

R&D is no longer a sunken cost. It's a revenue generating machine!

Buoyed by a newfound confidence courtesy of Modularis, the truDigital Signage sales and R&D team discovers innovation is no longer just a pipe-dream, but a powerful reality.

“

The stuff we were able to accomplish with Modularis was surreal; it was mind blowing actually. The things we've already mapped out for Q2 are things we were previously told couldn't happen.”



Larry Caldwell
CEO, truDigital Signage

THE CHALLENGE



In our hyper-connected digital world, where websites are expected to load in the blink of an eye, nothing can be more frustrating, or revenue-killing, than a slow-loading site. truDigital Signage, a cloud-based digital signage solution designed to help with digital communications, was experiencing this frustration firsthand.

Site speed, or the lack thereof, was severely impacting sales demos. The platform was so overloaded that before a demo, the sales team would need to alert the support team to not do anything on the system that might risk slowing it down. In fact, the lag was so profound, that the

sales team would build in chit-chat to mask the awkward silences as the customers waited for the demo to load – “Welp, guess the Internet has a case of the Mondays;” or “While we wait for this to load, let’s talk about some of the features.”

“Multiple times a day we’d get alerts that our platform load was too high,” Larry Caldwell, CEO of truDigital said. “This obviously impacted our demos which adversely impacted our sales and revenue.”

Then, when truDigital was acquired by Neul Capital Holdings, Caldwell knew he needed technical leadership and expert engineering talent to help him provide a more robust and dependable platform experience for his sales team.

Ready to see how **Modularis** can secure and optimize your investment before, during and after your next acquisition?

Contact us when you're ready to take the next step. (888) 872-9701 | contact@modularis.com

THE SOLUTIONS

PRE-ACQUISITION DUE DILIGENCE

When leadership at Neul Capital Holdings suggested to Caldwell that Modularis might be the perfect partner to help him stabilize his technology, he jumped at the chance. Modularis performed an exhaustive evaluation of technical assets, analyzed technical debt, and assessed R&D team skills and processes to determine the best course of action.

POST-ACQUISITION STABILIZATION

Next, Modularis focused on empowering the truDigital team. We introduced Agile methodologies and put a proper development system into place so truDigital could accomplish some of the bigger tasks that, up until that point, had fallen by the wayside. And of course, the Modularis

executive leadership team supported Caldwell with wisdom and guidance every step of the way.

“When you come into a company you can’t just start barking orders,” Caldwell said. “You need to get buy-in from the team, myself, from everyone. Modularis was so gentle with how they did that, that they were able to make powerful changes without making you feel overwhelmed. Our team bought into that very quickly, which accelerated our ability to get our projects done.”

“

They literally thought of everything.”



Larry Caldwell
CEO, truDigital Signage

THE RESULTS

In just 60 days, truDigital had a solution to their performance problem that allowed them to get back to selling. And, after 90 days, they had positive responses from current clients telling them that they’d noticed a dramatic improvement in the speed and availability of their digital signage solution.

“When Modularis came in, they saw that we had projects that had been on our plates for months, or even years. Not only did they promise us that they could get them done, but showed us a roadmap of how they were going to do it,” Caldwell said. “Modularis came in with a vision for how things were going to happen. But they also had an ‘uh-oh vision’ in case things didn’t work out – they had that mapped out as well.”



Ready to see how **Modularis** can secure and optimize your investment before, during and after your next acquisition?

Contact us when you’re ready to take the next step. (888) 872-9701 | contact@modularis.com

“How are you sleeping these days?”

As introductions go, we admit ours is a bit unorthodox.

But the way we see it, that’s really the crux of our job: to help our clients sleep better at night.

That ambition has fueled our company for more than two decades and helped us discover our purpose in the universe.

We exist to de-risk and accelerate software development so you can bring your products to market faster and with total confidence.

You know that overwhelming sense of stress and uncertainty that sits on your shoulders like a couple of giant cinder blocks? Modularis can take those away for good.

But before we go any further, it’s important to understand that you don’t need to be technically-minded or fluent in technical speak to set your business up for success.

That’s our job.

In many ways, our primary functions are to advise, strategize, and execute. We’re here to make things happen and to help you understand, in the simplest terms possible, what you should be doing, why you should be doing it, and how it can help your business succeed.

In an industry ripe with up-and-comers and fly-by-nighters, we’re the adults in the room. And we’re okay with that. We’re not here today and gone tomorrow. We are committed to your success and with us we bring maturity, experience, and professionalism to every project.

For 20 years we’ve built, re-built, refined, tweaked, modified, and over-analyzed every inch of how we help our clients achieve business success through their software product development. That level of persnickety dedication and maturity is precisely why our clients sleep so well at night. They don’t have to worry about waking up to technical glitches, snafus, or outright disasters that transpired during the night.

After all, you have more than just money riding on this – there’s also your reputation, time, energy, passion, livelihoods of employees, and more. SO much more.

That’s not lost on us.

Our success stems from the mastery of three key components:

PEOPLE: we bring in dynamic, experienced leadership to help drive innovation and identify the things necessary to help you succeed. You can count on us to be the steady hand on the tiller that will see you through rough waters.

PROCESS: we’ve trimmed away inefficiencies and removed the friction that hinders the development process to give you timely visibility that allows you to make strategic decisions and increase development velocity.

TECHNOLOGY: we’ve spent 20 years solving software architecture problems and refining our software development platform. The result is a platform that can deliver 75% of your final software solution with the click of a button, thus allowing your team to focus on the remaining 25% that drives innovation and delivers value for your customers.

“

Modularis has been a terrific strategic partner for us. They have the leadership, experience, discipline, and technology we needed to build and grow our global IoT platform.”



Nick Mirchef
President of SmartWitness

Yes, you read that correctly: 75%!

We can also reduce your software development efforts and costs by up to 70% and maintenance by up to 90%.

With Modularis, you don’t have to worry about R&D. You can just focus on growing your business.

Interested in learning more?

You have nothing to lose and so much to gain.

Like a perfect night’s sleep.

“

One of the challenges you face when you acquire a technology company is that the biggest value in that company is the intellectual property. After acquisition, you must mitigate risk and secure that IP in order to grow. By working with a company like Modularis, I felt confident that I was working with a partner who not only did the work to secure our IP with integrity but shared similar values as Neul Capital.”



Adam McGregor
CEO of Neul Capital Holdings



A.J. Singh
Co-founder &
Chief Executive Officer



Jaime Marcial
Principal



Olivier Gasson
Principal / Co-founder

Sign up for your product design review today. Visit modularis.com/contact