

# Case Study

Client: Shaker Computer & Management Services, Inc.  
Software Company in Construction Industry

A global leader in software development services for over ten years, SoftServe provides application development, QA and maintenance services.

SoftServe's strategic advantages are comprised of four key building blocks:

## People

Top talent committed to client's project. Selected from the top graduates at leading technical universities, metrics show teams operate at the highest levels of quality and productivity.

## Experience

SoftServe combines the domain knowledge accrued over the completion of over 500 projects, with a methodology to capture, enhance, and communicate relevant product knowledge within the team.

## Process

Drawing from our experience, our processes have been fine-tuned to facilitate communications and team work to drive projects to success, together with our clients.

## Environment

The environment is designed to provide the infrastructure necessary for long-term productive, successful R&D outsourcing.

## Client Background

SHAKER Computer & Management Services is the owner of COINS (CONstruction INdustry Software). This integrated construction software for financial and project management offers the advantages of embedded Business Intelligence incorporating a Relational Database Management System. Special emphasis is given to the specific needs of General, Service, Heavy and Highway, and Specialty contractors. A unique feature of COINS Ti, SHAKER's flagship product, is that it incorporates Embedded Business Intelligence. Since its founding in 1976, SHAKER has grown from a regional to a national organization. COINS is presently running at over 300 locations throughout the United States, the United Kingdom, Canada, and Australia.

## Client's Business Challenge

Key business challenges were as follows:

- Update SHAKER's flagship product and enhance its functionality
- Develop new modules that would address Human Resources Management, Project Management and other business functions
- Create separate modular options in upgrading and customization to meet the needs of individual SHAKER customers
- Reduce cost of application development
- Maintain high quality of services

After evaluating offshore software development service providers with experience in their specific application development technology, SHAKER selected SoftServe, based on expertise, high staff retention rate and the commitment to the success of the client. SoftServe's team started to work along the side of SHAKER's product development team to design and develop new modules of COINS and to maintain, upgrade and customize existing modules. SHAKER chose the offshore development model to reduce product development costs, improve time-to-market and augment its IT skill base.

## Technology

COINS Ti is written in Java and Progress and utilizes XML for describing user interface to:

- Offer a thin client application
- Keep all business logic and data on server
- Preserve the COINS business logic

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*" Partnering with SoftServe has really helped us accelerate our time-to-market, enhance quality, and shore-up our development process. Their rigid process and extensive technical and industry knowledge has provided us with a real competitive advantage and made Shaker a more viable company. "*

*Maynard Lassonde,  
President SHAKER  
Computer & Management Services, Inc.*

**Shaker Computer & Management Services, Inc. - Maintaining Leadership of Shaker's COstruction Industry Software (COINS) business intelligence software solution!**

## Value Delivered

SoftServe, following its Software Manufacturing Cycle, managed all stages of product development process, resulting in achieving targeted results with timely deliveries. SoftServe developed a cost-effective solution with a mixed, onsite/offshore delivery model. Onsite team of project manager and key technical personnel gathered and analyzed the highly complex requirements and technology conventions. As a result, SoftServe's team seamlessly integrated with SHAKER's R&D department increased overall efficiency of the product development cycle. SHAKER reduced development costs and released a high-quality product, as planned.

Within the framework of SHAKER and SoftServe collaboration, a new product was developed - COINS Ti, the next generation of COINS. COINS Ti, now the flagship product, includes 20 fully integrated applications that provide solutions for construction and financial accounting, managing construction projects, supporting service and sales operations, requisitioning materials, and managing equipment and employees.

The essential features of COINS Ti are as follows:

- Use of wireless Internet communications enabled through Palm and cell phones
- A Graphical User Interface (GUI)
- Availability on either Unix or NT
- Various options of databases
- Enhances product's ready extensibility
- Allowing choices in Core Financials
- Providing easy access to critical, decision-making information

SHAKER continues to partner with SoftServe to expand its product offering on a reasonable budget while accelerating time to market.



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