

FEARLESS
Capabilities



We are Fearless.

Fearless is a software shop that builds presentations while maximizing performance. We turn complex data or processes into creative applications that are intuitive and beneficial to the user.

To ensure maximum software performance, we streamline and automate developer, operation, security, and testing processes to drastically increase their efficiency.

Our team comprises designers and developers who have a deep understanding of cutting edge technology and trends, and leverage this knowledge to solve problems. Our developers are experienced enough to know the ins and outs of the industry, but inventive enough not to be bound by convention and to seek out the most creative solution to a problem.

OUR VALUES

- 1 Passion**
Do what you love, and love what you do.
- 2 Excellence**
Perform your work to the best of your ability and be remarkable at it.
- 3 Integrity**
Maintain dignity, respect, and humanity in what you do. No cutting corners.
- 4 Improvement**
Keep getting better at what you do.
- 5 Innovation**
Keep finding new and creative ways to do what you do.

WE ARE PASSIONATE ABOUT BEING SURPRISINGLY DIFFERENT
BY THE WORK WE DO, PROBLEMS WE SOLVE, AND
DIFFERENCE WE MAKE.



Presentation

WHAT WE DO.

We create powerful presentations of content through the medium of software. We believe that software presentation - including the visualization of data, experience of stepping through the data, and direct manipulation of the data - should be seamless and intuitive for users to work with the tool most efficiently. Presentation is more than just visual. Every piece of software presents something to the user - whether it is a tool to use, a map to explore, a way to communicate, or a data set to analyze. We create these presentations.

Through a collaborative effort of both design and development, we can turn complex data or processes into applications that are easy to use and of great benefit to the user. Whether the data is best consumed through a map, dashboard, web app, or something else entirely, we have extensive experience backed by a team of developers, designers, and engineers who will work to find and create the best solution.



Visualization

We use clean and intuitive interfaces to turn data into knowledge. While visualization could come in any interface type from a map to a dashboard, our goal is to make complicated data simple for any user to easily understand. Visualizations should be user-centric to maximize what the user can do rather than what the software can do. Through creating rich graphical representations out of complete datasets, our software enables analysts to more efficiently perform their job functions. We eliminate what is unnecessary to users so they can do more with less.



Experience

A good design creates a cohesive path through the content. Our goal is to create user-centric products through smart interfaces and intuitive controls, blending design and function to create a clean and beautiful experience. Through seamless experiences, we provide value to our customers by allowing them to quickly view, analyze, and make mission-critical decisions in a fraction of the time. Software with a poor experience causes frustrations, lost productivity, mistakes, and inefficiencies. We avoid this by focusing on the user through the entire development and design process.



Development

We are technology and programming language agnostic. We treat all aspects of the tech stack as building blocks that, when put together, create optimal solutions. We look at each tier of the application and make the appropriate decisions to meet the scaling needs of the solution. A solution may require a SQL, NoSQL, or other persistent data storage for the data tier. Front ends, which may be developed as APIs, native mobile apps, or responsive web applications, are glued to the back end via a middle tier. Some software shops only provide capabilities on one of those tiers. At Fearless, we do it all.



Performance

HOW WE DO IT.

We help you work better, faster, and cheaper by first understanding your software goals, defining and aligning the metrics to measure progress towards the goals, and then working to meet them through the agile process. To ensure maximum performance of the software, we streamline and automate developer, operation, security, and testing processes to bring them to the next level of efficiency.

We believe that everything possible should be measured and automated. By automating processes, testing, and DevOps, the risk of human error decreases. We build capabilities to track metrics on security vulnerabilities, build times, defects, bugs, tests, etc., and then work diligently to improve the existing realities.

There is no one-size-fits-all solution to software. We work with our customers to identify their needs and use our expertise to collaborate on custom solutions. If the solution is already out there, we don't needlessly spend your time and money building a new one. We identify and build on open source and commercial frameworks that allow for rapid delivery and integration with existing systems into your enterprise.



DevOps

One never truly achieves a state of supreme “DevOps”; it's an ongoing pursuit. DevOps aligns the people, processes, culture, and technology within an organization to continuously improve the development/operations environment and the workflows that make it succeed. Fearless works with your team to help pinpoint your organizational goals for each product and team. We then assist in identifying and removing cultural barriers, automating processes, and version controlling the infrastructure, development environment, and dependencies. We employ best practices in Agile, Continuous Integration (CI), Continuous Deployment (CD), server provisioning, and Elastic Scaling to build solutions for our customers, leveraging partnerships with Chef and Amazon AWS.



Security

Security is often an afterthought in projects, but we consider security at every part of the software application development lifecycle. We align the appropriate amount of security based on the data or information being protected each step of the way and the relative impact of loss. For example, a picture from dinner would most likely have a different level of security needed to protect it than would banking passwords. We take the totality of circumstances into account and work with our customers to implement a security plan that is appropriate for them.



Testing

As the complexity of software grows, the amount of effort required to verify changes in software, as well as features already present in the baseline, continuously grows. As a result, the time required to test is directly proportional to the amount of test cases required to check the validity and functionality of code. We provide consulting to projects that want to improve testing practices, as well as deploy capabilities to help automate testing needs (unit, regression, functional, stress, performance, and browser testing). We reduce build times, speed up delivery cycle time, and catch bugs earlier in the development lifecycle - despite the browser or platform. Through smart testing practices, we raise the standard of quality in our customers' products.





We are fearless to be purple.

There are plenty of brown cow software shops around. Our goal is to be a purple cow - to stand out in the herd by being surprisingly different by the work we do, problems we solve, and difference we make.

WE ARE FEARLESS FOR **OUR CUSTOMERS**

We are a full-service team of designers and developers. We span all tiers of development to define and create the solution to solve your software needs, whether it is in presentation, performance, or both.

WE ARE FEARLESS THROUGH **OUR CULTURE**

We believe that work should be fun. Our goal is to create an environment where people love their work, benefit from the company's success, are a part of something great, and feel valued for their contributions. We are more than developers in seats - we are a family dedicated to growing individually and building something together.

WE ARE FEARLESS IN **OUR COMMUNITY**

Community is a huge part of who we are and why we exist. We make conscious efforts to contribute to the field of technology by sharing our passion, successes, resources, and lessons learned with the next generation of problem solvers in science, technology, engineering, and mathematics.





www.fearless.tech

8 Market Place, Suite 304
Baltimore, MD 21202

hello@fearless.tech
phone 410-394-9600
fax 410-779-3706

DUNS #: 829602304, Cage Code: 5BS71
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