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COMPANY DECK



December 2023

</ About Ing >

YOUR PREFERRED PARTNER FOR TURNING BUSINESS IDEAS INTO DIGITAL PRODUCTS.

Ing was founded in 2009 as a software development company. Since then, our expertise, as well as the complexity of projects we worked on, has grown significantly and today we are proud to present ourselves as the provider of premium **product development services**.

Our **150+ people strong team** includes solution architects, software engineers, UI/UX designers, QA engineers, as well as project & product managers.

We have more than **150 diverse projects** under our belts in different verticals, but have gathered most experience in precious metals, retail, automotive, and smart devices, working with companies large and small - from early-stage startups to global, multinational corporations.

For every project, we strive to understand our clients' business challenges and to provide the best possible solutions to solve them. We don't rest until we make sure that the products we are creating are enabling our clients' continued success.



</ Our Clients >

WE HELP ENTERPRISE ORGANIZATIONS AND STARTUPS WITH THEIR PRODUCT DEVELOPMENT AND DIGITAL TRANSFORMATION NEEDS

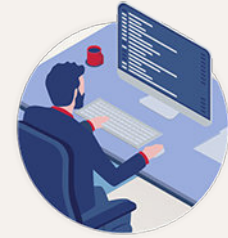


PHILIP MORRIS



</ Our Services >

WE CREATE DIGITAL PRODUCTS FOR YOUR BUSINESS GROWTH



Product Prototyping

Creating a product prototype is an important first step, before going full-in with creating a digital product. It enables better understanding of features and functionalities, helps with detecting potential issues, and with defining the priorities.

- ✓ **SIMULATE BUSINESS PROCESSES**
- ✓ **MINIMIZE DEVELOPMENT RISKS**
- ✓ **CONTROL INVESTMENT VOLUME**

Software Development

Our cross-functional teams and multidisciplinary approach ensure we can provide the best solution for any type of problem - from nitpicky enterprise software integrations, to legacy software upgrades, to fully customized solutions.

- ✓ **MOBILE APPLICATIONS**
- ✓ **WEB APPLICATIONS**
- ✓ **REAL-TIME APPLICATIONS**

UI/UX Design & Branding

UI/UX & branding is what creates a connection between users and your product. Design strategies that empower human interactions are crucial to its success, and they span beyond the user interface into strategic branding aimed at delivering a clear message.

- ✓ **MOBILE & WEB APPLICATION UI/UX**
- ✓ **BRAND IDENTITY DEVELOPMENT**
- ✓ **MARKETING COLLATERAL DESIGN**

</ Tech Stack >

TECH BEHIND THE CURTAINS

UI/UX	Frontend		Backend	Generative AI	Data	Infrastructure
 Figma	Web  Angular	Mobile  Swift 	 Java	 OpenAI	 PostgreSQL / SQL Server / MySQL	 Docker
Collaboration	 Vue.js	 Kotlin 	 .NET	 Azure AI	 MongoDB	 AWS
 Jira	 React	 Java 	 nopCommerce	 Google Vertex AI	 TimescaleDB	 Azure
 Slack	 NextJS	 Flutter	 NodeJS	 Amazon Bedrock	 Apache Kafka	 Google Cloud
 GitHub	 Svelte(Kit)	 React Native		 Replicate	 Redis	 Firebase
 GitLab		 .NET MAUI		 Cohere	 Elasticsearch	 Netlify
 BitBucket						 Vercel

</ Our Expertise >

CREATING DIGITAL PRODUCTS FOR A DIVERSE RANGE OF INDUSTRIES

Since 2009, we've worked on more than 150 projects delivering a wide range of digital products that solve business problems challenges in different verticals

- ✓ **Loyalty Platforms**
- ✓ **Automotive**
- ✓ **Smart Devices / Wearables**
- ✓ **Retail / eCommerce / Trading**
- ✓ **Fintech & Banking**
- ✓ **Energy / Utility**

</ *Enterprise Organizations* >

PRODUCT DEVELOPMENT FOR PROCESSES DIGITIZATION



Our client has been on the market for almost 90 years and is an international technology and mechanical engineering company. They are the world's leading provider of innovative crane and lifting solutions.

As an innovative company, they have recognized early on how digital technologies are changing not only our lives but also the way we work. This realization led them to invest in an array of solutions to improve the way they operate internally, as well as how their products are used by their customers.

We started working with PALFINGER in February 2020 as an extension of their in-house software development team, to facilitate **faster creation of internal and customer-facing apps** they needed to deploy.

Since then, our developers have tightly integrated with their in-house teams, which means that **we have adopted PALFINGER's existing development processes and practices and that we use their established development tools and frameworks**. This enables us to quickly respond to new projects & challenges put in front of us.

Our first project with them involved working on two products. The first one has digitized equipment handover to clients, so it is done in an efficient way, and the second one ensures that crane servicing is conducted according to the established procedures.

For the second project, **we were tasked with a challenging rewrite of an existing product** that was developed using Flash - due to this technology being officially phased out by the end of 2020. The app is used to store and search for documentation on how different equipment is mounted. The new version has been developed using PALFINGER's standard tech stack that includes .NET, Angular & Azure.

The partnership is ongoing, and our dedicated team is growing to support the client with upcoming product development.

www.palfinger.com

</ Banking & Fintech >

IMPROVING DIGITAL PRODUCTS FOR FINANCE EXPERTS



Our client develops and operates cloud-based software solutions and IT services focused on commercial applications in the personnel, finance and enterprise management fields. When they needed to extend their software development teams, they turned to their subsidiary compacer, who in turn recommended they meet with us.

After successful introductory meetings, they decided to include us in several of their projects, with the first two ones being related to apps used by finance experts. The cooperation started in March 2023, and our team tackled interesting challenges.

The first project we started working on is a rewrite of an existing desktop scanning app called Webscan. The current version was created using WPF and works only on Windows machines. Our task is to build the new app from scratch using .NET MAUI so it works on both Windows and Mac OS computers. The project is going on as planned and we expect the new app to launch by the end of the year.

The second project is related to optimizing edrewe, a bookkeeping application that has been on the market since 2012 and which is mostly used by tax advisors. Our team was the fifth scrum team involved in the project where all teams work in parallel on optimizing different parts of the app. Ing's key tasks are optimization of the entire system and refactoring & rehabilitation of technological debt.

To work in an optimal way, we adopted eurodata's way of working and their project management and communication tools. This created great cohesion between our & eurodata's people, and the cooperation is going smoothly with all eyes set on delivering new products according to an agreed timeline.

www.eurodata.de

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www.ingsoftware.com

</ Retail >

TAKING CUSTOMER EXPERIENCE TO THE NEXT LEVEL



SPAR ICS is the IT-Unit of the SPAR Austria Group and is responsible for all IT issues concerning SPAR, INTERSPAR, Hervis and SES (Spar European Shopping Centers) retail chains. They are focused on two targets: providing a smooth and satisfying shopping experience for all SPAR customers in eight different countries, as well as controlling all “behind the shelves” digital processes.

We started working with SPAR ICS in Q2 2022 and joined their Customer Experience team.

When Ing came on board, SPAR ICS started to streamline and centralize several brand-specific and country-specific solutions into a single cloud-based set of micro services. These Java based micro services are the foundation of multiple upcoming solutions supporting a seamless and frictionless customer experience through multiple channels. We helped them analyze, plan, and develop several modules for the SPAR and Hervis distribution channels.

Being a greenfield project, these modules are built from scratch based on the know-how and lessons the SPAR ICS team learned from maintaining the existing solutions. During Q2 2023, the first modules Ing worked on are being integrated into their CX Engine and pilot projects are deployed in parts of their retail network.

www.spar-ics.com

</ Ing project >

A PAYMENT AND COMMUNICATION PLATFORM FOR CO-PARENTING

familipay

FamiliPay is a platform we developed with a US partner and is aimed at helping divorced or separated parents easily communicate and simplify different activities regarding their children. This includes paying for shared bills and expenses, a calendar for co-parenting time and holidays, storing all receipts, court orders and communications, reports for tax purposes, etc.

As a de facto CTO of the project, we were in charge of tech-related decisions and platform development. This included creating FamiliPay iOS and Android applications, as well as designing the product branding and setting up the marketing website.

In early 2020, we launched an MVP version and tested it extensively with a limited number of users. Based on their feedback, we implemented changes and improvements to the apps and launched them live in Q4 2020.

www.familipay.com



</ Precious Metals >

CREATING A CUSTOM TRADING PLATFORM AND A BACK OFFICE SOLUTION



We have been working with GBI for more than 10 years now. What started as a one-off project to modify their platform to enable full integration with their partners' systems (eCommerce platforms, IRA savings companies, banks, advisors...), evolved into a comprehensive technology-related role that fueled their digital transformation.

This included regularly tackling fresh challenges and expanding our experience within the financial industry, including managing various industry-specific integrations like USA OFAC, BRINKS, crypto-trading, sales tax fraud protection, FIX protocol...

Today, GBI's trading platform and ERP system are based on the technology we have been developing for more than 10 years. This enabled them to digitize their business processes and to transform themselves from a precious metals brokerage company into a technology company that gets more than 90% of the revenue from implementing the platform for companies like GoldSilver, HardAssets Alliance, and Asset Strategies International, where we served also as an integration partner.

www.gbi.co

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Ing has been, and continues to be, a valued resource. Skilled and knowledgeable developers. High level of quality, responsiveness, and communication. Ability to scale to demands as needed. Very much recommended.



Peter Custer,
CTO @ Gold Bullion International

</ Banking & FinTech >

FINANCIAL MANAGEMENT APP FOR SMALL BUSINESSES

compacer
Member of >eurodata Group

Our client is compacer, a company with 25 years of experience with integration and automation of business-critical processes. They design and implement smart services solutions in the fields of EDI, e-Invoicing, Retrofit and Predictive Maintenance.

They have developed a web-based all-in-one financial management solution with automatic invoice recognition and payment, bank reconciliation, and preparatory accounting that can integrate with various IT systems, business software solutions, and B2B service providers...

When their web application proved useful, compacer wanted to develop Android & iOS apps, but needed additional resources to achieve this. This is why they decided to hire Ing.

We developed both apps in parallel by applying agile development principles to migrate key features from the web app. For development we used Swift for iOS and Kotlin for Android. Our team also worked on UI/UX design tweaks to ensure both apps not only look good, but that they are also user friendly to ensure engagement and repeat usage.

www.compacer.com

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Ing's team brought our finance app from the web application to the mobile application in a very short time. The collaboration with them is always very professional and target oriented.



Volker Hettich,
Head of Business
Development @ compacer

</ Smart Devices >

COLLECTING DATA TO IMPROVE TRAINING EFFECTIVENESS

BEYOND
PULSE

Beyond Pulse is the ultimate tool for soccer coaches that provides them critical health data, resulting in better training, as well as improved player health and performance. **This is achieved using wearable smart devices** - heart rate monitors.

As an early-stage startup with no internal tech team, Beyond Pulse had a need for a development partner that could meet a challenging list of requirements - proven track record in idea-to-production product development, breadth and versatility in terms of skills, scalability in terms of team size, and agility in the face of a highly dynamic startup world.

During the cooperation so far, we have developed several web, Android, and iOS applications that enable collecting training data from the heart rate monitors, analyzing it and displaying it in easy to use dashboards. One set of apps is aimed at coaches, the other at players who want to track their own progress.

www.beyondpulse.com

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Our project with Ing is a great success. They are skilled professionals in both software engineering, UX/UI design, and project management, providing us with timely and detailed information while communicating clearly and effectively.



Marc-André Maillet,
CEO @ Beyond Pulse

</ UI/UX Projects >

BEYOND PULSE

<https://beyondpulse.com/>

Mobile Application | Web Application | Website

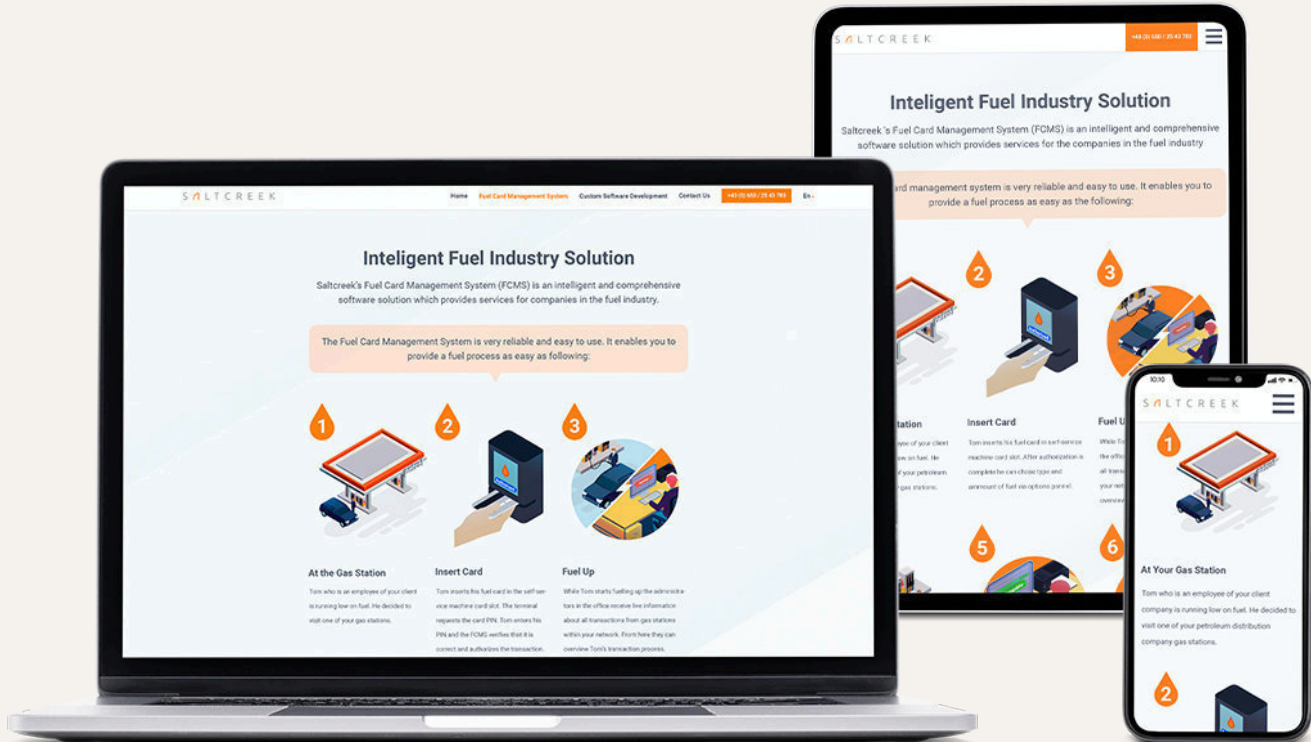


</ UI/UX Projects >

SALTCREEK

Website

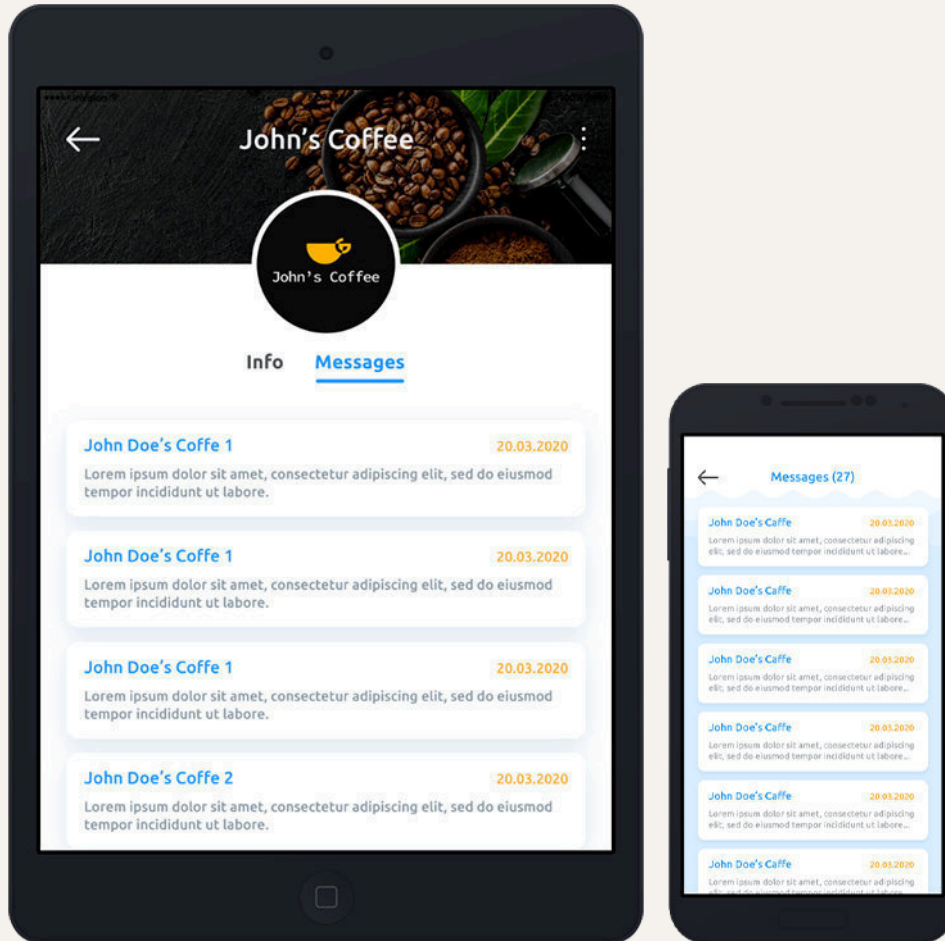
<https://www.saltcreek.at/>



</ UI/UX Projects >

STAMP SHARK

Mobile Application | Tablet Application

<https://stampshark.com/>

</ Working With Us >

FLEXIBLE AND AGILE PROCESS THAT SUPPORTS YOUR SUCCESS



1 Let's Talk

We meet. We talk about your product and business, your ideas and problems you are facing. We let you know how we will be able to help you.

2 Discovery

This is when we enter our discovery phase. We outline an MVP ("Minimum Viable Product" in which we develop a proof of concept for your product). Ing offers continuous consultations with our experts throughout the process. Depending on the complexity and detail, this can take in average from 1-4 weeks. The client is billed fairly on the time, materials and resources used for this stage.

3 Estimation

We provide you with an estimation for the MVP costs and timeline.

4 MVP Development

After you (the clients) have approved the estimation, MVP development is already put underway. We charge you an agreed-upon sum which we use to cover the costs of starting our work on the product. Regular meeting are scheduled to update you on the progress and further discuss the work.

</ Working With Us >

FLEXIBLE AND AGILE PROCESS THAT SUPPORTS YOUR SUCCESS

5 MVP Complete

MVP is completed and accepted (we also put the final touch to the financial aspect of the things done). We start talking about new features and the road ahead that will lead us to the first live release.

6 Additional Releases

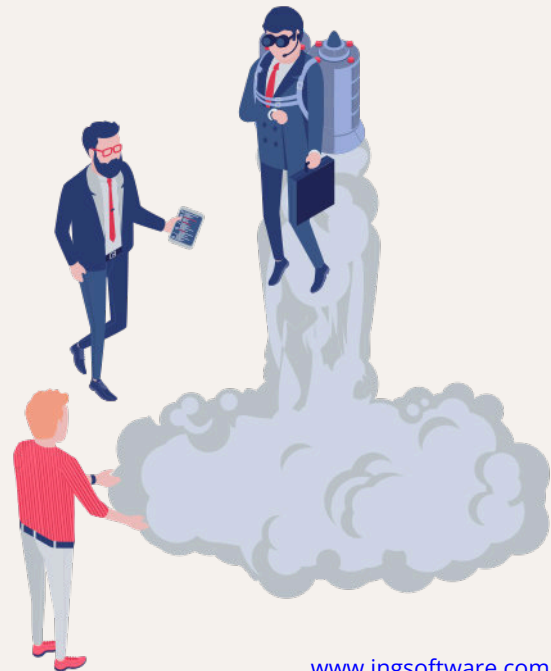
We adhere to agile principles and you can expect new releases bi-weekly. You will be billed a fixed amount for every sprint, based on the estimation we provide before a sprint begins.

7 Go Live

Once all the features have been developed and tested, we are ready to go live.

8 Support & Maintenance

We can now switch to support & maintenance mode.



</ Working With Us >

COOPERATION MODELS

We offer three different cooperation models, but they are sometimes mixed and matched to best suit the project we will be working on.

Fixed Cost

- ✓ For small scale projects with clearly defined requirements.
- ✓ Guaranteed fixed scope & cost for your project.
- ✓ Application testing and quality assurance included.
- ✓ Project management included.
- ✓ 30-day warranty once your project is delivered.

i You must provide detailed technical specification/project requirements. We can assist you in providing these on a Time & Materials basis.

Time & Material

- ✓ Avoid detailing technical specifications / project requirements.
- ✓ Mitigate the risk of unmatched expectations.
- ✓ Respond more quickly to project changes.
- ✓ Project management included.

i You must provide functional details. We provide detailed weekly reports so you can track the progress and expenses.

Dedicated Team

- ✓ Highest level of control and flexibility.
- ✓ Fixed monthly cost per team member.
- ✓ Lowest cost engagement model.

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