

Crafting Custom Software Building Better Business

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Contact Us

405.698.3722
phase2online.com

Phase 2 Services

Phase 2 is a custom software development company providing services in the design and development of web applications, mobile applications, enterprise-scale software solutions, and technology consulting. Phase 2 has been a trusted technology partner to large and innovative businesses in Oklahoma and across the U.S. for over 20 years.



Discovery & Architecture

- Design Research
- Product Strategy Consulting
- DevOps Consulting
- Product Consulting



Prototype and Interactive Demo

- Software Engineering
- Data Visualization Design
- UI/UX Design
- Design Research



Custom Software Development

- Mobile App Engineering
- Web App Engineering
- Desktop App Engineering
- Web Service Engineering
- Platform Engineering
- Big Data Engineering
- Product Management



Lifecycle Maintenance & Support

- Product Management
- Platform Maintenance
- Production Support

Phase 2 Experience

Our success is a result of the creativity, innovation, and passion of our team - all experienced Oklahoma-based software engineers and designers.

14

Average Years of Employee Experience

8

Average Duration of Client Relationships by Years

6

Average Years Employed at Phase 2



Have Bachelors Degree



Have Masters or PHD's



Have Vocational Training or Graduate Certifications

How the average Phase 2 employee stays up to date and continues to learn.



About Phase 2

For over 21 years Phase 2 has empowered industry leaders to innovate by providing a software development team that can deliver on their vision. The executive leadership team at Phase 2 has worked together for over 18 years making us the most established and mature in terms of business and engineering practices. This level of maturity ensures we see success on behalf of our clients. We are on the leading edge of innovation in industries spanning from oil and gas to quick serve restaurants. We apply the best business practices and software development strategies to optimize the effectiveness and return on investment of any software we develop.



The latest studies of employee retention have shown that technology and creative professionals stay at one job for eighteen months on average. Employees stay at Phase 2 for an average of six years, more than triple the industry average. This ensures stability and security for your business during software product developments. The average duration of client relationships at Phase 2 is eight years. Our team gets to know your business like the back of our hand so that you can continue to leverage our proven expertise paired with the dependability of a smooth software product delivery year over year. On average, our employees have 14 years of experience in creating software solutions. One experienced software engineer can outperform a decent software developer exponentially. This is why we are intentional about hiring the best of the best so that our clients benefit in efficiency and effectiveness every time.

We believe it is not enough to communicate to be understood, we must communicate in such a way as to not be misunderstood.

Our team is ingrained in the Oklahoma business and technology community. We have collectively served on numerous boards prevalent in the state as well as connecting with accomplished professionals through Loyal, Leadership Oklahoma, and Leadership Oklahoma City. The professionals at Phase 2 are passionate about creating solutions for problems that have never been solved. The opportunity to innovate and create efficiencies on your company's behalf excites us.

About Phase 2



Mark Towler | *Founder & CEO*

Mark founded Phase 2 in 1998 with a vision to bring effective communication into the software development industry. Mark has an extensive background with fast-growth software companies in northern California and brings vast knowledge to the Midwest's tech industry. When he's not at Phase 2, Mark is a member of Rotary 29, a past president of the American Marketing Association, and the State Chamber's Tech Advisory Board.



Heath Clinton | *President & COO*

Heath is responsible for Phase 2's day-to-day operations and has helped companies with the adoption of technology and for over 19 years. Heath has an MBA with an emphasis in E-business and is a graduate of Leadership Oklahoma and Leadership Oklahoma City. Outside of Phase 2, Heath enjoys spending time with his family and competing in triathlons and crossfit competitions.



Shane Kempton | *CTO*

Since graduating college with a degree in philosophy & religion, Shane has spent the last 20 years designing, developing and implementing software. From large-scale enterprise management software implementations, to multi-million dollar online banking platforms, to simple web tools, Shane has a wealth of experience using technology to improve how people work and play.



James Bost | *VP of Business Development*

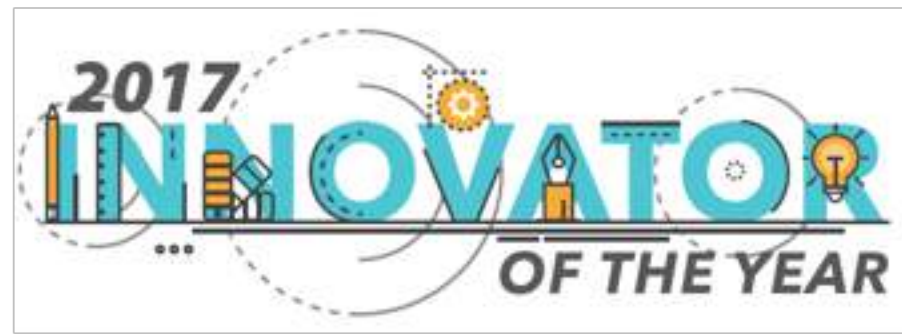
For more than 25 years, James has worked closely with hundreds of organizations using advanced research methods to discover strategic opportunities. At Phase 2, James connects businesses with top engineering talent and vision to develop new and inventive technology to reach their goals. James is active on the Board of Advocates for Stephenson Cancer Center, Board of Directors for Family Builders, and OKCEOs for Early Childhood Opportunities. He loves cats, running marathons, and spending time with his family.

Get In Touch

405.698.3722 | phase2online.com

Awards

We are proud of our team for creating an environment that receives national accolades not only for the product of our work but also the innovative and unique culture of our company.



Contact Us

At Phase 2, developing relationships is key. If you're interested in what we do, have questions, or just want to say hi, let's talk.

Location

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Oklahoma City, OK 73120

Phone

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Email

info@phase2online.com

Website

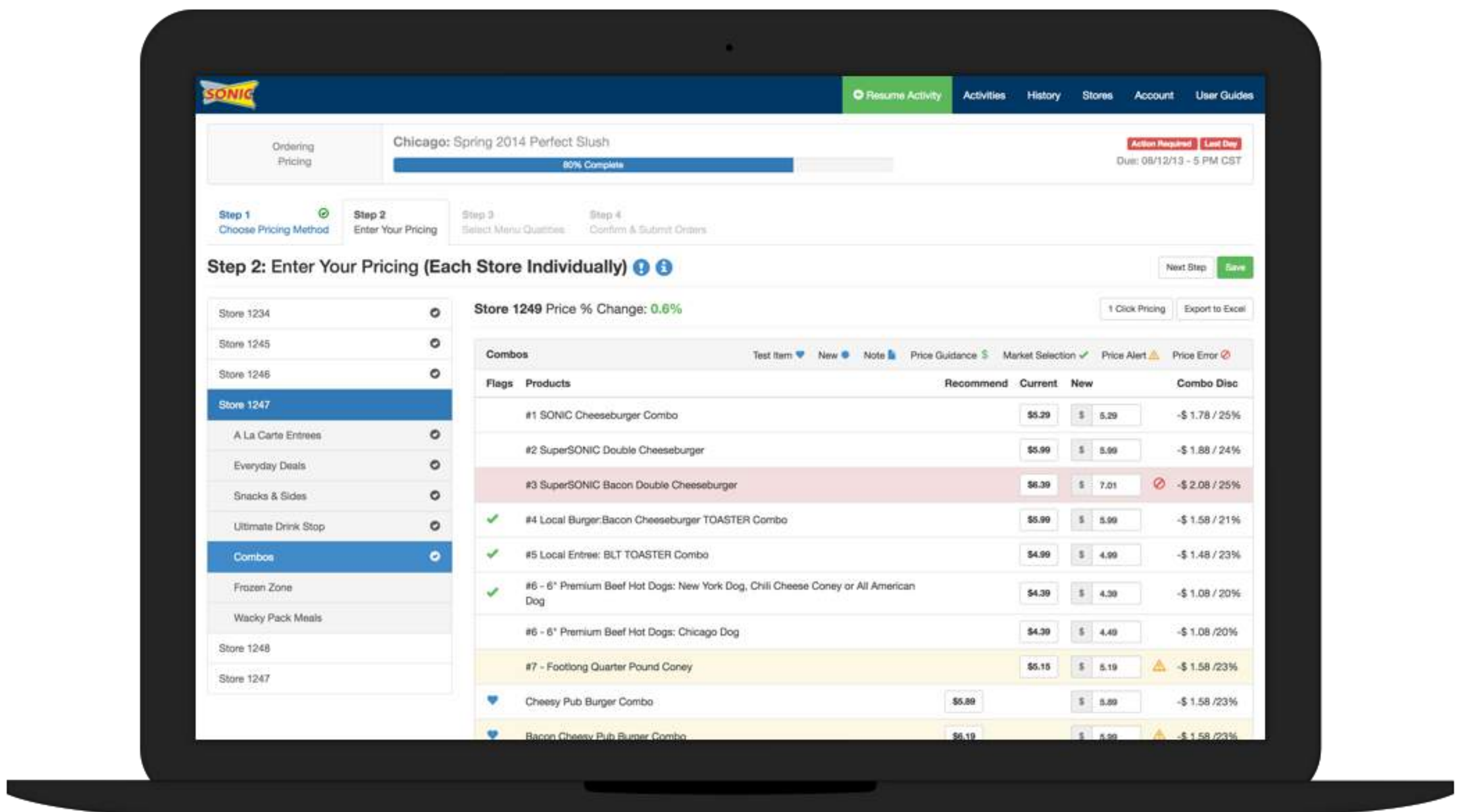
phase2online.com





Industry: Quick Serve Restaurants

With over eleven years in the QSR space, we play an important role with nationally renowned brands helping define a vision and enhance their customer experience. We develop robust solutions for menu management, pricing management, mobile order ahead, kiosk, digital menu boards, and the processes associated with pushing these data points to various channels. These solutions have allowed our clients to manage the digital and print channels efficiently through a single, easy-to-use administrative tool.

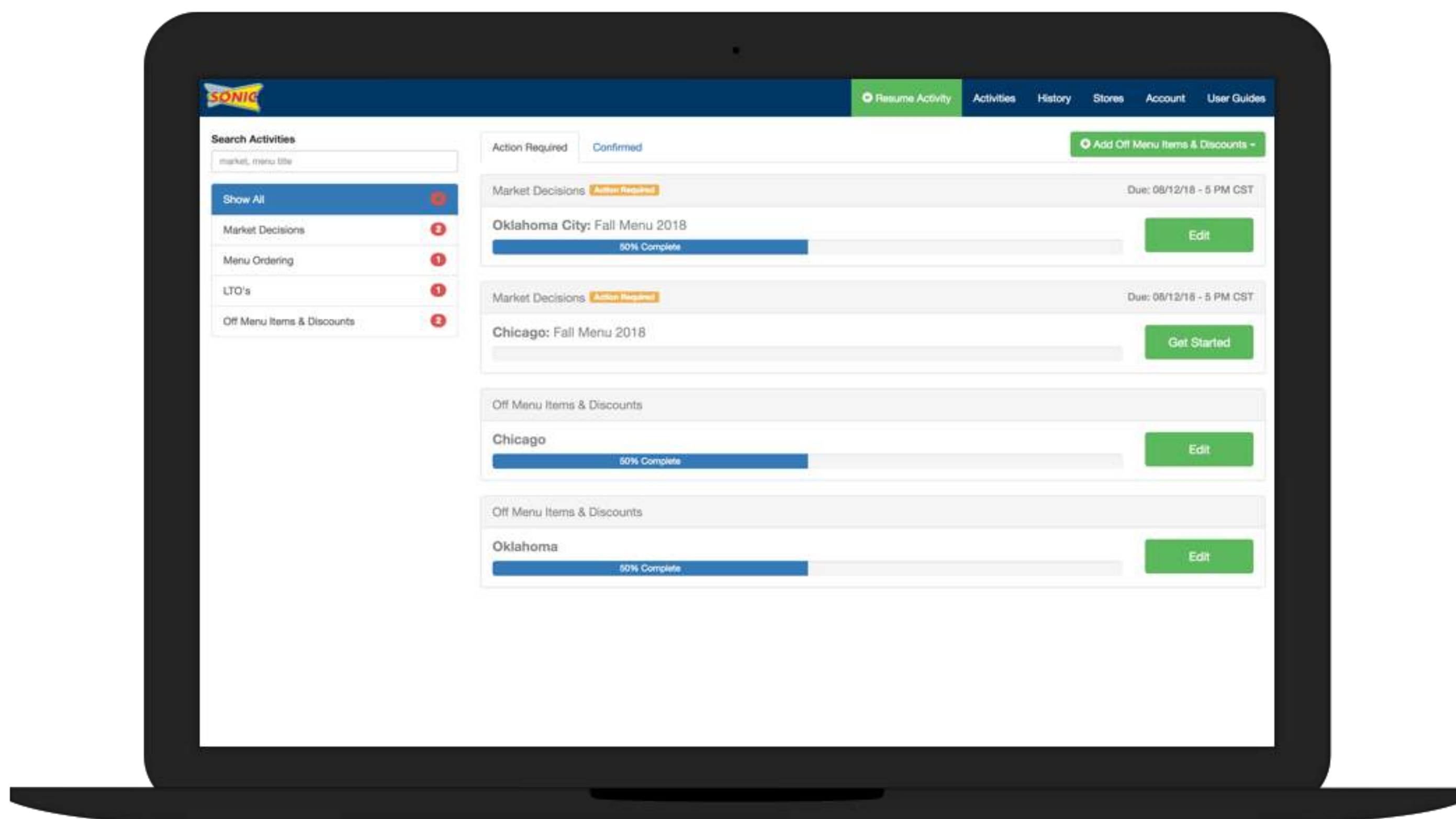


Services

- Web App Engineering
- Platform Engineering
- Web Service Engineering
- UI/UX
- Platform Management
- Product Management

Technology Used

			
ANGULAR JS	REDIS	VAGRANT	MICROSOFT .NET
			
SQL SERVER	AZURE		



Sonic's Problem

SONIC had 3,964 franchise units in January 2017, making consistent menuing and pricing difficult across markets. They are known for their specialty menu and limited time-offer-items. This dynamic menu and diverse franchise organization made for a highly complex menu management process. SONIC wanted to improve the process and use technology to empower a more advanced menu system. This problem required a robust and powerful enterprise solution that spanned the needs of all internal departments and multiple external organizations.

Phase 2's Solution

A custom web application for the franchisees, workflow and order management application for the print company, and a series of enterprise APIs to tie everything together. This multi-organization enterprise solution created systemic pricing intelligence, smooth workflow from pricing to channel delivery, and reliable menu and pricing data. A disjointed 6-month process turned into a smooth 6-week process that added never before available business intelligence. A new foundation was laid to control menu and pricing delivery to all channels with a single, manageable workflow allowing an unprecedented level of control and insight.

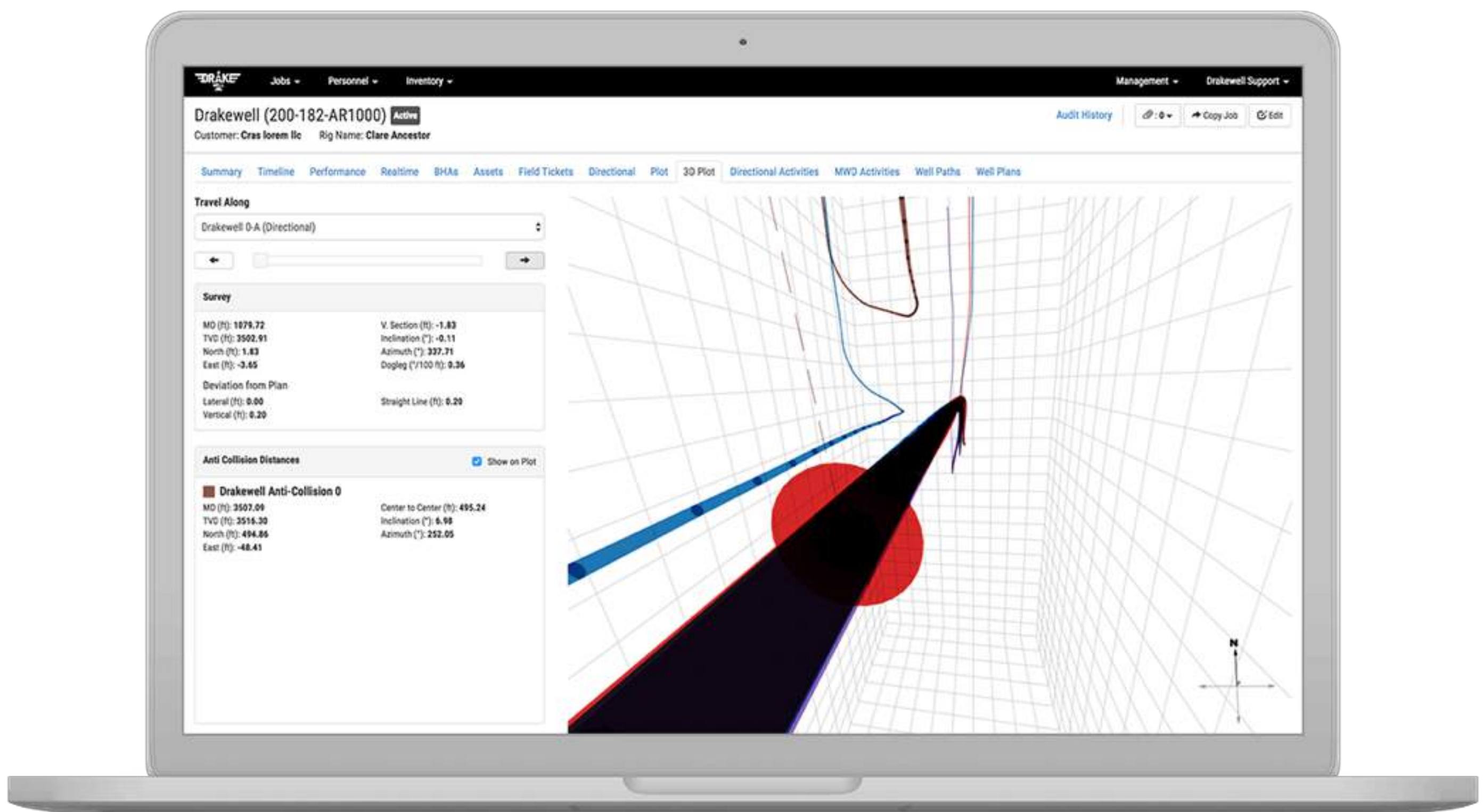
Drakewell

Software Platform Case Study



Industry: Oil & gas

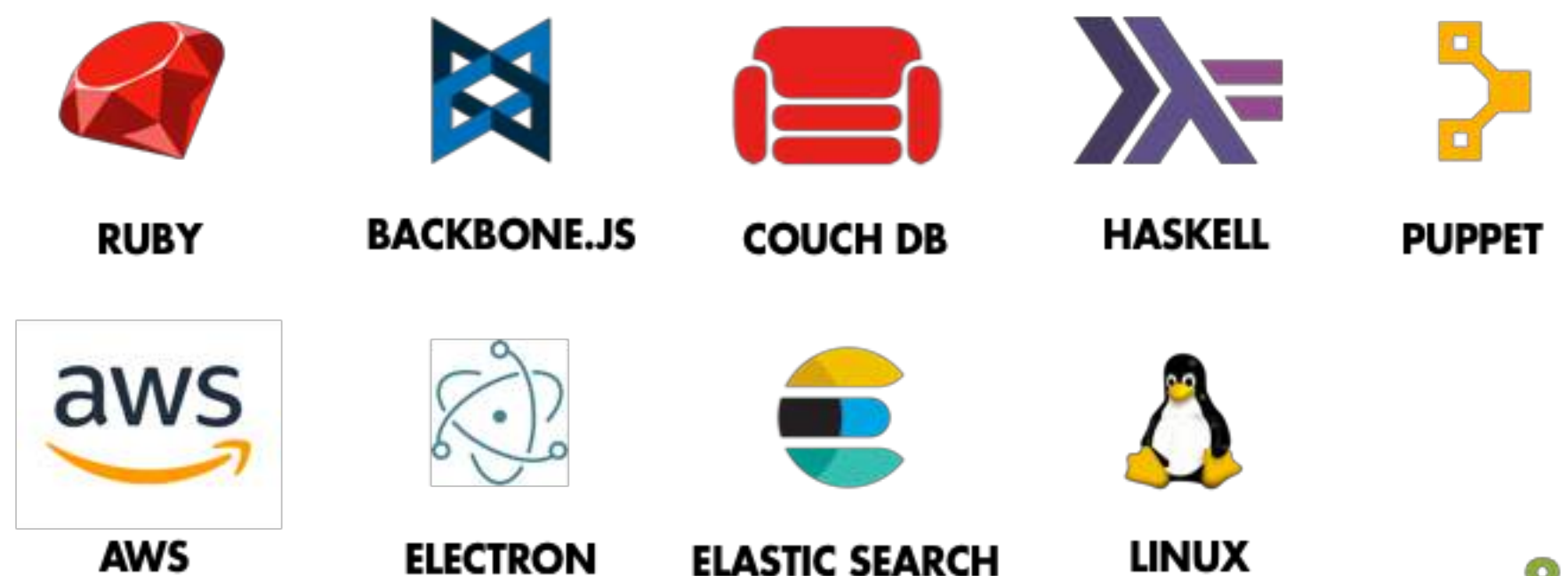
From spud to crude transportation, we bring in-depth industry knowledge and solutions to any energy industry project. We've spent years in the oil and gas industry working with people in the field to deliver value and insights to the people in the enterprise. From putting on our steel-toed boots to suiting up in our ties, we have a proven track record of doing what it takes to deliver revolutionary solutions to an industry that has struggled to adopt technology.



Services

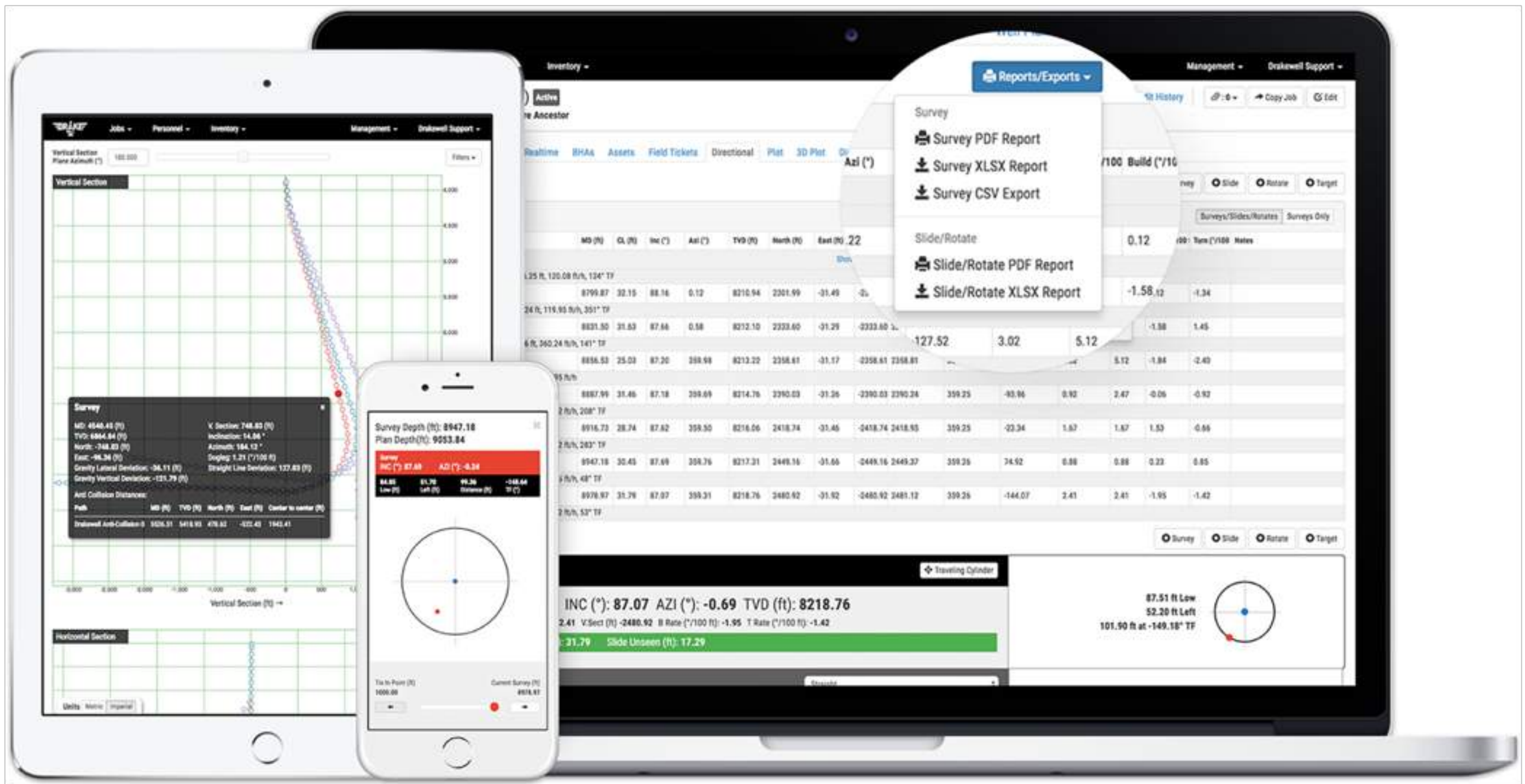
- Big Data Engineering
- Design Research
- Data Visualization Design
- Platform Engineering
- Platform Management
- Product Strategy Consulting

Technology Used



Drakewell

Software Platform Case Study



Industry Problem

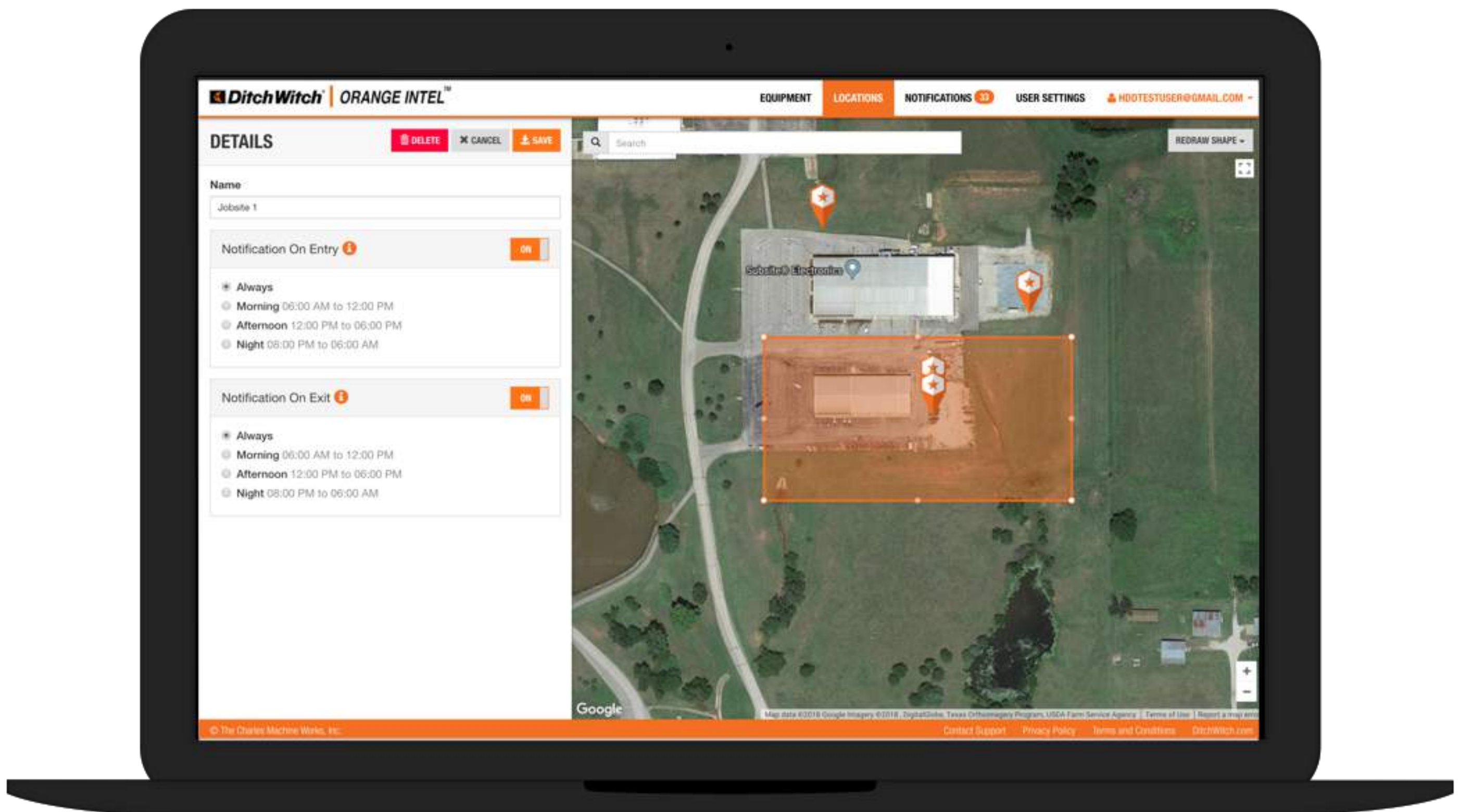
The oil and gas field service industry has not successfully integrated information technology to maximize efficiencies and gain business insight. Most of the industry's information is tracked in spreadsheets, on whiteboards, or notebooks that can easily be lost and can't practically provide meaningful business intelligence. The industry loses or underutilizes data and, even more, surprising losses of expensive assets costing millions of dollars a year. A holistic, field-friendly solution was needed that addressed the fundamentals of operations while also providing a platform for modern technology like predictive analytics through machine learning.

Phase 2's Solution

After discovering the challenges faced by field service companies, there was an obvious need for an integrated platform to manage people, assets, warehouse operations, and job operations. From asset and inventory management to job usage and field tickets, Drakewell is the complete package for directional drilling, rental tool, and MWD companies. By combining a willingness to get our boots dirty with world-class software engineers, we crafted a platform that is beloved by field personnel for its ease of use as much as it is by management for its business insight. This has made Drakewell a significant competitive advantage for its users.

Industry: Manufacturing & Construction

From the internet of things (IoT) to asset tracking, to sales, to complex manufacturing scheduling; we're used to tackling the hardest problems with elegant solutions. Leveraging embedded devices, modern mobile phones, and well-built software, we've not only improved but revolutionized how our clients work.

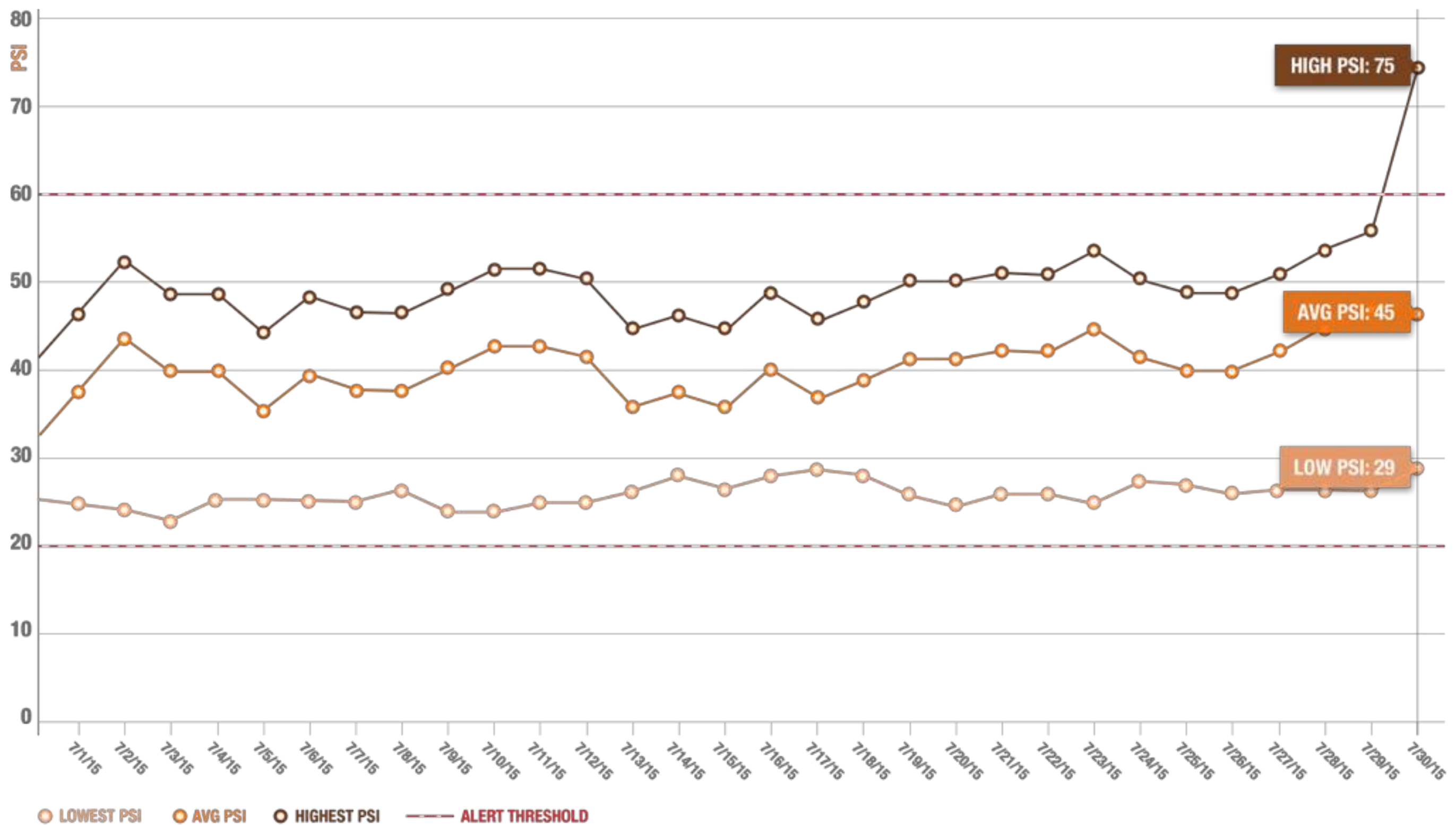


Services

- Big Data Engineering
- Design Research
- Data Visualization Design
- Web App Engineering
- Platform Engineering
- Platform Maintenance

Technology Used





Ditch Witch’s Problem

In 2015, Ditch Witch launched an initiative to install Internet of Things (IoT) devices on new models to provide telematics data and services for their machines. While the initial offering utilized an off the shelf software product to provide visualizations and analytics, Ditch Witch quickly realized that solution didn’t match their vision of what they wanted to give to their customers. They knew they needed a custom software solution to provide big data power, deep analytics, and meaningful visualizations to surpass solutions offered by their competitors and create a unique competitive advantage.

Phase 2’s Solution

Using our deep skill set in leveraging the massive inflow of IoT sensor data, Phase 2 built a solution called Orange Intel that provides Ditch Witch customers with easy-to-use software to perfectly handle managing one or one thousand machines. Features like custom engine performance notifications, analytics-based utilization, geo-fence security, and leveraging historical sensor data for data-driven maintenance made this tool a must-have for Ditch Witch customers and wouldn’t be possible without a robust, custom-built enterprise solution.

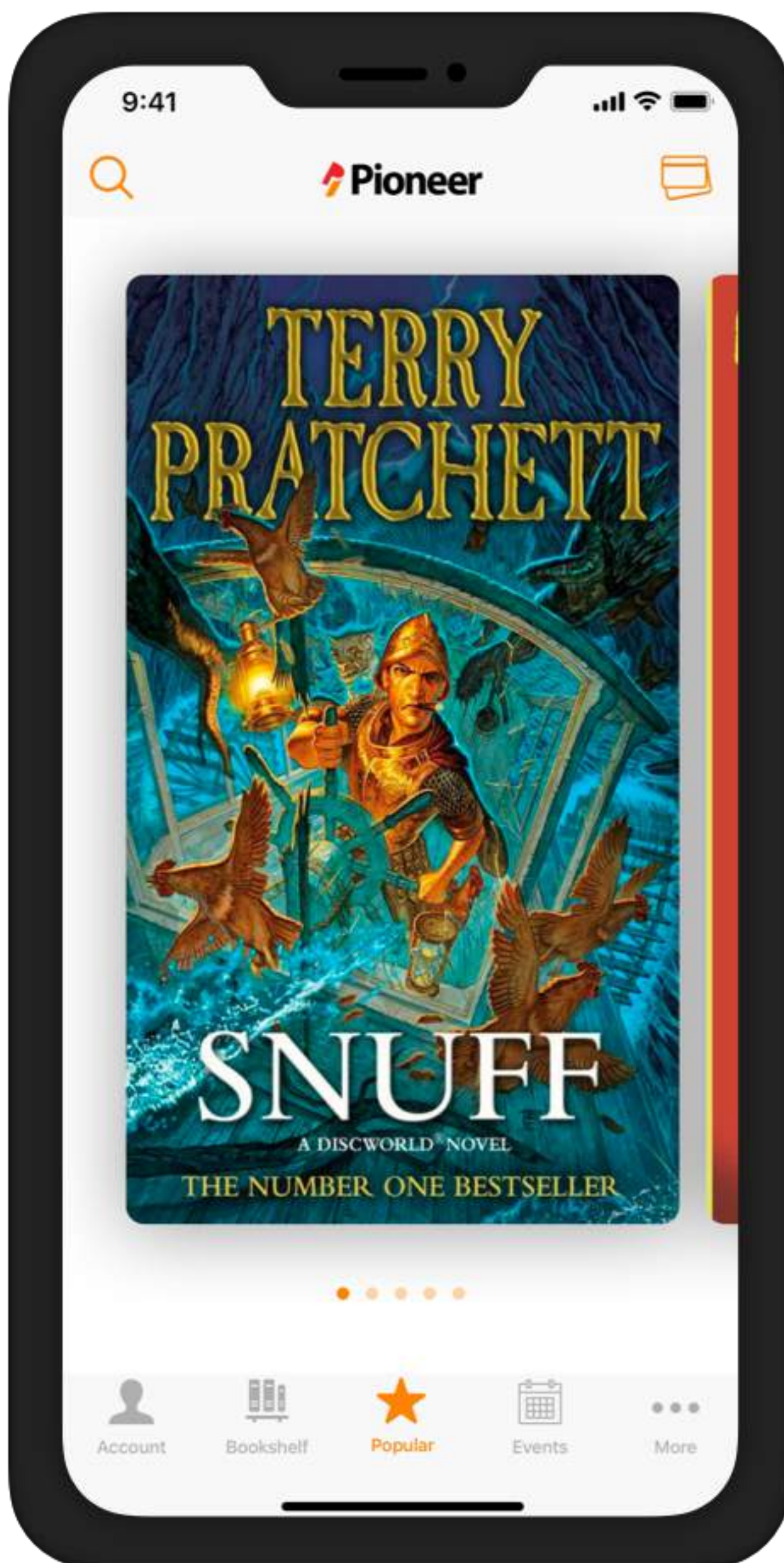
Pioneer Library Systems

IOS and Android App Case Study



Industry: Library Systems

Can your organization offer the same level of service through your digital presence as you do face-to-face? The difficult software challenges faced by modern libraries are common to many organizations. Disparate internal systems often make a customer's experience disjointed and frustrating. When a customer's preferred point of contact with most organizations is through technology, usable and beautiful technology tools are the means to succeed.



Services

- Big Data Engineering
- Design Research
- Data Visualization Design
- Web App Engineering
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- Platform Maintenance

Client Quote

"Phase 2's approach to software development allowed PLS to become the first library system in the nation to debut one mobile application that allows the 350,000 citizens in our service area to access their library's physical and digital offerings (from multiple vendors) all in one place."

Adri Edwards-Johnson
Strategy & Innovation Officer at PLS

Technology Used



RUBY



OBJECTIVE C



JAVA



LINUX



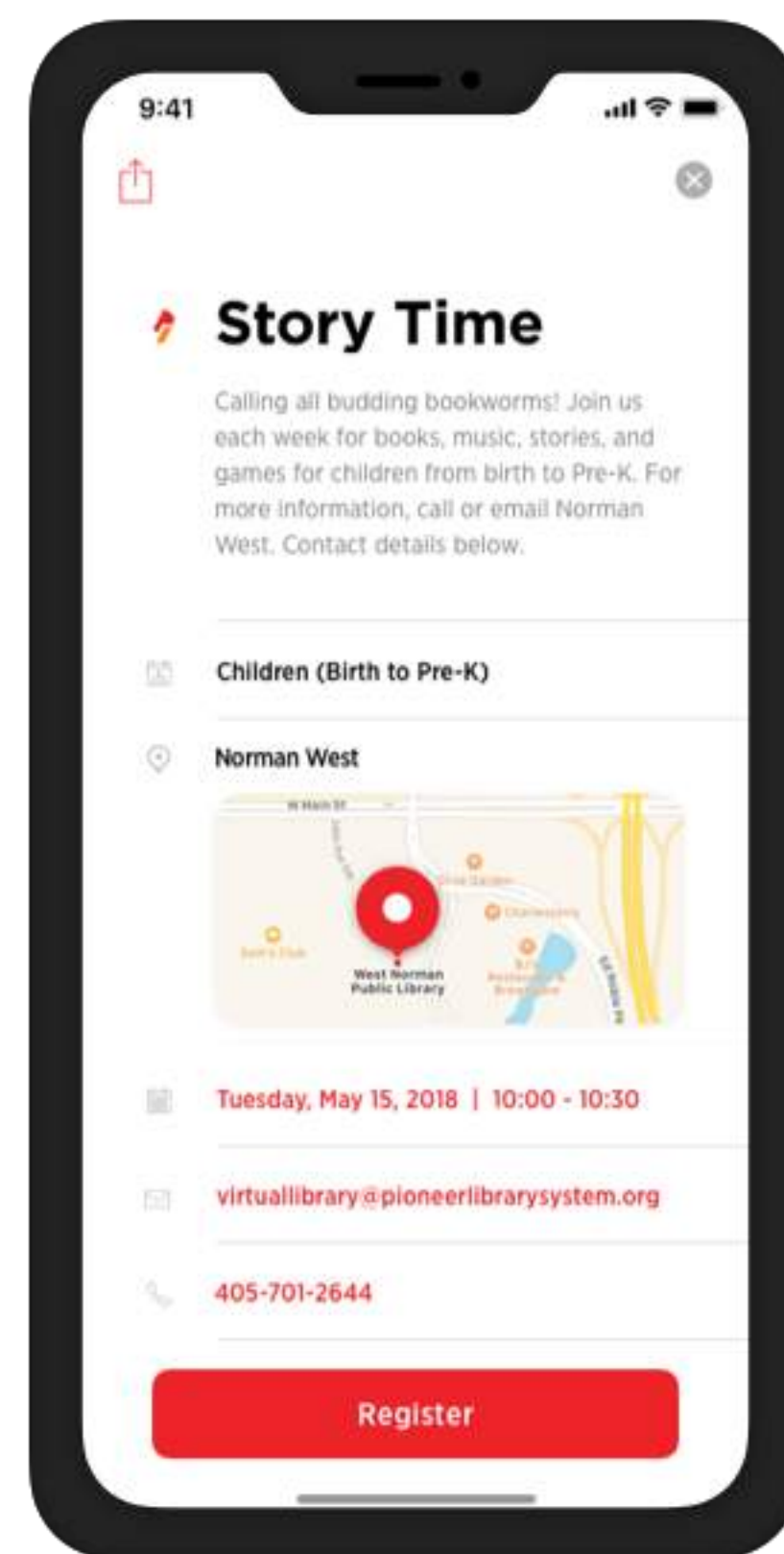
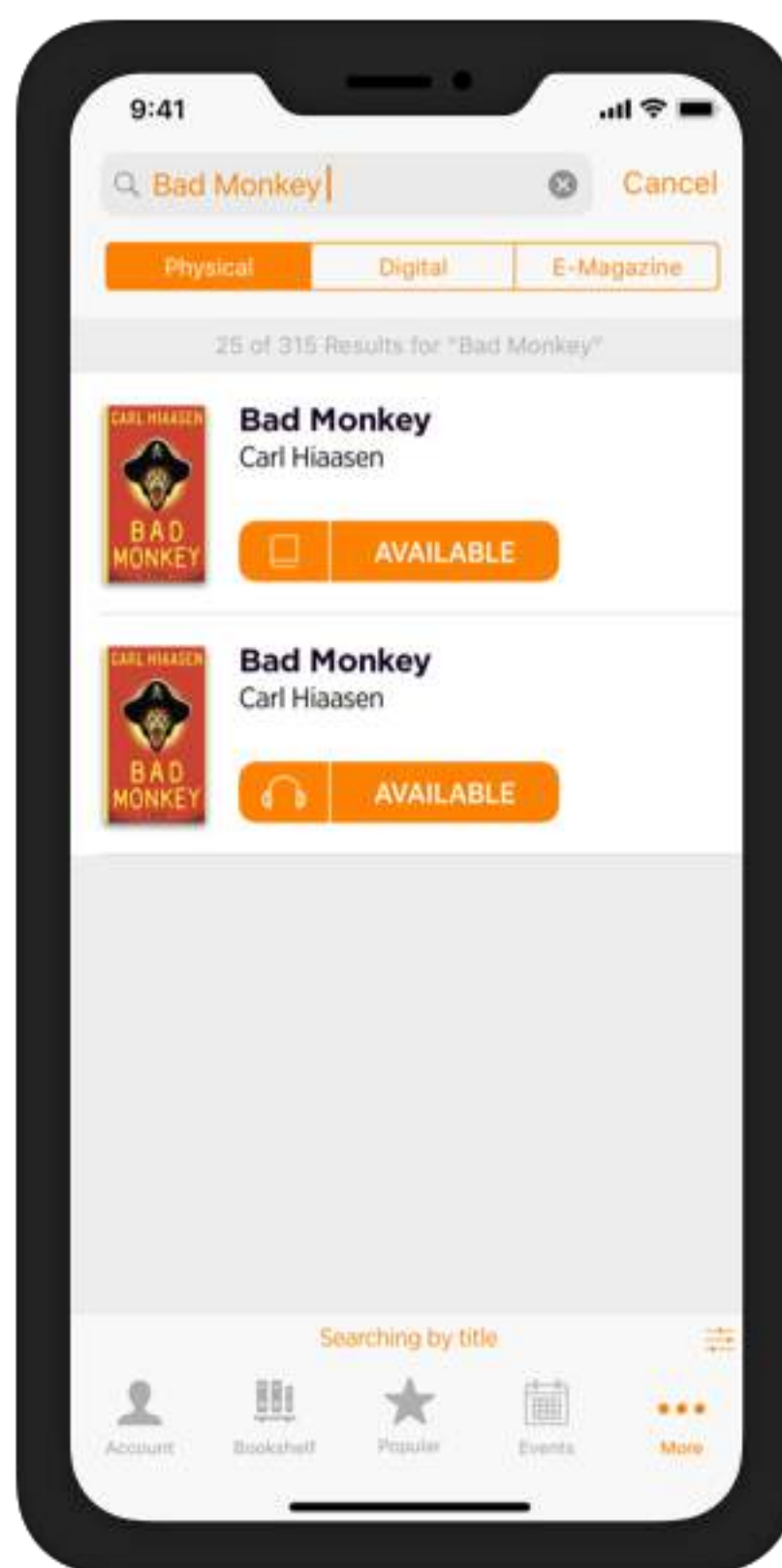
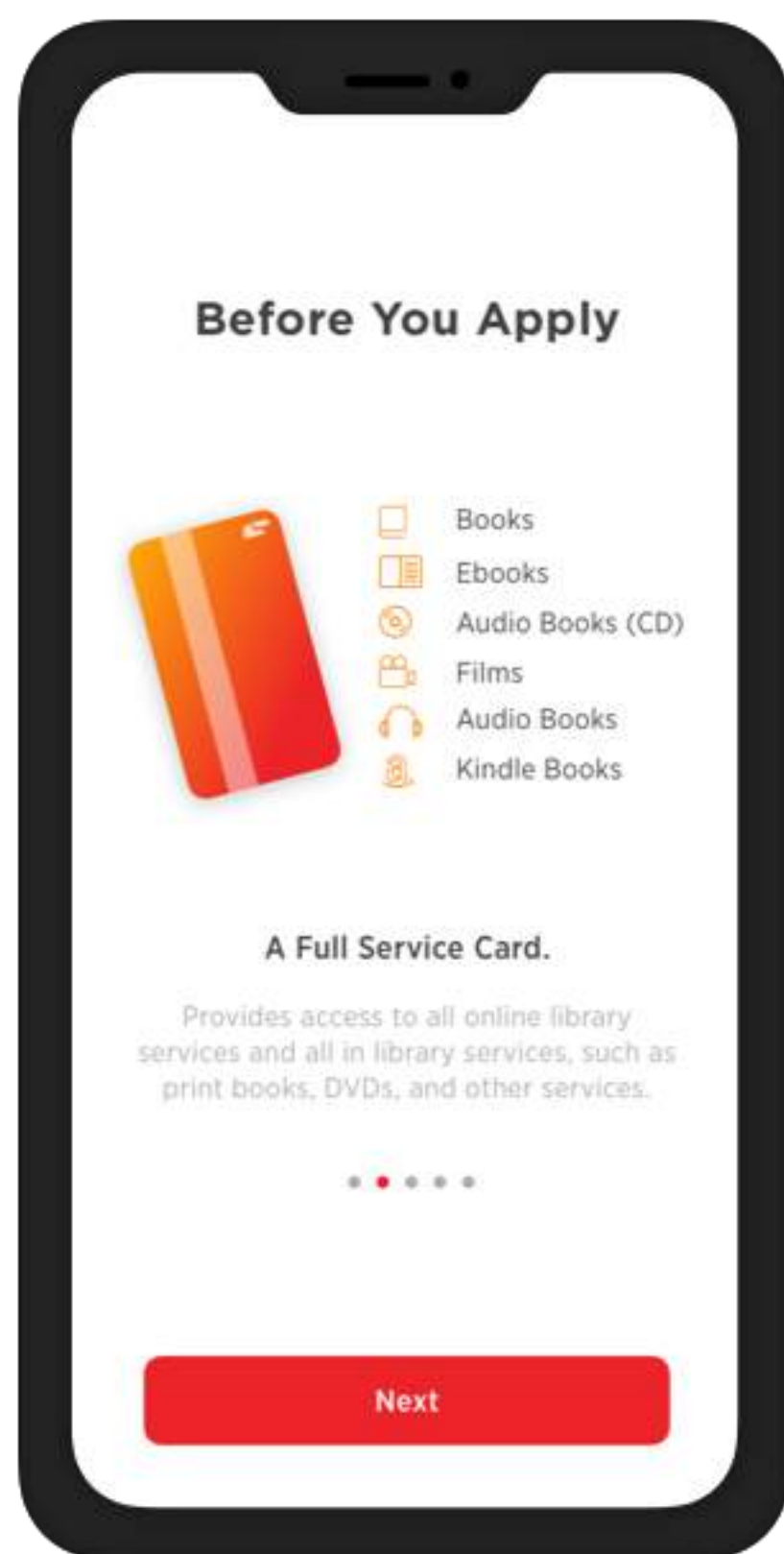
SWIFT



POSTGRESS

Pioneer Library Systems

IOS and Android App Case Study



PLS's Problem

Libraries across the nation were unable to offer remote services to those in need through one central application. Existing library software was pulling users in many directions by requiring multiple applications to be installed in order to access different content or content in different formats. The mobile application workflow involved downloading the library's app and redirecting the user to log into several other pages in order to access content or library services. This cumbersome process for a seemingly simple task left users frustrated and in need of a better solution.

Phase 2's Solution

Phase 2 created a user-friendly mobile application that grants instant access to all of the currently available, instantly downloadable, and free resources – all with one single login. The solution was made possible by integrating multiple third party API's into a unified platform. Native mobile apps were built on iOS and Android to give users a single point of access to all of the library's content and services, giving users the ability to access ebooks, audio-books, magazines, reserve books and rooms, and search the catalog. The platform empowers Pioneer to add or change third party services as needed without harming their user's experience.