



“We’ll cut cost and risk – without cutting corners.”

We prefer an iterative software development model. We choose the highest business value features for your first delivery; then design it, develop, install it, and let you use it for real. Documents are kept to a minimum. We prefer to deliver working software than design documents. By doing minimum design before installing the first piece of working software, we’ve reduced risk and cost.

We’ll work with you to assess a real ROI for each stage of the project. For start-up projects we often build customer-facing functionality first, to build cashflow, then complete the admin features once the business is going.

## Our guarantee

“We want you to be a completely happy customer. In the unlikely event you’re not, we won’t charge you until you are. Simple.”

## Lower risk

- Spend less money before you get some software.
- No long-term contracts.
- All of our team are passionate about creating fantastic software, faster.
- Spend less money on documents and more on software.

## Flexibility

Not sure exactly what you want, where to start, how it should look, whether its practical, know the overall idea but not all the itty-bitty detail? Few do. And... Why should you?

Try this - You keep your focus on the big picture we’ll deal with the detail, then let you have a look at some bare-bones ideas before we make it pixel-perfect.

## Managing change

By delaying detailed design, or even doing it with you while we develop, we spend your cash on the high-value items we’ve chosen to deliver first. In turn, that means you haven’t spent any cash on the rest of the intended feature set. So when we come to develop the next set of features - you, and we, don’t care if priorities, business process, market conditions etc. have changed. We simply change the plan and/or priorities; pick the features to do next, and carry on.

Smileworks was the project we conclusively proved the worth of flexibility in a project. Lots changed but we still spent 75% of our time actually developing software.

**Total Control - over your project.**

## Which brings us on to speed

Nothing slows a project like this will. Developer : “Will there be multiple videos on each DVD relating to one location?” Analyst : “Don’t know. I’ll add that to the list of queries to ask Customer X. After my next 2 days of solid meetings, project charting and other stuff, I’ll be able to let you know how to code that early next week.”

## We Listen

It’s a about people, not technology. Tell us what you want and what you want to achieve but more importantly tell us why. Tell us the problem you need to solve, now and in the future, where’s the benefit for your organisation, the payback - the ROI. With these things made clear, we’ve improved the likely success of the project a billion fold. You’d be amazed how useful this knowledge is for decision-making right through the software development process. Down to: ‘how best to architect your software’, ‘layout some information’ and ‘acceptance test it’ - to name just a few of the many, many examples.

## We talk

We use a flat team. No hierarchy, everyone talks to everyone (daily). No customer facade. You talk directly with developers, designers, and architect - the whole team. They’ll talk to each other, and you, whenever they need to.

We openly communicate with you, so you’ll know at any time if:

- You said everything we needed to know...
- We heard you correctly...
- We understood.

You’ll quickly get to know:

- What’s great, bad, missing or could be better...
- If all’s going well and we’re on track...
- Where risk may be...
- If all’s not great.

We uncover issues fast and fix them early - reducing cost, risk and time to market.

You’ll soon see if we’re any good as developers. We know we are but appreciate you won’t be sure until you ‘eat the cake’.

## Trust and confidence

Our team consists entirely of only senior developers. These are people with both victory notches on the belt and battle scars, each with more than 10 years experience of successful projects, difficult projects, fads, gotchas, successes and failures.

All our team are continually improving, attending courses, industry events and staying totally up to date. If there's a new way to develop software faster we're doing it, have tried it, are trying it or didn't like it.

We're grateful to have worked on some fantastic projects, with great people, over the last 20 years. We've had heaps of fun and have cemented lasting and valued relationships with:

- NZ Police
- Bayer CropScience
- Industrial Tube Manufacturing
- Smileworks
- lamSigns Ltd
- Unex Systems Ltd

To name a few. We work with these clients as business partners dedicated to helping them in their business as if their business issues were our own. We appreciate the trust and confidence they consistently place in us.

## Wildly satisfied customers

What they say:

"Ignition Software is a truly trusted partner. We consistently rely on them to deliver software to deadlines when required, solve problems quickly and provide excellent support." - *Bayer CropScience*

"We have built complete faith in Jeremy and his team having worked closely with them for a couple of years now. They are a talented and customer focused business and as such this ensures that our needs are met and the work is done. Solutions are also a great strength we never hear 'it cant be done' we hear 'let us think about that and get back to you with a solution' " - *Smileworks*

## So, to find out more about 'why us'...

Call us today - so we can talk some more. We look forward to it. We won't charge you and if you call us on 0800 11 11 33, Telecom won't charge you either. So go ahead, make your day... and ours.