



The Most Powerful Name in Corporate News

Innovative Mobile Solutions



Robert Armstrong
Co-Founder & CEO

CEOCFO: Mr. Armstrong, would you tell us about Appstem?

Mr. Armstrong: Appstem is a leading software design and development firm creating innovative mobile solutions. We specialize in mobile apps, websites, backend development, and Quality Assurance (QA).

CEOCFO: On a fundamental level, what do you understand about the mobile apps sphere that perhaps others do not?

Mr. Armstrong: We've been doing this since the beginning; Appstem has been around for over five years. We've developed over a hundred mobile apps for a wide range clients and industries. Clients work with us because we're leaders in the space and we have a great reputation for designing and development quality apps. This includes everything from planning, strategy, design, development, testing, and support.

CEOCFO: What types of companies turn to you for services?

Mr. Armstrong: We've worked with everyone from Fortune 500 companies to game changing startups. It's really a mix across the board. We've worked with most verticals and industries including publishing, technology, automotive, hospitality, and healthcare. Some of our clients include Tesla Motors, Kaiser Permanente, Johnson & Johnson, Lionsgate, Hearst Corporation, Caesars Entertainment, and Enterprise to name a few.

CEOCFO: When you are talking with a client and assessing what they need and want, what do you look at to provide a good solution?

Mr. Armstrong: It all comes down to the scope, budget, and timing of the project. Some of our clients come to us with a good idea of what they want, some clients like help and guidance with ideation and strategy. Once we have the scope of the project documented and understand all the requirements, we can provide technology and architecture recommendations to meet these goals.

We're located in San Francisco, which helps since many of our technology partners are nearby and we have close relationships with them. These technologies can help shorten development time and save our clients money. For example, we're partners with Parse, a cloud backend platform that helps clients get to market faster since they don't have to create a custom backend from scratch. We also have partnerships with companies that provide mobile analytics, application performance management (APM), social features, and cloud storage to name a few.

CEOCFO: With all the new trends and tools, how do you mix your experience with the trend? How you take into account might be changing three weeks from now when you are working with a company?

Mr. Armstrong: Mobile technology and trends are constantly changing which makes it an exciting space to be in. We need to stay up to date on this to provide the best recommendations to our clients to meet their mobile goals. We do this by going to events and tradeshows where new product releases are typically announced. We also stay up to date on industry related news, blogs, forums etc. and we work closely with our technology partners to get access to new versions and product releases.

CEOCFO: With regard to security, what role do you play?

Mr. Armstrong: We'll provide advice and guidance to our clients on how to make sure their apps are secure. We've developed a lot of apps that house sensitive data including a lot of companies in the healthcare space. These apps are particular sensitive because they include personal health information (PHI) and have specific guidelines and regulations on how to secure and manage this data. We work with their teams to make sure all data is secure and meets industry regulations like HIPAA.

CEOCFO: *There are many positive testimonials on your site. Would you tell us what is different about your customer service?*

Mr. Armstrong: We don't offshore or outsource any of our work; everything is done in-house in California. We're a boutique firm and we only work on a maximum of 10 projects at a time to give our clients the attention and guidance they're looking for. Over the last 5 years we've created a streamlined process to deliver successful projects on time and on budget. And most importantly our team is what really sets us apart; we have a great team with phenomenal software engineers.

CEOCFO: *When a company comes to you, are they coming because they understand the difference in how you work or are they pleased to discover the Appstem way?*

Mr. Armstrong: We don't have sales and marketing team, so they're probably coming to us because they've been referred by someone who has worked with us and have already heard about what it's like working with Appstem. A large majority of our clients we work with are referrals.

The companies we work with see value in working with a local team of mobile professionals that provide everything from strategy, design, development, testing, project management and on-going support. They see value in working with a boutique firm that is agile and enjoyable to work with. We have a well organized and transparent process from kickoff to completion and we walk our clients through every step of the way. Many people have never heard of Appstem, but they've probably used one of our apps.

"We don't offshore or outsource any of our work; everything is done in-house in California. We're a boutique firm and we only work on a maximum of 10 projects at a time to give our clients the attention and guidance they're looking for. Over the last 5 years we've created a streamlined process to deliver successful projects on time and on budget. And most importantly our team is what really sets us apart; we have a great team with phenomenal software engineers." - Robert Armstrong

CEOCFO: *What surprised you as the company has grown and developed?*

Mr. Armstrong: I was at a much larger company, Oracle, before I left to co-found Appstem. There has been a lot of learning experiences as we've grown over the years. Running a small company you end up managing everything and learning along the way. Everything from finance, marketing, insurance, payroll, HR are all things that I've never done before Appstem. It's been challenging at times but overall very rewarding. I have a great team around me that makes it all possible. I'm just surprised on how much work it is to run a small company on a day-to-day basis.

CEOCFO: *What is next for Appstem?*

Mr. Armstrong: 2014 was a banner year for us, and that momentum has carried into 2015 with a record breaking Q1. We're working with some awesome companies right now that are creating new and exciting mobile products, that's right where we want to be. The goal is to keep building the company and keep improving. We need to stick with our core values that have gotten us to where we are today. We want to win some more awards and keep building innovative and disruptive mobile apps that people love.

CEOCFO: *Why choose Appstem Media?*

Mr. Armstrong: We are a local team of mobile experts that has a great reputation for delivering high quality mobile apps.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: www.appstem.com

Contact: Robert Armstrong 415.956.7400 robert@appstem.com Appstem Media LLC

