



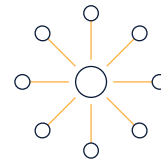
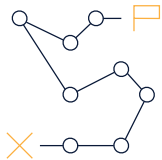
Build your vision, not your overhead.

Small and mid-market businesses are the heart of our economy, yet it can feel impossible to thrive in a digital marketplace that favors only the biggest players. Thankfully, transformation doesn't require the resources of a multinational company when you rely on the guidance of those who've done it before.

8 Penny Labs blends innovation with pragmatism to get your business *where you know it's meant to go*.

Here's how we work together.

Our process applies extensive software development and operations consulting experience through the lens of your mid-market business:



Strategic Roadmap Creation

Tell us what you want to achieve, and we'll quite literally create the map to get you there. Collaborative workshops uncover the context behind your goals as well as your obstacles. From here, your insights inform a focused, high-level transformation roadmap with defined cost estimates for each phase of work.

Strategic Roadmap Coaching & Execution

Realizing your vision requires an intimate understanding of your business and a lot of agility. Change management is baked into our process, as tactics inevitably evolve in any meaningful transformation effort. Daily meetings and frequent communication ensure productivity and alignment at every step.

Agile Development Team Deployment

To us, software development is not a commoditized task but the culmination of your strategy. Whether you're activating your 8 Penny Labs roadmap or augmenting an existing development team, rely on us to secure and manage vetted offshore technical talent with minimal turnover.

Digital transformation is finally within reach. [Learn more: 8PennyLabs.com](https://8PennyLabs.com)

"If you want to increase your capabilities at the lowest possible cost in the space of technology and software development, use 8 Penny."

– Chief Financial Officer, Construction Industry