



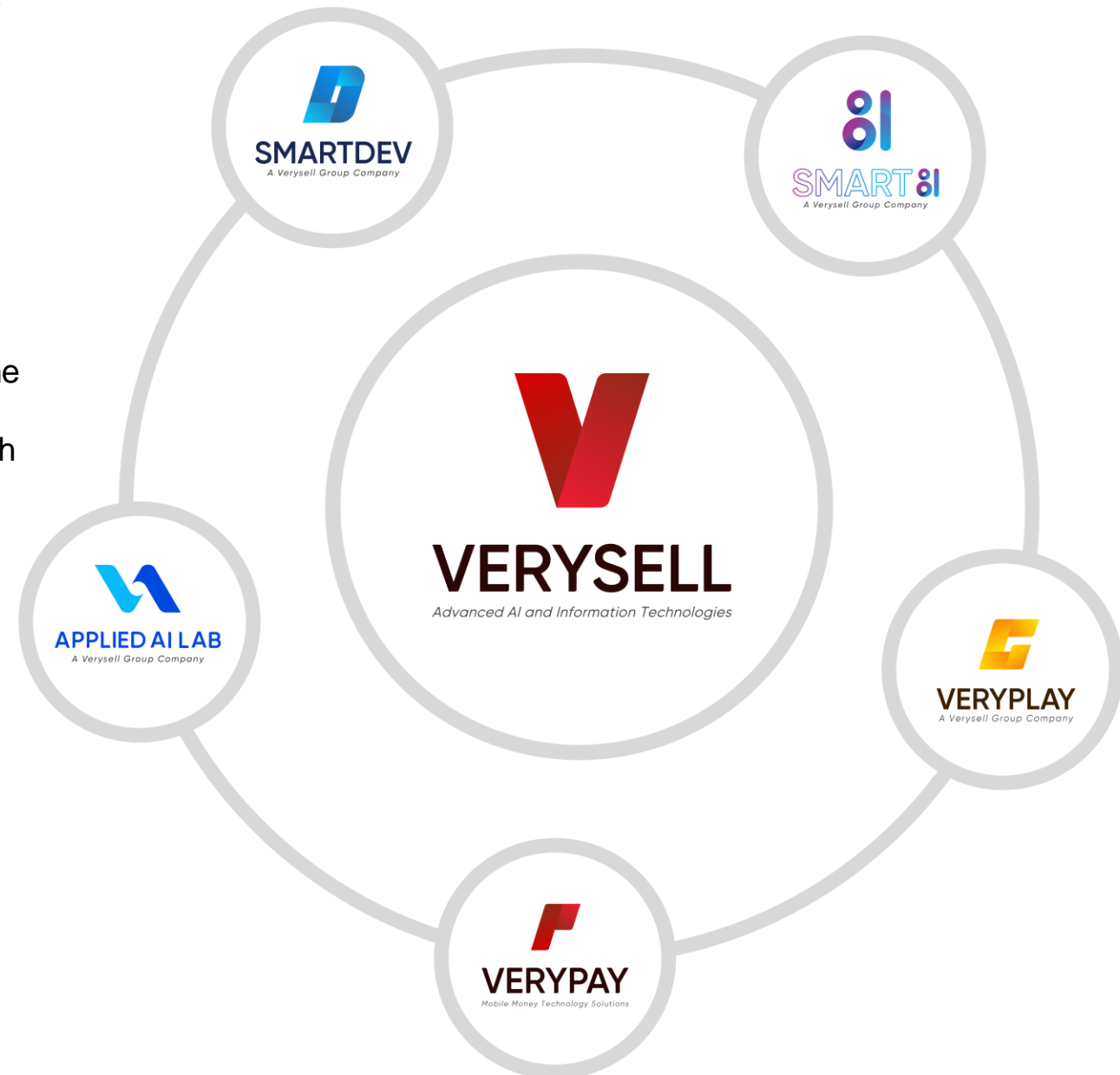
A Value Driven Proposition

2024



The Verysell Group

- Founded in 1990, Verysell Group is a renowned global software development company, headquartered in Switzerland.
- Verysell offers a variety of services from staff augmentation to the scope, design, and building of bespoke software solutions for a range of industries such as fintech, payment tech and InsureTech
- We help startups, mid-sized and enterprise-grade software companies in Europe, Africa and Asia to navigate the common bottlenecks to software deployment such as talent acquisition, operational gaps and the time and resources it takes to manage and lead development teams efficiently.
- Our global operations team has mastered a unique **Onshore Leadership + Offshore Development model** delivering high-level expertise and rapid execution, while remaining flexible to your budget.



Varysell Global Presence



● Legal Offices

● Representative Offices

Global Legal Entities

Each entity's familiarity with local regulations ensures contract documents adhere to specific jurisdictional requirements, reducing legal risks and potential disputes.



United Kingdom

Verysell Technologies Ltd

Marlow Place, Station Road Marlow, SL7 1NB
England



Switzerland

Verysell Technologies S.A

Rue de la Gare 11, 1260 Nyon, Switzerland



Uganda

Verysell Technologies Ltd

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Nakasero Kampala, PO BOX 111955, Kampala,
Uganda



Singapore

SmartDev Holding Pte Ltd

160 Robinson Road, 14-04 Singapore Business
Federation Centre, Singapore (068914)



Vietnam

SmartDev LLC

6th floor, News Agency Building, 81 Quang
Trung street, Hai Chau I ward, Hai Chau district,
Danang city, Vietnam



United States

Smart81 LLC

200 Spectrum Center Drive, Suite 300, Irvine, CA
92618



SMARTDEV INTRODUCTION

2023

AGENDA

OVERVIEW



01 Introduction

02 Service Offerings

03 Development Capability

04 Collaboration Models

05 Case Study

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 deliver project globally, including SmartDev Holdings in Singapore and SmartDev LLC in Hanoi and Da Nang.



Our clients' industry vary from: FinTech, Telecommunications, Healthcare, Education, E-commerce, etc.



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



VALUE PROPOSITION



Business Stability with Commitment from EU based group as business owners

Business Stability with the Commitment from the EU based group as business owner. High TOR rate and growth rate.



Excellent English competency where needed

70% of our staff can communicate in English and 30% possesses intermediate level of proficiency and above. Native English speaking client facing teams, based in London, Dubai & Vietnam.



Effective and Flexible Delivery Models (Onshore – Offshore – Hybrid - Nearshore)

2 Development Centers in Vietnam & over 350 employees including BA's, Project Managers, Software Engineers, UX/UI Designers, and QA Engineers. Centers are placed in Hanoi, Danang, Ukraine, UK.



Quality of Service with strong track records

High-quality human resources and competitive rates (up to 70% cheaper than hiring Devs in Europe).

SERVICE OFFERINGS

AMS (Application Maintenance & Support)



Application Support & Maintenance

Digital Transformation



AI Intergration and Consulting



Cloud Service/ Cloud MSP

Traditional ITO/ Digitalization



Business Application Development/
Maintenance



Migration/ Modernization



IT Dedicated Team/ Bespoke
Service



Testing Service



Gamification



Delivery Capacity Overview



Total
350 employees

divided into the following categories:

280 Engineers **35** Pool **35** Back Office

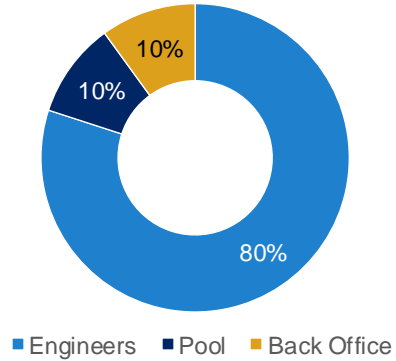
Delivery by region:

85% in Viet Nam **15%** Oversea

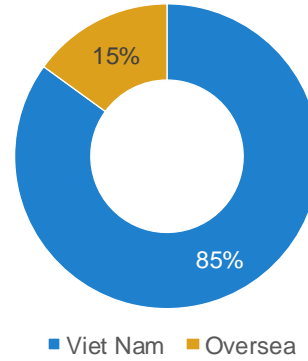
Delivery by English Competency:

70% Speaking English Fluently **30%** Basic Communication (Normal Speaking)

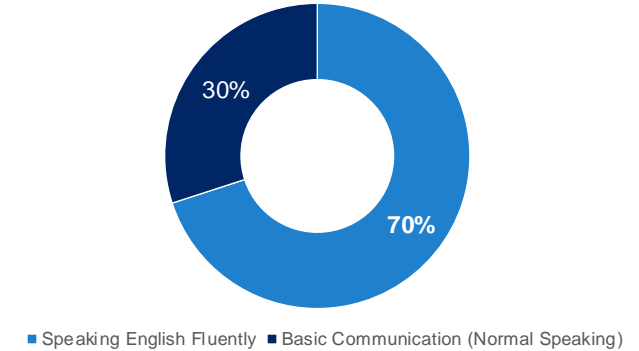
Employees Structure



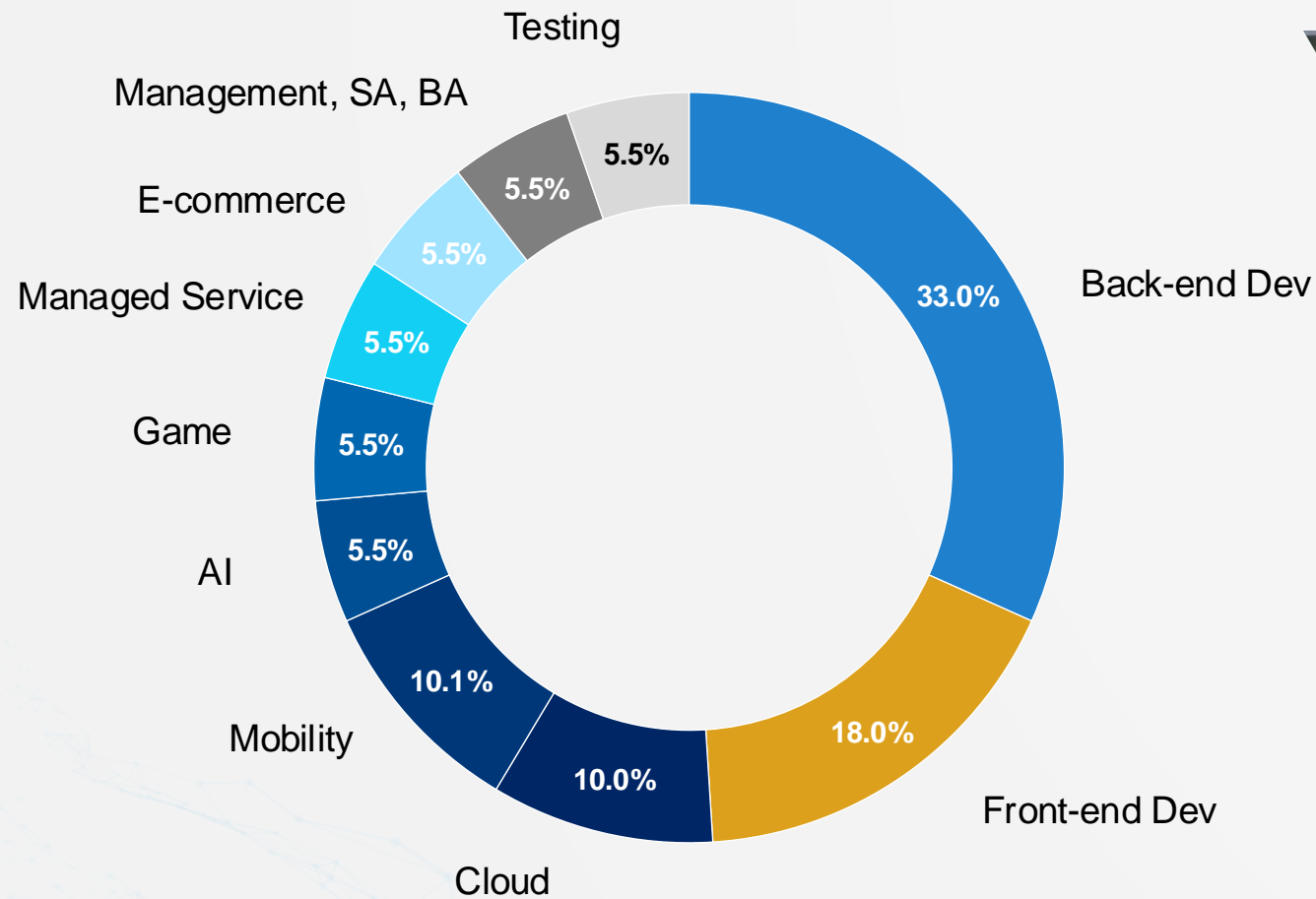
Delivery by region



Delivery by English Competency













RESOURCE DEVELOPMENT OVERVIEW





02. Technology Capabilities

Programming Language & Platform



3. Engagement Models

HOW TO COLLABORATE WITH US

PROJECT BASED

01

Requirement

02

Analysis

03

Proposal

04

Client
Approval

05

Contract
Sign-off

06

Project
Kick-off

01

Requirement

02

CV
Preparation

03

Client
Qualification &
Approval

04

Contract Sign-
off

05

Setup &
Boarding

06

Team
take-off

OFFSHORE DEVELOPMENT CENTER

BOT MODEL

BOT models protect your future business interests



BUILDING EXPENSE

The building Estimation is quoted for: 10 Headcounts are working at SmartDev Office, Using shared office facilities with SmartDev employees, from meeting room to pantries, etc



IT SERVICE

The Estimation is quoted with all IT infrastructures: Server, Email, Project management tools, etc. from Client. SmartDev only provide Cloud (optional)



HR - ADMIN HEADCOUNT

There shall be 1 HR-Admin-Accountant general to coordinate process and SmartDev will help to train him/her for transferring this headcount to Client later on



OPERATION EXPENSE MANAGEMENT FEE

Regular Operation Expenses, paid in advance quarterly - One-time fixed expenses for employee such as Building Legal Entity, Recruitment Fee and IT Devices (upon request)



Management Fee is for the Legal entity, risk management and other management cost -30% of gross salary of employees - Paid monthly in the salary payment to employees



TERMINATION COST

1,5 month gross salary including: - 1 month advance notice Code - Payment on Annual leaves



TRANSFERRING CONDITION

The Transferring model only been made after minimum 2-years of Operation



TRANSFERRING OPTION

Op1: Transferring with same working location, for convenient support, Client pays for the Working space expenses
Op2: Different Office space, SmartDev will quote for new- space setting up



TRANSFERRING COST

Op1: After 2-years of Operation, Transferring Fee = 12 months Gross salary of all 11 Headcount
Op2: After 3+ years of Operation, Transferring Fee = 9 months gross salary of all Employees



The 5 Key Fundamentals of Success

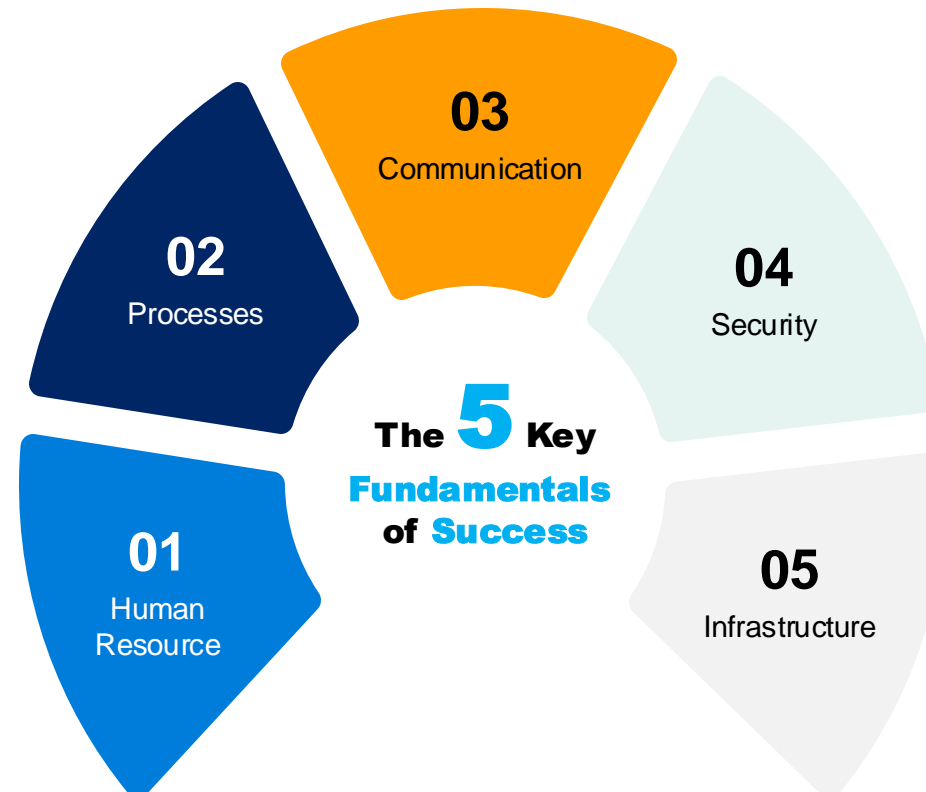
Being present, visible and engaged with everyone in the project is our top priority.



Having a well-managed development environment makes everything run smoothly.



The quality and security of services are 100% guaranteed by following stringent global standards.



Certified engineer



Working environment



International standard infrastructure is fully equipped with security systems and smart conference rooms.

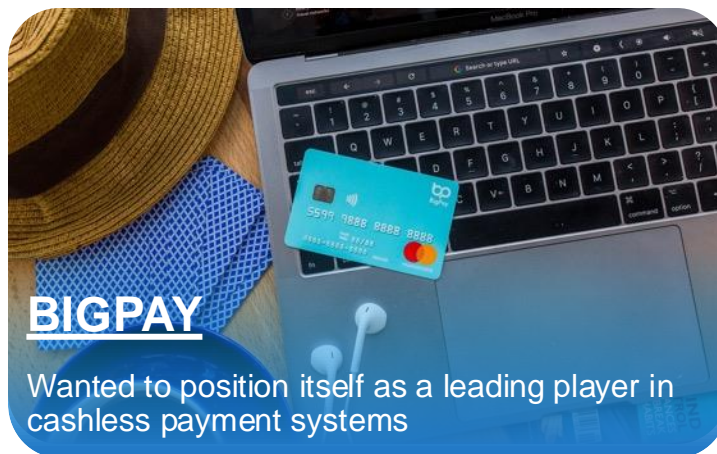




4. Case Studies

CASE STUDY LIST

[See more clients' video testimonial](#)



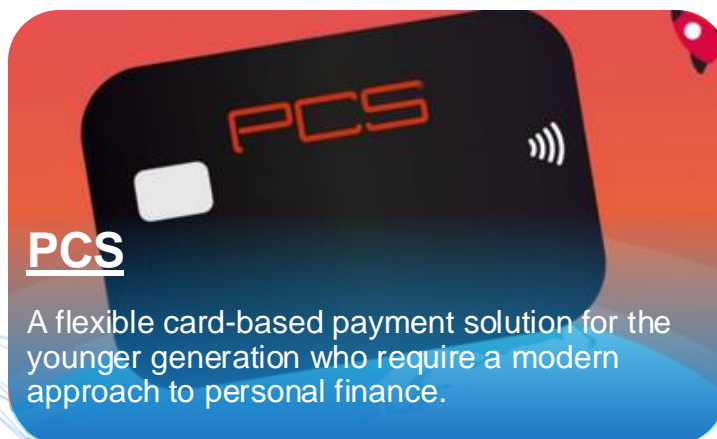
BIGPAY

Wanted to position itself as a leading player in cashless payment systems



Autumn

A unique digital solution that integrates wealth with wellness



PCS

A flexible card-based payment solution for the younger generation who require a modern approach to personal finance.



SWISSCARD

Integration and development of a mobile payment channel for a leading European credit card provider.

SMEs: A wellbeing and financial management app backed by



Industry | Fintech: Wealth & Investment App

50

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

18

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.

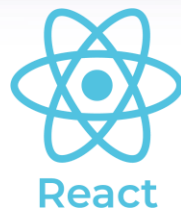


Solution

- 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

Credit card and loyalty management system of airasia corporated with Hong Leong Bank



Hospitality & Tourism

20 Front-end & Full Stack Developers

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



Singapore



Challenge

- AirAsia, in collaboration with Hong Leong Bank Berhad, has transformed its traditional airline loyalty program into a true travel and lifestyle business, by launching a credit card that earns airasia points with every spend, allowing cardholders to earn and redeem points like cash for flights and other services, with the aim to democratize loyalty points and provide a seamless, integrated and superior customer experience.



Solution

- SmartDev was chosen as the outsourcing partner to help airasia team debut their first mission to go beyond the normal Loyalty program.
- With the successful of airasia Visa Card program in Malaysia, airasia has been launching different corporations with other banks in SEA region: Bangkok Bank airasia credit card in Thailand; AirAsia – Permata Bank Platinum Credit Card & Debit Card in Indonesia & AirAsia – RCBC Bankard Credit Card in Philippines.



Technology Stacks



Adonis Framework



NextJS



MySQL

IoT Oil & Gas: Large-scale critical deployments



Deloitte

20 Head-counts

24 Months



The United States of America



Key objectives

- Provide online monitoring and real-time analytics on sensor data to detect anomalies in a production cycle
- Save environment, human lives and millions of dollars by introducing an early prevention system



Key facts

- 9,000+ Distributed Acoustic Sensors (DAS)
- 1,200,000 events per min
- 31GB per min
- Binary TDMS file
- 10,000+ Distributed Temperature Sensors (DTS)
- 30Gb per day
- XML file
- Outcomes
- Real-Time Analytics (Tableau, PowerBI)
- Retrospective Analytics
- Capture and transform data on fly
- Apply rules to data in motion
- Securely deliver data
- Distributed Big Data stack



Project highlights

- Managing Temperature Sensors and Acoustic Sensors
- Processing and Aggregating data in real time
- Successfully delivered MVP within 3 months

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

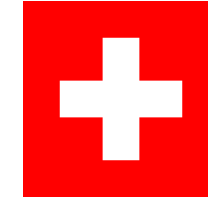
Industry | Payment

50

iOS, Android &
Full Stack
Developers

46

months



Switzerland

SMARTDEV
A Verysell Group Company



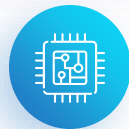
Challenge

- 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

BOLDR: Fight climate change



Watch Video

SMARTDEV
A Verysall Group Company

BOLDR

Green Energy

15 Developers, QAs
and Project
Managers

9 months



Belgium

- BOLDR is an energy efficiency app that allows consumers to benefit from energy savings, home climate automation, and boosted convenience.
- BOLDR needs help to quickly develop a sophisticated minimum viable product that was ready to address the needs of the customers and be ready to scale later.
- BOLDR is on a mission to change the home heating and cooling infrastructure to be fully electric and sustainable.

- SmartDev has partnered with the client to build an IoT system for an Energy Efficiency as a Service Platform that helps consumers reduce energy consumption, automate home climate, and improve convenience. The system includes two mobile applications for both iOS and Android, as well as an MQTT system for IoT messaging. The system is built on a micro-services architecture, which makes it scalable and easy to maintain in the long run.



iOS



Android



Java Script



Micro-services



Outcome Driven Software

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THANK YOU

