

# MARKET RESEARCH AND PROTOTYPING

## SOLUTIONS FOR THE BUSINESS OF GOVERNMENT

The Appsential Team provides a full range of market research, analysis and rapid development services to develop prototype applications for tasks such as IT solutions (e.g., analyzing cost vs. performance); validating interfaces and/or integration designs; and administering usability studies to develop feedback to be incorporated in the design and development of IT solutions. Work will focus on determining optimal cross-functional solutions for integration concepts, validating requirements, and identifying state-of-the-market technologies to meet specific organization needs. The table below details the services we provide surrounding market research and prototyping.

### Our Methodology

#### Market Research and Analysis

Our team leverages best commercial practices and our technical experts to research and find the tool that best fits the federal governments need. This research includes services such as market surveys, development of market studies, examination of existing documentation, and conducting interviews of the technical vendor.

#### Prototype Definition and Planning

Appsential provides expertise in creating and demoing business centric prototypes. These demos allow for federal projects managers to make informed decisions on product implementation. Our planning process consists of scheduling development, deliverable definition, implementation planning, identification of required measures, and description of anticipated prototype results.

#### Rapid Development and Evaluation

Appsential provides technical services to support the rapid development, implementation and evaluation of prototype applications or systems. Appsential is able to institute rapid development by using the Agile development process and instituting test driven development.

#### System Planning

Appsential takes a holistic approach to system planning by providing full mappings of the system, its components, and any feeds that may affect it. Appsential also has experience in managed systems and ensures that all systems have adequate database management, data protection, and system backups.

### About Appsential

Appsential is a customer focused IT and management consulting firm – delivering process driven, repeatable solutions. The testament of our commitment and high quality work to enable government is directly evidenced by the fact that we successfully support all key mission critical business systems including: Oracle Federal Financials, Compusearch PRISM, Oracle Web Center suite, Oracle Business Intelligence Enterprise Edition and Datawarehouse, as well as Oracle Primavera Portfolio Management.

### Let's Work Together

Established in 2005, Appsential LLC is certified by the SBA as a Small Business. We can provide our customers access to the following Contract Vehicles.

- ➔ GSA IT Schedule 70 (prime)
- ➔ CIO-SP3 Small Bus. /Unrestricted
- ➔ DHS EAGLE II FC2
- ➔ DHS TABSS Domains 1 & 2
- ➔ SeaPort E

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