



hello.

Iversoft Overview



About Us.

01

ABOUT US

Iversoft at a glance



13 Years

in business as an industry-leading digital innovation agency.

40+ People

with a presence across Canada.

200+

digital products delivered, on time and on budget.

Digital Products Portfolio

Over the last decade we have acquired millions of users and continue to serve over 2 billion ads per year.

Cross-Industry-Experience

Our team boasts cross-industry-experience allowing us to think outside the box when looking for inspiration from other verticals.



**100% In-House
Canadian Talent.**

ABOUT US

Iversoft Clients

Delivering high-quality experiences for Mobile, Web, IoT, and Augmented Reality products



Experience Matters!

- Direct experience ensuring clients' project moves efficiently through production and successfully reaches its' market.
- Project support throughout your products' lifecycle.
- Quality backed by a company track record of increased bandwidth through leveraging flexible team models and reducing overhead costs.
- Diverse technology and industry expertise across every aspect of the production pipeline.
- Improve your go-to-market strategy by launching products faster with a ready-start team trained for peak efficiency.
- Strategic scalability, so you can focus on results instead of human resources.





Planning & Discovery.

Tracking KPI's like user feedback and performance analytics to ensure long-term success. Monitoring and maintenance of security, backend versioning and enhancements.

Digital Transformation
Creative Consulting
Idea Validation
Project Scoping
Industry Insights
Accessibility
Proof of Concept



Design.

Exceeding user expectations with thoughtful, strategic design that invokes positive user interaction and is visually appealing.

UX & UI Design
Define Product Vision
Develop User Personas
User Journey Mapping
Design Prototype
Identify MVP



Development.

Defining and executing on a comprehensive product roadmap against the project's critical path through to deployment.

Mobile Apps
Progressive Web Apps
Custom Websites
Content Platforms (CMS)
Server-Side Development
Augmented Reality
DevOps
Smart TV/Touchscreen



Support.

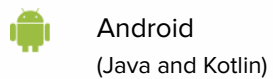
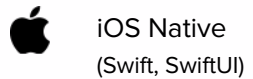
Tracking KPI's like user feedback and performance analytics to ensure long-term success. Monitoring and maintenance of security, backend versioning and enhancements.

Insights & Analytics
In-House Testing
Optimizations
On-Going Support & Enhancements
Monitoring & Reporting

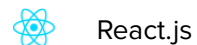
Our Toolbox

We use the most cutting-edge technologies and leading technical languages to create forward-thinking products.

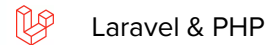
Mobile.



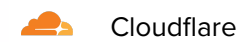
Front End.



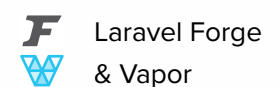
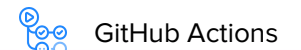
Back End.



Cloud.



DevOps.







Our Extended Toolbox

Along with our preferred technologies and languages, sometimes we need to pull out other tech from our toolbox.

Mobile.

-  Koltin
-  Java
-  Jetpack Compose
-  Objective C
-  Swift
-  Swift UI




Front End.

-  SSR / SSG
supported by next
and nuxt
-  SPA
-  jQuery
-  TypeScript




Back End.

-  Node.js
-  Python
-  Code Ignitor
-  Symfony
-  WordPress
-  Statamic CMS
-  Laravel InertiaJS,
Laravel Livewire





Cloud.

-  Vercel
-  Microsoft Azure
-  Google Cloud

DevOps.

-  Style CI
-  Chipper CI
-  Laravel envoyer
Zero downtime
deployment

3rd Party.

-  Pusher,
Ably
-  MailGun,
SendGrid,
MailChimp
-  Twilio
-  Stripe,
Paddle

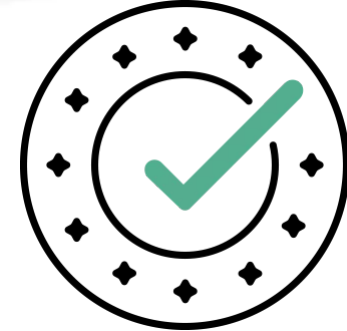
Partnerships & Certifications



DOS (Designated Organization Screening) status with the Canadian Government. This includes Reliability Status Clearance for our employees.



Extensive experience working with world-class Cloud Computing Platforms.



Experts in compliance with data privacy & accessibility regulations (WCAG, AODA, PIPEDA/HIPPA).

Our Process.

02

Design & Development Is Who We Are At Our Core



Designed for your Audience

Meeting user expectations is vital. We prioritize understanding the desires of the user to inform your project's blueprint.



Full Cycle Project Management

Our partners are supported by dedicated Project Managers committed to bringing projects to life.



Dynamic Development

Every client is unique and we have designed our services to reflect that fluidity. We have dynamic, flexible working models for any type of project goals.

Our Process

1



Discovery.

Align Goals

- Project kick-off
- Requirements Gathering
- Defining metrics of success
- UX Planning

2



Planning.

Set Direction

- Digital Roadmap
- Research & Analysis
- Design Direction
- Technical Direction

3



Development.

Design / Develop / Test

- Architecture Mapping
- Production UX & Visual
- Build & Test
- Usability Validation

4

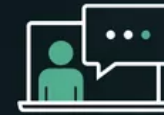


Launch.

Release - Production

- BETA Testing
- Soft Launch
- Post Launch
- Production Launch

5



Support.

Maintenance & Upkeep

- Measure - Analytics
- Data Strategy
- Automation Planning
- Infrastructure Support

Planning & Pre-Development

- Define project scope
- Clarify technical requirements and proposed architecture
- Define metrics of success
- Define critical path, including dependencies, team structure, and risk identification

Activities

1 >

Project Input Plan.

Project Input Plan assesses user stories to validate the team size required to complete the product. This includes prioritization, order of feature development, and estimated cost to complete the scope of work.

2 >

Identify Milestone Release Builds.

Our project teams present Milestone releases which are builds that demonstrate work completed to date. Clients get early access to the developing product, and provide ongoing feedback

3 >

Sprint Schedule.

Iversoft will develop a sprint schedule, prioritization metrics and, the product backlog that addresses all finalization requirements, such as feature prioritization, ticket efforts, etc.

✓ 4

UAT Review Periods.

Project Input Plan assesses user stories to validate the team size required to complete the product. This includes prioritization, order of feature development, and estimated cost to complete the SOW

Execution & Iteration

- Feature definition and prioritization
- Client feedback
- Team performance and scalability
- Product backlog grooming/ triaging

Defining Sprints



Task Prioritization.

What best demonstrates early value?
Which feature requirements are fully defined?
Which features need to be defined within each sprint?
What are the top priority features for the client?
What features introduce the most risk?

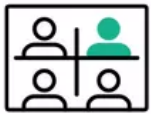


UAT Review Periods.

How many 'work hours' per sprint?
Are there roll-over ticket from previous sprint?
Can we triage product backlog?
How frequently can the stakeholders be engaged?

Execution & Iteration

- The project team measures and communicates progress on a regular basis via project scrums and sprint retrospectives



Project Scrums.

Internal project team meetings that share individual work progress, estimate status of the sprint, and address any obstacles or risks that jeopardize project goals.



Sprint Retrospectives.

These are recurring meetings held after sprint completion to discuss challenges and opportunities to further improve both product and process.



Client Status Meetings.

The project team uses this time to communicate progress, assess potential challenges and reconfirm priorities. Additional workshops are booked with stakeholders, as required, to further finalize feature requirements.

Deploy, Measure, & Iterate

- Product decisions have been accurately captured & implemented during development.
- All content and assets have met the Clients' standards.
- Workflows and user journeys are complete.
- The client team is expertly trained on using the product.



Deployment.

Upon client sign-off, the deployment process is initiated, as aligned with the client's go-to-market strategy.



Support & Maintenance.

Clients should plan to reserve budget for post-launch. This affords the ability to measure performance, engagement, and user feedback, to provide informed future recommendations for improvement.



Iterate & Innovate.

Clients should plan to reserve budget for post-launch. This affords the ability to measure performance, engagement, and user feedback, to provide informed future recommendations for improvement.



Testimonials.

03

“

I highly recommend Iversoft's services for any business that is not only looking to develop an app, but also looking for an experienced team that can offer recommendations and ensure a positive outcome. I can't thank Iversoft enough for continually meeting and exceeding our expectations”

– Marla Natoli, Prod. Manager





“

Iversoft's solid mix of analysis, web/app development and infrastructure expertise was key to our success on an award-winning project for the Canadian Federal Government.

Iversoft is an excellent partner in Bell's digital solution space and we look forward to continued collaboration.”

— Allan Stanley, Sr. Manager

Bell

Working with Iversoft as our partner has been a great experience. We appreciate the team's technical expertise, their quality design and development work, and their collaborative, client-focused approach. We were always on track and on budget. Iversoft provided peace of mind as a trusted partner. Our customers love what they built!”

– David Hayes, Dir. Marketing

