



# UP AND RUNNING LEND'S TECHNICAL SUPPORT TO **A MINDFUL MISSION** IN THE MODERN ERA

## Overview

“We’ve built a solid relationship with them, a trusted relationship over the years, and so we continue to interact with them,” said Scott Youmans, applications development manager for Sounds True, of the company’s involvement with Up and Running Software (UAR).

## A Leader in Spiritually Oriented Publishing in Print and Online

Now in its fourth decade, Sounds True is a publishing company that specializes in disseminating the wisdom of some of the best personal growth and spiritual teachers on the planet, employing traditional publishing methods such as books and CDs as well as audio downloads, online courses, and a mobile application experience. Sounds True, in the pre-Internet boom days, grew via traditional catalog sales techniques as well as retail sales at various outlets, expanding onto the web in the 2000s to continue its growth in the digital age.

## A Migration

In 2013, when its leadership team reached out to UAR, the company was looking to move itself to the next level of e-commerce functionality. “We were primarily a Java-based company, and UAR was engaged to move us to PHP and in turn to Magento as an e-commerce platform,” explained Youmans.

“They advised on how to move to a new platform, how to architect our systems, the means to migrate functionality to the new platform, and suggested how to customize the open source software to meet the needs of our unique products,” explained Youmans of a process that was just underway when he joined Sounds True.

“We also helped educate Sounds True’s development team about Magento and pointed them to resources where they could learn more as well as spot-checked their work throughout the process,” added Andrew McKellar, a Senior Development Architect for UAR and the point of contact for Youmans. “Magento is a big tool which has a lot of out-of-the-box features, but as people find out, its size often means that it requires a lot of customization to make it work for a specific store.”

Magento is an open-source e-commerce platform written in PHP, a language in which UAR is most proficient, and is recognized as a, if not the, leading e-commerce vehicle. Acknowledged as the top platform to retailers on the Internet Retailer Top 1000, Magento was further honored as the top platform on the inaugural Internet Retailer B2B eCommerce 300 guide in 2015.

Designed for scalability and backed by an extensive support network, the software includes powerful marketing, merchandising, and content management components and can integrate both the digital and physical shopping experience. Every year, Magento handles over \$100 billion in gross merchandise volume, boasting such behemoth users as Coca-Cola, Burger King, Peet’s Coffee & Tea, and Ghirardelli.

“Magento put a lot of work into building a very extensive modular framework platform with so many features that it took the lead for those who said ‘I want to run my own e-commerce store,’” explained McKellar of Magento’s appeal to people who want complete control of their own online sales process.

“UAR not only provided the expertise and guidance but augmented our staff, doing much of the development while functioning as a part of our team, participating in our daily stand-up meetings and fitting nicely into our Scrum environment,” observed Youmans of the first eighteen months of the working relationship that led the new platform’s launch in late 2014.

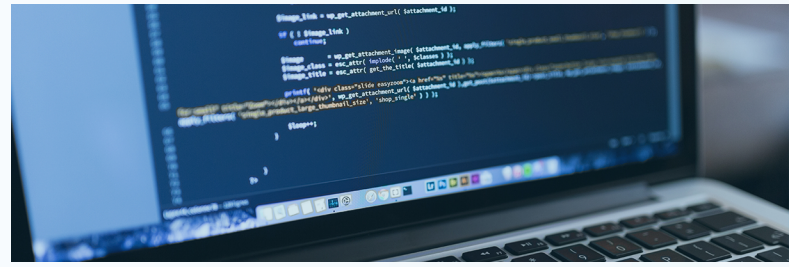


## An Evolving Relationship

As the migration to Magento completed, UAR’s role evolved alongside the needs of Sounds True. No longer required to function as a part of the daily development team, Up and Running adjusted its contribution. “UAR became a trusted advisor and a resource for one-off projects and ongoing quality assurance,” remarked Youmans.

Noting that technology continues to change, Sounds True often looks to UAR for project-based development. When Sounds True subscribed to the services of Wicked Reports, an online analytics service, UAR provided the needed Magento connectivity.

“As our marketing evolves and matures, we find new ways to present our products and need to add functionalities to the website—and we turn to UAR for assistance in those regards,” noted Youmans. “Maintenance consumes much of Sounds True’s development time,” explained McKellar, “so they turn to us for project support such as the Wicked integration and others.”



Internally the Sounds True team does development in two-week increments and then turns to Up and Running to complete manual aspects of the regression testing in a timely manner. “UAR can usually turn around that testing within two business days, which is about half the time it would take us with our in-house resources,” remarked Youmans of the UAR scalability so often admired by clients.



## A Trusted Relationship..

While the successful migration and the evolution of the Sounds True development team has altered the relationship with UAR, it seems destined to continue. “I rely on them to vet new ideas and see them now as advisors who do the occasional special project as well,” reflected Youmans.



## ..Of Mutual Respect



“I have always appreciated the ease of working with them, their willingness to adjust to our way of doing things rather than impose their habits on us. Not only would I refer them to another company, I have done so,” shared Youmans by way of endorsement.

“Sounds True actually does a lot of things that everybody talks about, but almost nobody does. Rather than reacting they stay with a proven process that keeps them in front of the curve,” said McKellar. Such discipline has helped Sounds True remain an industry leader for decades, and Up and Running is proud to have contributed to that tradition.

# About Up and Running

We partner with clients to solve important technical problems by building, implementing, and servicing complex software solutions for customers of any size in any industry.

Started in 1995 while founder Pete Hanson was a sophomore in high school, Up and Running Software began as a technical services firm and evolved into a developer of custom software solutions. Customer happiness and open communication have been the focus since day one, plain and simple, resulting in long-term relationships with any type of client, from non-profits to startups to the Fortune 10. Thanks to this mindset, Up and Running is fortunate to have served an impressive array of clients, including giants such as General Electric (GE), Henry Schein, Sanofi, and Hearst, as well as venture-backed startups at every phase, from formation to growth.

Its over two decades of custom software development, legacy system support, and migrations drive the engines of solutions that thousands of businesses and millions of people rely on daily. That experience has resulted in hands-on depth in most software development stacks, from the command line systems in the back office to ones that gracefully handle any screen size worldwide. A commitment to QA and process improvement drives scalable results, producing long-term software assets with high ROI. Up and Running's work passes FDA & DEA audits, rolls up global treasury data, manages nuclear assets and railroads, delivers vaccines, and enables neuroscientists and researchers.

Contact Up and Running:

[solutions@upandrunningsoftware.com](mailto:solutions@upandrunningsoftware.com)

Phone: +1, 888-447-9273

Let us know your preference, and we'll connect you with either a technical architect directly or a non-technical sales representative.