



TEN FORWARD  
CONSULTING

## Mobile Doorman



### BACKGROUND

Mobile Doorman is a young startup based out of Chicago that has grown its client base since its start in 2013 and is prepping a nation-wide expansion that is to go live in the near future. Bob Matteson, the founder of Mobile Doorman, worked to create the Mobile Doorman app which is a virtual solution for improved living experiences in rental properties. A need for fully integrated apartment living was identified, and the creators of Mobile Doorman saw an opportunity to offer a modern solution in the form of a mobile application. Their creation offers seamless tie between landlords and their residents and ultimately an environment of simplicity and practicality.

### PROBLEM

Despite innovation and unique market value, Mobile Doorman lacked technical expertise and experience needed to ensure a precise execution of the company's vision. In order to grow and become the mobile solution for landlords, Matteson realized very quickly he needed to find a well-versed, technical partner to work with him and his team. In the early stages of growth of Mobile Doorman, it was still very much a startup, both financially and developmentally. Hiring an in-house developer was simply out of the question due to substantial upfront costs, limited scope, and ability. This left Bob and his team unsure of how to continue their growth and development.

### SOLUTION

**Going with a proven leader.** In the beginning, Mobile Doorman relied on pre-existing platforms and solutions with extremely limiting protocol. Matteson worked with Ten Forward's President & Founder, Brian Samson, on a previous project and recalled Brian's remarkable tenacity and determination to provide continual and undeniable high quality service. With a large number of Fortune 500 clients and a previous history with producing top quality work for clients both large and small, Ten Forward became known as a top-notch provider of solutions. After extensive research by Matteson and his team, it was obvious that the minds at Ten Forward were the consultative partners they had been searching for.

**Great customer service.** When working with any developmental partner, flexibility and follow through is crucial. Matteson remembered the company's commitment to the highest quality customer service day in and day out. According to Matteson, knowing there is always someone to talk to and resolve issues with creates a healthy environment of understanding and trust which allows for efficient and effective business.

### RESULTS

**The people-person partner.** Teams that supplement partnership with personality allow greater collaboration and results due to the trust that is embedded within the day-to-day work being done. In the past, outsourced development firms have seemed to mimic the technologies they work with by taking a formal, robotic approach to business and production management. Ten Forward breaks this stereotype by creating and fostering client development through frequent face-to-face interaction and personalized workflows. They strive to create an environment of friendship alongside business. This builds a reciprocated trust and promotes engagement on every level. The Ten Forward team works to look beyond "clients" and see people. "In working with Ten Forward, I felt that I was working with my friends as opposed to a subcontractor. The way they treated all of us at Mobile Doorman made us feel like we were working together towards the same goal, not just for the money...They became our entire development department as it proved an effective outsourcing strategy both for the expertise as well as the cost incurred to the business." Matteson remembered.

Throughout the course of the interaction, Matteson continually commented on how the benefits he and the company received from Ten Forward greatly outweighed the costs. Thanks to the involvement of Ten Forward, the people person partner, Mobile Doorman now has a fully functioning app with market traction and revenue and is planning for an expansion in the near future.

**Consistent quality and reliable service.** Personality and the ability to build friendships greatly affected the early stages of involvement for the two companies. The quality of the work, however, kept the relationship going.

The Ten Forward team works tirelessly to create solutions and products that go far beyond their client's expectations. The guaranteed quality of the team and their interactions creates simplicity in the execution of projects, scopes, or general inquiries. This simplicity helps companies in producing results and generating meaningful solutions they then can pass on to their clients to better succeed in their growth and expansion.

**"Ten Forward provided the greatest flexibility and service for their work. They were always there to help me out of a pinch when needed and always did it with a smile on their face."**

- Bob Matteson, Mobile Doorman

**"I know any project I give to Ten Forward will be done right."**

- Bob Matteson, Founder, Mobile Doorman