smplfy.

Charlie Media LLC (DBA: Smplfy) is a web consulting agency that specializes in web application development, cloud technologies, and data/API integrations.

Technical and Business POC:

Jiangsha (Charlie) Meng, President

857-445-5220 | charlie@smplfy.co

CAPABILITY STATEMENT

CORE COMPETENCIES

Certifications:
- DOT certified DBE (Disadvantaged Business Enterprise)
- SDO certified MBE (Minority Business Enterprise)

Full-stack Web Development:
- Proficiency in full-stack web development, encompassing both front-end and back-end development.
- Creating responsive and user-friendly web applications with intuitive user interfaces.
- Utilizing modern web technologies and frameworks such as React, Vue, Rails, Spring, and more.
- Custom web application development to meet unique client requirements and objectives.

Cloud Technologies:
- Extensive expertise in cloud technologies, including AWS, Azure, and Google Cloud.
- Cloud infrastructure design and deployment for scalability, flexibility, and cost-efficiency.
- Cloud-based application development, microservices architecture, and containerization.

Data and API Integrations:
- Extensive experience in seamlessly connecting disparate systems and applications through robust data and API integrations.
- Expertise in building custom APIs to enable data exchange and communication between software solutions.
- Data migration services to ensure a smooth transition from legacy systems to modern platforms.
- Integration with third-party services, cloud platforms, and IoT devices.
- Real-time data synchronization to support informed decision-making and enhance operational efficiency.

SAMPLE PAST PERFORMANCE

- Leads R&D and web app development projects for researchers from the College of Education, University of Florida. One project receives 2023 SBIR grants, and another project enters the 2023 Vital Prize Challenge finals
- Manages data automation and API integration projects for one of the largest bankruptcy law firms in TX
- Provides software update and maintenance for a large credentialing service provider in TN
- Provides data analytics, data management, and data quality support for a large eye care center in UT

OUR UNIQUENESS

- A diverse team of experienced professionals with a broad spectrum of technical skills.
- Collaborative and client-focused approach, ensuring alignment with project goals and objectives.
- A proven track record of delivering on time and within budget.
- Adaptability to evolving technologies and industry best practices.
- Strong commitment to data security and compliance with industry standards.

COMPANY INFORMATION

- **Year Incorporated:** 2021
- **State of Incorporation:** Massachusetts
- **CAGE Code** - 9PWT0
- **SAM UID** - UR3XUJYL9981

NAICS CODES

- 541551 - Applications software programming services, custom computer
- 541512 - Computer software consulting services or consultant