



What is DEVersity?

In the modern days having a digital presence is a must. Most businesses struggle to develop the right solution.

DEVersity has three aims: to offer the best and most diverse range of software solutions and consulting expertise for businesses, to help them develop and improve their product and customer relations, by creating an outstanding working environment in which the most talented individuals can thrive.

DEVersity is an Expert cluster, specialized in digital transformation, software development & architecture and product development, based on extensive research and deep understanding of the business, customer, and their environment.



Our Ethos

We have 50 talented people with experience in various fields and industries.

We are proud that our team is 50% female, in the industry where the average is 25%.

We believe that effective collaboration between specialized professionals is the right way to implement software & business solutions, which generate results!

Our team consists of highly skilled and capable engineers, managers, coaches & consultants with strong foundations in respective fields, and they're always eager to take on the next challenge.

When it comes to creativity, we're proud to boast talented in-house artists whose designs will shape your customer's tomorrow.

We believe that communication and mutual trust is the key to building successful relationships with clients & partners, which is why we're fluent and savvy in communication.

We're ready to respond at all times and keen to keep clients & partners engaged and up to date on a project's status and progress.



What we do

We specialize in delivering the complete package.

Come to us with an idea, and we'll see that it's fully realized in the most professional, cutting-edge way possible. We're proud to showcase the very latest technologies, and we care about every step in the process.

FROM IDEA TO PRODUCTION

- Web applications
- Cloud computing
- Software architecture
- Scalability
- Migration from on prem to cloud

- Big data & AI
- Android applications
- iOS applications
- DevOps
- UI/UX application design

We offer our clients & partners “**Team As A Service**” - a team of professionals in their fields to cover each stage of development

- **Product owners** - to groom your ideas
- **UI/UX designers** - to design a great experience for end users
- **Software architects** - to design a scalable software solution
- **Software developers** - to bring your ideas to life
- **Project managers** - to make sure everything runs smoothly
- **QA engineers** - to assure everything works as expected

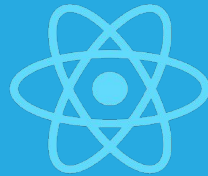
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Technology



METEOR

mongoDB



React Native



JavaScript

iOS 10



TypeScript



First a few facts about the time we live in

- **Average** smartphone users spends **3.5 hours** on their phone & 1 in 5 smartphone users spends upwards of **4.5 hours** on average on their phones every day, including the **60+** generation.
- **71%** of people spend more time on **their phone than** with their **romantic partner**.

Static loyalty drives sales, but digital loyalty creates relationships

- A **direct communication channel** via a Loyalty App to your **customers** opens doors to:
 - Driving customer behavior & engagement continuously
 - Personalized communication & personalized offers
 - Geolocation, Notification & Gamification based nudging
- On the **retail vendor side**, opens doors for **monetizing** deep customer **insights** on products & **new revenue categories**.

- Our competition is changing. Smaller companies are being bought by larger ones which are growing rapidly. They are unable to stay lean and productive.
- Our goal is to continue to be as flat as possible, diverse and adaptable to our partners' needs by organizing people into small autonomous teams. We provide an optimal process for getting the product or feature out as quickly and efficiently as possible, while adhering to our high quality standards.
- We are product-oriented, and we are able to provide end-to-end solution to our partners.
- We specialize in Gamification & use it as a tool to boost customer retention & engagement giving the customer incentives for the types of behaviours we want to encourage.
- We have expertise in various fields and technologies, with a lot of experience in loyalty, retail and data processing products and services.

The logo for MARS, consisting of the word "MARS" in a bold, blue, sans-serif font.The logo for Ahold Delhaize, featuring a green circular icon with a stylized figure and the text "Ahold Delhaize" in a green, sans-serif font.The logo for Coca-Cola HBC, featuring three bottles (one red, one black, one grey) and the text "Coca-Cola HBC" in a red and black, sans-serif font.

- Retail data analytics platform
 - Calculating analytical metrics
 - Generating pixel perfect reports
 - Executing data sensitive programs
 - Back-end RubyOnRails + Python
 - 700,000 monthly metrics calculated
 - 160,000 monthly emails sent
 - Database ~ 25 TB
- Front-end React + D3.JS
 - Running containers on AWS with auto-scaling engine
 - DevOps challenge - 250 running container tasks at each moment
 - Data stored in Postgres in a sharded way along with AWS Redshift (data warehouse)



VetSuccess.

By

MARS

- Veterinary practice Loyalty App
- Innovative concept
- Modern UI/UX done by our designer
- iOS + Android + Web + Web Admin
- MeteorJS (FullStack JavaScript) with GraphQL and ReactJS
- Running on Heroku + MongoDB
- AWS Serverless for cost effectiveness
- 550,000 monthly emails sent
- 37,000 monthly scheduled appointments
- 43,000 monthly orders placed
- Massive growth - 1,000,000 users, over 1500 vet practices
- Second largest company in the industry in US



By

MARS

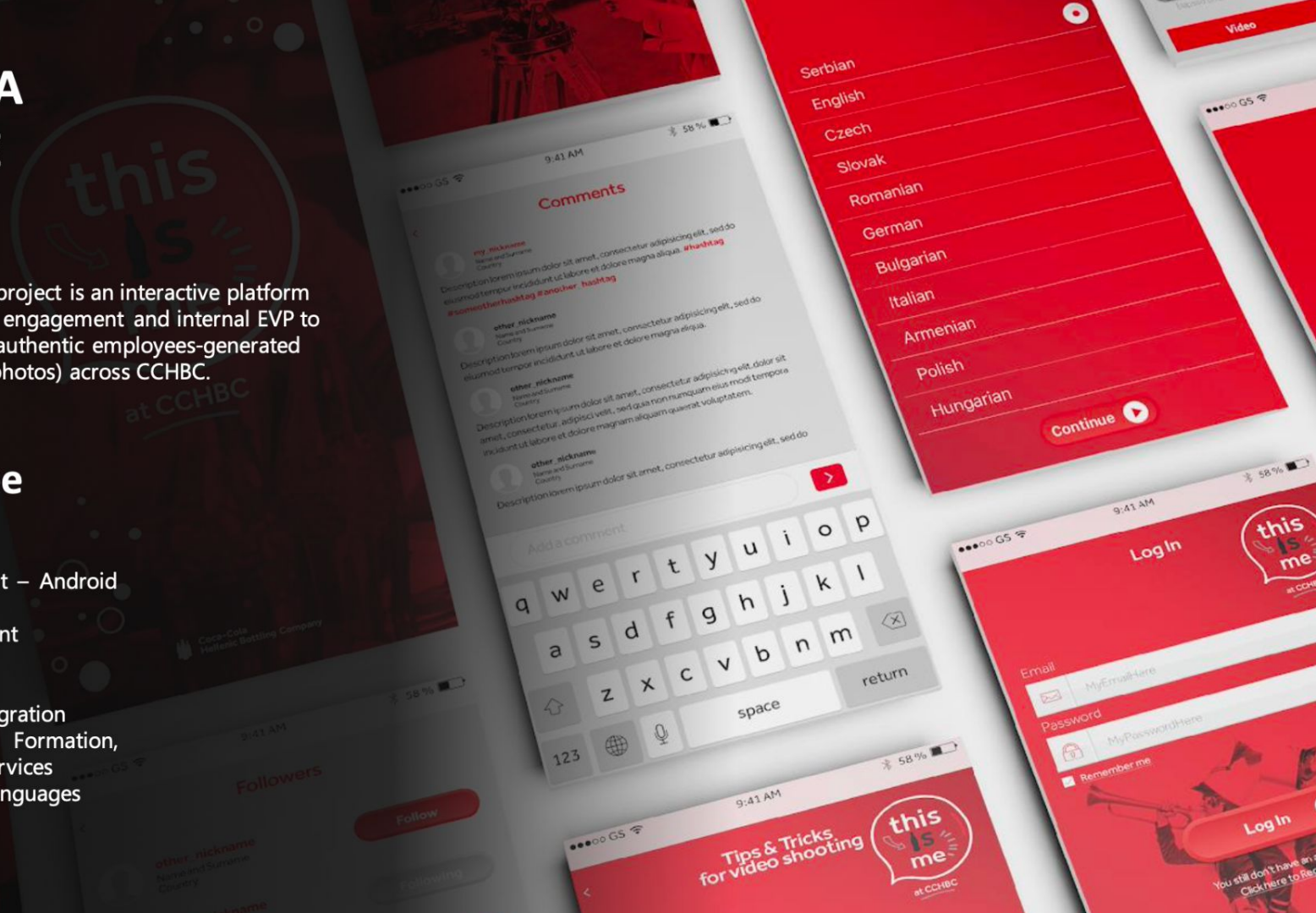
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COCA COLA THIS IS ME

The CCHBC This is Me project is an interactive platform for boosting employee engagement and internal EVP to life through collecting authentic employees-generated EVP stories (videos & photos) across CCHBC.

Project Scope

- System Architecture
- Mobile Development – Android & iOS
- Backend Development
- Custom APIs
- SAP Integration
- Active Directory Integration
- AWS – Cloud Formation, Elastic Container Services
- Localization – 10+ languages



THE TOP

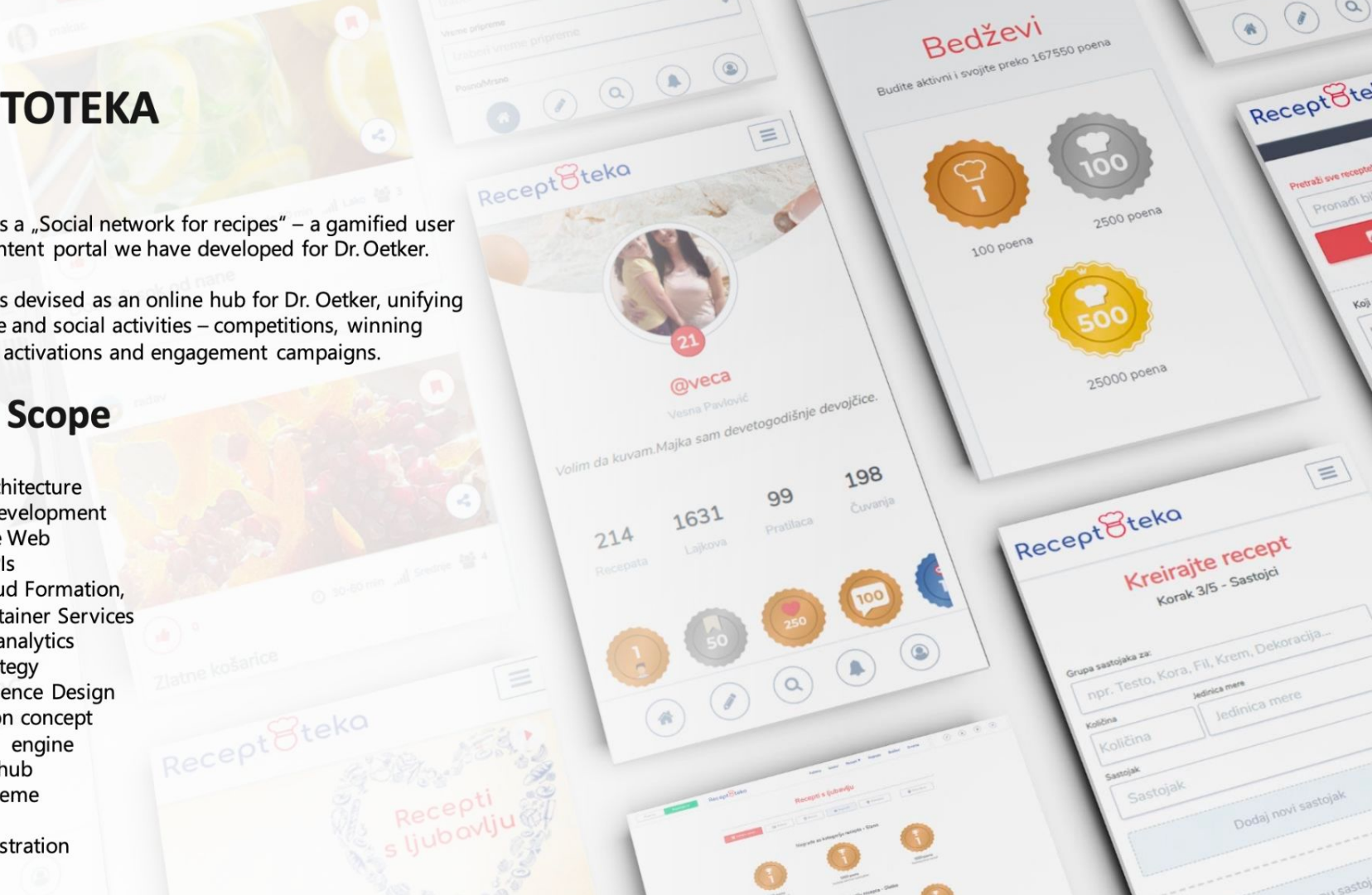
RECEPTOTEKA

Receptoteka is a „Social network for recipes“ – a gamified user generated content portal we have developed for Dr. Oetker.

Receptoteka is devised as an online hub for Dr. Oetker, unifying all their online and social activities – competitions, winning games, social activations and engagement campaigns.

Project Scope

- System Architecture
- Backend Development
- Responsive Web
- Custom APIs
- AWS – Cloud Formation, Elastic Container Services
- Advanced analytics
- Digital Strategy
- User Experience Design
- Gamification concept mechanics, engine
- Activation hub
- Loyalty scheme
- Branding
- Design, Illustration



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BARCODE

Barcode is a data-driven product. The heart of the Platform is advanced tracking and analytics.

All user actions and interactions with the Platform and the Venues are recorded and processed for detailed reports and insights; which are used for business intelligence and future development.

Project Scope

- Concept, Business Model, Business Plan
- System Architecture
- User Experience
- Branding
- UI Design
- Web Development
- Mobile Development
- Backend Development
- Custom APIs
- Payment System Integration
- Custom RFID Certificates
- System Security
- AWS

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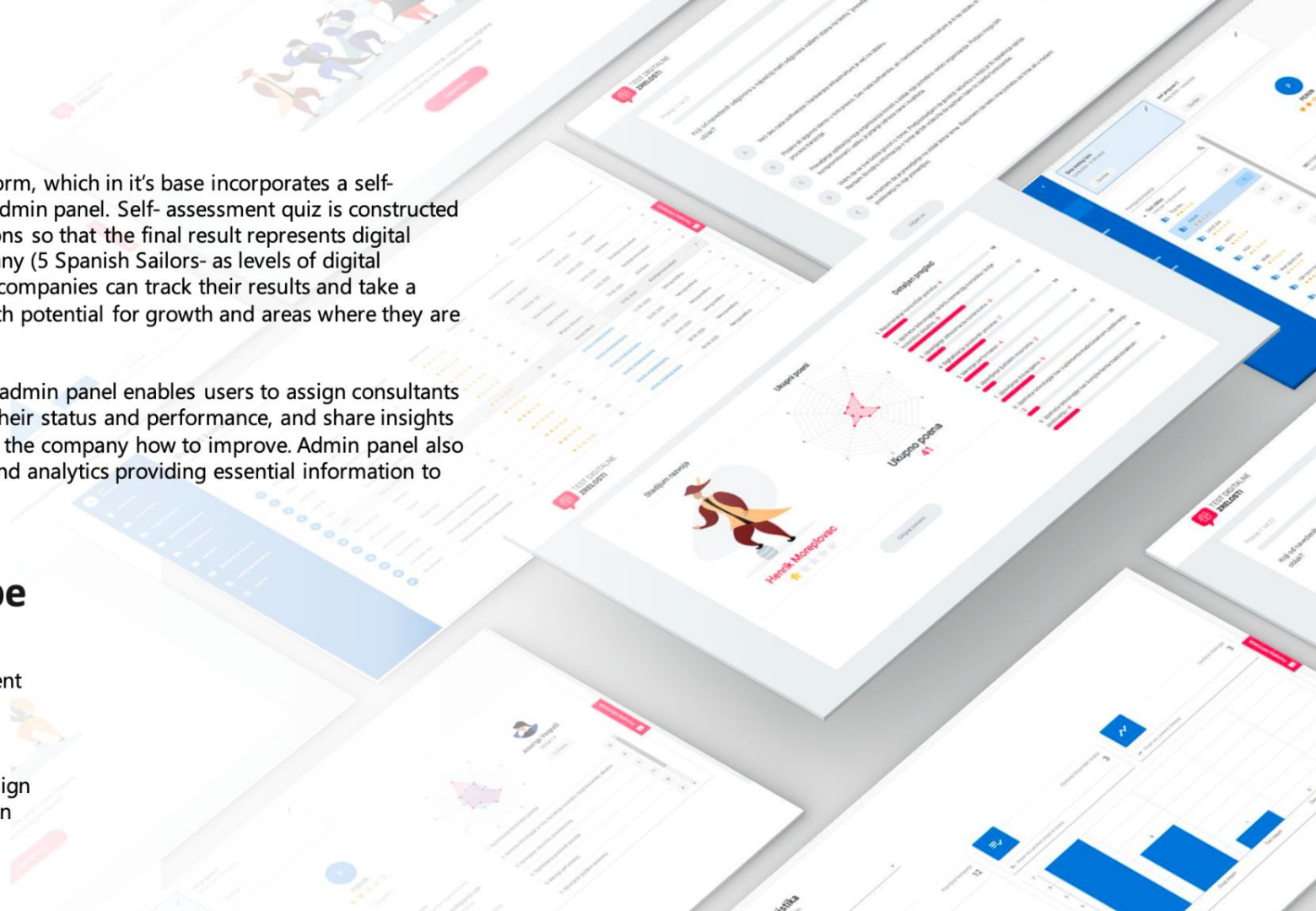
CDT

It's an interactive platform, which in its base incorporates a self-assessment quiz and admin panel. Self-assessment quiz is constructed with a series of questions so that the final result represents digital maturity of one company (5 Spanish Sailors- as levels of digital maturity). In addition, companies can track their results and take a closer look at areas with potential for growth and areas where they are exceling.

On the other side, the admin panel enables users to assign consultants to a company, review their status and performance, and share insights and materials advising the company how to improve. Admin panel also incorporates metrics and analytics providing essential information to the user.

Project Scope

- System Architecture
- Backend Development
- Responsive Web
- Custom APIs
- Advanced analytics
- User Experience Design
- User Interface Design
- Branding
- Design, Illustration







ringier
axel springer



 havas
media

Popular

Fullhouse **Ogilvy**

OVATION **BBDO**

TeleGroup

Thank you

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