

## Luxoft ODC Drives Accelerated Development and Launch of Innovative New Website: FrameXpert.com

*One entrepreneur's vision leads to world's first portal for quick computer aided design of T-slotted aluminum frames*

### Client:

Launched in 2009, FrameXpert.com was launched by Epiphan System's CEO Michael Sandler. FrameXpert markets, manufactures, and supports custom T-slotted aluminum frame solutions.

### Summary:

Sandler wanted to expand his product base by offering custom aluminum frame stands. But while searching for a parts manufacturer, he discovered a need in the marketplace for an easier way to design and order customized equipment.

### Challenge:

Develop and launch an affordable and easy way to design and order custom T-slotted aluminum frames. This meant finding the right technology provider to develop the software and infrastructure to power the portal.

### Why Luxoft?

- Commitment and Expertise
- Global Delivery
- Industry Experience
- Engineering Excellence
- Best-In-Class Processes
- Corporate Stability

*"Utilizing Luxoft's knowledge and experience, especially in project management, was the key to success for the entire project,"*

- Michael Sandler, CEO, Epiphan



Michael Sandler knows that when you want something done right, you usually have to do it yourself. Other times, you have to find the right partner.

Sometimes – you do both.

Sandler is CEO of Epiphan Systems, an Ottawa, Canada-based company that develops, manufactures and supports a full line of Video Graphics Adapter (VGA) and Digital Video Interface (DVI) signal processing products. These products enable efficient and cost-effective web-based collaboration for businesses and are used in a wide range of military, medical imaging, security, transportation and forensic applications.

In early 2009, Epiphan was looking for a solution to build its own custom equipment stands to be used in exhibitions as well as production. The natural choice was to build the stands using aluminum and other lightweight materials, while using aluminum T-slotted profiles for the frame of the stand.

Sandler began his search for a manufacturer that could produce the T-slotted aluminum profiles quickly and cost-effectively. Most manufacturers requested a complete bill of materials in advance and were unable to recommend a software program tailored to aluminum frame design. Instead, they offered to provide a free plug-in for AutoCAD, a \$4000 software program that often takes years to learn. Epiphan didn't have the software needed to power the plug-in and Sandler had no CAD design experience.

Frustrated with this alternative, Sandler decided to take matters into his own hands. He came up with the idea to launch an aluminum profiles design and delivery service that would be easy for everyone to use -- one that would deliver a made-to-order finished product in a timely, cost-effective, and simple manner.

Now the question was who would help bring his idea to life.

### Luxoft Offshore Development Center (ODC) Provides The Perfect Solution

He discussed his thoughts with colleagues in Luxoft's existing Epiphan ODC and the idea gained immediate momentum.

## Solution:

Leverage Luxoft's Offshore Development Center (ODC) model to develop the software applications needed for the FrameXpert portal.

## Results:

- Under Luxoft's direction, the dedicated seven-member ODC team developed and launched the website and supporting software in five months.
- FrameXpert.com launched in February 2010, offering customers a better way to design aluminum frames and have them manufactured and shipped often within 24 hours.

## About Luxoft:

Luxoft, a member of the IBS Group, is an emerging global leader in application and product-engineering outsourcing services for enterprise IT organizations and software vendors.

Luxoft builds lasting partnerships with its clients, such as Boeing, Deutsche Bank, UBS, Dell, IBM, Sabre and other global leaders, based on the culture of engineering excellence, innovation, and deep domain expertise.

Luxoft offers global delivery capability through its network of state-of-the-art delivery centers in North America, Central & Eastern Europe, and Asia.

The first challenge was to quickly assemble a team of talented software developers and application engineers capable of achieving Sandler's vision, which Luxoft accomplished without delay. Luxoft expanded the existing Epiphan ODC by adding seven dedicated members: a project leader, two testers, two software developers, and two systems architects.

Luxoft's ODC's are specifically designed to create a productive and comfortable working framework that ensures a successful long-term relationships with clients through its':

- Proven methodologies
- Technical expertise
- Dedicated client team
- Proven track record of success

The ODC teams consistently employ a set of critical parameters tailored to each client's specific requirements, including:

### • **Management and Communications**

Luxoft relies on multiple levels of communications on each side – from daily interaction among developers to steering meetings on project management, account management and top executive levels. The team leverages a combination of telecommunication technologies, such as videoconferencing and Session Initiation Protocol (SIP) Telephony.

### • **Software Engineering Process**

This parameter defines methodology, roles, responsibilities, efforts distribution, deliverables and metrics collection in Luxoft's and the client's project teams.

### • **IT Infrastructure**

Defines network solutions (typical or custom) and tools.

### • **Staffing Process**

Determines the client's and Luxoft's degree of involvement in the recruitment process. Depending on the client's requirements, Luxoft can manage the whole cycle of staffing process – from initial labor market research, to interviewing, hiring, and managing all key personnel.

The Epiphan objective required complete and skillful end-to-end project management in order to be successful. Luxoft delivered and Mr. Sandler was not disappointed.

In order to expedite the successful completion of the project, the Luxoft team applied the Agile model for software development, an alternative to the traditional documentation-driven process.

The Agile model favors:

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

Using the Agile development model significantly reduces time-to-market while improving quality and stakeholder relationships. Since Luxoft came to the table with solid experience in Agile, as well as other proven software development methodologies, the team already had a head start.

## Luxoft Delivers Results

With everything working in their favor, the Epiphan ODC team completed the project successfully in an extremely short timeframe. Sandler's remarkable vision combined with Luxoft's unparalleled technical prowess and project management expertise, enabled **FrameXpert.com** to launch in February 2010, 5 months after the project started.

This revolutionary interactive portal allows users, even beginners, to easily and conveniently design their own custom T-slotted aluminum frame solutions. The frame design software is free of charge, quick to download, and simple to master.

In Sandler's opinion, a compatible working relationship with Luxoft is what helped drive the project to its expedited and successful launch.

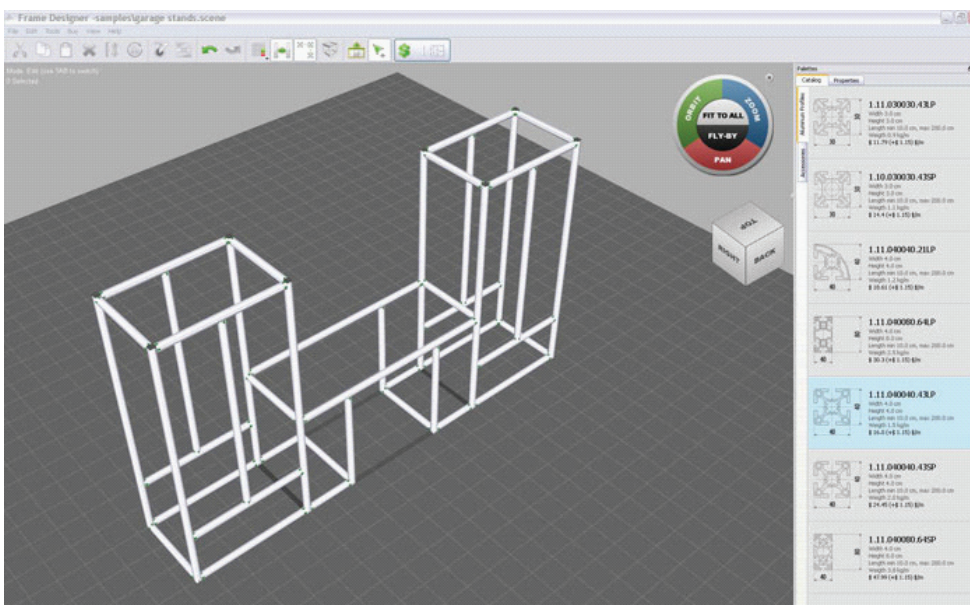
"We had a real synergy with Luxoft," Sandler says. "We brought ideas to them and shared our experience and were pleased to recognize that their team had the same experience, if not more."

"There was good cooperation between the two organizations and utilizing Luxoft's knowledge and experience especially in project management was the key to success for the entire project," he says. "I learned quickly that they can really run the entire project without day-to-day participation on my part," he adds.

Interestingly enough, one of the first calls FrameXpert.com received after launching the site came not from a customer, but a competitor.

"We deployed the portal on a Friday, Sandler remarks. "The next Tuesday, we received a call from a competitor who was impressed with the product! He said they spent an entire year and over \$1 million and still were not able to develop and launch anything similar to our site."

Mike Sandler knows that in a competitive business, choosing the perfect technology partner makes all the difference!



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