CIOReview

The Navigator for Enterprise Solutions

MOBILE APPLICATIONS
EDITION

MOST PROMISING MOBILE APPLICATION SERVICES PROVIDER 2023

Cerenimbus

Awarded by
CIOReview

Cerenimbus

Combining U.S. Project Management Talent with Offshore Experience

Kirby Glad,
CTO

The most useful and effective mobile apps are those that seamlessly integrate with services outside of the app. Example might be a loyalty program for a retailer, a coupon app for a restaurant, or equipment rental scheduling. For this, the apps need to be connected to a web based program, server, or larger business solution. However, many companies focus solely on mobile app development as they lack the experience to make the mobile app a part of a complete business solution.

That's where Cerenimbus Inc., comes in.

Cerenimbus utilizes more than 24 years of expertise to develop mobile, online, and desktop apps that create business value for clients.

"Many offshore solution providers use freelancers or part-timers scattered around the world. That's where they struggle, as these part-timers don't have the expertise to add features according to changing user needs," says Kirby Glad, CTO of Cerenimbus. "What they need is a stable, long-term team of experienced developers who know their system and have been trained to standards of quality. We have the bandwidth to address this requirement."

> **Many clients have told me that before working with Cerenimbus, they were disappointed in their offshoring experience with various countries. That is the value of having a U.S.-based technology partner while enjoying the benefit of offshore rates**

Cerenimbus' clients work directly with a U.S.-based expert who gives MBA-level advice on meeting their business needs combined with in-depth technical knowledge. The firm works with clients as a technology partner to come up with the best solution. Its representatives are often in different areas of the country and meet clients face to face. Consequently, they get a U.S.-based experience at offshore rates. They gain more features for the same budget and reach more markets. Projects that could be profitable but are too expensive to do with local programmers are now potential profit centers.

For example, Cerenimbus worked with a U.S.-based company that developed a desktop ERP system for handling purchase orders and tracking invoices. But soon, there were too many inventory items in the warehouse to track everything from the office. To help solve this, Cerenimbus developed a mobile app that allows a warehouse worker to quickly scan items in the warehouse to get accurate counts and created a pick-and-pack application that can replace paper packing slips. This increased the speed of warehouse operations and lowered the handling costs of each order.

Another example is a health products company that wanted a way to measure the health effects of their anti-oxidant supplements. By working with a device engineering company that designed a finger-scanning device, Cerenimbus created a mobile app that communicated wirelessly with the scanner to get the results and display the analysis to the user and track their results over time. This added significant value to the scanningprocess by putting the information in a useful form at the user's fingertips.

"We can't overemphasize the importance of having a true technology partner–someone that will help you devise the best solution, give innovative suggestions, and provide feedback on ideas," says Glad. "Many clients have told me that before working with Cerenimbus, they were disappointed in their offshoring experience with various countries. That is the value of having a U.S.-based technology partner while enjoying the benefit of offshore rates." **CR**