Svitla

Enlightening
Software Development

www.svitla.com

Svitla Systems is a proven custom software development and testing provider, headquartered in Corte Madera, California, with business and development offices throughout the US, Mexico and Europe (Ukraine, Poland, Germany, Switzerland).

Key Facts

✓ Proven custom software development and testing provider

✓ Strong partnerships in Silicon Valley

✓ More than 90% of our clients are our repeat customers!

5 Global Locations

17 Years of Experience

500+ Brightest developers

1000+ Completed Projects

✓ Superb technical talent: developers, testers, designers

✓ Our developers are dedicated and innovative

✓ Wide expertise range: Web, Mobile, Big Data to Internet of Things

Svitla

Svitla Systems, Inc.
www.svitla.com

Global Locations

USA

CALIFORNIA

FLORIDA

NEW YORK

UKRAINE

KYIV (2)

KHARKIV

LVIV

MEXICO

GUADALAJARA

POLAND

KRAKOW

GERMANY

BERLIN

Global company

Nataliya Anon

CEO and Founder

" *Our mission is to build a business that is not only profitable but contributes to the well-being of other communities, and makes a lasting difference in the world*

Our Leadership

Nataliya Anon
CEO AND FOUNDER

Svitla's Leadership, headed by
Nataliya Anon, combines experience
and strategy to deliver solid results and
an excellent client experience.

Steve Oates
CHIEF INFORMATION
SECURITY OFFICER

Andriy Okhrimets
VP OF DELIVERY

Mike Sweetman
SOLUTION ARCHITECT

Mark DeMeo
EXECUTIVE VP,
CONSULTING SERVICES

Igor Khilko
MANAGING DIRECTOR,
UKRAINE

Jorge Valadez
EXEC. VP SALES AND
OPERATIONS, MEXICO

Sergiy Andriyenko
HEAD OF PM
DEPARTMENT

Viktoria Bondarenko
DIRECTOR OF RECRUITMENT,
EUROPE

Renata Matlega
BRANCH MANAGER,
POLAND

Certifications

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Our Values

Silicon Valley Spirit

Strong partnerships with leading Silicon Valley companies provide Svitla with expertise in advanced technologies. We deliver unparalleled value to our customers, who rely on our expertise and many years of experience.

Deliver the Best

We approach every project – big or small – with the same level of care and professionalism. And we work alongside our clients every step of the way. You find it really easy to find and secure excellent, cost-effective software talent.

We Believe in Diversity

People are the foundation of Svitla's success. Our employees represent different cultures, backgrounds, and experiences. As a result of our diversity, we provide clients with fresh ideas and innovative software solutions.

Woman-Owned Company

We are proud to be a certified woman-owned company. Each of the millions of successful businesses launched and managed by women now dotting the US business landscape is a testament to the legitimacy of the aspirations and talents of women-entrepreneurs.

Selected Clients

Our clients love our
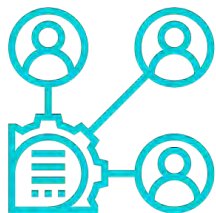
Unique Recruitment process

Certified full-stack Development teams

Clear and Agile approach

Dedicated PMs for all projects
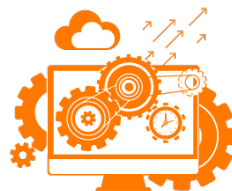
Our Expertise

Web

Svitla can help you create fully-fledged web apps and websites. We have a hands-on experience with database integrations and APIs to make your projects scalable and responsive.

QA

Svitla reduces potential risks and provides our clients peace of mind by rigorously assessing and assuring the quality of their software products.

Mobile

Developing software for Android, iOS and Windows, Svitla unleashes the platforms' maximum potential to build robust and user-friendly apps.

E-commerce

Svitla has completed an array of e-commerce projects by customizing backend, improving visual design, enhancing marketplace architecture and performance.

Our Expertise

Big Data

Having incorporated Big Data into business processes and developed analytical tools, Svitla can create powerful software tailored to your needs. With data collected and analyzed, customer engagement is sure to grow.
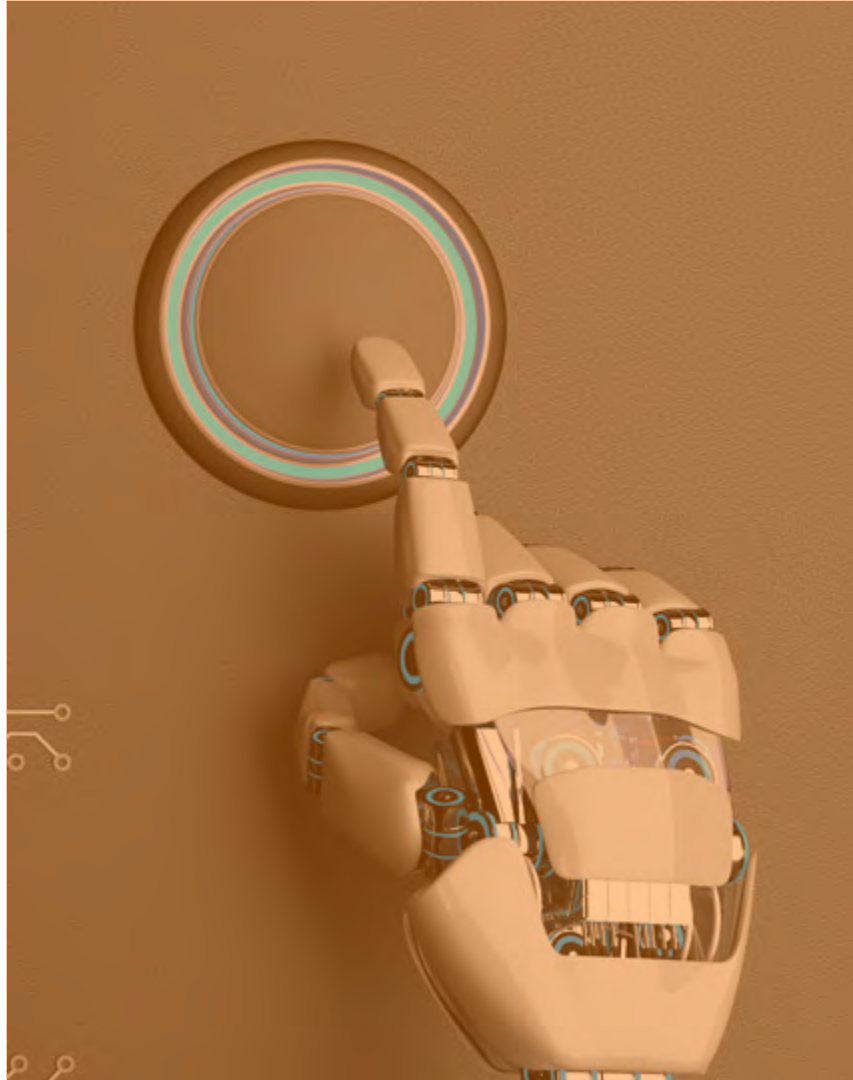
Machine Learning

Svitla is your conduit to cutting-edge technological innovations in AI, Machine Learning, Computer Vision and advanced media analysis & processing, fraud detection, and system monitoring.

Internet Of Things

IoT proves to be of big help for businesses. It allows collecting, storing, and exchanging the data along with reducing expenses.

Cloud/Devops

Svitla has the experience and expertise to help your business unlock the value of the cloud by lowering your expenses and improving your efficiency.

Incorporating DevOps practices allows speeding up product development, avoiding complexity, and finding problem solutions way faster. Our DevOps Engineers advocate automation to reduce development cycles.

Cloud Technologies
Amazon AWS, Azure, Google App Engine, Heroku.

DevOps Tools
Gradle, GIT, Jenkins, Docker, Kubernetes, Puppet, Ansible, Nagios, Chef, Splunk, Consul.
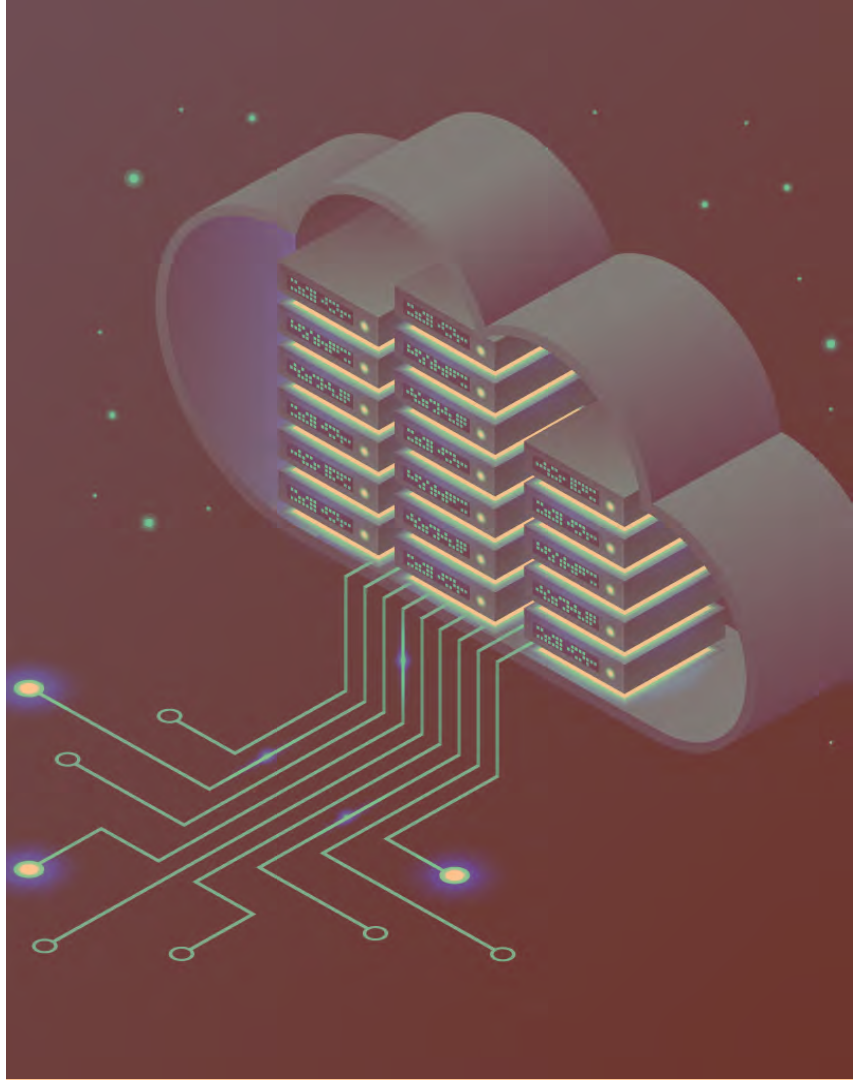
Technologies

Programming Languages

C#, C/C++, Java, JavaScript, Objective C, Perl, PHP, Python, R, Ruby, Scala, Shell scripting, Swift.

Frameworks and Libraries

C#: WPF, WCF, ASP.NET Core, Xamarin.
C/C++: Boost, QT, GTK+, wxWidgets.
Java: GWT, Hibernate, Spring, Struts.
PHP: CodeIgniter, Laravel, Symfony, Yii, Composer.
Python: Django, Flask, Tornado, Dash, Falcon.
Ruby: Ruby on Rails, Sinatra.
R: Dplyr, Shiny, Mlr, Lubridate.

Frontend

HTLM5, CSS3, JavaScript, jQuery, AngularJS, React, Backbone, TypeScript, Bootstrap, Vue.js.

Databases

Oracle, MS SQL Server, SQLite, PostgreSQL, Amazon RDS, MongoDB, Redis.

IOS

Languages: Swift, Objective C.
IDE: Xcode.
Architecture: MVVM / MVC / MVP / VIPER.
QA: Unit testing (UI Testing).
Libraries: RxSwift, PromiseKit, Reactive Cocoa.
Dependency manager: Git, Cocoa Pods, Carthage.
Native Frameworks: Core Data, Core Animation, Core text.

Android

Languages: Kotlin, Java.
IDE: Android Studio.
Architecture: MVVM / MVC / MVP.
QA: Unit testing (UI Testing).
Libraries: Jetpack libraries, Retrofit, RxJava, Dagger.
Version control systems: Git.
Build tools: Gradle.

Technologies

BiG Data, AI, DataScience
Spark, Flink, Storm, Hadoop, Tableu, Splunk, RapidMiner, Tensorflow, Torch, Theano, Keras, Scikit-learn, Pandas, NumPy, Caffe, Kaldi, PyTorch, OpenVX.

IOT
Node Red, MQTT, NodeMCU, ThingSpeak, AWS IoT, Azure IoT, OpenSensors.

Computer Vision
OpenCV, CUDA, Tensorflow, Google Vision API, Microsoft Azure Computer Vision API.

Embedded
Kvasir, Modm, Crect, EMB2, ETL, μcuREST, QP/C++, Yocto, Graph Streaming Processor (GSP).

QA and Testing Tools
SonarQube, Selenium HQ, RSpec, Cucumber, Crashlytics, Testflight, Capybara.

Automation testing
Selenium, Postman, JUnit, Pytest, Robot Framework, Rspec.

Version control system
Git, Svn.

OS
Win32, Win64, Linux, MacOS, iOS, Android.

Project management tools
Jira, Trello, Slack.

Engagement models

Managed Team Extension

AgileSquads

Managed Team Extension

Quick Scaling
Scale up or down with us on much shorter notice.

Team Longevity
Our developers become a part of your team for the entire project.

Knowledge of Your Domain
Dedicated team becomes fully familiar with your business objectives.

Managed Team Extension

Best Suited When Customer

✔ **Needs strong technical skills** to accelerate development/ integration of customer's systems or products.

✔ **Does not have time** to recruit and onboard people or cannot find talent locally.

✔ **Needs an on-demand staff** that would approach the tasks perform in a same fashion as employees would.

Customer Benefits from

✔ **Team of talented developers** and a project coordinator.

✔ First onboard **strong team leader**, senior developers and project coordinator.

✔ Ramp up teams quickly as **large technical pool** available and excellent recruitment processes.

AgileSquads

Creating a Custom Software Product From Scratch
You need new products but have no one available to build them? Our developers look forward to helping you.

Avoiding Project-Management Risk
Wonder how to best build a new product? We will deliver your project within specific requirements, time, and budget.

Getting More For Less
Svitla's core engineering process brings value to you by applying innovation to speed up development and/or integration of your project.

Hand-Over Approach
Just hand over your requirements to our ready-to-go AgileSquad, then check in with them for updates.

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AgileSquads

Best Suited When Customer

✓ **Requires additional** module or application and no internal staff available to build it.

✓ **It is unclear how to** best build this new module.

✓ It would be easier to **hand over the requirements** to a ready-to-go team and check in with them periodically for the updates to ensure they deliver according to the specs.

Customer Benefits from

✓ **Established team** of talented developers and experienced project manager with customer domain expertise.

✓ **SquadLead** plans out the work with milestones and deliverables with input and approval of customer.

✓ **SquadLead** manages the team and brings/phases out resources as project progresses and delivers the project.

Performance metrics

Yearly performance review
Svitla Systems provides yearly performance review for each individual within company.

Weekly status checks with Lead\Coordinator
Ensures that on individual level there is no bottlenecks.

Individual contribution level
We track individual performance level based value delivered each sprint. Planned vs actual is a key performance indicator.

Self manageability is a key
Each developer is responsible for his\her contribution and success.

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Project Manager

Project Manager responsibilities

- ✓ Managing project on behalf of a client.

- ✓ Ramping up whole team.

- ✓ Talking to a team on behalf of a client.

- ✓ Planning and executing project on behalf of the client.

- ✓ Communicating any project deviation from agreed T&M plan.

Client responsibilities

- ✓ Providing scope of work.

- ✓ Accepting and reviewing finished work from a team.

- ✓ Providing feedback and change requests to project manager.

- ✓ Adjustments to T&M plan if work that was not discussed before needs to be accomplished.

Project Coordinator

Project Coordinator responsibilities

- ✓ Ramping up developing speed by establishing efficient communication.

- ✓ Weekly status tracking on high level.

- ✓ Making sure all team members match client's expectations.

- ✓ Reduce road blocks ahead of them.

- ✓ Resolving performance issues, identifying case for replacement.

Client responsibilities

- ✓ Breaking out tasks for individual developers.

- ✓ Tracking progress on individual tasks.

- ✓ Communication with a developers on tasks assigned to them.

- ✓ Tasks grooming and clarification.

- ✓ Overall project success and timing.

- ✓ Accepting and reviewing tasks received from individuals.

Project Manager vs Project Coordinator

Tasks	PM	PC
Define and clarify project requirements	x	
Break down large tasks into small clear user stories	x	
Establish secure communication between client and the team	x	x
Select proper team to execute the project	x	
Select team members based on job description provided by the client	x	x
Coordinate project activities on high level	x	x
Track actual project, keep deadlines, take steps when deviation from planned schedule	x	
Maintain relations with the client and request feedback on a high level	x	x
Resolves road blocks for team members	x	
Provide scope estimation based on high-level requirements from the client	x	
Organize and motivate team	x	
Monitoring task progress	x	
Managing reports and necessary documentation	x	
Ensuring productive communication between customer and development team	x	
Ensuring productive communication between customer and individual developers		x

Projects lifecycle

1. Initial Meeting

Everything starts with a detailed discussion of your ideas and needs.

2. Solution

Our recommendation about the best suited technologies.

3. Team composition

We find the best developers for your team.

6. Support

Continuous integration of new features in your product.

5. Deployment

On time and smooth delivery of your product.

4. Development

Clear process based on proper development methodologies.

Communication processes

E-mail communications

A very common and convenient way of providing written communications.

Project management tools

PM tools: JIRA, Basecamp, MS Project, OpenProject, Assembla. For source code exchanges: SVN, CVS or GIT.

Skype calls

A very effective way of verbal communications.

On-site visits

Usual visit timing: 2-4 weeks at a time.

Recruitment

1. Client's Needs Identification
Svitla manager discusses details, Brief preparation.

2. Job Description
Clarifying details, technical analysis.

3. Quick Search
Selection of unique tools and methods.

4. Technical Interview
With Senior Technical Experts.

7. Guarantees
Possible problem cases discussion.

6. HR Support
Onboarding procedures (NDA, workspace, hardware, etc.).

5. Client Interview
With a client (by Skype or other tool).

We take care of the team!

Healthcare & Social Package
Svitla Systems provides medical and dental insurance to all our employees.

Socialization within the company
Corporate events and other activities.

Professional Growth
We offer many different educational programs tailored to the needs of our employees.

Business Trips
Personal meetings ensure that the project is implemented to the highest standards.

Ultra-low attrition 7%
Our individual approach provide long-term relationship with our developers.

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Jeremy Watkins

VP OF ENGINEERING, INVOICEASAP

"

InvoiceASAP is a mobile and web invoicing company. Our partnership with Svitla is based on a variety of development efforts, and it is a great example of a high level of integration of Svitla development team into the client's team. Invoice ASAP use Svitla Team as their primary developers all the time, for both web and mobile solutions. The smooth development process is based on trust, deep understanding of client's needs and daily communication using variety of tools. With Svitla providing the services, we receive many more benefits and efficiencies than one usually expects.

"

Bret Knoll

MANAGER OF BUSINESS SYSTEMS DEVELOPMENT, STATLINE

"

Statline saves and heals lives through facilitation of organ, tissue and eye donation. We have been working with Svitla Systems for several years. Svitla develops a web-based software for Statline's business. Svitla's services are much more cost-effective than those based in the US, and Svitla brings all the tools needed to develop high-quality software.

"

"

Amplience is a media company delivering media content to retailers in Europe and the US. Svitla is helping the company with testing all of its software. Svitla is really good in managing large development and testing teams distributed all around the world, which brings a great advantage to Amplience.

"

John Williams
CTO AT AMPLIENCE

Thermofisher

Thermofisher

Product

Thermofisher is an American biotechnological company that is a pioneer in microarray technology and a leader in genomics analysis.

Business needs

- **Improve current QA processes within the company.**

- **Reduce costs and time associated with QA work.**

- **Develop new components for Transcriptome Analysis Console.**

Suggested solutions from Svitla

Dedicated QA team, with team lead that follows Agile processes.

Test-driven development (TDD) approach and Continuous Integration (CI).

New set of features added to latest version of TAC Software to visualize the network of interactions between long coding and non-coding RNA and small non-coding RNA (e.g., miRNA, snoRNA, and scaRNA).

WPF component for displaying data in GenMAPP Pathway Markup Language (GPML) format.

Outcomes for the client

Svitla provided a Dedicated QA team in a few weeks.

Svitla is responsible for the Transcriptome Analysis Console development.

TDD and CI approach allowed to reduce the time spent on new software release testing.

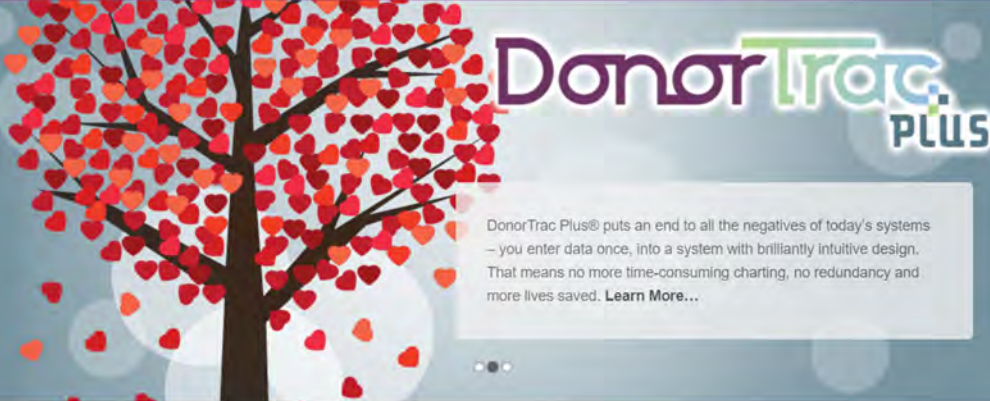- C++, C#, C++/CLI, Java, R, Perl
- WPF, Windows forms, QT, .NET
- gTest, CTest, TDD

- Svn, Git, Jira, Bamboo, CMake
- VS 2013, CodeBlocks, GCC
- Win, Linux, MacOS, VMware

Statline

Statline

Product

Statline is a non-profit organization that provides world-class technology and solutions for the organ, tissue and eye donation and transplantation.

Business needs

- **Develop up-to-date software and UI designs for two new projects DonorTracPlus and DonoRegistry.**
- DonorTracPlus is a system specifically designed to handle the entire process of transplantation from a referral to a transplant.
- DonoRegistry is an online registration created to ease the process for all the organizations that cannot afford to purchase and maintain computer hardware.

Suggested solutions from Svitla

Dedicated development team with project manager and QA following Agile development process.

Front-end development using AngularJS.

Migration to the Azure cloud to optimize data storage.

REST API for mobile client.

Outcomes for the client

A dedicated team of full-stack developers that were completely knowledgeable about system specifics.

Direct communication with the team and a comfortable working environment.

DonoRegistry allowed new level of cyber security to a end customers.

- C#, .NET 4, ASP.NET MVC, Entity Framework
- JQuery, Angular JS
- MS SQL, MS Reporting Services

Smartvid.Io

Dashboard showing which projects need attention based on AI metrics rolling up to a project score.

Sample image showing standing water found by "Vinnie."

Track leading indicators and benchmarks across projects

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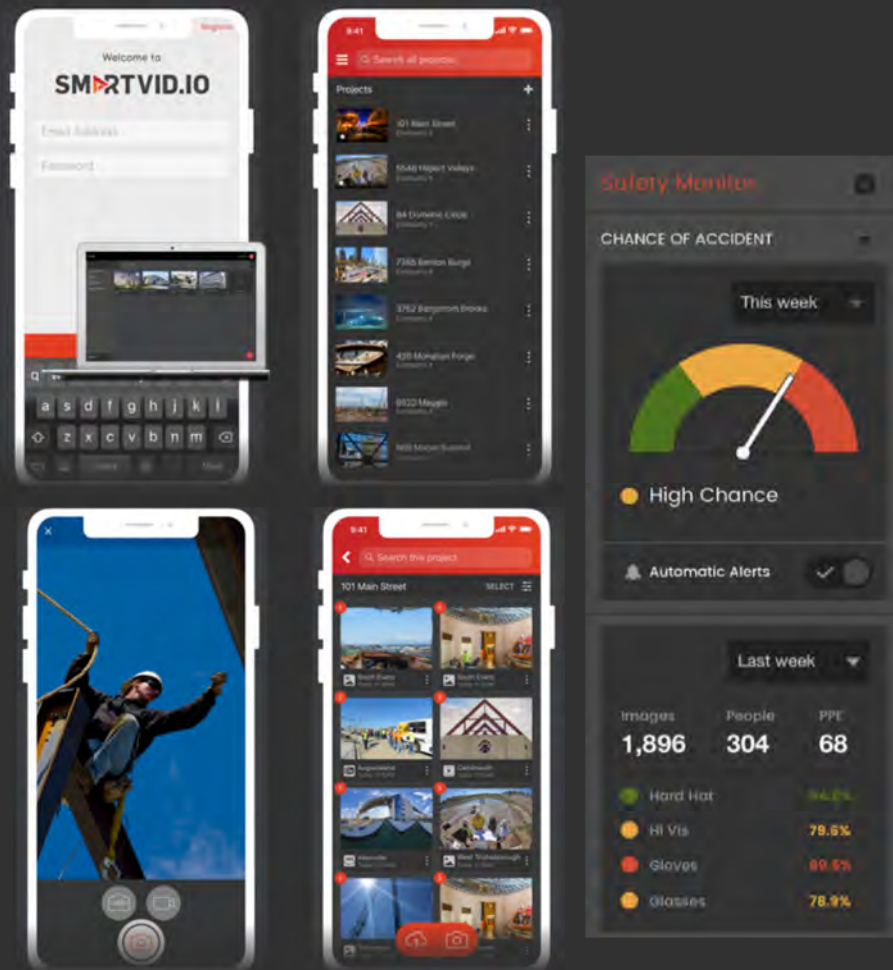
Smartvid.Io

Product

Smartvid.io works in the area of ML of industrial visual information for construction companies. Solution allows to inspect, track progress, and improve field documentation by analyzing images and videos of construction areas.

Business needs

- **Create testing process by using ML methods for video and audio inputs.**

- **Create test procedures and validation /verification for web part and UI testing.**

- **Test integration solution for video and images services.**

- **Provide mobile iOS App testing and its integration into the overall system.**

Suggested solutions from Svitla

Build the integration test procedures for different components of the product.
Build dataset of test cases for learning processes for machine learning based on Caffe and Kaldi.
Create pre-production models for system validation.
Create automation process with Selenium and Jasmine on front-end.

Outcomes for the client

Production-level ML system with stable validation and verification process.
Increased the product's stability with the full cycle of functional testing.
Better machine learning results for real users in video and images.
Saved time resources with effective automation testing bench which reduced portions of manual testing.

- Machine learning: Caffe, Kaldi
- Programming languages: Java, Javascript, Python, Swift
- Test systems: JUnit, Jasmine, Selenium
- Cloud: AWS
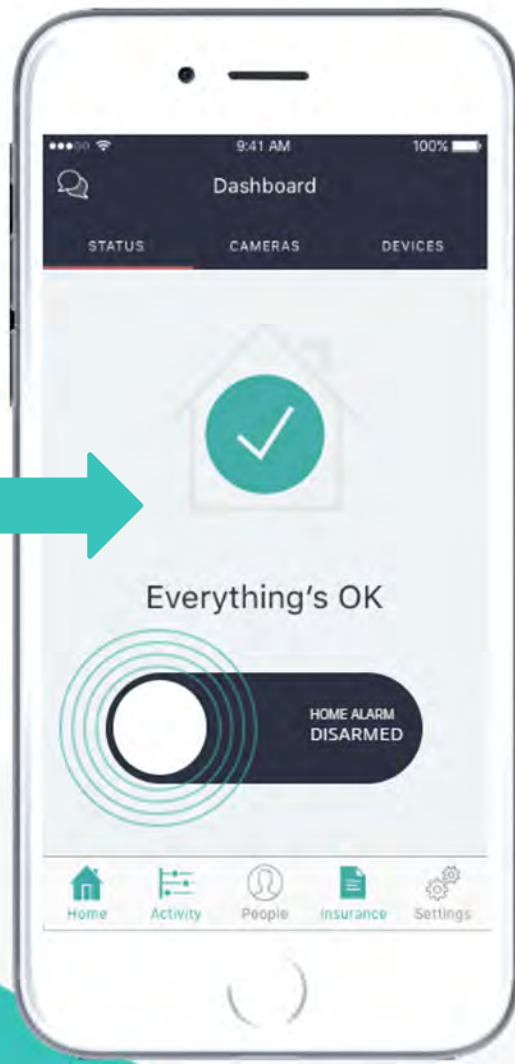- Version control: git

Neos

Smart technology

24/7 assistance

Home insurance

Click me →

Neos

Product

Neos protects homes by providing the latest technology to warn customers if there is a fire, burglary or a water leak in a house 24/7.

Business needs

- **Develop a new version of the Insurance selling application.**

- **Adjust the UI for mobile and desktop devices.**

- **Create a process of gathering information from hardware devices and transform data in convenient form for the Neos support team for further processing.**

Suggested solutions from Svitla

A dedicated development team that follows the Agile development process.

A mobile integrated application to manage home protection devices.

REST APIs for hardware and mobile devices.

Use a microservices architecture to allow ecosystem's flexibility and further expansion.

Integration with IP cameras.

Outcomes for the client

A dedicated team of full-stack developers completely knowledgeable about specifics.

Reduced the time spent on new feature development, refactoring, and bug-fixing.

Improved the level of Neos customers' satisfaction with the app.

Decoupled microservices architecture allowed to easily add new services and devices.

- Typescript, Angular
- Ruby, Ruby on Rails, Sinatra
- Javascript, Node.js, Grape

- Rack, Docker
- Android, IOS, Bootstrap
- VCR, automation testing

- AWS
- Redis, MySQL
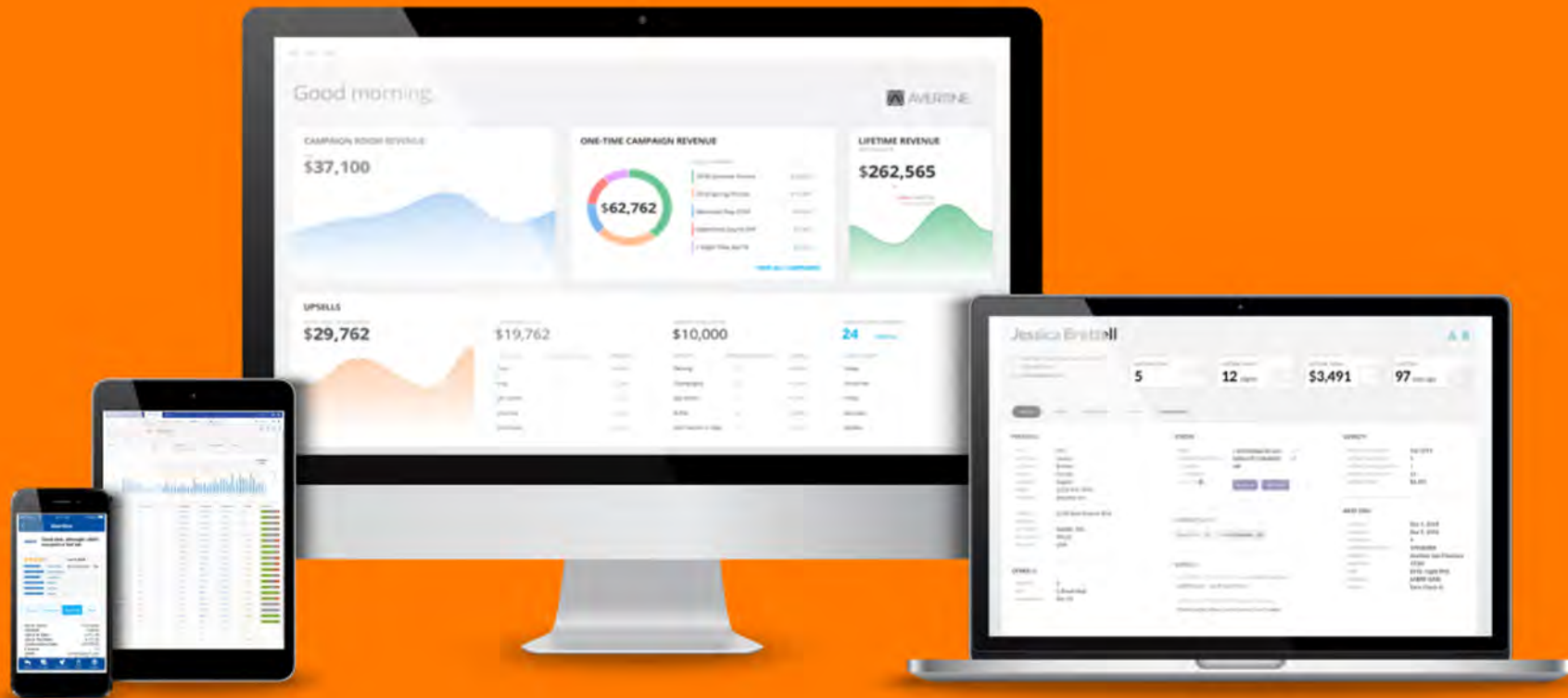
Revinate

Revinate

Product

Revinate offers easy-to-use marketing automation and CRM solutions; Surveys tool to collect reviews for TripAdvisor or Google to make the most impact from guests' feedback; and the Reputation management platform to measure and optimize online reviews.

Business needs

- **Engage an additional dev team to help deliver the next generation of existing products.**
- **Improve quality and UI of the admin panel, provide new extensions, and simplify the end-user experience.**
- **Speed up testing process.**

Suggested solutions from Svitla

Svitla Consultancy Team suggested a structure of a Dedicated Development Team for Revinate, describing the responsibilities of each developer, the preferred methodologies, product roadmap, and estimates.

A team of QA specialists with a deep understanding of the domain.

Create a UI for the database health module. The stack consists of React/Redux on front-end, AWS/Kafka on a storage layer and PHP web tier on back-end.

Use Scala for functional programming to speed up the development process.

Develop a new service from scratch to stream data from GRMv3 into BigQuery.

Outcomes for the client

A full-stack development team that helped speed up the new features release.

Code review helped to implement new features and improve the end-user experience.

QA support with deep understanding of the domain content management.

New web UI enabled a much faster onboarding process of new customers.

- Angular React, Redux, JavaScript
- AWS/Kafka

- PHP, Java, Python
- Mysql, Cassandra, ElasticSearch

Hetras

Hetras

Product

Hetras is a hotel property management system that is designed especially for the mobile and cloud computing era, where personal data is safe, secure and always accessible. Key products include multi-property management, integrated channel manager, payment processing, mobile guest journey, mobile and tablet equipped, and a cloud-based system, as it is certified as PCI compliant.

Business needs

- **Improve the onboarding process of new clients.**
- **Increase the efficiency of the reporting engine.**
- **Provide an intuitive interface to end-users' management.**

Suggested solutions from Svitla

Develop a web-based UI using Bootstrap, Angular, and Reactive Forms.

Integrate the application with the existing back-end on .NET and C#.

Develop a unified REST API to onboard new users, which can be used by the web UI or third-party integrations.

Migrate from Logi to Stimulsoft, for reporting and business intelligence.

Outcomes for the client

New web UI enabled the system to onboard new customers in minutes instead of hours.

Onboarding can now be done by administrative managers and doesn't require any engineering work.

Migration to Stimulsoft added general flexibility while reducing the cost of ownership.

- SCSS, Bootstrap, Font Awesome, CSS Grid, Node.js, JQuery, TypeScript, Angular, Reactive Forms, Rx.Js
- NET Framework, C#, MS SQL Server, Entity Framework
- Karma, Jasmine, Protracktor, Phoel.AutoFixture
- GIT

CONTACT INFORMATION

Let's start our relationship with a simple pilot project.

You can specify simple basic requirements which are on the same line with your long-term idea and give us a simple task.

Send us your request!

Jorge Valadez
Executive VP Sales & Operations

e-mail: j.valadez@svitla.com
MX: +52 (33) 2306-9595
US: +1 (415) 805-8530
Cell: +52 (133) 3368-9898
skype: jvaladezc

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Thank you!