# SOFTSERVE AT A GLANCE

## DELIVERING INNOVATION, QUALITY, AND SPEED.

SoftServe is a digital authority operating at the cutting edge of technology. We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

**200+**
clients

**92%**
repeat customers

**70**
NPS score

**30+**
offices worldwide

## OUR INNOVATIVE APPROACH IS THE DIFFERENCE

Our work is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We take the time to invest upfront in our clients, delivering bespoke solutions according to four journey states. We partner with our clients to reveal, transform, accelerate, and optimize the way enterprises and software companies do business according to their digital maturity level.

No matter where our clients are in their journeys, our collaborative, technical experts take their business to the next level.

Our technical expertise covers the broad spectrum of both today and tomorrow's technological landscape. We specialize in:

- Experience Design
- Big Data, Machine Learning, and Artificial Intelligence
- DevOps
- Security
- Digital Marketing Platforms
- Cutting-edge Research and Development

"SoftServe showed themselves to be very customer-oriented, flexible, and a proactive partner helping us to find the best match for our needs," says Akse Eroglu, Head of Supply Chain, Nestle Ukraine & Moldova.

## MARKETS SERVED

SoftServe delivers solutions-based services that make amazing experiences possible. Our industry experts are dedicated to delivering the innovation necessary to take our client's business to the next level.

### Software

*Independent software vendors and enterprise, multinational companies*
Globalization is driving competitiveness at an unprecedented pace. We help businesses meet that challenge with the latest innovations and software advances. Whether it's augmenting staff, leveraging specialized skills, or getting products to market faster, we keep our clients operating at the edge of innovation. We implement secure, scalable, and high-quality solutions that deliver exceptional user experiences.

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## Healthcare

*Payer, provider, life sciences, specialty pharmacy, insurance, biotech/healthtech*
Healthcare companies face dramatic changes in customer behavior, market dynamics, and regulatory demands. We help our clients deliver innovative approaches that improve patient care and lower costs, while delivering value across the interconnected healthcare ecosystem. We are committed to helping our clients successfully evolve and adapt by leveraging the latest technologies for everything from improving patient engagement to remote health management to delivering on value-based care.

## Financial Services

*Digital banking, cards & payments, insurance, fintech/regtech/insurtech*
A digital transformation is taking place in the financial services industry, with a host of non-bank innovators offering both customer-facing and back-office technology products and services.  We help our clients address changing consumer behaviors and financial needs with the right strategies and technology to solve even the most complex challenges. We do this with an innovation-first mindset, transforming legacy systems and introducing new approaches that improve the overall customer experience and foster deep loyalty.

## Retail

*Consumer packaged goods, luxury items, B2B, B2C*
Innovation is central to the success of any retail business. We help our clients leverage technology to exceed shopper expectations, turning casual visitors into avid fans. We go beyond merely offering product recommendations to anticipate what shoppers want, delivering it to them in engaging ways across all channels.

## Media

*Content distributors, multichannel video programming distributors*
Today, consumers expect hyper-targeted content and relevant advertising. We help our clients understand their audiences' consumption habits to deliver personalized content that turns readers into followers. We help media companies improve their digital experiences, while reducing the complexities of multi-platform distribution. Leveraging historic and real-time data, our clients roll out and track diversified revenue streams that positively affect their bottom line.

## WHAT SETS US APART

We understand the importance of investing in the future. That is why we enable our associates and support specialized, global technology communities.

## SoftServe University

Our SoftServe University offers an IT education for talented university students as well as the option to stay on as a SoftServe employee after graduation. In fact, 70% of our graduates are hired to SoftServe. And since SoftServe experts provide 85% of trainings, the quality of our graduates' work is guaranteed. Classes include software development, testing and quality control, project management, system architecture, UI/UX design, and more.

## Corporate Social Responsibility

Our **Open Eyes Charity fund** provides financial support to hospitals, orphanages, and rehabilitation centers for food, clothing and healthcare. Its goal is to help develop a society of active and conscientious people who are making the future better. We also encourage associate volunteerism and support green initiatives to reduce our company's carbon footprint at each of our offices, worldwide.

Visit **www.softserveinc.com** or contact a SoftServe representative at info@SoftServeInc.com
to get started, today.

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