

## THE UP AND RUNNING SOFTWARE TEAM:

Started in 1995, Up and Running Software develops custom software.

What is unique about us is that we just do development, and we do it at competitive rates because we've structured our company to be operationally lean. We don't have account managers, nor do we have buildings to maintain. We hire good software developers, help them learn more, and keep them happy by providing good pay and enjoyable projects within a company where they're respected and understood. Up and Running was designed to do software and to do it well, and we think our focus has really enabled us to be a valuable and long-term partner for the clients we have the honor of serving.

## OUR CLIENTS:

We serve about 125 clients per year, approximately 50 per month, and we think those numbers reflect the long-term relationships we have with our customers. Most of our work is done for the mid-market, SaaS firms in particular, and funded startups. We've served many billion-dollar companies, including Yahoo!, AT&T, GE, Alliance Data, JYSK, Sanofi, and Henry Schein directly and indirectly. We seek long-term, ongoing client relationships, not one-off projects. In terms of volume of hours, we help with small needs for those clients who have been loyal to us or those who wish to test us out. Most of our projects are multi-developer ones without end though.

In terms of stakeholders, we primarily work with other software developers, technology executives, other executives, marketing experts, usability experts, information architecture experts, graphic design experts, business analysts, project managers, product owners, consultants, and entrepreneurs.

## CORE SERVICES:

### Custom Software Development

- We build new software in addition to extending legacy systems, from full projects serving millions to an important feature.
- Much of our development is done on frameworks, both clean and full-featured ones, to save money and time. These have changed a lot over the last two decades, and they will in the future. We support what the market wants; if it is mainstream, we've put it to work for our customers.

### Supporting and Maintaining Current Software Assets

- Ensuring that current investments pay dividends is a large part of what we do.
- Troubleshooting is something we enjoy. Technical support can be a distraction in terms of doing what needs done for the next iteration. Some software companies and departments hire us to handle those distractions.

### Data and Databases:

- Systems need to talk to other systems, and, given what people want to accomplish online, such integration is a commonality today. We work with APIs, write them, and talk with ones that are intentionally obfuscated.
- Whether it's SQL or NoSQL, we know it and can apply it. This includes MySQL, PostgreSQL, Microsoft SQL Server, Oracle, Aerospike, CouchDB, Mongo, Redis, and anything used in the enterprise.

- Since 1995, we've built out a large number of report generators and API handlers. We can take care of anything in those areas for you so your system can scale and your team gets the data they want.

### Architecture:

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- Software development requires planning for successful execution. Along with the development services provided, we also assist in ensuring that what we're building will meet the needs of the customer for the long term. Our systems experience means we can architect for both systems and software scale and best practices.
- This service includes creating project assets such as low-fidelity wireframes, user stories, entity relation diagrams (ERDs), data dictionaries, workflow and data flow diagrams, system boundary definitions, interface contracts, unified modeling language (UML) diagrams, use cases, behavior-driven development (BDD) specs, and API definition and documentation.

### Testing:

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- It's quite common that we are presented with systems that do not have proper testing best practices implemented. We are often hired to implement test and quality best practices so that it's cheaper to scale and maintain a system. We've even created a custom testing harness that we provide to our clients at no cost.
- We've had clients recoup the cost of refactoring their code in a few months because of the time it saved their developers. Besides the cost savings, they can launch code faster and more reliably for their end customers.

### Systems and Security:

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- In support of software development, we handle systems and security aspects regularly. Though not our focus, quality in these areas is essential for a software investment to yield maximum returns. We've built out HIPAA-compliant infrastructure, and we've been asked to help companies scale and build in systems redundancy. What helps us contribute in this area is that we used to run a systems company and we were an early adopter of AWS.
- On a daily basis, we work with financial, health, insurance, and confidential personal and business information. We regularly work with classified information, trade secrets, and confidential data related to sensitive situations. We know how to protect data internally and externally, and we can do so to the degree that you'd like.

## NEXT STEPS:

I hope the information provided above is useful and that we can explore working together further. If you have questions, requests, or feedback, we'd be pleased to hear from you at any time.

Thank you and Respectfully,

*Peter Hanson*



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