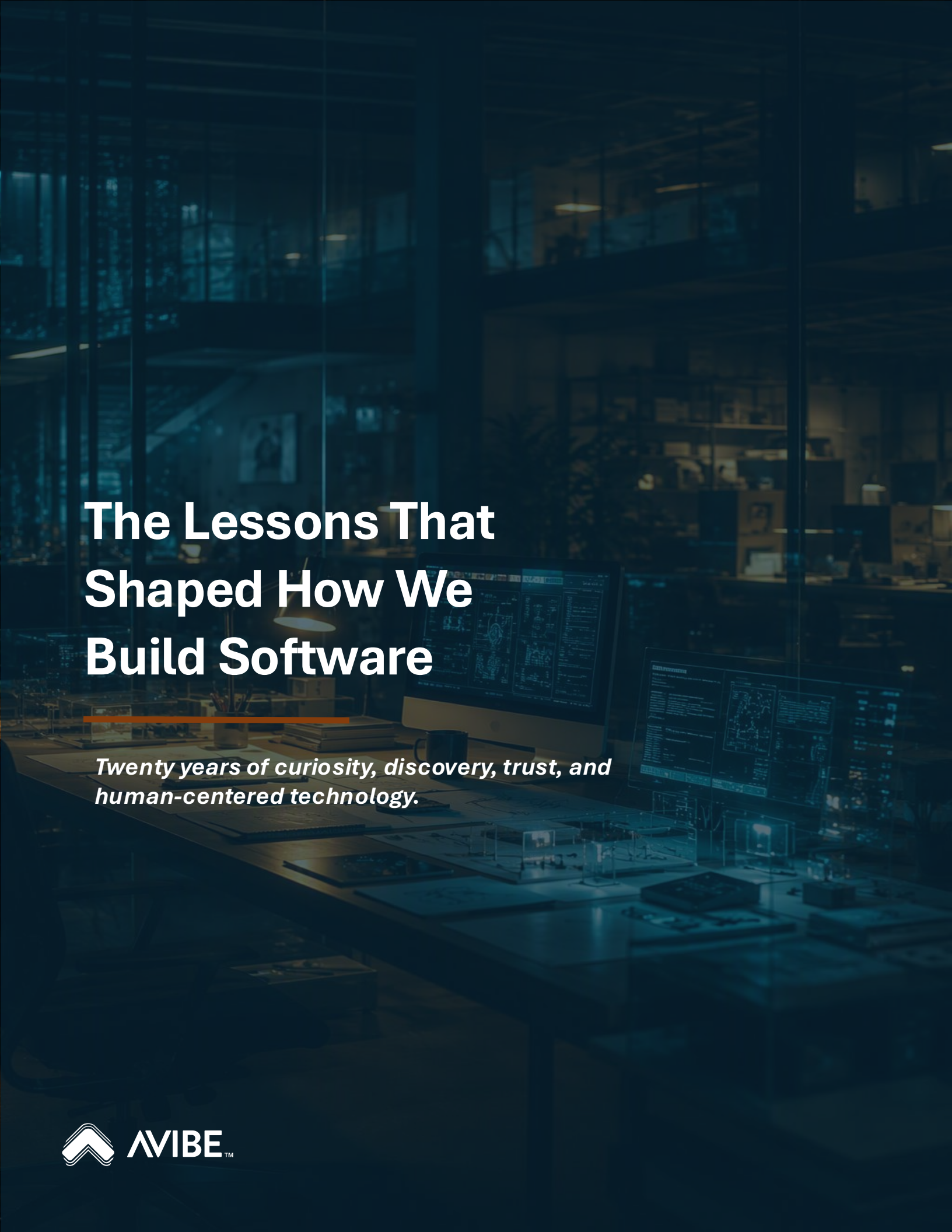


The Lessons That Shaped How We Build Software

Twenty years of curiosity, discovery, trust, and human-centered technology.

AVIBE™

The Lessons That Shaped How We Build Software

Custom software should be built around you.

In practice, a lot of vendors treat that as a technical promise: we'll write code specific to your systems. The code is only one piece of the puzzle, though.

What matters just as much is understanding a business well enough to recognize when the request isn't actually the problem that needs solving. It's staying honest about a technology's limits instead of overselling its promise. It's building something a team will actually want to use once it's live.

That's the difference between a vendor who hands you software and a partner who gets to know how your business and the people in it actually work.

That's the difference at AVIBE.

It's one thing to say that. Here's what that has meant in practice for more than twenty years.

We let curiosity lead the way.

There's a version of the tech industry that treats restraint like a weakness, like the goal is always to move faster and adopt sooner.

We've never seen it that way.

Being curious about everything and stubborn about our standards has served us and our clients well for over twenty years, and we don't expect that to change.

> *"We see new technology come out and then start having great conversations about it...then we start stress-testing it against our process."*
>
> Jake Scott, Co-Founder and CTO

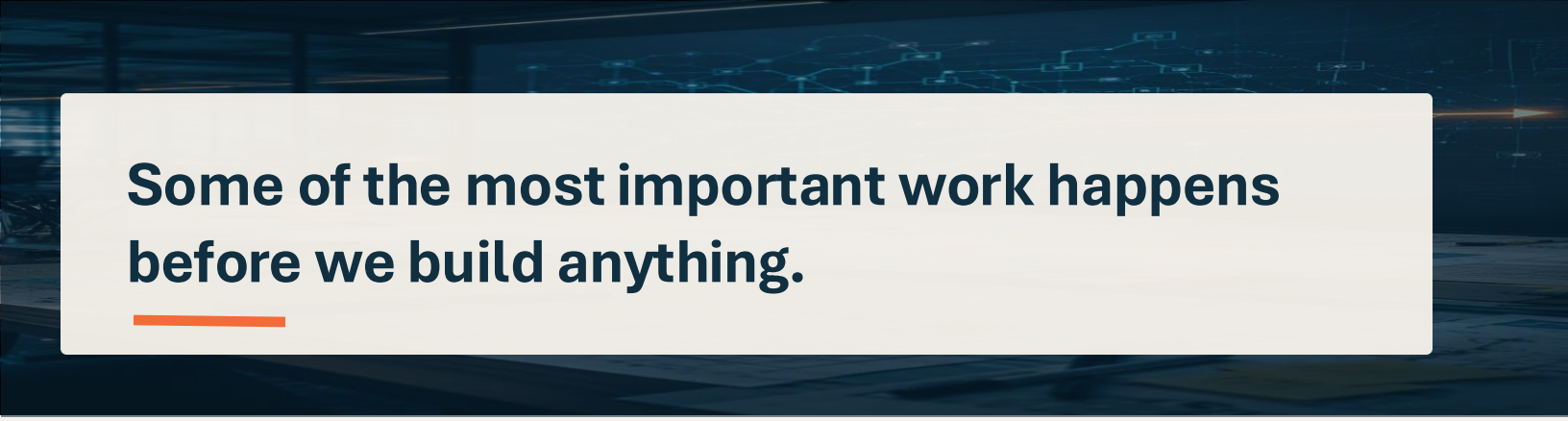
Before smartphones were standard, Kurt Jull, Senior Designer and Strategist, recalls that Jake bought one for the office so the team could experiment with it. Nobody was asking us to build mobile applications yet. We just wanted to understand what the technology might make possible.

Today, that same instinct is guiding how we approach AI. We use it every day, we're actively experimenting with it, and we've found places where it meaningfully improves our work.

At the same time, years of evaluating new technologies have taught us that not every new capability is ready for real-world use right away, and we're comfortable saying so when that is the case.

We don't bring technology to clients until it's earned a place in our own process first. The result is a practical approach to AI: leveraging it where it creates measurable value and exercising restraint when the value remains uncertain.





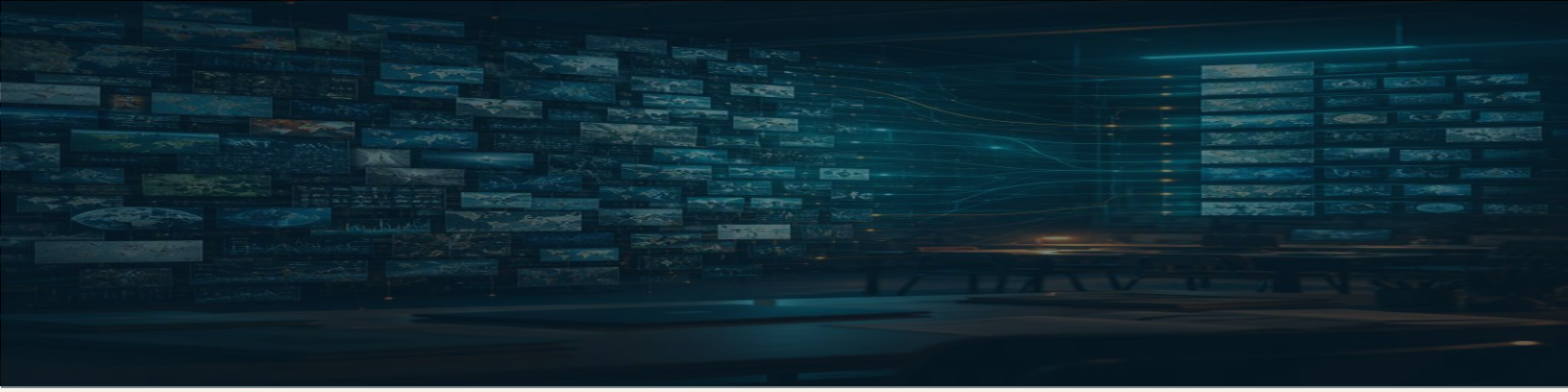
Some of the most important work happens before we build anything.

Experience has taught us that assumptions are expensive. We've seen simple conversations prevent months of unnecessary work. While experience can't entirely eliminate mistakes, it does teach you where they're most likely to happen.

Discovery exists to prevent that. It isn't a formality before the "real" work starts. It's where we reduce risk for our clients and for ourselves. Every hour spent understanding a workflow before we start coding reduces the chance of costly rework after the feature is built.

We translate business goals into technical requirements developers can build from. That context matters because great developers don't just write code: they solve problems. We also help clients understand the implications of key technical decisions, providing the context they need to make informed choices with confidence.

Skip that work, and it's surprisingly easy to build software that's technically correct but frustrating in practice.



We saw exactly that while redesigning for NASA Earth Observatory.

The existing information architecture made sense technically, but after surveying teachers who relied on the site, we realized that teachers weren't looking for information in the way the system had it organized.

The teachers weren't thinking in terms of document formats or resource categories. They were trying to quickly find materials for a specific subject, grade level, or lesson. So instead of simply refreshing the interface, we reorganized the experience around how teachers actually work.

> *"The truth is, you don't know better than the person that's actually going to use it: how they want to use it, and what they want to see. Spending the time [understanding that], you'll learn more and have a much better product."*
>
> **Brian Reff, Managing Director, East Coast**

That lesson has repeated itself countless times over the years.

The people closest to the work usually understand the problem better than anyone else. Our job is to learn from them before we try to solve it.

Trust is earned in the moments nobody's watching.

Trust comes from making decisions that are sometimes harder in the moment because they're better in the long run, not from saying the "right" things.

We won't underbid a project to win it.

We won't take on a new client at the expense of an existing client.

We deliberately take on the hardest things first, so the things we don't yet know surface while there's still time and budget to adjust.

> *"You don't know what you don't know... tackling the hardest thing first flushes those out sooner rather than later."*
>
> Kevin Brown, Senior Project Manager

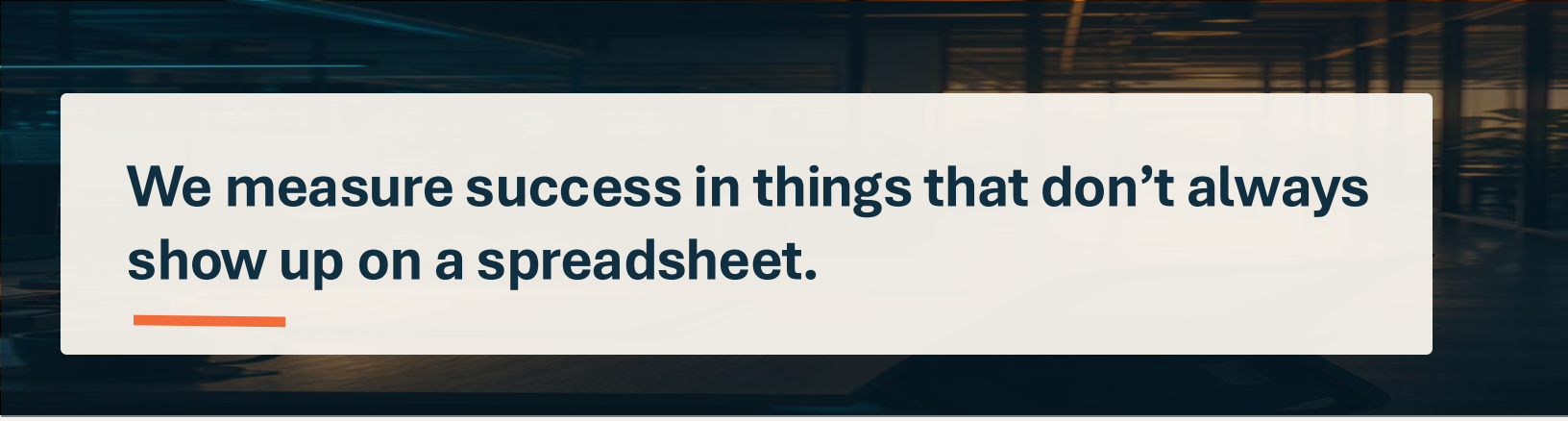
Projects become more predictable.

Conversations become more honest.

Surprises become smaller because we've chosen to confront uncertainty instead of postponing it.

The result is software that not only works, but that solves the right problems and delivers real value.





We measure success in things that don’t always show up on a spreadsheet.

Custom software absolutely produces measurable returns: less manual work, fewer disconnected systems, better business decisions due to faster access to information. But those outcomes are only part of the story.

Some of the moments that stick with us the most have nothing to do with dashboards or efficiency metrics.

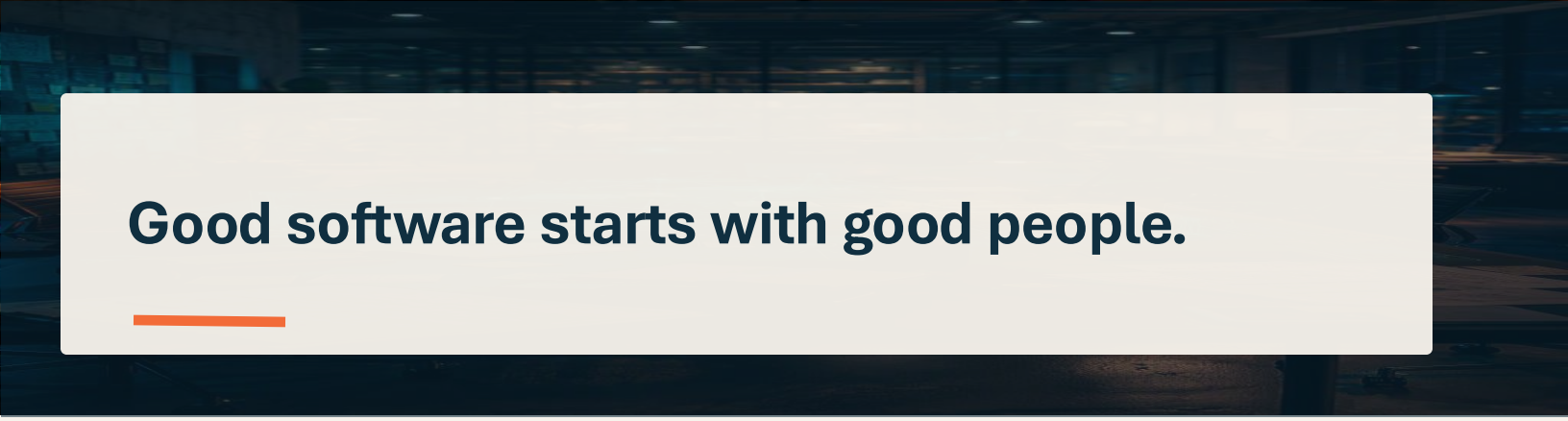
One client mentioned that, before partnering with AVIBE, they were unsure how each day would go, and that people would often have to work overtime when they least expected it. With the right technology, all of that changed.

> *“People make it home for dinner on time now. Now, people can make it to their kid’s baseball game.”*
>
> Kevin Brown, Senior Project Manager

That’s the kind of feedback that sticks with a team. Not just because it’s flattering, but because it’s a reminder that technology matters because the people using it do.

Over the years, we’ve received enough feedback like that to reinforce that asking the right questions and building the right tools can make a real difference in people’s lives.





Good software starts with good people.

We've also learned something about ourselves over the years: the qualities that make a great team member extend beyond technical skill.

> *"Be a great communicator, be a great coworker…be a good human sums it up."*
>
> Nate Jolma, Senior Project Manager

We're fortunate to have a team who brings not just expertise in their craft, but curiosity, problem-solving ability, and a willingness to understand the bigger picture behind every project.

> *“We want our clients to have success, because their success is our success. We’re always going to do right by them and make sure the project is going to be successful for them.”*
>
> **Kurt Jull, Senior Designer and Strategist**

Twenty years of client relationships have taught us that the technical work is only half of what makes a partnership last.

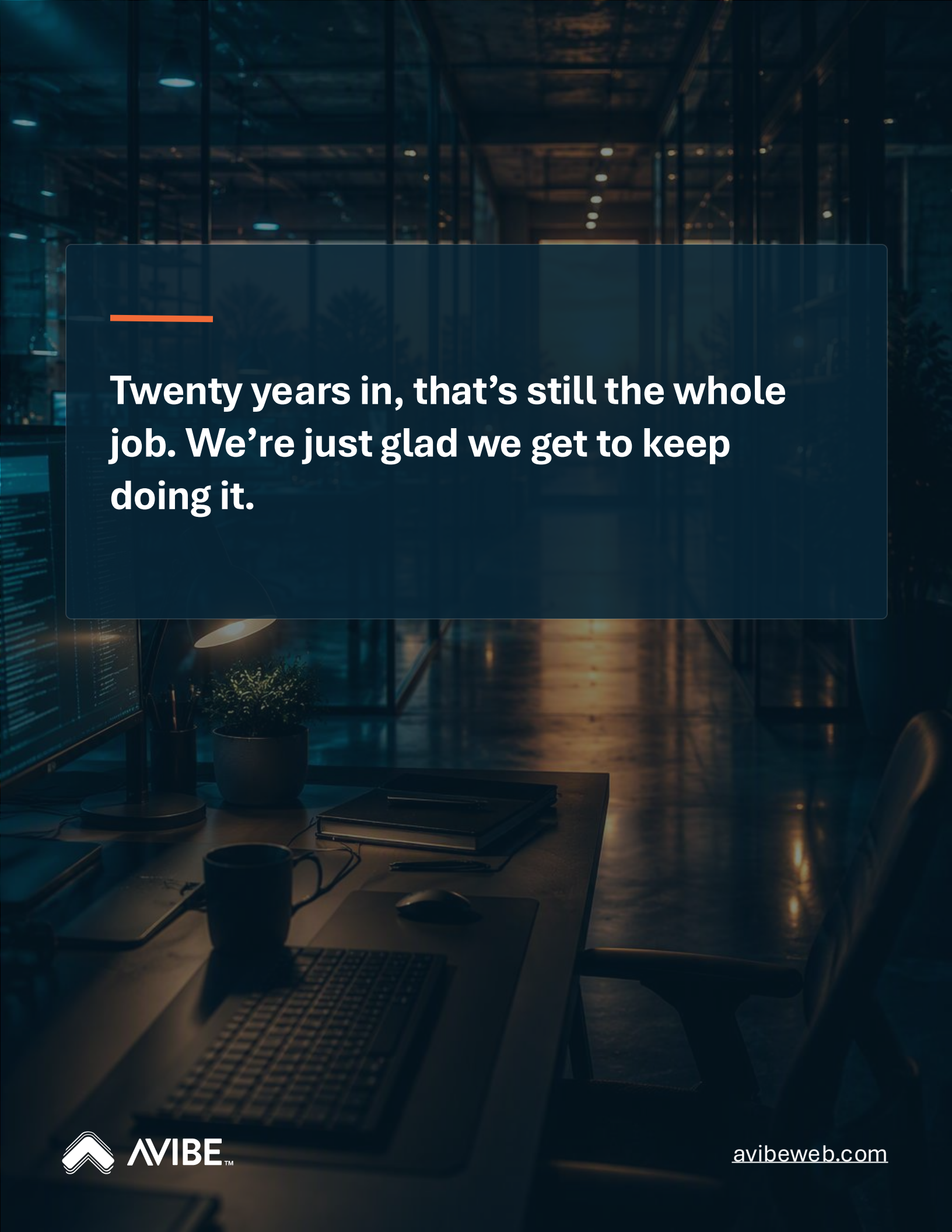
The other half is showing up like someone who actually cares whether things go well for you, project after project, year after year.

Here’s to whatever we get curious about next.

We don’t know exactly what the next twenty years will look like. AI is already changing what’s possible and what’s affordable, and it’ll probably keep surprising us the way the web, smartphones, and the cloud did before it.

> *“We’ve been there, we’ve seen it…We’re going to bring years of good standards and patterns and practices to [every project] so it’s set up for success in the future.”*
>
> Nick Guidry, Director of Development

What we do know is that the parts of this job we’ve loved most aren't going anywhere: getting curious about someone else’s problem, understanding it deeply, and building something that quietly makes their day easier.



Twenty years in, that’s still the whole job. We’re just glad we get to keep doing it.

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