

# Consultancy for Application Development Company

## PROJECT DETAILS

 Custom Software Development, Branding, Other Design

 Dec 2019 - Ongoing

 \$50,000 to \$199,999



*"Working with them was a no-brainer."*

## PROJECT SUMMARY

Incepteo provided custom software development services to a technology company. They helped develop a SaaS solution for real estate agents.

## PROJECT FEEDBACK

The team at Incepteo consulted with the client and helped them conceptualize a commercially viable solution. They're experienced and produce high-quality work while still offering affordable services.



## The Client


Introduce your business and what you do there.

I'm the director of TechSpire, LLC. We're a tech company based in Dubai, and we specialize in developing applications for specific industries.


## The Challenge

What challenge were you trying to address with Incepteo?

We partnered up with them to develop some in-house technology, starting with our first product. We had an in-house designer and developer, but we lacked experience in SaaS products and developing long-term strategies to be successful.

 **Samad Ahmed**  
Director, Techspire LLC

 **Software**

 **Sharjah, United Arab Emirates**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 4.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

The first thing we worked on with Incepteo was a calendar-based application for real estate agents. They advised us on the direction we should take to enter the SaaS market, which progressed into them working with us to develop the actual application.

We had several workshops with Incepteo's experts to dissect the application and look into the market we wanted to enter. They identified what our goal was for the app and who were the customers we were targeting.

We went from that to developing a concept for the application. We weren't sure whether we'd be using Incepteo for development, but we liked their pitch and gave them the whole project.

From that, they also designed our website and branding. We're also outsourcing tech support to them. There's a variety of operations that they're now managing for us.

### What is the team composition?

I can think of eight people off the top of my head, but I believe there are more than that involved. Incepteo has a big team. We're only working with two people now, but we spoke to many people in the beginning.

### How did you come to work with Incepteo?

They were working with the sales and marketing company that we reached out to initially. Incepteo was brought in to provide us a bit more structure and help us understand the market we were entering. I had an initial meeting with their director, and he understood the value we wanted to bring to the market.

### How much have you invested with them?

The cost to date is almost £50,000 (approximately \$69,840 USD).



## What is the status of this engagement?

We started working with Incepteo in December 2019, and the work is ongoing.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

They've done what they promised so far. We're still doing some work on the app and haven't launched yet.

We wouldn't be in the position we're in now without Incepteo's support. We've developed our idea into something commercially viable. This wouldn't have been possible if we hadn't turned to them for advice.

### How did Incepteo perform from a project management standpoint?

We're working closely with them every week. We have several meetings with the project manager to know how we're getting on.

I'm sure that they have project management tools in place, but we haven't seen anything like that. They give us regular updates. There's constant feedback provided on where they are, and we get regularly-updated timelines.

We communicate through email and Zoom meetings, and they've provided us access to OneDrive folders exclusive to our project.



## What did you find most impressive about them?

We'd spoken to a few companies before reaching out to them, and the most salient things to me were Incepteo's experience and value proposition. The other companies had less experience in the field, and their fees were higher.

We got a cost-effective solution from a team that knew what they were doing. Working with them was a no-brainer.

## Are there any areas they could improve?

They could work on trying to understand the customer better the first time around. I've spoken to them about this issue a few times. It has to do with internal training: they need to make sure that whoever manages customer expectations understands the problem before saying yes to anything. It took a lot of time before we concluded that the issue wasn't understood in the first place, and there was a lot of back and forth. That's something we've addressed with them, and they've apologized and worked on it.

Apart from that, I've not had a single issue with Incepteo. They've always been helpful.

## Do you have any advice for potential customers?

I'd advise you to do the initial workshops. That impacted us before we jumped into the deep end and had any contractual agreement with Incepteo. It was important to spend what I feel was a small amount of money to save us from the long pain and disappointment of developing an app that's not worth it. The workshops made us decide to go with Incepteo, and it gave us a lot more confidence in the app itself.

The workshop is almost like the entry package for Incepteo. Not only will Incepteo learn about your product and industry, but you'll also learn a lot more about Incepteo.

