



Gran Via Street, 28, 28013, Madrid (Spain)

info@verize.com -- verize.com

Phone: (+34) 637 442441

What is Verize?

Verize was born as a study that offers support services in the creation, execution and management of **digital technical products**. Unlike other agencies or companies, in Verize we are completely focused on the **most critical stages of any Software or Startup project**: from the technical definition of the MVP (Minimum Viable Product), to the internal organization of processes, teams and agile methodologies in more advanced phases (DevOps).

Trajectory

At Verize we have worked for years with companies and digital entrepreneurs, managing teams and developments in production, in environments with few resources and in well-financed environments. We have lived through each phase of a project and **we want to share the lessons learned**.

Team Background

At Verize we take our team very seriously: **we are a group of mixed profile engineers with experience in the Digital industry**: specialists in Software Engineering, Project Management and Product Management-Strategy. This background allows us to have a complete and adequate view of the challenges that all digital companies face during their life cycle.

We have a portfolio of projects and companies with which we have worked since its birth and development until its expansion and sale. And of course, we have participated during these years in different technical roles: Software Developer, Architect, Project Manager, CTO ..

Philosophy and principles

We are very clear that we are not a traditional agency or consultancy. We have detected that we can help being that trusted partner in technological and strategic issues related to your product.

- We work on demand, only with **people and companies that we know** and with which we understand and share trust.
- We follow the **Artisan Consultancy Principles (REDCA)**: We won't act as a factory but as specialized workshop in accompaniment.
- We are honest, committed and realistic with projects and ideas: We will not start a project until it meets **viable technical and strategic expectations** - and we help you understand why –.
- We want success as much as you. Our relationship with partners is bidirectional (<=>), we apply all our efforts until we reach all the planned objectives.

Our helping approach

There are many challenges faced by companies based on digital and technological products: search for financing, market penetration, turnover, attraction of talent (...) and many others

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related to the management of complexity and speed of construction of the product and technology.

There is a direct relationship between all of them and we have selected challenges and common problems that we will face during the life cycle:

- Definition of strategies, alignment and Product Roadmap consistency.
- Agile methodologies implementation, engineering organizational culture and internal communication tools.
- Efficient monitoring, KPIs and early product events detection.
- Training and hiring strengthen, empower technical and product teams.
- Product development cycles acceleration (Continuous Integration).
- Tools and services integration to improve excellence and quality.
- Technical Scalability planification, Cloud Infrastructure provisioning and automation processes.

Our goal in Verize is the support and reinforcement in these aspects, always adapting to the particularities of each company and project. We want to fill in the necessary gaps forming part of the work team and facilitating the achievement of each proposed challenge.

Our accompanying services

We have worked and participated intensively since 2011 in the implementation of multiple digital projects, each of them in different sectors and with technical peculiarities, equipment and resources. We accompany and adapt in the following cases:

For new projects and entrepreneurs (MVP)

Whether you are an individual entrepreneur, a team or company with an interest in launching a new digital product to the market, we can intervene in this phase and help you to realistically fulfill your own objectives.

Services

Idea analysis, viability and product vision.

Critical Technology and architecture identification (Stack), resources and partners.

MVP definition and planification (Minimal Viable Product), starting roadmap and prototypes.

Technical requirements documentation, Product requirements study.

Starting team building, hiring and development partners negotiation.

Complete financial cost estimation for initial projects.

For startups and digital companies

As companies with digital products grow and evolve, they encounter common technical and product challenges. Among them the internal organization (agility), the attraction of talent and the scalability can directly affect the strategy and survival of the business itself.

In Verize we provide support and advice in different key aspects for the success not only of the product but also of the people who make up the team.

Services
Analysis and studies: Code good practices, architecture, and cloudstack infrastructure (microservices, instances, automated provisioning, costs)
<i>DevOps</i> processes improvement, continuous integration (CI), testing (QA), development and production environments, release management.
KPIs identification and monitoring, business events, internal events: Back-office, internal CRM, metrics of product use, performance and alarms.
Proven methodologies to improve the Backlog management, technical debt, delivery delays and value added inconsistencies.
Product culture management, communication, training and internal agile processes for all teams: empower autonomous teams, people leading, internal transparency between product and business.
Technical team hiring, role descriptions, job offers description, talent attraction.
Mobile strategy, API architectures on legacy platforms, native and hybrid technologies
Incident management and internal communication: implementation of tools and methodologies for managing priorities among different team members.

For *business angels* and investors

At Verize we are aware of the importance of the communication that exists between investors and companies. In this aspect, we can offer services tailored to the particular needs that can facilitate knowledge about the technological management of digital companies where you are interested in investing.

Services

Technical Due Diligence and technical projects Audit

KPIs and metric identification, needed for investment analysis.

Technical risks detection, scalability risks study.

Specialties

- SaaS Products (Software As a Service).
- European and LATAM Ecommerce platforms.
- International payment methods and services.
- GIS (Geographic Information Systems) and Web Mapping.
- API and third-party services integration.
- Open data and public data processing (Data Scraping) .
- Booking engines and real time communication (SMS, Real Time Chat)
- Cloud architecture and infrastructure provisioning.
- Traditional industries.

Our portfolio

We have demonstrable experience in the start-up, development and management of the growth of different digital companies in Spain. Contact us for more information.



Contact us:

Website: <https://verize.com>

Email: info@verize.com

Phone: (+34) 637 44 24 41

Blog: <https://medium.com/@verize>

Facebook: <https://www.facebook.com/verizecom>