

Custom Software Development for Marketing Company

PROJECT DETAILS

 **Development**

 **Jun. 2022 - Ongoing**

 **Confidential**

 *"They strong industry knowledge and are also well-versed in marketing project management and nuances."*

PROJECT SUMMARY

Blackburn Labs developed custom software for a marketing company. They aimed to provide the best products for a number of Fortune 500 companies.

PROJECT FEEDBACK

Blackburn Labs' developers were top performers. The project came off flawlessly that they continued to work together on added updates. The team is highly communicative as shown by their strong industry knowledge.



The Client





Please describe your company and your position there.

I am the CEO of an integrated marketing company working with clients internationally. We work with high value clients to assist them in communicating their special value proposition for their products and services.

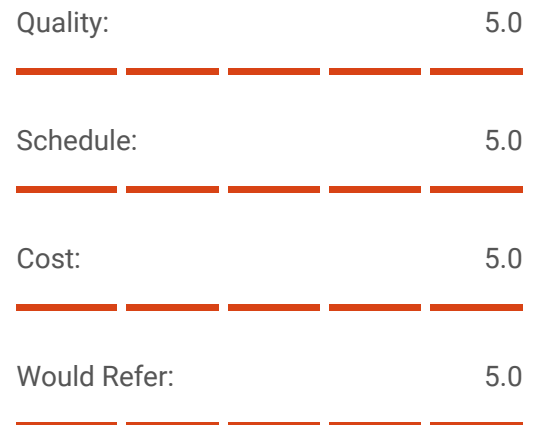
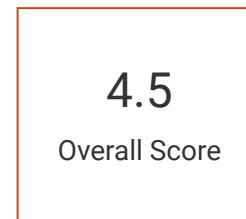
The Challenge

For what projects/services did your company hire Blackburn Labs, and what were your goals?

Our company comes across specific projects that require a higher level of planning and execution for a number of Fortune 500 companies. Our goal is to continue to provide best in class products and services to all of our clients.

-  President & CEO, Marketing Company
-  Advertising & Marketing
-  51-200 Employees
-  Providence, Rhode Island

CLIENT RATING



The Approach

How did you select this vendor and what were the deciding factors?

Blackburn Labs came to us through an intermediary that had worked with their team and they were highly professional and solutions oriented.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

The Scope of the Project although being extremely confidential, involved numerous milestones that were expertly executed working with all of our technical staff.

How many people from the vendor's team worked with you, and what were their positions?

We worked with several of Blackburn's staff including both owners and several specialty programmers

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

The project came off without a hitch and we continue to work together with Blackburn on added updates.

Describe their project management style, including communication tools and timeliness.

Highly Communicative



What did you find most impressive or unique about this company?

They strong industry knowledge and are also well-versed in marketing project management and nuances.

Are there any areas for improvement or something they could have done differently?

Top Performers....could not say anything but positive

