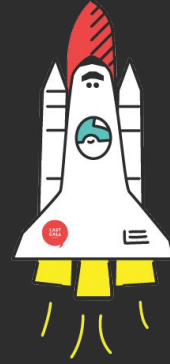


# Last Call Media

We build impact-focused digital solutions designed for humans.

2025



**At a glance**

**About Last Call Media**

**What we do**

**How we've helped clients**

**Let's build together**

# About Last Call Media



**Braving the unknown to  
bring your mission home.**

**We use empathy-led design  
and quality-driven engineering  
to build digital solutions that  
scale with certainty.**

**18+ years safely  
delivering  
mission-critical  
projects.**

With an open-source DNA, Last Call Media went from Drupal experts to full-service digital partners for education, enterprise, and nonprofits worldwide.



**'Good at the hard stuff' since  
2005**



**2005**



Last Call Media founded.  
Rooted in open-source DNA  
with Drupal.



**2021**



PFML program launch with DFML.  
Bringing end-to-end vision to the  
applicant journey across tech layers.

# Successful CivicTech partnerships.



**2017**



**Mass.gov**

Partnership with Massachusetts begins  
enhancing Mass.gov performance and user  
experience.

# 7+ years in partnership with Massachusetts.

Successful collaborations within multi-vendor projects.

**Nava**



Lullabot

  
FINEOS

CivicActions

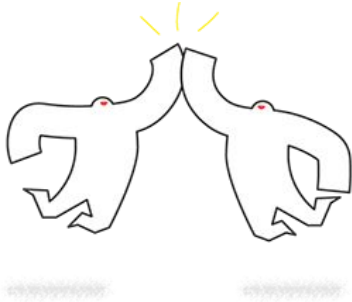
tri✓erus

- Executive Office of Technology Services and Security
- Massachusetts Digital Service (Mass Digital)
- Department of Family and Medical Leave
- Executive Office of Housing and Livable Communities
- Executive Office of Labor and Workforce Development
- Human Services Transportation Office
- Department of Unemployment Assistance



# The last call they had to make.

Our clients stay with us for 7+ years on average.



Mass.gov



seramound  
part of EAB

Wentworth  
INSTITUTE OF TECHNOLOGY

ASIA  
SOCIETY

THE SOCIETY OF  
ST. VINCENT DE PAUL

SMITH  
COLLEGE

HAVERFORD  
COLLEGE

# What we do

---

Agile product delivery.

Empathy-led design.

Quality-driven engineering.

# Agile product delivery.



**Transform complex needs into actionable insights.**

**Work quickly and flexibly to launch pilots and iterate solutions.**

**Build internal government capacity by providing Scaled Agile Framework coaching and training.**

**We achieve certainty through incremental innovation.**

- Requirements definition
- Outcomes-based roadmaps
- Scaled Agile Framework coaching and training
- Resource and capacity management
- Business requirements, stakeholder alignment, and feature prioritization
- Risk management
- Agile software development life cycle management

# Empathy-led design.



**Cultivate empathy towards end-users and tailor human-centered practices to unique contexts.**

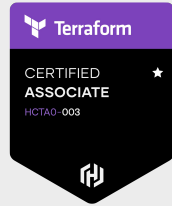
**Improve continuously based on user feedback.**

**Design experts with range who adapt, own and preserve knowledge throughout the complete UX process.**

**We believe in putting people before checkboxes.**

- Diverse research participation recruitment
- UX research, usability testing, user interviews
- Information architecture, navigability
- Content design
- Accessibility
- Visual design and design systems

# Quality-driven engineering.



**Break down complexity with Agile and DevOps practices.**

**Iterate based on continuous delivery, user feedback, and data insights.**

**Ensure real-world performance through rigorous End-to-End Testing.**

**We embrace complexity and engineer simplicity.**

- Web application development, API- driven architectures
- Enterprise architecture
- Cloud / system engineering, infrastructure-as-code (AWS, Azure, Google Cloud)
- Accessible web and design systems
- Data pipelines, management, and ETL
- CI/CD, automated testing, load and stress testing, observability.
- Content management systems (Drupal, WordPress)

**What sets our engineering approach apart?**

# Test Design and Automation: LCM's Testing Solution

Our testing solution offers a comprehensive approach to ensuring software quality and reliability.

Baked into the project strategy, it combines:

- Thorough testing methodologies,
- High observability of test results,
- Constant collaboration with quality assurance and operational teams.



# Test Design and Automation: LCM's Testing Solution

## Beyond basic testing

Multiple testing types for complex, integrated systems.

Covers feature, integration, and system-wide performance.

Ensures the entire application ecosystem works seamlessly.

## High observability for all stakeholders

Real-time visibility into test results.

Centralized, easy-to-understand dashboards.

Empowers informed decision-making.

## Accelerated feedback loops

Extensive test automation.

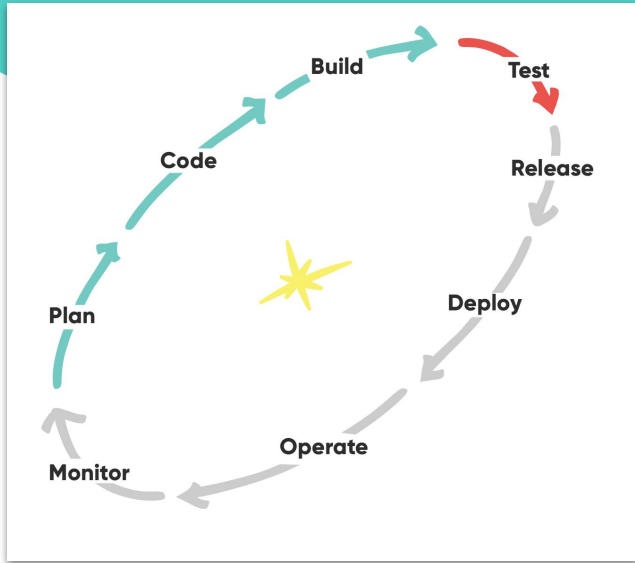
Rapid scenario testing.

Speeds up development cycles without compromising quality.



# Test Design and Automation:

## Types of testing



*Seamless integration with existing DevOps and CI/CD processes, bridging the gaps between testing, release, and deployment.*

- **End-to-end:** The user-flow across all component applications remains intact.
- **Integration:** Interfaces between component applications continue working as expected.
- **Performance:** The system continues to function under sustained and heavy load.
- **Business simulation:** Real-world business scenarios are achievable using synthetic data.
- **Regression:** Current features remain working after introducing changes and new features.

# How we've helped clients

# Elevating the Paid Family and Medical Leave (PFML) application experience for MA residents through testing.

**Prevented 77% of total defects from reaching production\***

**Reduced error rates under load from 14% to 2%\***

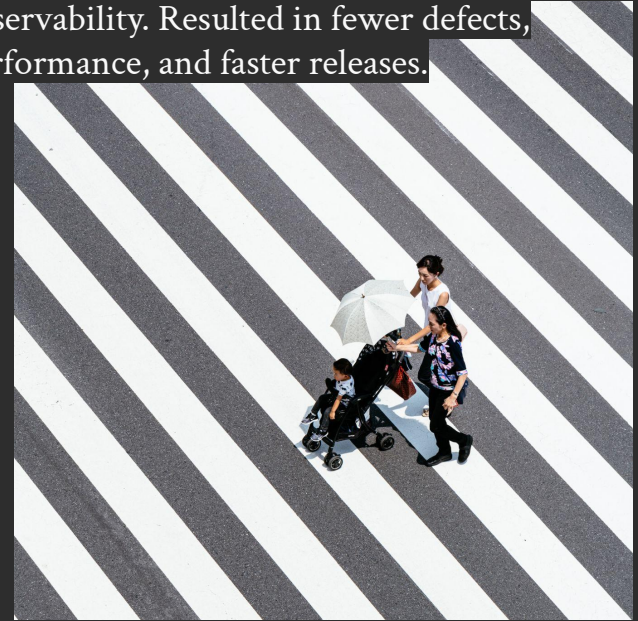
**Accelerated release cycles and improved system reliability**

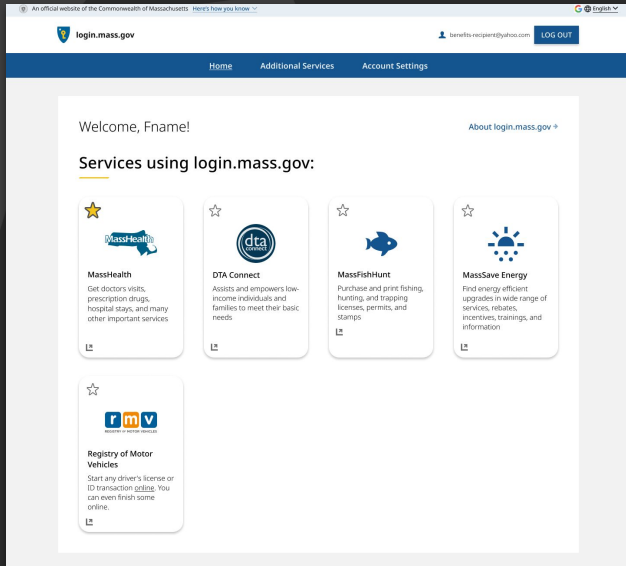


[Full case study.](#)

Partners in PFML since its inception.

Implemented comprehensive end-to-end testing for DFML's multi-vendor program, combining automated, load, and business simulation testing with high observability. Resulted in fewer defects, improved performance, and faster releases.





# MyMass Portal: Unifying State Services Access

Launched MVP in 2024, introducing user-friendly single sign-on and personal/business entry points.

Human-centered design approach, including WCAG 2.1 AA accessibility compliance.

Cutting-edge tech stack featuring Next.js, React, TypeScript, and Azure AD B2C for enhanced security and user experience

Massachusetts needed a centralized platform for all government services - a massive undertaking. We tackled this challenge by first creating a functional demo site to proof the concept and onboard state agencies. We then shaped the look and feel and functionality of the MVP and continue to refine the portal.

**Let's build together**

“

We have built a strong partnership with Last Call Media, and they have been a driving force to help bring our digital vision to life.”

Holly St. Clair, former Chief Digital Officer and Chief Data Officer,  
Executive Office of Technology Services and Security,  
Commonwealth of Massachusetts



Mass.gov



Last Call Media did an excellent job migrating our Data Hub from Mass.gov to React. The LCM team worked efficiently to successfully launch the new app at data.mass.gov. We appreciated their technical expertise and quick execution.”

Adam Cogbill, Engagement Manager, Executive Office of  
Technology Services and Security, Commonwealth of Massachusetts



Mass.gov



The LCM team is a pleasure to work with. The team leans in, collaborates, fills white space, etc. It's noticed and appreciated.”

Christopher Griffith, Technical Director, Triverus Consulting.





# Bringing missions home: Partner testimonials.

PR<sup>o</sup>CURATED



# Let's talk shop

- **We operate under ITS81**, the primary Statewide Contract used by Executive Agencies of the Commonwealth of Massachusetts.
- **SBR certification** in MD.
- **MBE and VSBES** partnerships established with MD companies.
- **PFML focus**, nurturing connections in jurisdictions launching their programs (MD, MN)
- **Shipley-certified** proposal manager to support you through the RFP process

# Let's stay in touch



**Karn Gulati (he/him)**

Head of Sales and Marketing



**Liliana Rodriguez (she/her)**

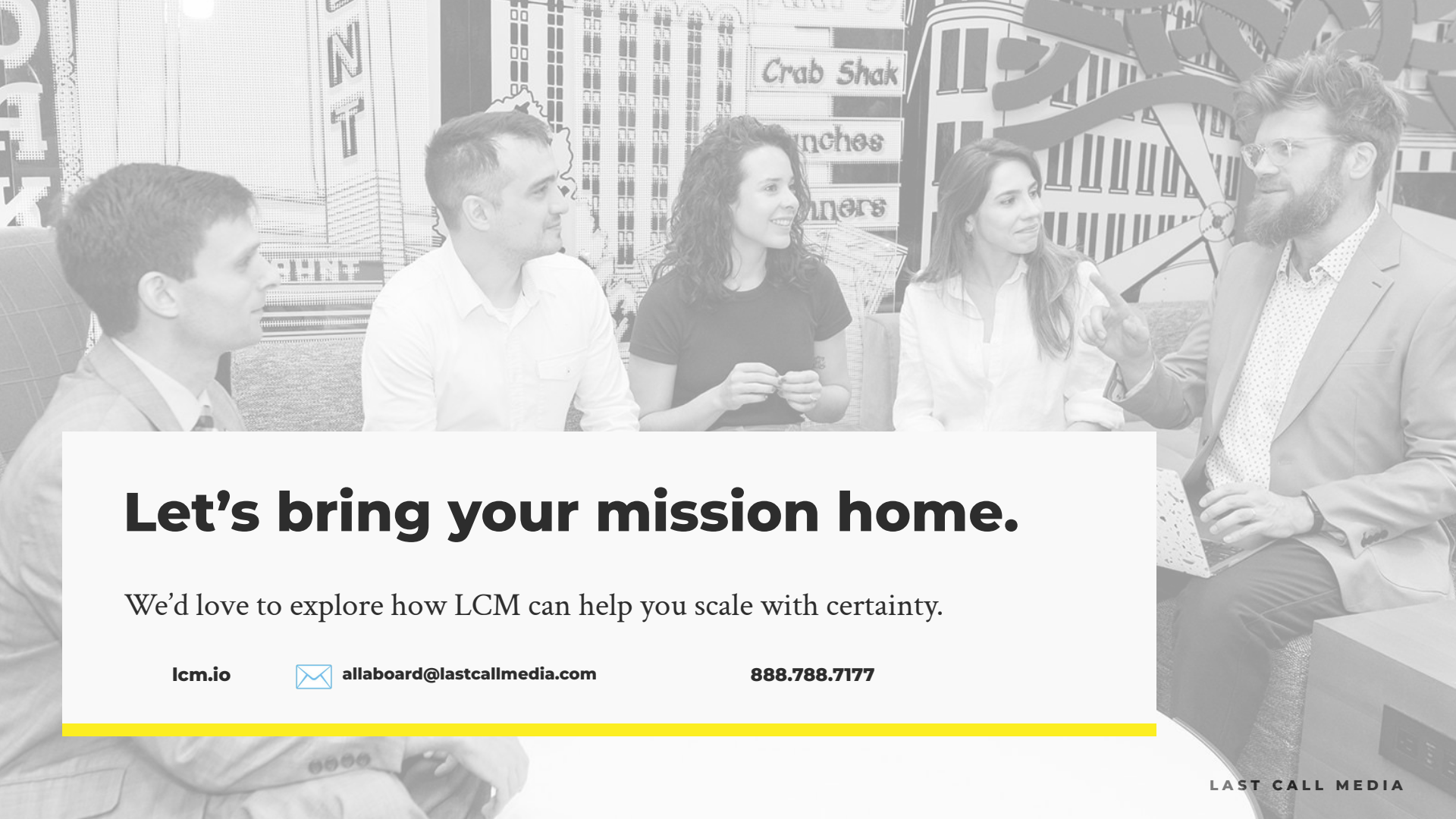
Government Solutions Director



**Ang Buxton (they/them)**

Lead Account Strategist





# Let's bring your mission home.

We'd love to explore how LCM can help you scale with certainty.

[lcm.io](https://lcm.io)



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888.788.7177