continue to work with them to expand the product and integrate all of Economy's trucking services.
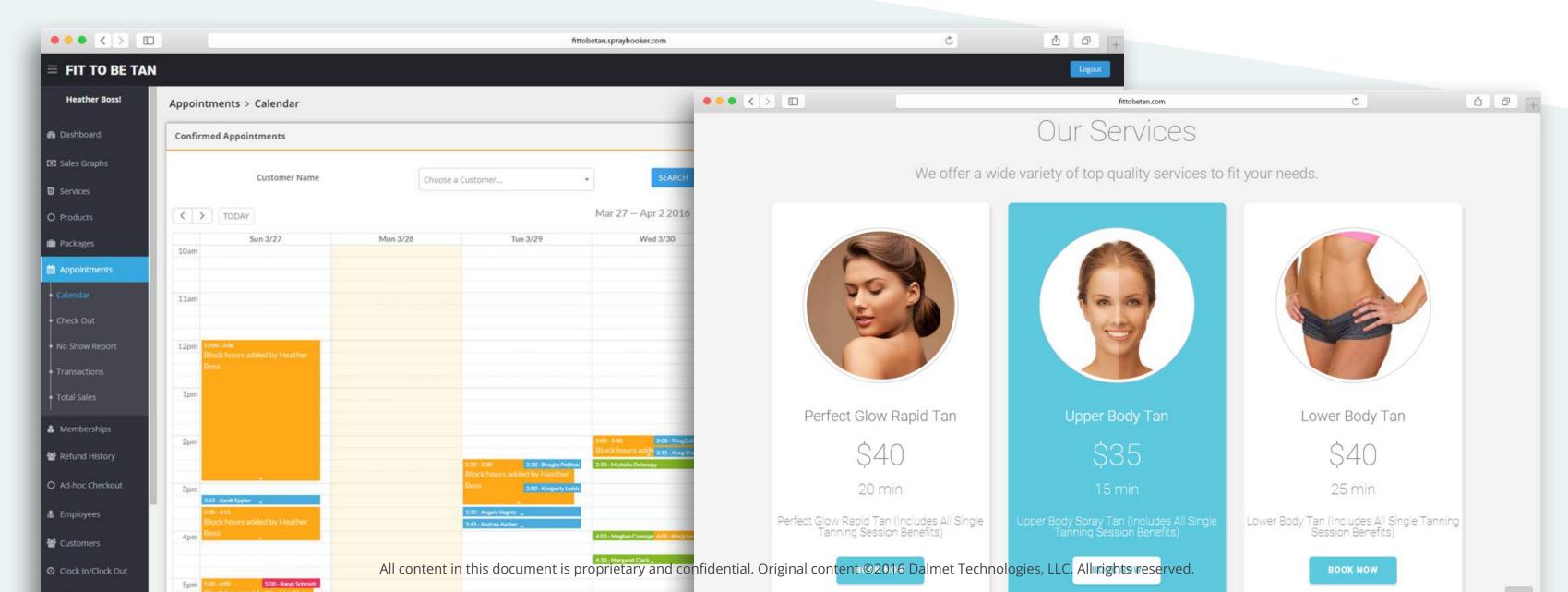
SprayBooker is an **eCommerce and management system**, that allows any tanning studio to **create a website for their studio, packed with marketing and commerce tools** specific to the tanning business.

Spray Booker removes the hassles, costs, and concerns of managing websites, marketing tools, and point of sale systems, and replaces it all with **one integrated product.**

Dalmet designed and built SprayBooker to make it easy for tanning business owners to create sites for multiple locations, manage all customer booking, sell products, track customers & staff, process payments, generate reports, tap into social media tools, and more.
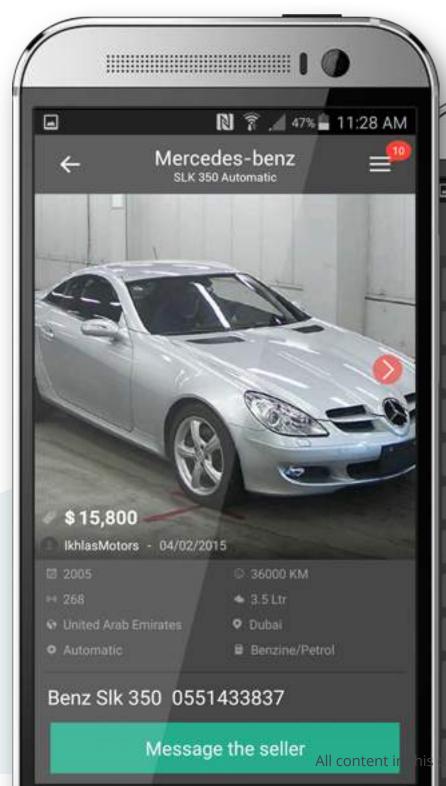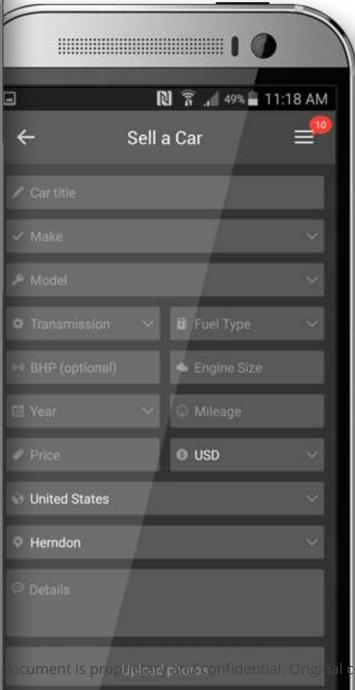
Talisman is a **mobile app for iPhone and Android** that enables users to discover, follow, and save content around Health & Fitness.

Based on age, gender, and pregnancy, users can tap into a wealth of recommended news & articles from trusted organizations and media. Talisman users can browse and save their favorite videos and content around wellness, meditation, and relaxing music. Talisman's fitness resources contain numerous guides & techniques for yoga, aerobics, cardio, breathing, and more.

Dazzled Cars is an **app for iPhone & Android** that connects car enthusiasts via a dedicated **social network and auto marketplace.**

Enthusiasts can share pictures, videos, and other content about their passion cars, while connecting to the community to vote and comment.

Collectors and investors can use the marketplace to list cars for sale, and browse for new purchases.

Dazzled Car users can also create event notifications and stay up to date with auto events anywhere in the world.

DESIGN

Our design lead will work with your team to finalize user experience, visual design, and clickable prototypes. This is an important first step as it uncovers all needed functionality, removes experience friction, and informs development scope. It's also an early way to truly see your product come alive!

TECHNOLOGY

When it comes to mobile, we recommend taking advantage of native mobile over hybrid HTML. This ensures a solid, robust application, and leverages built in features. For web based experiences, we use bootstrap frameworks to make applications responsive to any device or browser. Integration of Google Analytics tracks application usage.

SECURITY

We prepare for security threats in several ways. Through SSL certificates, captcha forms, and precautions at the software infrastructure level, we make sure the data of our clients and their users is protected.

QA

During the testing period, we provide access easy tools such as BugZilla and Mantis, which allows both the Dalmet team and you to test the product(s), and send quick feedback and tweaks to the developers.

HOSTING

While we have deep experience working with both Amazon AWS and Microsoft Azure, we recommend Amazon AWS as both a solid and economical option, as **Amazon offers one free year hosting.**

IMPLEMENTATION & UPDATES

We take an iterative process when building software, corresponding to mutually agreed milestones. Each iteration is tested on a test server, and then pushed to a production environment. This same process applies to new app versions. The newest app build with new features or improvements is tested by our respective teams in a test environment, before being pushed to production.

5. Maintenance & Solutions

MAINTENANCE CHALLENGE	IMPACT	PROBABILITY	SOLUTION
Hardware Failure	High	Medium	Mitigate: Monitoring system on regular basis, use reliable cloud based environment or hosting environment
Security Attack	High	Medium	Avoid: penetration test and monitoring logs
Database Corruption	High	Medium	Mitigate: Backing up the system
Performance Deterioration	High	Medium	Mitigate: Optimize database and monitoring, hardware upgrade if required, reviewing data loading jobs and database queries
Delay in Critical Path	High	Low	Mitigate: Expert judgment in planning, utilizing key personnel skills and back up staff
Loss of Key Personnel	Medium	Low	Mitigate: documenting all processes, database scripts and ETL jobs. Dalmet technologies has several expertise in all areas
Data Integration	High	High	Avoid: Planning and producing data mapping documents before developing of ETL packages/Data Import packages from old system to new system.

Thank you!

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