

Introductory Discussion

Agenda:

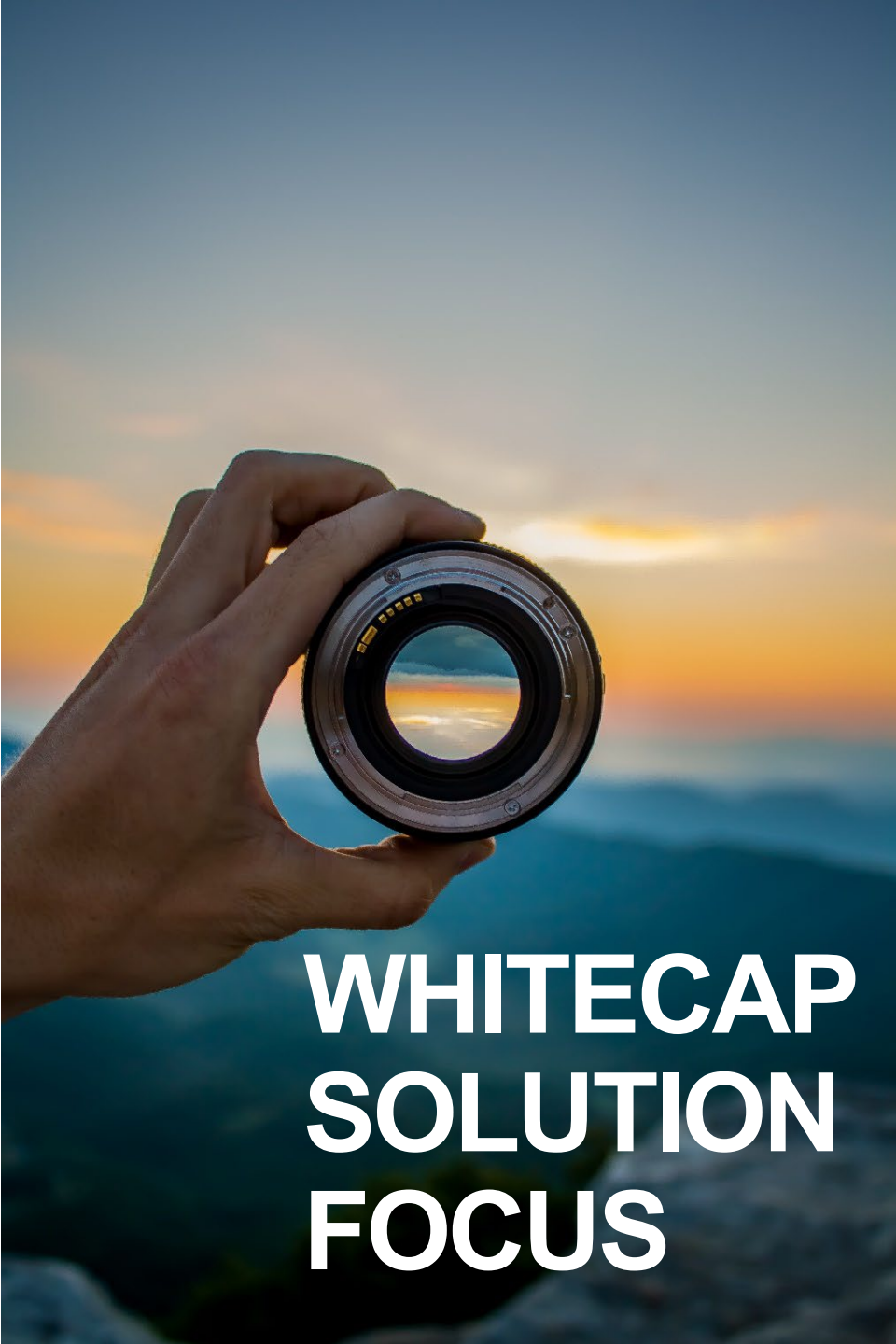
- Introductions
- Whitecap Company Overview



CELEBRATING 25 YEARS

as a software developer, a systems integrator and
full-service software management company





WHITECAP SOLUTION FOCUS

Whitecap is a ...

**Microsoft *GOLD* Partner
for Software Development & Systems Integration**

Core Competencies Include:

- Custom Software Applications - Discovery, Design & Development
- Mobile App Development
- Microsoft Dynamics 365 CRM
- Microsoft Power Platform
- Website Design & eCommerce
- Microsoft SharePoint Consulting & Development
- Cloud Solutions & Managed Services



CORE TECHNOLOGIES & PLATFORMS

- **Custom Software Development**
(Microsoft .NET, C#, ASP.net, SQL Server)
- **Customer Relationship Management**
(Microsoft Dynamics 365 CRM)
- **Cloud Solutions**
 - Microsoft 365 & Azure
 - Google Cloud Platform (GCP)
 - AWS
- **Mobile/Web App Development**
(Xamarin, iOS, Android)
- **Website Design with integrated CMS**
(Sitefinity, Kentico, WordPress, Webflow)
- **Power Platform**
(Power Apps, Power Portal, Power BI, Power Automate)
- **SharePoint**
(Teams, OneDrive)

Reimagine Your Business



Whitecap Canada

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Whitecap is a leading custom software solutions provider in Toronto, helpi... >

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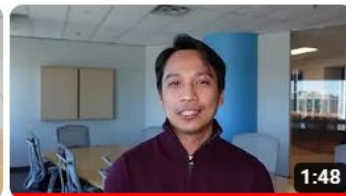
ABOUT



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Why Choose Whitecap As
Your Software Development...
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Application Modernization
Approaches
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Looking For A Custom
Software Development...
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Why Choose Whitecap - <https://youtu.be/FJDxgE0SSgk>

Looking for a Software Development Company- https://youtu.be/wT3p8-3Kr_E

Whitecap Advantage



\$6+ million

in annual Revenue

40+

Employees

25+ Years

in Business

1100+

successful projects delivered

500+

customers

70+

active customers

GOLD

Microsoft **GOLD** Partner for
Software Development &
Systems Integration

85%

of business each year comes
from repeat customers

1

Office in Toronto, Canada



WHITECAP FUNDAMENTAL BUSINESS PROCESSES

Whitecap Design and Delivery Model

e-business Requirements Analysis & Design (eRAD) Create application requirements & system specifications	Project Management Coordinate all people and resources to achieve a successful result
Development and Implementation Process Deliver a superior e-business solution	
On-going Service and Support Insure maximum benefit from client investment	

**** Consistent Delivery of Excellent Results ****

Process Puts Clients First

To us, it's all about customer service. It's a way of making sure that we meet our clients' expectations, in terms of the solution, cost, and timing.

Flexible Best Practices

We do have established best practices, however we willingly adapt these practices to each client's unique needs.

More Communication. Less Confusion.

We strive to involve our clients in all stages of a project so that they can make informed decisions.



- 1 **Discover Requirements (eRAD)**
- 2 **Document Functional Requirements**
- 3 **Provide Estimate for Cost & Timeline**
- 4 **Build Solution (Agile or Waterfall), Test, Deploy**
- 5 **Launch**
- 6 **Support, Maintain, Enhance**



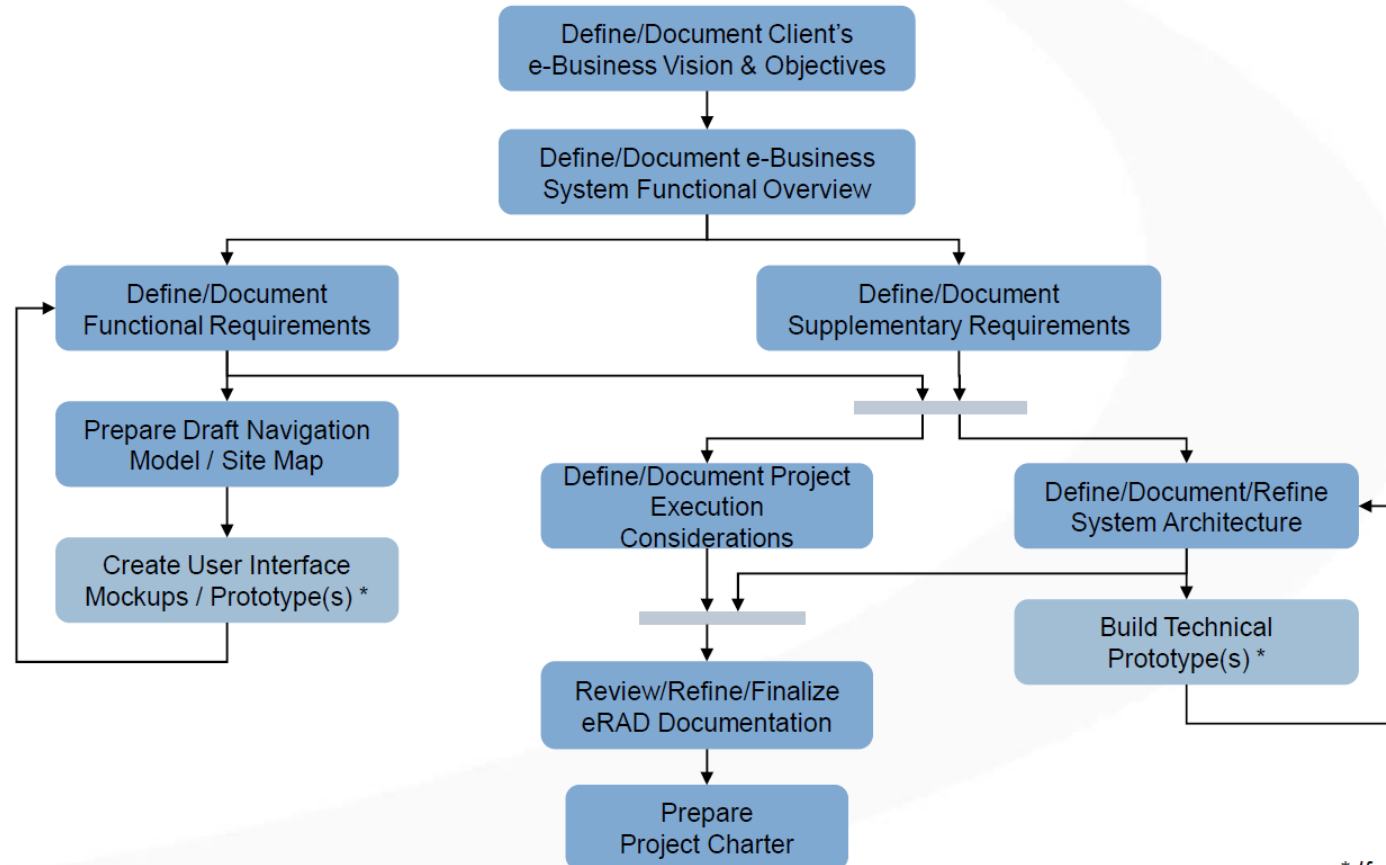
Concept



Completed Solution



eRAD PROCESS



** If required*



WHITECAP SUPPORT SERVICES

Whitecap provides **three levels** of support options for our customers.



Ad-Hoc Support provided on a best effort basis, as required



Standard Support - Monday to Friday – 8:30 a.m. – 5:00 p.m.
E.S.T. support with 2-hour response time



Premium Support – 7 x 24 x 365 support with 2-hour response time.





What sets us apart? Why Whitecap?

1. **Our experienced, knowledgeable, local team – our people!**
- our solutions are 100% designed / built / supported here in Canada
2. **Microsoft **GOLD** Partner for SW Dev & Sys Integration**
- we know what we are doing!
3. **Our proven track record of success over 24 years!**
4. **Our highly refined process for Solution Development**
- including our detailed discovery/design/requirements analysis and planning process – eRAD
5. **Whitecap's is nimble and flexible - we make it easy and simple to work with us**





Thank you!