


HighBrow Technology Raises Eyebrows with Alpha Five

HighBrow Technologies, PVT., LTD.

“Alpha Five has given us a clear advantage over other application developers who are stuck in the past with technologies such as .NET or PHP. In terms of investment, resource usage, and ROI, you just can’t beat Alpha Five.”

 Prahlad Yadake, Co-founder and Director of Marketing

Customer Situation

Since its inception in 1997, HighBrow Technologies has provided high-quality software solutions to clients across an array of industries. But the tools they were using to get the job done were costly. And many clients demanded solutions with multiple licenses, which drove costs even higher. Worst of all, HighBrow often needed additional infrastructure, but the platform’s upgrades took them to the bank. In addition, different jobs required different tools, which lengthened the time of each project due to developer training. Whatever time and effort was put into one project was usually not able to be carried over to the next, and HighBrow developers found themselves starting from scratch more often than not. HighBrow needed a solid database development solution that could provide a reliable, secure environment to store records. They also wanted easy access to those records for easy editing or deleting. Only a solution that was inexpensive and easy to learn would suffice. HighBrow wanted a platform that would prove to be profitable to the company and cost effective for their clients. And because HighBrow produces applications that handle sensitive e-commerce information, security was a must.

Solution

Prahlad Yadake, Director of Marketing for HighBrow Technologies, researched the market of database development solutions, and found Alpha Software. After poking around on the company’s Alpha Five platform, Yadake found Alpha Five’s built-in components were everything his company needed for rapid desktop and

Solution Overview

Customer Name:

HighBrow Technologies, PVT., LTD.

Customer Profile:

HighBrow Technologies, PVT., LTD. is a global technology services company committed to providing high-quality offshore outsourcing, consulting, and software development services, on time and within budget.

Location:

Bangalore, Karnataka, India

Industries:

Technology

Business Situation:

When building database applications for their clients, HighBrow Technologies found that the development platforms they were using were costly, complicated, and unreliable. They needed a database solution that was inexpensive and easy to train. They also wanted a solution that their customers and non-programmers could tweak, if necessary, instead of paying developers, saving them time and money.

Web application development. Thanks to Alpha's intuitive commands, everything Yadake built was easy to access and maintain. It took HighBrow developers about one month to become comfortable with the basic features and flow of Alpha, and they haven't looked back since. Developers hit a few early bumps in the road with Alpha's debugging feature for Web development, but were thrilled with the Alpha developers' attention to their debugging requests when designing Alpha Five Version 10. The company has used Alpha Five to build a variety of applications for their clients, such as e-commerce applications and databases for shipment, inventory, and container tracking. Confident in their quick mastery of the platform, HighBrow is currently developing a 10+2 security filing and certified public accountant portal.

Benefits

Switching to Alpha Five addressed all of HighBrow's desktop and Web database development issues. Alpha's Genies and intuitive commands made adoption quick and easy for HighBrow developers, and employees never have to worry about taking valuable time away from building applications to learn a new tool. Alpha's RAD platform has significantly sped up HighBrow's processes, from concept to completion, enabling the company to drastically increase the amount of projects they are able to take on at a time. And clients are thrilled with HighBrow's rapid turnaround. With Alpha's agile development methodology, HighBrow developers can produce a page within days of a project's kickoff. And because little coding is necessary, clients are able to make any changes or tweaks they need to their applications, without spending the money to pull in a developer. Yadake has found Alpha Five features such as the HTML editor, Xbasic, grid builders, reports, and style sheets have been invaluable. In addition, Alpha's default security framework provides iron-clad protection for all of their customers' sensitive information.

For More Information

Alpha Software, Inc.

781-229-4500

www.AlphaSoftware.com

HighBrow Technologies, PVT., LTD.

484-841-1190 (GMT 5.5+)

www.HighBrowTech.com

Solution:

The company turned to Alpha Five for its rapid application development ability, plus its built-in, intuitive components and easy-to-maintain features. Developers were trained within a month, and have since built an array of applications for their clients, such as e-commerce applications and databases designed for shipment, inventory, and container tracking.

Products:

Alpha Five

Benefits:

- Alpha Five Genies and intuitive commands made adoption quick and painless.
- Developers build more solutions in less time, and meet more business objectives in the course of a year than ever before.
- Clients are thrilled with HighBrow's rapid turnaround, and their ability to quickly and easily master their new applications.
- Non-programmers can tweak applications, without spending the money to pull in a developer.
- Alpha Five's default security framework provides iron-clad protection for HighBrow's customers' sensitive information.