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**THE SYRINX
DIFFERENCE**

Syrinx Capabilities and Experience

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Option 1 for Sales

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GOLD CERTIFIED
Partner

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SharePoint 2007 (MOSS) Development



Syrinx Provides:

- ✓ Analysis of project requirements and goals
- ✓ Guidance on utilizing best practices to maximize the value of SharePoint features and minimize custom development
- ✓ Expertise in SharePoint capabilities: Portals, Enterprise Search, Workflow, Compliance, Content Management
- ✓ Design and implementation of your project using SharePoint 2007
- ✓ Cross-training and deployment of SharePoint solutions
- ✓ Migration from SharePoint 2003 to 2007

Case in Point:

- **The Client:** A major financial services company
- **The Need:** The client required a custom collaboration portal for high-end technical investor clients, including document collaboration, workflow, custom forms authentication, and forums to discuss technical investing techniques
- **The Solution:** The client requirements were mapped to SharePoint capabilities, and over 80% of the project deliverables were achieved using configuration and customization of “out of the box” SharePoint functionality. The remaining features were developed using .NET and Web Part technologies, for seamless and configurable integration into the application. Project delivery time: Conception to delivery in just **seven weeks**, versus an estimate of over six months with three full-time developers to develop from scratch!

Application Architecture and Design/Application Development



Syrinx Provides:

- ✓ Analysis of current or proposed systems, working with business stakeholders, product teams, and technology teams
- ✓ Design of new software systems or additions to existing systems
- ✓ Prototyping of systems
- ✓ Software development, as a standalone team or an extension of yours, using rapid iterative development methodologies
- ✓ Deployment and kitting of software across environments
- ✓ Post-implementation support

Case in Point:

- **The Client:** A leading Internet career services company
- **The Need:** The client wanted to expand its service offerings to include a product focused on managing re-employment for state unemployment offices.
- **The Solution:** Syrinx provided experienced professionals to work with the client's business analysts and product experts to design a system that met users needs, was straightforward to construct, and was easy to maintain. Syrinx not only developed the solution, but also helped the client secure a patent on the technology. Syrinx prepared the software for deployment to multiple environments, including kitting the database, application, and server configuration code. After the release, Syrinx provided support for enhancements and changes, and helped the client plan features for the next release to support additional requirements.

System and Component Integration

Syrinx Provides:

- ✓ Integration with systems on the same machine, across the network, and around the world using XML, Web Services, remoting, database replication/synchronization, and other technologies
- ✓ Component vetting and prototyping for “build vs. buy” decisions
- ✓ Soft factor research, such as support, licensing, long-term viability, and scalability of components and systems
- ✓ Integration with several best-of-breed off-the-shelf components for e-commerce, payment processing, GIS, and other capabilities

Case in Point:

- **The Client:** A company specializing in the resale of domain names
- **The Need:** The client wanted to upgrade its shopping cart and payment processing system to support much more complex and sophisticated offerings, including on-demand pricing and multi-part fulfillment.
- **The Solution:** Syrinx provided domain expertise, as well as research into current vendor offerings (including supplying working prototypes), to help the client make an informed decision about the best solution for current and future needs. In addition to providing information on the capabilities and cost of the components, Syrinx helped the client understand the strategic direction, financial strength, implementation size, interoperability, licensing, and tradeoffs associated with each of the vendors.

Training

Syrinx Provides:

- ✓ Custom training curriculum, delivered at our site or yours, on your schedule
- ✓ Boot camps for intense immersion-based training for Microsoft Certifications
- ✓ **Developmentoring**SM, Syrinx's signature methodology for working with your developers on-the-job to help instill best practices and cross-pollinate skill sets

Case in Point:

- **The Client:** A computer-aided mass appraisal software company.
- **The Need:** The client wanted to upgrade the skills of its developers to Microsoft .NET technologies, and minimize time they would be away from their busy production schedules.
- **The Solution:** Syrinx designed a custom curriculum based on in-depth interviews with the developers, saving the client time and money by not re-teaching skills they already possessed. The developers re-tooled their skill sets rapidly and were able to be productive with .NET technologies immediately. Since Syrinx trainers are also practicing software developers, they were able to provide on-site mentoring on the first few .NET projects to help jump-start the developers in best practices. As a side benefit, the client's developers also earned their Microsoft Certified Solutions Developer designation, showing the client's commitment to its employees' career development.

Performance Optimization

Syrinx Provides:

- ✓ Profiling of existing applications
- ✓ Performance testing of new and existing applications
- ✓ Tuning application code, SQL statements, component/library access, and network usage
- ✓ Hardware and software recommendations for inexpensive scalability

Case in Point:

- **The Client:** A services firm with call centers that rely on custom-developed customer interaction software
- **The Need:** The client noted that some automated workflows slowed the system to a crawl. The system became unresponsive for 45 to 120 seconds – in an operation where each minute of lost time can cost more than \$150,000 on an annualized basis.
- **The Solution:** Syrinx analyzed the application using profiling tools and performance monitoring, and pinpointed the top three sources of issues. The results were confirmed with test drivers run against the same code and a mock data set in a test environment. Optimizations were made to the “chattiness” of the interface, the SQL statements inside stored procedures, and the amount of data transmitted over the network on each transaction, and a caching scheme was implemented. Syrinx verified the results of fixing the bottlenecks and cut the time between pages in the workflow to just over one second.

Build and Release

Syrinx Provides:

- ✓ Assessment of current build and release processes, recommendations for improvement
- ✓ Implementation of structured source control, build, and release procedures, as well as kitting of applications and packages
- ✓ Software production line automation, using tools such as MSBuild, nAnt, and Cruise Control

Case in Point:

- **The Client:** A major financial services company.
- **The Need:** The client had a custom research application that was built “by hand” from the Visual Studio IDE. Components of the application included server-side components, supporting graphics/CSS, a client-side application, and a plug-in to Microsoft Office applications. Building the entire solution manually had been an error-prone and painful process, with missed steps resulting in wasted time for several developers and QA resources. Recreating a previous release for replicating user issues or fixing bugs on a branch was nearly impossible. The credibility and stability of the application also suffered in the users eyes.
- **The Solution:** Syrinx was able to completely automate the retrieval of any version of the application from source control, building of the application, kitting, and deployment to any environment. The man-hours saved and stability of the process allowed developers to focus on creating features, not helping to track down esoteric errors in a given deployment environment. Later on, a continuous integration system was set up, automatically kicking off builds after check-ins to flag module incompatibility issues early.

Internationalization and Private Labels

Syrinx Provides:

- ✓ Internationalization of applications, including verbiage, symbols, embedded graphics, currency and date/time considerations
- ✓ Parameterization of application text for easy customization, and creation of private-label solutions

Case in Point:

- **The Client:** A major Internet career site.
- **The Need:** The client needed to offer its web application in over 15 different languages, and in over 800 private-label solutions using the same code base in .NET.
- **The Solution:** Syrinx worked with the client to design a system to allow easy editing and parameterization of elements, and the ability to “pre-build” pages to avoid runtime performance costs often associated with parameterized text. In addition, an administration interface was developed to allow customization of text, as well as other details like header/footer colors and graphics and button styles. This web-based administration application could be accessed by local experts and company employees around the world to perform translations and iterate on the resulting pages created.

Multi-Mode Application Delivery

Syrinx Provides:

- ✓ Design and development for deployment to mobile devices
- ✓ Voice User Interface (VUI) integration
- ✓ Process optimization using mobile devices as performance enablers

Case in Point:

- **The Client:** An Internet-based search company
- **The Need:** The client wanted to provide its search capability from any device, including phones and PDA's, which may have limited screen real estate and HTML forms capability. The company also wanted to make sure that the current application could be leveraged as much as possible, and avoid having to support two separate code bases.
- **The Solution:** Syrinx developed a wrapper that allowed the client to re-use the existing web application as-is, under a different domain name, providing a distilled version of the interface to phones and PDA's. The required elements for searching (and only the required elements, to save space) were displayed to the user, and results of the search were transformed using XSLT to pare down the text to an amount consumable in a small screen environment.