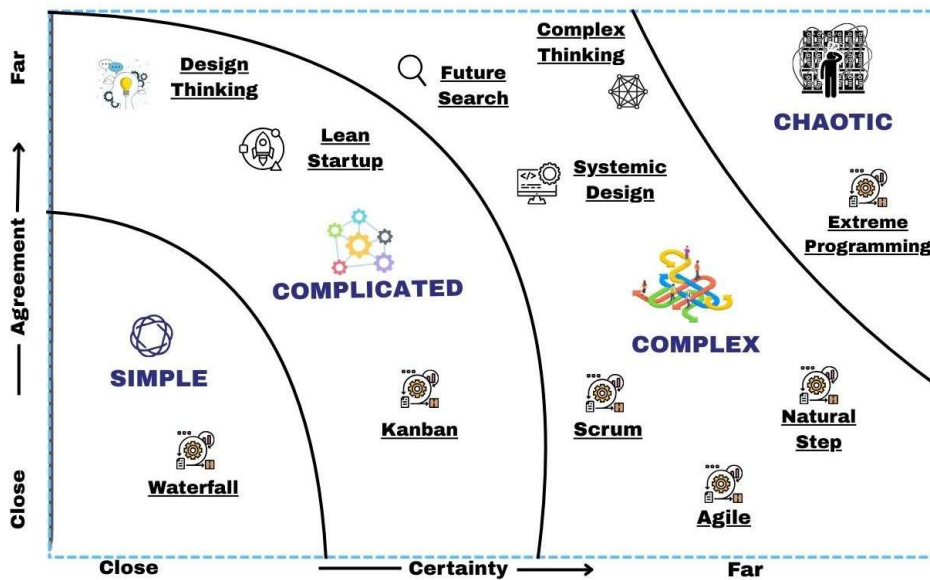


What's New This April: Strategy Tools, Project Wins & Join Our Team!



April 22, 2025

Agile Isn't One-Size-Fits-All—This Framework Proves It



Not all projects are created equal—and not all need Agile.

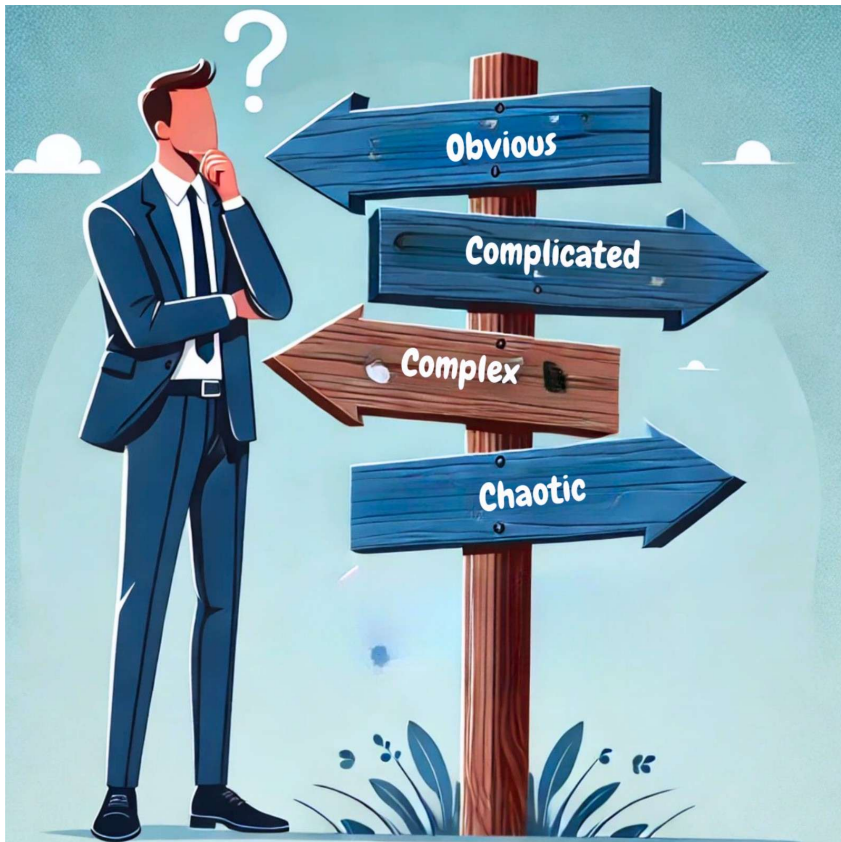
In our latest blog, we break down the biggest misconceptions around Agile and introduce the Stacey Matrix, a smart decision-making tool to help you choose the right project management method based on complexity and clarity.



Is your team truly Agile—or just sprinting in circles?

Find out now

Map It Before You Move: How We Solve the Right Way with Cynefin



We explore the **Cynefin Framework**, a powerful decision-making model that helps businesses identify whether a challenge is **Simple, Complicated, Complex, or Chaotic**—and what Agile strategy works best for each.

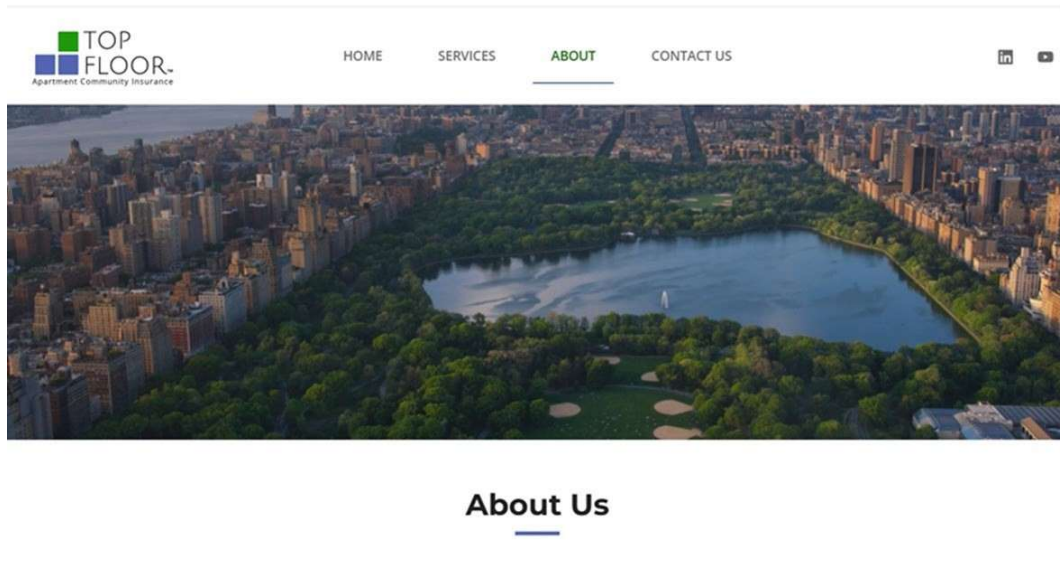
From McDonald's SOPs to Tesla's rapid crisis pivots, see how real-world companies apply the right methodology to the right kind of problem.

Not all problems are created equal—and neither are solutions.

Discover how Azul Arc uses this framework to tailor Agile solutions for lasting success.

[Read More](#)

Helping TFI Find Their New Digital Home



Redesigning for Clarity, Accessibility & Impact

We partnered with TFI to transform their outdated website into a modern, user-friendly experience that reflects their niche expertise in insurance. With a strong focus on accessibility, we streamlined their sitemap from 9 pages down to 4, introduced engaging visuals, and collaborated closely with the client to clarify their messaging.

- ✓ Modern, WCAG-compliant design
- ✓ Clearer communication of services & value
- ✓ Faster, sleeker performance (GTMetrix: A)

Check out the transformation—you'll love the "About Us" page!

See What We Do

"We have had an excellent experience with Azul Arc! We are not technically inclined but were in desperate need of modernization and the team brought our vision to life. On top of the ease of working with them, they were incredibly patient as things popped up for us, delaying our launch date significantly. You won't regret hiring them for your website redesign!"

Come Build with Us



Azul Arc is growing, and we're on the lookout for passionate, creative minds to join our dynamic team. If you're excited about building innovative digital products and working in a collaborative, forward-thinking environment, explore our current openings:


Atlanta:

- ◆ Full Stack Developer
- ◆ Sales Executive
- ◆ Digital Product Designer (UX/UI for Websites & Applications)

India:

- ◆ Team Leader (Full Stack Development)
- ◆ Developer/Senior Developer (MERN Stack)
- ◆ Sr. Software Tester

If you're ready to take the next step in your career, we'd love to hear from you.

 [Check out the details on our Careers page](#)

Be part of a team shaping the future of digital innovation!



HAVE A BIG IDEA?

We'd love to be your
technology partners.

Let's turn your idea
into a product!

Let's Chat
