



SMARTDEV INTRODUCTION

2023

AGENDA

OVERVIEW



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Introduction

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ABOUT SMARTDEV



Established in 2014, SmartDev is a wholly owned subsidiary of **Verysell** Technologies Group (Switzerland).



SmartDev is a leading provider of global software solutions. We blend passion and expertise to enable our people and clients to deliver project globally



We provide **SMART** solutions that solve business challenges and create value for our clients.



SmartDev was certified **ISO27001** in 2021 and was awarded the **SME 100 Fast Moving Companies**.



WHY SMARTDEV



Flexibility & Control

Onshore Leadership + Offshore Development.
Native English speaking client facing teams, based in London, Dubai & Vietnam.



Value for Money

High quality human resources & up to 70% cheaper than hiring Devs in Europe.



Skills & Capability

2 Development Centres in Vietnam & over 200 employees including BA's, Project Managers, Software Engineers, UX/UI Designers, and QA Engineers.



Trust

Part of The Verysell Technologies Group, headquartered in Switzerland. We've been building software since 2014 & our leadership team has extensive IT experience, dating back to 1991

WHY VIETNAM

People are **smart, friendly, productive and passionate.**

Vietnam has the 3rd highest number of math Olympians in the world



Education is a core value.
95% literacy level



Ranked No.6 in the world for Software and ICT outsourcing



80% of University graduates have science degrees. Software Development is prominent. 50% of Vietnam's 98m population is under 30!



Low crime levels; the safest tourist destination in Asia



Most stable government in Asia over the last 40 years



8% GDP growth in 2022 despite the global downturn



In 2021, **430,000** developers and more than 55,000 IT students graduated from 153 IT Institutions



Easily accessible with direct connections



SMARTDEV CAPABILITIES



**Software
Development**



**Testing and
Quality
Assurance**



**Game
Development**

SOFTWARE DEVELOPMENT CAPABILITY



Teams of tech gurus offer expert knowledge across the software development lifecycle.



Web & Mobile App



Back End



Software Architecture



We develop, build, and scale cutting-edge platforms that facilitate growth.



Feature Analysis



Dev Op Services

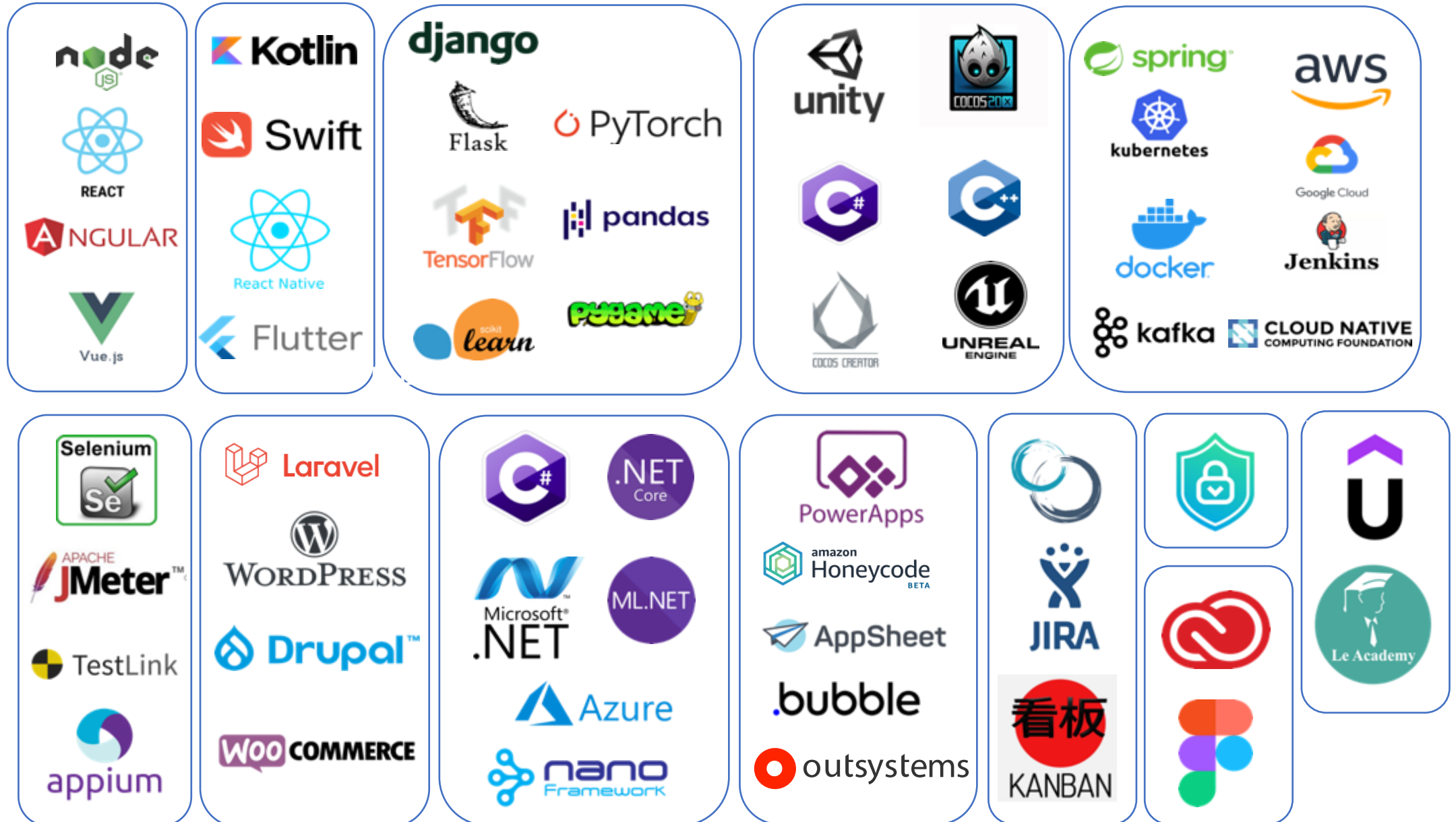


UI/UX



02. Technology Capabilities

SKILLS & CAPABILITIES

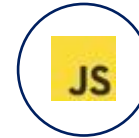
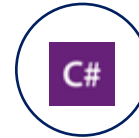


CORE COMPETENCE – MOBILE

PROJECT TYPES

- Native applications
- Web applications
- Cross platform development
- Legacy maintenance / porting
- Game development
- Voice recognition
- Navigation systems

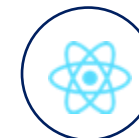
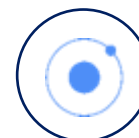
Languages



OS



Hybrid & Cross-platform



CORE COMPETENCE – FRONT-END

PROJECT TYPES

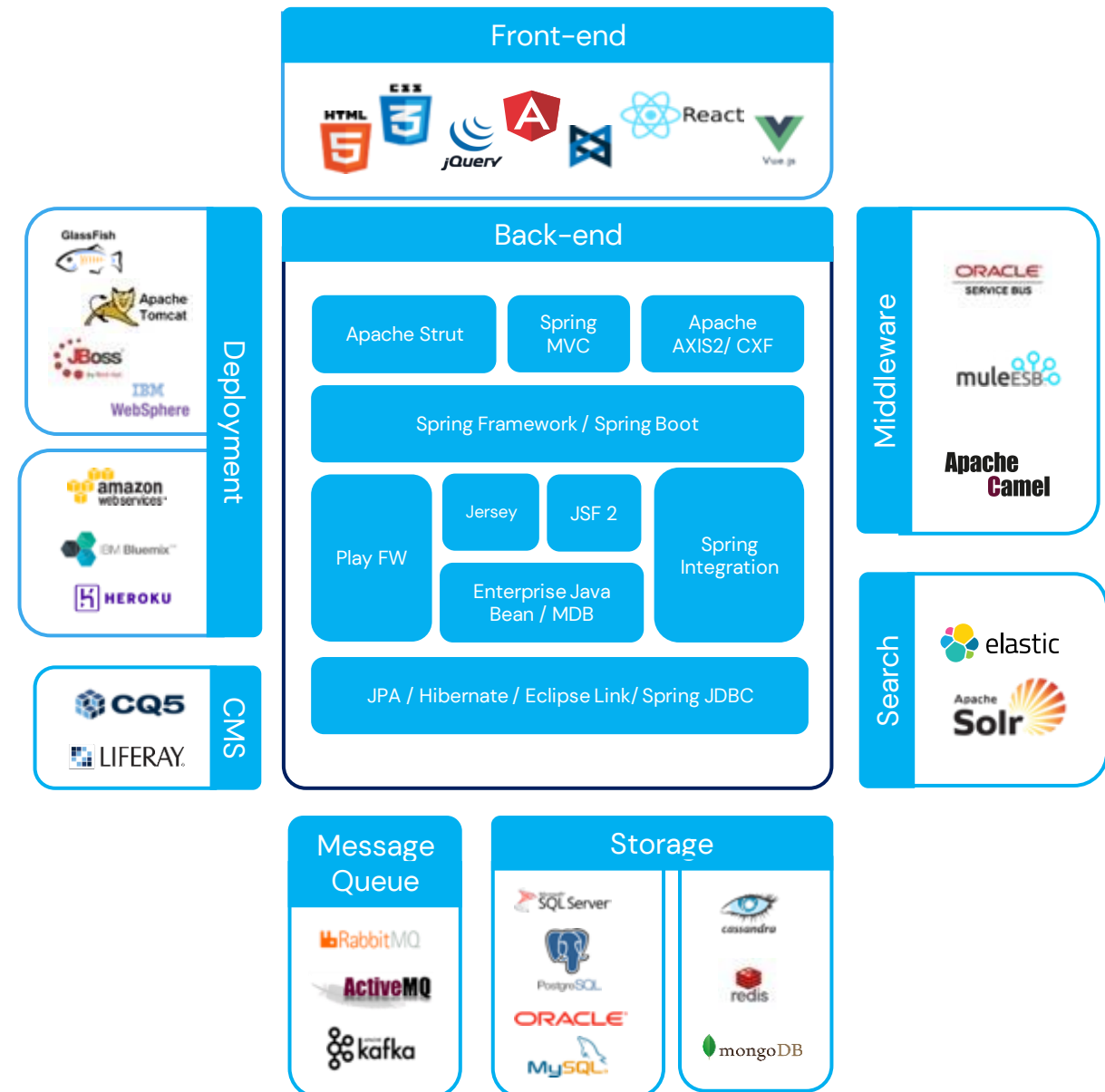
- Digital content publishing
- Game development
- HTML5 applications and Mobile web applications
- Single page applications
- Highly interactive web applications
- Content advanced authoring
- Re-skinning
- SEO



CORE COMPETENCE - JAVA

PROJECT TYPES

- Web development
- Desktop/RIA development
- Enterprise solutions
- Business intelligence systems
- CMS applications
- Legacy systems



CORE COMPETENCE – DEVOPS TECNOLOGY STACK

- Continuous integration servers with Jenkins / TeamCity / VSTS / JIRA
- Code quality dashboard with Offline tools for code metrics and design Sonar
- Metrics for different programming languages
- Containerization with Docker
- CMS applications
- Orchestration with Docker Swarm / Kubernetes



CORE COMPETENCE - DATA

Solution >

Database Technologies

BI and Analytics Tools

Big Data



CORE COMPETENCE - DATA

Solution

Database Technologies >

BI and Analytics Tools

Big Data



ORACLE®



CORE COMPETENCE - DATA

Solution



Database Technologies



BI and Analytics Tools >

Big Data



MicroStrategy

IBM Cognos



TIBCO
Jaspersoft

SAP BI

pentaho

CORE COMPETENCE - DATA

Solution



Database Technologies



BI and Analytics Tools



Big Data



CORE COMPETENCE – TECHNICAL CAPABILITIES DEVELOPMENT

- Technology watch
- Regular or ad-hoc trainings
- SmartDev online training tool
- SmartDev Code Insider
- SmartDev Technical Newsletters
- Established knowledge-sharing flow, resulting in continuously improving skills
- Use of knowledge and document management systems



RESEARCH & DEVELOPMENT



Common Libraries

Common libraries allow components to be reused in many projects.
Languages: C#, JS, PHP, many more



Virtual Assistant

Chat bot, Voice Service on Microsoft Bot Framework, AWS Alexa Services



Blockchain

Investigating Blockchain, Ethereum, Smart Contracts, HyperLedger



Internet of Things

Smart bands, Smart Watches, Smart Cities, and more



Data Science

Big Data, Data Analytics, Machine Learning, Deep Learning, ECommerce Recommendation, and more



Mixed Reality

Build AR Apps with Hololens, ARKit on iOS, Vuforia, and more

CORE COMPETENCE – GAME DEVELOPMENT

PROJECT TYPES

- **Porting (Unity 2D/3D, Unreal Engine, Cocos2D)**
 - Steam PC to mobile
 - Porting from Android to iOS or Vice-versa
 - Porting from HTML5 to Unity
- **Game engine creation**
- **Mobile game creation**
- **Updating features and libraries**
- **Improving user experience**
- **Improving retention and acquisition**



CORE COMPETENCE – QA 7 TESTING CAPABILITIES

Our software testing service uses a combination of automation tools and skilled manual resources to create a reliable and cost-effective service.

We ensure that your software runs smoothly and bug-free under all circumstances.

Automation

Manual

Web and Mobile

Performance

Security

Acceptance



3. Engagement Models

SMARTDEV COMMERCIAL MODELS



Offshore Development Centre

- Offers the opportunity to build a dedicated core team of developers, headed up by a project manager.
- Project Managers ensure the team designs and delivers a series of projects or products in line with business needs.
- More cost effective than outsourcing a single discreet project and ideal for businesses that want to establish a team as an integral part of ongoing projects or for those with changing priorities or scope.



Scope, Design and Build Services

We deliver end to end build services for projects, from inception through to ongoing management and enhancement. We can call it Project Based or Discrete Project.



Depending on your needs, we will recommend the most appropriate engagement model:

- Offshore Development Center
- Scope, Design and Build Services

SMARTDEV COMMERCIAL MODEL



Offshore Development Centre

- Our **ODC** offering gives you the opportunity to build a bespoke, dedicated core team of developers that is headed up by a project manager.
- The project manager will work closely with the you to ensure that the team designs and delivers a series of projects or products in line with the business needs.
- The ODC model is designed to be more cost effective than simply outsourcing a single discreet project. This type of model is ideal for a business that wants to establish the team as an integral part of a business's ongoing projects or for businesses that have changeable priorities and or scope.



Long term availability of highly skilled resources that can be hard to find locally



Team become an extension of your organization



Bespoke and dedicated core team



Scalable



Cost effective



Willing to work overtime to meet the deadline



Low employee attrition



Predictable budget planning

SMARTDEV COMMERCIAL MODEL



Scope, Design and Build Services

- We deliver end to end build services for projects, from inception through to ongoing management and enhancement.
- This model gives you access to a team of experienced developers and a project manager to complete a detailed and clearly scoped piece of work. Discreet projects have a clear beginning, middle, and end.
- Your allocated project manager and team members will work with you to design the entire project lifecycle. They will conduct a discovery phase to understand your needs.
- Once this is complete, they will work to ensure your project is delivered on time, to specification, and within budget.



Offers skills and resources that can be hard to find locally



Creates cost-effective solutions



Provides a source of new perspective and innovative expertise



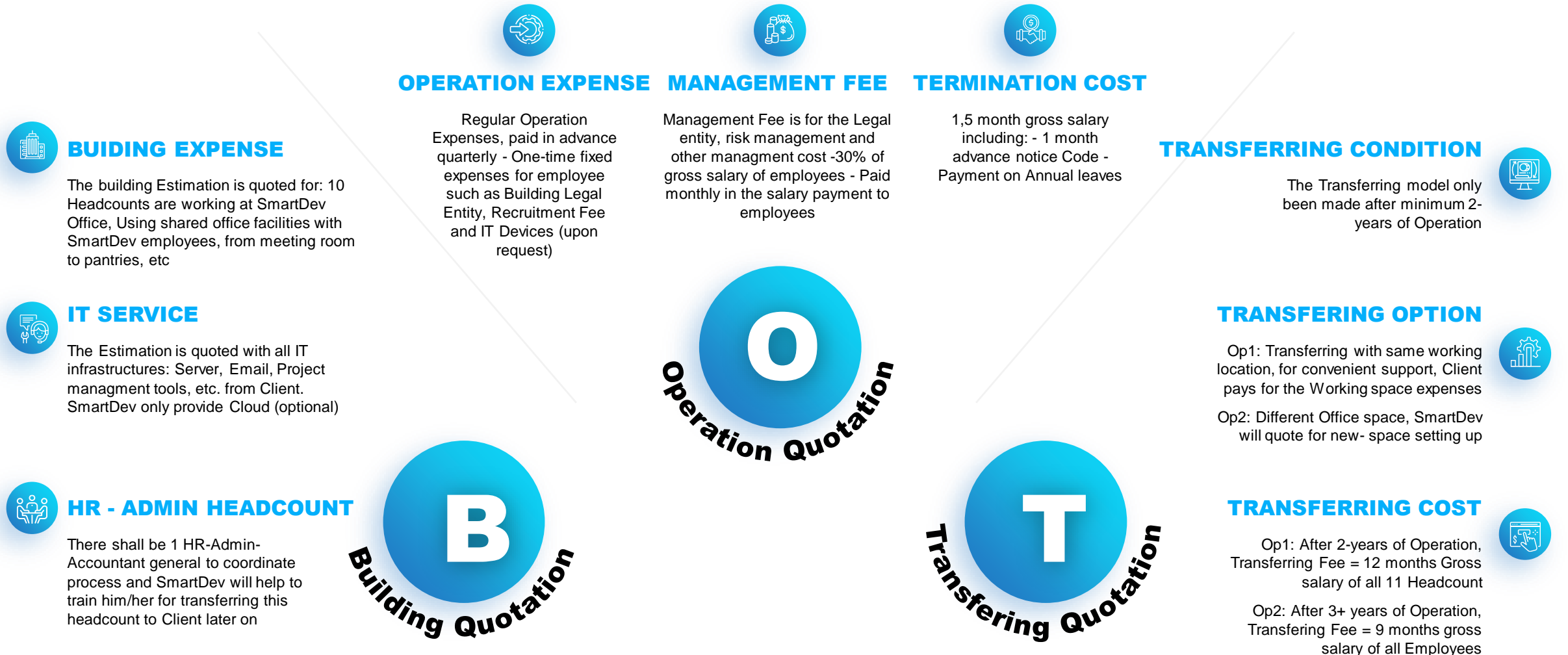
Frees up internal resources to be repurposed



Works with flexible contracts

BOT MODEL

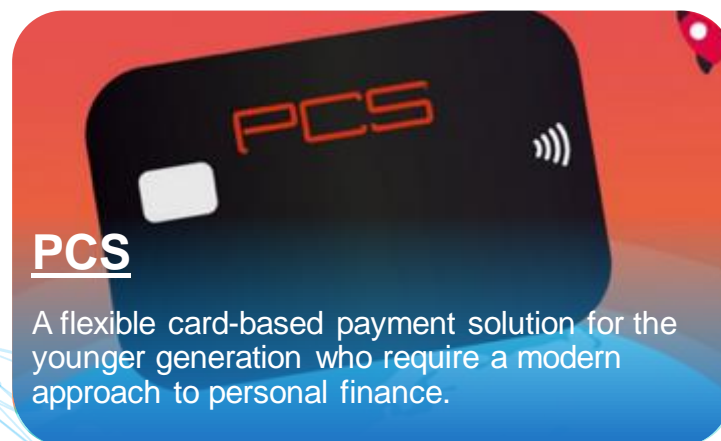
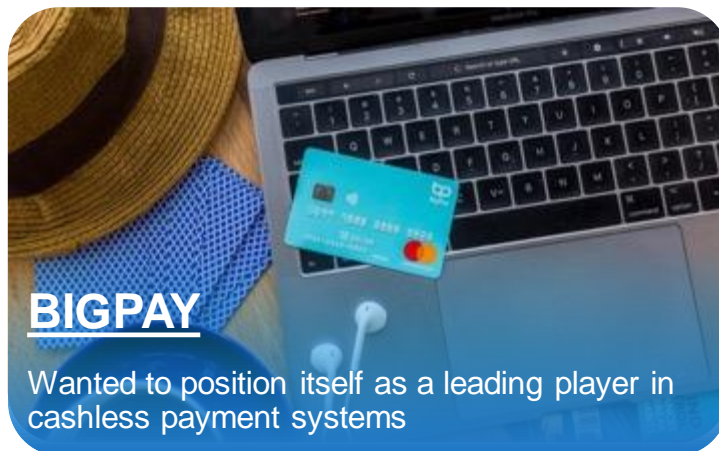
BOT models protect your future business interests





4. Case Studies

CASE STUDY LIST



The Leading Neobank in Asia



Fintech | NeoBank

15 Head-counts

12 Months in 2018
Building iOS,
Android App



Singapore



Challenge

- BigPay wanted to position itself as a leading player in the cashless payment system
- Tight timescales under extreme pressure from a leading organisation looking to build an app and platform that was new, challenging and embraced the very latest technology
- Build the foundations of one of the leading digital-only neo banks in Southeast Asia.



Solution

- A team of 15 developers including Android, iOS and Java specialists worked with AirAsia's tech team over a period of 12 months to build the app
- BigPay features enable users to carry out payments, transfers, remittances and many more financial services seamlessly across multiple countries



Technology Stacks



iOS



Android



Kotlin



Swift



Java Script

A wellbeing and financial management app

backed by  **scventures**
by Standard Chartered

 **SMARTDEV**
A Verysell Group Company

Industry | Fintech: Wealth
& Investment App

12

Head-counts in a
Scrum team with
Engineering Manager
and a Scrum Master,

11

Months & still on-going.
Provide iOS, Android &
Backend Administration



Singapore



Challenge

- Our client's vision was to give their customers the tools to help them simplify their financial planning to support their long-term wellbeing.
- Built to be an independent platform and bank agnostic, the solution offers customers best-in-class products via a marketplace.
- The app needed to improve financial literacy to help them make more informed investment choices to help meet their financial goals.



Solution

- Build both iOS and Android apps and a management system to keep track of data feeds across multiple platforms
- Build multiple integrations with financial institutions.
- The app is designed to be a neutral, bank-agnostic marketplace, providing data-driven insights and recommendations.
- Privacy and security were also of paramount importance.



Technology Stacks



iOS



Android

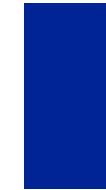
The 1st Prepaid Payment Card in France

PCS

Banking & Finance

22 Head-counts

18 Months
iOS, Android App &
Bank integrations



France



Challenge

- PCS wanted to provide a flexible card-based payment solution, which would not require stringent financial checks or link to a bank account. Users simply atop up their card and can then enjoy spending everywhere.
- PCS wanted a mobile wallet pp that allowed cardholders with a mobile phone to operate a virtual bank account.



Solution

- We built the backend management platform that handled all transactions, logged and tracked of workflows and integrated with PCS and Mastercard's platform services.
- The platform had to handle and distribute all requests to complete transactions made by wallet owners; supporting checkout, transfers and card management requests. Additionally, the platform supported user management, KYC, transaction monitoring and auditing.



Technology Stacks



iOS



Android



Java Script

Mobile Channel for a leading European credit card provider

AECS
SWISScard

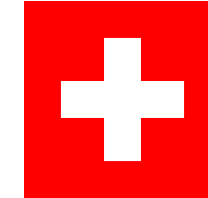
Industry | Payment

50

iOS, Android &
Full Stack
Developers

46

months



Switzerland



Challenge

- A leading credit card provider in European was seeking for a trusted partner with extensive capacity to develop the mobile channel to acquire users and bring more convenience to users using payment services in modern life.



Solution

- SmartDev joined as outsourcing partner for the development, integration and maintenance in 46 months.
- Customer's testimonial: "They delivered under a tight schedule and worked well with our other suppliers to achieve our goals. They aligned with our corporate methodology quickly and the team has been supportive and solution-oriented for the integrations they managed for mobile strategies."



Technology Stacks



iOS



Android



Java Script



Appium



Spring



Outcome Driven Software

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THANK YOU