



NAKAMA

NAKAMA PRODUCTION
OUTSOURCED DIGITAL BUILD & TEST





THE CHALLENGE

MANY DIGITAL ASSETS CAN BE BUILT TESTED MORE QUICKLY AND EFFICIENTLY THAN EVER.

- ★ Sites, emails, ads, and apps are becoming 'commodity' products
- ★ Vital to great client service, but not strategic or innovative enough for in-house staff

MANY AGENCIES AND PUBLISHERS USE FREELANCE STAFF TO HANDLE THESE SMALL TO MEDIUM-SIZED COMMODITY PROJECTS

- ★ This can be the right course of action.

BUT - BRINGING IN FREELANCERS FOR CERTAIN PROJECTS IS NOT COST-EFFECTIVE

CLIENTS EXPEND ON:

- ★ Project management time
 - Find freelancers with skills and availability
 - Brief them in
 - Manage their time and work
- ★ Desk space
- ★ PCs, Macs, and other IT resources

IF NOT CORRECTLY MANAGED, DAYS MOUNT UP AND BUDGETS ARE EXCEEDED

SMALLER PROJECTS OFTEN DEPRIORITISED AND TOUGH TO RESOURCE EFFICIENTLY





THE ANSWER

A NEW GLOBAL SERVICE FROM A TRUSTED PARTNER – OUTSOURCED DEVELOPMENT AND TESTING FOR THOSE COMMODITY PRODUCTS

- ★ Use On-Demand Nakama Delivery Specialists and Delivery Managers to deliver fixed-price, high-quality, quick-turnaround digital assets
- ★ Only pay for the people you need, when you need them

STATEMENT OF WORK CONFIRMS FIXED SCOPE, FIXED TIMING, FIXED COSTS, AND TECHNICAL SOLUTION UP FRONT

- ★ Everyone knows what is being delivered, when, and for how much

BUILD ITERATIVELY FOR REGULAR FEEDBACK AND SHORTEST DEVELOPMENT CYCLE

- ★ Regular reviews to reduce risk and cost

TESTED AND DELIVERED TO INDUSTRY QUALITY STANDARDS FOR EACH ASSET TYPE

- ★ Using a combination of automated tools and human interactions

HOSTED AND SUPPORTED IF REQUESTED

WE ARE NOT A DIGITAL AGENCY – WE FOCUS ONLY ON BUILD, TEST, AND RELEASE MANAGEMENT





THE SERVICES

WEBSITES – COMPLETE BUILD AND TEST

- ★ CMS driven
- ★ Multi-Lingual
- ★ Multi-device versions – desktop, mobile, tablet

WEBSITE - TEMPLATES

- ★ HTML / CSS
- ★ JavaScript / AJAX

EMAILS – HTML AND TEXT

- ★ All modern email clients – web and desktop
- ★ Multi-Lingual
- ★ Multipart

ADS – ONLINE UNITS

- ★ Build Flash ads and backups
- ★ Resizes
- ★ Translations
- ★ Optimisations

FLASH / FLEX - INDIVIDUAL UNITS

- ★ Website Content
 - Games
 - Widgets
 - Promotional Headers

APPS - MOBILE

- ★ iPhone apps
- ★ Android apps

DELIVERY CONSULTANCY

- ★ Brief but detailed analysis of current operational structure for delivery, based on:
 - Assets worked on
 - Volume of assets
 - Current in-house and freelance staff
 - Typical budgets and margins
- ★ Written recommendation on what can be moved to Nakama Production





THE METHOD – DELIVERY MANAGEMENT

OUR DELIVERY MANAGERS OWN EACH PROJECTS.

They have serious technical and operational skills, so they can translate the commercial requirements and creative assets into digital products.

- ★ Agile development principles
 - Spec, plan, build, test, review, re-iterate, release
- ★ Technical best practice
 - Coding standards enforced
 - Rigorous testing applied at each iteration
- ★ PowerfulToolkit
 - Source control
 - Issue tracking
 - Continuous Integration
- ★ Greatcommunication
 - Collaboration systems for messaging, tasks, files, and timings
 - Daily contact to ensure projects are proceeding on schedule





THE PROCESS

REQUIREMENTS BRIEF

- * Initial brief to capture key baseline project elements
 - Using our own checklists and templates
 - Review all incoming assets before proceeding

STATEMENT OF WORK

- * Commercial fixed-price contract for the project

ACCEPT CREATIVE ASSETS

- * Check content, formatting, file types, functional requirements are achievable and complete

BUILD CREATIVE ASSETS

- * HTML / CSS / JavaScript / AJAX
- * PHP / mySQL
- * .NET / SQL Server
- * Java
- * iPhone
- * Android
- * Driven by published technical standards

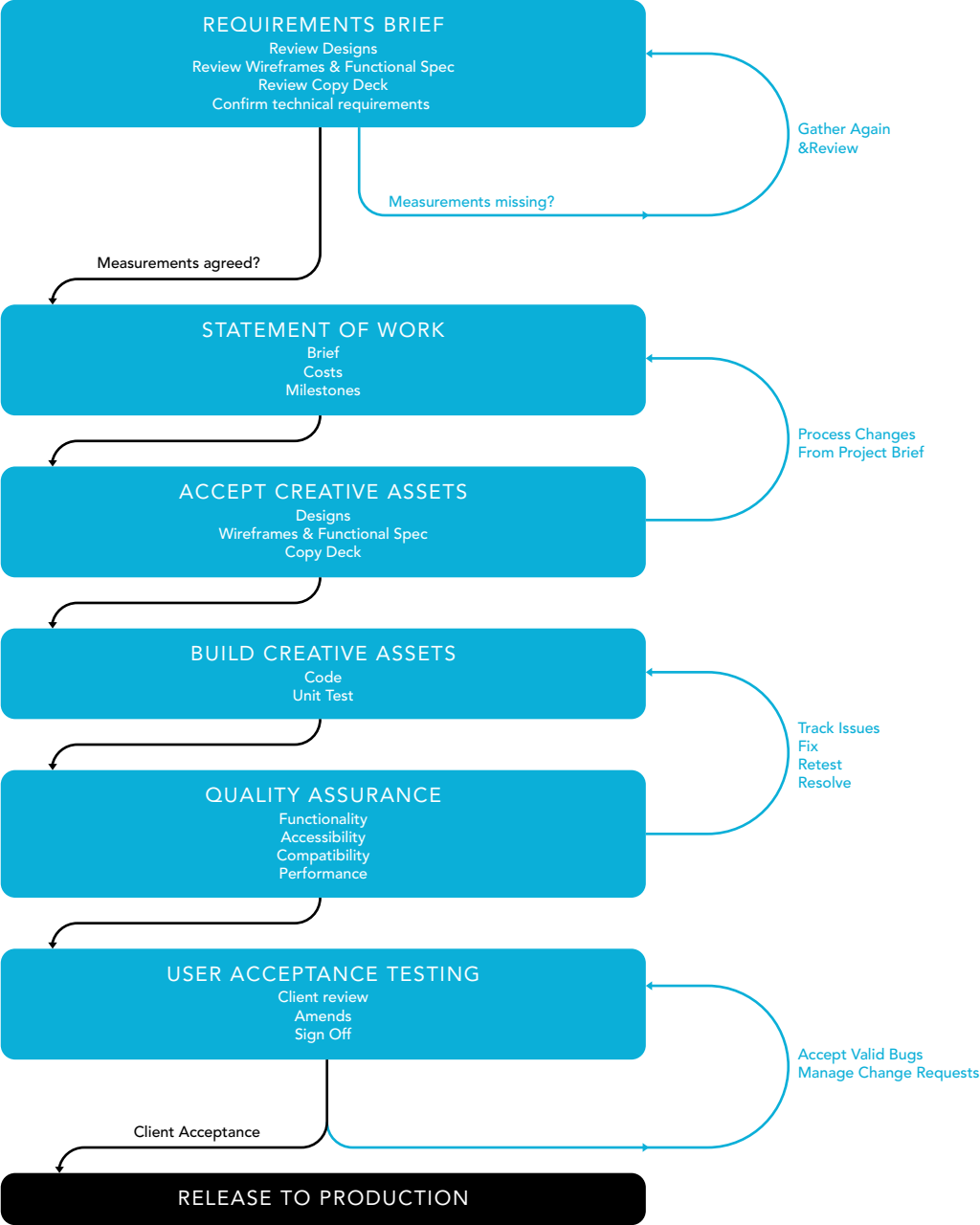
QUALITY ASSURANCE

- * Functional, cross-device, accessibility testing
 - Use modern testing tools
- * Performance / load testing
 - Optional for high-volume pieces of work





NAKAMA PRODUCTION PROCESS





NEXT STEPS

- ★ Contact us for an initial conversation about your needs
- ★ We will arrange a meeting at your office and go through your immediate and longer-term requirements

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OUR LOCATIONS

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