



**We build your digital
teams and solutions**



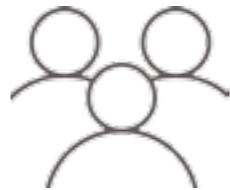
WE ARE PYCO

We are a global team of passionate consultants and developers who accelerate your digital transformation and deliver result driven digital solutions.



+18

YEARS EXPERIENCE



+450

PEOPLE



9

OFFICES



4

CONTINENTS



Why is Pyco **different** ?



WHY IS PYCO DIFFERENT ?

***" Digital Transformation implies that
more needs to happen In-House "***

PYCO Group

WHY IS PYCO DIFFERENT ?

Our mission is to help you grow your internal digital practice and deliver cutting edge solutions.

PYCO was originally created to support digital growth within agencies. As the industry progressed and all major clients created internal agencies, we were naturally positioned to support the growth of those new entities.

Our agency experience gave us the discipline of:

- quality
- collaboration
- cost control
- reporting
- continuous innovation.

Our leadership team reflects the company's history and expertise.



WHY IS PYCO DIFFERENT ?

We are engineered to empower your team to do more

We allow your team to do more and accelerate concept to delivery time line through:



Continuous knowledge sharing



Extensive partnership management skills



Efficient Discovery missions



Rapid prototyping and POC's



Scalable production capabilities



Quarterly client think tanks

WHY IS PYCO DIFFERENT ?

Our consultants are exposed to more



**+2500 digital missions
successfully completed**
across for 4 continents
for the last 18 years.



Our consultants
have seen first hand
**what works and
what doesn't**

WHY IS PYCO DIFFERENT ?

PYCO values



TEAM FIRST

The people we provide and the projects we deliver aim to build a better digital team for our partners.



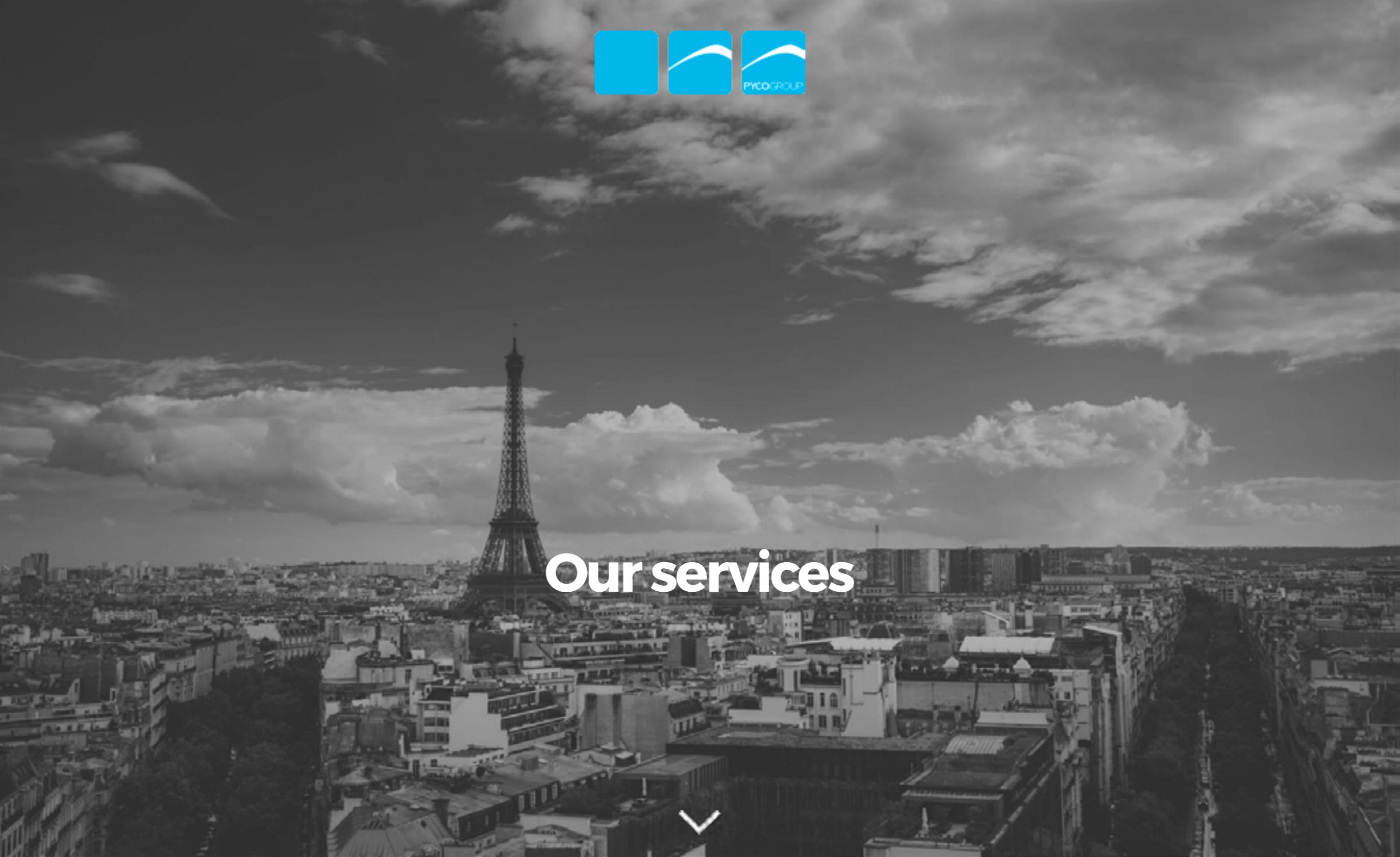
FLEXIBILITY

We strive to be the most flexible solution for our clients to grow their teams and deliver their projects.



CLIENT SATISFACTION

it always comes first.

An aerial, black and white photograph of Paris, France, featuring the Eiffel Tower prominently in the center-left. The city's dense urban landscape is visible, with numerous buildings and streets. The sky is filled with large, dramatic clouds. The text 'Our services' is overlaid in white on the lower part of the image.

Our services



OUR SERVICES

Consulting & Staffing

PYCO CONSULTING is a specialized consulting and staffing agency for all your IT and digital needs.



Grow your onsite team

Distributed Development

PYCO DIGITAL is a premium web and mobile development agency.



Expand your dev team

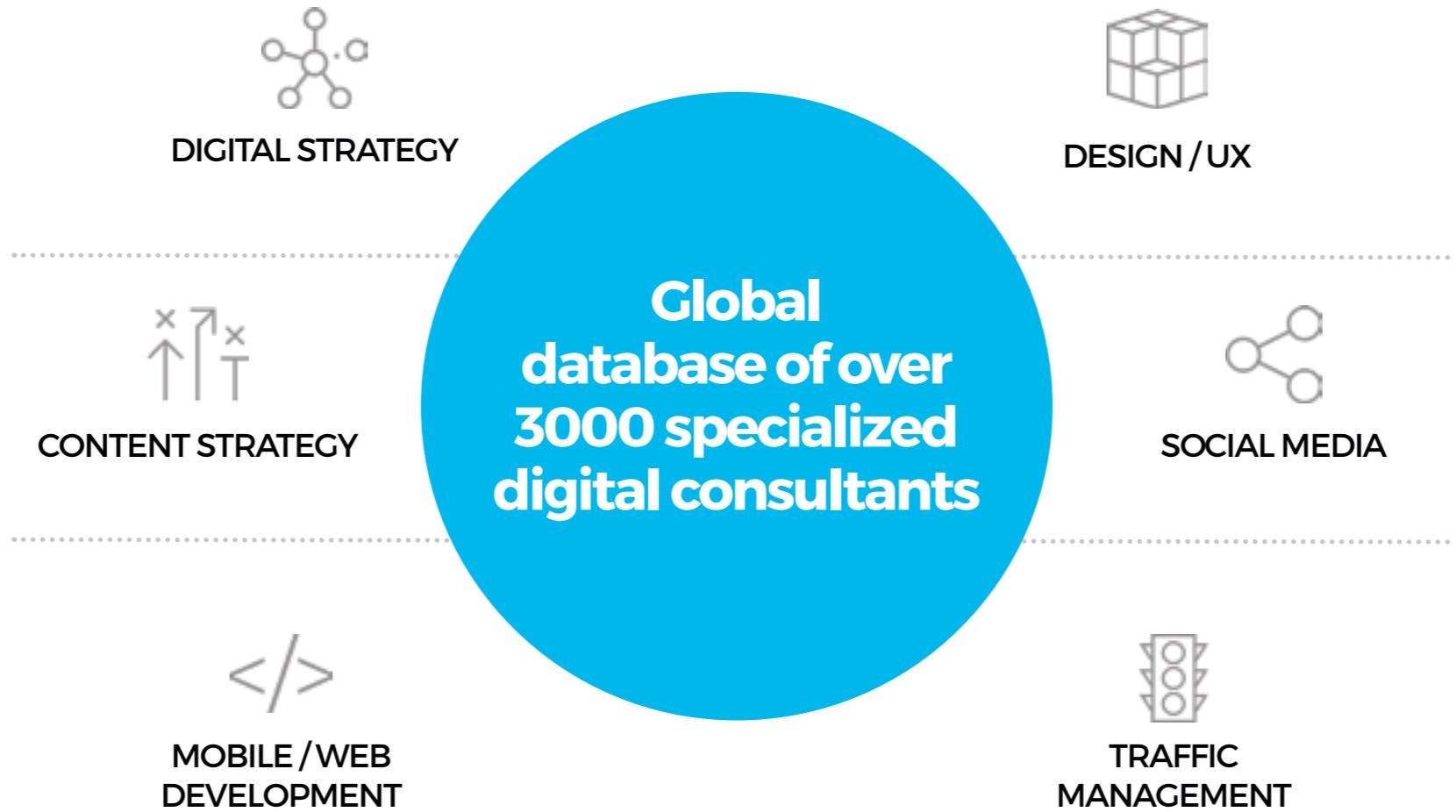
BOT Model

PYCO VENTURES specializes in the Build-Operate-Transfer model to successfully launch your overseas development subsidiary.



Launch your own dev center

We grow your team with Exceptional talent.



PYCO CONSULTING - OUR CONSULTANTS.

This is not an all inclusive list but rather a guide to get us started. If you are not seeing what you are looking for, [just ask.](#)



DIGITAL STRATEGY

Brand Strategist
Business Intelligence
Channel Manager
Digital Architect
Digital Marketing Manager
Digital Merchandiser
Digital Transformation Manager
Innovation Manager
Marketing Data Analyst
Marketing Director
Marketing Researcher
Product Manager
Program Manager
Strategic Analyst
Strategic Planner



CONTENT STRATEGY

Bilingual Copywriter
Content Manager
Content Strategist
Copy Editor Performance
Copywriter
Editorial Manager
E-reputation Manager
Technical Writer
Press Release Writer



SOCIAL MEDIA

Advertising Manager
Community Manager
Facebook App. Dev. Manager
Social Media Coordinator
Social Media Strategist



TRAFFIC MANAGEMENT

Advertising Manager
Business Intelligence
Campaign Manager
Analytics Manager
Pay-Per-Click Analyst
Performance Manager
Project Manager
SEA/SEM Specialist
SEO Specialist
Traffic Manager
Web Analyst



DESIGN/UX

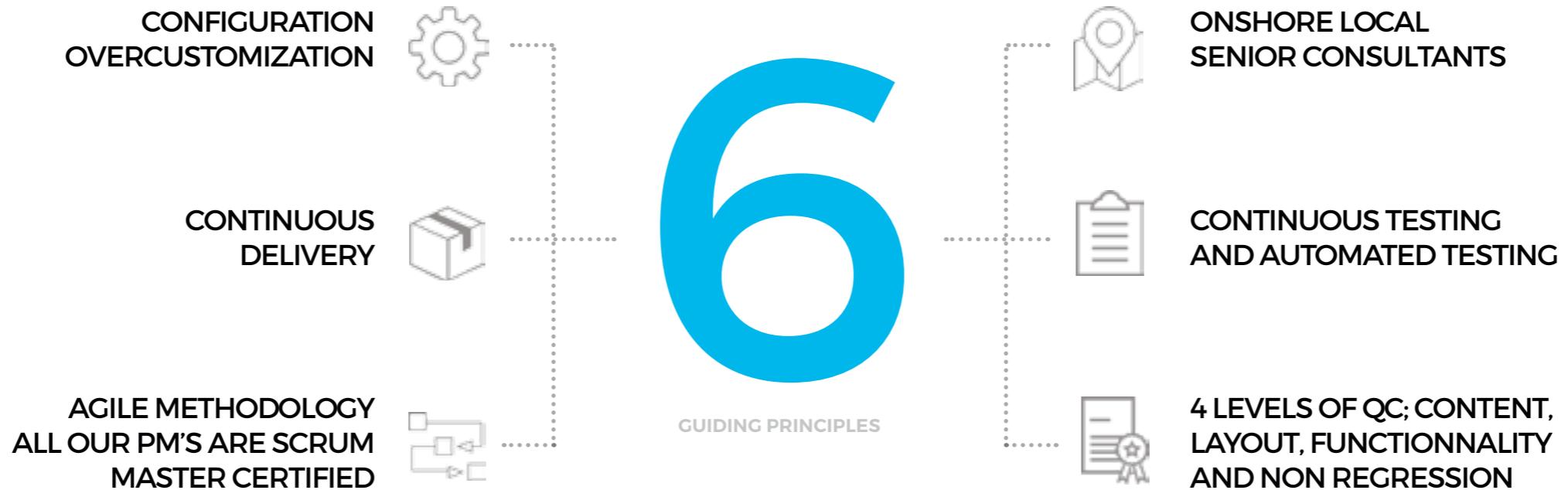
Art Director
Creative Director
Design Manager/Director
Epro
Graphic Designer
Information Architect
Multimedia Designer
Usability Researcher
Usability Specialist
User Experience Architect
User Interface Designer
User Interface Developer
Web Designer



MOBILE/WEB DEV.

Business Analyst
CMS Developer
Database Developer
eLearning Designer/Developer
E-mail Designer/Developer
Mobile Application Developer
Online Merchandiser
Programmer
Quality Assurance
Tester/Manager
Software Interface Designer
Technical Architect
Technical Project Manager
Web Designer
Web Developer
Web Producer

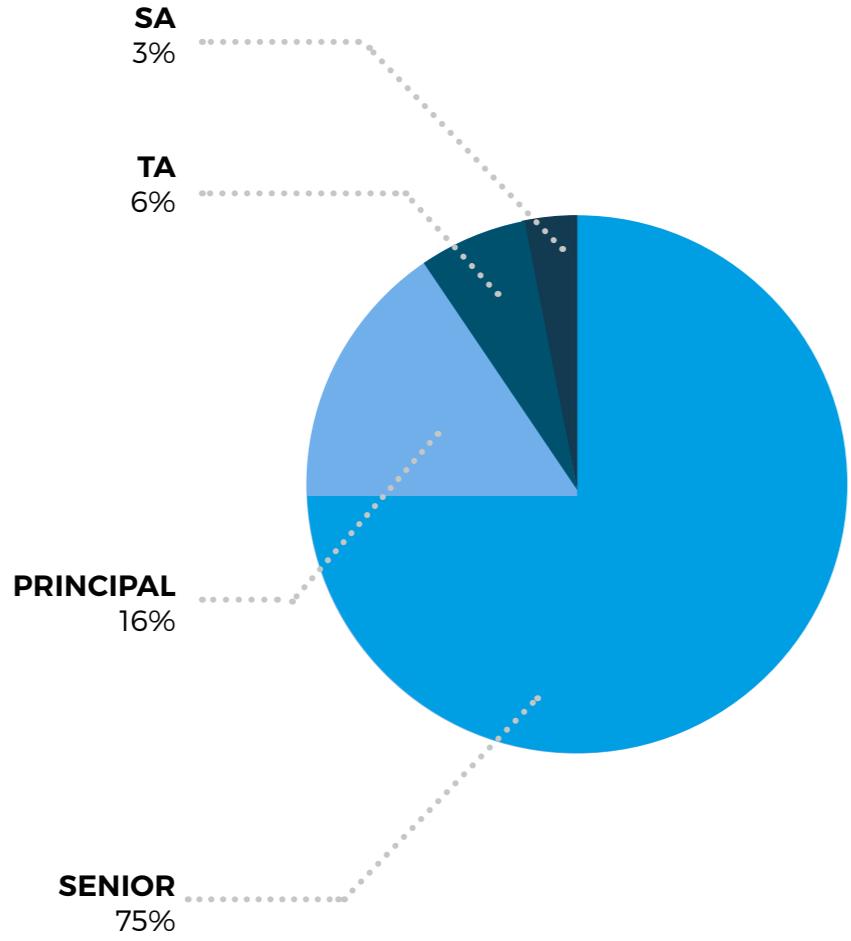
We believe in development created with passion, close attention to detail and most of all that client satisfaction comes first.



PYCO DIGITAL - OUR TECHNOLOGIES

MOBILE	FRONT-END	BACK-END	CMS	E-COMMERCE	DATABASE	DEVOPS
   	       	      	      	  	   	   

PYCO DIGITAL - TEAM OVERVIEW



TEAM MANAGER
Responsible for leading and supervising a team of engineers

- 10+ years of experience
- Recruit, train and mentor team members to ensure their skillset is up-to-date
- Do performance review, supervise and lead develop, maintain or design solutions in the project
- Do technical supports for team members and other departments

SOLUTION / TECHNICAL ARCHITECT
Define the overall structure of a program or system, select the appropriate technology platforms, oversee IT assignments to ensure all parts of project run smoothly

- 8+ years of experience
- Have solid working knowledge of system architect and design - Hands-on assistance with software development process (code integration, deployment automation, etc)
- Technical solution supports in the project. Solve performance, scalability and security issues

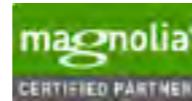
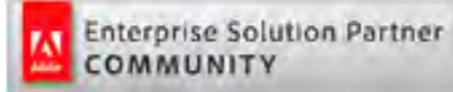
PRINCIPAL DEVELOPER
Lead a team in the technical aspect to achieve the project's goals

- 5+ years of experience
- Strong team leading skills: communication, presentation, coaching
- Have strong technical background, software design principles, methodologies and best practices, e.g. TDD, Scrum, XP, Pair Programming ,etc.
- Participate in design and developing the project
- Set up project, code review, code integration, deployment and delivery
- Train, coach, support team members for solving problem

SENIOR DEVELOPER
Experienced developer who participates in project development

- 3+ years of experience on real projects
- Solid understanding of related technologies
- Has problem-solving skill and ability to work independently Can work independtly, analyze requirements, design low level, do coding, peer code review, etc.
- Support TL & PM to integrate and build code

PYCO DIGITAL - OUR CERTIFICATIONS

PROJECT MANAGEMENT	DEVELOPMENT	QUALITY CONTROL	DESIGN STUDIO
 	    		  
<p data-bbox="329 1008 658 1041">BUSINESS ANALYSIS</p>   	  		

We created Rapid Deployment solutions for Hybris and AEM to significantly reduce your time to delivery at a fraction of the cost of a regular implementation.



HYBRIS RDS

Launch a fully functioning Hybris implementations **under 250k**
(excl. license)



AEM RDS

Launch a fully functioning AEM solution **under 80k**
(excl. license)

Successfully launch your overseas development subsidiary. We make it simple.



BUILD

Quick and efficient set-up of an autonomous WFOE legal entity with dedicated & highly specialized employees.

We will provide you with state of the art infrastructure and an immediate core team set up through staff pooling. You can get down to business instantly.



OPERATE

You operate the new entity with our management help and expertise or more independently following your choices and needs.

You have a direct say on costs and processes at all time.



TRANSFER

At the end of the contracted period, you can decide to formally Transfer your offshore entity, systems and staff to gain final and full ownership.

Handover of the WFOE would be secured by a transfer of the shares held by our Hong Kong holding.

WHO WE WORK WITH



AND MANY MORE....



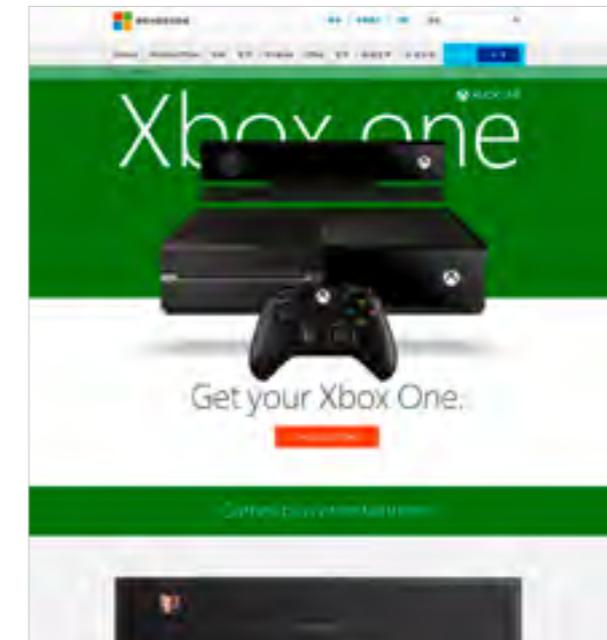
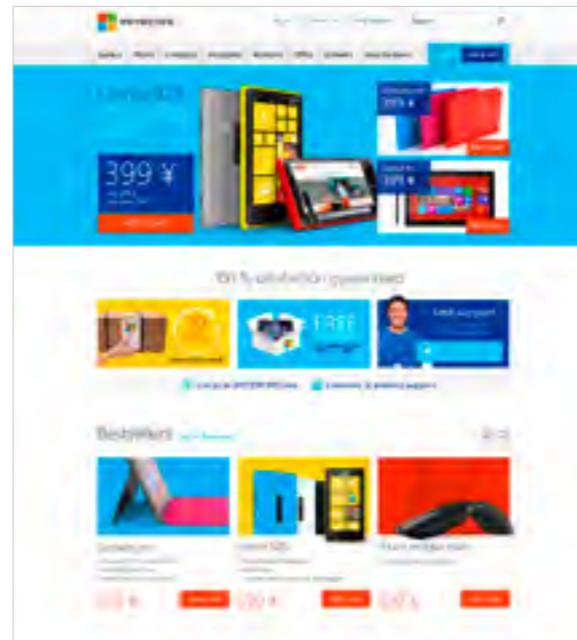
Case studies



Re-platforming of their ecommerce experience and set up of in-house marketing team

KEY POINTS

- Microsoft wanted to provide a world class ecommerce experience to differentiate themselves in a crowded consumer electronics marketplace that is almost entirely price driven
- A UX refresh and redesign was provided by PYCO's team of experts based on thorough consumer and competitor research specifically related to the unique considerations of the Chinese market
- PYCO performed a comprehensive review and benchmark of Microsoft's existing ecommerce platform (Baozun) against other third party platforms which resulted in the selection of hybris for its flexibility, multi-channel capabilities, low price point, scalability and rapid time to market
- The hybris platform also served as the gateway to connect Microsoft's centralized Dynamics CRM both with the online and offline stores in China
- To support the site launch and their aggressive growth targets, PYCO set up an in-house digital agency that worked with Microsoft's merchandisers and category managers to concept, design and launch campaigns for new products, support seasonal sales as well as target highly specific markets such as enterprise clients, SMB and students
- The in-house agency handled day-to-day operations of the store and led the collaboration with the offsite development team who constantly updated the hybris platform with new features to support sales efforts



IMPACT

- By leveraging the easy customization of the hybris platform and the fast response times of the in-house agency, Microsoft was able to launch, test and iterate on a wide variety of market leading campaigns and sales strategies which kept them from having to take part in the price wars that typically dominate the Chinese marketplace
- The site's user experience allowed Microsoft to engage and retain their customers by providing best in industry customer service
- Over a two year period PYCO helped Microsoft grow its online retail business 1,600%

Digital Appliance Global Ecommerce Development



KEY POINTS

PYCO Group was asked to deliver a SWAT team of Ecommerce experts to the Home Appliances Department, able to tap into various markets across the globe to:

- **Asses:** Create a base line audit of the current state of the business.
- **Recommend:** Create an action plan based on assessment.
- **Implement:** Roll out and implement the action plan outlined from recommendation phase.
- **Help Set Up the Local Teams:** As the SWAT team rolls out the action plan and partners with the resources in market, begin to outline a long term operating model locally and globally.
- **Follow the Local Teams & Global rollout:** Once the local market is set up to operate, the SWAT team has to roll off of the project. From there, any key finding or process can be rolled out globally.



IMPACT

- We were able to deliver a harmonized SWAT team of Ecommerce Experts in record time on a global scale. The main challenge was attract senior consultants able to travel up to the extent that was demanded but we were able to manage within tight budgets.
- Along the project we delivered additional, local resources to the teams across the globe.
- The DA ecommerce development project assessed and built key local and global online initiatives.



- It enabled local markets to better drive online sales and digital marketing, increase market share while reducing operating costs.
- We helped to build the local teams to support an online organization while implementing efficient tools and best practices on a global scale.

Creation of a digital leadership team between Richemont and their brands

RICHEMONT

KEY POINTS

Richemont is the Mother branch for a large number of Luxury Brands like Piaget, Montblanc, Cartier, etc. Each brand manages their own digital projects with budgets and roadmaps approved by Richemont. With the digital aspect of the business being fairly new to Richemont and finding the balance between business and IT-related topics, PYCO came in with very experienced digital profiles building a digital leadership team.

IMPACT

This Digital leadership team is responsible of delivering best practices, making recommendations, writing RFP's both to the IT department, as well as the business department, release & implement new applications, coordinating the launch of new e-commerce websites of different brands at the same time, etc. This Digital leadership team is the backbone of Richemont's digital projects and the connection with PYCO makes them able to pull in additional resources in a very agile manner.



Internal content production team through internal agency structure



KEY POINTS

BNP wanted to invest more in Inbound Marketing creating useful content as a banking expert for their clients/prospects to generate leads to the public website. It has been decided to start from the real life questions their clients/prospects ask themselves and answer them through valuable content without pushing BNP Paribas Fortis' branding. The main objective was to generate traffic for the public customer oriented website.

IMPACT

- We brought on an internal digital communication team which consisted of a copywriting team, designers & developers in charge of setting up new micro websites called Hubs. These Hubs are content oriented platforms to generate traffic to the public website. These platforms are low-branded, without any info on the products.



- PYCO was picked as a partner since we brought a unified team in the communications department which was very fragmented at the time. Before, content production of signers-developers worked in silos and our approach of constructing an agency structure helped to align teams to maximize efficiency. At a time of budget restraints, bringing

in augmented digital expertise working in a very efficient way resulted in our status as Preferred Partner for the BNP Group.

Onsite technical leadership



KEY POINTS

- Adobe needed a partner to support Nedbank, one of the top African banks, which had undertaken the largest AEM implementation in SA to date.
- Adobe turned to Pyco to provide Onsite Senior Lead developers to guide and coach Nedbank's internal teams.
- Pyco also provided all the developers for testing automation
- Pyco currently has onsite team of AEM experts collaborating with the Adobe services and Nedbank teams



IMPACT

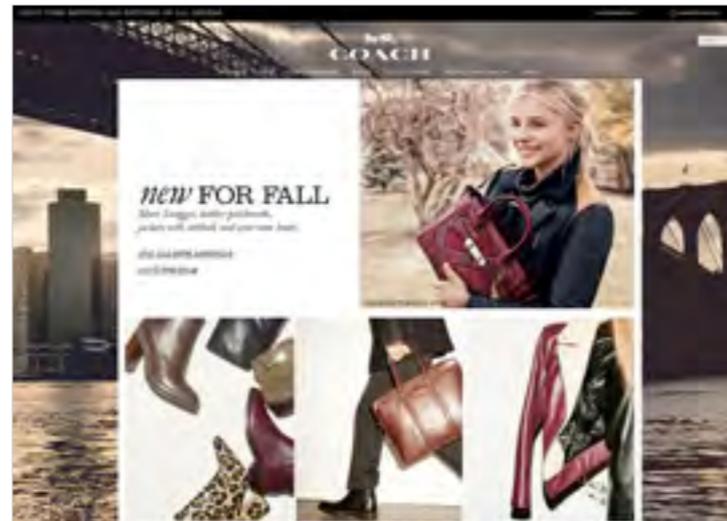
- Adobe was able to successfully deliver the project to Nedbank thanks to the PYCO team's contribution within the budget and time constraints
- Our developers played a key role in helping Nedbank make component and architectural choices that were audited and approved by Adobe.
- The coaching and mentoring role our developers played for Nedbank's development team enabled them to upskill rapidly and envision performing all future evolutions and maintenance.
- Our successful work for Adobe has led to further collaboration for projects in SA as a preferred partner. Pyco has also been retained in an advisory capacity to the Nedbank team.

Redefining a global mobile strategy



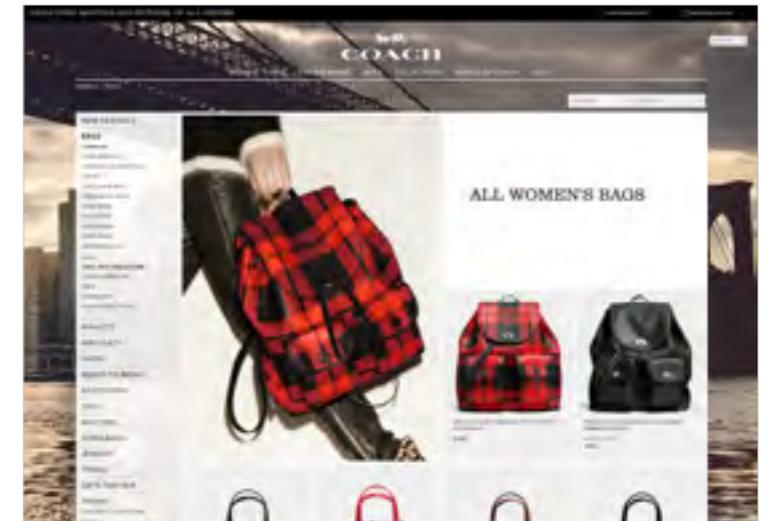
KEY POINTS

- Coach's Director of Global Omni-Channel Innovation was looking for a consulting team to define their global mobile strategy starting with the direction of the mobile app
- A team of PYCO ecommerce and market researchers provided a thorough benchmark of competitor mobile apps and online experiences and combined it with Coach's user purchasing and behavior data to determine a strategic roadmap for their mobile experience
- The end result was a strategic plan that outlined key directions that are designed drive engagement, track user behavior at a granular level and increase ROI in the app by focusing on previously unidentified high value user segments
- To handle ongoing intermediary work with the Coach mobile app, PYCO has provided a team of mobile developers and a product manager to work on supporting marketing campaigns, seasonal promotions and product launches while a complete overhaul of the platform is completed



IMPACT

- By following PYCO's product management and strategic guidance, Coach transformed their app to be focused on revenue generation and customer engagement instead of one-off marketing initiatives
- With PYCO's support through staff augmentation and external teams, Coach has been able to manage both the implementation of their global mobile strategy as well as ongoing mobile app development simultaneously



- Coach also continues to leverage PYCO's low cost delivery team to develop more work than their previous agency could provide allowing for more campaigns and feature development within their same budget

South America's largest mobile banking services provider, built from scratch



KEY POINTS

- At its business concept stage, Yellowpepper started ten years ago as an idea by an investment team to create a financial network in South America
- Yellowpepper was hoped to become a mobile banking solution that could support South America's most established financial groups and institutions
- Since the seed budget was too small to do a full implementation an alternate solution had to be devised
- The Yellowpepper management team had no technical background so they needed to find a partner who could architect, implement and manage the platform's backend and various customer facing mobile apps while autonomously managing costs



IMPACT

- To support bringing the concept to life, PYCO Ventures was asked to set up a team of product managers, system architects, designers and developers
- Upon finishing the first prototype, the platform won venture capital support immediately, was put into full production shortly after and became funded by the World Bank



- The Yellowpepper platform currently has 4 million+ customers and processes over 25 million transactions per month over its secure network
- In 2014 to support a new phase of growth, PYCO Ventures was able to ramp up Yellowpepper's team from 20 to 60 team members ranging from mobile developers, .NET architects, QC, Project Managers and Business Analysts, all within a 6 month period without sacrificing quality or speed of delivery

White label agency partnership that upsold long-term services to an anchor client



KEY POINTS

- An agency partner wanted to extend their branding and design partnership to build a long-term development partnership with AMEX who is one of their anchor clients
- The agency had challenges building this partnership as pricing for new features and maintenance on AMEX's Business Card platform using
- The agency also needed a team that could not only work within a variety of time zones as requests for the Business Card platform came in from marketing teams all over the globe, but also service the various markets at non-US market prices
- In order to win this work, the agency had to compete against AMEX's existing global maintenance partner who offered very low cost services
- As a core part of the assignment the AMEX Business Card platform needed to be migrated from Sitecore 6.6 to Sitecore 8.0 in order to access new Sitecore features and improve site performance



IMPACT

- Our agency partner was able to leverage our low cost, scalable Sitecore team to meet the client's rates and win long-term development and maintenance
- The partnership has been so successful AMEX has been able to work on a wide variety of concurrent projects globally

FOX PORTALS

White label agency partnership that helped retain an anchor client



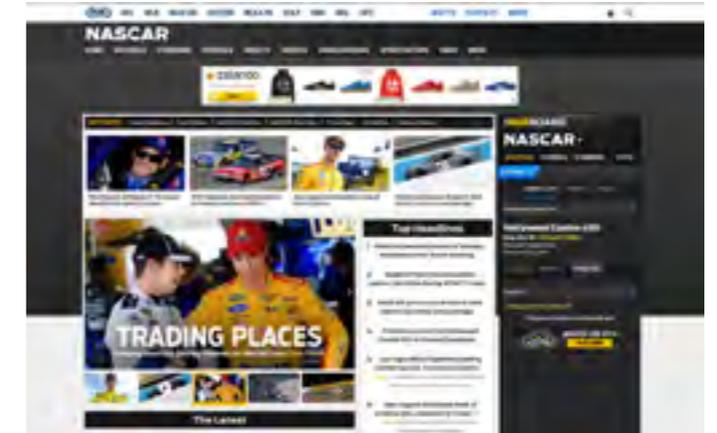
KEY POINTS

- FOX Sports, an anchor client of our partner agency put out an RFP to re-platform key consumer sites on to CQ (AEM) but the agency did not have any CQ experience
- PYCO provided project references, a CQ Technical Architect and team of developers that helped the agency win the pitch
- PYCO took over the work in progress code base from an agency that was previously hired but was removed from the project due to poor quality deliveries and missed deadlines
- PYCO audited the code base for optimizations and to finish the project, as well as trained our partner agency's Senior Java Architects and developers in CQ to be able to take over the platform once core development was finished



IMPACT

- While the agency's client facing team worked with FOX on design and ongoing requirements gathering, the PYCO team smoothly completed the audit and worked on the project in tandem
- Right from the start FOX said the project was going so well that we had delivered more in a two months than the previous team had delivered in six



- Our code was reviewed by Adobe directly and was noted to be better overall than their internal team's work
- During the project, the agency's in-house team learned CQ enough to take over the final stages of deployment

B.O.T. for Atlassian



Scott Farquhar
Atlassian co-founder & co-CEO

“ Atlassian and PYCO have had a close and very integrated partnership over the last years. PYCO has helped us bootstrap and scale product development capabilities in Vietnam. From the start, Atlassian had high expectations for our partnership in Vietnam.

An important goal was for the new teams to work on key product features and own them from concept to launch. This included close collaboration with the Sydney team, and most importantly living the Atlassian values in everything they do. We weren't looking for just an outsourcing team; rather, we were looking for a product team that was an integral part of our global R&D muscle. The challenge was bold and the goals more ambitious than anything that PYCO had done in Vietnam to that point.

Next to shipping key components of our products during 2 years, they've also been the proud winners of the quarterly Shiplt “Customer Kick Ass” prize on 4 occasions, and have bragging rights over winning our 10 years anniversary Shiplt “Founder” prize, demonstrating the innovation, creativity and technical excellence in the region.”

B.O.T. for ansarada



Sam Riley
ansarada co-founder & co-CEO

ansarada's rapid growth required us to add another city from which to source talent and develop product teams to compliment those in our Sydney office. We didn't want to just 'outsource'

development work, we wanted to create a true product team that is 100% connected to and part of the heart and soul of our company. We didn't have the scale and expertise to create all that on our own and needed a partner that 'got us' and we could trust. On

top of that we wanted move to move fast! A search of the globe and recommendations led us to the PYCO team in Vietnam. After a couple of phone calls, we had a proposal that was spot on. We then flew in for a couple of days to meet PYCO, see things in action

and thrash out the details. Shortly after we kicked things off. Fast forward one year and we have a team of about 20 that have added huge value! Dozens of features and enhancements have been shipped. Our Vietnam team are innovative, think big, get a huge amount

of work done and have fun along the way. They are a true blessing to ansarada and all the customers we serve. We love them and are thankful to PYCO for helping us every step of the way to achieve this wonderful result.

B.O.T. for Yellowpepper



Serge Elkiner

Yellow Pepper co-founder & co-CEO

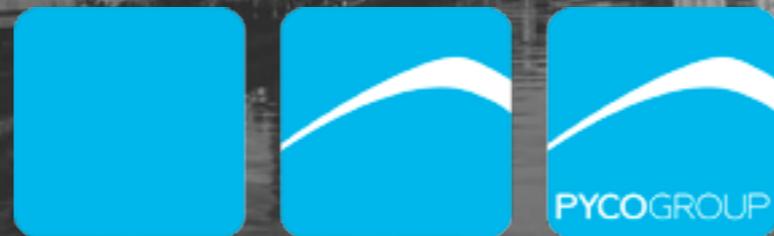
YellowPepper and PYCO Group have maintained a very strong partnership for almost a decade now starting from a SMS banking platform development to our latest state of the art smartphone enabled mobile banking and payment solutions.

We have over the years grown and established a Center of Excellence in Vietnam formed by a team of solution driven experts in our products and platforms.

The team is extremely integrated in all the work that YellowPepper does. We have a group that takes ownership of their work and pushes for efficiency and global team-work. We maintain three sub teams within the group which practice the agile framework across the company. While the time difference is always a challenge from the US, we make it work thanks to the VN team's responsiveness and through trust and true-partnership. We have multidisciplinary (Java and .net) experts that understand the product in every detail. This makes them invaluable to YellowPepper.

Without the PYCO Group and the team in Vietnam, we would not have the products or platforms that are driving our growth within Latin America.”





THANK YOU