

EQUAL & CO

Collaboration and Quality built in

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About us

- A new company being started up
- Our core value are:
 - Equality
 - Quality
 - Transparency

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Key problems in ICT consulting

- World is changing faster and getting more complicated
 - With the advent of A.I., IoT, Industrial IoT, Quantum Computing, VR, AR etc. it is becoming increasingly difficult to keep up with the changing technology landscape
 - Why is this a challenge?
 - Rapidly changing requirements and competences
 - Increased security risks
 - Impossible for one person to know everything
- Customers don't order from a company; they order from individuals working in a company
 - Projects are highly dependable on the individuals in the project because companies rarely provide any built-in quality controls or processes to guarantee quality cross projects.
 - Why is this a challenge?
 - Adds risks and work for customers
 - Person risk due to employees leaving to competitor etc.

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Our approach

How we solve your development needs



We embrace change

- Our business is built on the idea that any person can and will be changed during the project in-order to maximize performance by using the right person for the right job.
 - Because this is part of our DNA you don't need to worry about people leaving the project etc. Our model ensures transfer of knowledge.
- This enables us to keep up with the constant changes by providing the best person for the job.

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We focus on results

- We assume our customers are interested in results, not how or who made the result if:
 - It meets the requirements
 - Has adequate documentation
 - Solves the challenge
- This is why our developers are highly specialized in single technology or capability giving them higher productivity

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Zero trust architecture

- Automated security and requirements testing built-in and is included in our pricing.
- Our preferred approach is to
 - First test and deploy on our staging environments
 - When ready, we deploy the changes to customers source code repository that will then start the CI/CD deployment process.
 - This means we don't need any access to customers environments

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But how you ask? Meet the “Guru”

Your guide through capability driven development



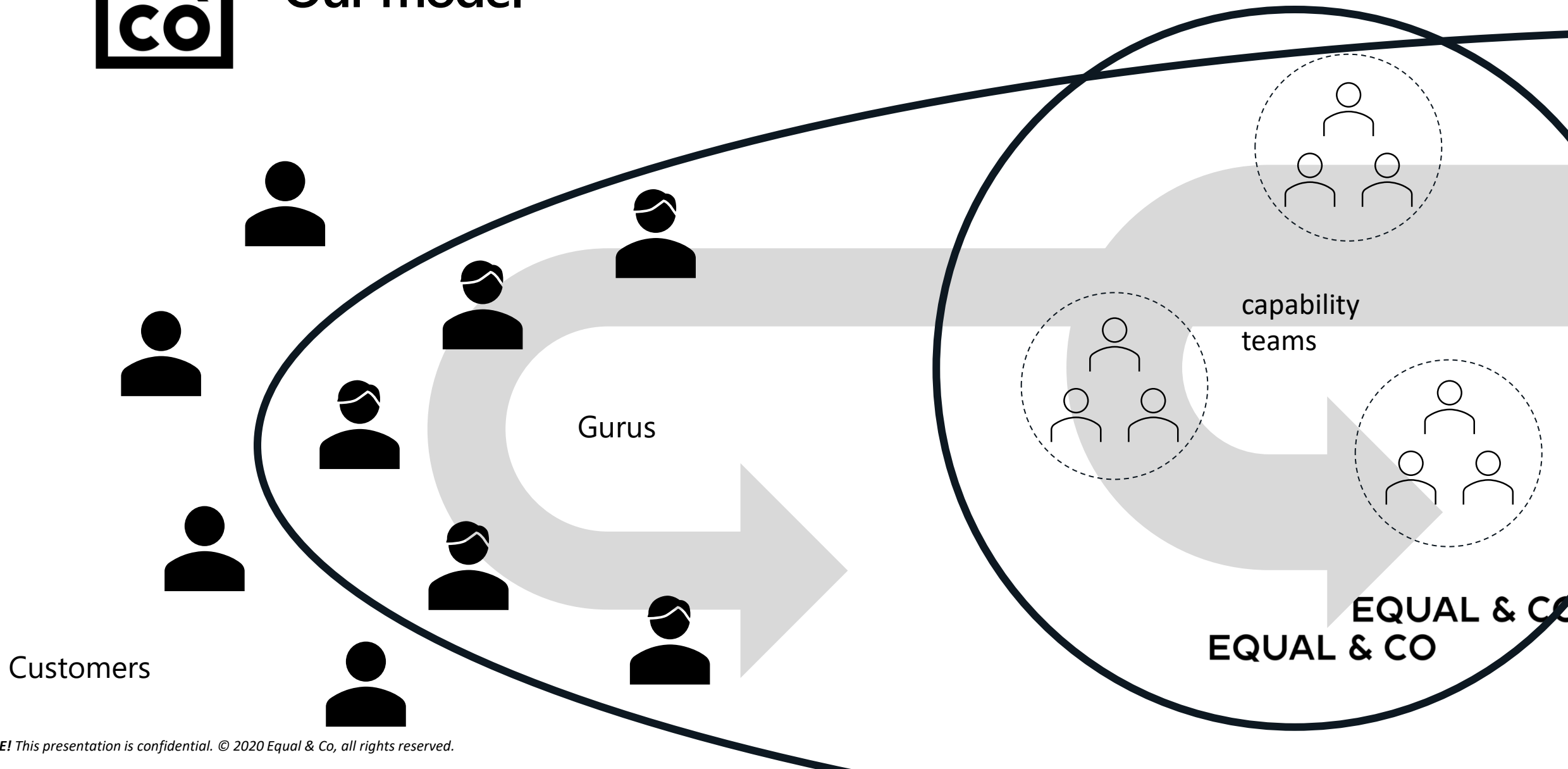
Capability driven development?

- In our approach, central orchestrators, we call “Gurus”, creates a “**customer journey**” that is used to customize our “factory floor” by allocate time from different capability teams for a given project.
- Capability teams are highly specialized in a single set of technologies and work on all projects simultaneously.
- Guru’s might change during the project if some other Guru is more optimal for the current step in the customer's journey.
- Customers only interact with Gurus

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Our model





What is a Guru

- Gurus job is to guide the customer through a “customer journey” that consists of discovery, development and validation steps.
- This customer journey is tailored to the projects needs and can be unique per customer
- Gurus are people with strong soft-skills and good understanding of technology and software development flows.

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The journey

The journey consists of multiple steps that can be roughly divided into:

- Discovery
 - Understand the requirements, business, domain etc.
 - Create a customer journey based on the parameters and available resources
- Development
 - Implement the requirements
 - QA / Code review for output
- Validation
 - We verify that the customer needs haven't changed etc.

Customer follows their journey and **everything** that has happened through our customer portal.

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Capability teams

- Capability teams are a group of developers who specialize in implementing a specific capability
- They are HIGHLY specialized and work on all the projects simultaneously
- Interaction between Guru and capability teams are done through our own system “interface”

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Our services

MOBILE APPLICATION DEVELOPMENT

Developing innovative, both native and cross-platform mobile Apps for Android and iOS

Technologies

Flutter, Angular.js, React.js, Vue.js, Kotlin, Objective-C, JAVA, .NET

SOFTWARE DEVELOPMENT

Innovative, secure and cost-effective software development and modernization : From idea to prototype to release and maintenance

Technologies

Web, Desktop, Distributed, Azure, AWS, AKS/EKS & Microservices, Online payment system

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Our services

▲ SOFTWARE QUALITY ASSURANCE

Design and development of various software quality assurance services

Technologies

Robot Framework, Azure DevOps, Jenkins, Selenium Web Client, Appium, TFS, Git

USER EXPERIENCE DESIGN AND DIGITAL ARTS

Understand, specify requirements, design , implement and evaluate against requirements – UX and Digital art services

Technologies

Azure DevOps, JIRA, Graphic Editing(Adobe Photoshop/Illustrator/Lightroom, Affinity/ CorelDraw,etc), Video Editing(Adobe,Pinnacle Studio,Apple iMovies,etc), HTML/CSS

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Our services

INFORMATION SYSTEM INTEGRATION

Design and implementation of robust information system integration services using scalable and serverless technology

Technologies

Serverless: Azure integration services: LogicApp/Function/Data Factory

OnPrem: BizTalk

Messaging: Kafka, Azure event Hub/Service-Bus, IBM MQ

IOT SOFTWARE SOLUTIONS

Discover and development of flexible, End-to-End and open industry standard IoT solutions

Technologies

Z-Wave, Bluetooth, Linux based Embedded Device, Azure IoT Hub, Elasticsearch & Kibana, Splunk

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Our Clients & Partners

Company	Operations	Contact Details
 www.pounce.fi	Finland based software consulting company	Pounce Technology Oy Varikkokaarre 2 B 34, 01700 Vantaa Finland
 www.bfcci.fi	Bangladesh Finland Business Association is a non-profit organization founded by a group of Bangladeshi and Finnish businessmen, academics and professionals in Finland in order to further the interests of businesses between these two nations. The purpose of setting up the BFCCI was to promote trade, investment opportunities and co-operation between the Finland and Bangladesh.	Bangladesh Finland Business Association RY Kaurasmäentie 18 B 12, 44480 Ylöjärvi Finland

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