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The Navigator for Enterprise Solutions

ALM TECHNOLOGY SPECIAL

SEPTEMBER 08 - 2015 CIOREVIEW.COM

## 20 Most Promising ALM Technology Solution Providers 2015

Today, most businesses rely heavily on high quality apps to reduce unwanted expenses, streamline their mission critical activities and reach out to a wider customer base. Consequently, application development teams are burning the candle at both ends to cope with the increased requisite for providing resourceful applications on time. In such a scenario, having a good Application Lifecycle Management (ALM) solution is obligatory to manage and develop these multifaceted apps.

Over the years, the concept of ALM has drastically improved and it currently offers numerous functions such as real-time collaboration, application-specific visibility, and enhanced task monitoring. The recent trends that mark the initiation of advanced ALM solutions include integrated ALM suites, cloud-based software management, Application Programming Interface

(API) testing, mobile application testing, and agile development methods. Utilizing these features, companies can efficiently accomplish difficult tasks and increase their productivity. As a result, CIO's are constantly in a pursuit of enhanced performance management and control suites that provide the required visibility for managing applications adroitly throughout their lifecycle.

In the last few months, we have looked at hundreds of ALM solution providers and shortlisted the ones that are at the forefront of tackling the challenges. In our selection we have looked at the vendor's capability to fulfill the need for creating improved software through well-organized ALM suites. Also, we evaluated the vendors support through the integration of latest technologies into their system.

We present to you CIOReview's 20 Most Promising ALM Technology Solution Providers of 2015.

**Company:**

Noser Engineering

Noser Engineering AG provides information technology consulting, solutions and services since more than 30 years to local, European and multinational companies

**Key Person:**

Geri Moll, CEO & Beat Zollinger, COO

**Website:**

[www.noser.com](http://www.noser.com)

## Noser Engineering AG A Two-Way Approach to ALM

Business management processes have started to become heavily dependent on software development, making Application Lifecycle Management (ALM) a key business driver for enterprises across verticals. With business strategies changing rapidly in this digital era, CIOs are challenged to provide ALM solutions with independent configuration management in conjunction to supporting software development for the same. The challenge is complex as all the stakeholders involved in a software development process are often present in different parts of the world.

Noser Engineering AG, based in Zurich, Switzerland helps CIOs to counter these arduous challenges of delivering value throughout the ALM process. "We decided that we have to support two toolchains: one for our open source and the other for the Microsoft solution Team Foundation Server," says Beat Zollinger, COO at Noser Engineering AG. For open-source purposes, the company uses the Atlassian toolchain with its useful plug-ins. "We can now provide tasks such as project workplaces including repository for the teams, and simplify managing tasks and bugs which can be attributed to our past efforts in adapting these tool chains," adds Zollinger. Other tasks would include user stories, continuous integration, software building, and test automation. Noser supports different testing tools like HP quality Center, Ranorex and Team foundation test suite on their own infrastructure. "We can provide all these tests on our own. If our customer wants to do these by themselves, then we offer consulting services only," explains Zollinger.

In addition, the company has the distinction of attaining the Gold Partner status at Microsoft's Partner ecosystem and helping Google develop their core libraries for Android as a member of the Open Handset Alliance. Noser differentiates itself from its rivals owing to its diversified human resource and the creativity and focused approach they bring into the fray. Zollinger stresses, "It is very important to create a long-term vision with our customers at the very start." With a defined strategy, Noser ensures ALM processes are risk-free, and deadlines are met with an early and actionable, integrated feedback mechanism within the team. In addition, Noser brings measurable productivity gains with improved regulatory compliance.

The development process of AMG Performance Media can be cited as an example, out of many success stories showcasing Noser's stewardship in the ALM arena. Noser was approached by the renowned German luxury sports car manufacturer

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Mercedes-AMG to develop an Android-based infotainment system. AMG Performance Media is a co-head unit for providing multimedia, Internet and telematics functionalities based on a modified Android built around Freescale hardware. "It was conducted in a very agile, stepwise manner improving the working system based on user feedback and requirements over a two-year period," delineates Zollinger. Incidentally, that was the first Android-based automotive system to enter mass production and is now present in their cars.

The experience gathered from handling projects as such helped Noser to gain valuable technological insights from enterprises across verticals, which acts as the fuel for the cutting edge innovation the company is known for. Noser wants to strengthen their position in Switzerland and Germany while approaching unexplored markets. "We also want to establish our services around IoT, Healthcare und Data and Information Management next to our software services we are providing today," concludes Zollinger.



Beat Zollinger

