Requirement Management Lifecycle Solutions

A modern requirements lifecycle solutions company dedicated to helping clients to effectively define and manage requirements, while continuously managing projects throughout their life; thereby reducing the overall costs and timelines of the projects and improving their quality.

By providing the most comprehensive and insightful software requirements platform in the market, eDev's vision is to successfully optimize client product and system development lifecycles. eDev has two product lines: inteGREAT, an award winning power tool for business and system analysts, and SmartOffice4TFS, a solution that integrates Microsoft Office applications with Team Foundation Server.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

Asif Sharif - CEO

CEOCFO: *Mr. Sharif, what is the concept behind eDevTECH?*
Mr. Sharif: eDEV Technology is an organization that is developing solutions for requirement management and particularly for the Microsoft Visual Studio ecosystems.

CEOCFO: *What is involved in delivering the solutions?*
Mr. Sharif: We started the company in 2009 and we built a product which became very popular called inteGREAT, which is a product that focuses on requirement engineering. In the last few years, there has been a trend towards a more agile approach to software development. What we have started to do is to reinvent our technology base to look at things such as, how do you make collaboration easy and how do you allow people to use what they already have so that more and more people can participate in the application lifecycle process. We have actually enabled Microsoft Word, Video, Excel and Outlook to become interfaces to the Microsoft Team Foundation Server and thereby stimulating collaboration amongst all the other software development stakeholders seamlessly with tools that are in use today.

CEOCFO: *What is next after the solution was created?*
Mr. Sharif: There is a market where people need the solution, so we work with Microsoft very closely in order to help Microsoft help their customers. It is an engagement process either through Microsoft or through social media channels to reach out to people and let them know what exists and engage with them in an educational process to understand their needs and show them how the solution enables them to be better citizens in their application lifecycle process.

CEOCFO: *What does "eDEV is client center and result centric" mean for you?*
Mr. Sharif: It is the ability for an organization to change based on client needs and their changing environment. Especially nowadays where technology is evolving so fast that you have to keep pace, but one of the principals that we stick to is that you cannot fundamentally change the way people behave. Therefore, if people that are used to working in Microsoft Office, then we need the ability to have them continue to use it but allow those technologies to seamlessly operate with the Microsoft Team Foundation Server, which was rated as number one in the marketplace today by Gartner. It is really answering to their core needs is what it means to be customer centric.

CEOCFO: *Did you realize that when the company started or was that a concept that grew as you started to work on projects?*
Mr. Sharif: I had built a product in my early days, probably about 15 years ago, and as I was about to take that to market, I had a major epiphany, which became the foundation for our initial product that we launched called inteGREAT. The fundamental idea was to develop a solution that would mimic the way people think and categorize information. Later this because a system build on ontology, which really means it is an adaptive system that could manage knowledge, process it and analyze it. That was the initial product launch. Of course as time went by we became smarter and better. What we had to be careful about is not to develop technology for its own sake; as it's so easy to get infatuated with one's own vision at the exclusion to user needs. So we developed a "lean" approach to software development and put customers in the center of our process.

CEOCFO: *Are there many companies in your space? How do you distinguish yourself?*
Mr. Sharif: The distinction is perhaps twofold. At different stages in our lifecycle, our points of distinction are different, but today our points of distinction is first, we are completely Microsoft Visio Studio, Team Foundation Server centric. We have a very particular market. We do not develop what Microsoft already has. We fill in the gaps in their requirements management capabilities. That also means that we leverage their application server in the back end, so we are not investing that money in building what Microsoft has already done. All of our competitors build their own backend and application server. They spend an enormous amount of money doing what Microsoft has done and it is difficult to compete with Microsoft, because Microsoft has the resources and they have done it exceptionally well - so we build on it. That is one key distinction. The second distinction that we have done is although we have a Requirement Management System called inteGREAT, we have now ventured into and developed solution for the Microsoft Office platform, which embraces the wider community to become part of the ALM (Application Lifecycle Management). Where others are trying to sell solutions, which are proprietary, we have built on the Microsoft platform and made it accessible to nearly everybody who is using Microsoft Office products today.

CEOCFO: *How is business these days?*
Mr. Sharif: Business is fantastic. We are growing at a very rapid pace. For the last 4 or 5 years, we have on average increased our revenue by at least 125%. Not only have we increased our revenue at a very fast pace, but the clientele we are engaging have increased in size, in complexity and clients that have high demands. One of our biggest clients is Microsoft and one of their divisions recently standardized on our SmartOffice4TFS™ platform.

> **"Use Microsoft TFS (best ALM platform according to Gartner) but enable all stakeholder to engage with TFS using Microsoft Office – using our SmartOffice4TFS product. On the other hand where users need more comprehensive requirements management needs we provide inteGREAT – a power tool that is also built upon TFS." - Asif Sharif**

CEOCFO: *What is next? How might things be different from a year from now?*
Mr. Sharif: We are working on a variety of other technologies. We are working with Microsoft to determine where the greatest needs exist for their Visual Studio community. Microsoft is putting a great deal of effort into their Visio Studio Online strategy where we have been investing quite a bit and plan on doing more so in the coming years. In the next 12 months, you will see many new technologies that we will be releasing in tandem with what Microsoft is doing. The future is very exciting.

CEOCFO: *Put it together for our readers. Why pay attention to eDevTECH?*
Mr. Sharif: For organizations that are involved in software development, hardware development and those involved with system implementation like Microsoft Dynamics, getting requirements right is essential. We were recently talking to an analyst from a large consulting firm and they mentioned that companies spend a lot of money on new software, but often the implementations do not go well – software becomes shelfware as it does not get wide adoption. What we are proposing is that people should use Microsoft TFS (best ALM platform according to Gartner) but enable all stakeholder to engage with TFS using Microsoft Office – using our SmartOffice4TFS product. On the other hand where users need more comprehensive requirements management needs we provide inteGREAT – a power tool that is also built upon TFS.

BIO: Information technology industry veteran, Asif Sharif serves as the CEO and Chief Technologist of eDev Technologies where his leadership and experience drive the company's corporate vision and business strategy. Prior to founding eDev, Mr. Sharif spent nine years as the Director of Research and Development for Ajilon Consulting. There he was known as an innovator, spearheading multi-million dollar business solutions for Fortune 1000 companies.

His passion for knowledge engineering and collaboration has contributed to the successful development of inteGREAT, eDev Technologies award-winning anchor product and SmartOffice4TFS. In starting eDev Technologies, Mr. Sharif capitalized on his natural enthusiasm and business acumen, which have translated into rapid growth and technology leadership in the Requirements Management industry.

Mr. Sharif holds patents in 3D imaging, is a certified BSI/ISO17799 and Information Security Management System Trainer and Auditor. As well, Mr. Sharif holds a BA from Concordia University and a BSc from the University of Houston.

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