



# ATTRECTO

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# INTRODUCTION



**1000**  
Europe's Fastest  
Growing Companies

**50**<sup>TM</sup>

Technology **Fast 50**  
2016 CENTRAL EUROPE

**500**

Technology **Fast 500**  
2016 EMEA



# ABOUT ATTRECTO

**We help clients to become mobile/digital tech role models in their industries.**

Founded in 2010 by 3 former SAP experts, we are rewriting the rules as **engineers in developing and applying new and emerging mobile, web, and digital technologies in ingenious and powerful ways.**

Clients gain a particular worth from our experience with more than twenty major software technologies. We not only understand and apply the newest software development technologies and UX design methodologies, we are also able to combine these with the coolest and most trending digital technologies.

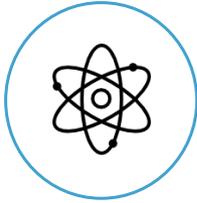
The outcome for our clients is optimized B2C and B2B mobile, web and other digital experiences – along with the necessary server-side solutions – created through three operating divisions:

- **Pre-development Planning**
- **Custom Web- and Mobile Software Development**
- **Chatbot Planning & Building**

As a result we produce state of the art development with measurable business value and heightened ROI for clients in the USA and across Europe.

# OUR PRODUCT FOCUS AREAS

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## EMERGING TECHNOLOGIES

**Here is where our special ingenuity and innovation lies for our clients.**

We continuously follow the exponential growth of technology and its trends and we help our clients understand the business value in emerging technologies



## ARTIFICIAL INTELLIGENCE

**Machine Learning, Natural Language Processing and Chatbots**

Attrecto's chatbots are state of the art automated agents that can be connected to selected messaging platforms. They connect brands to customers in an engaging way or enhance work quality.



## IOT/SMART HOMES

**Sensors bundled together for connected homes and factories**

Our smart devices provide and collect essential sensory data about the environment to be used for smart home alerts or predictive analytics.



# OUR KEY SERVICE AREAS



## PRE-DEVELOPMENT PLANNING

**Business-,  
Technology  
and Design  
Discovery**



## CUSTOM DEVELOPMENT

**Custom Web-  
and Mobile App  
Development**



## LABS / CHATBOT

**Chatbot  
Planning**

**Chatbot  
Development**



# PRE-DEVELOPMENT PLANNING

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**Discovery:** The success of any development project is significantly influenced by how well it was prepared, whereby the lack of proper planning may even be the reason of a failure. In this division of Attrecto we discover the business, technical, design and operating requirements to create distinctive, killer-performing apps and solutions that are competitively advantaged in the marketplace.

**Planning:** We put our findings in the context of both the threats and the opportunities of the broader digital landscape to capitalize on trends and maximize the success of the outcome. We leverage our experience from more than a hundred successful development projects by performing all the major pre-development exercises, such as the creation of UX concepts, and software architecture.

**Review:** If applicable, we examine existing code, systems and business objectives to provide tactical advice and implementation support for complex projects ranging from multi-year mobile roadmaps, to custom project evaluation frameworks, to supervising project teams in execution.

**Prototyping:** Businesses need to think agile when it comes to new product development. Through the - many times proven - Attrecto Rapid Prototyping process, we help our customers properly understand and evaluate different digital product ideas before a full scale development project is kicked off.



# CUSTOM DEVELOPMENT SERVICES

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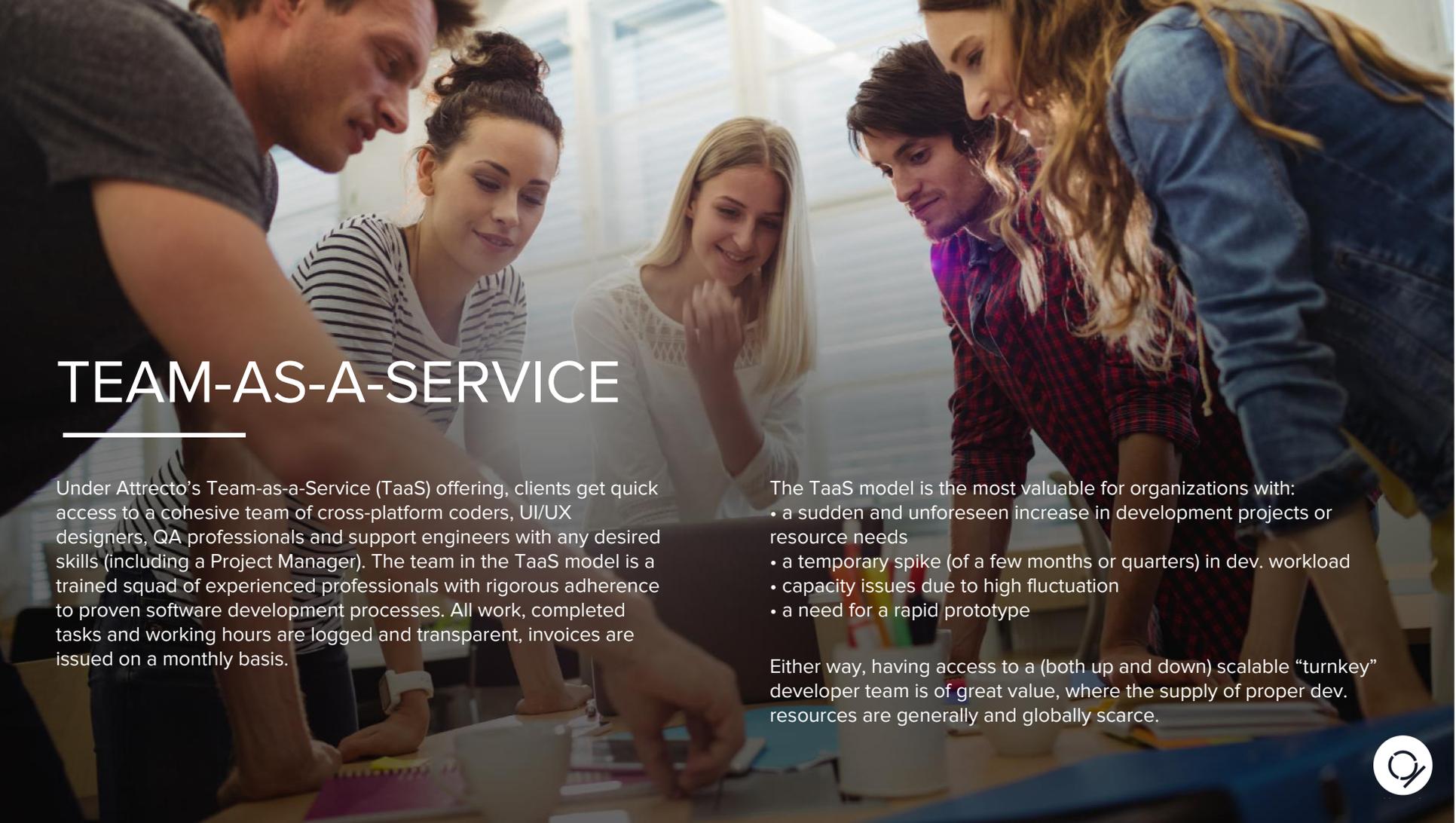


**Custom Web- and Mobile App Development:** We develop custom applications and software using state-of-the-art development standards. We deliver clean, well-documented code through agile (SCRUM) methodology including superior UI/UX and innovative features that delight the user wherever possible. We maximize ROI through continued support and maintenance, monitoring user behavior, cloud server architectures and third-party components, and by making sure the deployed solution stays up to date in the constantly evolving technology space.

**Beyond the code:** Our capabilities extend far beyond the code itself. Here is where our special ingenuity and innovation lie for our clients, where enduring business value is born, in the form of state of the art user-friendly and intuitive apps and web interfaces that are truly enjoyed by people for their quality, look, feel, colors and functionality – not just merely "used."

**Flexibility:** We offer flexibility in approach, from Team-as-a-Service to project-based approach - especially if the project is done according to the SCRUM agile methodology. After understanding the business need / pain of our clients, we always recommend the model and tech stack best-fitting to the circumstances, the needs and the requests of the client, and we execute development in the most economical and cost-efficient way.





# TEAM-AS-A-SERVICE

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Under Attracto's Team-as-a-Service (TaaS) offering, clients get quick access to a cohesive team of cross-platform coders, UI/UX designers, QA professionals and support engineers with any desired skills (including a Project Manager). The team in the TaaS model is a trained squad of experienced professionals with rigorous adherence to proven software development processes. All work, completed tasks and working hours are logged and transparent, invoices are issued on a monthly basis.

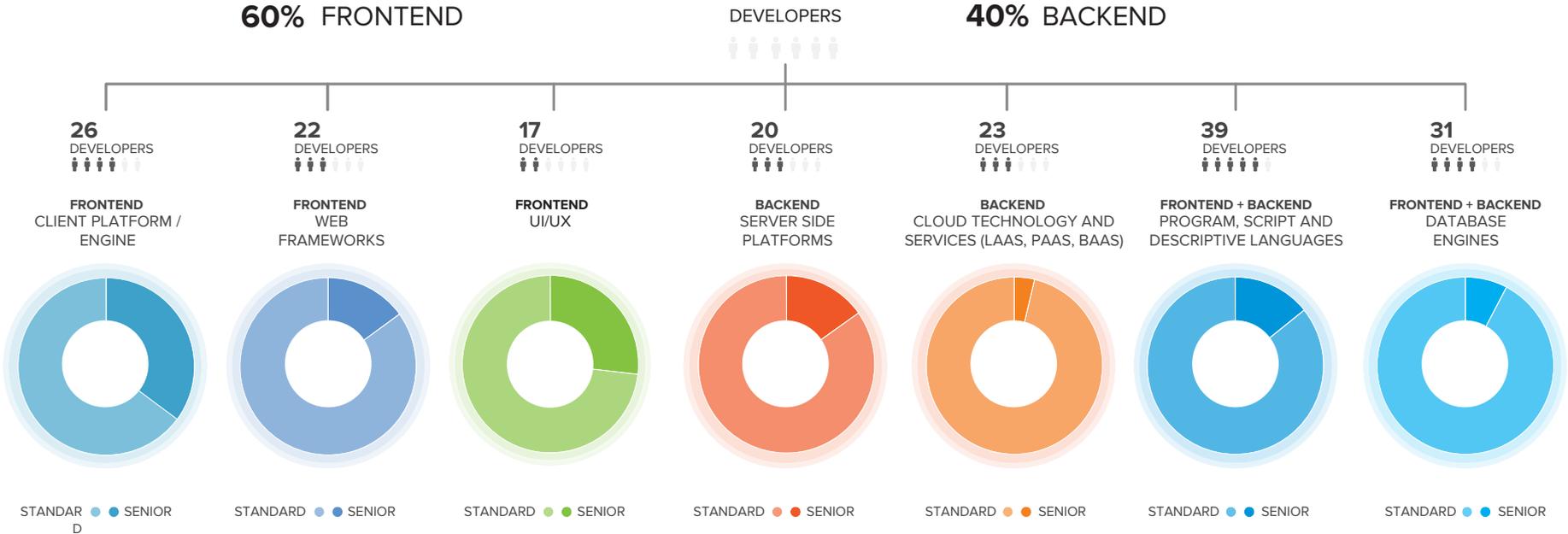
The TaaS model is the most valuable for organizations with:

- a sudden and unforeseen increase in development projects or resource needs
- a temporary spike (of a few months or quarters) in dev. workload
- capacity issues due to high fluctuation
- a need for a rapid prototype

Either way, having access to a (both up and down) scalable “turnkey” developer team is of great value, where the supply of proper dev. resources are generally and globally scarce.



# IN-HOUSE RESOURCES AND SKILLSET - 50+



# CHATBOT PLANNING AND BUILDING

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**Chat as a UI:** Chatting quickly became one of the mainstream communication channels among smartphone users, whereby Chat as a User Interface, or UI (also called conversational UI), may even be the most significant step in the evolution of human-machine interaction.

**Chatbot Platform:** The Attrecto Chatbot Platform enables us to quickly and efficiently deploy chatbot instances to the most used chat platforms such as Facebook's Messenger, Viber or even a custom web-widget according to the needs of our clients, so that the level of customer service, consumer engagement, or even in-house process-efficiency can meet 2018 standards. Attrecto Chatbots may be trained through verified machine learning techniques and evolve as usage grows and as new needs and value-creation opportunities arise. After our (optional) Chatbot Pre-Development Service helping with the first steps, we offer a business model with a one-time customization and deployment fee, and then a monthly license fee based on the capabilities of the Chatbot solution.





# LABS

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Inside our Next Tech Lab, we test and develop prototypes and functional solutions based on practical, hands-on, in-house experiences using the latest technologies, devices and operating systems so we are ready to deploy on live client projects with client-valuable insights designed-in. In our physical and virtual lab spaces we cultivate digital creativity in our developers and consultants – our latest being a Chatbot lab and showcase area to demonstrate the capabilities of the Attrecto Chatbot Platform, including natural language processing and verified machine learning components.



# OUR MAIN R&D AREAS

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No half measures. With Attrecto Labs, we are making sure that the used technology always transforms to top-of-the -line solutions for our Clients.



SMART SENSORS, IOT TECH



MACHINE LEARNING, NLP



AR EXPERIENCES



VR EXPERIENCES



PWA - PROGRESSIVE WEB APPS



# OUR VALUES

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## SOFTWARE DEVELOPMENT PROCESSES

**We believe in state-of-the-art engineering processes.** Two of the tech founders of Attrecto spent several years at SIEMENS, AUDI and SAP, learning how to create software (not just apps) according to industrial level quality standards, and they developed an understanding of what problems clients usually face, and how to best solve them.



## PEOPLE AND TALENT

**We believe in the power of people.** Behind Attrecto there is a group of carefully selected professionals, a healthy blend of seasoned seniors and high potential junior talent. Through our unique university partnership we have access to the brightest minds in the region, which we keep on developing in our in-house training programs. We not only nurture our staff, we are the most active IT firm in our region organizing open developer “DevUp” events focusing on several different technologies at a time.



## TRANSPARENCY AND FLEXIBILITY

**We believe in transparency and flexibility.** We provide maximum transparency for our partners while offering as much flexibility as reasonably possible both in terms of the business cooperation and throughout the implementation. Clients who work with Attrecto also experience an elevated level of quality communication and transparency, making not only the result, but also the journey a smooth and efficient experience.



# MANAGEMENT

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## **KISS GERGELY**

Chief Executive Officer

## **ZSÉGER ÁDÁM**

Chief Operating Officer

## **KISS BENEDEK**

Chief of Business

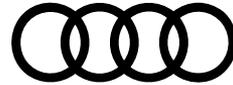
## **BIRTHA ÁKOS**

Chief Technology Officer



# REFERENCES

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Mercedes-Benz



POSSIBLE



# WHY HUNGARY?



## ANALYTIC COMPETENCE INNOVATIVE MINDSET

- located in the heart of Europe
- highly developed communications and logistics infrastructure
- dynamic economic growth, business-friendly environment
- membership in EU, NATO; long-term political stability
- well-trained, creative, flexible human capital
- strong presence of foreign and multinational companies
- high productivity / wage ratio
- growth mindset

## Global list of the best developers by country

Rank	Country	Score index
1	China	100.0
2	Russia	99.9
3	Poland	98.0
4	Switzerland	97.9
5	Hungary	93.9
6	Japan	92.1
7	Taiwan	91.2
8	France	91.2
9	Czech Republic	90.7
10	Italy	90.2
11	Ukraine	88.7
12	Bulgaria	87.2
13	Singapore	87.1
14	Germany	84.3
15	Finland	84.3

Source: HackerRank



# ATTRECTO

## ENGINEERS IN DEVELOPING NEXT TECH DIGITAL EXPERIENCES



50+ CROSS-PLATFORM DEVELOPERS



120+ TEST DEVICES OF DIFFERENT  
BRANDS, OS-S, AND SIZE



120+ SUCCESSFUL WEB- AND MOBILE  
PROJECTS



AGILE DEVELOPMENT METHODOLOGIES



COMPLEX, INDUSTRIAL LEVEL,  
END-TO-END SOLUTIONS



PRE-DEVELOPMENT SERVICES



CHATBOT PLANNING AND DEVELOPMENT

