



Qwertee Technology

**Value Proposition
2020**

Turning data into business value



Helping You Build & Supercharge Your Data

We match your business needs if you are a Digital Leader of a tech-driven company with little to no data knowledge

Data solutions give your business



Personality

A clear technical roadmap will give your products vision and be stable features for business development



Shared knowledge

Data science is more than software development. It gives you the unique advantage of sharing all your company's data and solving all your company's challenges



Credibility

Having control over your data, creating a sustainable business and automating your operations will make you reliable and trustworthy to your customers and partners



Creativity

Data is the #1 innovation driver. Data solutions empower you to make real-time decisions, boost business development and build exactly the right new products

10 Things We Know About You

1. YOU NEED

simple, relatable solutions

- ◆ Data solutions are sometimes very complex, that's why building a data team is hard to start with
- ◆ **We explain data science in a business context** that relates to you and your teams
- ◆ We introduce complexity only when required: **Why use a Neural Network if a linear regression is enough?**

2. YOU HAVE TO address business metrics

- ◆ **Business & technology metrics are equally critical**
- ◆ We know how important it is for you to justify the need for automation when asking for **data budgets**
- ◆ We help you address them

3. YOU WANT partners not afraid to say NO!

- ◆ We assess your projects and **we tell you point blank if the data roadmap is not sustainable**
- ◆ Once we start the process, **we document** both our joint failures and successes
- ◆ **Together, we decide** what works, what doesn't and how to set up efficient workflows

4. YOU REQUIRE problem solvers & innovators

- ◆ **Innovation is one of our core values**
- ◆ **We dedicate brainstorming sessions** to your projects
- ◆ **We combine technical and industry research** so that when you have a problem, we can come up with the appropriate solution

5. YOU EXPECT them to invest in your partnership

- ◆ **Our main partnership objective is your company's success**
- ◆ We constantly invest in training our dedicated teams
- ◆ We make sure they acquire skills and open-source software that could help your projects

10 Things We Know About You

6. YOU DESIRE

a company capable of bringing your ideas to life

- ◆ We are Creative
- ◆ We are Agile
- ◆ We leave no stone unturned in order to conceptualize your ideas and deliver the best possible version of your product

7. YOU PREFER someone that shares knowledge

- ◆ We offer best practices
- ◆ We share technical knowledge
- ◆ **We get invested in your product development to make sure you achieve the best business results and exceed desirable KPIs**

8. YOU BELIEVE industry expertise & a fast pace really are NICE-TO- HAVES

- ◆ We might or might not have experience in your industry yet
- ◆ **We do have a solid business know-how and an academic discovery process**
- ◆ **We learn fast** what it takes to deliver relevant solutions for your specific needs

9. YOU HOPE FOR a streamlined communication

- ◆ We want you to consider us as an extension of your company
- ◆ We encourage hands-on collaboration between our clients and our teams
- ◆ We constantly make sure there's no communication bottleneck between our joint teams

10. YOU WON'T SETTLE FOR LESS than total transparency

- ◆ From discovery-phase to onboarding and delivery, we provide complete transparency into our partnership models, processes, teams and tools
- ◆ We create a common roadmap, document every step of the way and keep communication lines open at all times

How can we help?

We back up your strategy with a data game plan

- ◆ **Working together with you to integrate a data strategy into your business roadmap**
- ◆ Providing the right insights for you to define your strategy
- ◆ **Asking the good questions like:**
Why do you have to change? What will it accomplish?
- ◆ Why do you need data solutions?
- ◆ **Defining your data vision and the business value it will bring** to your technical roadmap, customers and board

We set up hiring plans, trainings & milestones for your future team if:

- ◆ **You need workshops** for your existing software teams
- ◆ **You want to build an inhouse data teams:** We assess the team size, skills and provide technical interview consultants and short-term Project Managers until successful team kick-off

We design a customized technical assessment

- ◆ **Setting up a technical roadmap**
- ◆ Creating a specific Research & Development process
- ◆ **Making recommendations,** documenting every step of the process

We implement the project

- ◆ **Embedding dedicated people** directly into your teams OR taking full ownership of the project.
- ◆ **Developing a common project roadmap,** deliverables and documenting every step of the process
- ◆ **Using Agile methodologies & Scrum practices** for project implementation Setting up sprint outcomes and product backlog items
- ◆ **Arrange daily stand-up sessions and regular sprint reviews** to collect general feedback from stakeholders, consulting with them and sharing progress.
- ◆ **Spending good quality time to review deadlines, budgets, identify risks** and analyze data for new product releases



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