



A pitch for working with



UltraSuperNew

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SUMMARY



- Improve digital margins through offshore development with a management team you can trust.
- Cost effective delivery of solutions to your specifications and design.
- Areas of most likely partnership
 - Front-End Development, mobile optimization, HTML5 CSS4, javascript frameworks (angular, bootstrap, jquery)
 - Mobile development - native applications (utility or games) as well as mobile internet
 - QA (manual as well as automation)
- Flexible commercial arrangement (dedicated v piecemeal)
- Work with talent based development studio in Manila
- Technology agnostic
- Will invest in social ventures

Areas where offshoring makes sense





- Mobile Applications (iOS, Android even Windows Mobile)
- Mobile mini games (cross platform)
- Mobile internet sites
- Responsive Front End: HTML5 / CSS3 (Bootstrap) plus all the .js libraries (Angular, KendoUI, Backbone, ember, jasmine) as well as simple jquery / ajax
- Campaign Websites
- Newsletters and E-Mail campaigns
- CMS Driven or E-Commerce (Magento, woocommerce) websites and templating
- Basic Database driven websites (PHP5, mysql, postgresql)

- QA and code checks



There are a few options here depending on the opportunity and commitment

- Per project basis (we take on the entire development piece)
- Act as overflow in busy periods (we work with your team)
- Potential for a dedicated local development team (available anytime)



- Much more talent for you buck
- Incredibly cost effective so increase your digital margins
- You always retain IP - irrelevant of business model
- UK Management with proven track record of delivery
- Philippines offers several advantages:
 - Great communication skills
 - Great talent
 - Motivated staff
- Flexibility in approach means you can just engage in the areas you want.
- Cooperative support for social ventures.

How do we make it work





- Start small and low risk and test the water with how this can work.
- Maintain design integrity with all artwork coming from UltraSuperNew
- We work with a watertight SOW in place
- Full transparency during development allows visibility of progress
- Code checks to maintain that best practice is being followed
- Full review on delivery to establish best way of working together
- Agree discounted rates for initial engagement

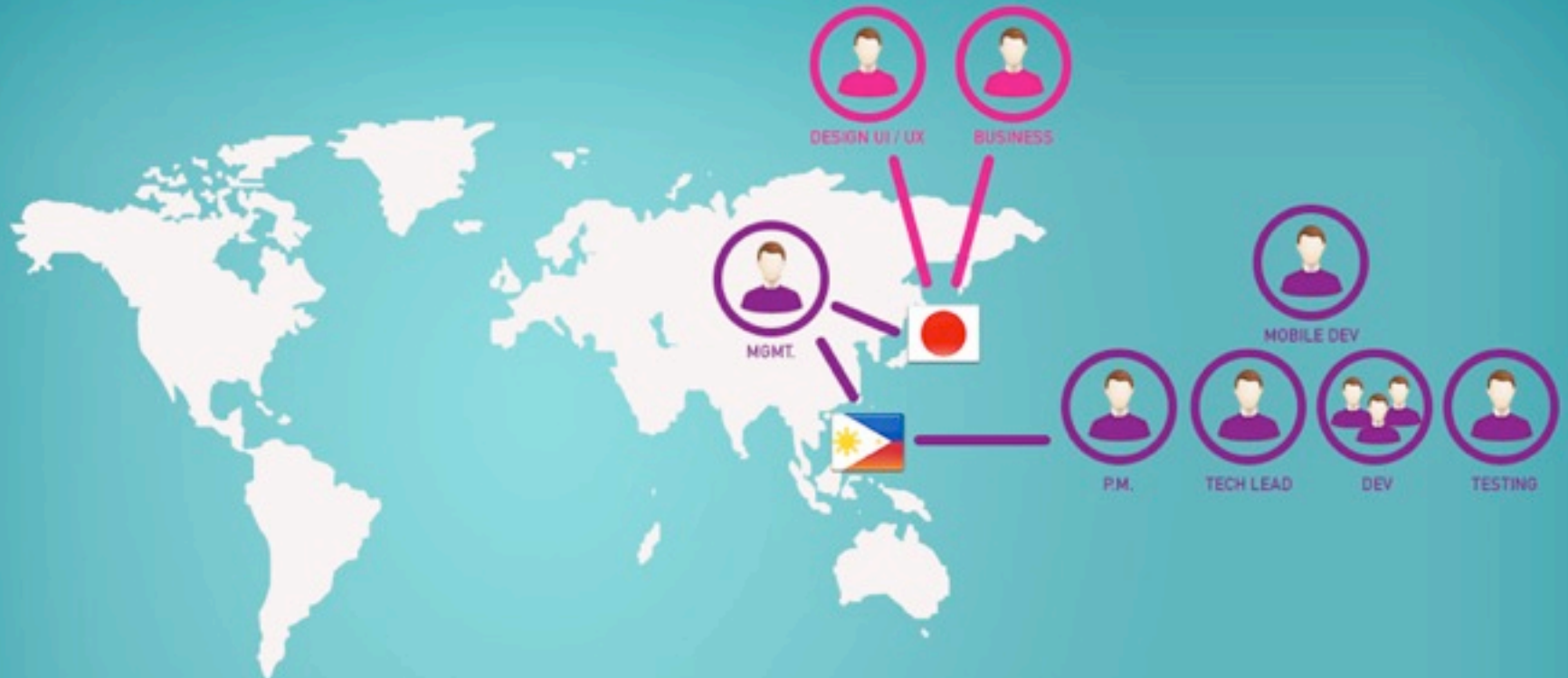


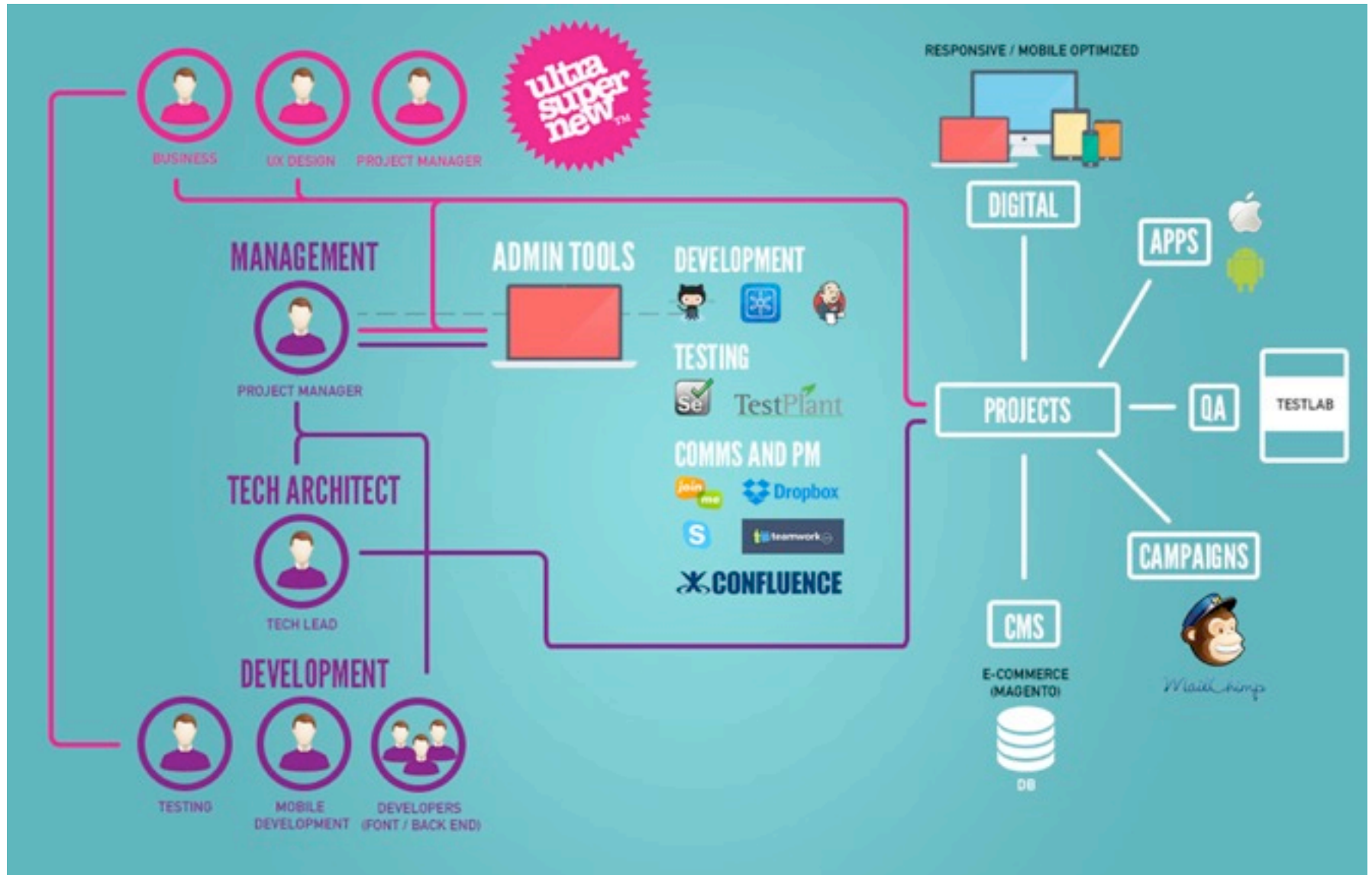
- Simplicity is key to everything we do. Deliver the core objectives of the product brilliantly
- We develop using the most appropriate technologies not the technologies we are necessarily familiar with.
- We employ the top local talent not all about cost.
- We are flexible to your needs
- Responsive to media and to bandwidth
- We are mobile centric
- We offer complete transparency through the tools we use
- We believe in rapid prototyping and visibility on the product early means there is no disappointments down the line
- Any bad news is delivered early and with contingency
- We are delivery focused but we will never over promise.
- We are social with an interest in contributing to meaningful projects
- Pure and experienced Agile approach to project management
- We deliver cost effectively



We use a number of tools for transparency, efficiency and speed

- Teamwork / Zapier / Trello for project management, task and sprint management as well as bug control.
- Confluence (Wiki)
- Toggl (timekeeping software)
- Insidio (Rapid Prototyping)
- Github (version control of code)
- Jenkins (for distributed deployment)
- Merlin (Project schedule software)
- Skype / Viber / Whatsapp (comms)
- BrowserShot.org / BrowserStack / Responsinator (for cross browser testing)





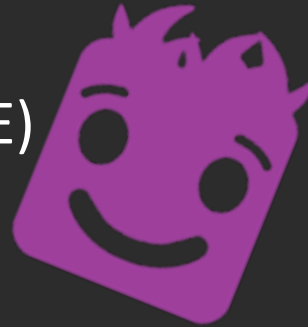
OPTION 1: A dedicated team

- They live and breathe your project
- Your employees
- IP retention
- No hidden charges when things change
- Milestone delivery
- Lower rates
- Continuity

OPTION 2: A piecemeal approach

- We manage your deliver per project or overflow
- Cost Effective
- Greater flexibility
- Fixed project cost for modules
- Get the greatest expertise in all areas of your project
- Competitive rate card
- IP still yours

THE IMPORTANT BITS (INDICATIVE)





OPTION1 PRICING: A dedicated team ball park figures

- Tech Architect
- UX / Designer
- Back End Developer
- Front End Developer
- Mobile Application Developer
- Content Manager
- Test Engineer
- PM

SENIOR / MID
YEN / MONTHLY

497,700

272,000

325,000

297,000

351,000

218,000

245,000

417,300

* Management time is charged at a day rate regardless of the option you take.



OPTION 2 PRICING: We offer a piecemeal team according to these day rates

- Tech Architect
- UX / Designer
- Back End Developer
- Front End Developer
- Mobile Application Developer
- Content Manager
- Test Engineer

SENIOR / MID
YEN / MONTHLY

37,700

21,400

24,800

23,100

27,400

17,100

18,900

ALEX CATLIN
£ / DAY

500

LOCAL
YEN / DAY

32,500

- Management (PM & AM)



- **Actual Rates will depend on candidate and base salary and are completely negotiable**
- AD Targeting – working currently with a big data, location specific, relevant advertising platform that targets ads based on CRM and machine learning – there may be synergy here.
- We have a an operational QA Lab that we will be expanding on with test devices and dedicated QA for all our projects.
- We appeal to CSR as we are a social venture at the core of what we do.
- We have a connection and affinity to Japan and experience of dealing with Japanese clients as well as being able to speak Japanese (ok not ikyu standard but pretty good).
- We can build you a fully dedicated offshore IT department for support for ongoing commitments.

NEXT STEPS





- Meet your development team and see if this is a viable partnership
- Choose a low risk project with a digital requirement
- Write a detailed SOW of the work and agree on the success criteria
- Perform the development tasks to a defined budget and schedule
- Give you the tools to monitor and check all elements of the project both during it and after it is complete.
- Post delivery look at areas we can improve and perform a post delivery assessment
- See how much money you save
- Take it from there

ABOUT US





A boutique digital agency based in the Philippines, combining experienced UK management with cost effective offshore development across all digital media.
All done with a social twist.



We give our staff the opportunity to spend 10% of their time working on local social projects. We want to give back to the community around us and give you the chance to send a powerful, socially responsible message about your IT strategy.

ITC4D - HAIYAN



Scoping and Consultancy on a Cash Transfer Platform

A system enabling efficient distribution of cash to survivors of Haiyan so they can remain in work and rebuild their community

Currently we are supporting and helping to develop a cash transfer service for victims of the Haiyan typhoon. By building a mapping platform serviceable by mobile devices operated on the ground. The system is helping to efficiently track cash delivery that is funding local people to rebuild their livelihoods in the worst hit areas .



We keep the delivery at the core of everything we do. We guarantee that our UK management and creative work hand in hand with the best affordable offshore developers and Quality Assurance (QA) teams available around.

BRANDS WE'VE WORKED WITH



BRANDS WE ARE WORKING WITH

3M

Angloinfo®



Upcoming

ASDA
THE  **TIMES**
DEBENHAMS

Next??

UltraSuperNew



Managed successful and complex digital projects for a number of world recognised brands in my time in the IT industry

**AIR
HOGS**

apptoyz



PEPSICO

DEBENHAMS

**BBC
SPORT**

vodafone

Disney

O₂

**THE
Sun**



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Thank you



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