



# About **70%** of IT - Digital Transformation Projects **FAIL** due to **ONE** reason!

Most Non-IT Startups and SMBs think the secret sauce to developing a product or an App is the right talent. But unfortunately, putting the right talent on the project is just half the battle; Talent is like headless chickens or army battalions with no leader calling the shots, keeping them together, and tying them to discipline.

*They miss the importance of an efficient and robust project management, which is the backbone of a successful project delivery.*

## The formula for a software project success is

$$\mathbf{S \text{ (success)} = Ta \text{ (talent)} + PM \text{ (project management)} + Co \text{ (collaboration)}}$$

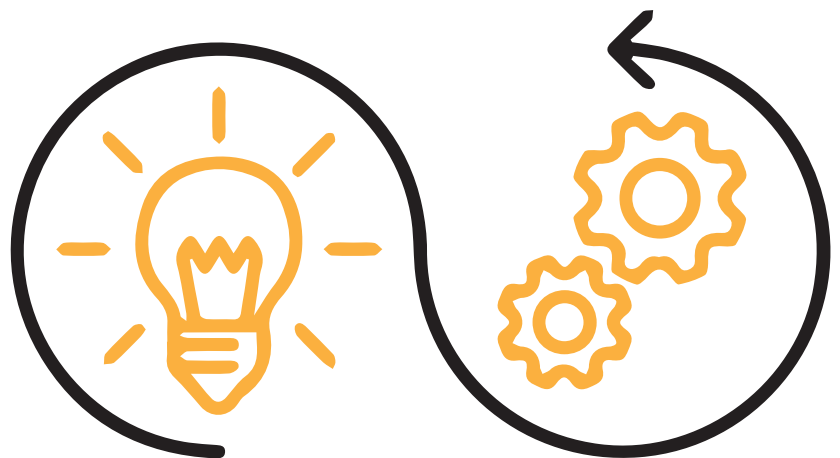
If you remove any of the elements from the above equation, the project will fail. The most commonly ignored ones are the project management efficiencies and the project methodology.

Gone are the days when even larger projects heavily depended upon the development company's estimations and timeline at the project's onset. The scope once agreed upon was considered to be the one carved in stone, and after months of development, the battle would begin between the client and the development company about 'only 30% achieved in 80% of the timeline and 80% of the budget. Thanks to the Agile-Scrum methodology, both parties have tighter control over the progress and the budget.

## Is it enough?

Knowing is one thing, and applying another, the same is true for Agile and Scrum practitioners too. What we have mastered over the years, not even 50% of that is applied by so-called PMP and Scrum Certified Managers; most of the time, they fail to use wisdom and learning correctly and fail the projects miserably and cause budget bleeds and scope creeps.

At ISHIR, we boast of a very tight approach to project management, involving both parties, setting up the accountabilities, user acceptance criterion, bi-weekly demos, tab on monthly budgets, and the highest level of daily and weekly communication. We would not talk about talent here because it's given that we work with A-level talent, and they are like essential ingredients to the mix, who need a master chef, i.e., Project Manager or Scrum Master, for the perfect recipe.



## USE CASE # 1

Recently we worked with an Oregon-based agency that is into immersive content creation, and we undertook a project for a 360-degree Virtual Tour Solution for the Real-Estate domain. Having burnt their fingers by trying out a bunch of companies and putting together a team of freelancers from various parts of the world, they thought of trying us as well, and the whole thing started with a discovery workshop, which was very methodical, without rushing to development and budget. They were impressed, knowing how the earlier companies and their teams were just focused on development and budget, and we were outcome-focused. After the discovery, we presented them with the team plan and monthly cashout and tech stack recommendations, and a few months into the project, their CTO called our CEO and told him that ***ours was the best team to work with and the best outsourcing experience in his entire career and how they loved the way we have approached this project and saved them time and resources.***

**We achieved a positive cost variance, i.e the gap between the ballpark figures and actual cost was negligible considering the fact that we conduct exhaustive reviews that helps give a direction, identify anomalies, and bring out the best.**

## USE CASE # 2

A firm from Illionois, got us involved for a sophisticated reporting and analytics capabilities to turn data into insights. The need to address the same was identified by their leadership, where they felt they are constrained by pockets of disconnected capability spread across their client projects.

ISHIR raised the efficiency of communication that took 40% of the project's time, stopped uncontrollable growth of the project's scope, and speeded up development in a complex project with more than 30 stakeholders involved. This was practically achieved by the formalization of requirements that helped remove scope planning bottlenecks from the project, which, together with a new approach of micro teams, allowed increasing the pace of development. Documenting every little detail and proactively monitoring the project for any wasted activities, errors, incidents, or potential downstream impacts.

✓ Integration times  
were reduced by

**50%**

✓ Rate of deployments  
to operational X 3.

✓ Reduced initial  
deployment time

(from the initial requirement)

by **50%**

## Success stories are many, and the proof of the pudding lies in eating.

Here are some revving reviews as seen on Clutch

“What, to us, might be a complicated issue was proven to be simple for ISHIR. They made swift progress on any task we submitted to them. There were very few times that the issue was complicated enough that it required numerous iterations and only twice did we need to actually speak to someone.”

THE PROJECT	THE REVIEW	5.0 ★★★★★	THE REVIEWER
<b>Programming Support for B2B Marketing Agency</b> IT Consulting & SI, Managed IT Services Less than \$10,000 Jan. 2021 - June 2022	"We loved that they were quick to pick up on what was needed and turn it around swiftly." JUN 23, 2022	Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0	<b>Senior Account Executive, B2B Marketing Agency</b>  Advertising & Marketing 1-10 Employees Dallas, Texas Online Review Verified
<b>Project summary:</b> ISHIR has provided technical web programming support for a B2B marketing agency. They have resolved programming issues submitted to them through Trello.	<b>Feedback summary:</b> ISHIR resolves the client's issues quickly, including complicated issues that required numerous iterations. Most of the solutions have been communicated through email, and the team goes the extra mile to deliver the client's needs. Overall, the client has been pleased with their services.		

THE PROJECT	THE REVIEW	5.0 ★★★★★	THE REVIEWER
<b>Custom Software Dev for Youth Nonprofit</b> Custom Software Development \$200,000 to \$999,999 June 2018 - Ongoing	"They are always giving us what we want in a timely manner and with great quality." MAY 16, 2022	Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0	<b>EVP, Texas Youth Football &amp; Cheerleading Association</b>  Nonprofit 11-50 Employees San Antonio, Texas Online Review Verified
<b>Project summary:</b> ISHIR is developing a youth nonprofit's custom software solution. The tool is connected to several APIs, and it digitizes data collection, background checks, waiver signing, and more.	<b>Feedback summary:</b> ISHIR has successfully built a functional app that has allowed the client to shift into paperless processes. They are communicative, accommodating, and flexible, resulting in a smooth partnership. Their dedication to the project and understanding of the requirements are impressive.		

“Despite not knowing a lot about American Football and especially cheerleading; and youth at that, ISHIR team quickly picked up what we were about and what we needed. They were never shy about asking questions before spending time and money to do something so that it was right and done in a timely manner.”

“They’ve been excellent so far. I stay in close contact with the team and they follow-up with updates on a regular basis. I am happy with the way they coordinate and plan as the team is quite responsible and flexible. Most importantly, they are mindful of deadlines.”

THE PROJECT	THE REVIEW	5.0 ★★★★★	THE REVIEWER
<b>Staff Augmentation for Logistics Technology Startup</b> Staff Augmentation \$10,000 to \$49,999 July - Dec. 2020	"Their responsiveness and sense of urgency to complete a task is second to none." MAR 15, 2021	Quality: 4.5 Schedule: 5.0 Cost: 4.5 Willing to refer: 5.0	<b>Head of Engineering, Logistics Technology Company</b>  Logistics & Supply Chain 51-200 Employees Jakarta, Indonesia Online Review Verified
<b>Project summary:</b> A logistics technology startup needed more engineers to help their in-house team to finish development on a project and go to market. They hired ISHIR to help acquire those engineers.	<b>Feedback summary:</b> Thanks to the assistance of the ISHIR team, the company has been able to focus on managing their resources and took their business online at the right time. The company was able to build a team that's perfect for their requirements despite the difficulties imposed by the COVID-19 pandemic.		

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