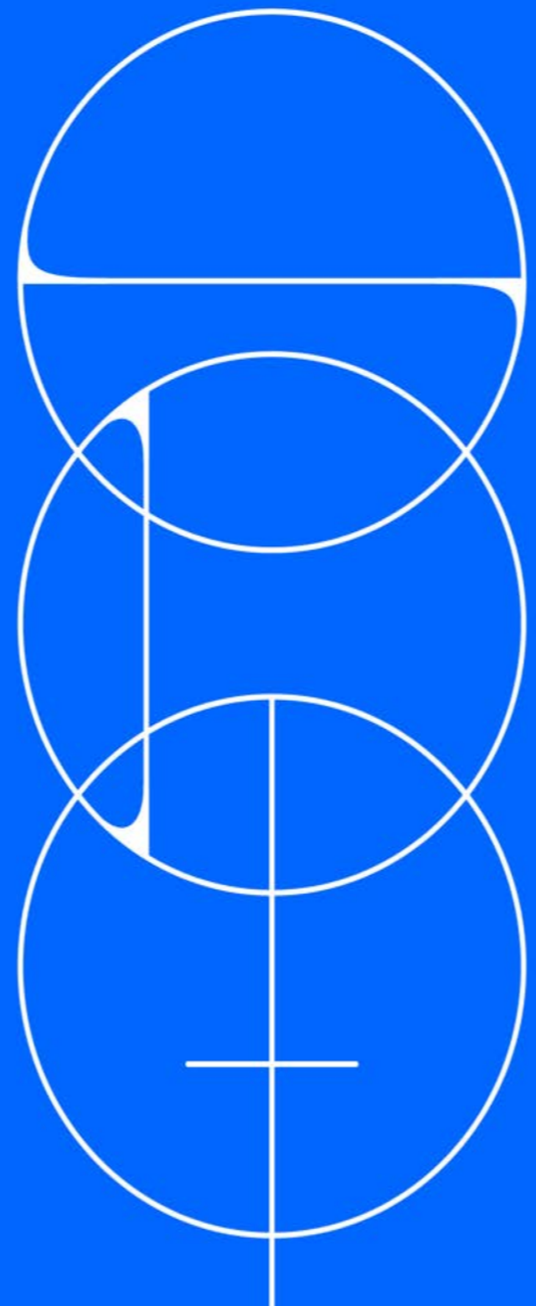
CyberTex.
Global Solutions

Eliminating the obstacles for startups, one problem at a time

CyberTex Global Solutions - Our Projects, strategic partnerships and professional expertise

www.cybertexglobalsolutions.com



1

ABOUT THE COMPANY

2

CASE STUDIES

3

PROFESSIONAL EXPERTISE

CyberTex Global Solutions Development Company

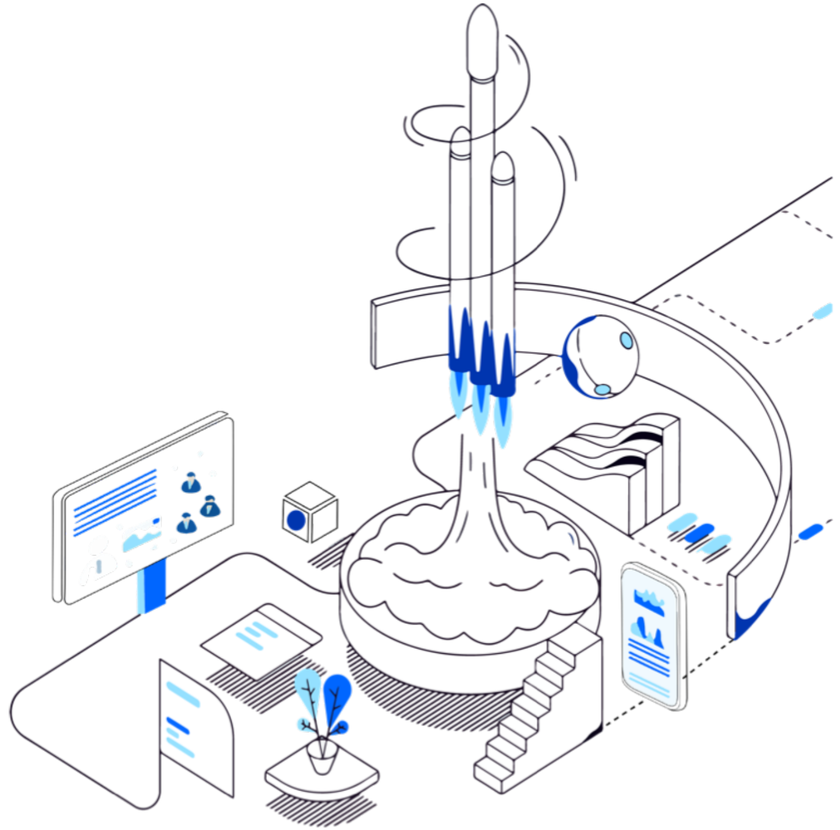
CyberTex Global Solutions offers a wide range of services including software development, web design and development, mobile app development, digital marketing, and more..

Building MVPs

Providing Top 5% Developers

Strategy Consulting

CyberTex Global Solutions is a company that is dedicated to helping tech-based businesses succeed. With our expertise, commitment to quality, and focus on innovation, We are well-positioned to continue to deliver exceptional services.



Our Business Background

WE WORKED AT CORPORATIONS AND ALL STARTUPS

We have experience in working both at startups and big organizations. It gives us great integration skills and a business-focused approach.

WE BUILD INNOVATIONS FOR OTHERS

We have built over 30 products from scratch. No matter the industry, we are ready to take on the challenge and learn along the way.

We are Global

We’ve partnered on more than 30 projects across 3 continents.

War for IT Talent

Which country has the best developers?

Pakistan ranked as one of the best Asian countries in offering IT talents and experienced developers

Pakistan's IT talent pool offers businesses the advantage of high-quality and cost-effective technology solutions. With its strong focus on innovation and continuous learning, Pakistani IT professionals are quick to adapt to new technologies and stay ahead of the curve.

Common Concerns About Remote

We’ve worked remotely from the beginning and we’ve figured it all out.

Difficult Communication

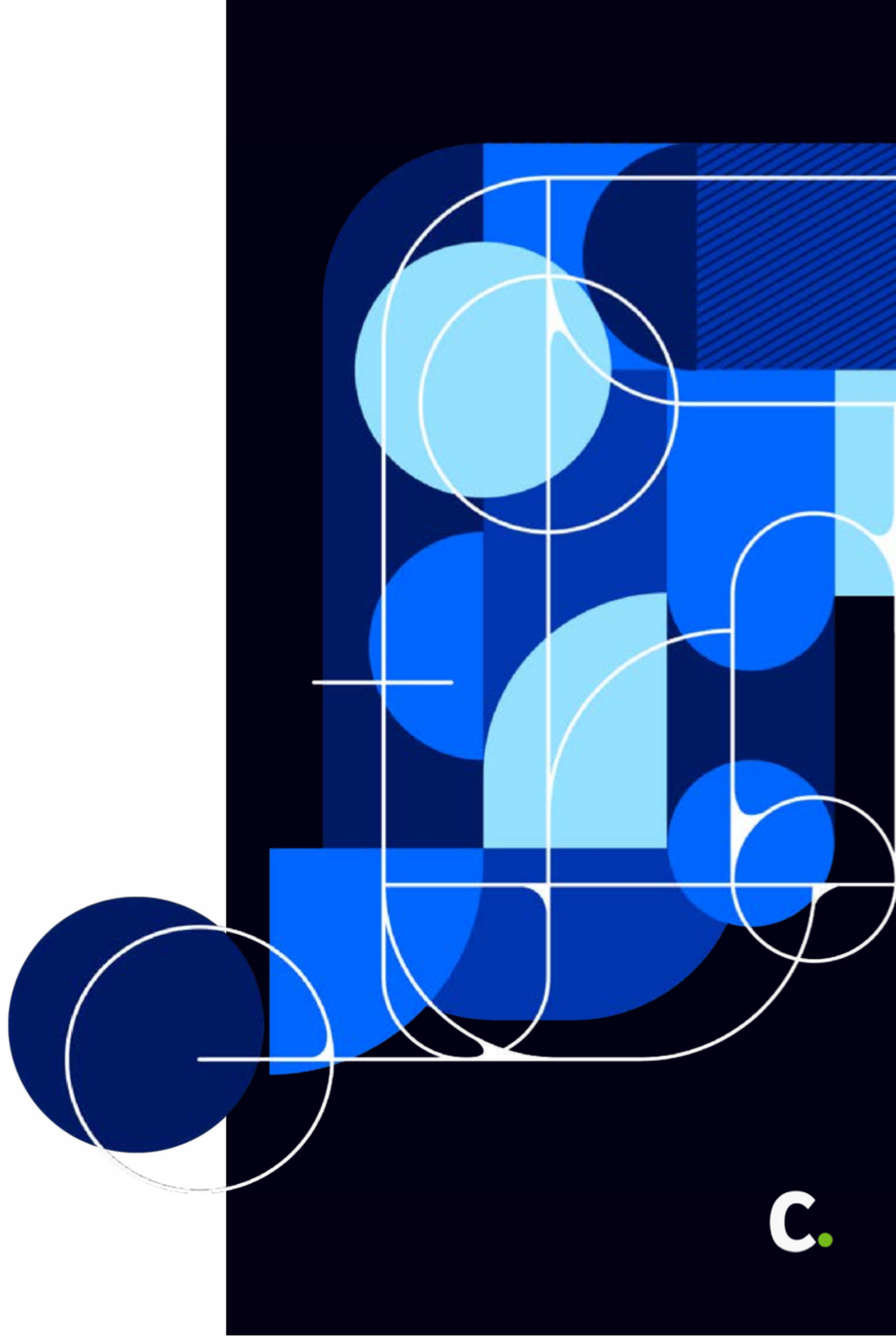
SOLVED

Lack of trust and transparency

SOLVED

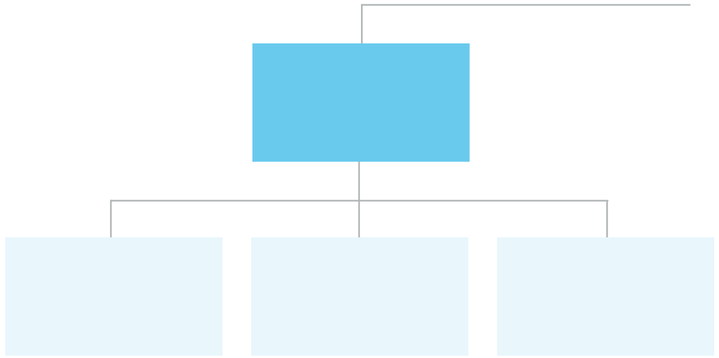
Developers rent

SOLVED



Dedicated Team

It's like outsourcing, but better



We understand that a successful team needs to cover all the necessary skills required for the project. Our team members possess a deep understanding of how different startups operate, including how development should look and how teams are supposed to work together to achieve their goals.

Highly-skilled design team focused on the product:

Product Manager

UX/UI Designer

Engineers

Product Owner (You!)

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3 PROFESSIONAL EXPERTISE

Hunger Rush

HungerRush360 is the ultimate solution for restaurant owners who are tired of juggling multiple systems and struggling with outdated technology.

The cloud-based platform brings everything you need to run your restaurant together in one place, accessible from anywhere. With features like above-store reporting, menu management, delivery, loyalty programs, and more, you'll have all the tools you need to succeed.

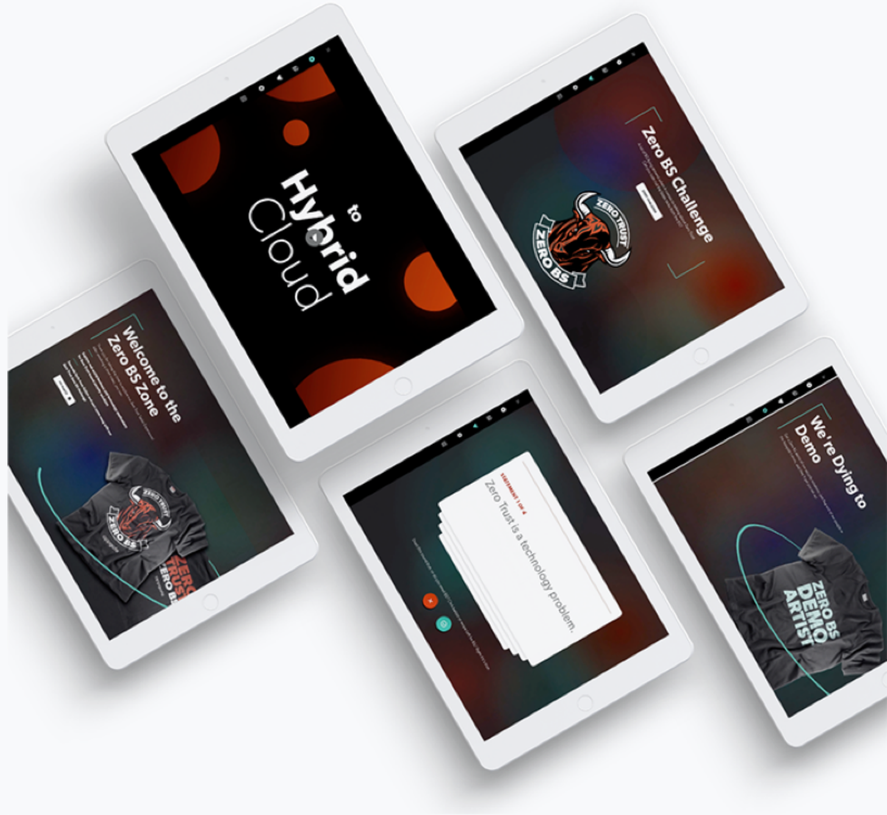
Say goodbye to the hassle of managing technology and hello to a more streamlined, efficient experience with HungerRush360.

AppGate

The challenge was to provide an engaging and cutting-edge experience to the audience.

The solution was to create an iPad-based game that would allow users to interact with the App Gate brand and services in an engaging way. The game, called the BS No BS game, challenged users to distinguish between real and fake scenarios related to App Gate's services. The game was designed to be fun and educational, highlighting the key benefits of using App Gate's services.

The application was a huge success at the exhibition, with many visitors stopping by the App Gate booth to play the game and learn more about the brand and its services.

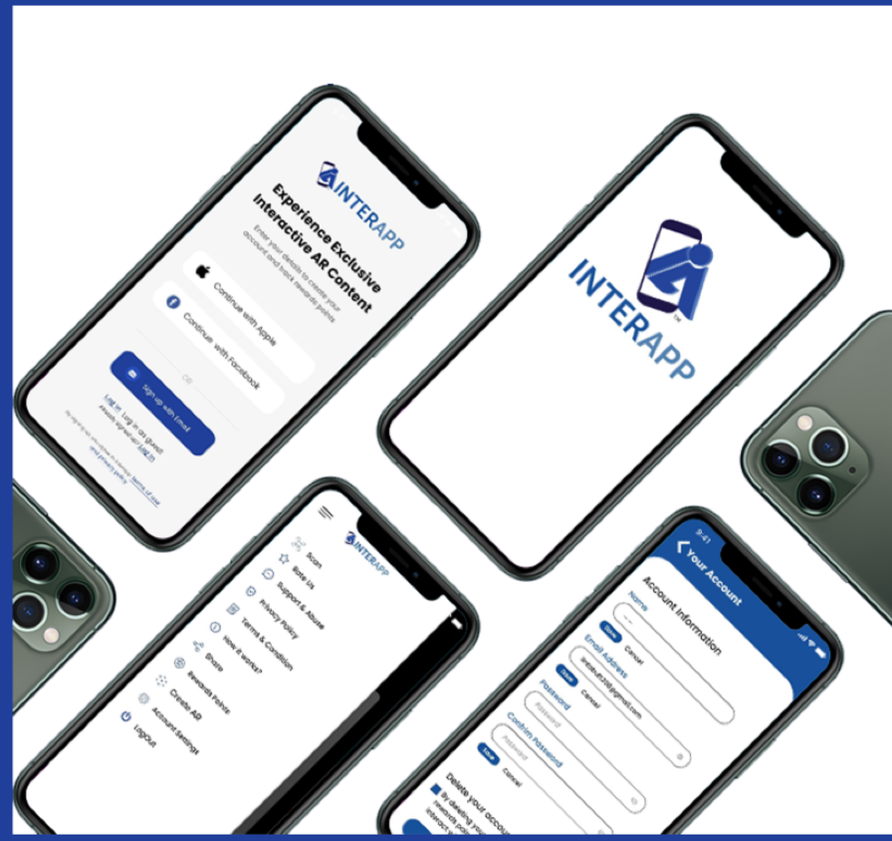


Inter App

The challenge was that people have no idea about AR and how it is creating value in our tech world.

Inter App's mission is to serve an AR ecosystem by providing a platform for creators, artists, and companies to develop and engage. To attract users and content providers, this program includes a self-service web-based AR.

Inter-app become one of the hot-selling news in the world of technology. It raised $1.2 million in funds and make headlines across the world.

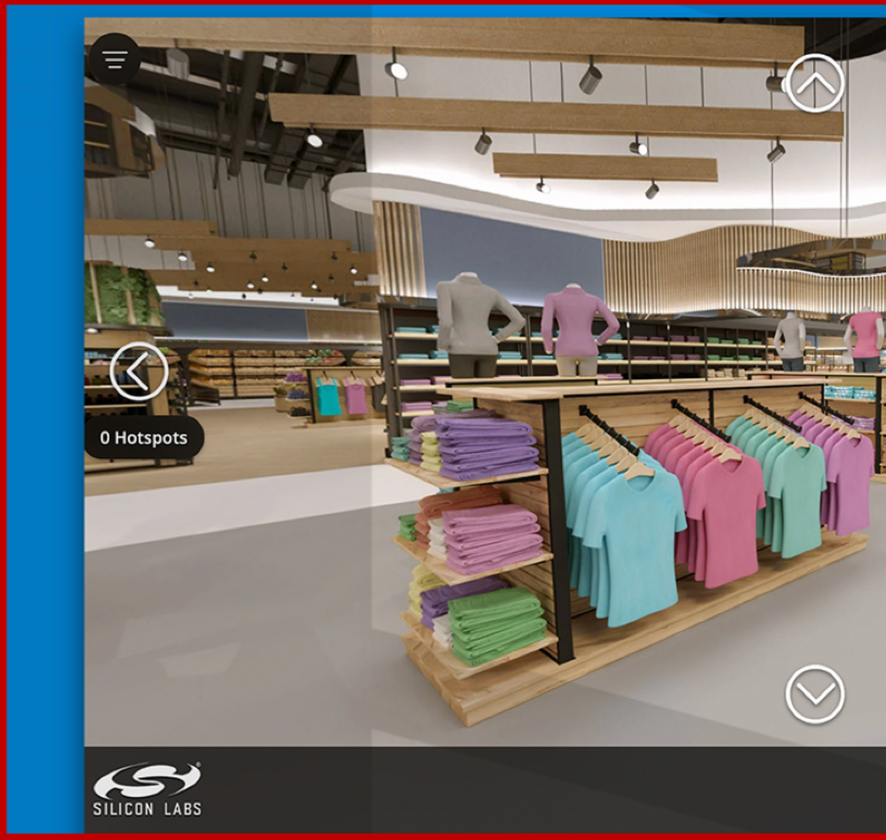


Silicon Labs

Silicon Labs addresses the problem we all face during the COVID outbreak. The COVID-19 pandemic posed significant challenges for various industries, particularly the exhibitions and events sector.

The goal was to create an immersive, interactive experience that highlighted the innovative applications of the electric components at the heart of Silicon Labs.

The result was a truly robust and excellent showcase that transported users into Silicon Labs and allowed them to explore its possibilities in a truly unique way.



Dexio

There has never been anything like the Dexi Protocol project before. The game provides its users with several features. Surprisingly, AR is reaching out to a broader range of sectors for partnership.

This game will provide users with an entirely new experience in the AR environment. Dexio is a mobile game software that grants its users access to a global augmented reality (AR) realm known as the Diverse. Hunters may gather numerous cryptocurrencies in AR, which they can then redeem for genuine digital assets.

The developers have done a great job in creating an application that is fun to use, intuitive, and also can be a user-friendly social media platform.

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3 **PROFESSIONAL EXPERTISE**

Our Expertise

EXPERTISE

We have more than 4 years of experience in working with web and mobile apps.

Web	4 years
Mobile	2 years
Artificial Intelligence	4 years
UX/UI	4 years
Cloud	4 years
IoT	2 years
Blockchain	1year
Big Data & Analytics	4 years
Software Architecture	4 years

* years of expertise as a company

INDUSTRY KNOWLEDGE

Over 30 projects, we have gained knowledge in a variety of industries and professions.

Oil and gas	2 projects
Energy & construction	1project
FinTech	4 projects
LegalTech	2 projects
EduTech	1project
FoodTech	1project
Matching platforms	3 projects
Community platforms	3 projects
and more!	30+ projects

TECHNOLOGIES

We are focused on the most recent web and mobile technologies for our projects. They are all backed by modern cloud solutions.

JavaScript	7 years	PostgreSQL	10 years
React	6 years	MongoDB	10 years
AngularJS	3 years	Azure	9 years
Vue.js	5 years	AWS	10 years
Node.js	10 years	Google Cloud	10 years
Express	8 years	React Native	3 years
Rails	10 years	Swift	2 years
Ruby	10 years	Python	6 years
GraphQL	3 years	Kotlin	3 years

* years of experience of our top developers in the technology

The Proven Workflow

Our team constructs user-centric, innovative products using advanced frameworks. We then deploy them onto highly scalable, cloud-based environments, prioritizing stability and reliability.

Proven Workflow

Prototype

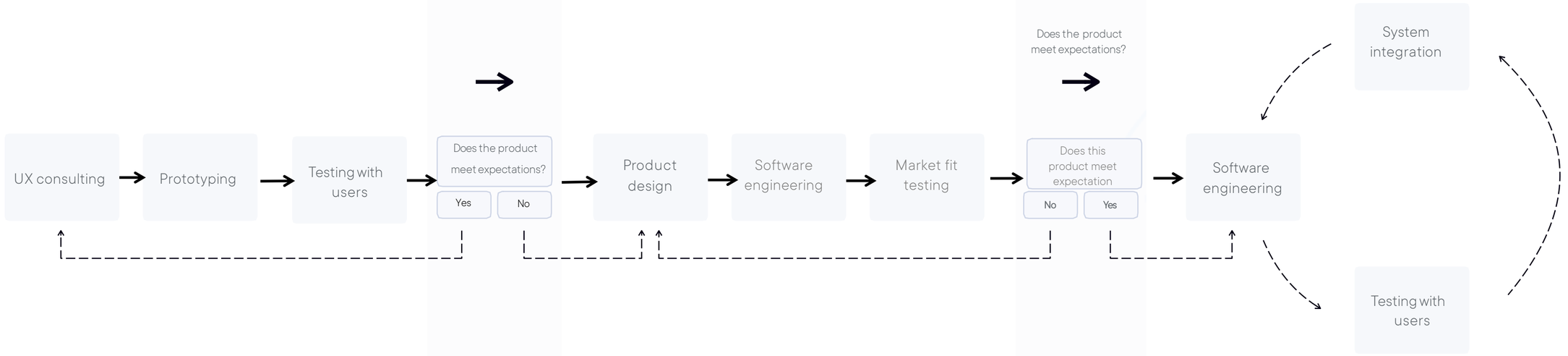
1 MONTH

Proof of Concept

2–3 MONTHS

Commercial product

3-6 MONTHS



Proven workflow

Prototype

1 MONTH

UX Consulting

Prototyping

Testing with users

Proof of Concept

2–3 MONTHS

Does the product

No

Yes

Product design

Software engineering

Market fit testing

Commercial product

3–6 MONTHS

Does the product meet expectations?

No

Yes

Software engineering

System integration

Testing with users

Prototype

Why and how?

Our team believes that prototypes are crucial for innovators, and we have developed a robust process to streamline the prototyping process. Beginning with research, we prioritize UX and then proceed to create visuals when time allows.

- Detailed enough to get feedback from pilot customers
- Allow for initial validation of the value proposition
- Relatively cheap, easy, quick - allow for multiple pivots at low cost

Prototype

UX research

1. UX research
   - Market and competition research
   - User research and analysis
   - Personas
2. UX design
3. Interface design

Eivind

User of:	Mobile app
Age:	29
Education:	Secondary
Occupation:	Mechanic

ng hours, he finds
metimes he
o lower his family's
aryway of using
evice is slowly
ain his budget.

Astrid

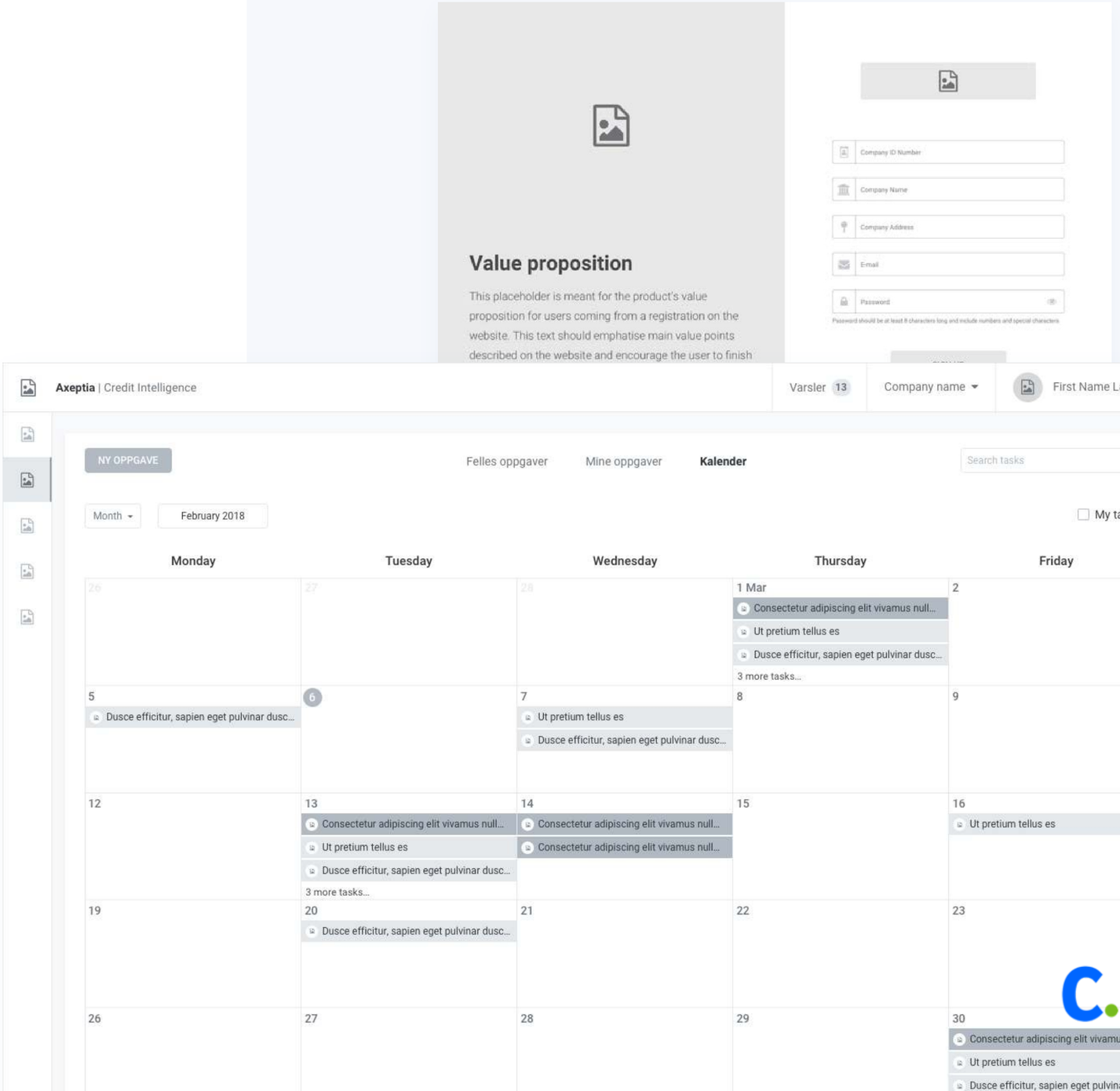
User of:	Ad distribution app
Age:	34
Education:	Higher
Occupation:	Marketing specialist
Location:	Norway
Tech-savviness:	High

Objective:

Astrid's recently started working for a company which is currently planning to expand to new markets. She created a special campaign to test if there's any demand for the type of products they're selling. She wants to make sure that the launch of the product is a success and the company won't lose money. Because of that, she needs a cost-efficient and effective way of reaching customers in countries of her interest. She hasn't done anything like it before, so searching for the most effective channels in cultures he doesn't know too much about yet is a huge challenge.

Prototype
UX design

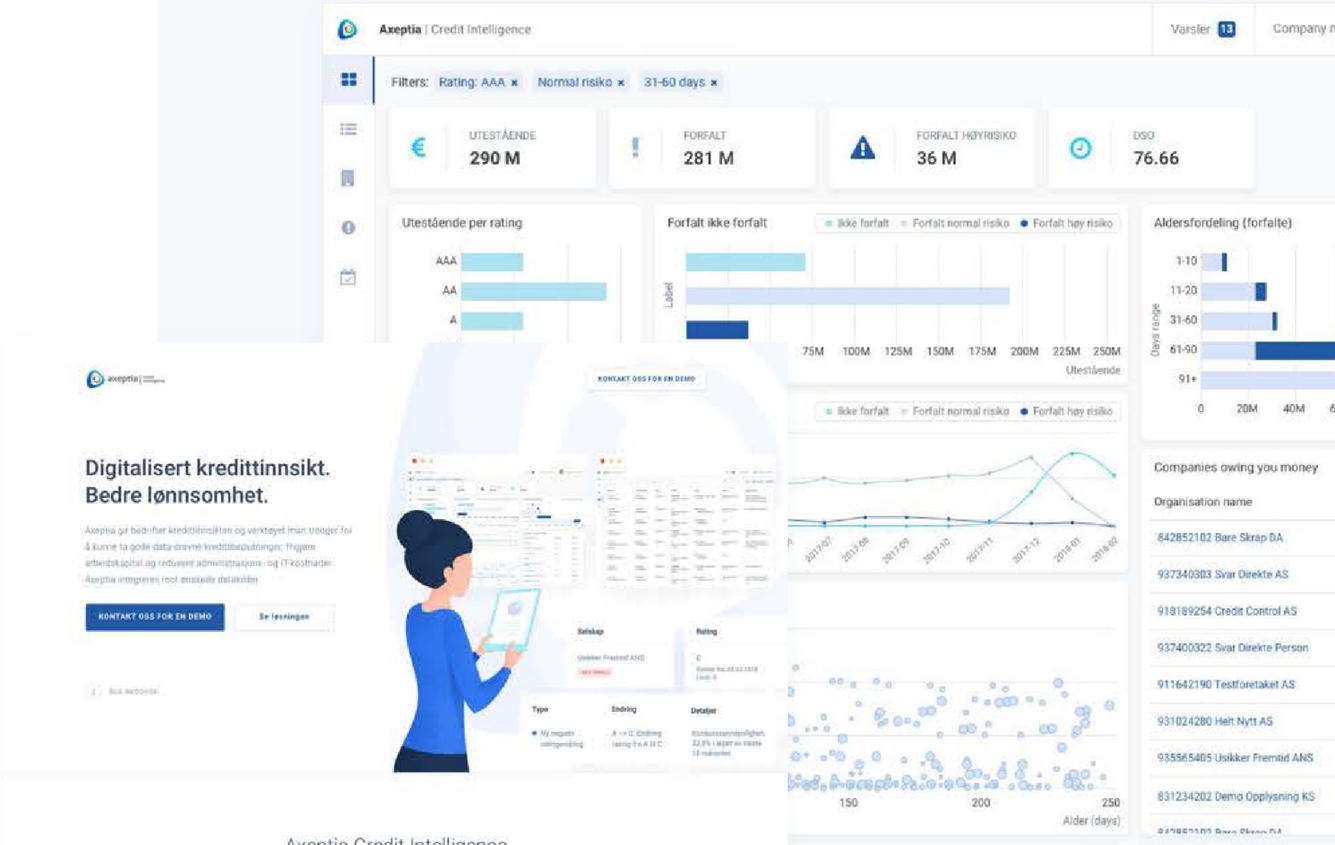
1. UX research
2. UX design
   - User flows
   - Wireframes
   - Prototyping
   - Motion design
3. Interface design

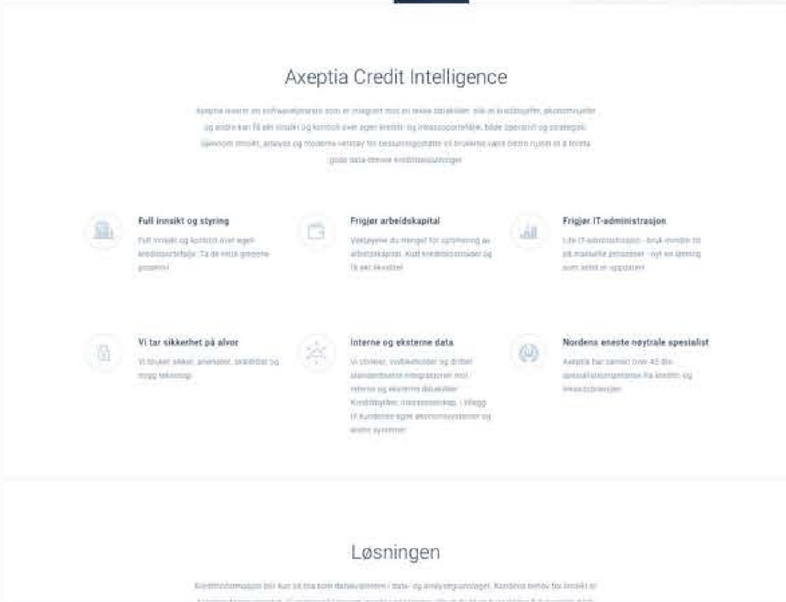


Prototype

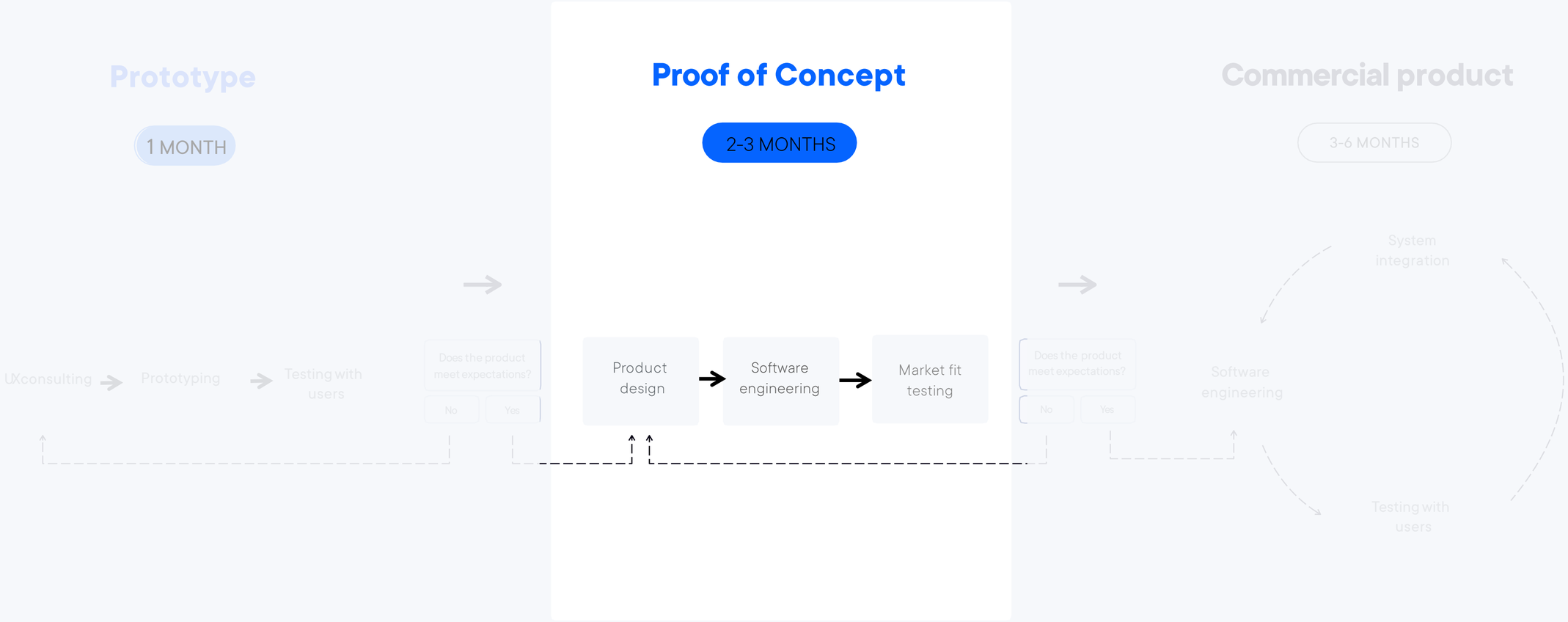
Interface design

1. UX research
2. UX design
3. **Interface design**
   - Mood boards
   - Colors and typography
   - Illustrations
   - Content and guidelines





Proven workflow



Proof of Concept

Software engineering

Keeping it Simple

Don’t make the mistake of letting your fantasy take over. Focus on keeping the PoC simple, just large enough to validate your key value proposition and maximize usability. There is no place for any nice-to-haves at this stage.

Measuring Success

If the goal of the PoC is validating your idea on the market, you need to be able to quantify the success. Remember to choose metrics relevant for your business model and avoid Vanity metrics at all cost! Implement proper analytics from the very start.

Keeping Mind Open

Approach the whole project with an experimentation attitude. Don’t treat the product’s scope as defined. Make it an object of your research and adjust . If you get too strict, you’ll find it very hard to pivot and give up on some of the unwanted features.

AGILE METHODOLOGIES TO FOLLOW

“Sprint offers a formula for testing ideas (...). Within five days, you’ll move from idea to prototype to decision, saving you countless hours and dollars.”

“The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched.”

“For those who believe that there must be a more agile and efficient way (...) to get things done, here is a (...) book (...) that is changing the way we live.”

Proof of Concept

Our development process

1

Preparations

5 DAYS

- We listen to your ideas, read your materials and come up with **user stories** - structured easy-to-read list of features.
- We propose **technical solutions** and prepare a complete project setup with cost estimates and processes explained.

2

Kick-off

30 DAYS FROM THE SIGN-OFF

- We create a **development plan**, agree on how the project management and reporting will go. We discuss cloud solutions for the future to think about it from the beginning.
- Everyone leaves being on the same page with everything.

3

Design and PoC development

2-3 MONTHS

- Together, we choose the features that should be included in the PoC.
- We'll be as **agile** as possible.
- In the meantime the designers will work their magic and create stunning designs.

4

Quality assurance and bug fixing

2 WEEKS

- Having finished the development phase, we start the **internal testing** to find all bugs and make sure the app works great.
- This is an intense period where testers and developers work together to clean everything up and prepare for launch.

5

User testing and feedback

2-4 WEEKS

- Once the PoC is ready, we can let the users do their job and use the app in the battlefield.
- Data analyses will help us decide about next steps.
- It will also act as testing ground for the key value proposition.

6

Further development

WHO KNOWS?

- Here we decide whether to move on vertically (expand the platform) or horizontally - pivot and adjust the value proposition.
- We deep dive into existing systems to get the solution ready for system integration and making it entirely cloud-based.

Proven workflow

Prototype

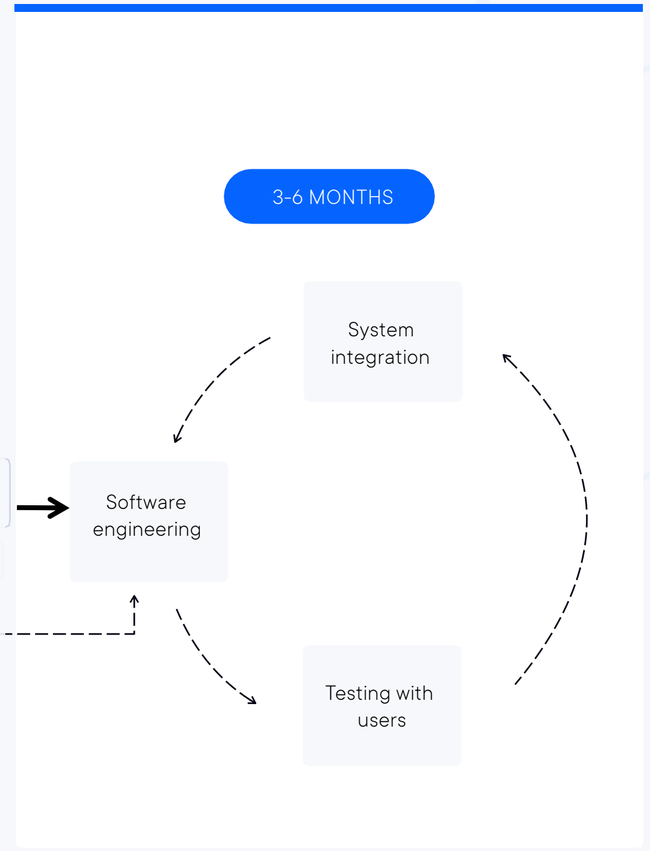
1MONTH

Proof of Concept

2–3 MONTHS

UXconsulting → Prototyping → Testing with users → Does the product meet expectations? (No / Yes) → Product design → Software engineering → Market fit testing → Does the product meet expectations? (No / Yes)

3-6 MONTHS



4 SUMMARY

Why Work with us?

Well-established Company

We have been operating on the market for 2+ years building tech products for more than 30 international clients.

Quick project start

The time needed to hire new resources can be a few times shorter. You get the developers ready to start within a few weeks from your request.

Great Startup Expertise

Having built and worked at startups, we've learned what it means to run a tech business and what problems entrepreneurs face daily

No risk of hiring unskilled people

All of our developers went through an exhaustive hiring process and have been tested onprevious projects.

Global presence

We run projects on 3 continents in over 10 countries. We know how to navigate time-zones and cultures withfinesse.

Proven workflow of making apps happen

Our teams have optimized their workflows over years of workingtogether on different projects. They are efficient andagile.

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