

## *P & V Case study*



Leveraging an Agile development model and the SmartClient Platform to iteratively develop custom web-based enterprise applications.

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### **Start[up] with a Solid Foundation**

In 2011, Silicon Valley veterans Michalis Pittas and Nikolas Valerkos co-founded Pittas & Valerkos Software Ltd. ([www.pvs.com.cy](http://www.pvs.com.cy)), a Cyprus based development organization. Their goal was to rapidly develop competitively priced, modern web applications - with the highest levels of quality, flexibility and integrity - for enterprises in Cyprus. Having worked in numerous software companies, and in the IT departments of a variety of large organizations, lack of programming skills or technology experience was never going to be an issue.

In a competitive market, however, it was crucial that they selected the right technology for building their customer’s web applications. The technology would need to be flexible enough to handle the [as yet] unknown requirements of companies that would become customers in the future. It also had to be cross-browser ready, run on any server platform, look and feel like a desktop application, provide reporting on the fly with exports to different formats such as PDF, CSV and XLS, and offer at least the most common widgets such as grids and charts.

Pittas and Valerkos researched numerous frameworks and identified Isomorphic’s SmartClient as a clear winner. “The attractive licensing model, rich UI components, robust back end, multi-platform ready, Java based, cross browser ready, REST support, Visual Builder, Skinning/Branding, any data source binding, were all determining factors in being really agile and responsive to our customer’s requirements.”

### **Challenge**

- Select a technology with the agility to fulfill requirements from as yet unknown customers
- Build a successful, differentiated custom software development organization
- Deliver powerful, modern web applications on any browser and any platform

### **Solution**

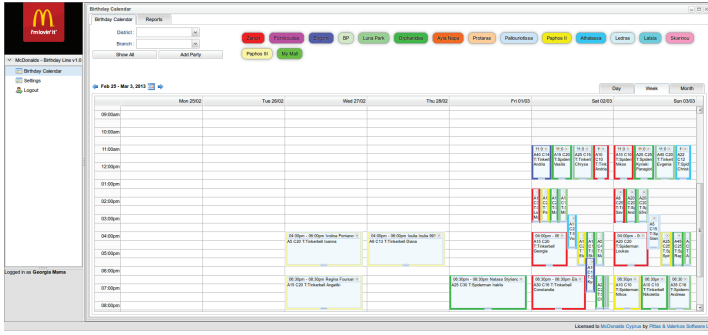
- SmartClient platform
- Agile development methodology
- Rapidly develop custom web applications for enterprises across industries.

### **Why SmartClient?**

- Complete, mature solution with rich UI components and robust back end
- Multi-platform and cross browser ready
- Affordable licensing model
- Training and forums for ramp-up and advice

### **Results**

- Numerous custom enterprise solutions across verticals
- Reworking and packaging custom solutions for sale in the Chrome Web Store
- Expanding into Europe and the USA



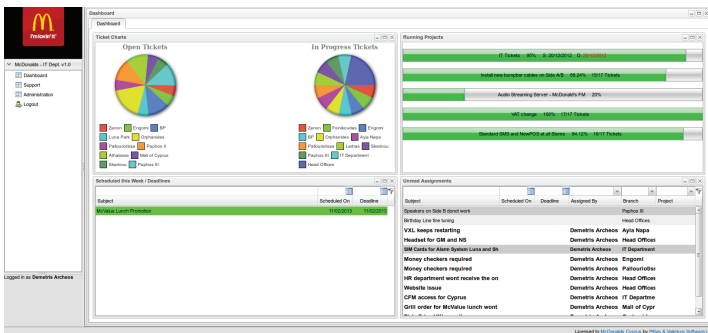
Event Planning Call Center Application for McDonalds

## Agility as a Differentiator

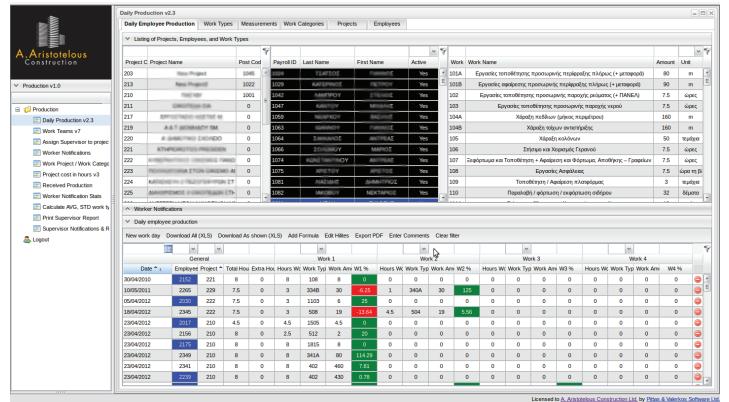
Having many years experience in IT and software development, Pittas appreciates that customers don't always know exactly what they need. "They typically have an initial idea, but the devil is in the details." The Pittas & Valerkos team therefore work directly with the business users to surface requirements. "Often the full requirements don't emerge until users have a working application in front of them. At that point, a long list of changes and new features are enthusiastically communicated."

While this type of working environment can frustrate developers, Pittas & Valerkos embrace it within their development methodology. "This has been a key factor in [their] success as end users are invested in the final solution, and end up with exactly what they want and need."

With – for example - the powerful grid, calendar, chart and other components available in SmartClient, Pittas & Valerko were able to very quickly build initial web applications for customers to get their hands on. As feedback was received, the solutions could be reworked by changing a minimal amount of code and basic component attributes. This facilitated the kind of agile development processes that Michalis Pittas and Nikolas Valerko had in mind all along.



IT Support Application for McDonalds and others

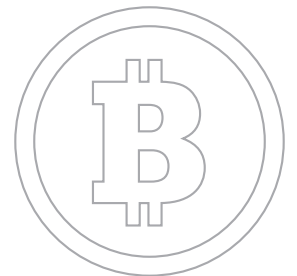


Construction Management Application

## Bitcoin and McDonalds Proving the Model

Since 2011, Pittas & Valerkos have created solutions for many satisfied customers. The McDonalds solution started off as a single user calendar tool for kid's parties. It leveraged – among other things - the SmartClient calendar widget. As more requirements surfaced over time, it evolved into a full-blown call center application for event planning. With this success, McDonalds opened the door to other P&V solutions such as an IT support system, where tickets can be raised, managed and reported on, on a global basis.

Other P&V successes include a construction management application, which leverages all the excel-like features of the SmartClient listgrids such as formula columns, hiliting cells based on values, advanced filtering and more. The Pittas & Valerkos cryptocurrency (think Bitcoin) application also leverages the listGrid, and – as an



online banking system – is as robust as they come. It provides a Bitcoin clearing engine, online marketplace, and an exchange system for cryptocurrencies.

As Pittas & Valerkos has grown in Cyprus, its expansion into Europe and the USA was facilitated through increased revenue (which allowed investment in new markets), excellent user experience (led to global adoption of solutions) and overall customer satisfaction (generated new business via word of mouth). The underlying SmartClient technology also provided such a high degree of scalability that some customer specific solutions are being tweaked and packaged by Pittas & Valerko as 'off-the-shelf'.



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