



PRODUCT LAB

Future proof your business today **for tomorrow**

Product Lab designs & builds technology solutions that solve today's complex business problems.

Our Mission

We want to become your strategic technology partner.

We help our client-partners create custom technology solutions that improve operations, innovate business, and forge new market opportunities.

We accurately analyze, design and build software using the right tools and exacted technologies necessary to solve problems as they uniquely demand.

From Fortune 50 to any business size, we strive to give you confidence that no matter how great the challenge, we'll produce the outcomes need to your full satisfaction.

Our Story

Product Lab was formed on a foundation of 25+ years of technology experience to solve what's largely missing in today's global mass market of software development agencies: expertise, perfection and efficiency.

Big development shops build their value on volume.

We build ours on accuracy and quality.

Every business requires unique solutions to fit their own model. From off the shelf CRMs, to inventory management, businesses need customization or uniquely designed solutions for internal and external operational growth.

Solving this is our core competency.

Dozens of our expert engineers, designers, specialists and executives have successfully solved hundreds of projects both small and large across enterprise, IoT, mobile and web at every level, and bring their know-how and expertise to every client-partner on every project.

As a solution-focused organization, we're dedicated to building innovative, powerful and bleeding-edge solutions as emerging challenges continue pushing businesses to the next level of growth.

Experienced Leadership

Co-founders Jason Bennick and Wes Reid originally met in New York City in 2015 while each were separately solving large scale technology and business operational challenges.

After Wes' prior work at the New York Stock Exchange, he was at American Express™ as a global technology leader to architect and lead a global re-platform of the online customer acquisition process spanning 21 credit card products for consumers and the OPEN for Small Business sectors.

Jason was in New York orchestrating the relocation and back office platform build of a 200mm private equity firm, having built multiple startups, including AutoLoop, which he grew in 2008 from seed phase and less than 6 employees to 200+ doing over 65mm ARR with 100mm market value in 6 years.

Jason & Wes then joined forces to pursue building a host of technology platforms, evolving today into Product Lab where Wes leads all client-partner product development and Jason is Board Chairman and Senior Managing Partner.

Together, they bring well over 25 years of experienced technology and business leadership to product Lab and every client-partnership.

Our Services

Strategy
Planning
Architecture
Design
Build
Deploy
Operations

EXPERT CONSULTATION

Transformation is at the forefront of nearly every business worldwide.

Emerging technologies of artificial intelligence, machine learning, cognitive computing, blockchain, serverless, IoT and more are reshaping how business is performed and data is consumed.

Digital transformation is about business becoming a digital enterprise—an organization that uses technology to continuously evolve all aspects of its business models—what it offers, how it interacts with customers, and how it operates.

Ambition drives transformation—an ambition to change.

This is where Product Lab thrives. We succeed at change because we believe in revolutionizing the present to create the future.

All services we provide are performed at the highest levels of innovation, creativity and science in solving improved performance, profitability and experience using technology.

Industries We Serve



Financial

Capital Markets, Banks, Traders, Digital Assets, Cryptocurrencies



Technology

Cybersecurity, Saas, PaaS, Cloud



Healthcare

Hospitals, MD Networks, Pharma



Legal

Compliance, CCPA, GDPR, Regulatory



Insurance

Claims, Processing, Settlements



Automotive

Dealerships, Groups, OEMS, DMS, Wholesale, Retail



M&E

Media, Films, Broadcast, Music



Distribution

ERP, Supply Chain, Shipping

The Lab

Our advantage: we build solutions as a science.

EaaS

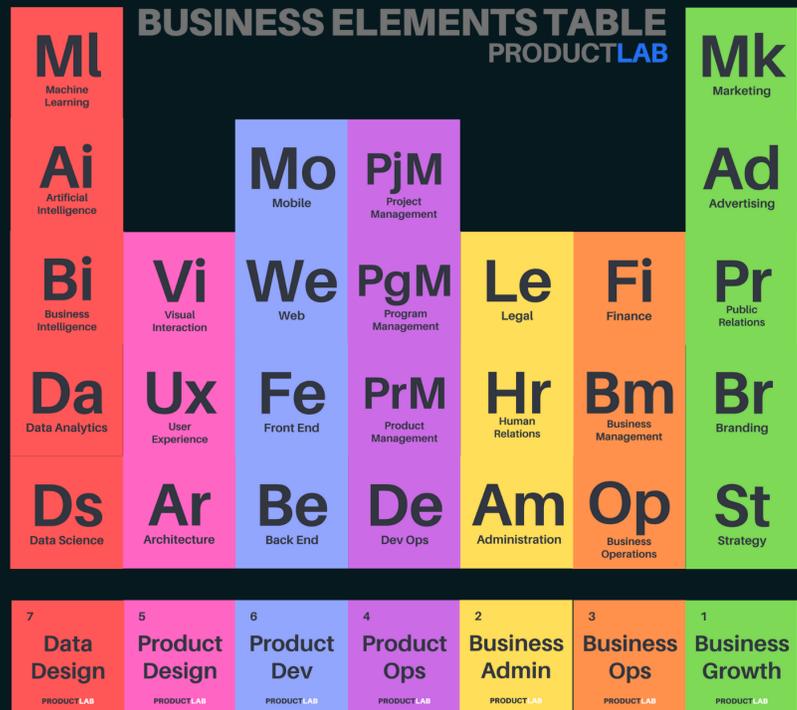
Elements as a Service

We're experts at what we do because we know and practice solving problems as a science.

Every client project is resolved using our Business Elements Table.

Operating as an Innovation Laboratory, we bring each client challenge into our lab and consult the skills, know-how and expertise of our resources to scrutinize, examine and resolve.

Running each through our Lab, we bring together the right combination of elements to overcome and solve every client problem with the right technology solution.



Technologies

Development Environments

React, Vue, React Native, Native iOS, Native Android, Node.js, Go, Python

Datastores & Providers

PostgreMongo, PostgreSQL, MSSQL, Neo4j, DynamoDB, BigQuery, DataLakes, Redis

Blockchain

HyperIdger – Fabric, Burrow, Indy, Sawtooth, Iroha, Quilt, Transact. Ethereum, R3

Cloud Infrastructure & Tools

Amazon, Azure, IBM, Google, Heroku, CloudFoundry, Docker, Kubernetes, Serverless/AWS Lambda, CircleCI

Integration Partners

Stripe, Dwolla, Plaid, Twilio, Sendgrid

Our Process

Consulting Expertise Drives Our Value Chain

Our production process is a series of client-collaborative steps from engagement to outcome.

We begin every project focused on thorough homework, research and analysis to present an accurate Statement of Work to create a product architectural blueprint.

This is followed by product design, planning and prototype, on through development, testing and final deployment.

Our goal: build the exact solution to your problem to 100% satisfaction.

1

HOMEWORK

Research
Analysis
SOW

Our first collaborative meeting defines your intended outcomes of product, time and budget expectations. Using our Business Elements Table, full project research and analysis is completed into a Statement of Work, defining key stages, timings, and overall costs of project production to achieve desired project results.

3

BUILD

Design
Develop
Integrate

With blueprint and planning complete, production can begin. All work starts at design, thus data and product will run concurrent throughout the life of the production process. Stakeholders and Product Teams work together under Product Managers to execute on architecture, building deliverables to exact blueprint specifications.

2

BLUEPRINT

Architecture
Planning
Roadmap

Next is drafting a complete blueprint of your project. There are three core elements to every project: architecture, planning and roadmap. Architecture defines project structure and framework. Planning addresses process, technology and resources. Roadmap will define a project timeline and critical milestones.

4

DELIVER

Prototype
Testing
Deploy

Product Lab runs Agile and follows a Lean and DevOps philosophy of operations. It is a firm Product Lab Policy that development iterate, and within 90 days of a client-approved blueprint and project SOW, a working prototype is presented. We then work collaboratively to ensure a quality project is completed in a timely manner to 100% satisfaction.

About us

Our DNA is Rooted in Innovation

Our DNA is rooted in over 25 years of architecting innovation to improve business and solve its complex challenges in an ever-changing technology landscape.

40+ expert engineers, designers, specialists and executives have successfully solved hundreds of projects both small and large across enterprise, IoT, mobile and web at every level, and bring their know-how and expertise to every client on every project.

There is yet a project we've been unable to solve through innovative design, data modeling or application development.

Let us become your strategic technology partner, and have your problem become our challenge.



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 Product Lab LLC

Our Statement on Diversity & Inclusion

We're passionate about creating an inclusive workplace that promotes and values diversity.

We celebrate multiple approaches and points of view. We believe diversity drives innovation. So we're building a culture where difference is valued. We take a holistic approach. We're always growing our network of people, programs and tools all designed to help employees grow and manage their careers.

Companies that are diverse in age, gender identity, race, sexual orientation, physical or mental ability, ethnicity, and perspective are proven to be better companies.

We foster both a top-down and grassroots approach. This gives us the freedom to address the broadest set of initiatives.

More importantly, creating an environment where everyone, from any background, can do their best work is the right thing to do.