

NOVEMBER 2024



# Saddle Creek Apps

A Modern Development Studio

## BUSINESS PLAN

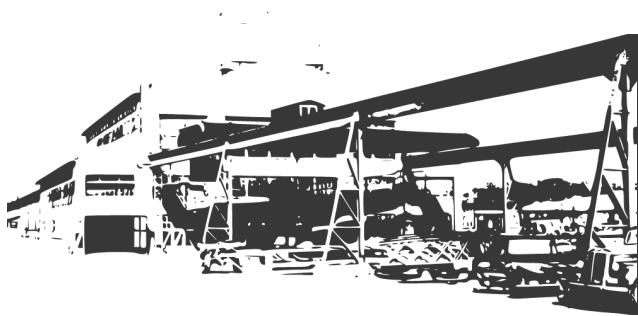
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# About Saddle Creek Apps

Saddle Creek Apps is not just a startup company - it's a vision, a dream, and a commitment to excellence. Our team is dedicated to creating innovative and high-quality apps using enterprise project management workflows that will revolutionize the digital landscape.

We believe in pushing boundaries, challenging norms, and exceeding expectations. With unwavering passion and relentless determination, we strive to deliver nothing but the best to our clients and research partners.



## Full Solution Ownership

Delivering quality web apps & websites is what we excel at, but we have found many of our clients coming to us with half-built or broken systems that were built by our competitors.

Software development is an imperfect science and difficult to make promises on. However, we have focused on refining our practices, optimizing our pipelines, and continually improving our project management workflows. This focus enables faster development builds and delivery of better products to our clients.

We communicate at every stage of development and partner with our clients to ensure their vision is captured and requirements are met.



*Actual report out documents to our stakeholders*

# Executive Summary

Our plan to make a **big impact**

## MISSION

To improve the impact of researchers & programs using technology.



## VISION

Project based solutions using refined processes.

### Our Offerings

**Full stack** web app development, data management, design, & project management services.

### About Us

The Saddle Creek Apps team has been fulfilling its mission to provide technology resources and enterprise solutions for our clients & partners. We have created proven project processes to ensure we deliver **on time & on budget**.

### The Overall Industry

Increasingly, we're seeing that grant recipients, healthcare providers, and workers are needing custom technology solutions, but with a history of buying software not specifically designed for their needs. This creates more work for the implementors and an **unsustainable ecosystem**.

### The Competitors

There is a wide range of app developers that are used by UNMC, the University of Nebraska System, and Nebraska Medicine. Our services are superior in quality, sustainability, security, & cost. There is a significant **lack of competitors in mid-tier app development**.

### The Financial Status

Saddle Creek Apps has many revenue paths that converge on **delivering quality** solutions using refined project management processes, solutions assessments, and commercial products.

### Future Plans

By 2026, the team will have grown to 4 total embedded technology professionals that can **execute in tight deadlines**. An industry low-cost yearly app support pricing structure ensures a constant stream of revenue.

Microsoft Silver Status requires 3 employees to have Azure Certifications.

# Development Studio

## A Home for the Midwest Work Ethic

The American Midwest work ethic is sometimes described as, "An unwavering belief that hard work and perseverance pays off in the long run." It has also been said that "People in the Midwest are willing to rise earlier, work harder and stay longer to get the job done" and "Midwesterners are genuinely friendly and willing to help others."

*We have created a home to harness this work ethic and strive to push Nebraska forward.*

## Founders

### Jesse Carlberg

*Founder*

For the past two years, Jesse has been with Saddle Creek Apps building best-in-class solutions.

Before founding Saddle Creek Apps, Jesse built core technology & solutions for Fortune 500 companies.

### Frank Bogatz

*Founder*

### Amber Mekush-Harter

*Founder*



## STUDIO OVERVIEW



*Image Provided by Catalyst UNMC*

### UNMC Catalyst Building

*Opening Soon*

For companies who are working to make the world a better place. Located on the University of Nebraska Medical Campus (UNMC), co-locate alongside some of the most thought-leading companies in the healthcare industry.

This proximity enables effortless collaboration with industry leaders and access to tap into the wealth of knowledge that the institution has to offer.

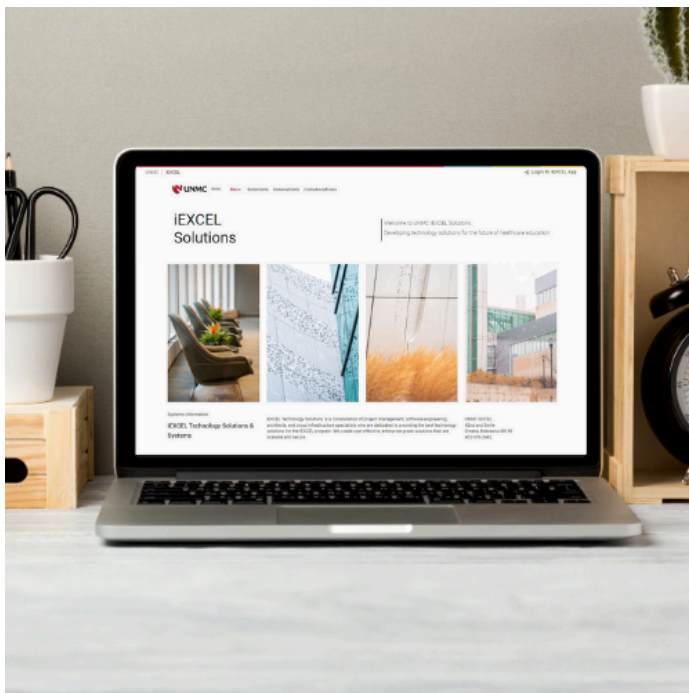
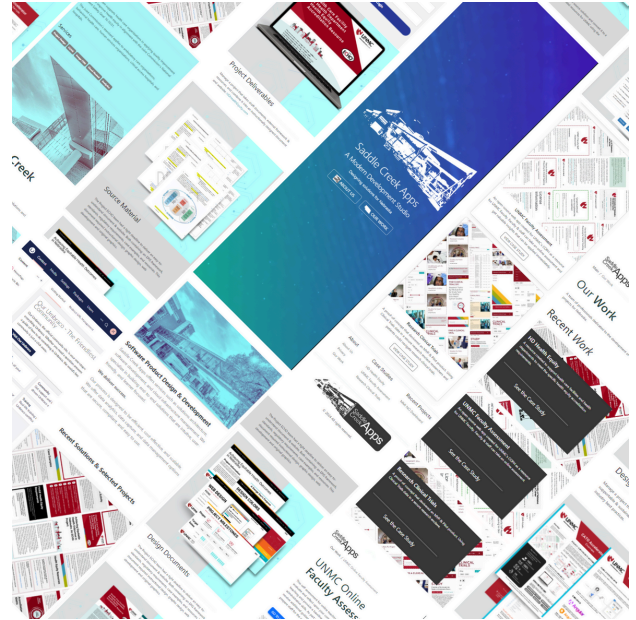
# Business Description

A Proven Path to Delivering for our Clients

## END-TO-END WORKFLOW SOLUTIONS

We create sustainable and maintainable technology solutions to support our clients, partners, & research collaborations.

The solutions are built with the latest enterprise-grade frameworks and hosted in a cloud architecture that can scale to meet the needs of any user base.



## EMBEDED TECHNOLOGY THAT SCALES

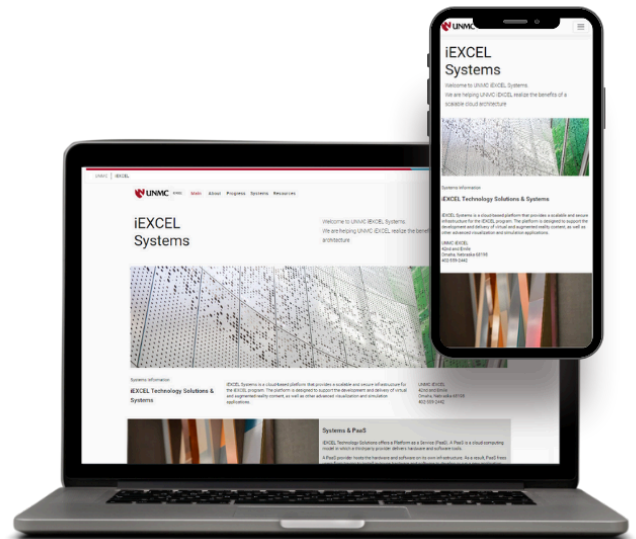
We are collaborators and an in-house resource. We have partnered with technologists at Nebraska Medicine, College of Nursing, MMI, and more. Our goal is to build a community of shared knowledge and best practices.

We provide the spark that gets everyone to come up with novel solutions.

# Our Process

## Deliverables Driven Development

- 01 Collaborating**  
 We have repeat clients, partners, and collaborators. We select projects that have a high probability of success.
- 02 Design & Architecture**  
 Our design-first approach lets us set expectations early and execute on deliverables.
- 03 Build**  
 The Saddle Creek Apps team has a robust, reusable component library with 100% code coverage.
- 04 Testing & Validation**  
 We test everything, all the time, always. Our apps are always up-to-date and working as expected.
- 05 Implementation & Support**  
 We provide support at competitive near cost pricing, pay for what you use. We also provide 24/7 support and integrated monitoring services.



## WHAT SEPARATES US

We are enterprise developers that can **turn MVPs into Scalable Solutions**. We have a repeatable, scalable, and tested infrastructure, component library, flexible authentication systems, and more.

As we add solutions, apps, and collaborations we don't have to add developers. The **scaling is built into the framework**. Our security is built into the infrastructure. Your data governance and compliance requirements are continuously assured with integrated cloud services.

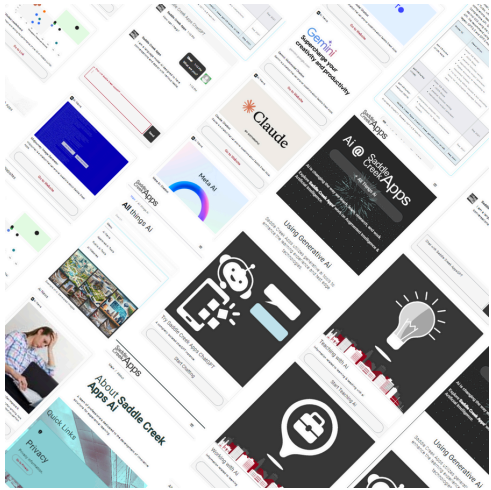
# Our Work

Design & Development Made Easy



## HD Health Equity Project ECHO

An informative website & hard-copy PDF created for UNMC’s ECHO Project utilizing instructional design.



## Ai Pilot / Sandbox Research Tools

A pilot web app showcasing secure deployment & implementations of many popular Ai products.



## Data Capture App Analytics - Dashboards

Data science, data analysis, etc.

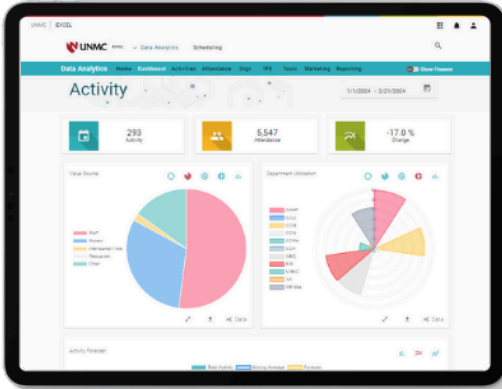


## iEXCEL Academy Learning Modules - Resources

Experiential learning resources made approachable.

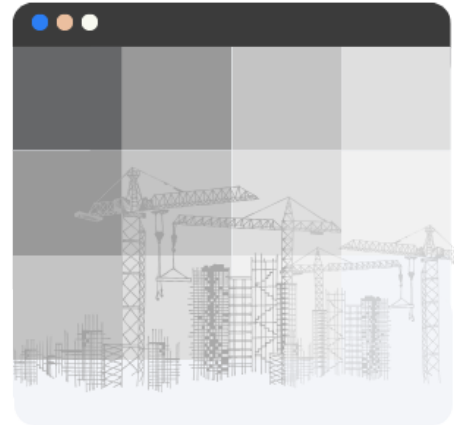
# Our Services

Solutioning | Data Expertise | Problem-Solving | Creators



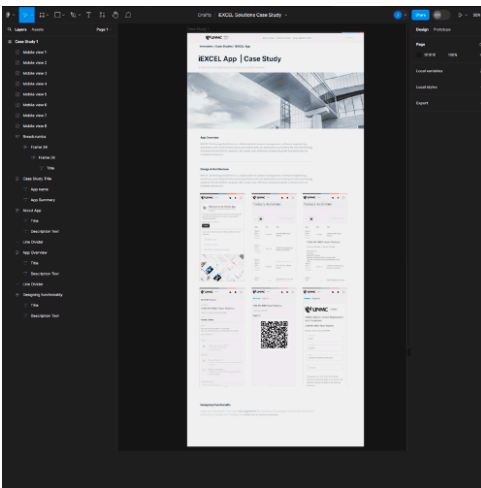
## Data Capture PaaS | Infrastructure

Data, ETL's, Data normalizing, data transfers & advanced data science capabilities.



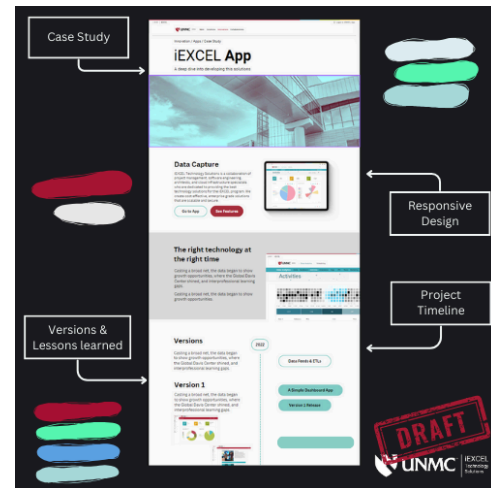
## Web App Development Developer Tools | DevOps

Our wheelhouse. We build amazing apps that solve real-world problems.



## Wireframing - MVP - Prototypes Developer Tools | DevOps

From user flows through the app to actual prototype demonstrations and everything in the middle.

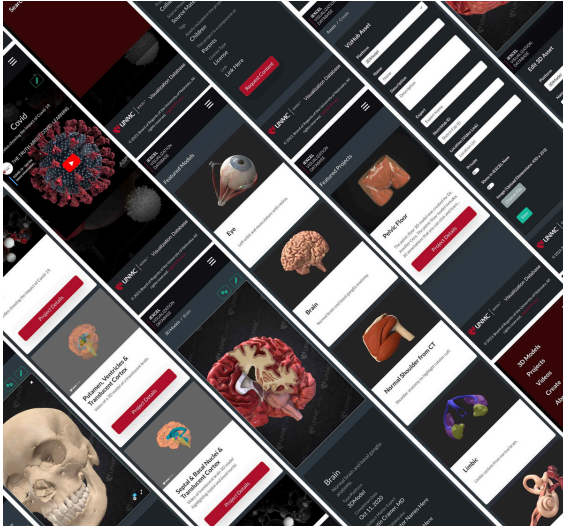


## UI/UX - Design Intuitive Design | DevOps

Apps shouldn't need a "How to" video. Our apps are intuitive, approachable, and adaptable for all users.

# Our Collaborations

Partnering with change-makers



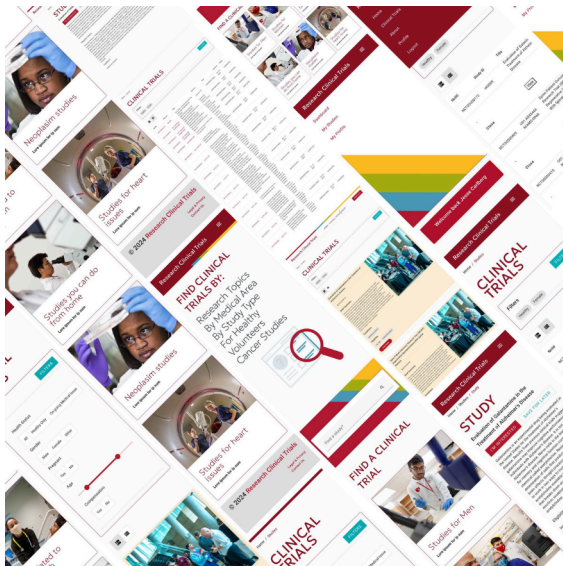
## UNMC's iEXCEL Program 3D Asset Library

A robust asset management and sharing platform.



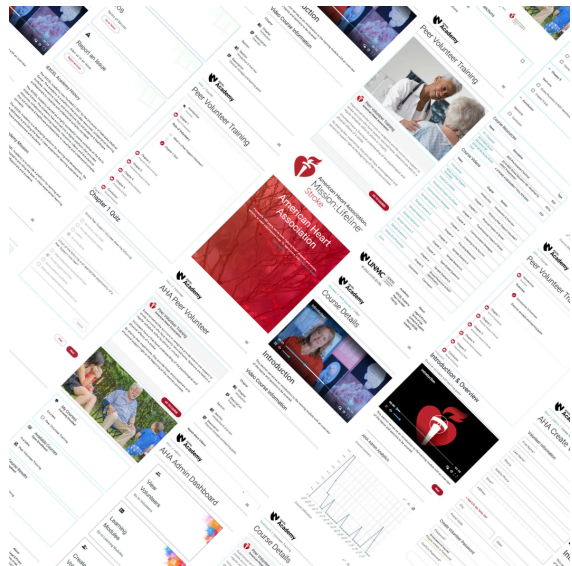
## Saddle Creek Apps Marketing Custom Videography & Photography

Saddle Creek Apps has an in-house photographer & videographer we work with to deliver immersive technology.



## UNMC Researchers MVP / Prototypes

A proof-of-concept redesign of the Research Clinical Trials program.

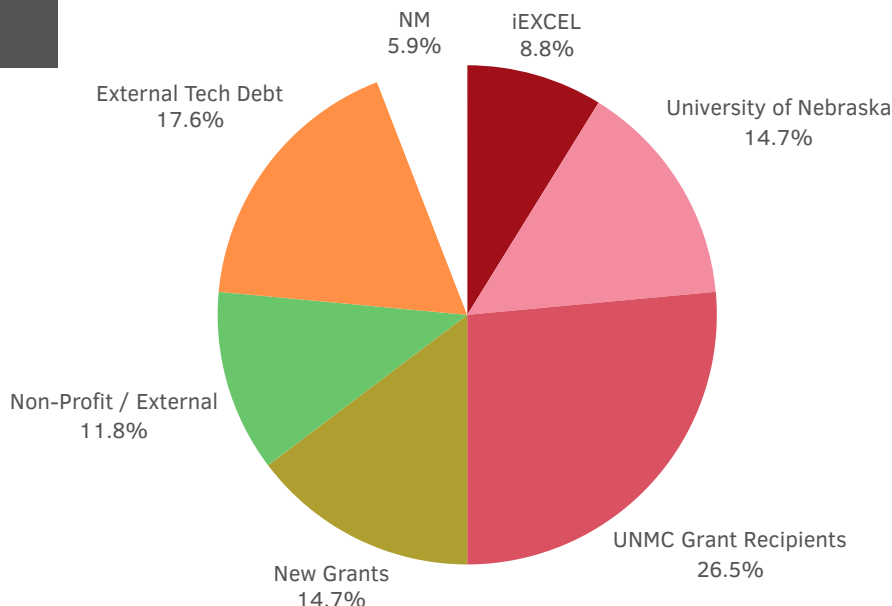


## American Heart Association LMS - Training Module

Peer stroke survivor training, including a learning module and custom application.

# Project Pipeline

## Endless Opportunities



### Filling A Gap

Our market analysis and review of current project and requests showed a current pipeline of projects at **32 potential collaborations**.

With External Grant Recipients we found 9 fiscal year 2024 projects that we could take on today for a combined **funding of \$6,830,202**.

Reduced risk by taking existing unsupported or costly 3rd party supported apps and **converting them into our ecosystem**.

## CURRENT CLIENTS



## THE INDUSTRY

The healthcare and higher-education technology market / industry is **60% government funded**, with little stewardship when given to for-profit dev shops.

The majority of the departmental revenue will be coming from **automating** tedious manual workflows, resolving poor data integration, and replacing third-party business applications. All these revenue channels provide a **better** staff experience, increased efficiencies and financial stewardship.

Interactive learning modules and grant funded web apps can tremendously impact healthcare education and be **delivered at near** cost to our partners. There are very real tangibles that come from external business partners, learning modules, and grant funded projects.

# Prototype Grants Pipeline

Providing Developers/Apps for Entrepreneurs

## DEVELOPING NEBRASKA

Nebraska is dedicated to building small businesses, creating world-class technology & solutions, and providing access to capital for Nebraska entrepreneurs. A couple examples include:

The Talent and Innovation Initiative was passed by the Nebraska Legislature and signed into law in 2011. The Act included the Nebraska Business Innovation Act (BIA), which is designed to promote successful entrepreneurial firms by providing access to capital in early stages of product development. The program is managed by The Nebraska Department of Economic Development.

Academic Research & Development Program involves applied research, new product development, or new uses of intellectual property. The academic research and development being performed on behalf of the business must be directed toward the commercialization of new products, the modification of existing products that lead to substantially improved marketability, or to the improvement of existing processes that will provide new sources of revenue to a Nebraska business.

## OUR PROTOTYPE PROJECTS

As a development team & project managers, the process of creating grant-funded prototype web apps begins with collaboration to define the project scope, target audience, and goals.

We brainstorm ideas and outline the features and functionality of the app. From there, we dive into coding, testing, and iterating on the design to bring the concept to life. Regular communication with stakeholders and gathering feedback is crucial throughout the process to ensure the app aligns with grant requirements. Once the prototype is ready, we present it for review and approval before making any final adjustments.

This iterative process allows for continuous improvement and refinement of the app before it is launched to the public.

# Competitor Analysis

Small to Medium Web Apps / Technology Solutions

## SUSTAINED OPPORTUNITY

There are **very few competitors** in this space as the barriers to entry, compliance / data governance knowledge, and start-up costs are too high.

### STRENGTHS

- Mid-Level Complexity App Development.
- Maintainable tech stack.
- Reusable code base.
- Experienced staff with proven track record.

### WEAKNESSES

- Data Governance not fully implemented (Late 2024 Completion)
- Licensing & subscription model pricing. No payment integration.
- User management system is 85% complete (Late 2024 Completion)
- Clear guidelines for IRB defined security requirements.

### OPPORTUNITIES

- New collaborations, grant funded app development
- Growing demand for custom learning modules
- Partnerships with internal partners
- Easily take on existing unsupported apps for a low yearly fee.

### THREATS

- Solutions Assessments take too long.
- Standardized pricing model.
- Regulatory & compliance changes.



\* Office where Saddle Creek Apps idea started

## DEVELOPING RELATIONSHIPS, PROVIDING SOLUTIONS

Our competitors **are not healthcare providers**, mostly for-profit, and do not have programs in place to train the next generation of developers.

Our model offers app development **near at cost pricing**. Our revenue comes from delivering scalable enterprise solutions.

# Market Analysis

Our competitive advantage & experiential know-how


## DEVELOPING NEBRASKA

The current market for delivering mid-tier complex web apps, and technology solutions is largely comprised of several small dev shops, with a few developers, and giant billion-dollar software development firms, with very little in the middle between these two extremes.

The mid-tier market is not a commercially viable market without lowering the barrier to entry, repeatable successful technology templates, and community partners to create a pipeline of projects. Our intention is to fulfill these needs, train interns to develop the future workforce and provide our business model and open-source solutions to develop this mid-tier market and drive competition and technology advancement.

## EXAMPLE TARGETED PROJECT

An example of a common project request we receive



**Higher Education**

Higher Education researchers, colleges, and staff led projects.

GOALS	CHALLENGES
<ul style="list-style-type: none"> <li>• Grant Reporting</li> <li>• Project Planning</li> <li>• Clear deliverable</li> <li>• Technology Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Ambiguous outcomes</li> <li>• Deploying solution</li> <li>• Implementation</li> <li>• Existing Technology</li> </ul>
LIKES	DISLIKES
<ul style="list-style-type: none"> <li>• White-Glove Treatment</li> <li>• Project Design Docs</li> <li>• Clear Deliverables</li> <li>• Cloud Architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Agile Methodology</li> <li>• QA/QI Sign-off</li> <li>• On-going support costs</li> </ul>
PERSONALITY	COMPETING PROJECTS
<ul style="list-style-type: none"> <li>• Unfamiliar with software development lifecycle</li> <li>• Data governance</li> <li>• Long term project</li> <li>• Multiple stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Major Software companies</li> <li>• Third-party products that can be made to work</li> <li>• Competing company's failed attempts</li> </ul>

# Our Strategy

Sound methodology, reusable components, scalable managed solutions

## APPS FOR 1 TO 5,000 USERS

We have found our main market is web apps, apps, and technology solutions that are used by 1-5,000 users. While we are scalable to meet huge workloads, our setup is specifically setup to provide solutions for apps that that would not be financially viable for for-profit companies and often leave staff looking for grant funds, or program funds to complete the mission.

By using and contributing to open-source software, we are able to build reusable technology solutions we can quickly adapt to meet these needs.

## THE 4 Ps OF MARKETING

Finding partners & collaborators, and providing a **service for Nebraska**

### PRODUCT

Developing apps & our services

#### Common questions:

- What needs does this product fulfill?
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

### PRICE

Non-profit, in-kind pricing, shared cost

#### Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

### PROMOTION

Finding collaborators, repeat clients

#### Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

### PLACE

Saddle Creek Apps Development Studio

#### Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

# Our Marketing

Sharing lessons-learned, building community & advancing the collective knowledge in Nebraska

## GETTING THE WORD OUT

Incorporating presentations and speaking panels into our marketing strategy has offered numerous benefits. This approach showcases our expertise, establish thought leadership, and build credibility within the industry.

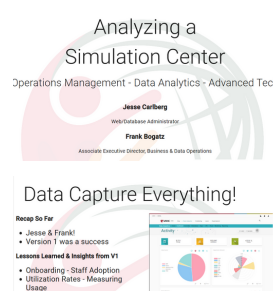
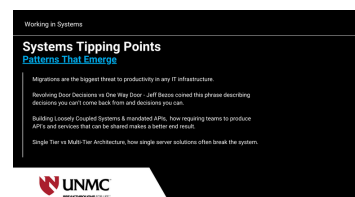
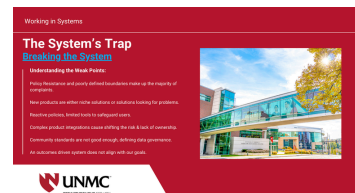
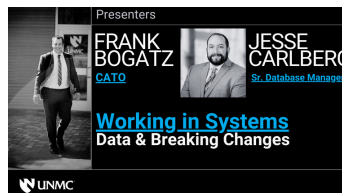
By presenting at conferences, workshops, or webinars, companies can effectively reach a targeted audience and engage with potential customers on a more personal level.

Participating in speaking engagements can help increase brand visibility, generate leads, and foster relationships with our stakeholders. Additionally, sharing insights and knowledge through presentations helps position us as an authority in our field, ultimately driving brand awareness and attracting new business opportunities.

## PANELS, PRESENTATIONS, & WHITE PAPERS

Finding partners & collaborators and sharing our story. Saddle Creek Apps strives to share best practices, process improvements and more.  
*Catch us at a conference near you soon!*

### Recent Presentations:



# Community Projects

Building a stronger community and workforce

## GROWING NEBRASKA

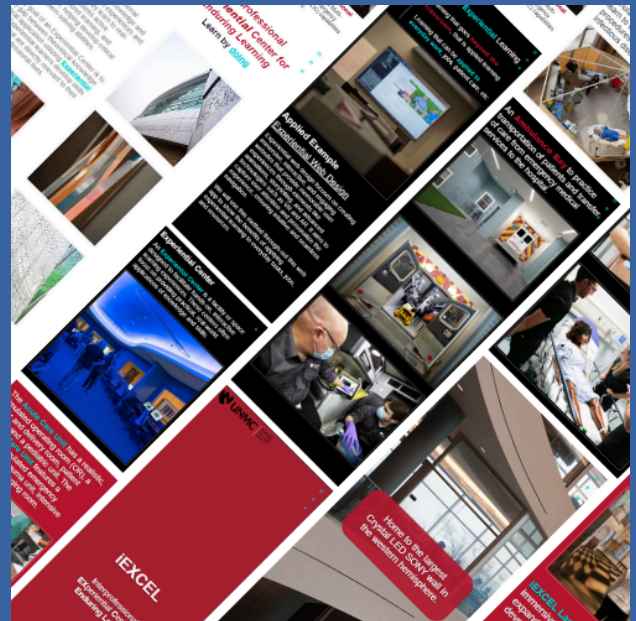
Creating a sustainable business model and reusable template-based infrastructure that can be replicated in pieces, or as a whole, and implemented to encourage business development.

Training the next generation of healthcare technologists and providing resources for current developers.

## OUR INTERNSHIPS

Saddle Creek Apps partnered with UNMC to offer an intern the opportunity to create something amazing. This intern was able to design & develop a web app that used every aspect of the software development lifecycle.

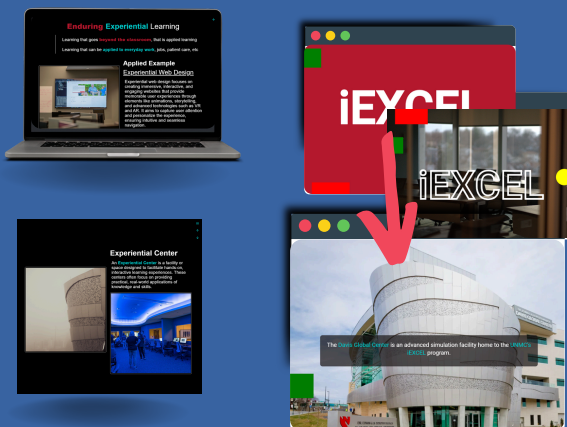
The UNMC partnering intern learned to use modern JavaScript frameworks, typescript, instructional design, and web development during this build and delivered a final capstone web app & presentation.



## EXPANDING THE SILICON PRARIE

Reducing the barriers to entry by offering:

- 1) Web App Templates
- 2) Component Library
- 3) Project Case Studies
- 4) Portfolio-Building Project Opportunities
- 5) Best Practice/ Guideline Documentation
- 6) Solutions Assessment Tools



Actual Screenshots

# MSFT Partnership

A Microsoft Preferred Partner is a support provider that has been chosen by Microsoft to offer technical assistance, guidance, and excellent customer service for Microsoft products.

## INDUSTRY-LEADING PARTNER

When you work with a Preferred Partner, you'll get access to enhanced customer service and technical support from the company. Preferred Partners are equipped with additional resources and expertise that can help keep your business M365 products running smoothly.

Saddle Creek Apps has a great working relationship with Microsoft and is excited to start this journey.

## ENSURING SUCCESS THROUGH PROCESSES

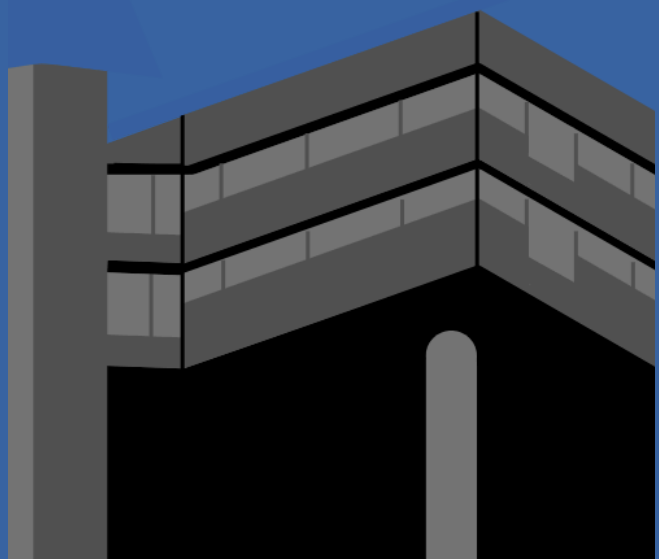
Managing third-party vendors is a critical aspect of ensuring the success of the project. We establish clear communication channels and expectations with partners from the beginning.

We have this experience and processes in place to ensure success. By managing regular check-ins and status updates we are able to outsource units of work to our preferred partners to greatly reduce development time.

Saddle Creek Apps also offers project management for product integrations.

## Managing 3rd Party Projects

By effectively managing third-party vendors, we can leverage their expertise and resources to successfully deliver the project on time and within your budget.



*\* We are happy to provide this service to UNMC's College of Nursing*

*\* Microsoft & UNMC are registered trademarks, and we make no claims of endorsement*

# Financial Plan

Our plan for profitability and sustained growth

## SEED FUNDING

	VALUE	PERCENTAGE
Seed Funding	\$125,000	100%
<b>TOTAL</b>	<b>\$125,000</b>	<b>100%</b>

## CAPITAL REQUIREMENTS

Based on the current expenses, revenue generation, and title, staffing, & salary changes.

	VALUE	PERCENTAGE
Cloud Infrastructure	\$25,000	14%
Marketing	\$20,000	12%
Operations	\$125,000	74%
<b>TOTAL</b>	<b>\$170,000</b>	<b>100%</b>

## FINANCIAL OUTLOOK

Based on current number of Apps in development, returning clients & yearly hosting & maintenance fees.

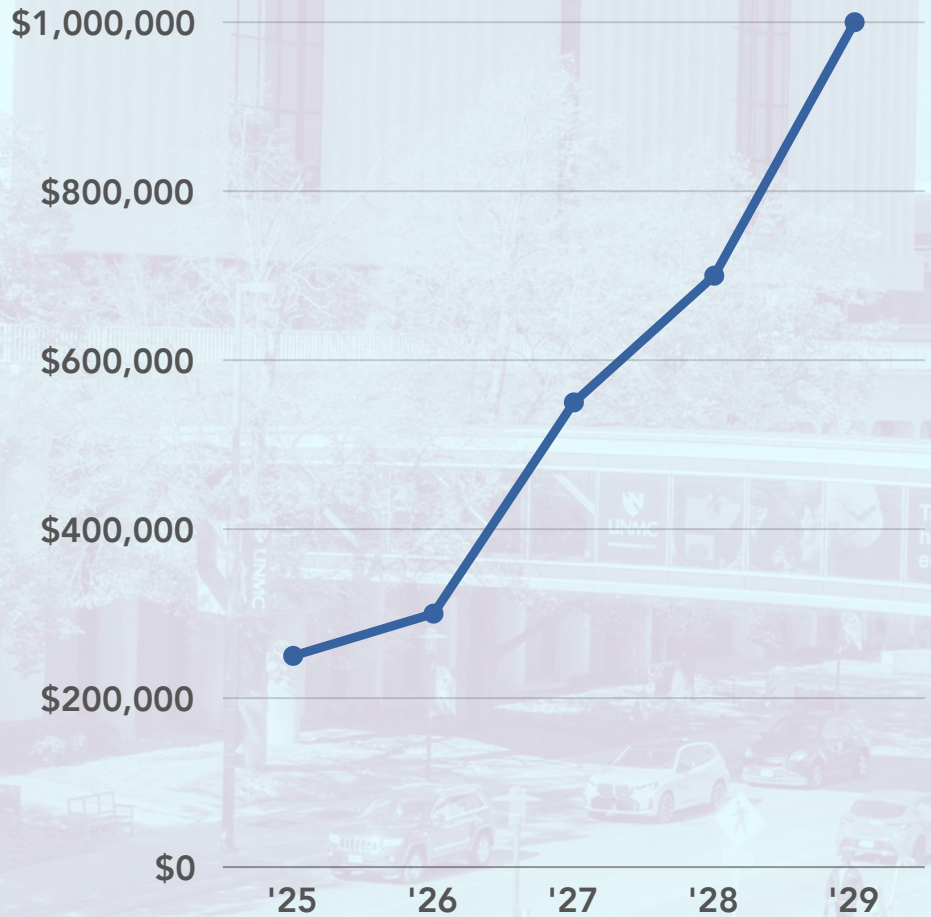
US\$	FY'25	FY'26	YOY CHANGE
Revenue	250,000	300,000	20%
Expenses	170,000	200,000	17%
Profit	80,000	100,000	25%

# Future Plans & Milestones

## Minimum Benchmarks & Profitability Projections

### SUSTAINABLE GROWTH

4 projects year 1 @60K  
Maint. is 15k per year  
per app  
Year 2+ we would do 6  
Projects @60k



#### 2025

Polish offerings, harden services, & build word of mouth.

Potentially add a project manager to improve communication

#### 2026

With a pipeline of projects, we just need to execute and scale

#### 2027

Year 3 we would want to add staff, a cross-trained Designer /Developer would complete the team

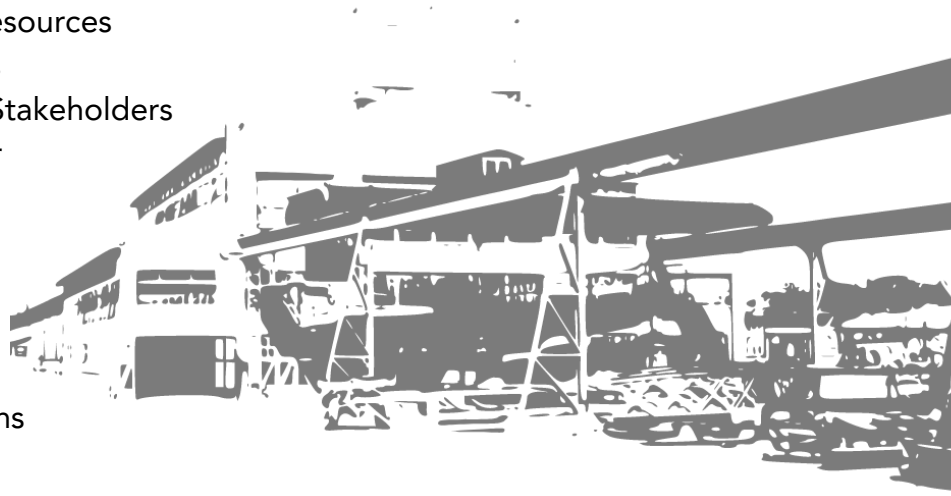
#### 2028

A sustainable +6 projects a year and maintaining the existing applications going forward

# First 100 Days

## From Startup to Success in 100 Days

1. Clarify role, expectations & resources
2. Learning & Research Sessions
3. Setup Touchpoints with Key Stakeholders
4. Define Voice of the Customer
5. Strengthen Key Relationships
6. Setup up Governance
7. Define Early Wins & Execute
8. Define & Track KPIs
9. Refine Features & Offerings
10. Project One - SAM Tool Begins



*"After all my time here, I've yet to see any problem, however complicated, which when you looked at it the right way didn't become still more complicated."*  
**- Poul Anderson, April 1957**

### Day 1

Establish vision, definition of success, and office space

### Day 30

Project management and project pipeline setup

### Day 60

Project intake, scoping, and pricing models for services refined and adopted

### Day 100

Reflect on the past successes, adapt to challenges, and learn from our failures

# Seed Capital

## Business Innovation Act - Nebraska Innovation Fund

### PROTOTYPE GRANT GUIDELINES

The Nebraska Innovation Fund (NIF) Prototype Grant establishes a program to provide financial assistance to businesses operating in Nebraska to support early-stage product development. The maximum amount of funding for the Prototype Grant Program will be \$6 million per year, subject to availability.

There is an open application cycle and approved applications will be funded until the allocation is exhausted. The Nebraska Department of Economic Development (DED) reserves the right to suspend acceptance of applications depending on funding availability.

Matching funds must be provided as a cash match and must be available at the time of application.

**Eligible Business** - Any Nebraska based corporation, Limited Liability Company, partnership, registered limited partnership, business trust, or other entity with less than 500 employees, engaged in non-retail primary industries that are adding value to products or processes in Nebraska.

#### **Eligible Use of Funds**

Pre-Seed Stage funds may be used for creating a prototype of a product stemming from research and development at a business operating in Nebraska or research at a public or private college or university in Nebraska.

#### **Eligible Matching Funds**

Includes any non-state source such as private foundations, federal or local governments, quasi-governmental entities, commercial lending institutions, investors, or other sources provided they are not using funds appropriated by the Nebraska Legislature. Matching funds must be in the form of a cash match.

#### Funding Provisions

- An eligible business with up to 500 employees.
- Applicants must provide matching funds equal to 50% of the grant award. The match rate for value-added agriculture projects and projects in an Economic Redevelopment Area in Omaha is equal to 25% of the grant award.
- **Matching funds must be available at the time of application.**
- Maximum grant funding of \$150,000 per project.
- Funds must be expended within 24 months of the awarding decision.

# Prototype Grant Request

A Scalable Prototype With a Big Market

## SOLUTIONS ASSESSMENT & MONITOR (SAM) "SAM TOOL"

This tool is a **Software-as-a-Service** cloud solution & a standalone self-hosted product. Using a mix of streamlined workflows & built in interoperability, this solution offers an integrated resource for assessing vendor software, home-grown solutions, and monitoring compliance as the industry changes.

ADA  
Compliance

Vendor  
Management

App  
Inventory

Solution  
Assessments

Usage  
Analytics

## PROTOTYPE OVERVIEW

The SAM Tool gathers accurate data from our customer's IT environment, the vendor's IT environment, including real-time details and identification of implementation blockers and creates a pathway to implementation & integration.

### Solutions Inventory & Vendor Management

#### Assess & Discover

- Add in vendors & vendor products
- Discover competing products instantly
- Automatic inventory & tagging

#### Plan & Decide

- Find approved products instantly
- Plan integrations and migrations
- Decide on the right strategy & document each decision

### Accessibility Compliance & Solution Monitor

#### Risk Assessment

- Schedule continuous Compliance Assessments
- Generate risk rankings & scores

#### 365/7 Monitoring

- Daily website snapshots & compliance reports
- Check app status in real-time & get alerts sent directly to your phone

## Grant Request to Create SAM Tool

*\$100K Prototype Grant Funds + \$25K Matched Funds = \$125K Grant Request*

# SAM Market Position

Our competitive advantage & experiential know-how

## FASTER ASSESSMENTS, LESS RISK

Market trends show an increasing demand for technology-driven solutions that offer efficiency and effectiveness in decision-making processes. Targeting industries such as hospital IT, research IT, and project management, where assessment tools are essential, can help capture a relevant customer base.

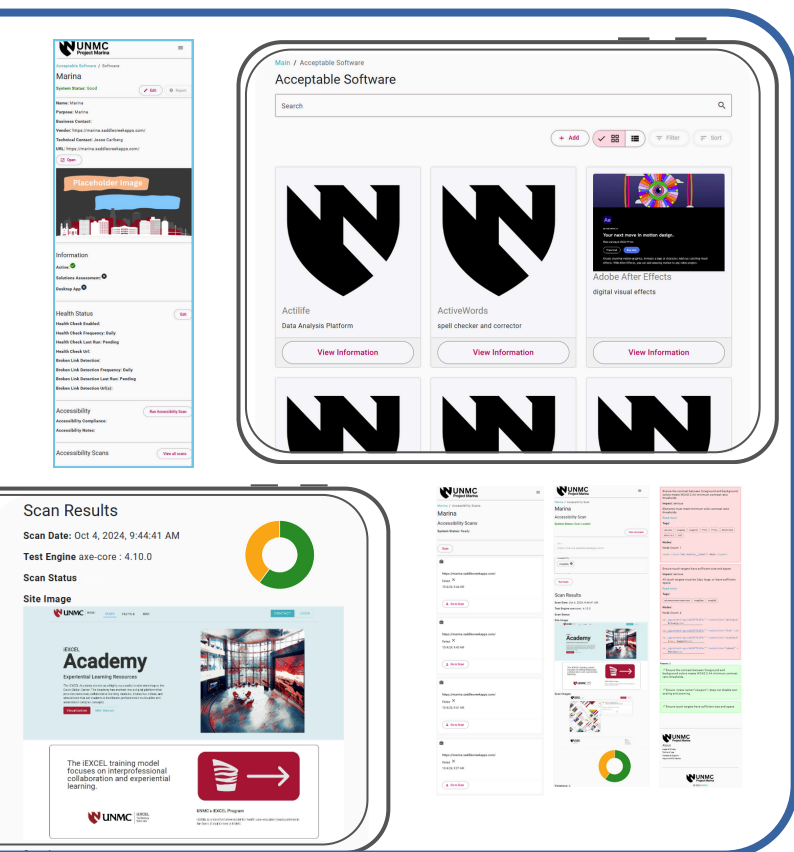
The SAM tool also offers a **valuable service to Nebraska** businesses & universities.

## INTEGRATED WORKFLOWS

Solutions Assessment Management, Pipeline, & Monitoring - **All Out of the Box**

### Solution Assessment Workflow

- Add a vendor
- Add vendor products / websites
- The SAM Tool adds descriptions and tags for each product from our industry leading data feed
- Generate data diagrams
- Map out integration roadmaps
- Generate a Solution Assessment Report to share with stakeholders
- Get ADA Compliance scans
- Use our Web Security Scanner to generate a front-end security review
- Share reports & snapshot from any date to prove compliance
- Schedule scans to ensure continued compliance
- Update requirements as regulations change and rescan your entire inventory on-demand



Actual MVP Build Screenshots

# SAM Industry Analysis

Regulatory requirements are creating a new industry.

## DEVELOPING NEBRASKA RESOURCES

The current market for delivering mid-tier complex web apps is comprised of several small dev shops, with a few developers, and giant billion-dollar software development firms, with very little in the middle. We are Nebraskan born & raised and plan on keeping it that way.

Using grant funds we will **deliver a quality product** reducing organization risk, increasing ADA compliance, and growing Nebraska's economy

## INDUSTRY EXPENDITURE ON ASSESSMENTS

- Average ADA Compliance audit & identification ranges between \$1k - \$15k per website.
- Average cost of a solutions assessment is between \$3k - \$50k per vendor product.
- Yearly audits and reviews have an average expense of \$1-\$15k per product.

$\$5K \text{ Audit} + \$15K \text{ Solutions Assessment} + \$1k \text{ Yearly Audit} = \$26K \text{ Per Product Expense}$

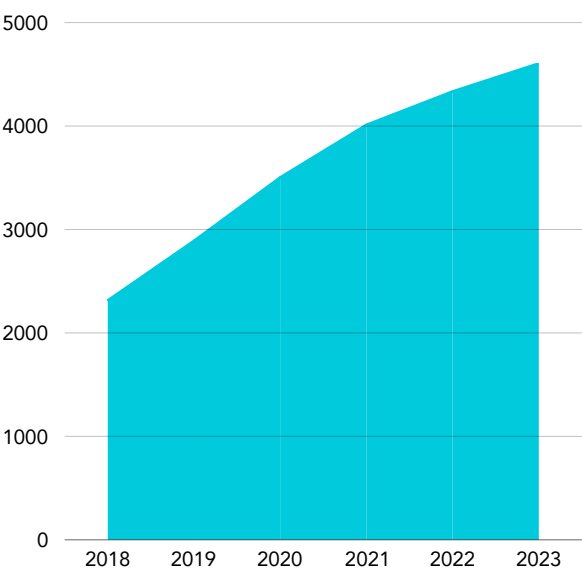
## DIGITAL ACCESSIBILITY MARKET GROWTH

The digital accessibility software market is expected to grow from \$721.1 million in 2023 to \$875.14 million by 2031.

*\* Straits Research '24*

## CURRENT COST OF FINES

Up to \$75,000 for a single ADA Violation & a possible \$150,000 max fine for each subsequent violation after.



## ADA COMPLIANCE LAWSUITS

A recent report from the risk management company AAAtraq found that 97 percent of U.S. college and university websites do not fully comply with requirements of the Americans with Disabilities Act.

These lawsuits are expected to increase in 2024 & 2025.

*\* State & Federal Court Cases*

# SAM Technical Overview

We built this first. We know this tool works because we used it first, we drink our own champagne.

## PROCESS DRIVEN DEVELOPMENT

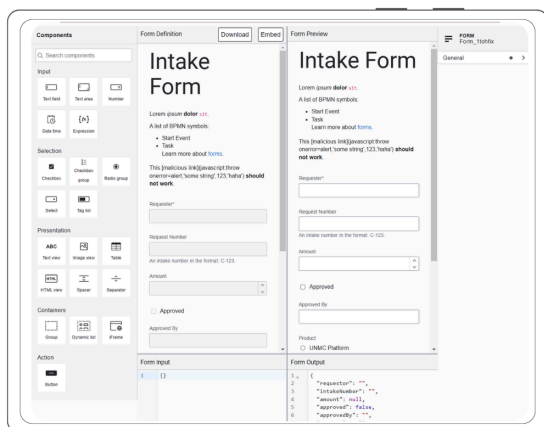
The Saddle Creek Apps development team has created hundreds of web apps, websites, mobile apps, and more. We understand vendor deployments, B2B integrations, and the business needs, and we use this tool for our own app inventory and to provide solutions assessments to our client's IT departments.

## FULL FEATURED, INTEROPERABLE, CUSTOMIZABLE

A complete user experience with every feature built out, but each component is interoperable with on-prem systems.

Wireframe

Columns -12; margin - 32px;



## TAILORED EXPERIENCE

The SAM Tool has easy documentation tools built in to allow for signoffs and risk reviews at every step in the Solution Assessment process.

The tool also allows for changing each form, survey, and document with our easy-to-use form builder, allowing for complete customization.

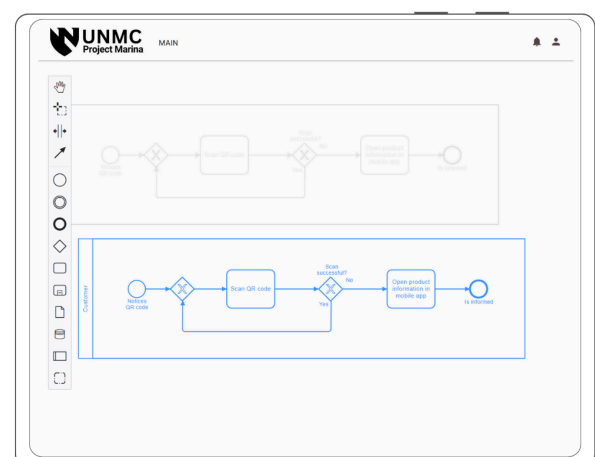
UI/UX MOCK

main. process. map- card

## END-TO-END PROCESS

Business process mapping, integration planning, and the ability to generate runbooks for "Day 2" support comes prebuilt.

There should not be a barrier to entry for using new products & technology for researchers & users in your organization.



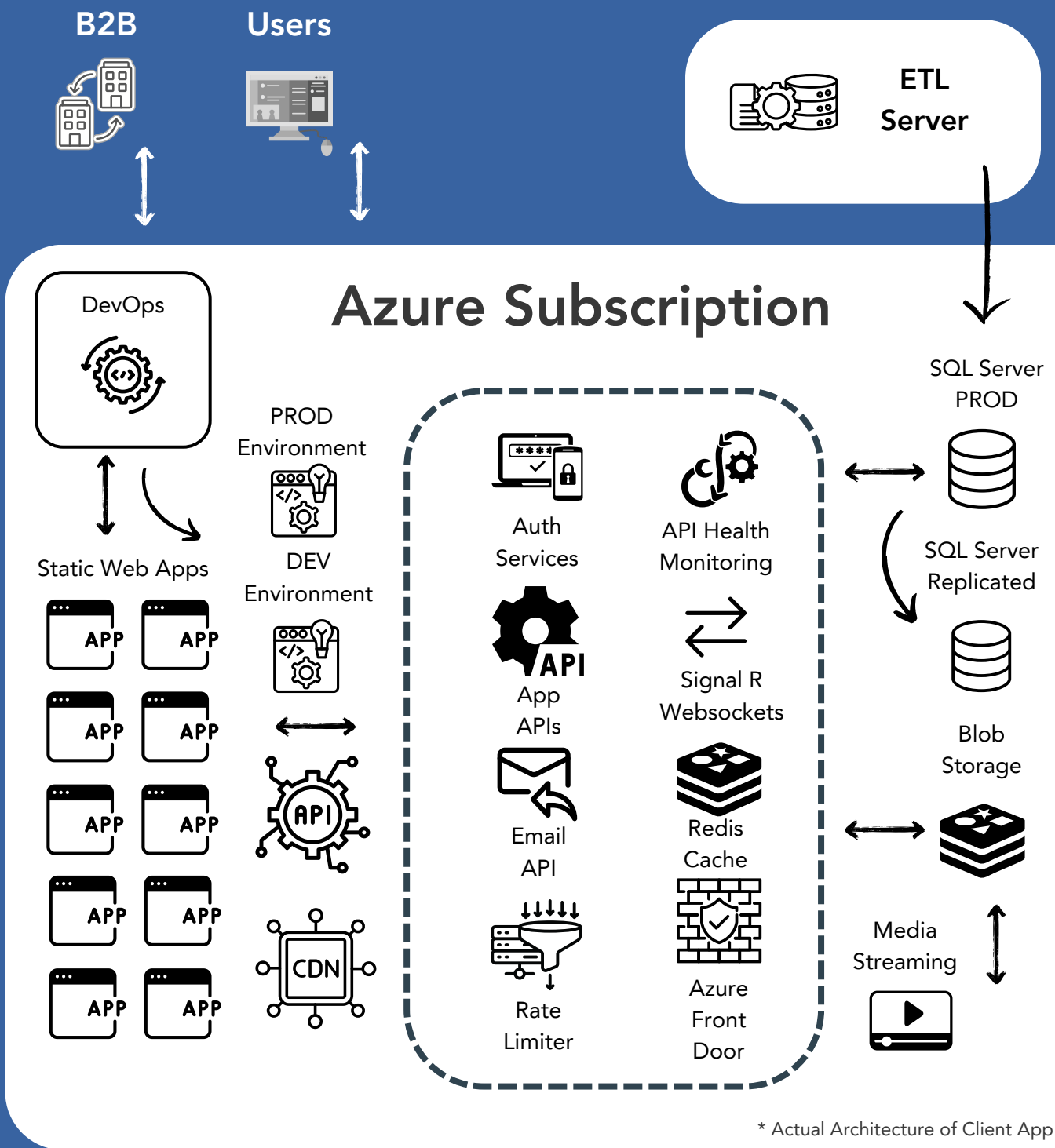
# Cloud Architecture

The current view of our infrastructure

## SCALABLE INFRASTRUCTURE

Small Apps become big apps overnight. We use scalable architecture from the start to ensure your apps scale to meet demand.

Below is a high-level view of a recent solution using cloud hosting, on-prem databases, servers, and connections.



\* Actual Architecture of Client App

# API Gateway

Gateway.SaddleCreek Apps

## SOLUTION INFORMATION

We build scalable and easy to support technical solutions. One way we do this is using Azure API Management. Our API Management is made up of an API gateway, a management plane, and a developer portal. These components are Azure-hosted and fully managed.

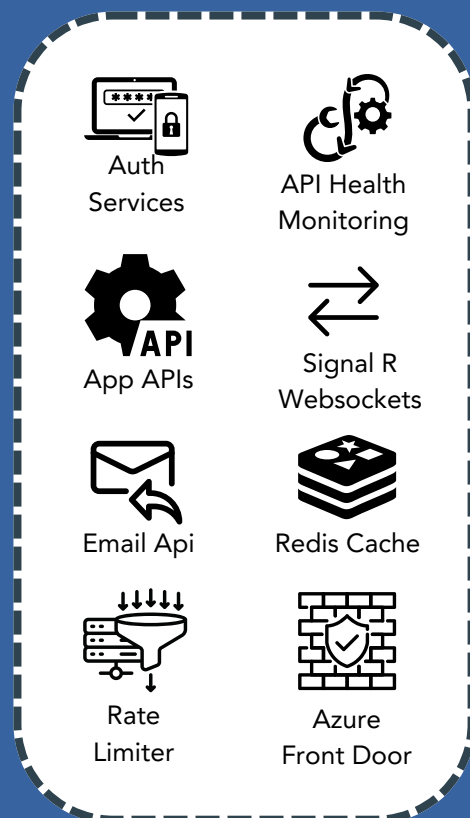
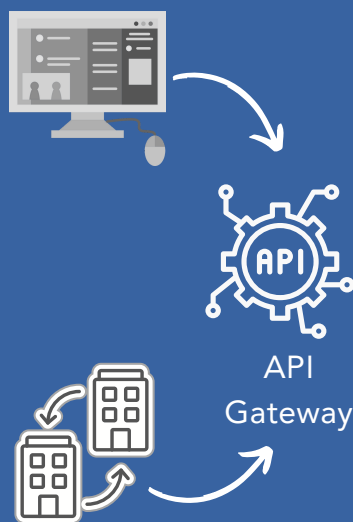
The gateway enables consistent configuration of routing, security, throttling, caching, and observability.

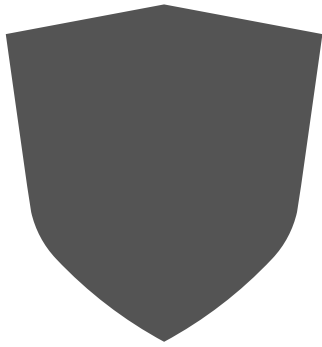
### Services



### Core Connections

- Authentication / Authorization.
- User Management Endpoints.
- API Gateway for all applications.
- Azure Devender Enabled.
- Azure Front-Door.
- Rate-Limiter.
- Health Endpoints.
- B2B Connections.





## REGULATORY COMPLIANCE

Regulations change & compliance standards get updated. We adapt to these changes by using continuous compliance monitoring tool in Microsoft Azure and combine them with our own SAM Tool

The **Azure Security Benchmark (ASB)** provides prescriptive best practices and recommendations to help improve the security of workloads, data, and services on Azure.

### Microsoft cloud security benchmark

- Azure ID: The Azure Security Benchmark ID that corresponds to the recommendation.
- CIS Controls v7.1 ID(s): The CIS Controls v7.1 control(s) that correspond to this recommendation.
- NIST SP 800-53 r4 ID(s): The NIST SP 800-53 r4 (moderate) control(s) that correspond to this recommendation.

### Additional Compliance standards

**NIST SP 800-53 r5** compliance standards.

NIST Special Publication 800-53 is part of the Special Publication 800-series that reports on the Information Technology Laboratory's (ITL) research, guidelines, and outreach efforts in information system security, and on ITL's activity with industry, government, and academic organizations.

## Additional Compliance Efforts

- University of Nebraska Memos & Guidance
- HIPAA Compliance
- FERPA Compliance
- GDPR Compliance
- ADA Web & App Compliance
- OWASP Top 10

# Citations & References

Saddle Creek Apps



Our Work



About Us



This Document



NE BIA Program



Catalyst UNMC



## Closing Thoughts & Restatement of Mission

We bring solutions, but we are problem-solvers at heart. Solution-bringers come prepared with proven workflows, project templates, and prebuilt runbooks ready to customize and execute delivery. We have decades of experience implementing solutions to solve your problems quickly, and a robust catalog of prebuilt tools and components to make it happen. Problem-solvers work through edge-case problems to develop a custom solution. This involves a lot of development, understanding, and refinement. Problem specific solutions usually take longer and cost more, but as problem-solvers we leverage reusable components to greatly reduce the complexity and build times for custom solutions.


Using a solutions-first approach has enabled us to deliver for our clients and partners. We have decades of experience in taking your requirements and mapping out solutions, navigating complex compliance challenges, and providing delivery of amazing solutions.



# Please feel free to contact us for any reason

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