APPLETECH

where possibilities meet technology

CERTIFIED
ISO
9001:2015
COMPANY

ABOUT US

AppleTech was founded in 2009 by a team of professionals from Fortune 500 companies. Since then, the company has been working as offshore software development partners for many IT and non-IT Companies and successfully delivering solutions across the world.

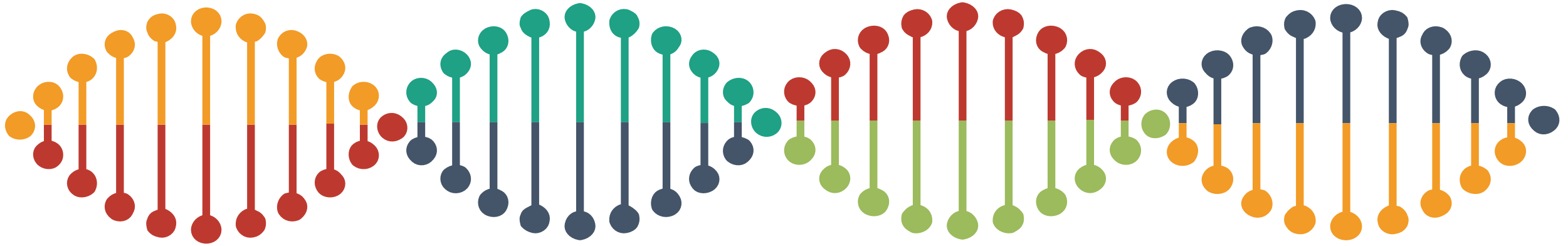| 12	80+	250	14
Years of Experience	Team Size	Projects Executed	Sectors Served

www.appletechsoft.com

OUR DNA

QUALITY

TRANSPARENCY

COMMITTMENT

CUSTOMER SATISFACTION

SERVICES
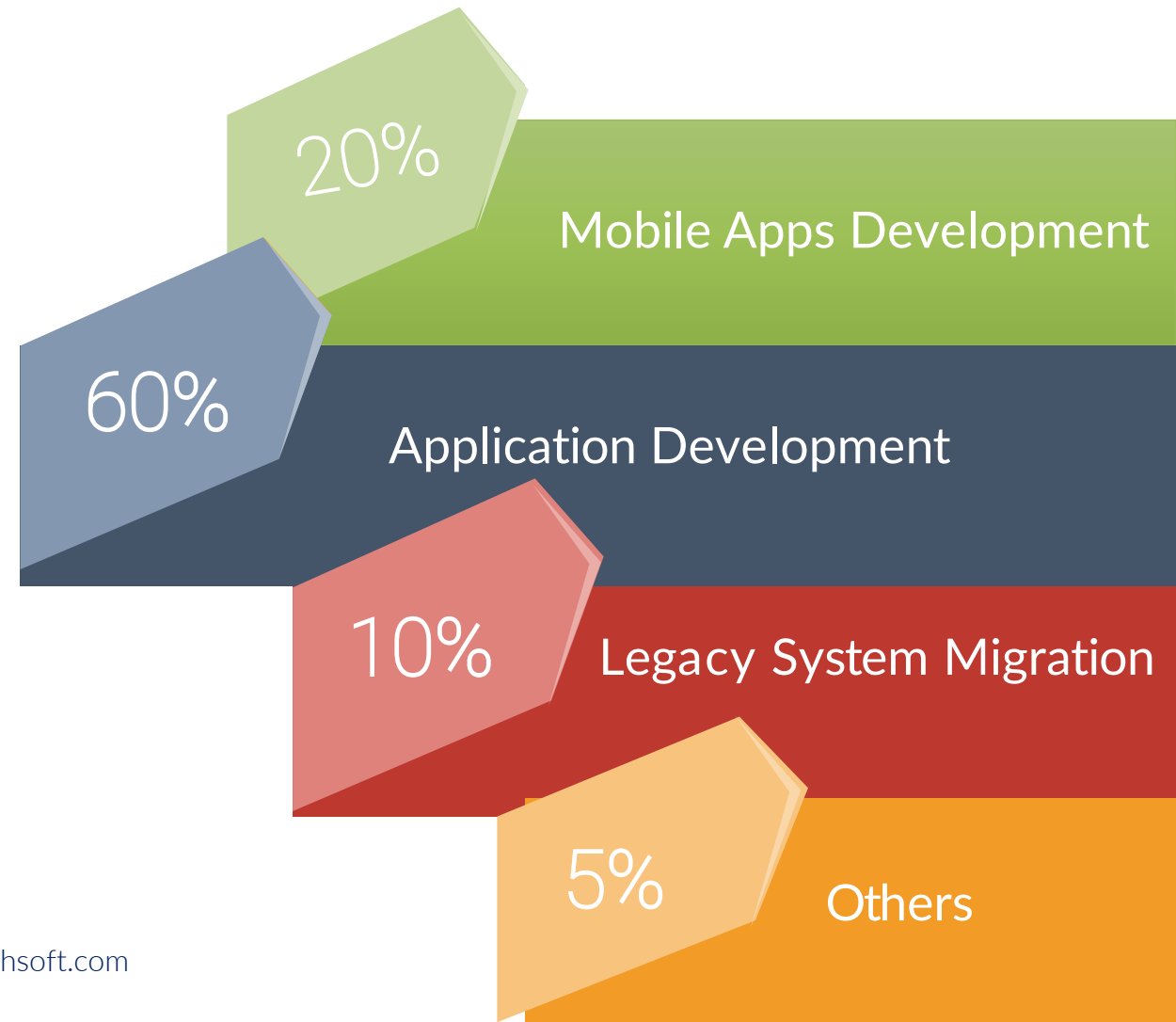
Development

Data Management

Quality Assurance

Customer Support

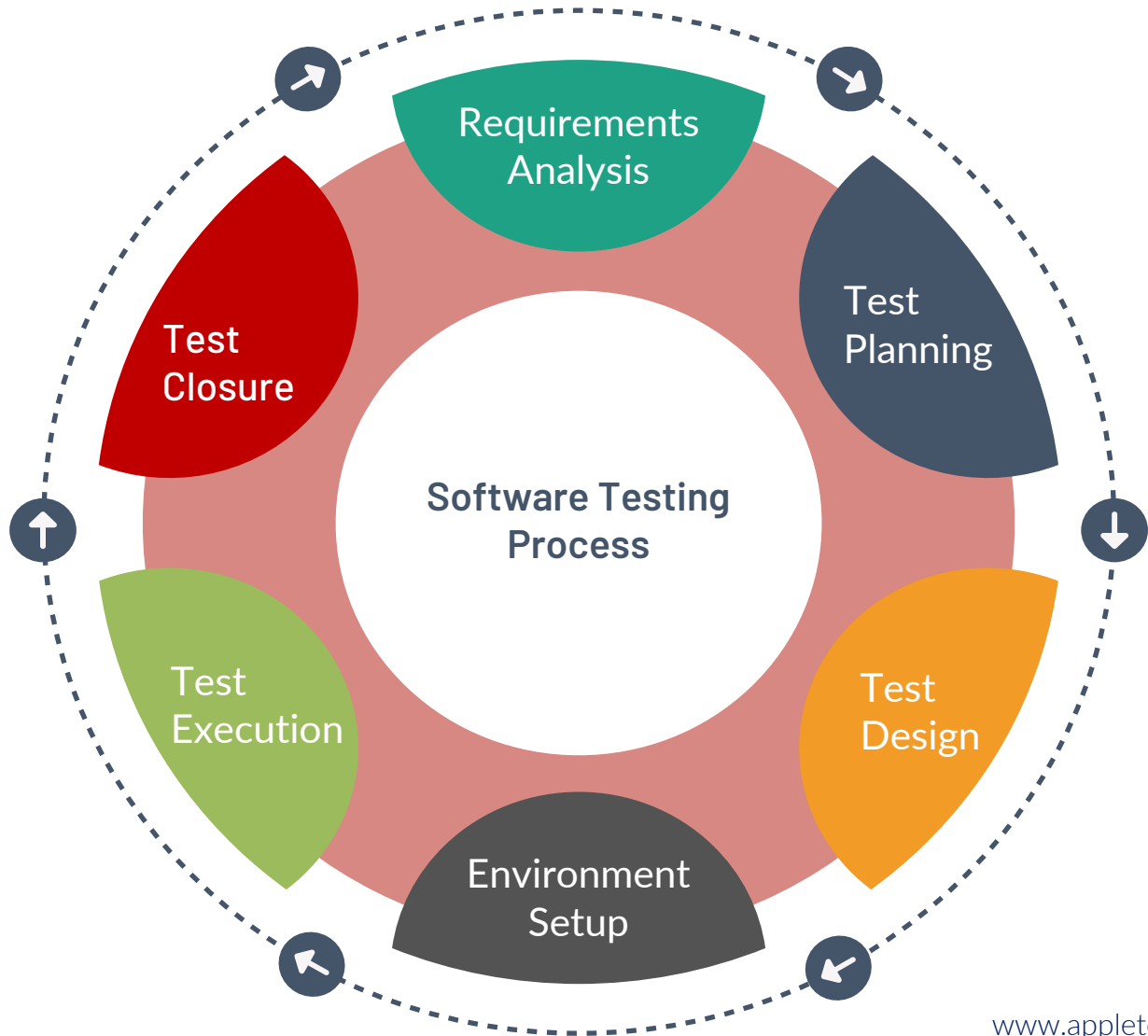# SERVICES - DEVELOPMENT

Offerings

- SaaS Product Development
- Web Application
- eCommerce
- iOS and Android Apps
- Block Chain
- Agri IoT
- Cloud Architecture & Design
- Data Analysis and BI
- Redesign and Legacy Migration

20% Mobile Apps Development

60% Application Development

10% Legacy System Migration

5% Others

SERVICES – QUALITY ASSURANCE

Software Testing Process

- Requirements Analysis
- Test Planning
- Test Design
- Environment Setup
- Test Execution
- Test Closure

- Implemented manual and automation testing for Web and mobile applications.

- Worked in Agile Environment and using Agile methodologies.

- Well-versed in conducting performance testing, API testing.

- Tools: Selenium, Katalon, jMeter, Postman and others.
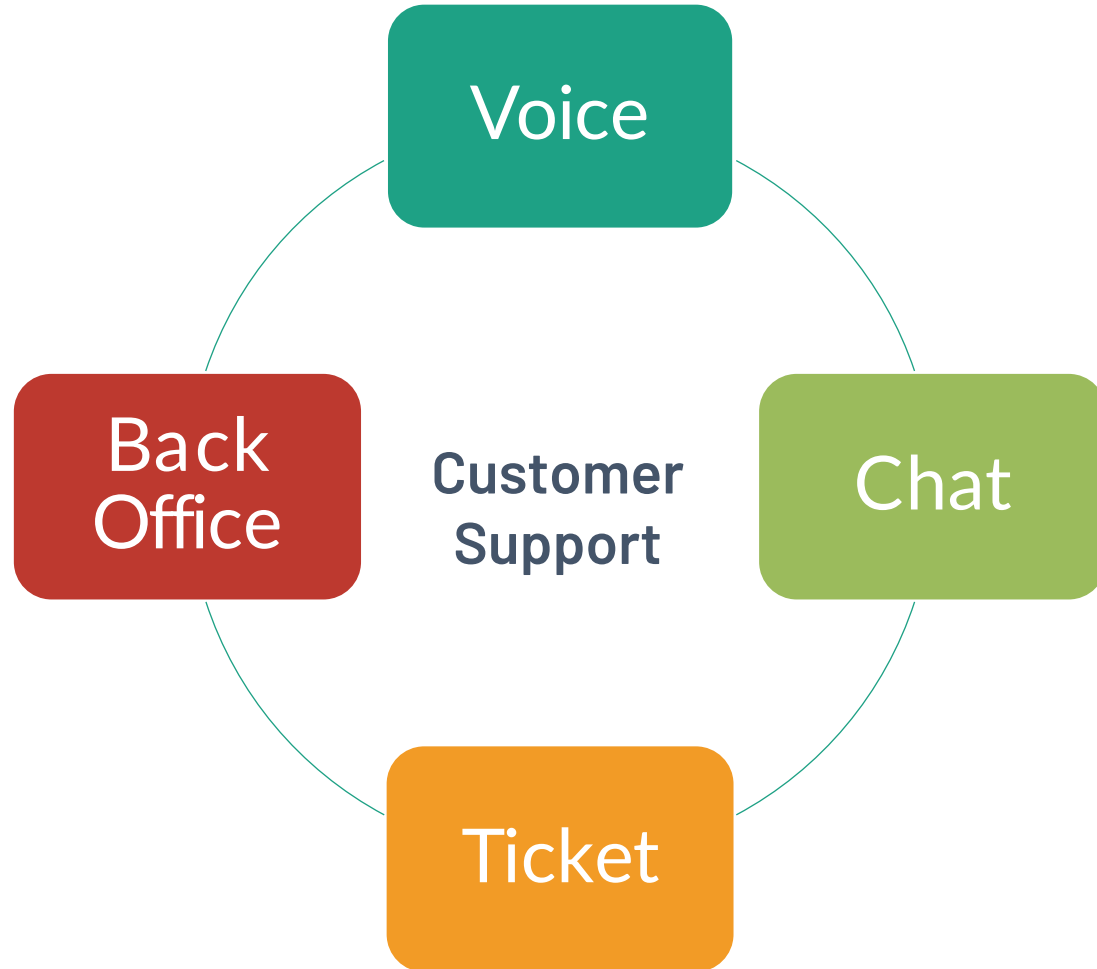
SERVICES – DATA MANAGEMENT

- Wide experience implementing database architecture and transformation projects.

- Defined processes for bringing over legacy data from yester year systems.

- Love converting data into information through the use of tools such as Kibana and Tableau.

Database Design

Data Transformation

Data Management

Data Integration

Data Analytics
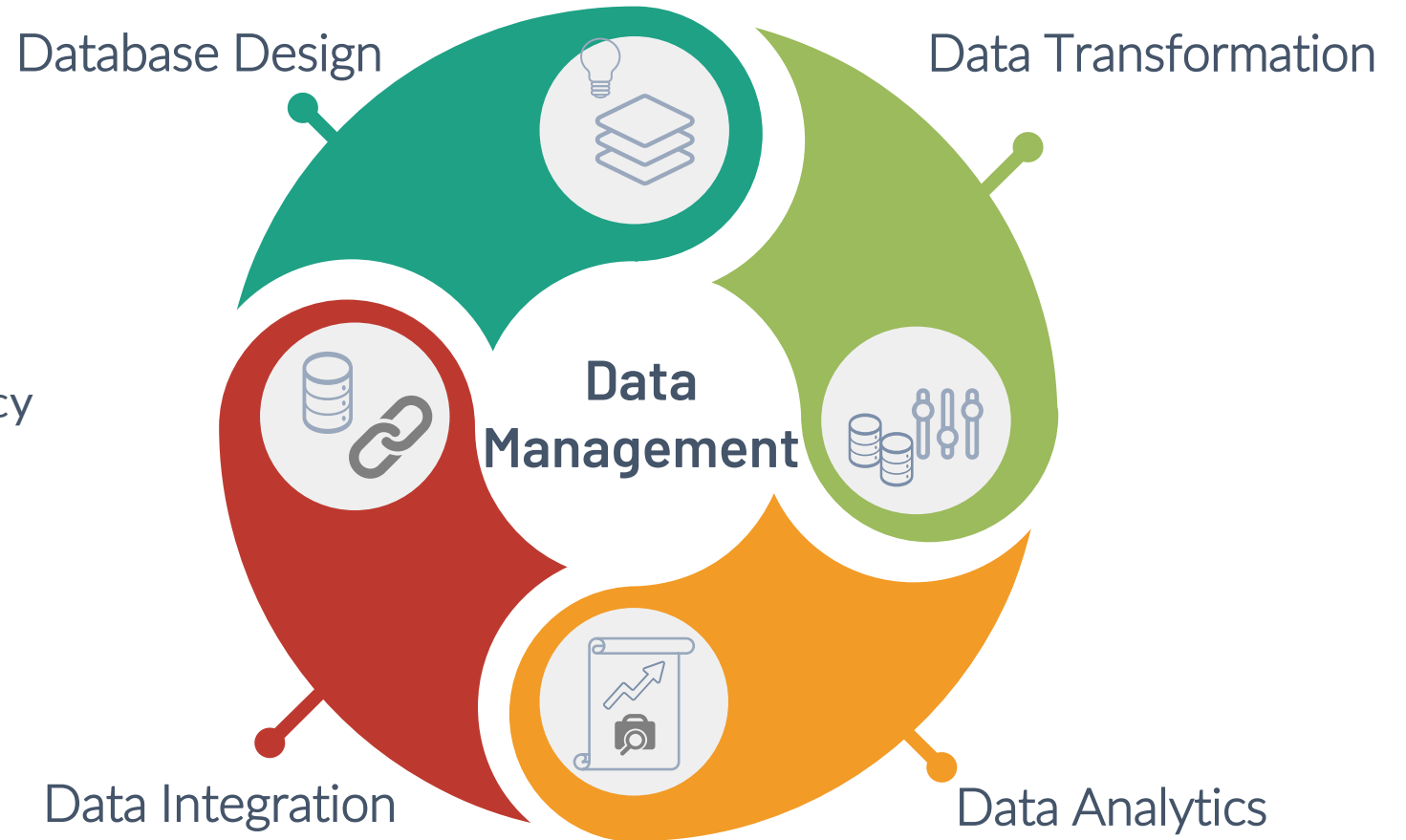
SERVICES – CUSTOMER SUPPORT

Voice

Chat

Ticket
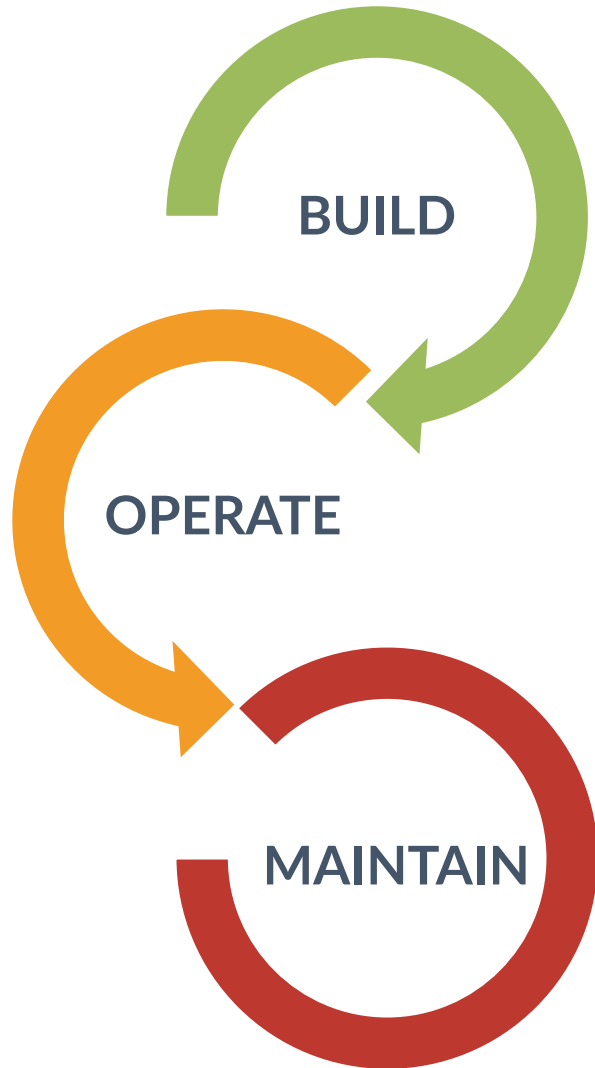
Back Office

Customer Support

- Inbound
  - Customer Support, Technical Support

- Outbound
  - Sales, Debt Collection, Lead Generation

- Surveys & Lead Generation
  - Market Research

- Email & Chat Support
  - Support with predefined SLAs

www.appletechsoft.com

ENGAGEMENT MODEL

BUILD

OPERATE

MAINTAIN

- **We** build a dedicated team and promote your <u>Brand</u> here.
- **You** can get involved in the hiring process.

- **You** operate the day-to-day work of each team member, their schedules with <u>your standards</u>.

- **We** manage the HR & IT support & administration.
- **We** ensure individual growth of each team member.

www.appletechsoft.com

B-O-M PROCESS

No Infra Investment

We will take care of basic infrastructure needed.

Define Requirements

Define skillsets, experience, billing-rate required for the positions.

Interview & Recruit

Take final interview of the shortlisted candidates before making an offer.

Build Departments

Build your office with different departments such as engineering, marketing, support…

Build – Operate - Maintain

B-O-M MODEL BENEFITS

- Think of this structure as your "Subsidiary".

- Ease of scaling up and access to a large resource pool (onsite/remote).

- No administrative, operating expenses and pay only 1 monthly invoice for the full team.

- Follow your employment terms and company policies.

- Pay fixed monthly rate and no additional billable hours when extra work is done.

- Get AppleTech's ad-hoc project management services on hourly basis, if needed.

- Dedicated team bonding & leadership events and activities just for your team.

CASE STUDY: B-O-M MODEL

2017
B-O-M Model Setup
Setup Full-Stack Development team on B-O-M model

2019
Acquisition by Competitor
With a very high sales volume, got acquired by USA's 2nd largest competitor

2021
Acquisition by PE firm
Got acquired by a private equity firm and has the highest profit margin among the portfolio companies

2014
Startup (Legal Accounting software)
Started in 2012 with 3 team members and AppleTech as the fourth

2018
Setting of New Department
Formed Data Migration team to migrate customers' existing data to the new software with SLA of 24 hours and 99% data accuracy

2020
Expanding Customer Support
Expanded departments such as Marketing, Customer Support. Setup team of SEO, Graphics Designers, Salesforce & Hubspot, Chat & Voice Support experts

2022
More than 35 employees are working from India and the team is growing fast

CONTACT US

Email
info@appletechsoft.com

Phone
+1 203-987-2021

Website
www.appletechsoft.com

Thank You

USA

INDIA

US SALES OFFICE
2521 Cromwell Drive
Wyomissing, PA - 19610

INDIA HEAD OFFICE
A-FF/102 Corporate Park, Kalali
Vadodara, Gujarat - 390012