

## COMPANY SERVICES DELIVERIES BENEFITS

### KEY POINTS

#### WHAT WE DO

- Embedded Software
- Desktop Applications
- Mobile Development
- IT Security solutions
- Client-Server Apps
- Web Applications

### ENTERPRISE BACKGROUND

Simpity, Ltd. is the new player in the next generation of global application outsourcing. Simpity has grown to provide software development services and products throughout the Europe and United States. At Simpity we believe that successful relationships and quality product development are based on well-understood requirements and a sound software engineering process. Coupled with commercial terms that optimize financial alignment, Simpity makes IT outsourcing a more beneficial undertaking for global enterprises.

Unlike traditional offshore vendors, whose value proposition is focused on cost reduction through labor arbitrage, Simpity concentrates on results. Our engagements are based on commercial terms that contractually align our interests with client strategic objectives, ensuring that we share the delivery risk associated with large-scale IT projects.

### OUTSOURCING'S EVALUATION TO 2.0

Global outsourcing offered a large labor pool at reduced rates. In the ensuing tech crash of the early 21st century, the first wave of outsourcing companies offered a significant cost reduction over in-house, onshore alternatives.

Today businesses need to transform strategies and operations more rapidly than at any time in history. Cost reduction alone is not enough. The new generation of outsourcing vendors are here, defined by Simpity. As the player in Outsourcing 2.0, Simpity is focused on delivering the results that relieve this real world pressure. More than simple cost reduction through staff augmentation, Simpity employs the appropriate method for the project, the right commercial terms to ensure alignment of objectives and outcomes, and industry experience in packages designed to produce results. The new approach to outsourcing provides a true partnership between client and outsourcer, in which both partners analyze and overcome obstacles to increase the probability of a project success.

### SIMPITY MISSION

Simpity was established in 2011, headquartered in Minsk, Belarus, is made up of talented professionals dedicated to satisfying client requirements for technologically innovative software solutions. Our solutions apply embedded, telecommunications, client-server and web technologies to a variety of scientific and engineering problems. At Simpity, our mission reflects the total expectations of our clients, our industry, and our employees: Teamwork, Quality, and Satisfaction. Our clients have high expectations for the products and services that we deliver. Simpity exceeds these expectations by interacting as a team with our clients. Together we identify their needs and design complete solutions and it is no surprise that our products are well received.

## COMPANY SERVICES DELIVERIES BENEFITS

### PRIMARY SERVICES

- Technology Consulting
- Software Prototyping
- Custom Software Development
- Software Product Development
- Software QA and Testing
- Maintenance and Support
- Dedicated Development Centers

### RELATED SERVICES:

- Application Localization
- Software reengineering
- Enterprise Application Integration

### PROFESSIONAL SERVICES

Simpity offers a wide range of services to meet the most demanding needs of our clients. To ensure service quality and customer satisfaction each engagement is tailored to client needs. If you need onsite development at one of your facilities, Simpity will promptly deliver a professional resource presence that is specific to your skill-set and expertise requirements. All delivery models use best project management practice and provide structured environment to facilitate effective communications and ensure service delivery.

### OUTSOURCED PRODUCT DEVELOPMENT

Transformation of a great innovative idea into a profitable product is challenging. Simpity helps companies to build software products they can sell to their customer. Simpity takes care of all aspects of the product development cycle including R&D, prototyping, development, testing, maintenance, and support. Depending on the area of application, we adapt software products to multiple platforms, devices, and databases. Products we work on range from large security and compliance systems to entertainment applications running on millions of handsets.

### CUSTOM SOFTWARE DEVELOPMENT

To Build or to Buy? This dilemma is faced by companies when they decide on a new enterprise system. Often none of the off-the-shelf solutions can meet the specific business requirements in full. Relying on an expert to build a tailor-made solution is the right strategy in this case. For many years our engineers have been delivering custom-build products for various domains for companies that have decided to develop their perfectly fitted solutions from scratch. Whether a customer is thinking of establishing a simple Internet presence or considering a complex enterprise solution our experienced team is ready to be of service.

### MOBILE SOFTWARE DEVELOPMENT

Mobile phones already became a part of everyday life for over 4 billion people all over the world. Mobile phone use is not limited to calling — people want to access business information, download music, play games and chat with friends from anywhere. For companies that want to capitalize on this trend, Simpity delivers mobile development services on different platforms and technologies.

### TESTING SERVICES

There is no doubt that a stable bug-free system is what any user wants when buying a packaged software or ordering a custom development. Resources spent on proper testing of the application are always required. Simpity software testing team is ready to address any type of testing such as functional, performance, automation, security, localization and mobile testing.

## COMPANY SERVICES DELIVERIES BENEFITS

### TECHNOLOGIES:

- .Net
- C#
- C / C++
- Java
- PHP / MySQL
- Qt
- Mobile
- Delphi
- Oracle

### DELIVERY MODELS

Simpity provides a range of delivery models for the level of services and delivery time frames clients require. All project delivery teams are led by experienced project managers who understand software technologies and use procedures consistent with those defined by Project Management Institute. For the business that is looking to maximum development budgets with minimum investment in capital resources, Simpity offers the unique ability to participate in the Co-Operative.

### EMPLOYED DELIVERY MODELS

**Project based.** For projects with a defined scope and aggressive timelines, we recommend a project based model of delivery. We provide customers with an estimation that describes in detail the project scope and schedule before the actual project start.

**Dedicated team.** For the projects that are dynamic and have fluidity dedicated team model is the best fit. It provides customers with maximum control over deliverables and the project team. Working solely on a selected project, a dedicated specialist acquires a deep understanding of your business and technical requirements and is able to meet them in the most efficient and effective way.

**Offshore development center.** If project duration is longer than a year, it's better to consider offshore development center (ODC) approach. An ODC is made up of a dedicated team (-s) of IT experts who are handpicked to meet the customer's skill set requirements and culture. The ultimate goal is for an ODC to be a seamless extension of the customer's IT department.

### PRICING MODELS

Which business model to use is one of the most crucial questions for our clients. Right business model depends on variety of factors and needs clarifications according to specific use cases. Depending on the scope and duration of a project Simpity offers different pricing models:

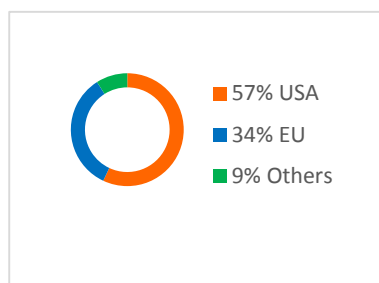
**Fixed price model.** Fixed price model is preferable for small or medium scope short-term projects with clear and well-documented requirements. It involves precise scope and project specifics, predefined delivery period, and fixed budget. When client specifies timeframe and detailed set of requirements for the end product which isn't likely to change throughout the project, Simpity can provide a schedule and estimate price. Main development stages are defined during discussion and waterfall methodology is applied.

**Time & Material model.** Time and Material model is more suited for long-term projects with dynamically changing requirements, undefined scope of work and varying workloads of development team. If in the first stages a project is still raw, if there is no sufficient data to properly estimate the final cost, or if client wants more direct control over the process, this model provides flexibility to define and change project specifications at any stage of its implementation.

## COMPANY SERVICES DELIVERIES BENEFITS

### FACTS AND FIGURES:

- Headquarters:  
Zheleznodorozhnaja 33 Str.,  
Minsk, Belarus  
Phone: +375 17 316 84 97
- Established in the year of 2011
- Revenue by regions (year 2016)

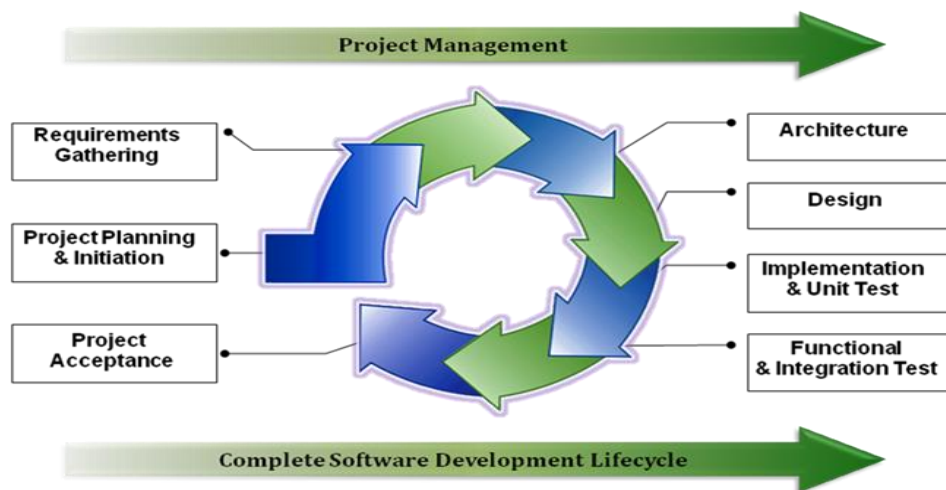


### REASONS TO CHOOSE SIMPITY

Rich experience of personnel gained during many years in software business. Commitment to quality and customer satisfaction as core values. Competitive prices, several times lower than those of US and EU companies. Professional, creative and flexible staff ready to meet any IT challenge. Effective strategy, which ensures deliveries on time and on budget. Excellent English skills and high quality of communication with customers. Deep insight into customer's business, that helps to create the appropriate technical solutions. Strong emphasis on security, confidentiality and intellectual property protection.

### SOFTWARE DEVELOPMENT METHODOLOGY

Simpity can apply the best approach to any project a customer has. In large and clearly defined projects Simpity follows a full Software Development Life Cycle. Once you have chosen Simpity for software development, the next steps are simple: Simpity uses a proprietary software development process that has an iterative model in its core. Some software development projects need to keep up with the rapid changes in the business context. Changing and incomplete requirements, if handled in a "Waterfall way", can lead to rework, increased costs and longer timelines. For such projects Simpity suggests the Agile methodology. Agile approach allows adapting flexibility to changing business and market needs, as well as mitigating uncertainty and risk.



### QUALITY ASSURANCE METHODOLOGY

Simpity's Quality Management System ensures that software products are developed in accordance with correct procedures; products conform to the specified requirements, can be effectively used by the end user and are reliable.