



# Origins

## The Idea

After meeting and being colleagues for a while, Steven, David and Warren began discussing a shared desire to create a client management and communication product that combines all their experience of UX design, CRM, Web and Telephony development into one 'off the shelf' and intuitive solution for SMEs.

It was clear to them that most enterprise level CRM were both too costly and complicated for most smaller businesses and all too often seemed to be heavily focused on sales and marketing pipelines...

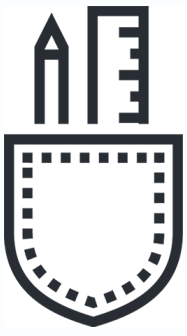
*when was the 'customer relationship' element of CRM forgotten?*

## A Twist of Fate

By some twist of fate or uncanny coincidence it was now that Paul reached out to Steven to ask if he knew of a product, that wasn't sales and marketing focused, to help him manage and communicate better with the clients of his busy accountancy practice...it seems they had their first potential customer!

## Sentle Was Born

A couple of meetings later, and so sold on the idea was Paul that he offered to join as the fourth Director, bringing with him considerable commercial success and experience within developing and running businesses...and so the final piece of puzzle was added and Sentle was born.



# Design

## **Focused On Delivering The Best**

We like to think of our design approach as utilising a bunch of micro components, with Sente glue and oil between them.

At Sente our philosophy right from the outset for the building blocks of our platform architecture has been not to reinvent the wheel. If there is a service out there already which does what we need, and does it well we will consume it to enhance our product. This development approach increases reliability of the overall product and allows Sente to focus on delivering the best possible experience for our customers.

## **Cutting Edge Technology**

Sente is at the cutting edge of AWS technology and doesn't actually use any dedicated servers. Our platform is deployed in a manor that is coined as Serverless.

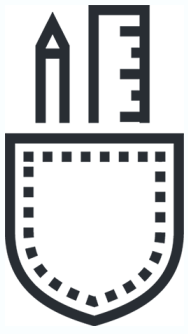
We have small stateless operations that when triggered are deployed, do their thing and then cleared away.

This design means that as we grow, more and more of these operations are triggered in parallel meaning that we are able to cater for high traffic loads.

## **Lightning Fast**

When it comes to your data it is stored within AWS's Aurora database. The reason for this is that its lightning fast and extremely reliable as it manages itself, literally!





# Design

## Secure, Reliable Storage

For document storage Sentle uses AWS Simple Storage Service (S3) which is a great reliable storage mechanism. To increase durability, AWS S3 synchronously stores your data across multiple facilities before confirming that the data has been successfully stored. Unlike traditional systems, which can require laborious data verification and manual repair, Amazon S3 performs regular, systematic data integrity checks and is built to be automatically self-healing.

In this day and age end users expect content, whether it be documents, data or web assets to be delivered to their devices quickly. To achieve this Sentle uses edge locations. This means that when you ask for content it is delivered via a route with the lowest delay to your device.



# Our Core

## The Sentle Difference

We recognise at Sentle that user experience within the product is everything. Users expect fluid and responsive user interfaces across multiple devices. With traditional web products there is usually a disconnect between the backend services and the frontend.

With Sentle the backend services talk to the frontend.

## What do this mean?

Well for example if Sentle detects that you have received an SMS from a customer your mobile phone client will be notified, your tablet would be notified and your PC. The UI on all your devices would automatically update, like they were all in sync!

## Support

We are using Zendesk as both a support platform and to also host our public knowledge base. Having our knowledge base here allows for us to easily update when we have a new feature or integration available.

