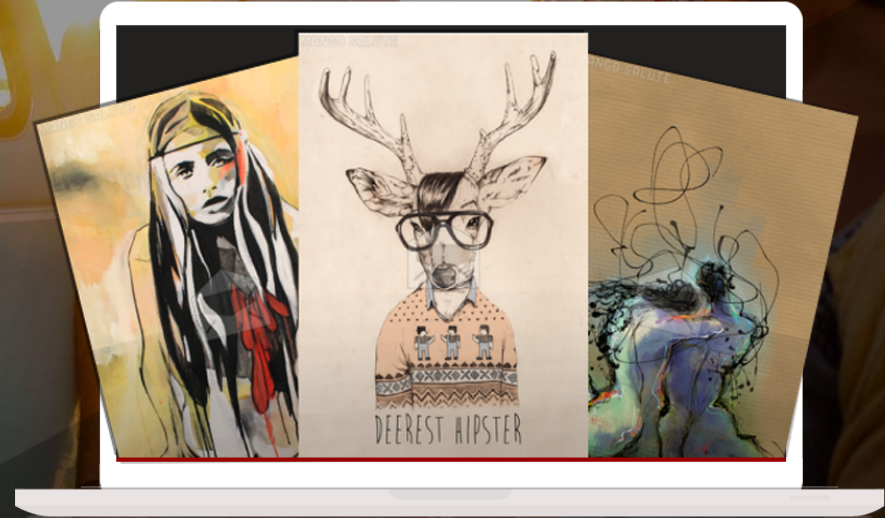


confianz

# MANGO SALUTE

*A perfect blend of art and technology*



# The Art of Greeting

**Ariel, an entrepreneur with a dream** and a vision set out to transform the traditional greeting card experience through a **perfect blend of art & technology**. In 2010 he formed the startup company **Mango Salute** with a **mission to create an easier way for people to connect with the people they care about in a personal and meaningful way**.

In order to bring Ariel's vision to life and realize the company's mission, Mango Salute began its journey by **outsourcing development of its web application and SAAS platform** to a third party. After years of sluggish development and a disappointing end product with the company they initially contracted, **Mango Salute decided to move in a new direction and approached Confianz for help**.



# An Honest Conversation

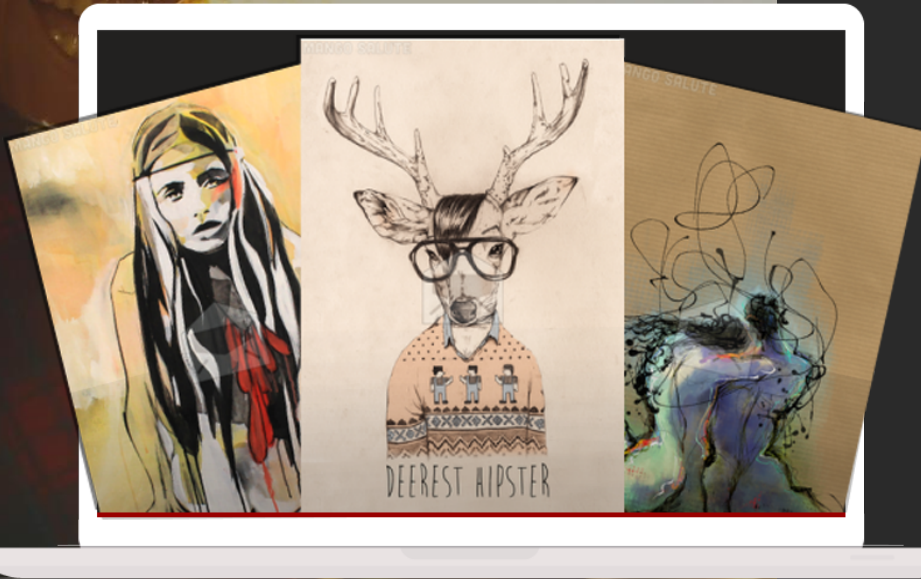
Confianz performed a thorough **web application audit** of Mango Salute's existing platform and quickly discovered many critical issues. We were shocked with the **code quality** and lack of **proper architectural planning**. After brainstorming possible solutions it became clear that the best path forward was to start from scratch.

We knew that we could help Ariel and his team if they were ready to start from scratch on a **better architecture, better technology and more importantly progressive implementation of features**. After presenting the results and findings to Ariel the level of disappointment was clear. Confianz found this as a challenge and assured Ariel we would **produce a plan to turn this project and technology experience into a success**.



# Providing A Better Technology Experience

Ariel relayed Confianz's findings to the Board as Confianz formulated **a solution to the problem**. Additionally, Confianz worked closely with Ariel to **answer questions and address concerns** created as a result of the bad experience with their previous contracted technology provider.



# New Hope & A New Beginning

After receiving the green signal, Confianz quickly allocated a team and explained to them the current status of the project and need to build something better, scalable, reliable and most importantly, bug free. We had Ariel and Melinda jump in to the process while we had a single point of contact from Confianz, Prasanth to architect and manage the project.

We insisted that Mango Salute bring a consultant CTO on board to make sure that they are really comfortable working with us. Ariel brought Leslie as the CTO for Mango Salute and the plan was to have daily short meetings between the trio Ariel, Leslie and Prasanth.



## MANGO SALUTE



Deliver a physical, Fine Art Card that deeply resonates with the people you care about.

SEND A CARD

## Delivering Quality Results

In the first year we made multiple changes to the product with a focus on design and usability. **The product evolved beautifully** and Confianz helped scale up or scale down any development resources required to meet shareholder demands and expectations.

Three years later, **Ariel is a very happy entrepreneur with a successful product out in the market.** Confianz continues to maintain and support the product as Ariel and his company continue to grow their business.

## — Contributing factors to project success

- The Mango Salute management team was onboard and receptive to what Confianz had to say about bringing a CTO to assist in planning the overall code release.
- Developers were given the freedom and encouraged to find the best way to design the system and not the easiest way.
- The CTO, Leslie was knowledgeable and guided development wherever required.
- Most importantly we built a detailed and actionable plan that ensured a trustworthy technology experience with progressive product releases.

## — Adding Value

- Developed maintainable application architecture for scalability
- Progressive development and quick feature releases
- Managed the cloud hosting and entire software life cycle
- Freed Mango Salute resources to focus solely on the marketing of the product

A group of young people, including a man and three women, are standing in a hallway. They are dressed in casual, contemporary clothing like denim shorts and crop tops. The scene is brightly lit, possibly from a window, creating a warm, golden glow. A white speech bubble containing a testimonial is overlaid on the image. The background is a solid red color on the left and right sides.

“

We have been developing an interactive website and app with Confianz and their team for some time. The project has required a number of distinct programming solutions which have been handled well. The team has adapted quickly to changes and our communication has been positive.

Ariel  
CEO, Mango Salute

**MANGO SALUTE**



# confianz

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