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COMPANY DECK



April 2023

</ About Ing >

YOUR PREFERRED PARTNER FOR TURNING BUSINESS IDEAS INTO DIGITAL PRODUCTS.

Ing was founded in 2009 as a software development company. Since then, our expertise, as well as the complexity of projects we worked on, has grown significantly and today we are proud to present ourselves as the provider of premium **product development services**.

Our **150+ people strong team** includes solution architects, software engineers, UI/UX designers, QA engineers, as well as project & product managers.

We have more than **150 diverse projects** under our belts in different verticals, but have gathered most experience in precious metals, retail, automotive, and smart devices, working with companies large and small - from early-stage startups to global, multinational corporations.

For every project, we strive to understand our clients' business challenges and to provide the best possible solutions to solve them. We don't rest until we make sure that the products we are creating are enabling our clients' continued success.



</ Our Clients >

WE HELP ENTERPRISE ORGANIZATIONS AND STARTUPS WITH THEIR PRODUCT DEVELOPMENT AND DIGITAL TRANSFORMATION NEEDS

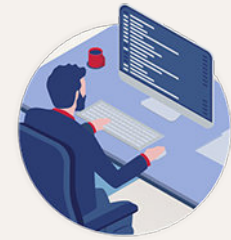


PHILIP MORRIS



</ Our Services >

WE CREATE DIGITAL PRODUCTS FOR YOUR BUSINESS GROWTH



Product Prototyping

Creating a product prototype is an important first step, before going full-in with creating a digital product. It enables better understanding of features and functionalities, helps with detecting potential issues, and with defining the priorities.

- ✓ **SIMULATE BUSINESS PROCESSES**
- ✓ **MINIMIZE DEVELOPMENT RISKS**
- ✓ **CONTROL INVESTMENT VOLUME**

Software Development

Our cross-functional teams and multidisciplinary approach ensure we can provide the best solution for any type of problem - from nitpicky enterprise software integrations, to legacy software upgrades, to fully customized solutions.

- ✓ **MOBILE APPLICATIONS**
- ✓ **WEB APPLICATIONS**
- ✓ **REAL-TIME APPLICATIONS**

UI/UX Design & Branding

UI/UX & branding is what creates a connection between users and your product. Design strategies that empower human interactions are crucial to its success, and they span beyond the user interface into strategic branding aimed at delivering a clear message.

- ✓ **MOBILE & WEB APPLICATION UI/UX**
- ✓ **BRAND IDENTITY DEVELOPMENT**
- ✓ **MARKETING COLLATERAL DESIGN**

</ Tech Stack >

TECH BEHIND THE CURTAINS



</ Our Expertise >

CREATING DIGITAL PRODUCTS FOR A DIVERSE RANGE OF INDUSTRIES

Since 2009, we've worked on more than 150 projects delivering a wide range of digital products that solve business problems challenges in different verticals



Enterprise



Fintech & Banking



Precious Metals



Automotive



Retail



eCommerce



Smart Devices



Video Games

</ Precious Metals >

CUSTOM SOLUTIONS FOR ASSET TRADING

Trading with precious metals (rare and valuable elements that include **gold, silver, platinum, palladium and rhodium**) is an industry that is growing steadily because it enables portfolio diversification, inflation protection, hedging and speculation

To provide their customers with reliable asset trading experience, these organizations need specialized solutions that work flawlessly and are integrated with different industry-specific tools and services via APIs.

We have over 10 years of experience

designing and creating solutions for precious metals trading. On one hand, customer facing trading portals, and on the other hand, back office solutions to manage asset trading business side of things.



</ Precious Metals >

CREATING A CUSTOM TRADING PLATFORM AND A BACK OFFICE SOLUTION



We have been working with GBI for more than 10 years now. What started as a one-off project to modify their platform to enable full integration with their partners' systems (eCommerce platforms, IRA savings companies, banks, advisors...), evolved into a comprehensive technology-related role that fueled their digital transformation.

This included regularly tackling fresh challenges and expanding our experience within the financial industry, including managing various industry-specific integrations like USA OFAC, BRINKS, crypto-trading, sales tax fraud protection, FIX protocol...

Today, GBI's trading platform and ERP system are based on the technology we have been developing for more than 10 years. This enabled them to digitize their business processes and to transform themselves from a precious metals brokerage company into a technology company that gets more than 90% of the revenue from implementing the platform for companies like GoldSilver, HardAssets Alliance, and Asset Strategies International, where we served also as an integration partner.

www.gbi.co

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Ing has been, and continues to be, a valued resource. Skilled and knowledgeable developers. High level of quality, responsiveness, and communication. Ability to scale to demands as needed. Very much recommended.



Peter Custer,
CTO @ Gold Bullion International

</ Precious Metals >

COMPLEX INTEGRATIONS TO ENABLE PRECIOUS METALS TRADING



US-based Asset Strategies International are innovators in the field of alternative asset ownership, including precious metals, foreign currencies, and pre-1933 U.S. gold coins. In 2020, as a new step in their digital transformation, they decided to migrate to a new web platform, to enable not only better flow of their current processes, but also to improve them and become more digitized in general.

For them, **we designed a complex solution that is based on Shopify as ASI's new client-facing platform**, which enables their clients not only to see their products and services, but also to purchase them in real time.

At the same time, ASI needed to move existing client data-base to a new CRM platform - for which Hubspot was chosen - and to seamlessly synchronize Hubspot and Shopify in real time. This is where our team shined by developing a **bespoke plugin to enable Hubspot and Shopify to seamlessly exchange data**.

The project also includes integration with Avalara to ensure global tax compliance, as well as with Dillon Gage to populate the new platform with all of their product, shipping, and pricing data. Finally, integration with QuickBooks was engineered to enable automatic synchronization of sale data and providing timely reports for ASI's top management.

www.assetstrategies.com

</ Working With Us >

FLEXIBLE AND AGILE PROCESS THAT SUPPORTS YOUR SUCCESS



1 Let's Talk

We meet. We talk about your product and business, your ideas and problems you are facing. We let you know how we will be able to help you.

2 Discovery

This is when we enter our discovery phase. We outline an MVP ("Minimum Viable Product" in which we develop a proof of concept for your product). Ing offers continuous consultations with our experts throughout the process. Depending on the complexity and detail, this can take in average from 1-4 weeks. The client is billed fairly on the time, materials and resources used for this stage.

3 Estimation

We provide you with an estimation for the MVP costs and timeline.

4 MVP Development

After you (the clients) have approved the estimation, MVP development is already put underway. We charge you an agreed-upon sum which we use to cover the costs of starting our work on the product. Regular meeting are scheduled to update you on the progress and further discuss the work.

</ Working With Us >

FLEXIBLE AND AGILE PROCESS THAT SUPPORTS YOUR SUCCESS

5 MVP Complete

MVP is completed and accepted (we also put the final touch to the financial aspect of the things done). We start talking about new features and the road ahead that will lead us to the first live release.

6 Additional Releases

We adhere to agile principles and you can expect new releases bi-weekly. You will be billed a fixed amount for every sprint, based on the estimation we provide before a sprint begins.

7 Go Live

Once all the features have been developed and tested, we are ready to go live.

8 Support & Maintenance

We can now switch to support & maintenance mode.



</ Working With Us >

COOPERATION MODELS

We offer three different cooperation models, but they are sometimes mixed and matched to best suit the project we will be working on.

Fixed Cost

- ✓ For small scale projects with clearly defined requirements.
- ✓ Guaranteed fixed scope & cost for your project.
- ✓ Application testing and quality assurance included.
- ✓ Project management included.
- ✓ 30-day warranty once your project is delivered.

i You must provide detailed technical specification/project requirements. We can assist you in providing these on a Time & Materials basis.

Time & Material

- ✓ Avoid detailing technical specifications / project requirements.
- ✓ Mitigate the risk of unmatched expectations.
- ✓ Respond more quickly to project changes.
- ✓ Project management included.

i You must provide functional details. We provide detailed weekly reports so you can track the progress and expenses.

Dedicated Team

- ✓ Highest level of control and flexibility.
- ✓ Fixed monthly cost per team member.
- ✓ Lowest cost engagement model.

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