

# Application Development for Luxury Goods Video Platform

## Project summary

🔧 Mobile app development | 💰 \$10,000 to \$49,999

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The client is Opulenc, a video platform for luxury brands. They were in need of an agency to develop a mobile application for their platform. Movel was chosen for the project and the relationship remains ongoing. Movel has become a technical partner for Opulenc, providing technical understanding to potential clients and investors for the company.

### Feedback summary:

The client is very pleased with the work completed by Movel. They speak highly of Movel's technical understanding and their ability to communicate the intricacies of the platform. According to the client, response to the site has been very positive. Opulenc states that Movel has been very responsive as a technical partner and highly recommends Movel to others.

## Interview

CEO at Opulenc

👥 2-10 employees

📍 Washington D.C. Metro Area

Quality: ★★★★★  
 Schedule: ★★★★★  
 Cost: ★★★★★  
 Overall rating: ★★★★★  
 Willing to refer: ★★★★★

**"You have a lot of developers here you can get to build things, but to actually have someone that's going to be there for you, go the extra mile and have these extra conversations with vendors, partners, or investors – I think that's very key and critical to Movel."**

*— Chief Executive Officer, Opulenc  
 (Luxury Goods Video Platform)*

### Details:

#### BACKGROUND

**Please describe your organization.**

We have a video platform that's designed for luxury brands, and we're based out of Laurel, Maryland.

**What is your position in your company?**

I am the founder and chief executive officer.

## **OPPORTUNITY/CHALLENGE**

### **What business challenge were you trying to address with Movel?**

The idea was to create a beta site of our platform. We actually went to their office, had a session with Movel's team, and went through the process. I actually had met with their founder [Zelius Teixeira] several times prior to that, and we had a lot of discussions about the project. He was very helpful in suggesting what steps to take and what he thought were the best measures in order to reach our goal. We created a plan, and they worked together with us to create our beta site.

## **SOLUTION**

### **Please describe the scope of their involvement in detail.**

We had a few conversations with them to make sure it was the right fit. They didn't want to accept any project that wasn't right for them or one they didn't have the bandwidth to tackle. We had a few meetings, discussed what I wanted to achieve and what their capabilities were. We went to their office, had a whiteboard session where we wrote from beginning to end what we were trying to achieve, and explored how our two teams would collaborate.

Then, they presented me with a packet of information for the proposal and what the mockup of the site would look like and the details of what was going to go into it. We set a two- or three-month timeline. We met all of those goals by the end of March, early April [2015], and they presented me with a final product.

### **How did you come to work with Movel?**

I was searching for a developer or an IT [information technology] company that could help us build the kind of beta site we were looking for. We had a couple of conversations, both by phone and in person. We had some very strong synergies, and the relationship seemed to be a good fit.

### **Could you provide a sense of the size of this initiative in financial terms?**

It was a beta site, so it wasn't a full project. We are actually talking about doing the full project as we speak. The beta site was \$30,000.

### **What is the status of this engagement?**

We are still working with them, and that's the great thing about them – they never go away. I can always call on them. Right now, we're putting our product in the Apple and Android stores, and they're always there to help. They've helped us through that transition so we can actually control the product off of their initial platform. They're just there – a resource for us to use at any point.

Even if we're having conversations with investors, they're our technical support and can speak to the IT side of things while I'm a marketing and business developer. We can rely on the Movel team to be there, to give us technical support and tell potential investors and clients about the back-end and inner workings of the platform. That's been invaluable, and I can't even put a number on that, as far as how useful they've been in that regard.

## **RESULTS & FEEDBACK**

### **Could you share any statistics or metrics from this engagement?**

The results are great. Everyone that we show the actual platform to loved it. They loved the look and feel, so the work is great.

### **How did Movel perform from a project management standpoint?**

They're on time. They gave me the timeline of when it was going to be done, and they met their timeline. I don't really have any complaints about that. I don't have anything negative to say about the entire team. They've always been very responsive and very forthright. If there was an issue, or there was something going on that they needed to address, they let me know in advance. If I had an issue with something, or if there's a bug, they always address the issue and make sure that we're happy and satisfied, and I absolutely appreciate that.

### **What distinguishes Movel from other providers?**

I've been working with Movel for almost two years now and have a fantastic relationship with the founder of the company. I consider him a friend. So, really, it's their personal touch. They go the extra mile, the extra step, and I think that's the key. You have a lot of developers here you can get to build things, but to actually have someone that's going to be there for you, go the extra mile and have these extra conversations with vendors, partners, or investors – I think that's very key and critical to Movel. Hands down, they do a really great job of customer service. After the work is done – and the work is superb – they also stay there and make sure that you understand what you have.

**In hindsight, are there areas in which they could improve, or things you might do differently?**

To be honest with you, I don't think so. They're now in a growth mode, so they need help in growing. The skills that the team has are good, and what they're trying to accomplish is good. Outside of my company and the work that I've done with them, I've had several conversations with them, and I think now is the time for them to grow. That's the key. As far as any negatives or any complaints, I don't have any. I can call them at any point and touch base with them for anything.

**We have five additional questions. For each of these, we ask that you rate Movel on a scale of one to five, with five being the best score. How would you rate them for the quality of their service and deliverables?**

Five.

**How would you rate them for scheduling, as in meeting deadlines and compliance with a project timeline?**

Five.

**How would you rate them for cost, as in value and/or conformance with project estimates?**

Five.

**How would you rate your overall experience collaborating with Movel?**

Five.

**How likely are you to recommend Movel to a friend or colleague, out of five?**

Five. I do that every day.