

FarShore
PARTNERSHIP DRIVEN.



Introduction

T O F A R S H O R E P A R T N E R S

03

ABOUT US

05

OUR WORK

12

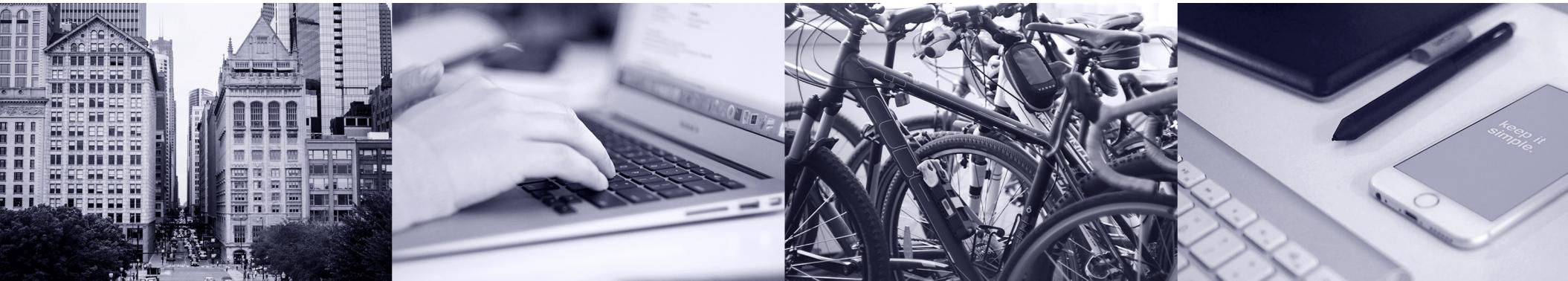
MEET THE TEAM

OUR MISSION STATEMENT



We build products so our partners can build companies

Over the years, we have worked with hundreds of partners on thousands of development projects. We build teams for our partners by organizing an optimal balance of global, full-time team members who extend capacity, accelerate delivery, and stretch IT investment further. Our partners range from early stage startups to Fortune 500 companies.



W H A T W E D O



FarShore is a custom software development and design firm that views clients as long-term partners, not one-time projects. FarShore works with clients to build applications across web and mobile platforms and offers ongoing support for existing products. Whether you are looking to build the next high-impact ecommerce portal, integrate new software interfaces with existing hardware devices, or launch the newest engaging consumer mobile application, FarShore's deep team has the knowledge and experience to be the ideal software partner for pursuing your software vision. Our vertically integrated model utilizes implementation specialists: web development, mobile development, graphic design, QA testing, project management and Dev Ops.



Concept Development

We not only help build, validate, and develop an application, but also can provide input to challenge the business model.



We take the time to understand our partners' visions and then craft a team to execute product development and accelerate delivery. Our partners view us as a part of their core team and often look to us for recommendations that support their broader strategy.



Software Architecture

Our Software Architects plan for and guide delivery of your development work streams. A manager from our dedicated architecture team takes on your project and serves as your personal resource for long-term guidance - technical roadmapping, feasibility analysis, and offline business strategy. In addition, your architect oversees and manages the individual tasks completed along the journey to implementation.

Whether you are a Fortune 500 or a nimble startup, you can greatly benefit from the consul-

tative support provided by one of our Software Architects. Each bringing multiple years of IT delivery experience, our architects go above and beyond in order to assure you're moving in the right direction. Small companies often utilize our Architects as "Fractional CTO's" - able to handle all aspects of your technical strategy. Larger companies engage the architecture team as an extension of their existing technology team.



Application Design

We design user interfaces on all platforms - web, mobile, tablets, flash drives, and even shoes!

Because we handle all design prior to development, our process keeps you involved and allows for rapid prototyping and iteration:

Design Theme Ideation. Overall feature set and concept is explored and in collaboration with our design team, you develop your theme and screen-by-screen outline.

Use Case Definition & Information Architecture. Largely completed by our design team and Architects, we examine the technical and customer-facing implications of design plans and determine the feasibility and effectiveness of previously ideated plans.

Low & High Fidelity Wireframing. Using computer models, our design team first creates a basic layout approximation in order to provide a rough visual of the product. Next, a more visually representative prototype design is created and sent to you for an iterative review.

Original Artwork & PSD creation. Actual elements of the application are created in preparation for front-end development.

HTML/CSS or other front end technologies as appropriate. Visual-facing design is coded.

Cross Platform & Responsive Design-Coded design is optimized for key platforms.



Web Development

We build applications that can improve workflow efficiency, market your services, or sell products. We specialize in custom applications, CMS frameworks, and e-commerce platforms.

With our unique partnership-oriented approach, Farshore makes the perfect custom development partner. Before design takes place, our development team learns the DNA of your business- who you are, who your customers are, and where you

are going. From there, we architect a product solution specific to your goals. Because of the extent of our resources, we can then build your mobile and web platforms and their supporting APIs.

We develop beautiful e-commerce stores that are effective on the frontend and efficient for the back office. Often driven by the strength of Magento's platform, the e-commerce applications we design are feature-rich on the backend and easy to use by your customers.

We also handle your payment, shipping, and fulfillment needs, integrating custom development as necessary.

By leveraging industry-standard platforms in the development of your CMS, we access a breadth of features. We'll customize the backend and integrate frontend design, social networks, e-commerce, and other custom blogging tools.



Mobile Development

Designing and building mobile applications is one of FarShore's core capabilities; we develop native iOS, Android & Tablet applications. Our mobile app portfolio features a wide range of functionality, key API integrations and especially innovative user interface (UI) components for both business and consumer-facing markets.

Our experience in mobile development ranges from fun and engaging consumer trivia games to enterprise-level operational support tools. At the nucleus of our approach lies simple, logical user experience philosophies aligned with next-gen thinking. Whether your mobile product needs to represent the core of your business, or serve as a

support element for ongoing operations, our developers are equipped to help you rapidly iterate and achieve your mobile vision.



Dev Ops

FarShore Dev Ops supports instance provisioning, hardening, security actions, code promotion, load balancing, backup, recovery, and a host of other core development support operations intended to enhance overall stability and uptime of your software applications.



Application Testing

Our Quality Assurance team utilizes generally accepted testing practices which focus on achiev-

ing an accelerated product launch timeline and delivering a higher-performance solution; from cross-browser to server load and use case testing, FarShore applies the principles needed to make your application reliable and scalable.



Search Engine Optimization

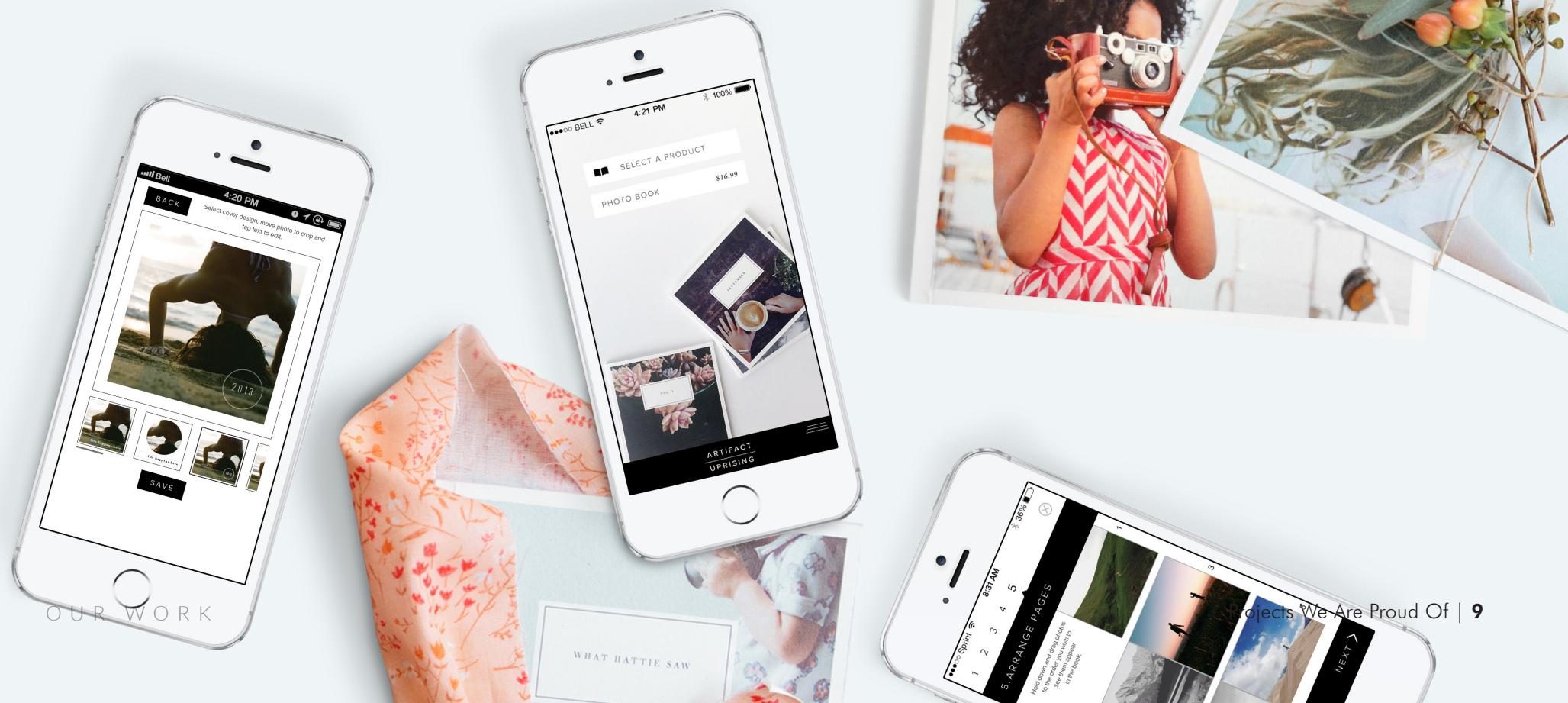
Application discovery is as important as application development. To fully maximize the benefit of your return on investment, FarShore can assist in making your business becomes a beacon for your intended audience.

PROJECTS WE ARE PROUD OF



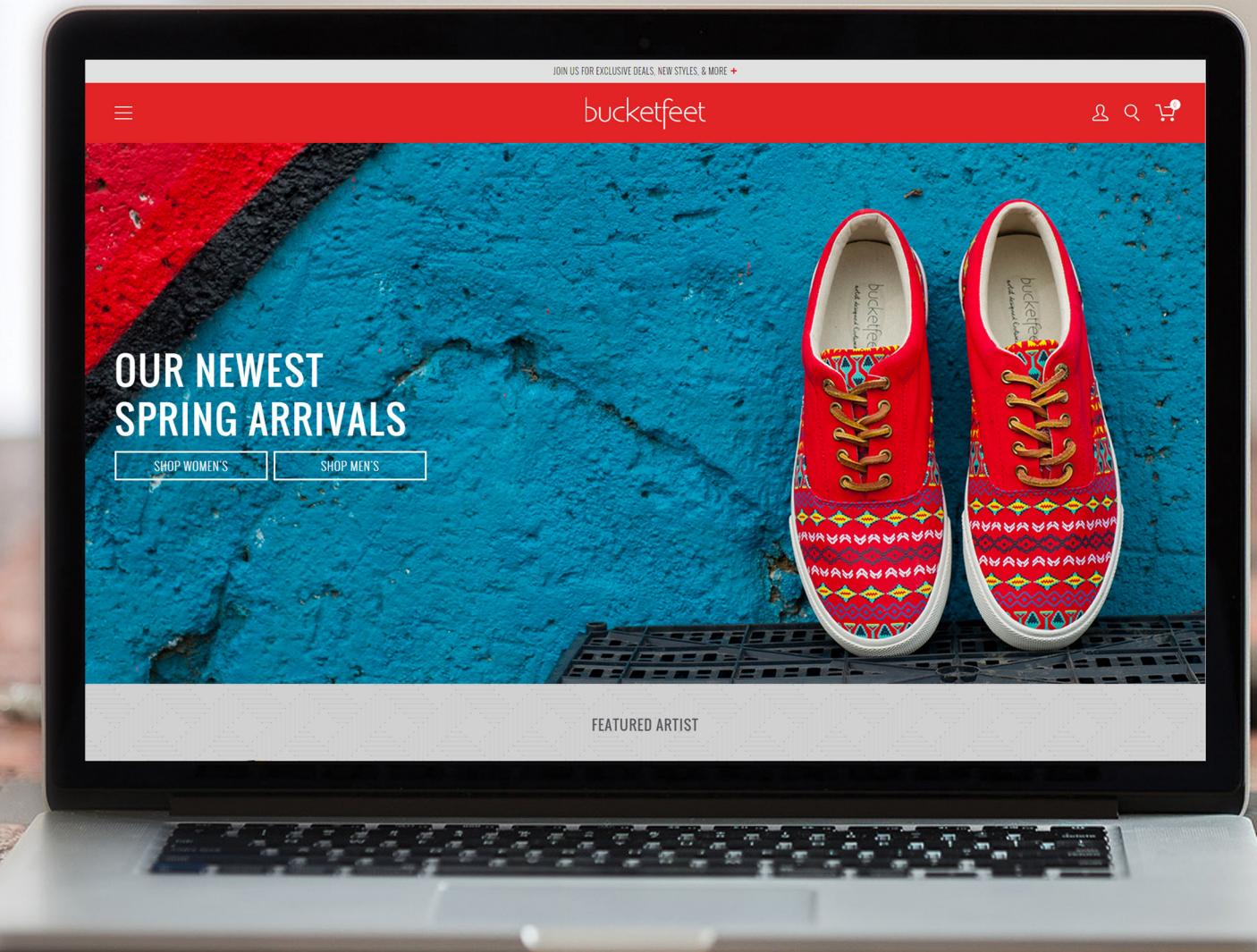
Artifact Uprising

Everyone is a storyteller. Tell on. Featured on Mashable, Apartment Therapy, and NBC News, Artifact Uprising creates beautiful user-customized photo gifts out of its studio in Denver, Colorado. Artifact focuses on taking offline experiences and using online technology to enable their transformation into permanent stories. FarShore created a full custom Magento buildout for web and iOS to enable the ordering of custom photo products. With a fully dedicated team of eCommerce developers, testers, architects, and devops, FarShore continues to help the Artifact team tell its story. Artifact Uprising was acquired by Visual Supply Co. in early 2015.



Bucketfeet

Devoted to “creating super original footwear”, Bucketfeet is a Chicago-based shoe brand that collaborates with artists across the world. Through Dashfire, FarShore has led design, development and architecture of the e-commerce storefront since Bucketfeet’s launch in 2011. They have supported the growth of the company from a napkin idea to a global brand with millions of customers from around the world and art curated from their community of over 18,000 artists.



Apptuto

Apptuto is a gamified, social learning platform for Finance and Accounting qualifications. Despite being highly motivated to pass, the vast majority students studying for professional certifications, such as the Chartered Financial Analyst Program (CFA), fail. Apptuto has changed this, by gamifying learning and allowing people to study anywhere, anytime.

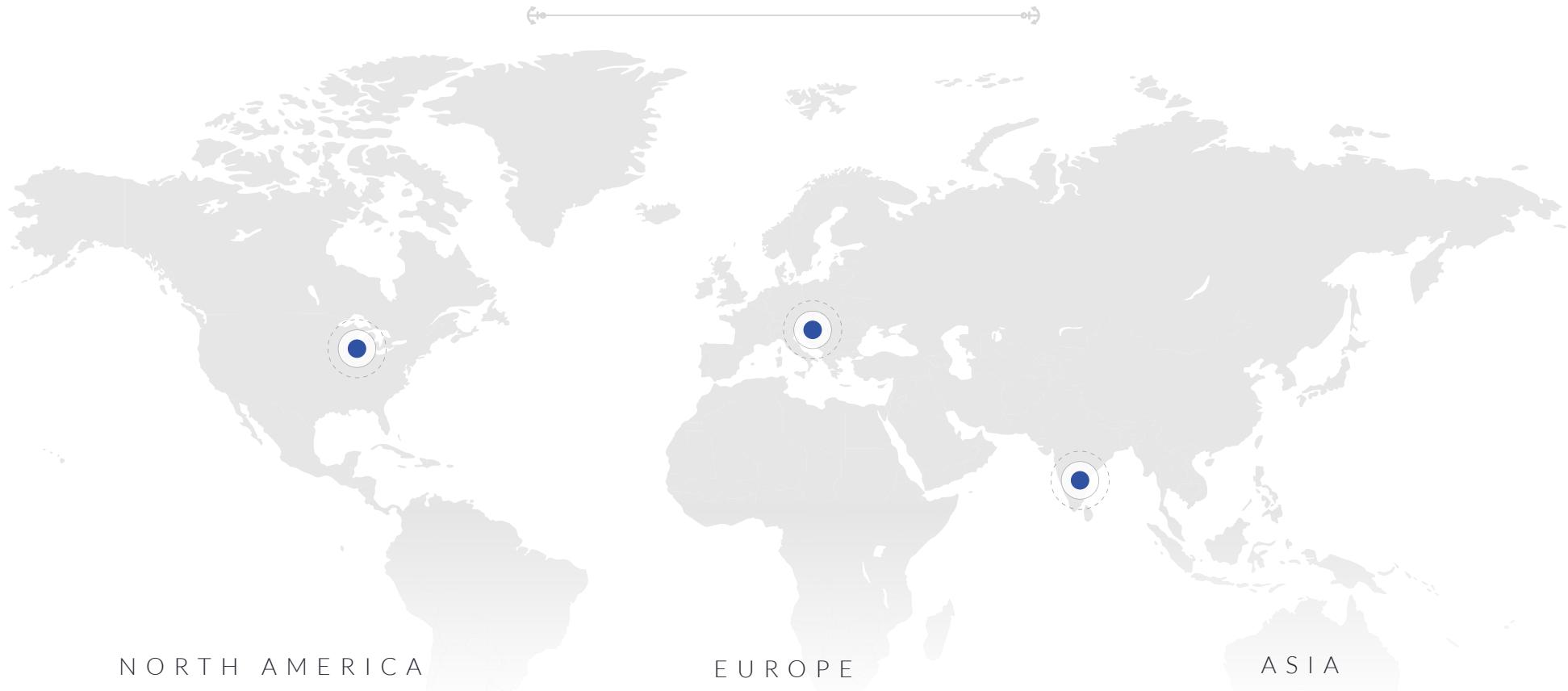
Apptuto's focus is on increasing students studying efficiency. Apptuto is selling to Fortune 500 companies and is a scalable platform for other

standardised courses. Apptuto is a member of the CFA Institutes Prep Providers Program, meaning their learning resources are up to date and that they follow the CFA Institute's guidelines.

Over 3000 questions with detailed explained answers written by experienced tutors holding the Chartered Financial Analyst® designation. Apptuto's Similar Question Generator allows you to generate new questions so you can practice a formula multiple times.



OUR LOCATIONS



NORTH AMERICA

Chicago

9:00 AM - 5:00 PM Central U.S. Time

Team Size: 4

- Corporate HQ
- Business Development
- Account Coordination

EUROPE

Zagreb

3:00 AM - 11:00 AM Central U.S. Time

Team Size: 20

- Software Architecture
- Project Management
- Design
- Accounting, Finance & HR

ASIA

Madurai

3:00 AM - 1:30 PM Central U.S. Time

Team Size: 110

- Web & Mobile Development
- DevOps & Infrastructure
- Testing
- HR

Z A G R E B T E A M



Our office in Croatia counts 20 team members in the area of Software architecture, Project management, Accounting, Finance, HR, Design, SEO and Android. Our entrepreneurial team is focused on expanding its global presence by working on interesting projects and encouraging dynamic workflow. We appreciate the positive attitude, initiative, motivation to learn and at least - good sense of humor :)

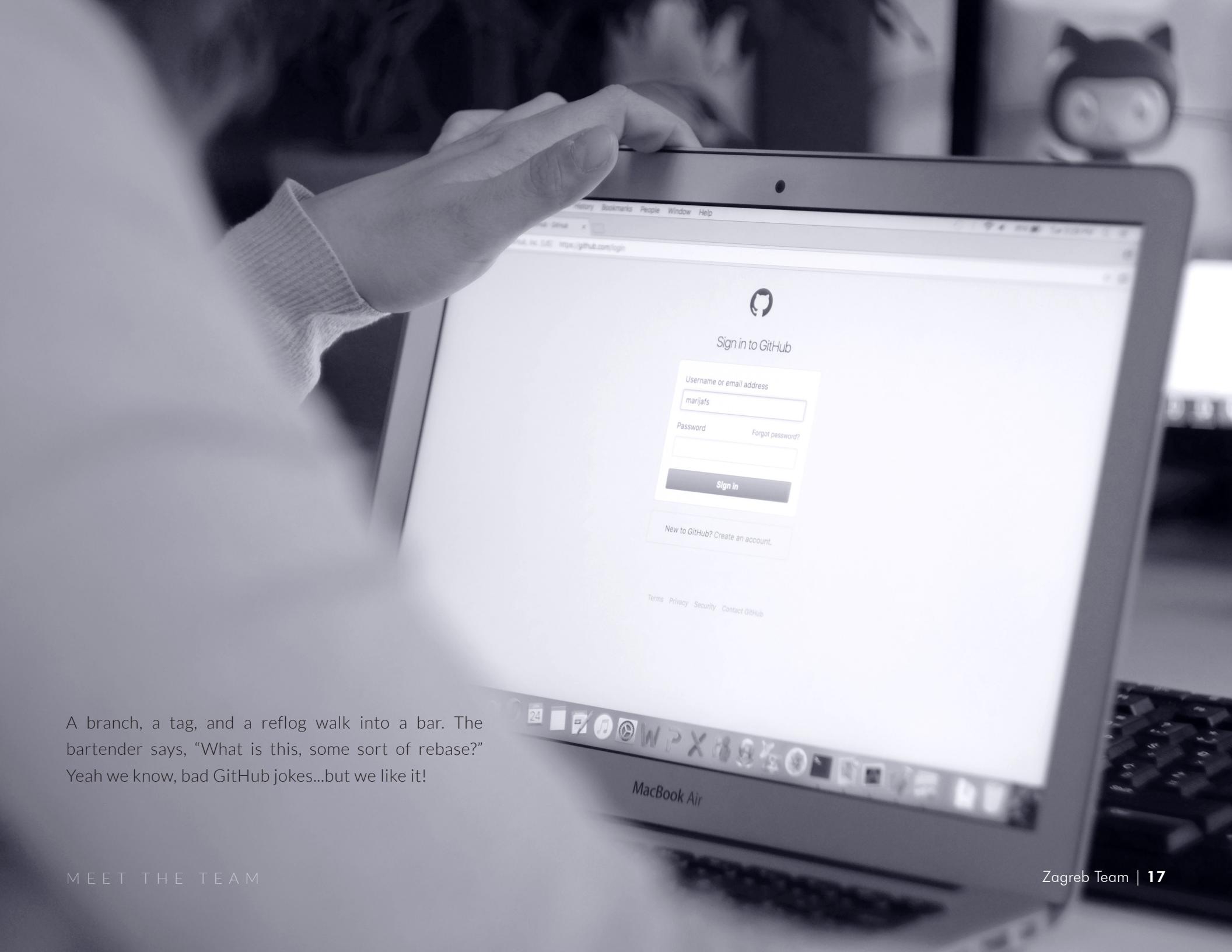




Our Project Manager Janko is just posing for a shot, he usually does not know how to play darts (but he enjoys driving bike in the office).

Management is very protective about the sofa,
they don't like to share so it's only natural that
everyone else is also using it.





A branch, a tag, and a reflog walk into a bar. The bartender says, “What is this, some sort of rebase?”
Yeah we know, bad GitHub jokes...but we like it!

W E L C O M E F R I E N D



“It is not the ship so much as the skillful sailing
that assures the prosperous voyage.”

GEORGE WILLIAM CURTIS

L E T ' S S A I L

Together

FarShore
PARTNERSHIP DRIVEN.