



## Parabolt “Sherpath Digital Development” Accelerates Transformation

A powerful combination of methodologies shorten the digital transformation process from months to weeks

**Miami, April 6, 2020** -- [Parabolt](#), a company that transforms innovative ideas into disruptive digital products, is adding even more innovation to business by introducing Digital Development. A combination of proven methodologies plus the continuous exchange of knowledge based on development squads, it presents a powerful new way to achieve end-to-end digitization by detecting business priorities with a focus on user experience and time to market.

Digital Development empowers software development by transforming ideas into efficient and customized digital solutions with easy maintainance, scalability and usability. Cultural transformation and results optimization are facilitated by the development of mixed work cells, called squads, to share and use knowledge.

Digital Development allows intervention at any stage of a company’s growth cycle. When necessary, it can begin at the ideation phase using Design Thinking methodology, or at the point of prototyping and validation with Lean Startup. It can also be initiated during deployment with Agile, while Mobile and Cloud First tools complement each other.

“With our ideation, prototyping and development phases, we can detect what is not working,” according to Maximiliano Cortés, COO at Parabolt. “Since this digitization approach allows us to correct what is necessary in a test environment with low investment of time and money, the project concludes in weeks, with no surprises at the end.”

Digitization, which is already gaining an indisputable priority, represents a mandatory step for those businesses that must reinvent themselves in the face of the new rules of the game imposed by COVID-19. Proven use cases of digital development are now seen in the logistics industry where an ideation project was developed with teams working entirely remotely. In retail, a supermarket chain has discovered new sales channels by opening virtual branches. At the same time, platforms developed with artificial intelligence and data análisis currently enable monitoring and attending to cases that test positive for COVID-19.

Detecting priorities is sometimes not so intuitive. Sherpath methodology applies best practices around the world to establish priorities quickly and accurately. In this context, the focus on results will allow entrepreneurs to resolve the continuity of their businesses with greater ease and structure.

### About Parabolt

We are a company that transforms innovative ideas into disruptive and scalable businesses. Through our three fields or business portfolios we incubate our own ideas, from Latin American entrepreneurs and

from large corporations to transform them into digital products and collaborative platforms. You want to know more? Visit: <https://parabolt.net/>

