

codebay



*We're a nearshore software
development company based in Guadalajara,
Mexico that delivers quality custom solutions*



WE DO AGILE DEVELOPMENT

We select and **provide specialized** and highly trained work teams to develop specific products through **innovative technologies** and agile development that provide competitiveness and great value to our customers.

Using our agile **development** or adaptive management **methodology**, it is possible to carry our software development projects, **adapting** to changes and evolving jointly with the code.



OUR SERVICES

Our highest priority is to satisfy the customer through the early and continuous delivery of software with value. Doesn't matter the kind's software that you need.

Mobile Applications Development

Following agile, proven practices, Codebay creates new apps or enhances existing ones with mobile capabilities. Applications need to travel with their users, or their usefulness will be severely limited.

Our mobile application development experience includes building and rearchitecting applications for diverse clients, including companies which perform asset and fleet tracking, construction, healthcare and professional services, real estate management, and others.



Web Applications Development

Codebay writes and extends software applications you can use to empower users and serve internal and external customers.

Some projects start with a client's vision for technology that does not yet exist. In others, an existing software system needs to be modernized and enhanced. In either case, we're thrilled to find the best ways to use our talent and expertise to provide you with the best outcome for your web application development project.



Testing and Quality Assurance

Our engineers ensure that the software you hand to customers and employees meets your goals for performance, stability, code quality, and usability.

Codebay collaborate with you to define testing and QA parameters. These can include manual as well as automated, investigative and in-depth, structured, functional, and non-functional testing. We also offer performance testing to assess the quality of software created by other teams.



Maintenance & Support

Codebay manages the day-to-day tasks of application and infrastructure maintenance that ensure optimal service-level outcomes from your systems. Your internal team then can more freely pursue transformative and high-value initiatives.

Together with you, Codebay establishes the service levels and performance goals for the on-premises, cloud-based, or mobile applications that your clients and employees rely on.



HOW WE WORK

We deliver Agile Software Development Teams as a service, leveraging our nearshore model. Our teams are customized to integrate with your **processes** and **business** imperatives.

The teams are designed to be highly **collaborative** either virtually, at your site, or at one of our **innovation centers**.



Extended teams

Ideal for initiatives that require the flexibility to scale up and down resources as needed.

The client owns the team management, budget and deliverables.



Competency teams

Ideal for initiatives that require a core team that is deep in both technology and business understanding.

Team management and deliverables are tightly integrated.

How we collaborate



Teaming at your site



Teaming at our site

WHY NEARSHORE SOFTWARE DEVELOPMENT IN MEXICO

First things first: low cost, top quality

During the past decade, Mexico showed that it's a reliable and cost-effective option for outsourcing. The low value of the Mexican currency compared to the US Dollar allows us to have the most competitive prices in the global market.

Talented Workforce

An average of 130,000 engineers and technicians have graduated from Mexican universities and specialized high schools annually over the last five years. In 2015, there were nearly 29,576 science graduates in Mexico, with a total enrollment of 193,243.

But while Mexico's higher education is quickly increasing, the local job market isn't pacing with the growing talent. Mexico presents businesses in the U.S. with a reliable, educated and structured talent pool without the competitive increases in wages in Canada and the United States.

The growing momentum in Mexico is noteworthy even when comparing it with talent growth in United States. According to the President's Council of Advisors on Science and Technology, the American economy will generate demand for one million more STEM professionals that can be produced over the coming decade.



Different language? Not a problem for us

Communication is key in the development of projects of any kind, especially when teams are located in different countries. When you hire a development team in Mexico, you can expect them to be part of your team meetings and communicate progress or issues as if they were part of your in-house team.

Cultural Compatibility

Mexico has an advantage above other Latin American countries: it shares a border with the U.S. That means that Mexicans generally have good working knowledge of U.S. culture, especially workplace culture.

Timezone Coverage

Mexico obviously shares time zones with the U.S., as it's just south of the border. This is great for having matching working hours. Besides this overlap, Mexico has the advantage of being close. Most flights to Guadalajara, for example, are within 5 hours of major U.S. cities: New York, San Francisco, Los Angeles, Chicago, Houston, Phoenix, San Diego, Miami, San Antonio, Washington, Dallas, Denver, among others.

CODEBAY BENEFITS

Codebay has developed world-class software for leading companies that use the Agile methodology. The proven benefits of the methodology are predictable and include the following:

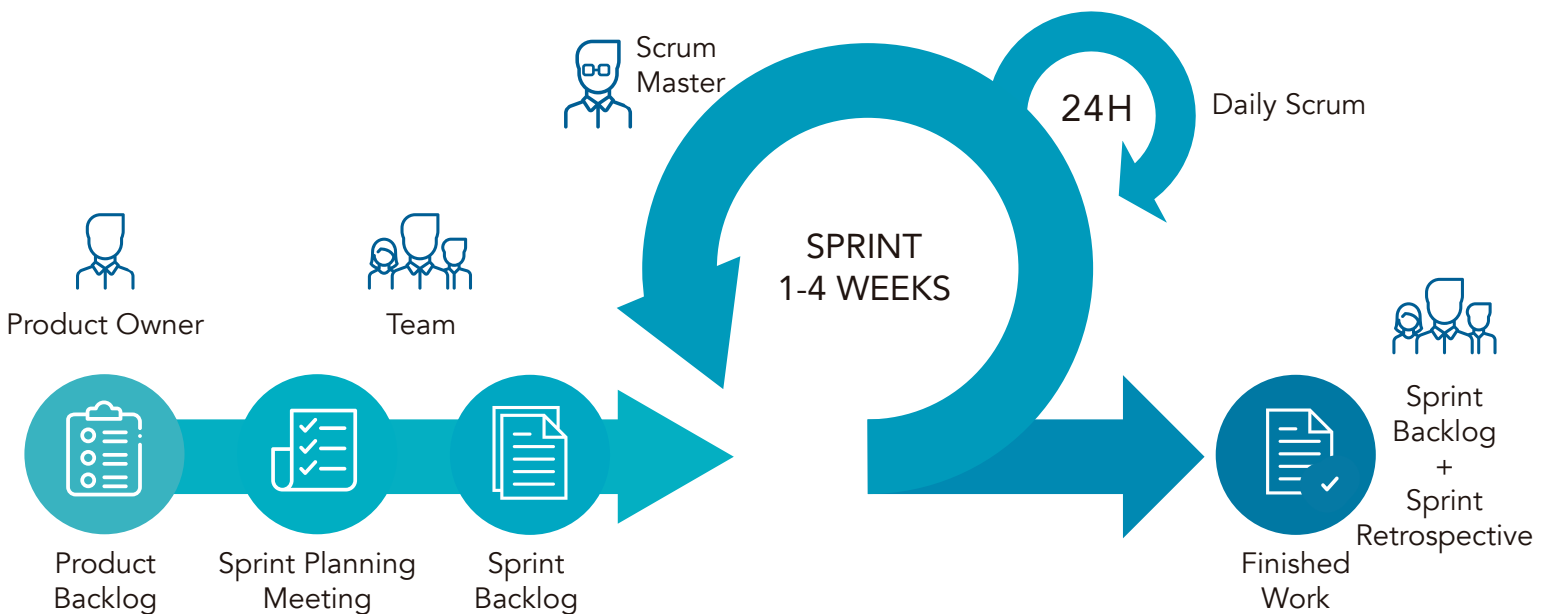
- Higher quality software, which works better and aligns with the business strategy.
- Improved delivery rate and faster release intervals.
- Optimized, self-organized and multifunctional teams.
- Faster marketing time and shorter valuation time.
- Fast feedback and continuous improvement in all processes.
- Improved communication and collaboration of all interested parties.

WHY CODEBAY

Our methodology for software development is based on SCRUM, a framework that has been the core of our process for the past 5 years. Our methodology brings together the best practices of cloud and business development in a single system which can be adapted for most software projects.

Our process is not static but allows companies to customize the development process according to their needs.

Our methodology



Process elements

Throughout our process, specific tools are created to manage software development and implementation. Although they may differ slightly from one client to another, the most common elements include:



The products portfolio

It details how that version will be made, such as dates, specific features to include and how it will be achieved.



The launch plan

A list of priorities of all user stories that will be built throughout that version.



Iterations collection

Record the work to complete during that sprint.



Burndown charts

It shows where the process is, concerning the fulfillment of all the work required to accomplish the objectives of the sprint.



Retrospective Reports

Throughout the process, we construct a list that shows how the impediments will be resolved.

OUR METHODOLOGY



TAKING REQUIREMENTS

We make a list of requirements for project development. This requirement could be change for some in any iteration without the need for new documentation.

PLANNING THE DELIVERABLES CYCLE (SPRINTS)

We called sprint or iteration each work cycle of the team, a certain amount of sprints is defined with a minimum duration of 2 weeks for the delivery of the minimum viable product.

The project requirements are assigned to different cycles where within each one is planned, developed, evaluated and executed functional software.

DAILY TEAM MEETING

Within the development cycle the work team will hold a daily meeting in order to know the progress of each member, upcoming activities and support with possible blockages or incidents.

The meetings are usually held in the same place and time, it is recommended that the meetings involve the project owner or business user.

REVIEW OF THE CYCLE OR ITERATION

At the end of each cycle, coded, tested and usable software has been produced; During this meeting the work team shows the progress made. At the end of the review, the next cycle is planned, as well as the definition of the requirements with higher, medium and low priority.

FEEDBACK

A meeting with the work team is convened with the aim of providing individual feedback to each collaborator in order to find ways to streamline the process and identify the skills and aptitudes of the team.

TECHNOLOGIES

Our highest priority is to satisfy the customer through the early and continuous delivery of software with value. Doesn't matter the kind's software that you need; we have expertise and capabilities with many technologies.



CODEBAY QUALITY



Together with our agile development methodology, we keep in mind at all times our satisfaction and quality guarantee: **Codebay Quality Signature**.

Our commitment

Based on the portfolio of requirements defined at the beginning of each sprint (Our unit of measure for a certain period of time which usually consists of two weeks) we commit ourselves to deliver at least 80% of development progress within the framework of stipulated work.

Infringement

In the hypothetical case of breaching our commitment, Codebay will grant a discount equivalent to 20% of the total cost of the next sprint.

OUR EXPERIENCE

We have built relationships with great people and amazing companies.



MANIFEST OF AGILE DEVELOPMENT

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

Individuals and interactions over processes and tools.

Working software over comprehensive documentation.

Customer collaboration over contract negotiation.

Responding to change over following a plan.

That is, while there is value in the items on the right, we value the items on the left more.

KENT BECK, MIKE BEEDLE, ARIE VAN BENNEKUM, ALISTAIR COCKBURN, WARD CUNNINGHAM, MARTIN FOWLER, JAMES GRENNING, JIM HIGHSMITH, ANDREW HUNT, RON JEFFRIES, JON KERN, BRIAN MARICK, ROBERT C. MARTIN, STEVE MELLOR, KEN SCHWABER, JEFF SUTHERLAND Y DAVE THOMAS.

Codebay Development

777 S Temescal St
Corona, CA 92879, USA

+1 (951)339 3326
hello@codebay.us
www.codebay.us

codebay