Blueberry

Software for your Business. Built by Us. Owned by You.

Web Applications

Mobile Apps

IoT

Built by Us.
Owned by You.

Blueberry

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HM Government G-Cloud Supplier

Microsoft Gold Partner

amazon web services

Contents

Blueberry

at a glance...

Blueberry is the UK's largest independent bespoke software development company, with expertise in cloud, web, mobile and embedded software development, as well as an extensive knowledge of leading edge technologies, such as the Internet of Things (IoT) and blockchains.

Our development teams are all experts in their field. This means every piece of software is coded to customer specification by our highly skilled developers, planned and integrated by dedicated project managers and thoroughly supported by our support teams after delivery.

Microsoft Gold Partner

Blueberry is a Microsoft Gold Partner – which represents the highest level of competence and expertise with Microsoft technologies – as well as an Amazon Web Services specialist. We're justifiably proud of the team we've assembled. Initially numbering just two programmers, Blueberry has grown steadily over the last 20 years. We opened our second office in 2013 and a new London office in 2016. Today, we have a team of 120 project managers, developers and support staff.

With hundreds of successful projects delivered across all business sectors, Blueberry has the breadth of experience needed by new clients in a rapidly changing technological landscape.

How We Work

Initial enquiries are handled personally by a senior member of our team – you won't find any salesmen! Following this, there will be a detailed discussion regarding your system requirements. Finally, an itemised quote is generated for consideration and review, with no obligation.

For web and cloud applications, we have a USP we're proud of – our Web Template technology, which uses best programming practices and modern, open software components to rapidly build applications that can be delivered fast and work beautifully.

Projects are run with high visibility of planning and progress, using our Bluesprints Agile-based methodology. Our Customer Portal ensures we include you at every step of the software build and allows you to take ownership of the work being done by putting you in control of progress.

Finally, the software we build is yours. You will retain the source code and the intellectual property rights. Therefore, software built by us is uniquely future-proofed and risk-free.

Our Technology

What is Blueberry Web Template?

Blueberry Web Template (BBWT) is our framework for building secure bespoke web and cloud applications to best practice standards in an accelerated timeframe. Blueberry's solutions are of course bespoke for each customer, but it makes sense to share a foundation that is needed for every application, thus not re-inventing the wheel within each project.

The framework includes a collection of pre-built modules, best programming practices and proven design styles that make it easier to create powerful and easy-to-use web applications.

The BBWT Framework includes:

- Standard stylesheets and flexible menu system
- Strong, secure user authentication (including 2FA options)
- A comprehensive user permission management system
- Built in language localisation
- Customer and supplier portals
- Dynamic field validation
- Data import and export
- Document management and PDF generation
- Email templates
- Alerts
- Built-in support for problem reporting during testing
- Comprehensive coding and design guidelines for developers

With BBWT, we also provide a large library of application features that can be dropped into your software, such as:

- Email harvester and synchronisation
- SMS integration
- Dashboards
- To Do lists and task management
- Calendars
- Sage and Xero accounts integration
- CRM functionality
- Audit logging
- Integration with:
  Google, Bing, Amazon, eBay – and many more APIs!

Software development companies often put together their own platform or toolbox to save time. However, if not handled correctly, these platforms can cause problems for customers for two main reasons:

- Some developers make their platforms very complex or proprietary, making it much harder (or impossible) to move the project to a new developer.

- In order to re-use the platform across multiple projects, the developer needs to retain copyright. But if the legal agreements are not structured in the right way, this can result in the customer not actually fully owning the completed system.

Blueberry's platform avoids each of these problems; it's written in a very straightforward way using open, widely available programming languages and components to avoid the risk of lock-in – and we provide complete source code, plus a totally unlimited license to use it within your organisation (i.e. unlimited user, permanent, transferable, royalty free).

What's the Technology?

Now in its third generation, BBWT 3.0 is based on established, best programming practices and modern open technologies – .NET Core, Angular 9 and a choice of SQL Server/Windows or MySQL/Linux.

The latter database/server platform delivers a significant saving on hosting costs with no loss of performance. In addition, we also support the Aurora database on the Amazon cloud, which is highly optimised and designed to support higher levels of redundancy if required. A BBWT-based solution can also be hosted on any other cloud, such as Azure, or indeed on-premise.

Alongside Angular 9, we use PrimeNG to provide a rich library of user interface templates and controls.

Our technologies have been chosen because they are powerful, proven and will not become obsolete. The more mainstream the technologies used, the better the support and the easier to find and recruit developers. This makes it as simple as possible if you wanted to switch away from Blueberry in the future, or build your own programming team.

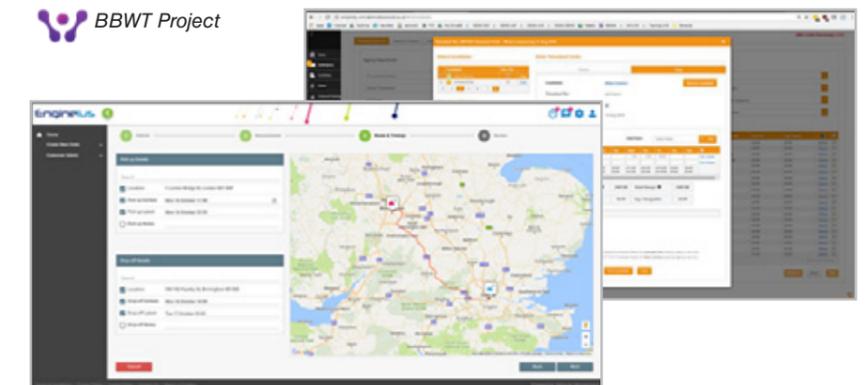Our choice of technologies also provides confidence of security and scalability.

It's proven – BBWT is the foundation for over 50 projects at Blueberry!

What are the Benefits of BBWT?

BBWT accelerates application delivery because we don't have to start from scratch with each project – and we can use the time saved to keep development costs low or include additional features.

BBWT provides developers with the optimum way to complete a custom web project by using pre-built modules, best programming practices and proven design aesthetics. It offers functionality, flexibility and security. It's not a risk as the platform has been built to protect from obsolescence by using best-of-breed technologies for developing and coding. If you were to stop working with Blueberry, you can carry on using the platform with another developer without the risk of having to start over again.

In summary, BBWT helps to deliver a powerful, high quality product with speed and accuracy, but without proprietary lock-in.

Our Agile Methodology

Bluesprints

Agile and Visible: Working in Partnership

With years of software development project experience behind us, project management at Blueberry has become a fine art! We call it Bluesprints. This is the way we work with you to build high quality software with requirements traceability, delivering what we say we will on time and making sure your understanding is always the same as ours.

Bluesprints is an Agile approach with tight but light-touch project controls that works in both a fixed price/fixed requirement project as well as where a more creative, evolving style of development is required, such as with an entrepreneurial software product.

Getting Started

The start of any software project is crucial for setting the baseline, tone and style of the project. At the project kick-off meeting we work to build the Project Start-up Document which defines the project roles and the preferred methods of communication, sets up access to our systems and establishes an understanding of how Bluesprints will support the project.

Right from The Start

Investing time in exploring requirements at the start of a project will pay dividends in terms of saving time and preventing misunderstanding and re-work later. Our Bluesprints Discovery Phase builds up a Requirements Catalogue through workshops and then online discussion, resulting in sign-off of requirements when you are confident they fully meet what the business needs.
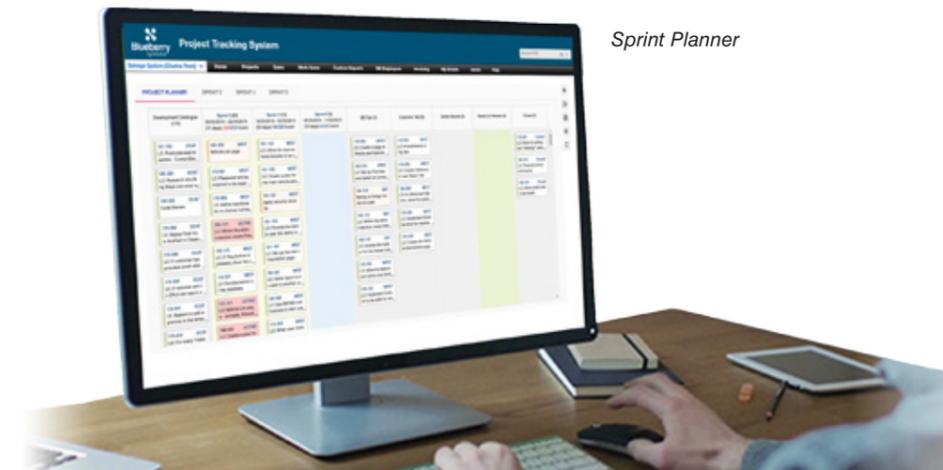
Sprinting to Completion

Once the requirements and design are agreed, we commence a series of development Sprints. Each Sprint is typically between 5 and 15 days in length and is planned using our unique Trello-like Sprint Planner. The development Tasks that make up the contents of the Sprint are agreed with you, and we build in 20% contingency. With each task re-estimated daily, the Sprint is under close control so that it finishes on or ahead of time.

The progress is tracked with a Burndown Chart showing, at a glance, whether the Sprint is ahead of or behind target. If it's behind, action can be taken to bring it back on time. The Burndown Chart is shared with you through our portal (and also e-mailed to you twice per week) so you are fully aware of the state of the progress.

Visibility

Overall, the key is visibility of progress. Through our portal you can see the progress of current Sprints, any issues that require your comment and items for you to test. We send you two progress reports per week by e-mail and you can see your software evolve by logging into a test site on a cloud server.

Sprint Planner

Bluesprints addresses the traditional shortcomings and difficulties of managing software development projects:

"What you have delivered is not want I wanted!"

In Bluesprints, we have a Discovery Phase where we work closely with you on the requirements. We also insist that the role of "Product Owner" is held by our customer's subject matter expert. The Product Owner has sole responsibility for the requirements and is the only person who can sign off both requirements and design as correct and complete.

"The project has over-run and I don't know why!"

Bluesprints development is divided into a series of "Sprints" of fixed duration – typically between 5 and 15 days each. Each Sprint contains a number of development tasks which have been estimated to fit with the available Sprint timescale and available resource, allowing for 20% contingency. Every day, the tasks are re-estimated and a "Burndown Chart" created that shows to both us and the customer at a glance whether the Sprint is on target or not. The "magic" result of this close attention is that 95% of Sprints complete within their timescale. And if it doesn't, the reasons are clear.

"I don't know where we are with this project!"

We provide access to the current project status through a Portal to our project management system. There, at any time, you can see the progress of the current development Sprint as a Burndown Chart and the issues requiring your attention. We also provide two progress reports per week by e-mail, in addition to any other day-to-day communications. Your view of the project is the same as ours.
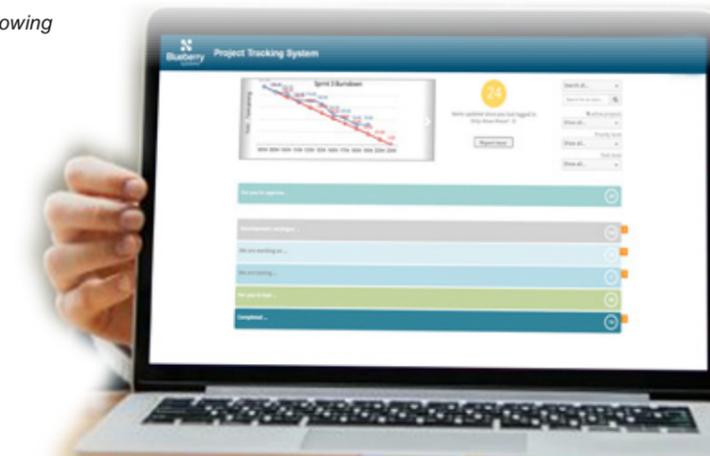
"Every time I get a new software release, something has broken!"

"Regression" bugs in software are always a danger when live software is upgraded. To reduce the risk to an acceptable level, a strong testing regime is needed. We test software releases and then hand over to you to test as well. We also use a staging environment to check a live release prior to "go live".
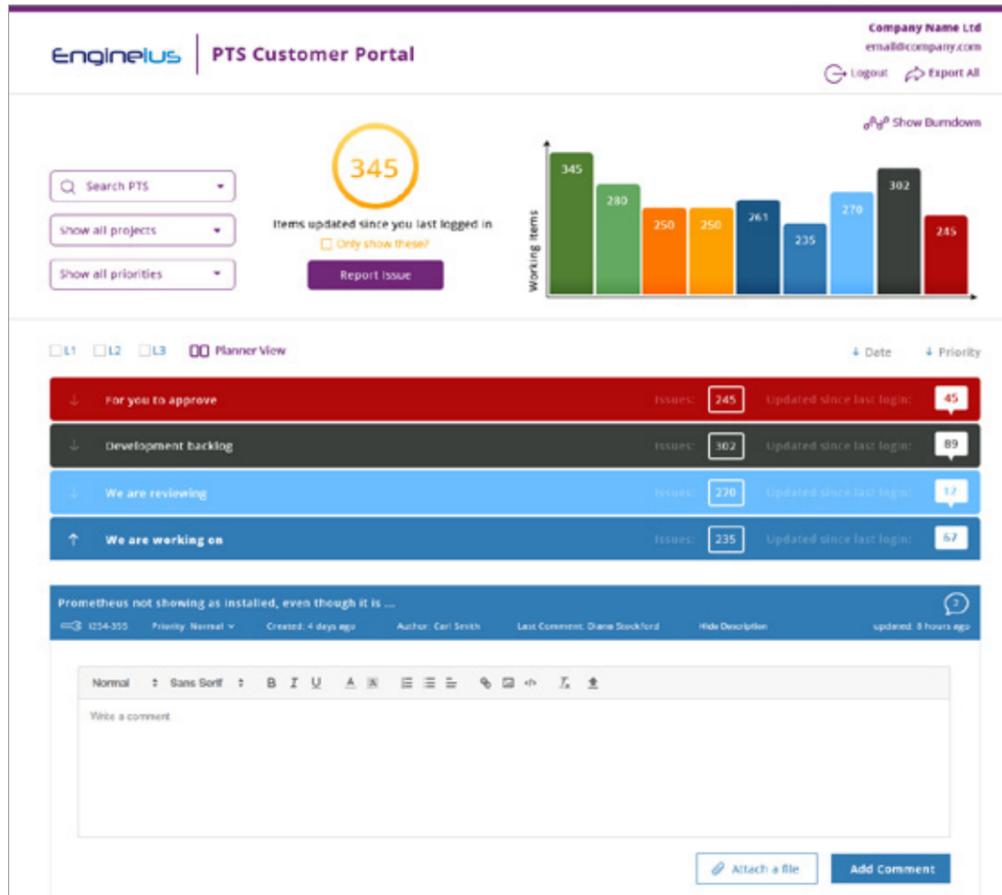
"Senior management are concerned about the cost and delays of the project!"

As well as tightly managing cost and time, we establish the roles of Commercial Owner on your side and ours. This role should be held by someone with executive responsibility for the project budget. We set up a call schedule at the start of the project so that the Commercial Owners speak (or meet) at least every six weeks and this provides a forum for a general progress update and any concerns there may be to be aired.

Customer Portal showing a Burndown Chart

Working In Partnership

Blueberry Customer Portal

PTS Customer Portal

Our Customer Portal ensures we include you at every step of the software build and allows you to take ownership of the work being done by putting you in control of progress.

The Portal is part of a very sophisticated inhouse project tracking system (PTS), designed to ensure your software is built to the highest quality, with complete requirements traceability, so we deliver exactly what we say we will.

Feedback Tool

Our Feedback Tool allows project stakeholders to drop pins into areas of a page of a development site where they want to add feedback or pinpoint an issue.

These pins then create service request tickets in the project tracking system which are also trackable in the Customer Portal.

The Customer Portal, in combination with the Feedback Tool, not only guarantees we work in close partnership with you, it also confirms your understanding is always the same as ours.

With the Customer Portal...

- Blueberry can share your project's progress with you as well as any specific issues or tasks.
- You can view comments on the project and contribute to the conversation if you wish.
- As a customer, you can create your own issues in the Portal and then track our progress to fix them.
- You can upload images, documents and videos to tasks and issues to clarify your message.
- We can use the Portal to ask you to approve or reject specifics relating to the project, before we begin work, so putting you in control of progress.
- BlueSprints is our Agile approach to software development. Current Sprint Burndowns can be viewed by you, so you are fully aware of the state of progress.
- You can view the Project Planner, which is the same instrument used by Blueberry Project Managers for planning.
- And you have access to download our FlashBack software, which is perfect for reporting bugs whilst testing.

Blueberry
Project Finance

Making Bespoke Affordable

If you are a growing business, the need for efficient software is likely to be at the heart of what you do. Many small businesses thrive initially on home-grown systems using, for example Access databases or Excel spreadsheets, but reach a point in their growth where these become cumbersome and unworkable. This usually happens for varying reasons, such as the technology becoming outdated or slow, the original developers no longer wanting to support the software or simply a desire to increase efficiency as business processes evolve. When this point is reached, the natural choice is between finding an off-the-shelf software product or cloud-based software service, or considering a bespoke software solution.

While off-the-shelf and cloud service options have some clear benefits, they will also force your business to work in a certain way and are an ongoing financial commitment which increases when you want to unlock more functionality or add more users. It's clear that the alternative of a bespoke solution will give you control and ownership of your software and therefore your business processes, but with the expectation that bespoke will be an expensive capital purchase.

There are ways to finance your bespoke project if funding is an obstacle. For example through R&D tax credits, which will allow you to claim a generous tax incentive of £40,000 or more. For successful claims, HMRC will pay out up to 33% of qualifying R&D spend on a software development project. Ask us for more details if you'd like to explore this option.

Funded Bespoke Software

Blueberry can also offer an ROI Finance scheme, which allows the whole of our service to be funded – the software development, the support and the hosting! This is made possible because Blueberry has partnered with inFund, a refreshing new approach to business funding, that provides a simple and flexible way to fund your investment in a bespoke software solution from Blueberry.

The facility can also be used for any other business purpose in conjunction with the software project, for example to purchase associated equipment and consultancy services.

Applying for a facility is quick and straightforward, and the funding decision is based on a pragmatic assessment of your business' financial health. To find out the facility that could be available to your business, enter a few details at https://blueberrysystems.infund.co.uk.

The facility is just that, a fund that can be drawn down in whole or in part when needed (like an overdraft). Repayments only start once funds have been drawn down and, uniquely, the repayments are daily micro payments with a typical APR of 2% per month.

Borrowings can be paid back at any time without penalty, making the facility completely flexible as a simple form of cash flow finance.

The Business Case

It's optional, but we strongly recommend that you embark on your bespoke software project with Blueberry with a clear ROI objective planned. We know, from our experience implementing countless software solutions, that a business process can be optimised by 30-40% typically by implementing software that efficiently supports the business process.

This return may manifest itself in several ways – less staff needed to process work, less time needed, an increase in capacity or even an increase in quality – resulting in an overall cost reduction.

Your first decision is which of these ROI metrics you are focusing on and aiming to streamline with your new bespoke software system. Next, measure and collect data against your metric, using your current "as is" process - e.g. the current average cost and time to process one unit.

Then, consider how that should improve with new software; a target of 30% improvement is usually achievable. Once the software is in place, measure your metric again and compare your actual results against your target to realise your ROI.

Financial products are provided by inFund Technologies Limited which is authorised and regulated by the Financial Conduct Authority under firm registration number 750112. Blueberry companies do not provide financial advice.

Procurement Platform

Web Portal

Blueberry built a web platform for pharmaceutical buying group, Pharmax, that offers products to independent pharmacies in an efficient manner through partnerships with Ireland's key manufacturers, suppliers and supply-chain experts.

The company has access to over 10,000 brokered medicinal products, including Branded medicinal products, Generics, OTC's and ULM's.

Blueberry built a secure and robust web portal for pharmacists and wholesalers that could be used to review both the orders placed and any discounts on the products being bought. In addition to online ordering, the portal also provides the ability for pharmacies to generate reports on their order history and any savings they'd made over the month.

Blueberry was also asked to develop an application programming interface (API) that could receive and process pharmaceutical orders sent by existing pharmacy dispensing software, and then automatically send the processed orders to Wholesaler APIs based on the best discounts for the products being ordered.

Vehicle Management

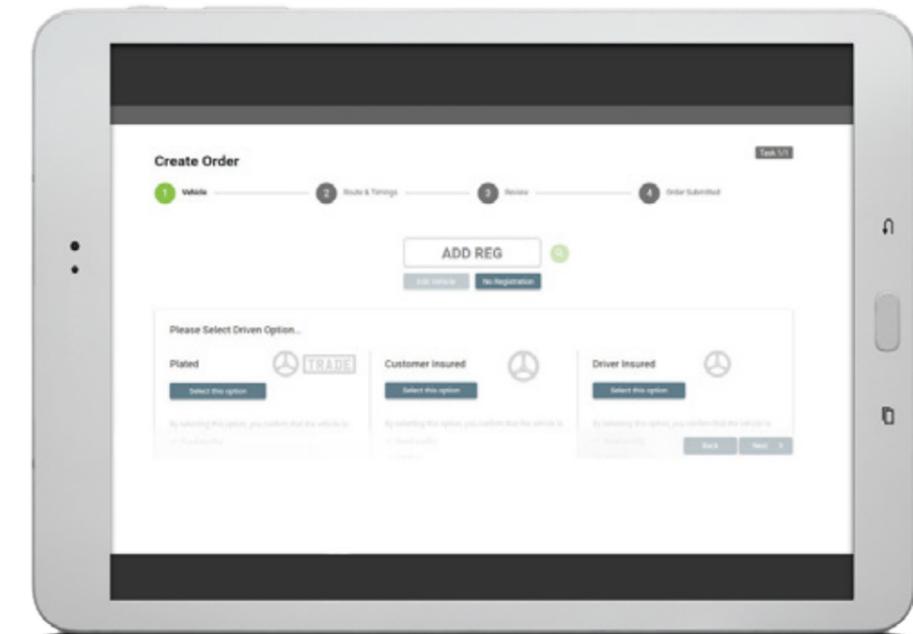## Cloud-hosted Web Application

Blueberry built a web portal for start-up company, Engineius, to effectively manage the movement of vehicles around the country.

There are over 10 million vehicle movements in the UK each year that are largely organised by companies employing internal drivers, or expensive contracts with single or multiple providers.

Engineius recognised that these vehicle movements amounted to a lot of fragmentation, inefficiency and high running costs. The company's aim became to move the vehicle movement ecosystem to a single open marketplace, where vehicle suppliers would be available to customers who need vehicles moved.

Using our own BBWT web development platform to accelerate development and keeps costs down, Blueberry built a web and mobile application, offering customers an end-to-end solution to either manage their existing movement supply base, or submit all their vehicle movement needs to Engineius for fulfilment. The software allows clients to enter, track and manage all their vehicle movement needs.

The system is designed to take a vehicle movement and compare it against other similar jobs logged on the system, and where appropriate combine movements together. It also supports an on-line auction where suppliers can bid for jobs.

Sales Order Processing

Cloud-hosted Web Application

Bedroom Furniture DIRECT

Bedroom Furniture Direct is an online retailer of unique furniture products, sourced in the Far East, that wanted to expand its operations and increase efficiency.

In response to rapidly growning sales and the need to expand, Blueberry built a complete sales order processing system for the company. Orders are automatically received from multiple web shops, including Amazon, eBay and the company's own e-commerce sites.

Stock is managed on a just-in-time basis so that large warehouses are not needed in the UK, reducing business cost and allowing the company to sell at highly competitive prices compared with more established furniture outlets with a large retail estate and TV advertising budget.

Orders are processed by the system and fed through to pick-lists where barcode scanning is used to confirm that each product has been added to a delivery.

Delivery runs are calculated automatically via integration with Bing Maps.

CRM

Cloud-hosted Web Application

uvex

Uvex is a major supplier of Personal Protection Equipment (PPE) to businesses in the UK.

The company required a sales order management system to replace an outdated system for ordering prescription lenses for industrial safety glasses. The requirements for this surrounded the automation of a complex business process as well as integration with third party systems via web services.

The new system was built using the BBWT software framework and allows orders to be created and forwarded to the lens manufacturer, with an interface with the client's Sage accounting software to send invoices.

An additional feature is an integrated permissions system in order to limit access to personal information and to make some data editable solely by certain users.

A portal was also developed for any high street optician to view orders and enter the details of the end user's prescription directly into the system.

The commercial benefits for Uvex includes increased efficiency and cost savings, as well as improved reporting and analytics.

Business Improvement System

Cloud-hosted Web Application

Tarmac is the UK's largest supplier of construction materials – comprising aggregates, asphalt, cement, lime, concrete, read contracting, building products and recycling services.

The company operates from many locations around the UK and required an internal system that all staff could use, irrespective of their location, to propose business improvement opportunities, with a focus on operational efficiency and cost-savings.

For some years, Tarmac had been using a spreadsheet-based system, but this was cumbersome, as each proposal had to be circulated and signed off by multiple tiers of management. It was also very complicated and time-consuming to aggregate the data from the proposals to identify the overall cost savings for management reporting. Blueberry build a cloud-based system to replace the spreadsheets.

The software enables any member of staff to log in, enter details of their proposal with costed data and then pass it to line management and the finance department to validate and approve. A comprehensive set of dashboards and reports was also produced, including the ability to export data to Excel for further analysis.

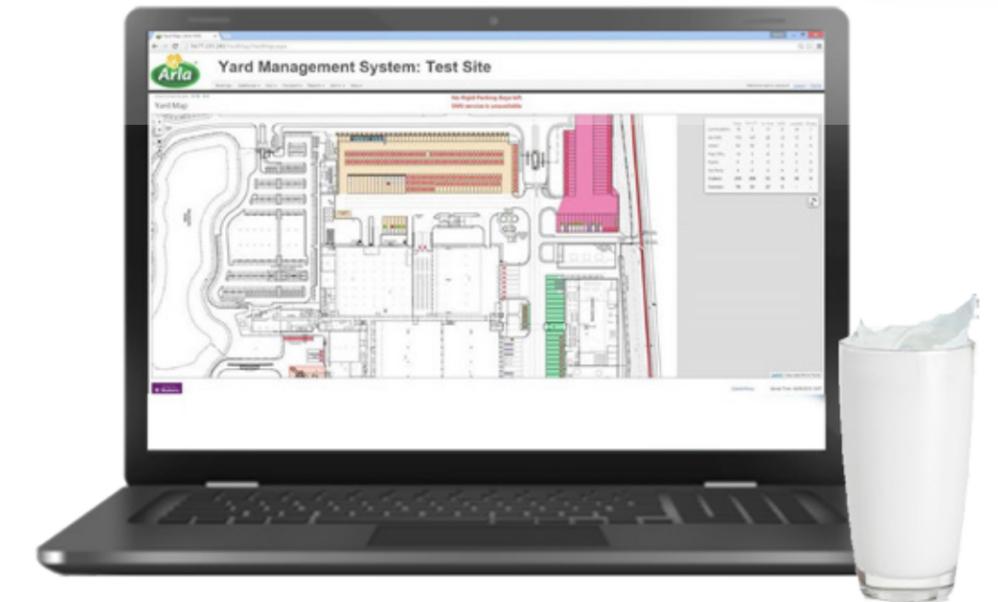## Vehicle Tracking

Responsive Web Application

Arla is one of the largest food manufacturers in the UK, which runs 24/7/365 to supply fresh dairy products to supermarkets across the UK. They own well-known brands including Anchor and Lurpak.

Headquartered in Denmark, Arla recently built a state-of-the-art milk production facility at Aylesbury, around 30 miles from London. The system Blueberry developed manages all the vehicles coming in and out of the Aylesbury site. This includes booking vehicles in via a portal exposed to Arla's customers and tracking the location of lorries as they move around the yard, dropping off completed deliveries and becoming assigned to new delivery runs.

It also manages the drivers starting and ending their work shifts and being assigned to vehicles and delivery routes. The software includes some fairly complex logic, taking into account despatch times, vehicles types and loading bay availability.

A graphic drag-and-drop interface was provided for requesting vehicle movements within the yard and a large screen real time display of departures for the transport office.

Parcel Tracking

Cloud-hosted Web Application

Allport Cargo Services is a UK-based freight forwarding and logistics company, operating in over 100 countries. Blueberry built a bespoke system for Allport Cargo Services which replaced an inefficient, manual process with a quick, easy way for their customers to book courier services online.

Blueberry built a bespoke web application for Allport which replaced an inefficient manual process with an easy-to-use step-by-step online portal for their customers to book courier services online. As the size and weight of the parcel is entered, the system automatically calculates cost for the preferred delivery option. Behind the scenes, the system integrates with the public APIs of a number of courier services e.g. DHL and GB Mail.

The system was built using Blueberry's Web Template framework and styled to compliment Allport's corporate web presence.

The system has been in live use for over three years and has enabled Allport to offer an improved, convenient service to their customers while making their reporting and invoicing processes much more effective and efficient. Blueberry' support has been essential during this period as the couriers can sometimes change their API with little warning!

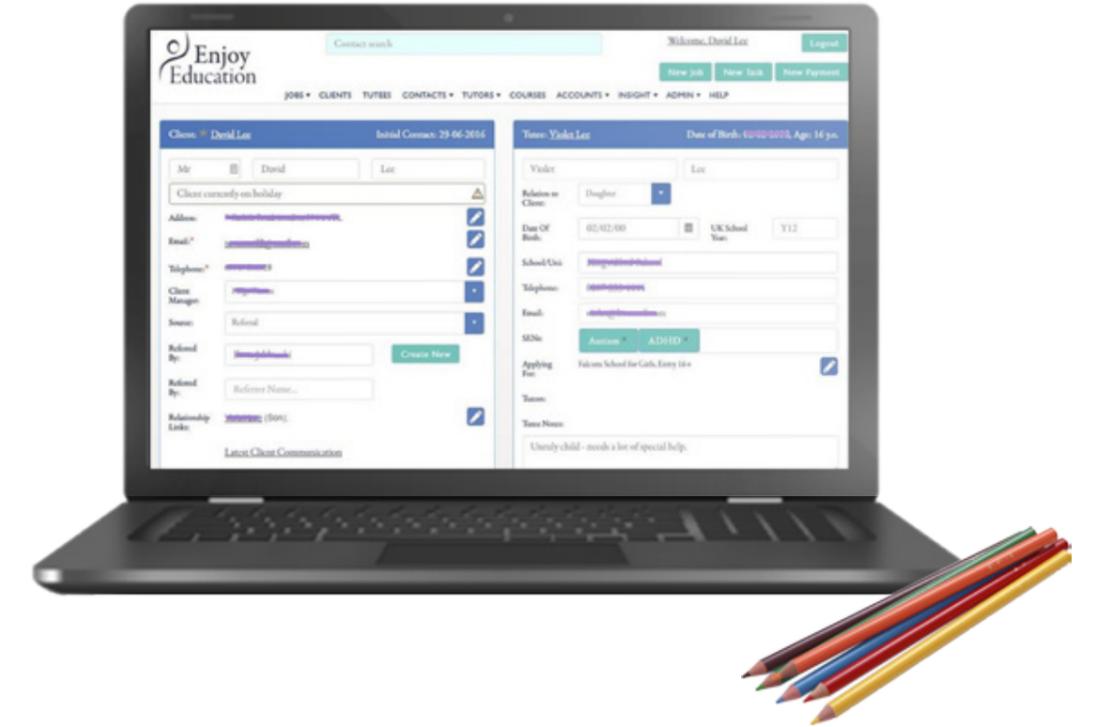## Tutor Booking and Time Sheets

Responsive Web Application

Enjoy Education provides private tutoring services in London and internationally for children from pre-school age right through to A Level and undergraduate, covering the full spectrum of subjects, examination boards and ability levels.

To provide such a comprehensive service, the company employs a team of freelance tutors, for which it required a comprehensive management system.

The system that Blueberry built for the company manages all aspects of their business. This was a very complex project as it required high automation of the workflows.

The tutoring consultants use the system to record details of new client requirements and can then search for suitable tutors using a powerful profiling tool.

The tutors themselves can also access the system via a portal where they can search and apply for assignments, log their monthly timesheet and pupil reports and access data about their past and present jobs.

Pharmacy App - Prescriptions
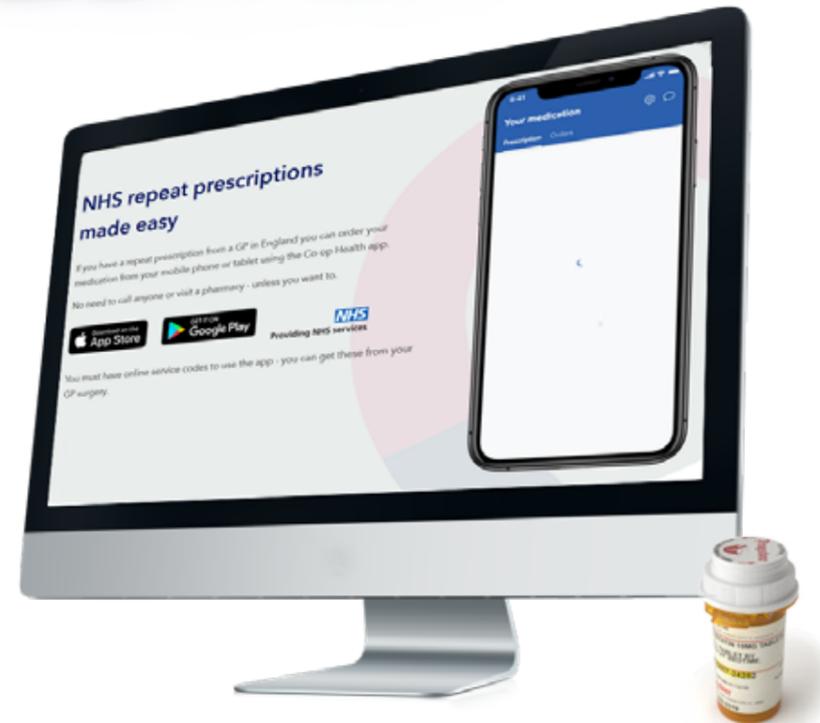
Mobile Application

Blueberry helped start-up company, DIMEC Pharmacy, build a mobile app for repeat prescriptions which integrates with the NHS Electronic Prescription Service – the first of its kind in the UK.

Dimec needed a mobile app which would allow people to order repeat prescriptions at any time, wherever they might be, and have them delivered straight to their door. On the user side, the app needed to be easy to understand and use, secure and reliable. On the development side, there were several points to consider: using cross-platform versus native technologies, integrating the NHS Electronic Prescription Service, setting up a secure payment system, and designing a clear, intuitive user interface.

The DIMEC Pharmacy app built by Blueberry integrates with the NHS Electronic Prescription Service and is easy to understand and use, secure and reliable.

The DIMEC Pharmacy app:

- Works seamlessly across all devices.
- Seamlessly integrates with the NHS Electronic Prescription Service.
- Holds a comprehensive database of medicines.
- Has a modern and clean design which easily guides users through the registration and ordering process.

Budget Analysis

Cloud-hosted Web Application

Murphy Cobb is a specialist consultancy that advises some of the world's biggest companies on their advertising strategies. Their work covers broadcast, print and digital media, with a particular specialism in television advertising.

Blueberry was approached by MCA to provide a competitive build quote for a software tool called Budget Builder. Budget Builder would be sold to their clients' marketing teams and would create advertising budgets from a portfolio of advertising campaigns specified over a 12-month period. This would typically involve coordinated TV, print and digital material.

Blueberry created the site for Budget Builder so that it re-styled automatically depending on the client – showing the client's logo, images and company colours. Budget Builder has attracted a lot of attention since its launch from brand managers of big name retail companies worldwide. Since then, we have enhanced the product to measure the results of optimising advertising campaigns, via a dashboard-style interface, so that the ROI on the consultancy can be clearly demonstrated.

The Budget Builder has provided MCA with a valuable, automated tool that they can offer to their clients to help them easily assess budgets and consider different advertising campaign strategies.

A&E Patient Monitoring System

Web Application

The East and North Hertfordshire NHS Trust provides a wide range of major acute surgical and medical inpatient services, including A&E, critical care and maternity.

The length of time patients have to wait in Accident & Emergency is one of the key issues for the Trust. It needed a new system to monitor patients waiting times in A&E.

Blueberry designed a web application to help ward staff manage patient traffic and bed allocation.

The system displays a visual record of patient activity in real time, instantly showing A&E staff who needs attention, what tests have been ordered, results obtained, where to act to prevent breaches to waiting times, where bottlenecks may be forming, and the allocation of a doctor or clinician to a patient, together with their accompanying medical notes.

The system makes the daily process of patient and bed management easier, improves staff efficiency by saving time and helps management meet hospital performance targets.

Real-time Data Collection

Android Tablet App

Crane specialise in torque management for engineering and automotive applications. They manufacture a range of precision torque wrenches, transducers, testers and simulation equipment.

Crane required an update in its technology from the relatively unsophisticated software used for measuring torque that required a connection to a laptop or PC to a wireless handheld device.

Blueberry built an Android-based program to collect and graph real-time data for a hand-held torque data collector called IQVu. The application runs on a ruggedized Android tablet for use on the manufacturing shop floor and collects data in real-time from electronic torque wrenches via a wireless connection or USB cable. It graphs the data and stores it for audit purposes. The data can also be exported in .CSV format for further offline analysis.

The IQVu is capable of measuring and collecting torque, angle and pulse data in the manufacturing and quality environment.

Crane's equipment and Blueberry's software is used by all of the world's principal motor manufacturers. The technology is considered to be world-leading in the highly specialised area of torque management.

Job Searching

Apple/Android Smartphone App

Warwick Employment Group

Warwick Employment Group is a commercial spin-off from Warwick University and focuses on recruitment in the Higher Education sector.

WEG provides smart solutions for education institutions specialising in recruitment and people-oriented services for the education sector. The company required a cross-platform app to make it easy for job hunters looking for academic roles to search the database of available jobs and click through to obtain more details and apply.

Blueberry used Xamarin to facilitate the implementation, so that the functionality only had to be created once but would work on both Apple iPhones and Android phones.

The new Job Search Smartphone App has improved the specialist recruitment process for WEG, helping it become a leading provider of recruitment services in Education globally.

Weight Loss Intervention

Android Mobile App

UNIVERSITY OF LEEDS

The Nutritional Epidemiology Group is part of the School of Food Science and Nutrition at the University of Leeds, with a reputation for interdisciplinary excellence in linking nutrition, obesity and population health.

The Group proposed that a mobile phone could be a key tool for delivering a weight loss intervention programme, given its potential to communicate with a wide range of individuals.

Blueberry created the 'My Meal Mate' Android mobile phone application which provides users with:

- A database of 35,000 common food items, which allows the user to record what was eaten throughout the day in a food diary.
- "Photo mode" where the user can use the phone camera to take a photo of a meal as a reminder for completing the food diary.
- "Favourites" feature to store common meals to make data entry easier.
- Exercise entry to log calories used during the users' daily exercise. Target weight loss settings, with limits to prevent unhealthy rates of weight loss.
- Progress tracking and graphing.
- Upload of diary entries to a reporting website.

Temperature Monitor

Entrepreneurial Amazon IoT App

Animaware was founded in 2011 to develop a unique product to protect dogs and other pets from the dangers of temperature extremes.

Animaware is a small Android gadget that wirelessly monitors the temperature in the animals' environment against an acceptable range which is set by the end user using an online web portal. Whilst AnimAlarm is already successfully sold to end-users, the company needed a new development partner to enable the device to be used in the U.S market.

Blueberry suggested a new temperature warning system for animals that was built using IoT and Amazon Web Services technology.

Temperature updates are sent every minute to the Cloud, where Blueberry used Amazon's IoT, Lambda and MQTT technologies to process the incoming data and send alerts via e-mail and SMS if the temperature goes out of range.

Web-Based Parts Inventory

Web Database

Mechatherm has been designing and supplying furnace equipment predominantly for the aluminium industry since its formation in 1973.

Blueberry updated a legacy Access system for the industrial engineering company to a modern browser-delivered application that manages all aspects of documentation required for the design, supply and commissioning of furnace equipment.

The system was built using our BBWT web application framework, and was designed to retain the old Access look and feel – but still purrs under the bonnet!

All projects are now held within the same SQL database, so there's no need to keep loading new databases. Lazy loading of very large document lists further increases page load speeds, since data outside of viewing is not loaded until the user scrolls to it. The application is also integrated into Mechatherm's finance system (Opera) via APIs which enable them to raise orders to suppliers and obtain financial information.

The new system manages all projects from Document Control, Ordering, Packing and Despatch to the end-client sites.

Flashback Sales Product

Mass-Market Software Distribution

Blueberry produced a screen recorder software product for sale via the internet. In addition to developing the program, Blueberry created the online store and marketed the product.

In 2002, Blueberry Consultants set about creating a screen recorder designed to offer superior quality and file size to existing software, for distribution to a mass-market using Blueberry's in-house technical and commercial expertise.

Creating a software program that will be installed and used by thousands – or millions – of people meant many factors had to be considered during development – for example different hardware configurations, access rights, updates, testing, an online store with order processing system, an end-user manual, customer support and marketing.

After successful completion of the project, a new sister company – Blueberry Software Limited – was founded to handle the sales, support and future development of FlashBack. Since its release in 2003, FlashBack has undergone continuous development to keep pace with new technology and the changing needs of users. It has now grown into a family of screen recorder products covering a wider range of price points, the latest being FBX for game recording.

Workflow Management System
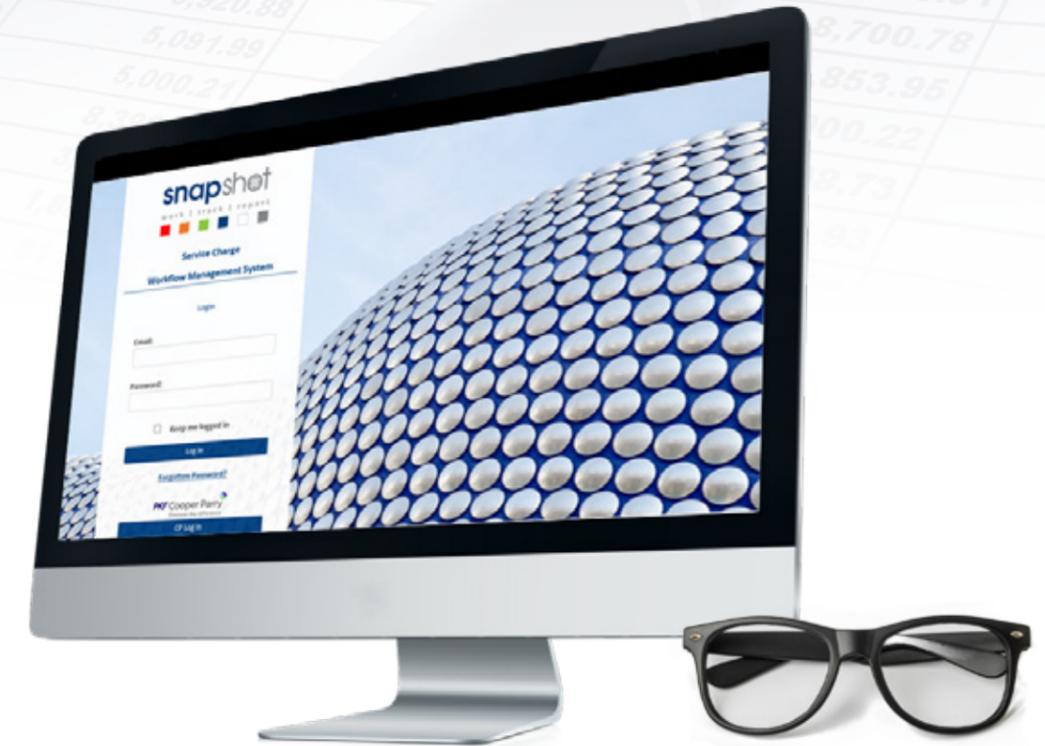
Web-Based System

Blueberry built an intuitive, flexible, web-based workflow management system for award-winning UK accountancy firm, PKF Cooper Parry, which has helped the company meet demanding client needs and win new business.

PKF Cooper Parry has several hundred clients, and the number of properties they look after total well into the thousands. Every single one of these properties needs their own set of accounts, which require annual certification and auditing. The incumbent system was stifling the team's ability to work effectively on a day-to-day basis and their opportunity to grow as a business.

Within a 10 month development period, Blueberry analysed, designed, developed and delivered a state-of-the-art system that could handle the complex rules around what different user roles could do in the system, whilst also being flexible enough to be easily extended should workflow patterns change in the future.

The system has enabled PKF Cooper Parry to significantly improve the efficiency of their account preparation, help individual accountants exceed their Key Performance Indicator targets and successfully pursue new business opportunities.

Our Leadership

Blueberry

Martin Green
CEO

Martin is the founder of Blueberry and runs the Blueberry Consultants team from our Birmingham office. Entrepreneurial software development is a core feature of Martin's life and career. Martin has extensive knowledge across a range of technologies, which backed with a strong business acumen, has enabled Martin to establish many successful technology start-ups. Martin believes that quality software development can make peoples' lives easier, and he takes a passionate interest in all Blueberry projects. In his little spare time, Martin enjoys being with his family and tinkering with gadgets.

David Lee
Managing Director

David is an experienced Commercial Project Manager, with a track record of successfully delivering challenging corporate projects on time and budget. David started his career as a software developer on real time systems for ships and submarines, before progressing to workflow software consultancy, training and support. In 1996 David founded a successful Workflow and Business Process Management company, which he sold in 2010, prior to joining Blueberry as Managing Director of our Systems Division. David's hobbies include horse racing and reading popular science books.

Duncan Forsyth
QA Manager/Principal Technical Consultant

Duncan has worked for Blueberry since 2003 and has been responsible for many key Blueberry projects. Duncan is regarded as something of a software development guru within the company. Duncan has also developed a particular expertise in SQL Server. Duncan's very interested in software engineering best practice, and how projects can be run more efficiently. He is tasked with identifying processes, tools and techniques to continually make our software development faster and better. He lives in Cambridgeshire with his family.

Chris Bevan
Principal Consultant

Chris is an experienced consultant, who has spent over 20 years in the software industry. Chris was a software developer for 16 years (telecoms, defence, bespoke and financial) before joining Blueberry as a manager in 2011. Since working at Blueberry, Chris has delivered a wide range of projects from financial and payroll systems to automotive data capture systems and real-time mobile apps. Chris currently works directly with David Lee, focusing on customer relationships, requirements gathering and delivery efficiency. Chris has a young family and plays lead guitar in a Doors tribute band.

Customers

Blueberry

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