

Devsu

A VALUE DRIVEN AGILE TEAM

# Contents

Intro

Who we are

What is value for us?

What we love to do

Case Studies

More Solutions

Contact us

## **Confidentiality Disclaimer**

This document contains information that is proprietary, confidential, legally privileged, or subject to the work product doctrine and thus protected from disclosure.

If the reader of this document is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this document is strictly prohibited.

If you have received this document in error, please notify the sender immediately and immediately destroy the original document, attachments, and all copies thereof.

**WE LOVE BUILDING  
BEAUTIFUL  
MOBILE  
AND WEB  
APPLICATIONS**

## Intro

We pride ourselves in collaborating with our partners and clients to produce cutting-edge applications using the latest software development trends and technologies.

On the following pages, you will be able to take a peek at our latest creations.



# who we are

Since our inception, Devsu has been at the forefront of the mobile revolution. We create mission-critical and premium experiences for mobile and web platforms.

As software eats the world, we help our partners navigate an ever-changing environment by providing value in every feature we design and build. We work with our partners from the inception of the idea through the launch and maintenance of their products and projects.

We are agile and lean. We empower our team to avoid unneeded documentation, eliminate bureaucracy, focus on collaboration, and deliver value to our clients as fast as possible. We have chosen, established, and documented agile methods that have proven to be successful for us. We focus on collaboration and communication.

We think that a client returning to work with us is an important signal that we are doing a great job. We work hard to build successful long-term relationships. We care about quality just like you do. In Devsu's culture, quality is everyone's responsibility.

Defining value and quality can be vague. We define value as concrete aspects of the service we provide to our partners and clients.

We create real value through specific processes and methodologies that reduce waste in time and budget and increase the overall quality of the products we build.

**Design Sprint** - A well-performed Discovery process will help you answer critical business questions by using tools such as user journey maps, wireframes, and A/B testing. We gather data from a prototype, understand how your potential users will react to it, and make changes accordingly without making expensive commitments. Your use case will be well defined and tested before we write the first line of code for your product.

**Development** - Once we start writing code, we use a Scrum framework to show progress and receive feedback every two weeks. We follow a test-driven development and peer review approach for building our products. This process allows us to identify issues at an early stage of the game, thus improving the quality of the product and lowering the cost of fixing issues.

**Quality** - We automate our processes as much as we can. On this note, our end-to-end testing is completely automated, and we support a continuous integration environment. This approach allows us to quickly and continuously ship new features or fixes.

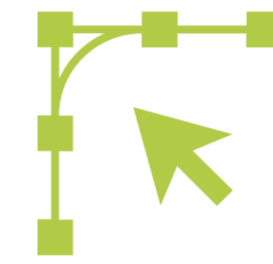
**Continuous improvement** - Our most important value is to keep learning and improving ourselves by learning from our mistakes. This is also true for the products we create. Launching a product is only the beginning of the journey since we will continue to measure and learn from its users and build improvements based on this information.

what is  
value  
for us?

# what we love to do



Strategy & Planning



User Interface Design



Mobile & Web Development



SaaS, IoT & AI Solutions



Quality Assurance

# CASESTUDIES

Market Track

Movilizate UIO

Shopping Assistant

Lightning Control

Cargo77

Devsu ChatBots



# Market Track

Real-time farmers' market management



NODE JS



MONGO DB



METEOR



HTML5



CSS3



MarketTrack is the ultimate tool for farmers' market organizers, managers, and farmers to leverage technology and data in an easy-to-use application that can be used in the office or on-the-go on any mobile device.

#SaaS #mobile #web



## ↻ Challenge

Farmers' markets, with their offerings of locally grown food, are becoming increasingly popular, both among producers and customers. Farmers offer small-scale, sustainable and organic products while clients see an alignment of their values into their purchasing decisions. However, when managing the daily operations of a market, organizers and farmers are faced with many challenges. Managing inventory, dealing with employees, and regulation compliance can prove to be extremely challenging for a farmers' market organizer.

## ⚙️ Solution

Devsu built a software-as-a-service platform (SaaS) that allows farmers' market organizers to easily manage their markets, vendors, products and employees. The application can be accessed from both mobile and web interfaces. Market Track lets organizers and farmers manage their business in real time from anywhere, simplify the workflow, save time and improve profits.

## 📦 Features

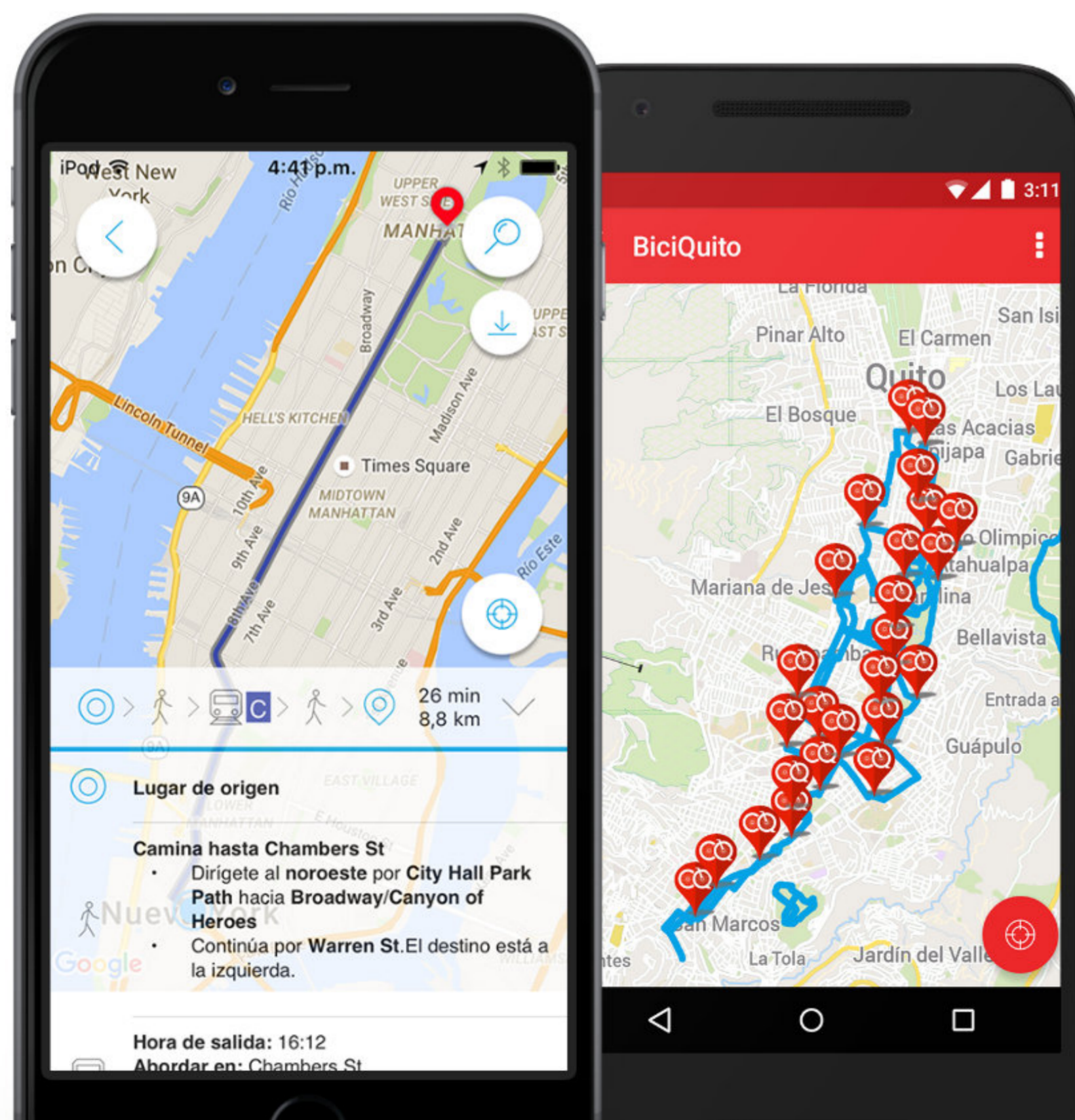
- Mobile & Web platform
- Market Management
- Employee & Manager Management
- Inventory Tracking
- Farmer Compliance
- SMS Marketing for Farmers & Organizers





# Mobilizate UIO

## Urban Transportation and Citizen Report App



Mobilizate UIO is a public transportation and citizen report application. It allows citizens to plan their trips on bus or metro through a mobile app. Users can also create reports to provide feedback to the city about the public transport service.

#mobile #maps



## ↻ Challenge

Everyday, 2.2 million people use public transportation in the city of Quito. This city faces common challenges in urban transportation that capitals in the developing world often face. Migration and rapid urbanization, increase in motorization, low-quality public transport, and poor non-motorized transportation infrastructure are some of the problems these cities have to deal with. These issues hamper mobility and accessibility, which has a direct impact on social and economic activities as well as the environment.

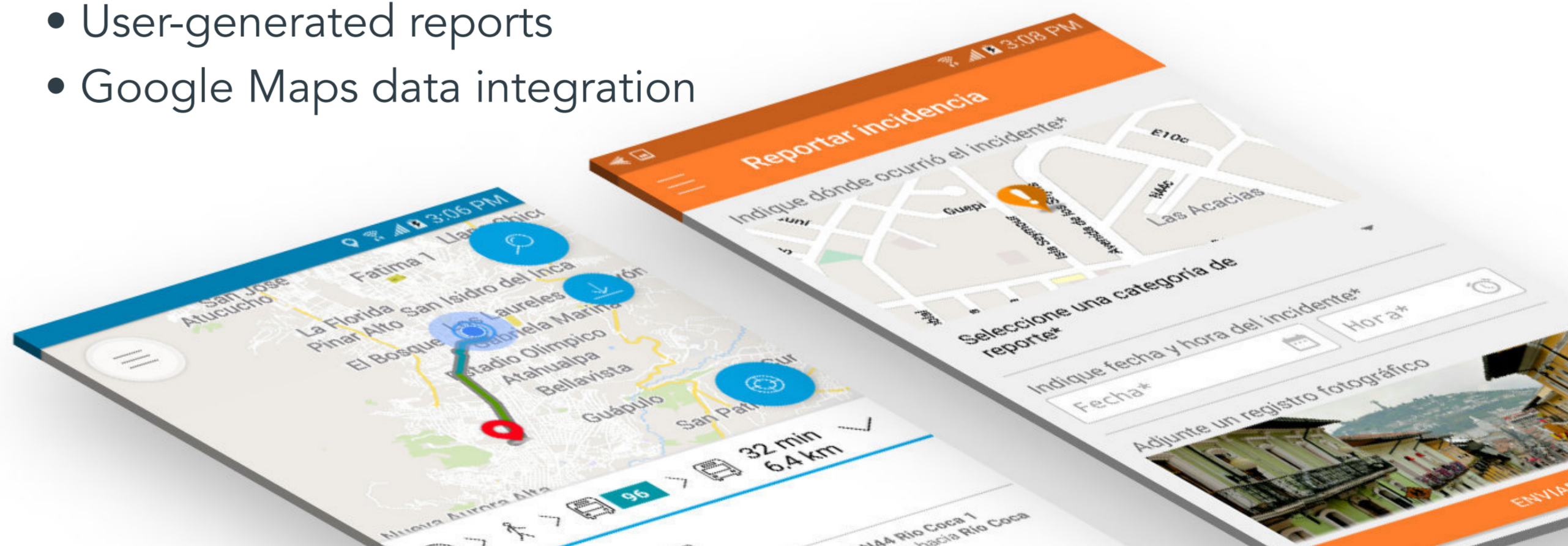
## ⚙️ Solution

In order to improve urban transportation in Quito, Devsu and the local government built a public transport and citizen report platform. This platform allows citizens to plan their trips through a mobile app. Users can also find information and maps about stops, transit routes, and biking routes. The app also acts as a citizen report tool. It allows users to create real-time reports about the public transport service and its conditions.

This information helps urban planners and policymakers solve city-centric problems related to traffic congestion and pollution. Through this platform the city has educated the public about improvement on non-motorized transportation infrastructure and improvement of the quality of public transport services.

## 📦 Features

- iOS / Android Apps
- Real time information about bus routes, trips and stops
- Google Maps Data Integration
- Biking routes
- Offline maps
- Trip management
- User-generated reports
- Google Maps data integration





# Lightning Control



JAVA



ANGULAR



LOOPBACK

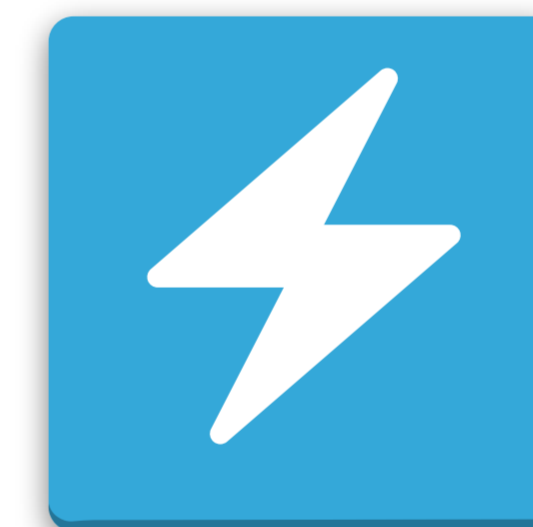
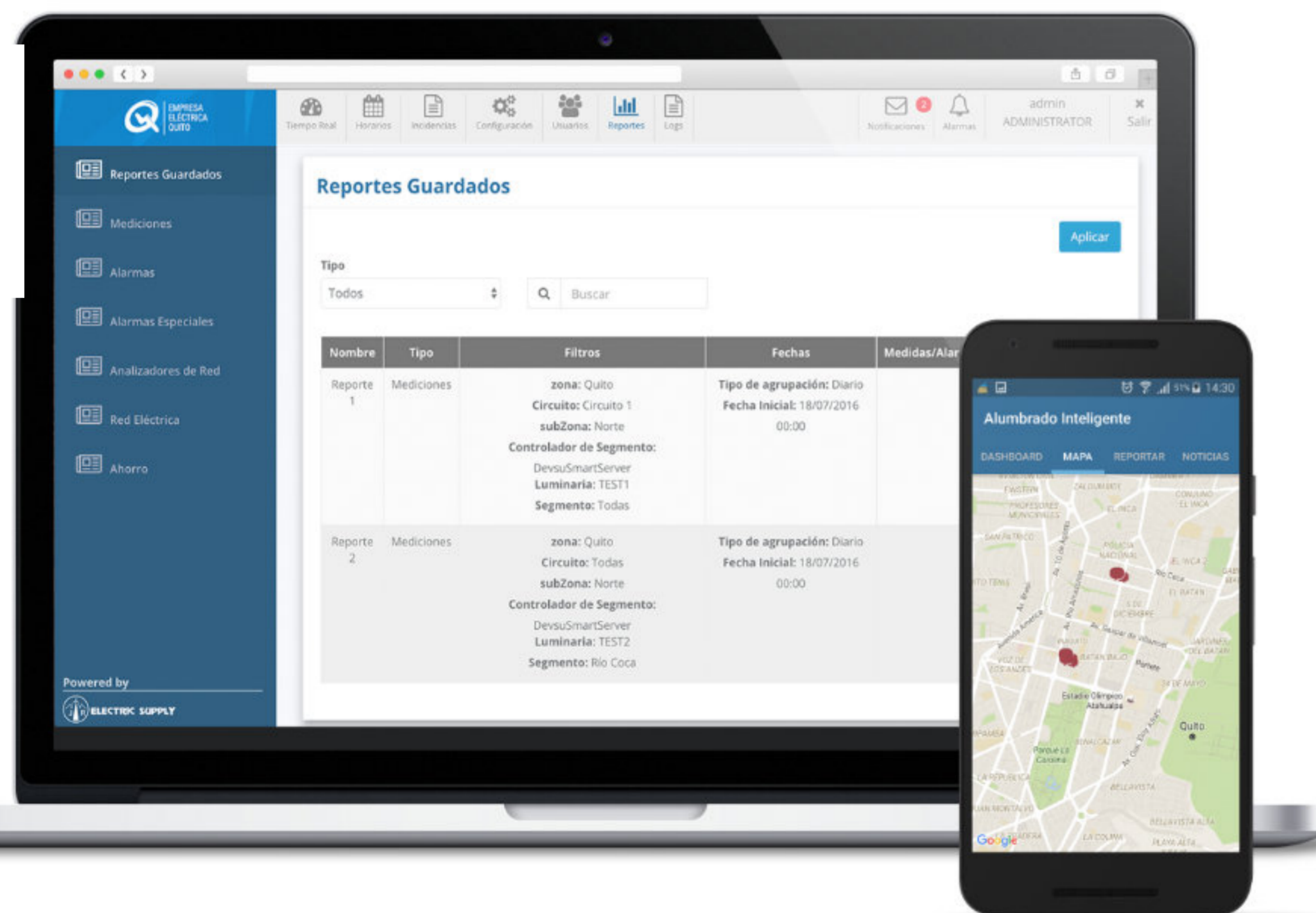


NODE JS



MONGO DB

Monitor and control street lights in real time



Lightning Control allows electric companies to easily and remotely control public luminaires and schedule their functionality. Users can monitor street lights in real time and companies can reduce costs by remotely managing the power of each lamppost.

**#IoT #mobile #web**



## ↻ Challenge

Our client, a utility company, was facing yearly increases in the cost of managing and maintaining the street lighting network in the city. The main reason for these increases was due to the fact that all of the monitoring was executed manually. This also meant that the company did not have reliable data about the status of each street light. Their previous system was not integrated with the network and did not allow them to turn lampposts on and off remotely. The limitations of the system were causing waste in energy and resources.

## ⚙️ Solution

Lightning Control is a solution, built by Devsu, that allows electric and utility companies to harness the power of IoT. Through this platform, service providers can monitor and manage street lights in real time. It provides flexibility and control over individual or groups of lampposts. Lighting Control transforms regular lampposts into smart devices that reduce waste not only on energy consumption but also on budget and management.

## 📦 Features

- IoT management of street lights
- Android & web platform
- Real-time management
- Alert Notifications (via in-app, SMS and email)
- Network Segmentation
- Maps & performance reports





# Shopping Assistant

iOS  
IOS

The shopping assistant lets users access all of the loyalty program benefits, without the need of a physical card



Shopping Assistant is a mobile app that lets users enjoy the benefits of loyalty card discounts and coupons without the need of having a physical card or printed coupons with them. Users can interact and share shopping lists with other members and get access to a library of over 1600 recipes.

#retail #mobile



## ↻ Challenge

Due to the revolution of mobile apps, it is a MUST for companies to get in touch with their customers and establish a more personal and friendly relationship in order to maintain their customer base and create fidelity among them. Our client, one of the biggest retailers in South America, needed a solution that would engage customers and make them identify with their brand. This relationship had to be created while allowing users to perform activities such as creating a shopping list, looking for discounts and going through the purchase process.

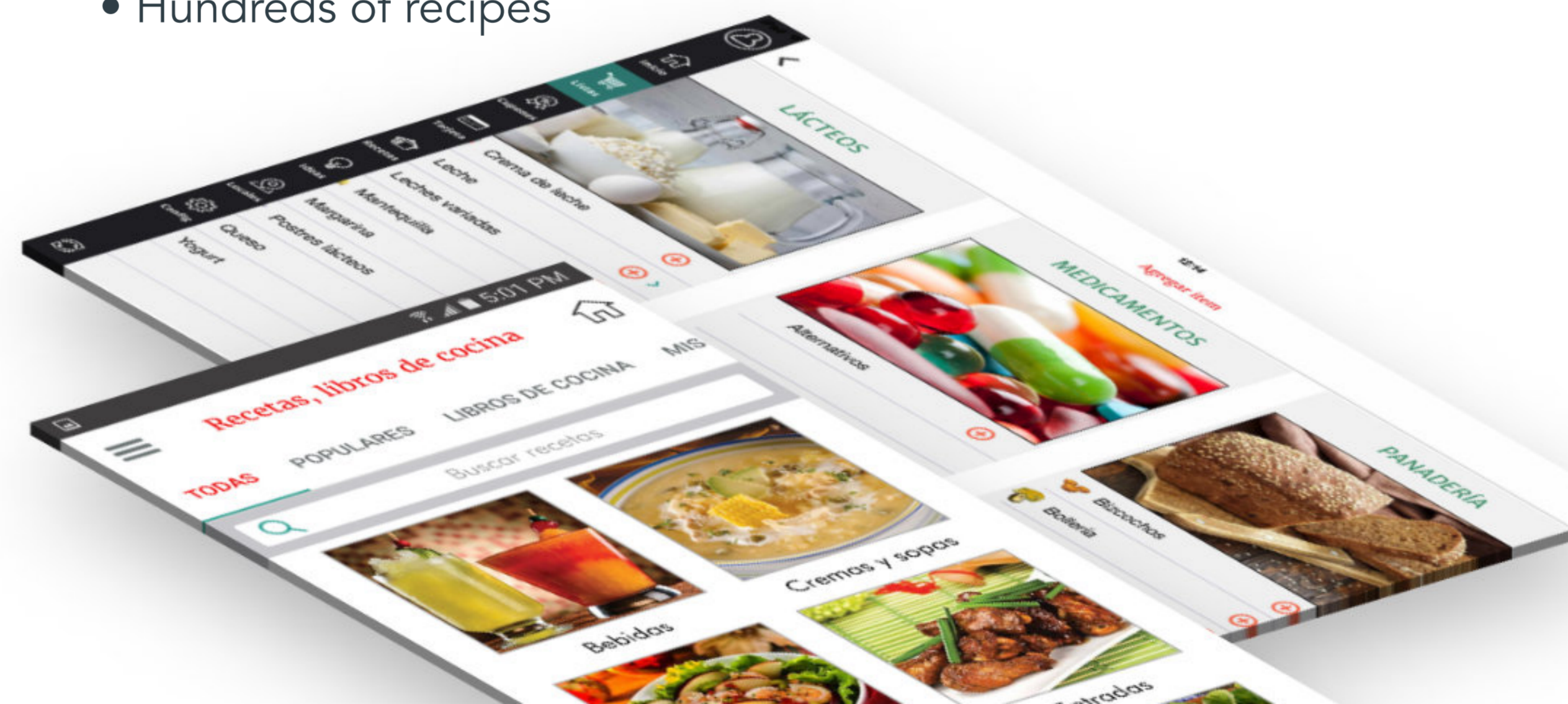
## ⚙️ Solution

Devsu worked with the client through the inception of the project to the launch and continuous maintenance of the app. We built three applications for the iOS, Android and BlackBerry operating systems. This mobile application allows users to create shopping lists and collaborate with other users.

It also lets users replace the physical loyalty card and obtain special discounts without the need of printing/cutting paper coupons. The Shopping Assistant also allows users to share feedback about the app through the UserVoice service.

## 📦 Features

- Mobile & Web platform
- Virtual affiliation card
- Online coupons
- List collaboration between users
- Alert Notifications (via in-app, push notifications)
- Hundreds of recipes

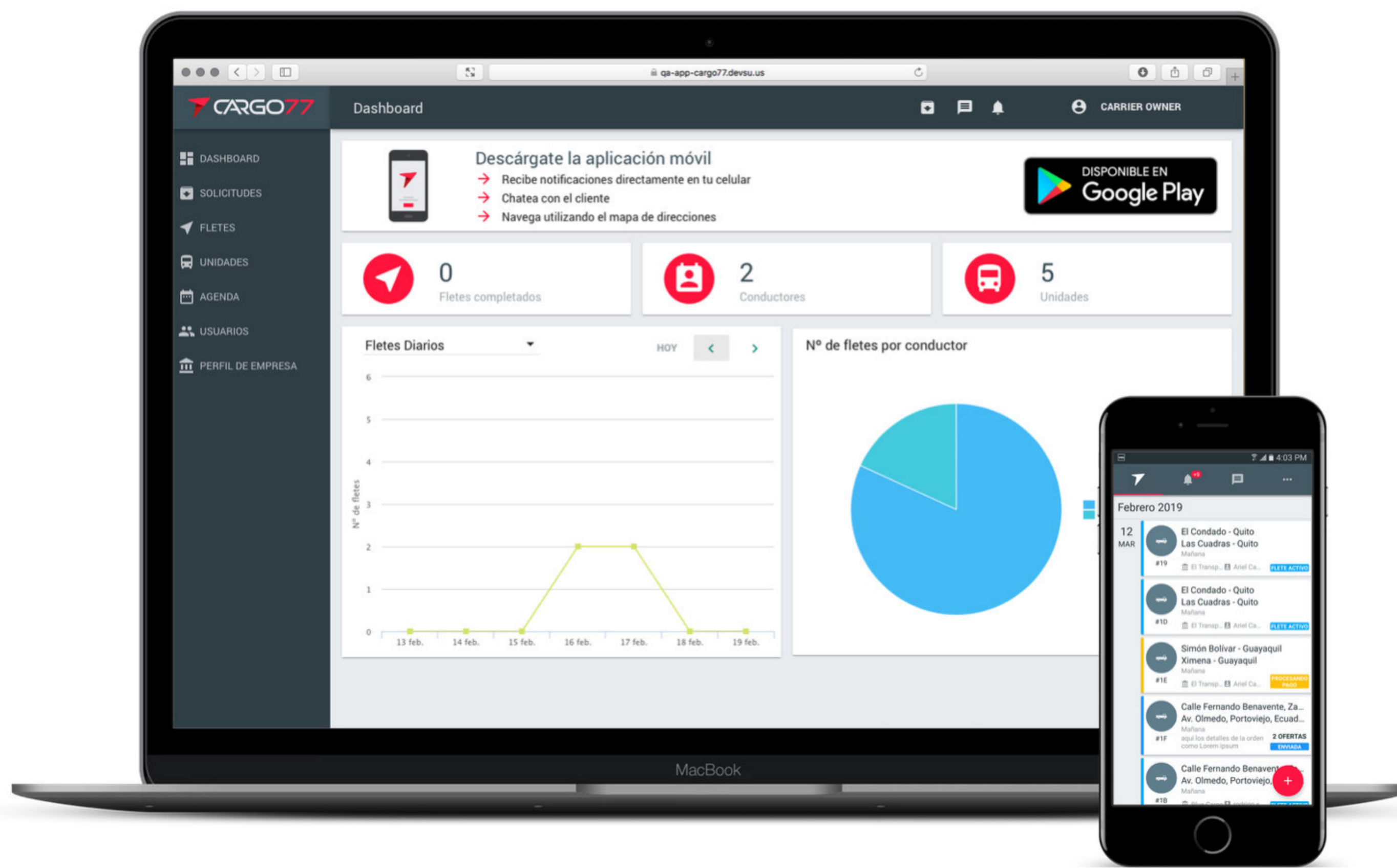




# Cargo77



Cargo77 brings together service providers and users of trucking services



Cargo77 is a trucking network platform that connects users and trucking services providers. It streamlines and facilitates the interaction between truckers for hire and users. You can think of it as the Uber for trucks.

#SaaS #mobile #web



## ↻ Challenge

The current process of vetting and hiring a carrier for any type of need is complex and somewhat bureaucratic. There is no centralized information about service providers and finding the right company or independent driver can be challenging, especially for new customers. With current solutions there is a lagging communication chain, it is hard to keep track of the status of your order, and direct communication with drivers is not always possible. It is fair to say that this is an inefficient process.

## ⚙️ Solution

Devsu built a smart logistic platform that allows carriers and shippers to meet and interact through the use of mobile technologies. Trucking companies get a web and mobile application that allows them to take orders and quickly dispatch trucks in order to pick up the goods. When shippers enter the item that they want to ship, a price is immediately generated for them. Trucking companies can process more jobs because of a seamless order process. End users and service providers alike experience a leaner process, thus saving time and money.

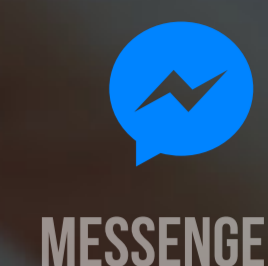
## 📦 Features

- Web & Android App
- Order Management
- Fleet management
- Instant booking
- Real-time order tracking
- Built-in live chat
- Ratings

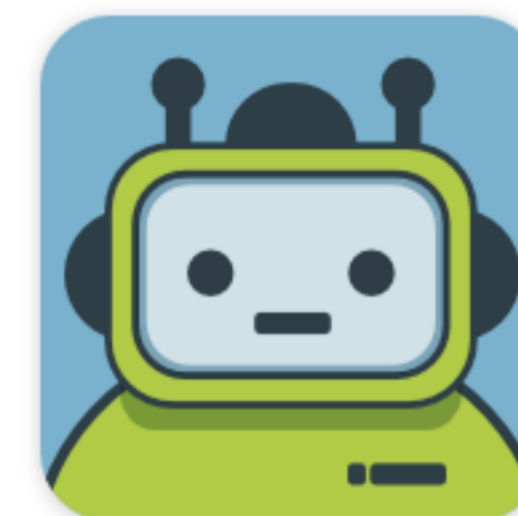




# Devsu ChatBots



Smart Chatbots Act Like Surrogates that Boost Sales and Streamline CRM



Foster personalized conversations, engaging experiences, sales and information distribution via our bot solutions. Supported for multiple Platforms: iOS, Android, React Native and more.

**#AI #mobile #chatbot**



## Applications

**Personal Assistant:** Today's consumers are knee-deep in text culture, using chat platforms for their day to day communications. Chatbots are dramatically advancing and personalizing the shopping and customer relations experience of busy consumers that expect answers on-demand.

**Conversational commerce:** Whether B-to-C or B-to-B, customers expect personalization from sellers. And, they expect to have the same level of engagement online as offline. E-Commerce chatbots provide a conversational assistant who can acknowledge the shopper's intent and personalize the recommendations provided, hence offering a consistent experience throughout the purchase funnel.

**Customer service:** Chatbots assist in solving simple, quick-response needs, leaving more time for customer service representatives to focus on complex customer demands and high-touch interactions. Some companies use this first stage of bot-enhanced support to reach customers right where they are, bringing personalized and proactive support directly to their devices.



SABMiller

Shock.co

Pluto TV for Amazon FireTV

UCLA

Shop the Farms

Autometer Custom Shop

Foster Wheeler

Athalos

G.I. Joe: Retaliation

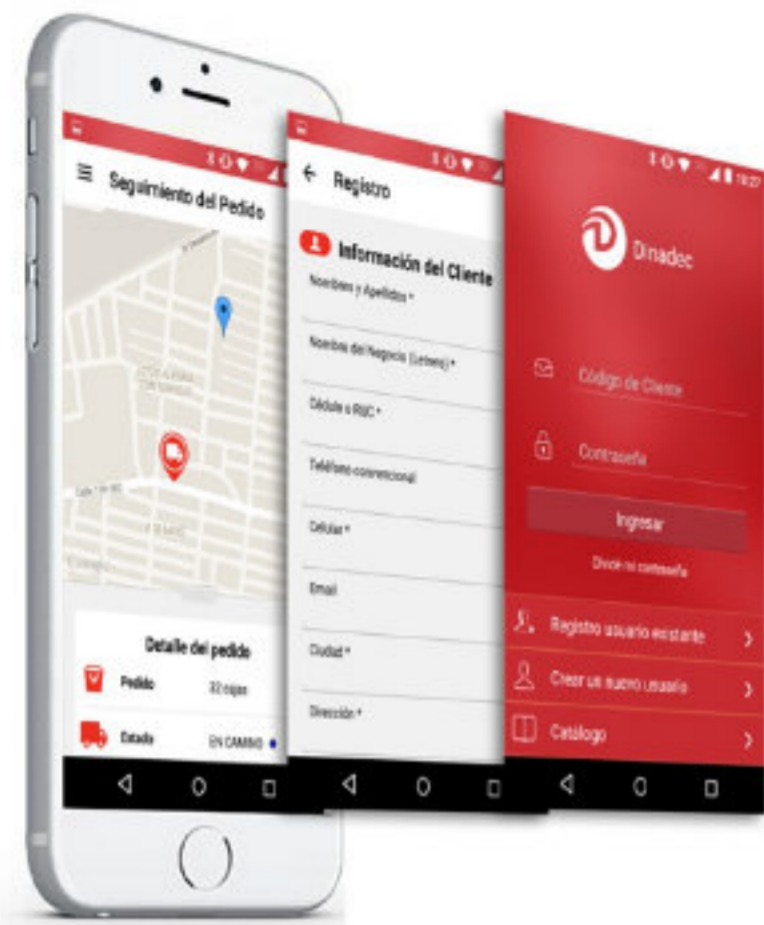
FX Configurator

Web Injected

MORE SOLUTIONS



# SABMiller



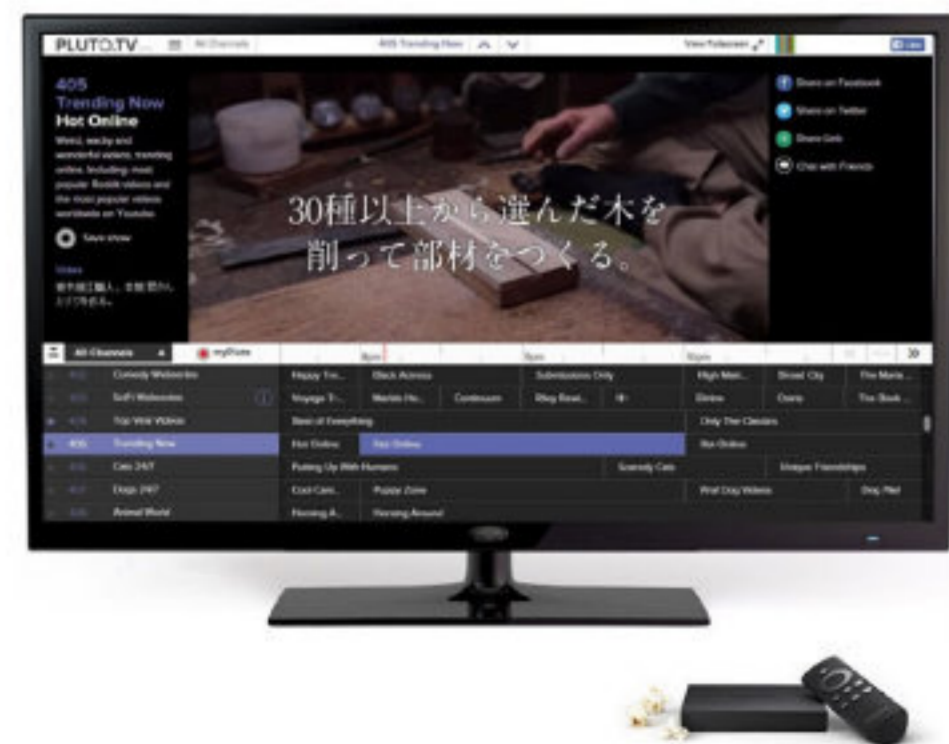
Backend and mobile apps for merchants to track and follow their orders in real time

# Shock.co



Complete rebuild of the largest Latin American music and entertainment portal

# Pluto TV for Amazon FireTV



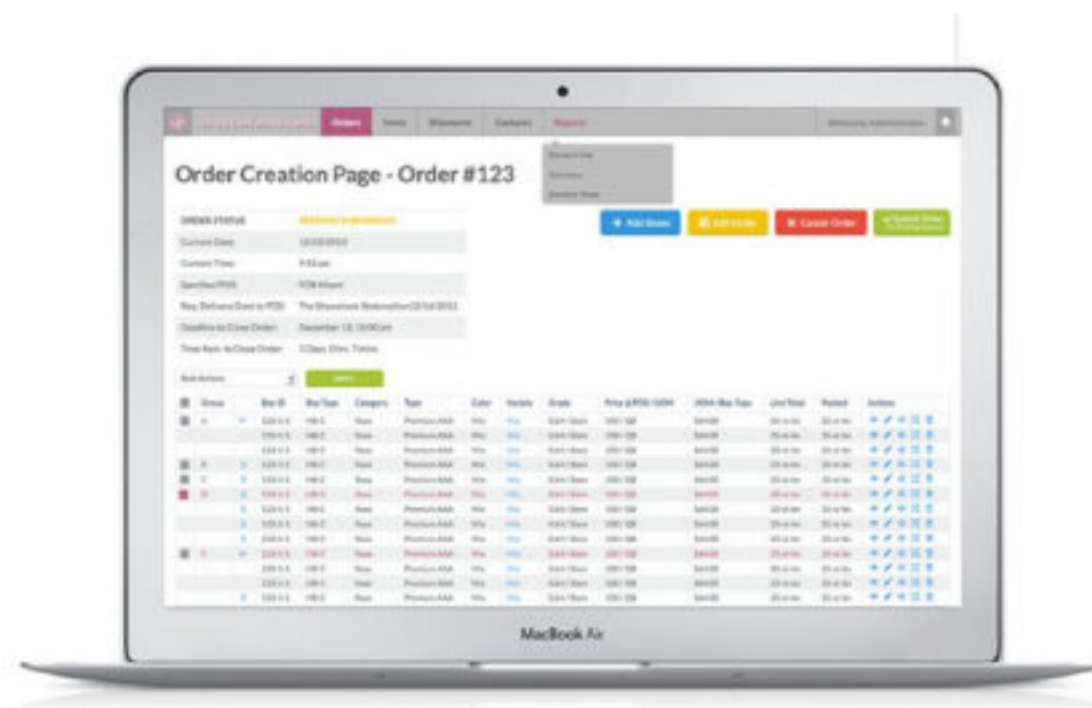
Over 100 channels of the best shows and videos aggregated from a broad array of channels

# UCLA



Data integration solution for better understanding and analysis of website metrics

# Shop the Farms



Solution that allows flower shops in North America and Europe to buy directly from the farms in South America

# Autometer Custom Shop



E-commerce site for car enthusiasts that allows them to create and buy personalized gauges

# Foster Wheeler



Redesign and rebuild of Foster Wheeler's web presence using Kentico CMS

# Athalos



Action and adventure game for iPhone and iPad built using Cocos2D

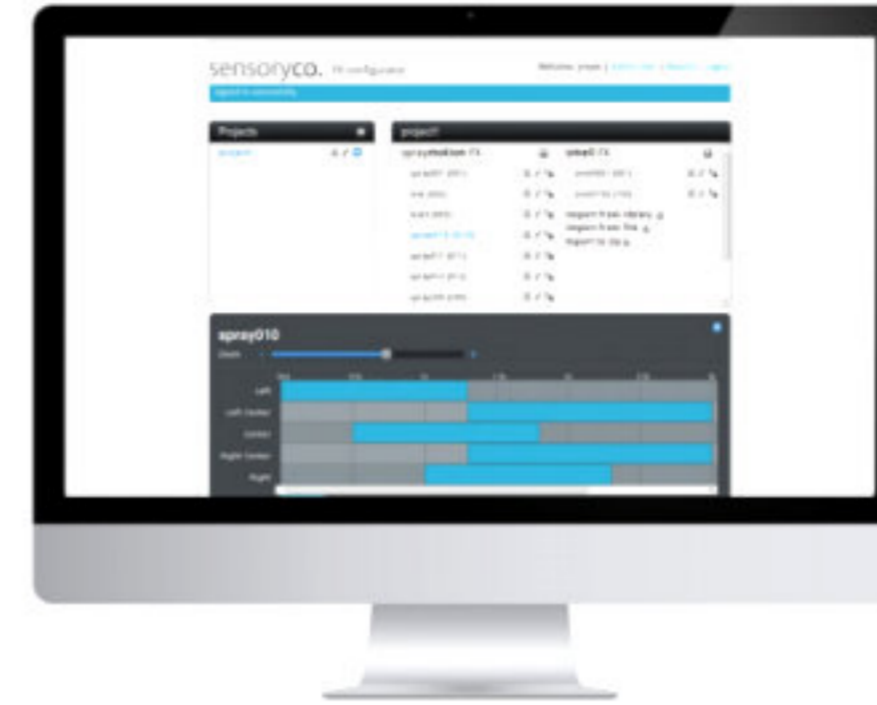


## G.I. Joe: Retaliation



Facebook arcade-style video game developed for Paramount Pictures in support of its motion picture G.I. Joe: Retaliation

## FX Configurator



Tool for the clients of SensoryCo to configure their smell and spray motion generators

## Web Injected



Enterprise CMS and e-commerce solutions for a wide range of industries

## And More

Devsu has successfully launched more than a hundred projects since 2010



115 W 18th St  
New York NY 10011  
(646) 435 0146  
sales@devsu.com

**Karma Martell**  
718-488-7810

**Brian Braker**  
908-309-0074

www.devsu.com

CONTACTUS