

# Obsidian Innovations

Description of Services and Competence

September 2013



**OBSIDIAN**

*Passionate Tech Experts on the Cutting Edge*

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# Introduction

Is your business growth being held up by a technical restriction, or perhaps your vision isn't becoming a reality? This is where we can help with clear guidance through the requirement gathering, resource planning, development and execution.

For instance will your business outcomes or competitive advantage benefit from:

<b>Develop an application</b>	<ul style="list-style-type: none"><li>• as a proof of concept before full product offering to attract investment or support market research? This could be a totally new idea or transition existing software to cloud.</li></ul>
<b>An ecommerce site</b>	<ul style="list-style-type: none"><li>• as an additional channel to market? With a goal orientated web site, shopping carts or recurring billing, affiliate referral schemes, with analytics and lead nurturing for repeat business?</li></ul>
<b>Simple content, or informational website</b>	<ul style="list-style-type: none"><li>• perhaps an existing website which needs a radical overhaul along with social media presence and easy to use time saving tools?</li></ul>
<b>Business analytics</b>	<ul style="list-style-type: none"><li>• for internal reporting, planning and monitoring? For instance managing cash flow with financial KPIs or predicting the outcome of a direct marketing campaign.</li></ul>
<b>Dashboards</b>	<ul style="list-style-type: none"><li>• for your customers to enhance your own digital assets? Would your customers more likely to be retained with clearer data visualisation of your own reports?</li></ul>
<b>Cutting edge technology and methodology</b>	<ul style="list-style-type: none"><li>• adoption to overcome restrictions with your legacy architecture or turn around a sub-optimal performing team?</li></ul>

These are just examples of where we can use our broad technology and industry and domain expertise to deliver fast results such as rapid returns on investment compared to recruiting a long term team, to meet our customers' needs and deliver positive business outcomes.

# The value proposition

We provide our experience with cutting edge programming paradigms and languages such as Java Virtual Machine based Scala and Clojure, JavaScript based ClojureScript, Functional Programming, Cloud, Big Data, packed with our passion and dedication for delivering high quality functional software with a scalable architecture.

We are versed in remote working practices and offer an international reach, with strong links in Finland, Romania, Russia and UK and a partner and supplier network as far afield as the USA and Australia. Keeping costs low for our clients and the widest range of possibilities.

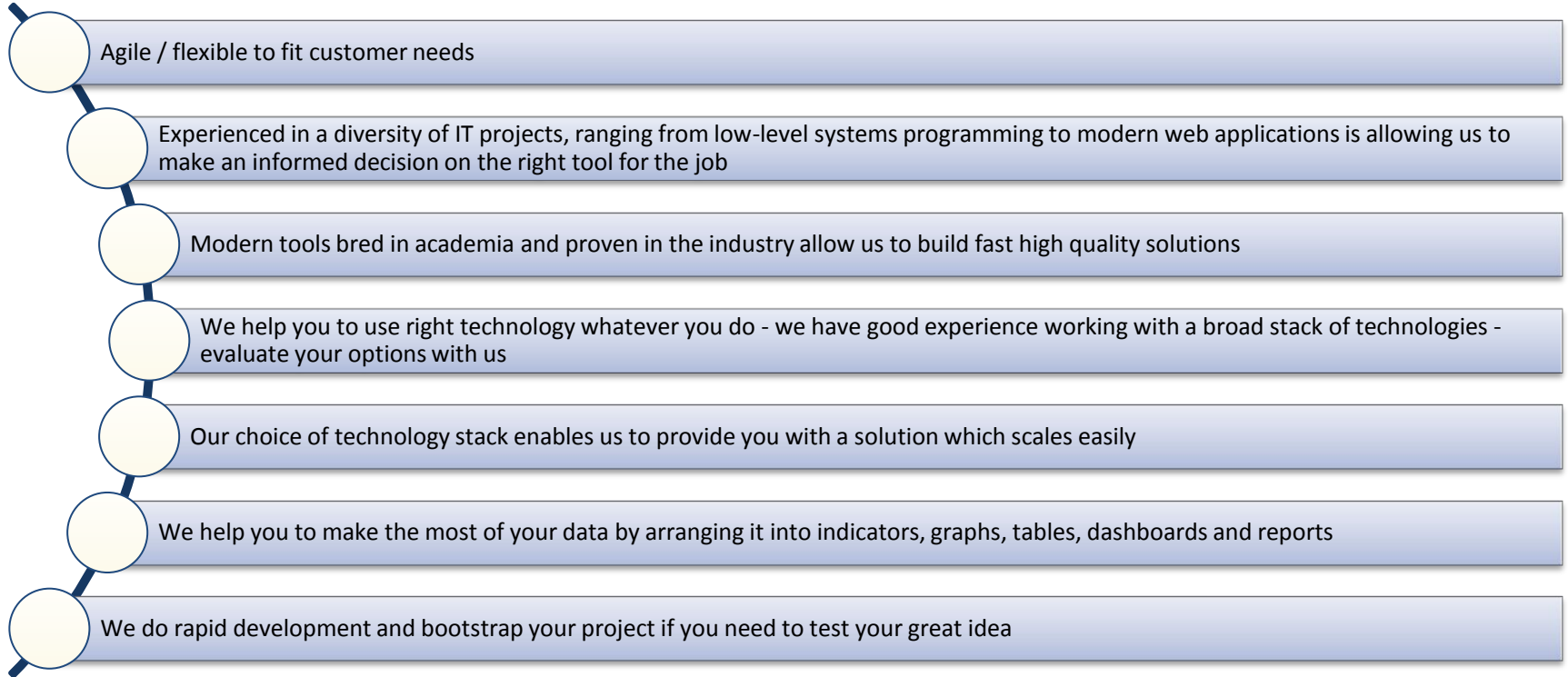
# All of which brings the advantages of

**Software quality** further supported by multi-paradigm experience through scientifically-backed new programming languages and test driven development

**Fast & cost effective** because we use new breeds of programming languages and can also take a stepped approach, such as rapid concept development to test your idea or deliver a time-critical project

**Low risk and future proofing** by using the right tool as we have experience working with a broad engineering stack so we can further evaluate your stack of technologies and choice of development practices to give software scalability

# Our strengths and working style



# Competence Model

## Software Architecture

- Cloud Computing
- RESTful architecture - define your own API and use it
- Service Oriented Architecture
- Back-end architecture
- Front-end architecture
- User Experience design
- Software architecture

## Software Project Bootstrapping

- Gathering technical requirements
- Technologies evaluation: need project done on time - use right technology
- International reach: Finland, Romania, Russia, UK

## Software Development

- Front-end development / GUI and User Experience development
- Back-end development
- Web applications: living on the cloud
- Stand-alone applications (Windows, GNU Linux)
- Database design and implementation
- SQL programming
- Service Integration
- NoSQL, BigData, Graph DBs

## Software development process and practices

- Domain Driven Development
- Behaviour / Test Driven Development
- Agile
- Continuous Integration / Delivery
- Working with remote teams
- Pair programming
- Object-Oriented Programming
- Functional Programming
- Systems Programming
- Imperative Programming

## Project Management & Commercial Business Case

- Managed against underlying business objectives and fit with product vision

# Specific product development

Obsidian Innovations can offer product management support in defining requirements and scope, working with the client against their product vision to define the customer journey. Experienced in market research, business case development, channel and partner strategy, go-to-market planning and execution.



# The team has specific and current software development and enabling technology experience for the following products and services

## Business intelligence

- Analytics reports and dashboards design
- OLAP and MDX
- ETL
- Complex data processing and transformation
- Data visualization

## SaaS

- First-hand experience in building SaaS based solutions
- Accounting and finance products

## API

- Open up services for marketplaces and add on partnerships and integrations

## Billing & Enablement

- Integration and subscription management, payment gateways, merchant accounts, experience with leading vendors such as Zuora

## Asset Management

- Inventory Reporting

## Data Destruction

- Software based solutions for reuse and good security

# Coaching and change management to ‘modern’ techniques

As well as conducting the development we can lead and improve existing teams, overhaul your technology choices or start taking a modern choice for modular component for stepped changes.

- Programming Languages: Scala, Clojure/ClojureScript, C++, C
- Software Architecture, Software Platforms
- Cloud Computing
- Test / Behaviour Driven Development
- Trainings and workshops (Scala and Clojure)
- Object-Oriented Programming
- Functional Programming
- Systems Programming
- Imperative Programming
- Scala: a new skill to Java / improve your Java
- Clojure: a new skill to Java / improve your Java / Awesomeness of LISP affordable
- ClojureScript: a better JavaScript / Best practices

# References and testimonials



Smeebi: Obsidian's team members built a SaaS Business Intelligence product from the ground up and saw through to successful launch



OlapCon: International strategic review of leading open source business intelligence vendors benchmarked against their existing big stack vendor choices



Thrive Reporter: Statistical analysis, testing and prescriptive reporting on trading strategies. Built as a show case for free use by FX traders to attract long term broker OEM business

# References and testimonials

Nathan Balakrishnan  
Director  
Ten Forward Finance Ltd  
London, UK

*I was consulting with these guys on Financial performance indicators and the Accounting domain. It was a nice and smooth experience as the guys were able to grasp the ideas and concepts very fast. It was also an interesting experience to look at my expertise through the eyes of software experts.*

Lasse Riekkinen  
Director of R&D and Production  
Cloudia Oy  
Joensuu, Finland

*I thoroughly enjoyed working with these guys. I remember being stuck on a problem and they gave me a handful of solutions. Also, I felt that my technical skills got a natural boost through working with these guys, as they are genuinely interested in learning new methodologies / technologies to better their game as any developer should. It helps to know what tools you have in your toolbox, so that you can pick the right one for the job.*

Antti Vikman  
CEO and Co-Founder  
Nolwentre Ltd  
Joensuu, Finland

*I have had the pleasure of working with these guys and build on top of what they developed. They are very knowledgeable and skillful developers who can work on vast variety of platforms and projects providing real benefit through their expertise. Building on top of their work has always been a joy, since they take a great care to ensure the system will be easy to scale, expand and modify to meet the future needs.*

# Contact details

Let's discuss your current needs and long term business goals and see how  
Obsidian Innovations can help

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