



Modus Create Press Kit for SenchaCon 2013

Who the heck is Modus Create?

Modus Create helps big companies use emerging technology to create highly leveraged outcomes.

In plain English, we use technology to help our clients stay on-trend, relevant, and competitive.

Modus Create Is The Fastest Growing Under The Radar DC Start UP

Though we are just two years old and part of the nascent DC startup scene, Silicon Valley and Fortune 500 companies call us for help.

We've pivoted from core HTML5 engineering to full stack product development and training, helping our clients get beyond shipping successful software to getting better at building products.

the best part?

We are a 100% bootstrapped, customer financed company with a fabulous client list and brilliant team that we built with one successful project after another.



Our Capabilities In A Snapshot

Enterprise And Mobile Product Development And Training

We get products to market, and we help our clients get better at building software.

We do more than ship great code, we help our clients redesign their software organizations, modernize their development approach, and evaluate possible acquisitions targets.

but wait, there's more!

We have also published four books, one of which is brand spanking new:

SenchaTouch in Action Just published!

The definitive guide to developing applications with Sencha Touch, you'll learn the basic design principles for building great mobile applications, and then explore the features of Sencha Touch that bring those ideas to life.

ExtJS 4.x in Action, Second Edition

We teach Ext JS from the ground up. Learn how to use this mature and stable JavaScript framework to save time, write better apps, and stay standards compliant.

Ext JS 3.x in Action

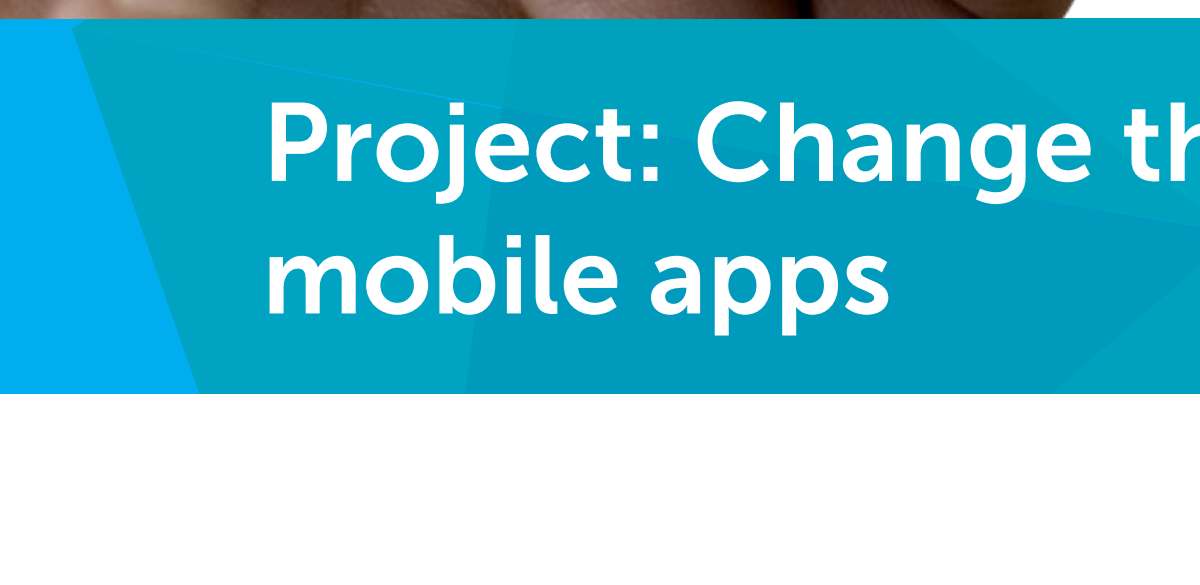
In our first comprehensive guide to Ext JS, view rich examples, patterns, and best practices to help your apps stand out from the crowd.

Learning Ext JS 4

Interested in Ext JS? Learn how to get the best of each Ext JS component and why it is so useful and powerful in developing fast and beautiful applications out from the crowd.

Our Work

Project: Manage the mobile web roll out a daily deals app for one of the world's largest banks



Challenge: A large bank wanted to add value to its merchant network and fend off competitors like Square.

Solution: Create a nationwide daily deals app, featuring bespoke offers that would increase top line revenue, retention, and brand engagement.

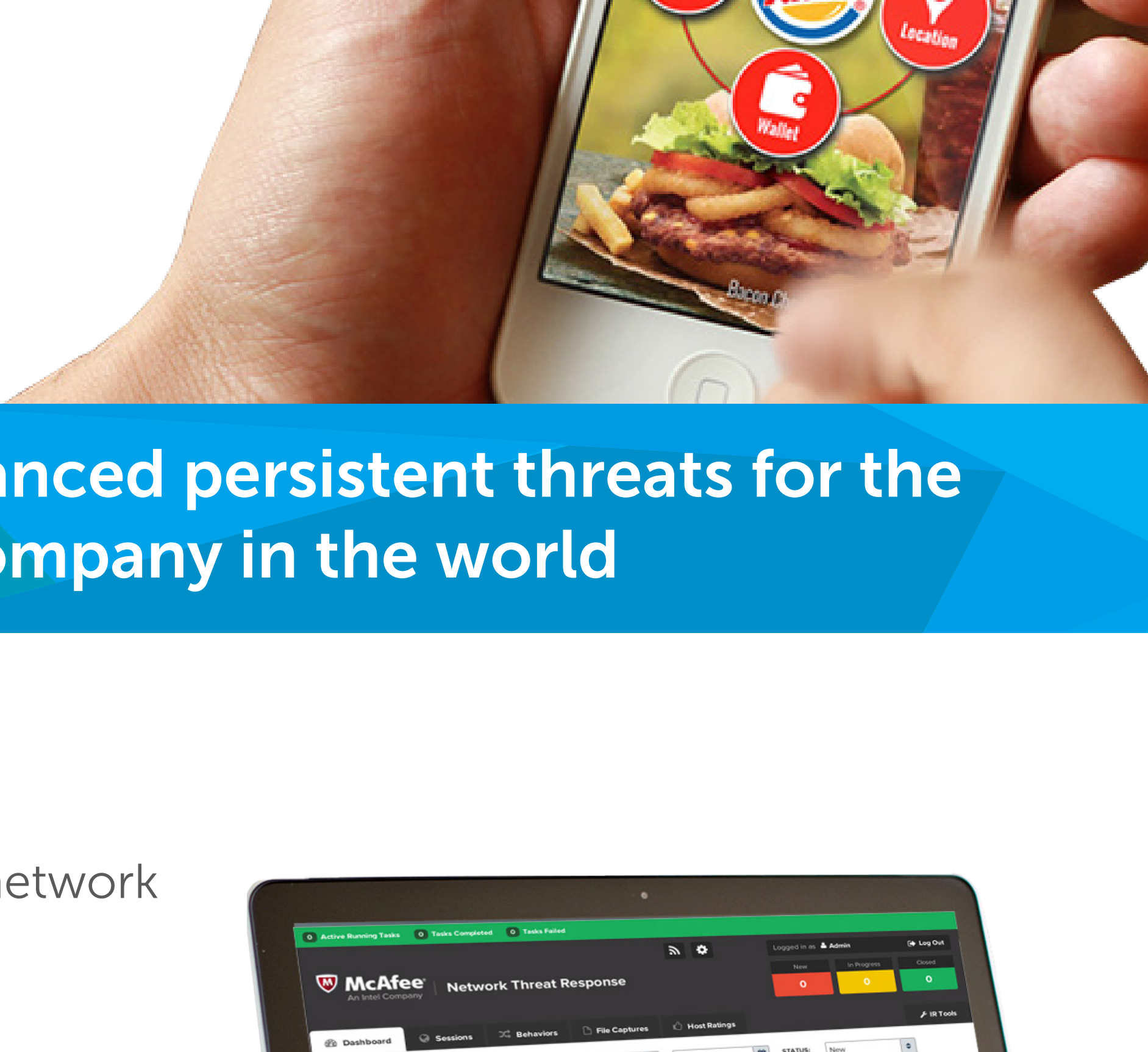
Our role: As part of the overall app development team, we led the agile delivery of the mobile web development process, from concept to storyboard to execution to production.

Project: Change the way people order food with hybrid mobile apps

Challenge: Emn8 needed to pivot their kiosk based menu system to mobile apps in order to successfully compete with Seamless and GrubHub.

Solution: Build a hybrid mobile app platform that allows large chain restaurants to offer mobile loyalty and rewards to consumers and build transactional intelligence on a per customer basis.

Our role: Help Emn8 pivot from a hardware to a mobile software company. We are also helping them do due diligence when acquiring companies.



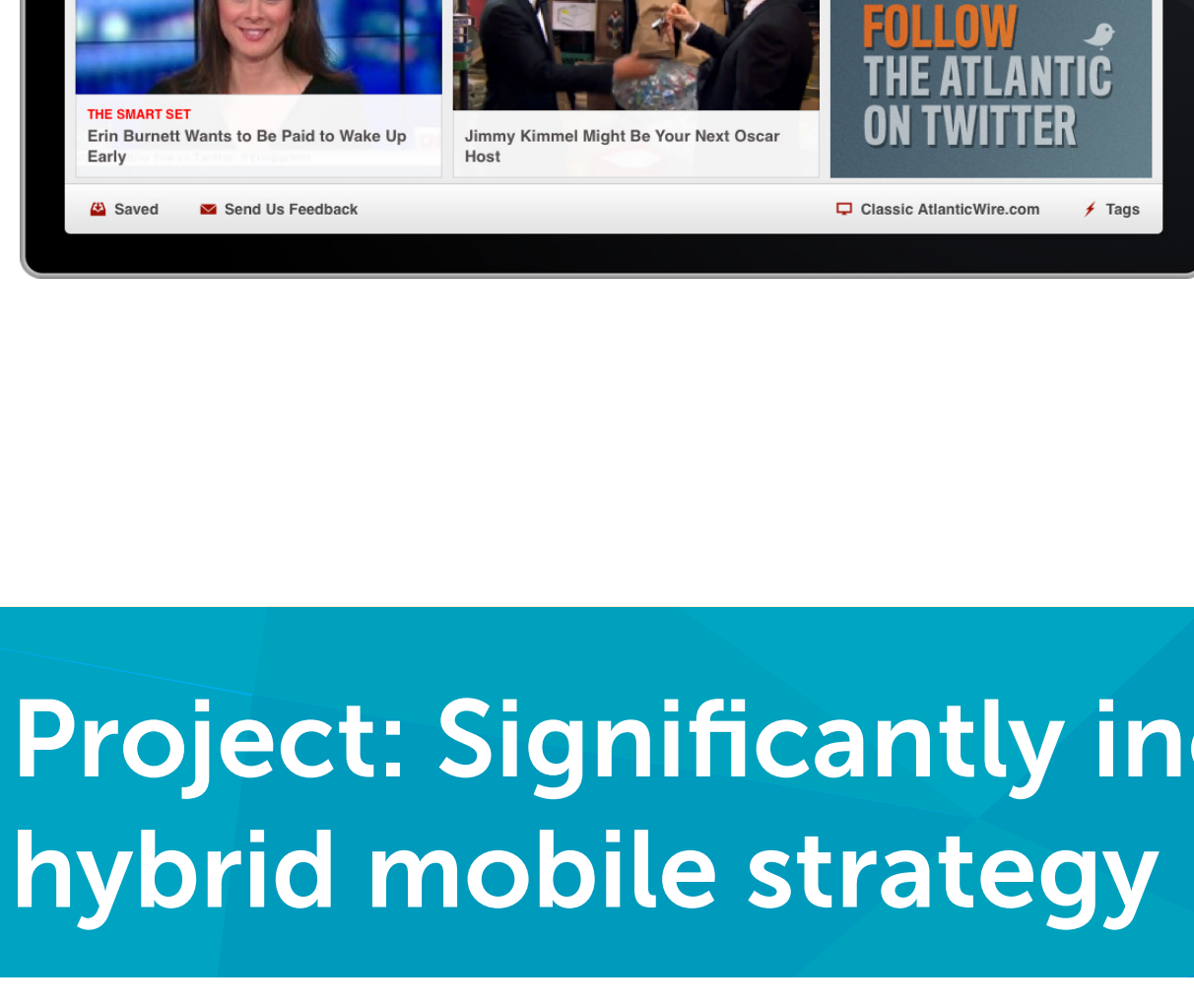
Project: Data visualize advanced persistent threats for the largest network security company in the world

Challenge: Rethink and rebuild a network monitoring app from top to bottom.

Solution: Redesign the user experience and rebuild the app to allow real-time escalation and decision making capabilities so cyber attacks can be shut down immediately.



Project: Help a publication embrace the digital revolution to remain profitable and relevant



Challenge: Allow a digital publisher to free itself from the grip of the iTunes App Store by embracing the open web.

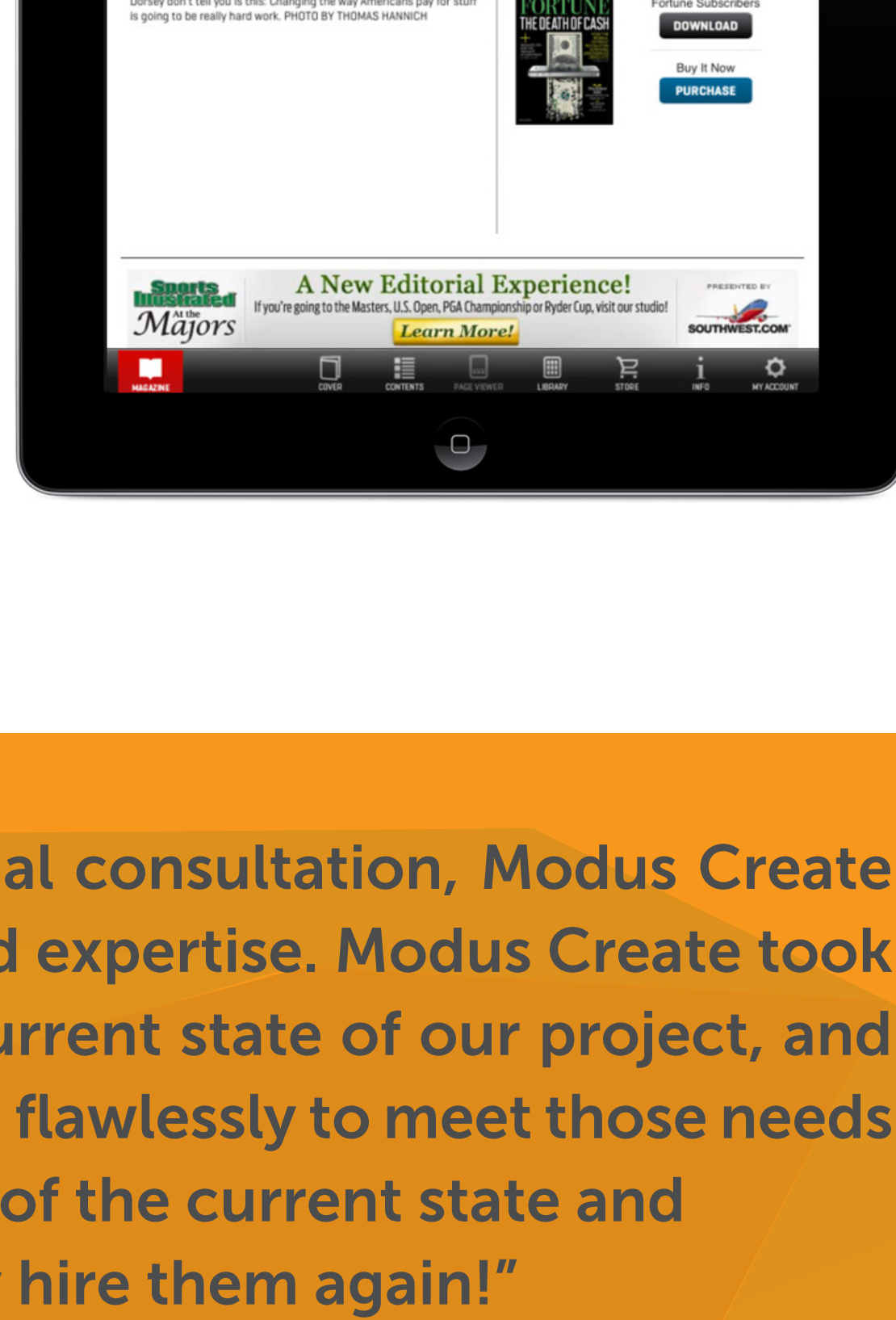
Solution: In order to increase content engagement and monetization, we designed a new publication strategy that uses curated filters to give editorial control to the reader and deliver custom content feeds.

Project: Significantly increase brand engagement with a hybrid mobile strategy

Challenge: Time Inc's magazines had only been refreshing their online content once a month. They realized they needed engagement every day, multiple times a day.

Solution: We helped them develop a branded news aggregator that would deliver news curated from their editorial point of view. We also conducted a series of trainings to increase their internal team of developers' productivity.

We taught them HTML5, JavaScript, and other programming technologies, and we supported the magazines as they executed on the hybrid mobile strategy.



"From the initial contact all the way through the actual consultation, Modus Create treated exceptional service, professionalism and expertise. Modus Create took the time to actually listen to our needs, analyze the current state of our project, and identify clear goals...Best of all, Modus Create executed flawlessly to meet those needs and assist us in achieving our goals within the context of the current state and available resources of our project. We would definitely hire them again!"

- Seth Webster, Lead Web Developer II, eMortgage Logic, LLC

Our Partners... They Rock!

We are a Sencha premier partner for mobile and web app development.

HTML5 allows you to write an app once and adapt it to many platforms, so it's pretty useful.

We are also partners with the Dream Factory for BaaS, or back-end-as-a-service, which means we create the structure that allows information to be shared across devices.

BaaS allow developers to configure many useful app services without writing any code so teams can quickly build and deploy apps. Again, pretty useful.



Modus Create is a gold level sponsor of SenchaCon!