

This page illustrates what we do and how we do it, using the house vs. web project analogy.

House	Web project	Notes
Paint and decorations	Theming (Bootstrap)	
Furniture	Content	What is inside / managed.
Activities	Processes	What people will do with the system.
Land, neighborhood (easy access)	Domain names, Search Engine Optimization (SEO), etc.	Make it easy for people to find and see you.
Neighborhood and facilities	partners in the ecosystem, base technologies, etc.	
Locks	Password	A weak password = not locking your door.
Alarm system	Monitoring system	This alone won't stop intruders, but you'll be alerted right away.
Foundation	Your web application (for example, Tiki)	A solid base to build any project
Walls and roof	Web app features	Just as a house has different rooms (bathrooms, kitchen, living room), web applications have important components (user management, content management, etc.).
Architect	provides expertise for strategy and planning	
Blueprint	AvanTech package for meeting client needs	The plan the architect produces
General contractor	AvanTech, implementing the plan.	
Extensions to the house (that were not designed or approved by the architect)	Software plugins (or add-ons)	See PluginProblems.com
Brick, mortar, wood, nails, etc	PHP, MySQL and 100 or so libraries included in Tiki	These are generic open source components to build something. Some are standards.
Tools (drills, etc.)	Source Code Control System, Integrated development environment (IDE), etc.	
Custom-made house	Heavily customized system, specific to your needs.	Our goal is to build a perfect system for your needs only from open source generic components so they last long and serve other people and organizations.
Standard house	AvanTech packages	
House renovations	Software upgrades	

House guests	Visitors to your site	You can decide to give some visitors greater access than others.
Owners	Those who are responsible for the house	
Uninvited visitors that are trying to promote their goods	Spammers	
Thieves	Those who try to steal your data	
Utilities (electricity, water, etc.)	Hosting, domain names, SSL certification, etc.	
House inspections	Audits, SEO, security, etc.	
Insurance	Backups	
Open standards vs. patented components	Free / Libre / Open Source (FLOSS) vs. propriety software	FLOSS permits faster innovation, provides more flexibility and reduces costs.

One of AvanTech's strengths is our vertical integration:

- We use and improve base components as would a factory.
- We plan the solution like an architect.
- We build the solution like a general contractor, and
- We provide ongoing support like a property manager.

And we use the same solutions we offer to our clients (aka [dogfooding](#)) and, thus, we are highly motivated that everything is future-proof, efficient and secure.

Differences between a Web project and a house

- Because it's software and not brick and mortar, we have much more flexibility and can modify along the way — [Prototype](#).
- In a house, you want to first paint, and then move in furniture. In a web project, it's best to first join the content and functionalities and decorate after.

Related links

- <http://blog.versioneye.com/2014/02/18/why-your-software-project-will-slowly-die-without-continuous-up-dating>
- <http://community.redhat.com/blog/2015/07/open-cloud-day-rolls-into-oscon-2015/>
- <https://toggl.com/developer-methods-infographic>