SILICON VALLEY FIRM
FINDS SOFTWARE SOLUTIONS
IN THE MIDWEST
WITH UP AND RUNNING SOFTWARE

"I don't see Up and Running (UAR) ever being out of the picture, at least I hope not," declared Zabe Agha, Founder and CEO of Metrical, Inc. "I see them continuing their involvement as a strategic partner and believe firmly that as we grow they will continue to be an asset to Metrical."

San Francisco Bay Area-based Metrical is a revolutionary customer data insights solution focused upon serving software-as-a-service (SaaS) companies and digital agencies, helping them maximize market penetration through the acquisition and delivery of insights about their online customers and/or visitors.

The just two-year-old tech company combines in-product customer experience feedback with customer and segmentation data in real time to deliver insights that help product, marketing, and UX teams identify areas of product concern, prioritize customers' needs and content, and identify at-risk customer-types.

Metrical's solution reaches far beyond traditional web analytics to enable its users to understand customers like never before: who they are, their concerns, and what they want out of the product.

"We are additive to Google Analytics, it tells you where people went on your web site and when they were there. We tell you who they were, why they came, and what they were looking for," explained Agha.

The Situation

"We needed to find somebody who could build something that was functional, quickly deliver an MVP (minimum viable product), and was cost effective," said Agha.

Agha and his partners were themselves self-described techies, with Agha having served as a software engineer for CNET among others. However, their 30s saw them drift more towards the business side of operations.

Agha found that his continued focus on business and product functions left him looking for great developers to code his ideas into a complex, robust, and powerful reality.

Being in Silicon Valley, it would seem that finding a developer would be the least challenging component of bootstrapping a startup's business plan, but the Metrical team encountered challenges.

"The hourly rates for developers in the Bay area are, in a word, exorbitant. We needed to find somebody who could build something that was functional, quickly deliver an MVP (minimum viable product), and was cost effective," said Agha.

The Partnership & The Solution

"Peter and his team, an established company with a proven record, working at a reasonable cost and taking an iterative approach to design, were exactly what we were looking for," said Agha.

In his search Agha discovered that good developers were hard to find, too costly when you found them, and not always reliable. Then a friend suggested Pete Hanson and UAR.

"Peter and his team, an established company with a proven record, working at a reasonable cost and taking an iterative approach to design, were exactly what we were looking for," Agha described when relating a search that started in San Francisco, passed unsuccessfully through India, and found fruit in the American Midwest in a college town known as part of the Silicon Prairie.

Once Metrical was in the field, Hanson and Agha—and their respective teams—have worked closely with weekly status meetings, augmenting when critical issues arise through a multitude of messaging tools, including some as quaint as phone conversations.

UAR, beyond its unparalleled technical expertise, cultivates the soft skills that are often absent in its industry. This allows UAR to communicate effectively with the customer, accurately translating the client's business needs into working software.

THE
VALUE-ADDS

Consistency

"Peter has served as our primary contact from day one, giving him an understanding of the big picture," explained Agha of what translates to him as a consistency that is not found elsewhere.
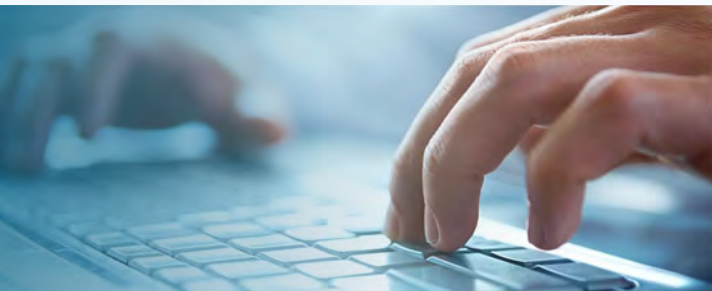
Beyond Hanson serving as the consistent point of contact, developers at UAR tend toward long tenure. Hanson has developed a company culture that encourages longevity among its associates, resulting in even more consistency on behalf of the client. This is augmented by a transparent ticketing system that keeps them aware of the workflow on their behalf.

Iowa Nice

"Working with people that are nice and courteous and have hard-working Midwestern values is a big plus," said Agha.

It's cliché, but it is also true.
"It shouldn't be understated," said Agha, who himself was a Midwesterner in his college days, "out here in Silicon Valley over the last decade it has become so tech elitist that being difficult to work with is just something that is generally expected and accepted."

UP AND RUNNING SOFTWARE DEVELOPMENT

metrical

THE
FUTURE

With a balance sheet bottom line employing black ink, growing from an idea to a company of five people, Metrical is "up and running" and forecasting steady growth built upon its partnership with Up and Running Software.

About Up and Running

We partner with clients to solve important technical problems by building, implementing, and servicing complex software solutions for customers of any size in any industry.

Started in 1995 while founder Pete Hanson was a sophomore in high school, Up and Running Software began as a technical services firm and evolved into a developer of custom software solutions. Customer happiness and open communication have been the focus since day one, plain and simple, resulting in long-term relationships with any type of client, from non-profits to startups to the Fortune 10. Thanks to this mindset, Up and Running is fortunate to have served an impressive array of clients, including giants such as General Electric (GE), Henry Schein, Sanofi, and Hearst, as well as venture-backed startups at every phase, from formation to growth.

Its over two decades of custom software development, legacy system support, and migrations drive the engines of solutions that thousands of businesses and millions of people rely on daily. That experience has resulted in hands-on depth in most software development stacks, from the command line systems in the back office to ones that gracefully handle any screen size worldwide. A commitment to QA and process improvement drives scalable results, producing long-term software assets with high ROI. Up and Running's work passes FDA & DEA audits, rolls up global treasury data, manages nuclear assets and railroads, delivers vaccines, and enables neuroscientists and researchers.

Contact Up and Running:
solutions@upandrunningsoftware.com
Phone: +1, 888-447-9273
Let us know your preference, and we'll connect you with either a technical architect directly or a non-technical sales representative.