KEY STEPS THEY TOOK

1. UNDERSTANDING CLIENTS

   - They realised that risk averse enterprises crave transparent processes for trust.
   - They worked with the Bristol University Dept of Computer Science. ‘It’s important for us to have a great university partnership.’ Sarah Weller, Mubaloo’s Managing Director.
   - They organised workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - They spent time listening to client issues, so they understood what could be improved.
   - They built up their knowledge of what mobile could offer.

2. FINDING CONFIDENCE

   - With the right processes and tools in place, Mubaloo has worked hard to build confidence in the UK market.
   - They began winning major enterprise work and found themselves leading the app market.
   - They focused on business apps, which often give a clear business benefit.
   - They cross-platformed the development process and maintained margins by avoiding surprises.

3. ORGANISING WORKSHOPS

   - They maintain margins by avoiding surprises, which is crucial in the business apps marketplace.
   - They organised workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - These workshops allowed them to embed clients in the process.

4. FOCUS & COMMUNICATION

   - They realised that risk averse enterprises crave transparent processes for trust.
   - They focused on business apps, which often give a clear business benefit.
   - They worked with the Bristol University Dept of Computer Science. ‘It’s important for us to have a great university partnership.’ Sarah Weller, Mubaloo’s Managing Director.
   - They organised workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - They spent time listening to client issues, so they understood what could be improved.
   - They built up their knowledge of what mobile could offer.

5. TESTING & QUALITY ASSURANCE

   - They maintain margins by avoiding surprises, which is crucial in the business apps marketplace.
   - They organised workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - These workshops allowed them to embed clients in the process.

6. COSTING & PROJECT MANAGEMENT

   - They set up workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - They spent time listening to client issues, so they understood what could be improved.
   - They built up their knowledge of what mobile could offer.

7. HIRING THE TALENT

   - They spent time listening to client issues, so they understood what could be improved.
   - They built up their knowledge of what mobile could offer.

8. CROSS-PLATFORM

   - With the right processes and tools in place, Mubaloo has worked hard to build confidence in the UK market.
   - They began winning major enterprise work and found themselves leading the app market.
   - They focused on business apps, which often give a clear business benefit.
   - They cross-platformed the development process and maintained margins by avoiding surprises.

9. ATTACHING SYNERGIST

   - They maintain margins by avoiding surprises, which is crucial in the business apps marketplace.
   - They organised workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
   - These workshops allowed them to embed clients in the process.

10. MANAGING PRICE

    - They set up workshops, sometimes with up to 30 people, in order to understand client needs and build trust.
    - They spent time listening to client issues, so they understood what could be improved.
    - They built up their knowledge of what mobile could offer.

Economic conditions were challenging...