



CAKESOLUTIONS

OPEN SOURCE CENTRE OF EXCELLENCE

Cake Services Proposition

Cake Solutions — Your Recipe For Successful Enterprise Application Development

Cake Solutions is one of the UK's leading providers of open source enterprise level software services as well as thought leader in the industry. Cake's core expertise covers:

- Developing enterprise level software
- Providing professional services for in-house development teams

Regarded as industry thought leaders, Cake solves business problems and increases operational efficiency by designing bespoke software, integrating with or improving existing software used to run businesses. In simple terms, we enable our customers to work faster, better and with less cost by delivering your software development project on time and budget.

As authors of 6 bestselling books and managers of several key national user groups, Cake can legitimately claim to be one of Europe's leading technical authorities on open source technologies. Our expertise includes various enterprise aspects of Java EE as well as rapid web development using Ruby on Rails.

What really makes the winning difference is the way in which we couple superior technological insight with understanding of your business. We are not afraid to challenge the status quo; our clients often praise us for the difficult questions we ask them, allowing us to understand the *raison d'être* of the systems we are implementing.

We offer in-house development teams specialist consultancy, group training, individual mentoring and developer support. This helps to ensure that your business critical solution won't come out half-baked.

Software Development

In today's highly competitive business environment, organisations of all sizes and in all sectors are under increasing pressure to develop new software to respond to increasingly complex business processes, maximise operational efficiencies, enhance overall productivity and maintain the competitive edge.

Whether type of application you are developing, you need a partner that will deliver a system that matches your expectations on time and to budget. With almost ten years' experience in the design, development, implementation and support of complex, enterprise-level software for major organisations in the public and private sectors, Cake Solutions is your partner of choice.

Do You Really Need It

When you ask us to write a system for you, we will do our best to see how it's going to fit with your existing systems and with your future plans. We will do our best to understand your business, which will allow us to suggest better alternatives (which might occasionally be just use pen and paper!).

Cake has proved a key partner in expediting our online agenda. Their flexible, customer-focused approach has helped us to deliver a step-change in meeting customers' needs online."

UK Trade and Investment

"For the past 5 years Cake has been our main technology supplier; they are currently rewriting our Internet job board system. They provide an excellent service particularly with their timely resolution to issues."

The Job Search Group

"We have worked with Cake solutions for a number of years. They developed a bespoke business critical software system that met our requirements and have provided us with maintenance and development support since then, reacting quickly to our needs and helping to generate ideas for how we can move the system forward. They offer a professional service and understand our environment and the way we work."

National Union of Student Services

"Cake Solutions provides innovative, professional, efficient and affordable web solutions."

UK Trade and Investment



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Architecture

The architecture of the system directly determines its success. Our architect's job is to work with you to understand the main components of the system. The architect will also explain how he or she see these components working together. When you and the architect agree on the core concepts of the system architecture, our architect is ready to look into the technical details with the development team.

The most important role of the architect is to act as enlightened dictator during the development process. The architect must not allow the team to drift away from the original concept. Anecdotal evidence tells us that systems that have strong conceptual clarity and focus are the easiest and most pleasurable to use.

The Daily Graft

The bulk of the development work is left to our programming team. They are the ones who will turn your and the architect's ideas into code. Our team members are experienced programmers, who always strive to write the most elegant code. We have taken some concepts from the extreme programming methodology and often end up programming in pairs. Pair programming sessions are very intensive, but they result in truly excellent code.

Late And Over Budget

Scrum, our agile project management methodology, allows us to plan the project development with you. We always keep you up to date with the project's progress; we don't try to hide problems when we encounter them. Yes, we too hit rough patches during the project work. The difference between us and other companies is that we will openly admit the problems and that we have the skills to solve the problems. The Cake Solutions team is made up of some of the most talented Java and Ruby developers; we have never come across a problem that we have not been able to solve!

The communication between you and our team ensures that the system we will deliver will be exactly what you expect and want. We are not fans of big-bang delivery—situation where companies work on your project in complete silence and then deliver the result on day D, usually to everyone's unpleasant surprise! Our approach is different: we give you as much opportunity to interact with us as possible.

This interaction is not ad-hoc, though. We understand that you have your work to do, just like we have to get on with our day. However, a short daily conference call is usually enough to keep you up to date. The calls allow the technical team to ask questions about the features they are working on to ensure that they do the right thing. It also gives you the opportunity to change your mind about a particular feature.

And When The Dust Finally Settles

Our work doesn't end when we hand over the system to you. We are ready to support and update your system. We'll invite you to enter a maintenance agreement, where you get preferential treatment when you ask us to improve your system. The preferential treatment takes form of agreed response times and reduced rates within the contracted work. However, even if you do not feel that maintenance agreement is right for you, we will never leave you without support.

Your Open Source Centre Of Excellence

The Cake Open Source Centre of Excellence is the culmination of our expertise of software delivery processes and technologies, our involvement in the open source community and our publication experience.

The Open Source Centre of Excellence provides the most comprehensive software development services in the UK, including project delivery, developer support, consultancy training, and other developer services.

- The UK's foremost expert in Spring and Java EE software development and support
- Experts in the Spring Framework: proven to minimise risk and maximise pace
- Experts in Ruby on Rails - a full stack web development framework that empowers developers to create database-backed websites with ease



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Professional Services:

Developer Support

Thanks to our experience, we can usually help your in-house team on the phone, so they can get on with their day. Sometimes, that one line of code will take one week's worth of experiments – can you really afford to delay your project by a week?

We can help your team use the most up-to-date Java EE and agile web programming techniques and languages. When you call, a member of the Cake team will be able to discuss the matter with you on the phone: there is no need to open a ticket, wait for e-mail and then exchange many more tickets and e-mails to arrive at the solution.

Consulting Services

State of the art expertise applied to your development project by our consultants – all established as authorities in their field. You benefit from our extensive knowledge of JavaEE, Ruby on Rails and many other technologies to get your project moving quickly towards a working version.

We can offer support throughout the development lifecycle, from the blue-sky thinking right at the start of the project, then the architectural design, through to the detail of the actual code development, testing and deployment.

Are your team members telling you that the project is late because some framework or library is not doing what it should? Are your developers forever frustrated with different browsers not displaying your web application properly? If so, we can help! We have seen most of the cryptic and spiteful "features" in today's Java EE libraries and frameworks; and yes, we have contributed our share of "features" to various open source projects, too.

Training Services

When you need to train your team in a particular technology quickly and effectively, we can offer bespoke training courses. We will take our experience in the technology and combine it with our speaking and writing experience to deliver a course that your team will enjoy. They will learn all they need to know to start using the topics we cover in the course. We design the courses with you to meet your needs, focusing on key elements of your software and to solve your employees' software headaches.

Scrum Project Management

Cake offers standalone Scrum project management services and uses this methodology to run its development projects. Scrum is an agile project management methodology that sets out to minimise waste. By "waste" here we mean unnecessary work. Scrum makes no distinction between the types of work: requirements, specifications, code; it is all the same to Scrum. This is certainly appealing: as clients, you get exactly what you pay for; as developers, we do not spend time and effort writing code that you don't want. Scrum is all about working with you throughout the project to ensure that the project is successful.

OUR VALUE ADD

Cake will carry out a no cost half-day assessment of your business software platform

We Are Experts In:

- Core Java
- Core Ruby
- OSGi
- Web services
- Core Spring Framework
- Spring AOP
- Spring data access
- Spring JMS
- Spring Security
- WebFlow
- Spring DM
- Ruby on Rails
- jQuery
- dm Server 2.0 and Spring Dynamic Modules



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Code Review

Alongside the telephone support, where we can give you immediate advice, you can help to ensure that your team is following the best practices by subscribing to our code review service. During the code review, we will examine your team's code and submit suggestions and comments about the code. We will be able to suggest simplifications and re-factorings and spot potential security and performance problems.

Platform Review

If you are starting a new project or thinking about updating your systems platform, talk to us. We will be able to look at what you're trying to do and suggest the best technology to ensure that your platform will be flexible and robust now and in the future.

Our expertise in various software development and production environments will allow us to suggest the best possible solution. We are not limited to just one programming language, one application server or one hardware vendor. We give you independent and unbiased view of the complex IT world and offer advice tailored to your specific needs. We have deployed and maintained enterprise software in Java as well as .NET; we have deep understanding of the UNIX and Windows platforms.

Additional Technical Services

In addition to the Java technologies, we are experts in Ruby on Rails, jQuery and other agile web technologies. If you ever struggle to make your web application work in older browsers, if you just cannot fix "that last CSS glitch in IE 6", if you want to make your web application lively and interactive, talk to us. We offer unparalleled support for web developers – whether you are starting a brand new web application (in Ruby on Rails or Java EE) or whether you need to improve your existing web application. Our team's JavaEE and Ruby on Rails experience means that we know how the HTML, CSS and JavaScript code integrates with the server-side code.

We also offer practical advice concerning the most common application servers and servlet containers, including Tomcat, Resin, WebLogic and dm Server.

The Open Source Centre Of Excellence – Says It All

Open Source Centre of Excellence is the culmination of our expertise of application delivery processes and technologies, our involvement in the open source community and our publication experience. The Open Source Centre of Excellence offers the most comprehensive application development services in the UK, including project delivery, developer support, training, consultancy and other developer services.

We Stay At The Forefront Of Knowledge

- Authors of 6 Apress publications
- Certified Scrum Masters
- Presenters at technical events in the UK and abroad
- Founding members of the Open Source Journal
- Founding members of the Open Source Central website
- Managers of several technical user groups
- Spring certified
- Certified trainers for SkillsMatter

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