

**Delivering Results:  
Why Companies Hire Us**

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**ALTASTRADA**  
GROUP

## Overview

The principals of the AltaStrada Group design, prototype and build websites and web applications that deliver results – increased sales leads, reduced maintenance costs and greater employee productivity. We do this by helping companies create a clear and compelling vision of what they want. We then dedicate ourselves to making that vision a reality.

As you will see, we have set out to do things differently. That's why we started the AltaStrada Group. We wanted to create a different kind of consulting firm that is better able to help clients solve real problems in more intelligent and affordable ways.

By doing this, we hope to give companies the opportunity to take important initiatives off the shelf, find new ways to succeed and get back to the business of innovating for competitive advantage.

**It's working.**

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## Keeping It Concrete: Metrics and Satisfied Customers

Download centers that forge relationships with customers; partner portals that deliver critical content to allies selling in the field; marketing intranets that shrinks the time it takes for employees to capitalize on sales opportunities – our solutions yield tangible success. Numbers say much; our clients, all of whom are references, will tell you even more.

### Documentum PartnerNet

- **Reduced from 10 hours to 10 minutes** the average estimated time spent each week by members of the company's strategic alliances organization routing content to partners.
- **Reduced from two weeks to 15 minutes** the average estimated time it takes for new content to move from the desktop of a Documentum author to publication on the new dynamic partner portal.

### BEA Download Center

- **Increased by 300%** the company's lead flow in its first nine months.
- Was the **largest source of new sales leads** as BEA became the fastest software company to reach \$1 billion in sales.

### BEA Education Center

- **Drove 90%** of BEA's class enrollments and training payments online.

### Inktomi Download Center

- **Increased by 78%** the valid registrations passed to marketing database and sales force automation tools in its first three months.

*"Having worked with the AltaStrada team in the past, I felt they were the obvious choice to help us build our first personalized site for Documentum partners. We were aiming for an ambitious target: deliver the same information simultaneously to all of our internal and external channels, restricted by partner type and role, all driven from our own content management system. Their rapid prototyping methodology was critical to the successful delivery of the site, because the business owners were fully engaged throughout the project and the development team had a working reference model to code against."*

Peter Tait, VP, eBusiness  
Documentum

*"Today's challenging environment demands that software development projects hit the target every time. You have to meet your business goals. The AltaStrada Group delivers. They have excellent leadership skills and commanding expertise. They were instrumental in helping my team design, prototype and build BEA's first e-commerce sites, which were a huge success for us. The solutions were extremely reliable (from day one), and BEA was able to easily scale them as our business grew."*

Douglas Phan, Senior Director, Internet Business  
Solutions  
BEA Systems

*"I've had the pleasure of hiring the founders of the AltaStrada Group to work on a number of high-profile projects. They do an amazing job. They know the software industry inside and out -- they're great at helping you find best practices. They are very professional. They keep projects on track. And they constantly wow me. The AltaStrada Group is the first call I make when I have a challenging and critical web project in front of me. With them, I know my company is in good hands."*

Jennifer Brandenburg, VP, Worldwide Field Operations  
Inktomi Corporation

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## How We Deliver

Experience, expertise and highly effective prototyping techniques: here's why the AltaStrada Group is better able to help your business.

### **We understand our role.**

Our people know business. We want to learn how you conduct yours. We like to listen. We realize that what you really need is for a small, well-disciplined team of experts to help you maximize your return on investment in technologies.

### **We are experienced.**

The founders of the AltaStrada Group are veterans of numerous client engagements large and small. We excel on high-pressure projects, those that involve tight deadlines, intricate requirements and complex architectures. And we have no B team. You are the immediate beneficiary of our collective expertise.

### **We are lean.**

Our cost structure is minimal. AltaStrada is the alternative to fancy boutiques and large consultancies. Our focus is the customer. Everything we do is designed to make it possible for us to offer you world-class project teams at attractive rates.

### **We are fast and conscientious.**

The particular makeup of our team allows us to get our bearings quickly. We ask hard questions. We identify key dependencies. We give your project shape and forward momentum.

### **We connect people on your team.**

People in marketing don't necessarily see the world in the same way as developers in IT. Nor should they. We understand these different worlds. We translate, we unify, helping your people share expectations and focus on common objectives.

### **We grasp the whole problem.**

Our team's combined skills make it possible for us to see how business processes, the organization of information, the user experience and the logic of an application are interrelated. This makes us adept at spotting hidden and distant implications before they become a risk to your project.

### **We don't give you unwanted surprises.**

We do more than write down what you want in a Web application. We build a series of interactive models of it in HTML. Our HTML prototypes let you see exactly what is being proposed and how it will work on the page. So, rather than burying your requirements in documents that no one reads, we put them in visual forms that are accessible and readily understandable. That way you can quickly make plain to other people in the company (your boss, for example) how a project is progressing.

### **We focus on your users.**

For us, satisfying users is key. We employ HTML prototypes as a fast and affordable way to let you and your team experiment with and test the best ways to optimize usability before a single line of code is written.

### **We build solutions of lasting value.**

Our analysis is rigorous, our prototyping thoughtful and expertly crafted. In the case of our application engineering, the code we produce is elegant, built to standards, based upon design patterns and thoroughly tested. It is written in such a way that your developers can rapidly understand the logic behind it – so that any solution we create can be properly maintained, extended and scaled.

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## What You Get: Deliverables with a Point

We create a range of solutions. We redesign websites and intranets. We build content management systems and portals. We architect databases. Our engagements always result in deliverables that you really need. Here are some examples:

### 1. Pragmatic Plans: Laying the Groundwork

We analyze your business processes and infrastructure. Our team considers what your competitors are doing, drawing on our knowledge of best practices and user-centric design. We prioritize issues, scaling our efforts according to your needs: short-term fixes, full-scale overhauls or major builds of enterprise web applications. We then help you devise a succinct, clear, pragmatic plan for achieving tangible success.

- Our analysis and planning documents build the case for how a project will yield ROI – and how it will support, reinforce and extend your company's larger strategic initiatives.

TIME FRAME: 3 WEEKS TO 2 MONTHS

### 2. Prototypes: Requirements in Visual Form

Your initial analysis is complete. Now it's time to finalize the specific details of how your proposed solution will actually work. You must define your requirements. The constant challenge is to do so in ways that satisfy people throughout your company. Whether you are tweaking a website or setting out to implement a new system, the AltaStrada Group can help you intelligently define requirements in ways that speak across departmental boundaries. Our HTML prototypes show you how we are proposing to organize information, define features, build navigation schemes and combine graphic design, branding and functionality. The result is a full-blown set of visual models of your application.

- Our prototypes speed the process of reaching consensus; these compelling visual representations have the capacity to generate real enthusiasm and buy-in; they help to converge opinion in ways that static paper specifications simply cannot.
- The HTML models lower risk by allowing us to make sure that the functionality and user experience of a proposed application have been reviewed and approved before coding begins.
- They also ease the resolution of issues during coding: as the application is built, the prototypes continue to serve as a commonly understood and jointly agreed upon reference for business stakeholders and developers alike.

TIME FRAME: 3 WEEKS TO 2 MONTHS

### 3. Fully Tested Website or Application: Making the Vision a Reality

We are flexible. Our deeply experienced team, which draws on extensive training and in-the-trenches knowledge, builds high-quality solutions based either on the types of deliverables outlined above or on requirements put together by your team. We work fast, we test thoroughly and we deliver on time.

- The resulting applications and websites deliver value from the start by being at once innovative and utterly reliable.
- Every solution we create is built to be easily maintainable and extendable so that you can continue to leverage our development work as your business grows.

TIME FRAME: 1 MONTH TO 3 MONTHS

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## Interlocking Services and Appropriate Technologies

Our specific services break down into two complementary groups. Simply put, Requirements Gathering services define a solution; Application Engineering services get it built.

### Requirements Gathering

- Competitive overviews and critical examinations of best practices
- Business process and information flow analysis
- Success metrics definition
- User scenario and use-case definition
- Information architecture
  - Content auditing
  - Taxonomy building
- User experience design
  - Navigation systems design
- Prototyping
  - Low-Fidelity/Wireframe Prototyping
  - High-Fidelity/Design Prototyping
- Data Modeling
- Usability testing
- Technical capabilities, constraints definition and systems integration planning

### Application Engineering

- Database architecture
- Infrastructure design
- Security analysis and design
- Data migration strategy
- Design pattern survey
- System architecture
- Detailed specification of critical components
- Object modeling
- Control flow analysis
- State analysis
- Programming
- Test plan and test case definition
- Test harness development
- Unit, system, and acceptance testing
- Deployment automation

The AltaStrada Group selects appropriate technologies that suit your needs and integrate with your existing infrastructure. We have been doing this a long time. Our technical expertise is world-class and wide-ranging.

Because of the power and flexibility that Java gives us, our solutions are often developed atop J2EE architectures. We have extensive experience building applications using third-party products such as the BEA WebLogic Platform and the ATG Dynamo Product Suite.

Our capabilities also encompass open-source alternatives, including JBoss, Tomcat and Apache, and we are committed to developing systems using open standards such as XML and Web Services. In addition, we have complementary skills with a range of database tools – Oracle, Microsoft SQL Server and MySQL, among others.

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## Talented Principals with Shared History

The principals and co-founders of the AltaStrada Group comprise a reliable team of experts. We possess rich and varied experience as individuals, and we have worked together – closely, on a range of projects – for over three years.

### **Bret Madhvani**

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A senior technical lead and database architect, Bret brings expertise in enterprise information architecture, data modeling and database development. The companies with which Bret has worked include BEA Systems, Inktomi, Documentum, Oracle, Digital Comet, Berkeley Systems, Wells Fargo, Pacific Bell, Lippincott Williams & Wilkins and Genentech. In addition to a double BA in Art History and Psychology, Bret holds a BS in Computer Science Engineering from Santa Clara University.

### **Erik Pilz**

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Erik is a programming lead and senior software architect. He specializes in J2EE applications and emerging Java technologies. Erik has been involved in projects for companies such as Chevron, BEA Systems, Inktomi, Documentum, Dutch publishing giant Wolters Kluwer, Ericsson and Wacker Siltronic, a leading provider of silicon wafers. He holds a BS in Computer Science from the University of California at Santa Barbara.

### **Kevin Thomas**

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In addition to overseeing account management and business development, Kevin acts as a senior business strategist and usability expert on key engagements. Kevin has worked with clients such as Chevron, BP, Hansa Treuhand, Dames & Moore, Wells Fargo, BankBoston Robertson Stephens, Pacific Bell, BEA Systems, Inktomi, Documentum, Autodesk and McGraw-Hill. He graduated with an Honors Degree in History from Whitman College. He holds an MA in European History from UCLA.

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## **Working With Us Is Easy**

You may reach AltaStrada Group principal Kevin Thomas here:

- Business Phone: **415.341.1204**
- Mobile Phone: **510.332.0922**
- Email: **[kthomas@altastrada.com](mailto:kthomas@altastrada.com)**

Kevin will arrange for our principals to sit down together to listen to you. As we get a better sense of what you need, we can begin giving you ideas about how we can help. We can then shape those ideas into a clear, concise proposal.

Let's talk about how to take initiatives you've shelved and transform them into projects that deliver results.

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