



Web Apps / Mobile Apps / Touch Screen / Custom Apps

When it comes to development that you need and want for your website, web strategy, enterprise level programming, adding business automation, or just adding efficiencies to your systems, the Bevelwise development team can help. From a custom mobile (iPad/iPhone/Android/Windows Phone 7) application to database integration with a web interface, we are the team that can help you. Whether you are a small business or large enterprise, we can be your development team or be extra resources to help your team. We can help you get the best solution that fits your business need.

When it comes to your website we can work with any content management system (WordPress, Drupal, Joomla, Expression Engine, Magento, Sharepoint, etc.) and can work with custom code written in .NET, PHP or other languages. We can also help integrate existing apps into new applications. We always focus on the best solutions for your needs and work with your existing infrastructure wherever possible.

If there are solutions out there you want but cannot find the exact fit, we could help you scope and build one for you and/or take what already exists and modify it for the purposes you need. Our diverse experience and skill set allows us to plug in wherever you need help and come up with innovative ideas to solve business problems.

We can tell you that when you write custom apps, there can be several twists and turns. Having an experienced team of developers and designers in place is crucial to avoid costly mistakes along the way. We do not "learn with your money". We keep our collective "finger" on the pulse of the latest developments and the mobile industry. We consistently research, keep up to date on the latest technologies, and integrate new and innovative strategies in order to stay one step ahead of an ever changing market. Because of our marketing and web background, we go well beyond just the development of the app and can utilize all of our marketing, usability, creative, online media, search optimization and social media skills to ensure your application has the greatest chance for success. We can work with you in any capacity from consulting or design and development to marketing to doing the whole project with you every step of the way.

There are several key areas that go into any app development:



Proper scope of work – identify the business strategy for your solution

Have a great idea but not quite sure of the best way to make it happen? Our app team can take your idea from a broad concept to reality. We can guide you on proper implementation, features and business models. You came up with the idea, that's the hard part. Let us handle the rest with nothing but your best interests in mind.



Continues...



Application design for properly meeting objectives and setting expectations

The initial specification is where our team truly dives into all aspects of your application. Your dedicated team will get to know the “in’s and out’s” of your goals and get the details down on paper. This helps ensure that both our team and yours are on the exact same page from the start on all the fine details and there is as little “scope creep” as possible.

Functionality requirements and specifications

The wire-framing process is all about planning and refining the user-flow and ensuring that the desired application and its functionality meets and/or exceeds the expectations of the users. This process sets the course for development, time frames, resources, benchmarks, and milestones, and is crucial to the success of any application project.

Usability and Design

You only have one chance to make a first impression and capturing your audience’s attention right from the first look will make or break how successful your application will be. We have talented graphic designers that can custom design each screen of your application user interface and icons with your desired first impression and goals in mind.

Quality Assurance and Testing

Great looks and performance are vital to any success story. The Bevelwise development team will make sure your app works and we will always exceed expectations.



Project administration and management

Keeping a project running smoothly, meeting desired milestones, and hitting time frames is always an important part of app development. We will take steps to make sure every person involved knows what is expected of them and when, which will keep your project on time and within budget.

Ongoing Support

From hosting and bandwidth management, to overseeing performance and use, we can be there for ongoing maintenance, tweaks, upgrades, and analysis to ensure that your app always hits the mark with your users.

Based on your type of app, we can also help you develop web presence, increase your search rankings, gather real time data and use analysis. We can also create eye catching screen shots, creative webmercials to drive use, create online PR for it, and submit for reviews (mobile apps only). We can even help with In-App advertising for mobile apps by evaluating monetization options.

Look no further for you apps partner than Bevelwise – from concept to completion, we will help you get the most out of your opportunities.

marketing • strategy • design • social media • web/app development • search engine optimization (SEO) • online media video/multimedia • analytics • measurements • print • advertising

3350 Grand Ridge Dr NE | Grand Rapids, MI 49525
P: 616-726-2800 | www.bevelwise.com

 **bevelwise**
giving you an edge through smart marketing