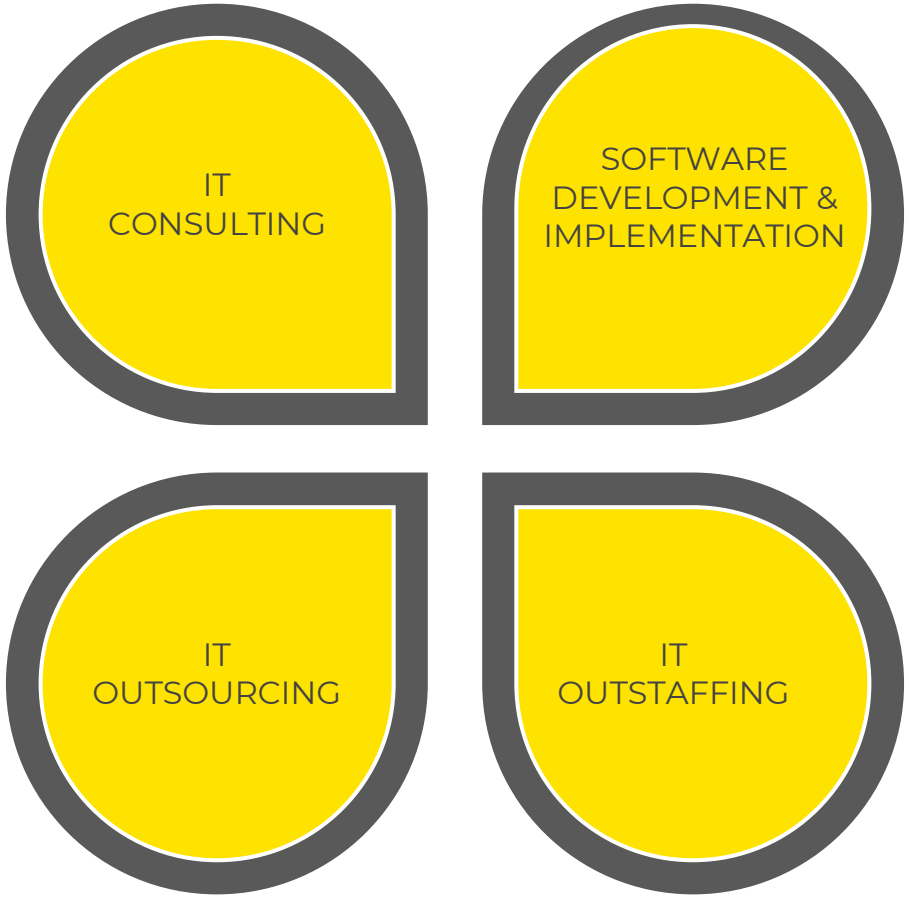
iwis
Inspired
Work
Incredible
Solutions

WHO WE ARE

Data and analytics are the drivers of digital transformation. We help clients meet their business goals with data-driven strategy

Managing staff has over 17 years of experience in IT

We provide software development, implementation and maintenance



IWIS, started in 2017, is a team of over 60 people: developers, PMs, business analysts, designers, QA testers

IWIS was the first SalesForce integration company in Ukraine

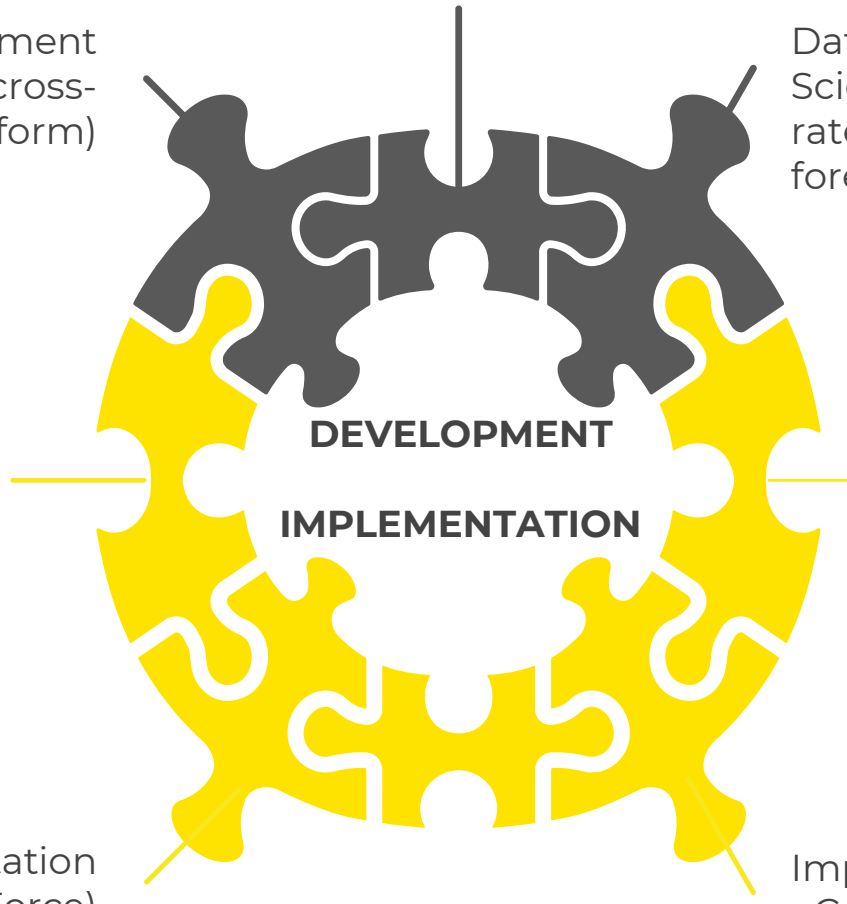
We find IT talents, build up dedicated teams, organize infrastructure for your talents

OUR PROFESSIONAL PROFILE

01 Mobile development (iOS, Android, cross-platform)

02 Web development

03 Data Analytics + Data Science (reducing churn rate, recommendations, forecasting)



04 Business automation solutions (corporate)

05 Implementation of eCommerce projects

06 CRM implementation (SalesForce)

07 Implementation of product information management systems (PIM)

OUR TECHNOLOGIES 1

MOBILE APP DEVELOPMENT IOS, ANDROID, CROSS-PLATFORM

→ Swift, Objective C, Realm, Retrofit, Firebase, RxSwift, Lumen, Kotlin, Fabric, Dagger

WEB APP DEVELOPMENT

→ WordPress, Custom sites, Progressive WEB Apps
→ Front End: Vue.js, Angular
→ Back End: Php (Yii2, Laravel, Symfony), Java Spring

MOBILE APP API SERVICES

→ GraphQL,Cloud serverless services, Java, Python, Php

CHAT BOT DEVELOPMENT

→ Facebook, WhatsApp, Viber, Telegram
→ Message processing queues,
→ Syntax and semantic analysis using regular expressions
→ Technology for extracting meaningful information from natural language offerings
→ "One logical core" technology. All scripts are created in the same interface (admin panel) and work the same way, regardless of the messenger platform

OUR TECHNOLOGIES 2

DATA SCIENCE AND ANALYTICS

- SSIS – is a tool for ETL database solutions,
- the primary instruments include Google BigQuery, Microsoft AZURE, PYTHON, POWER BI and others.
- SQL Server, MySQL, MongoDB and others

BUSINESS INTELLIGENCE IMPLEMENTATION

- Cloud services, data visualization, business analytics, always online, POWER BI.

MACHINE LEARNING

- ian application or subset of AI that allows machines to learn from data without being programmed explicitly
- LightGBM, RandomForest(regressor and Classifier), CatBoost, CVM
- Linear Regression, Neural Networks
- Skipy, numpy, seaborn, matplotlib, scikit-learn
- MAE, MSE, R^2, MAPE, ROC_AUK, f, precision, recall

INFRASTRUCTURE AND DEVOPS

- Cloud services (AWS, GCP, Azure)
- Kubernetes, Docker, Prometheus, Grafana, ELK, LENS
- On premise infrastructure deployment
- CI\CD Pipelines (Gitlab, Jenkins)

OUR EXPERIENCE
DEVELOPMENT

DATA SCIENCE

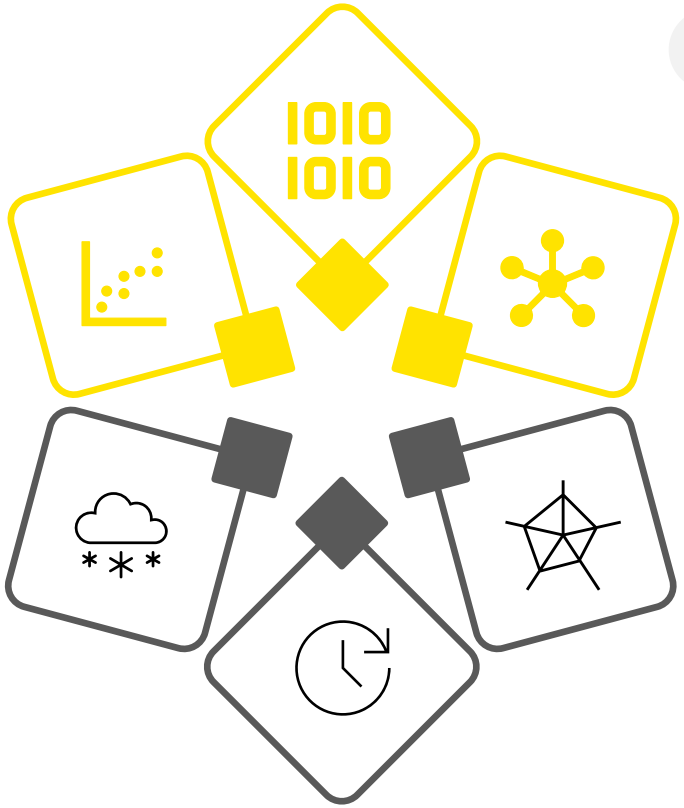
FORECASTING & RECOMMENDATIONS FOR CINEMA CHAIN

Automated showtimes

- → The system generates an optimal schedule and dynamically adjusting it depending on traffic and updated information
- → The algorithm works based on historical data and the attendance of similar films
- → 2 people work instead of 2 departments
- → No errors in complying with the restrictions of content distributors
- → Flexible demand management

Smart recommendations

- → Microservice uses neural networks to identify similar films, analyze the customers` data and send them recommendations with a personal selection of movies already running and to be released



RFM analysis

- → A tool used to rank customers based on the nature of their spending habits
- → Provided effective customer segmentation and CJM

Personalized shopping cart

- → The model provides individual selection of goods for each customer based on the history of purchases and preferences
- → Sales growth, rating of popular products, recommendations

Ticket sales forecast

- → A set of models (ML) analyzes the sales history, building a forecast with an accuracy of 80%
- → A basis for sales strategy

DATA SCIENCE

REDUCING CHURN RATE FOR EDENRED (RETAIL, FRANCE)

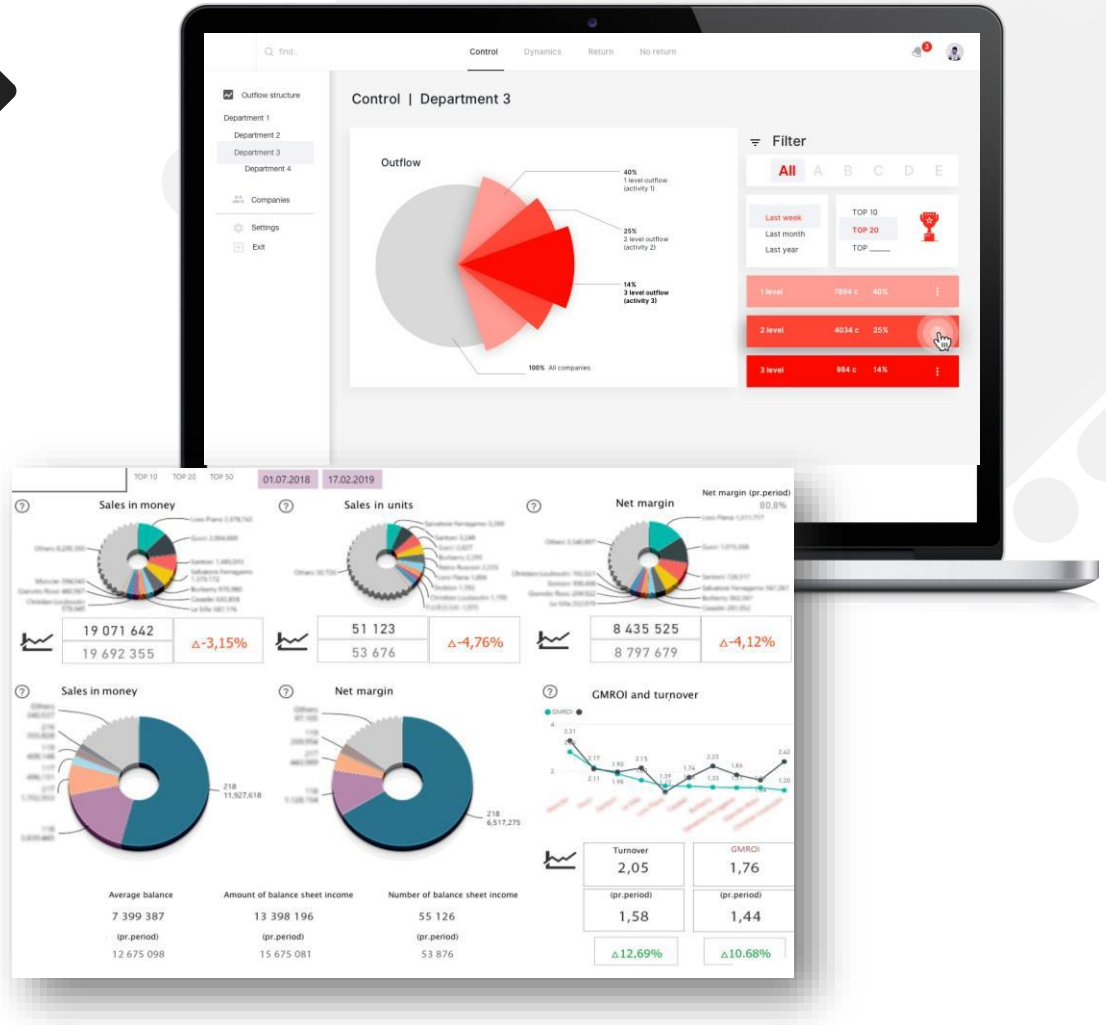
Deep analysis of the causes behind the customer churn rate

Performing the customer churn rate metrics with real-time and user-friendly visualization dashboards.

Predicting churn probability and providing personalized recommendations to improve churn rate and leverage revenue.

Using neural networks and ML models to predict any events and indicators to provide the opportunity to respond to possible market changes and retain customers

Determination of factors affecting prediction object, using correlation matrix and other methods of data analysis.



CLUSTERING & SEGMENTATION EDENRED (RETAIL, FRANCE)

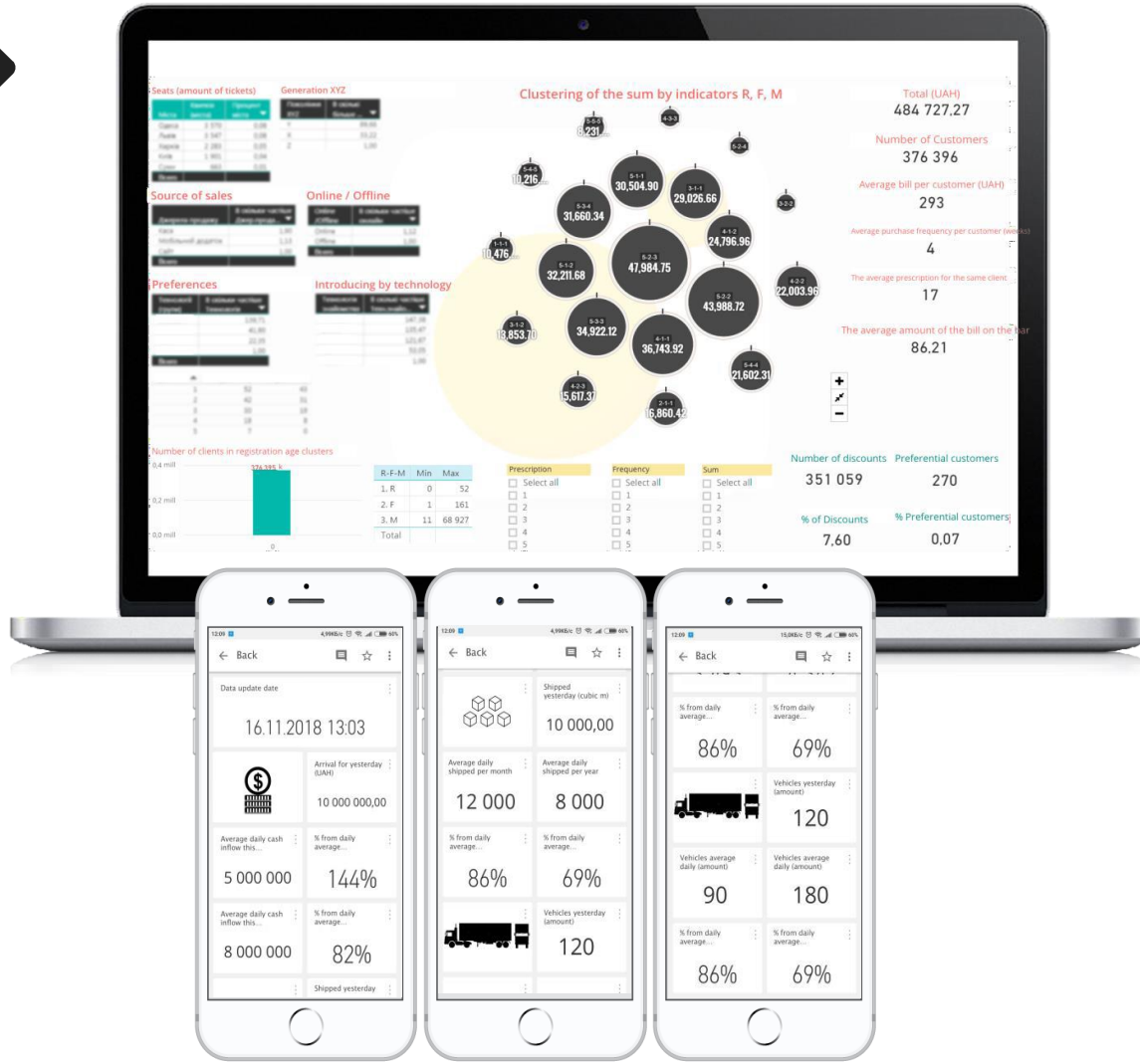
Analyzing customer purchase history, using main BigData principles: Purchase frequency, Product type/category

Developing customized recommendations for customers based on their preferences with the use of ALS algorithms

Power BI visualization, dashboards

Customer clustering and segmentation with Machine Learning algorithms by: type of purchased products, product cost, customer behavior or customer value, customer review

Mobile app for managers: to collect and enrich information, a single point of management decision-making



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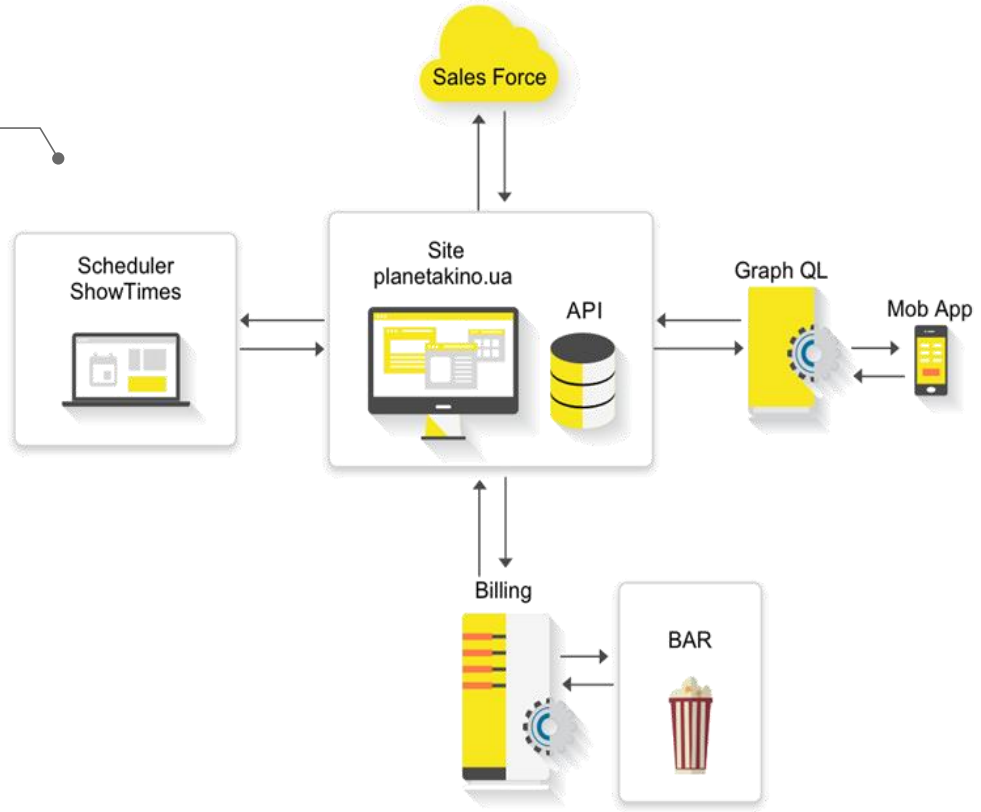
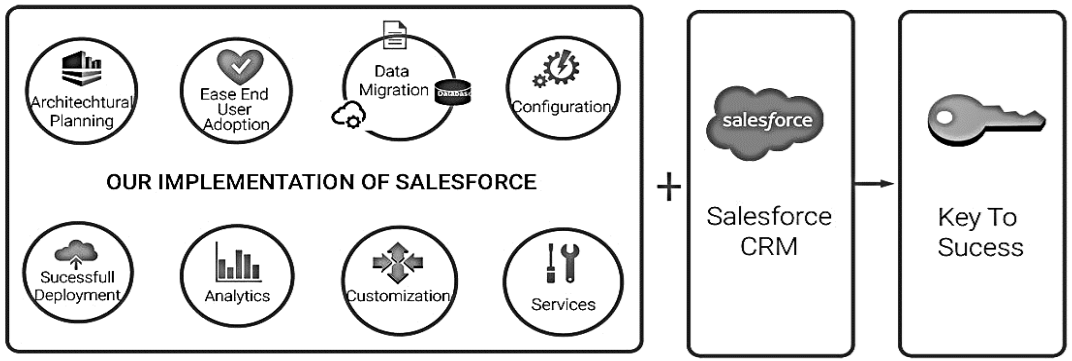
SALESFORCE SOLUTION FOR RETAIL

PROGRESSIVE DIGITAL INFRASTRUCTURE



IMPLEMENTATION PROCESS:

- Consulting
- Data transfer from former CRM or other systems
- Customization, integration and custom app development
- Testing
- Deployment
- User training
- After-launch support



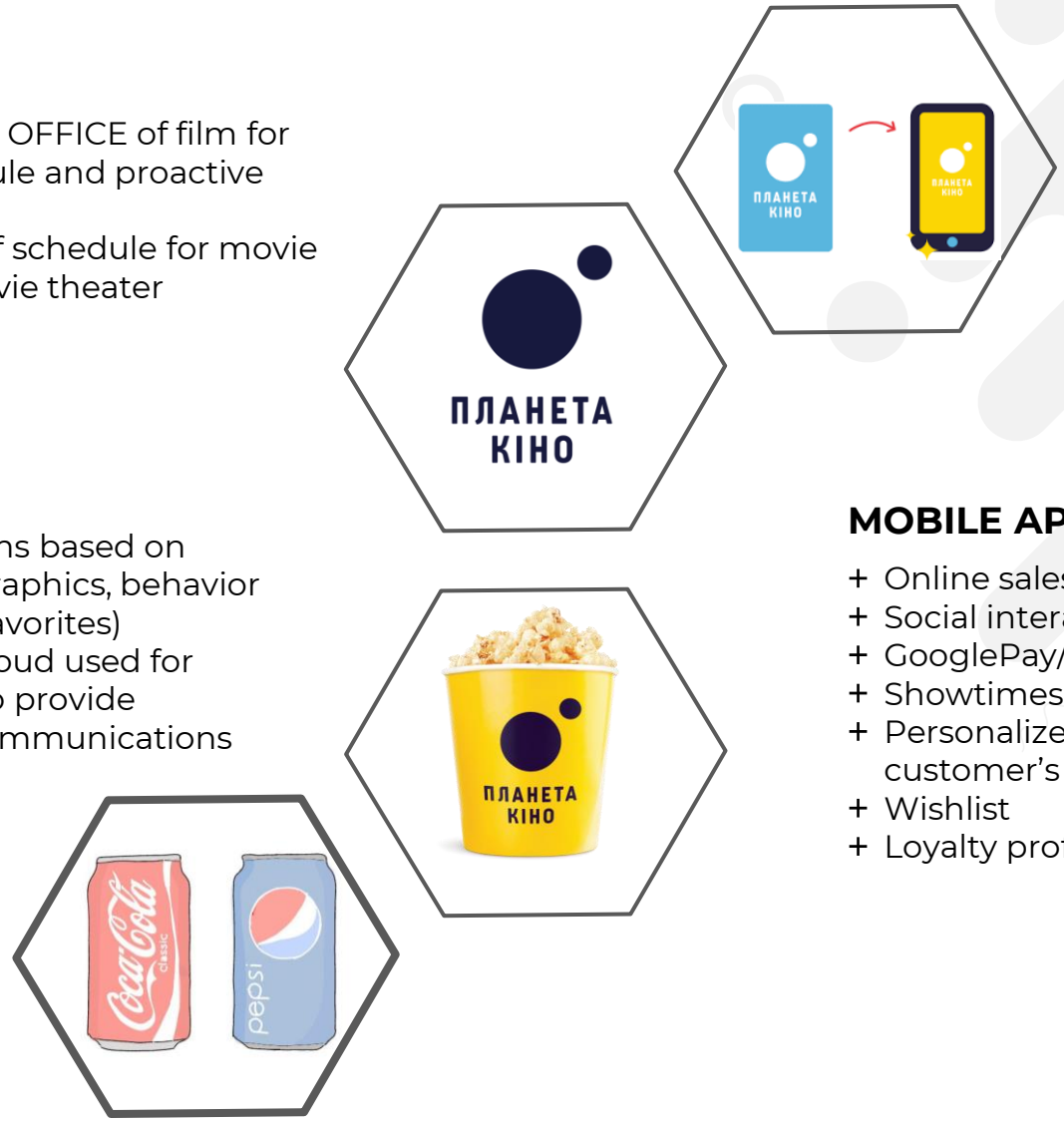
OMNICHANEL SOLUTION FOR CINEMA CHAIN

SMART CINEMA

+ FORECASTING THE BOX OFFICE of film for creating efficient schedule and proactive marketing strategy
+ Automatic generation of schedule for movie showtimes for every movie theater

SMART MAILING

+ A system for generating recommendations of films based on user data (socio-demographics, behavior data, purchase history, favorites)
+ SalesForce marketing cloud used for marketing campaigns to provide relevant personalized communications with customers



ONLINE STORE

+ Browse showtimes, cinema details film synopses
+ Buy tickets and snacks, pick reserved seats
+ Check loyalty profiles
+ Get personalized relevant offers
+ Online sales and refund for tickets
+ Google/Apple support

MOBILE APP

+ Online sales and refund for tickets
+ Social interactions and sharing
+ GooglePay/ApplePay/MasterPass support
+ Showtimes, cinema details, film synopses
+ Personalized recommendations according customer's preferences
+ Wishlist
+ Loyalty profile

OMNICHANEL SOLUTION FOR CINEMA CHAIN

SELF-SERVICE TICKETING KIOSK

- → Allows to shorten traditional long wait times, especially during peak periods.
- → Allows customers to purchase what they need without having to speak with employees, thus freeing up staff for more pertinent tasks.

TICKET SCANNING APP

- → Has a built-in fraud detection
- → Offers faster ticket validation, reducing wait times and speeding up customer entry
- → Notifies if customers need to buy 3D glasses

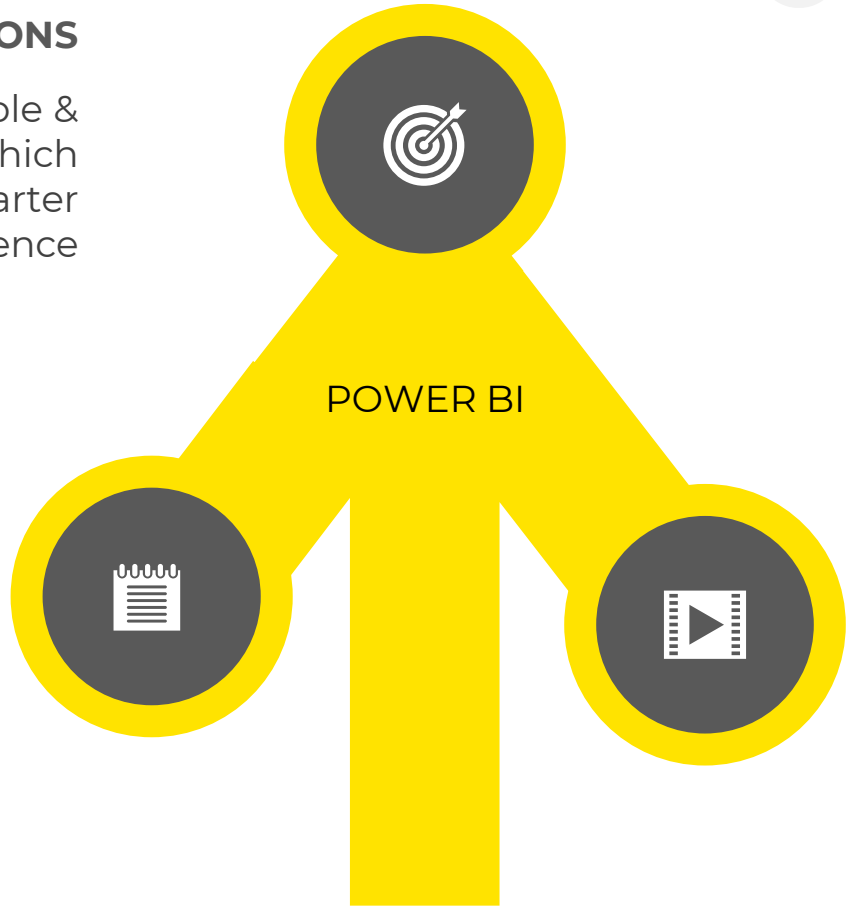
SELF-REGISTRATION APP

- → Customers can sign up for rewards program on their own
- → Confirmation and update of customers' data
- → Available on devices in movie theaters

BUSINESS INTELLIGENCE

CUSTOM BI SOLUTIONS

We build fast, actionable & insights-driven BI apps which will help you make smarter decisions with confidence



PLATFORM-BASED BI SOLUTIONS

We customize BI solutions, modules and plugins developed by third-parties, integrating them into your infrastructure and ensuring cost reduction on custom development

EMBEDDED BI MODULES

We integrate analytical and reporting capabilities into your software applications and business processes, to make business-critical data accessible without switching between systems.

CUSTOM

DIGITAL ECOSYSTEM FOR LOGISTICS COMPANY

01

IT product as a framework

The main idea of the BF Logistics ecosystem is to control and optimize goods flows to increase efficiency in the supply chain.

BF Logistics system is scalable and provides real-time control of logistics information flows and related services.

02

Fulfilled a dream — same day delivery

Delivery of any parcel to any point within a day by automating all business processes from scratch.

product customized by 80%

Tailor-made solution covering the clients' innovative business processes.

Reduced operating costs several-fold.

03

04

Paperless

We performed the electronic document management system to improve operations from warehouse to couriers.

iwis

BF LOGISTICS
Your borderless logistics

DIGITAL ECOSYSTEM FOR LOGISTICS COMPANY

01 APP FOR PORTABLE DATA TERMINAL

- ✓ App allows users to perform stock take and stock transfers
- ✓ Generate purchase orders and receive stock purchases.

02 LOGISTICS MANAGEMENT SYSTEM

- ✓ LM solution automates supply chain processes and increases workflow visibility
- ✓ Improves efficiency and productivity within the full range of the supply chain.

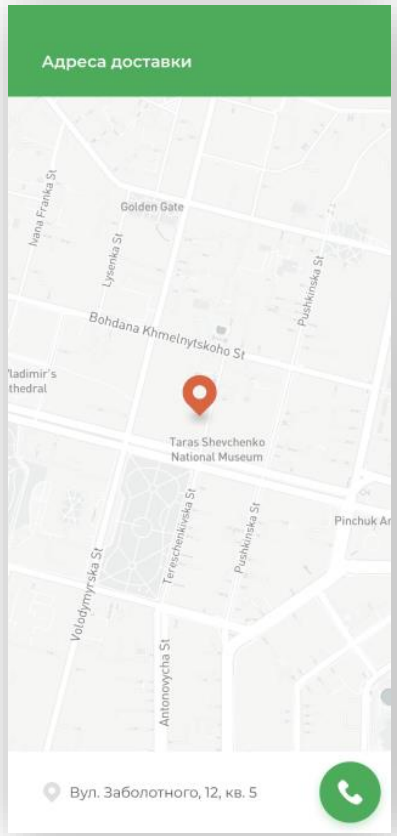
DIGITAL ECOSYSTEM FOR LOGISTICS COMPANY

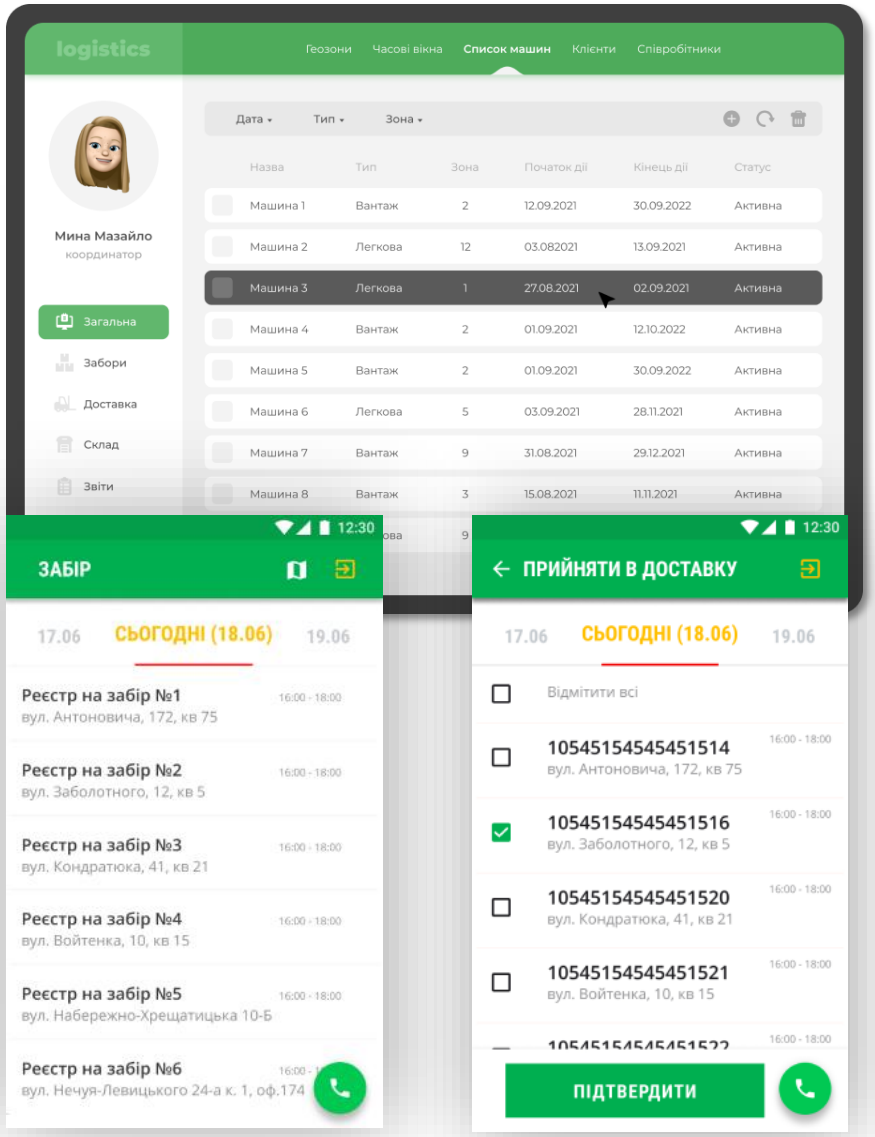
03 MOBILE APP FOR WAREHOUSE

- ✓ Designed for warehouse managers
- ✓ Allows to manage warehouse inventories, inspect them, ensure availability of goods
- ✓ Allows to manage shipments and perform necessary calculations.

04 COURIER DELIVERY MOBILE APP

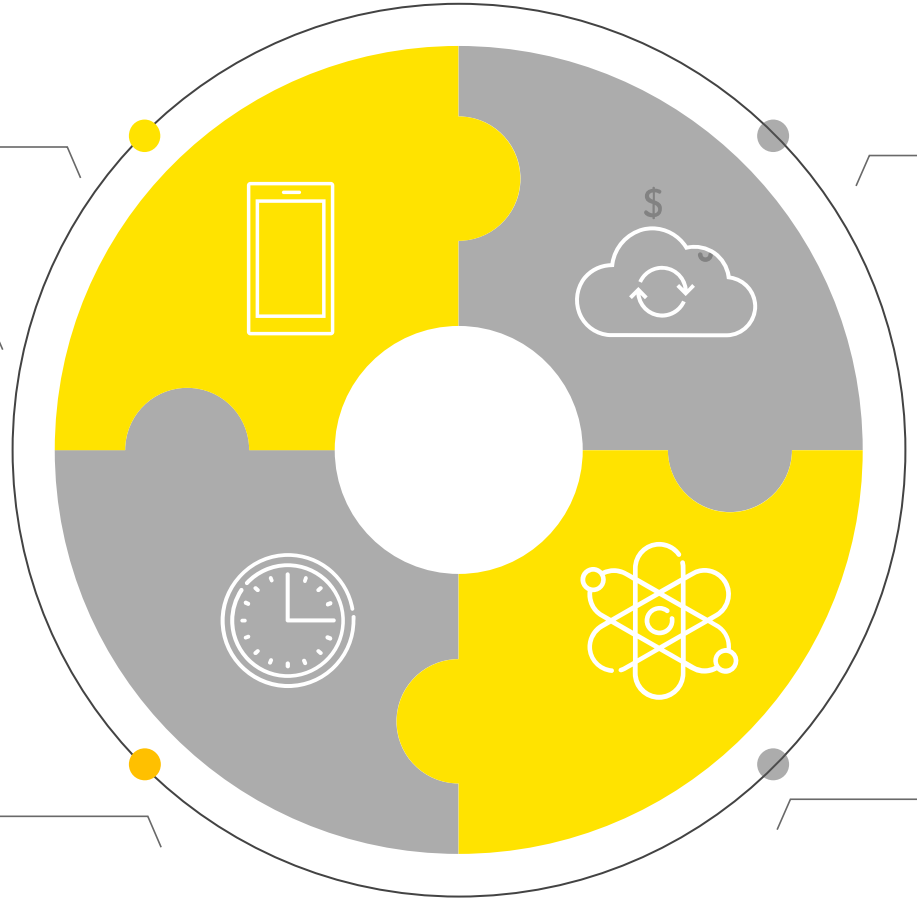
- ✓ Integrated with general accounting system
- ✓ Allows a courier to receive daily assignments for delivery and collection, update statuses, confirm payments
- ✓ track financial balance with complete information.





OUR EXPERIENCE
SAP BUSINESS ONE

DIGITAL PLATFORM FOR SMB



Mobile access

IoT (Internet of Things)

Real-time Analytics

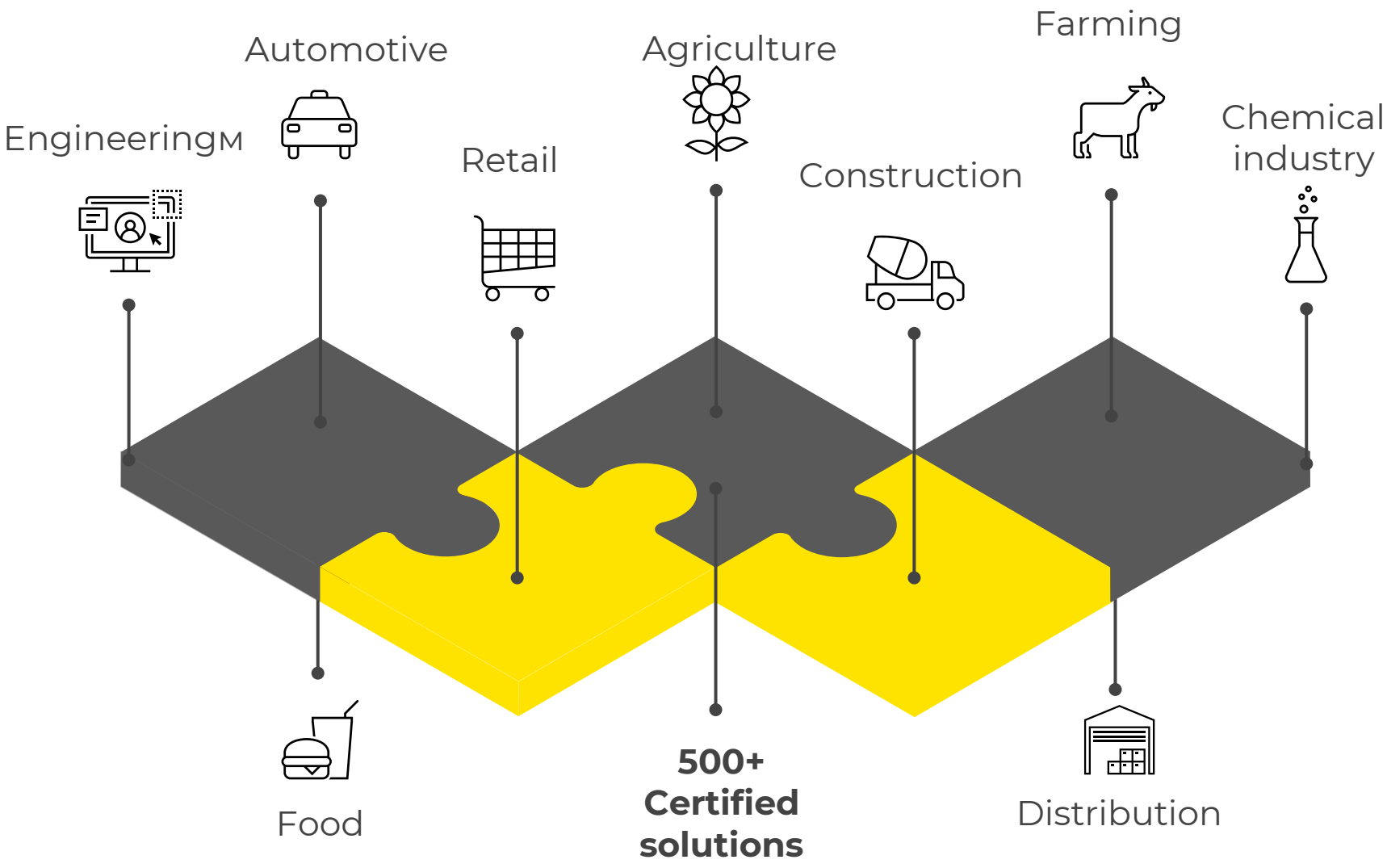
in-memory technology

Cloud Technologies

Solutions tailored to your business needs

Custom extensions for youe industry

SCALE YOUR BUSINESS FAST



OUR EXPERIENCE

DevOps

WE ARE GOOD AT

- Design, configuration and implementation of CI/CD pipelines to automate software delivery processes
- Infrastructure setup, software installation, scripting, networking, security engineering, maintenance & support
- Develop tools for automation, monitoring, and instrumentation to reduce operational friction and increase engineering efficiency
- Support critical system issues on weeknights and weekends

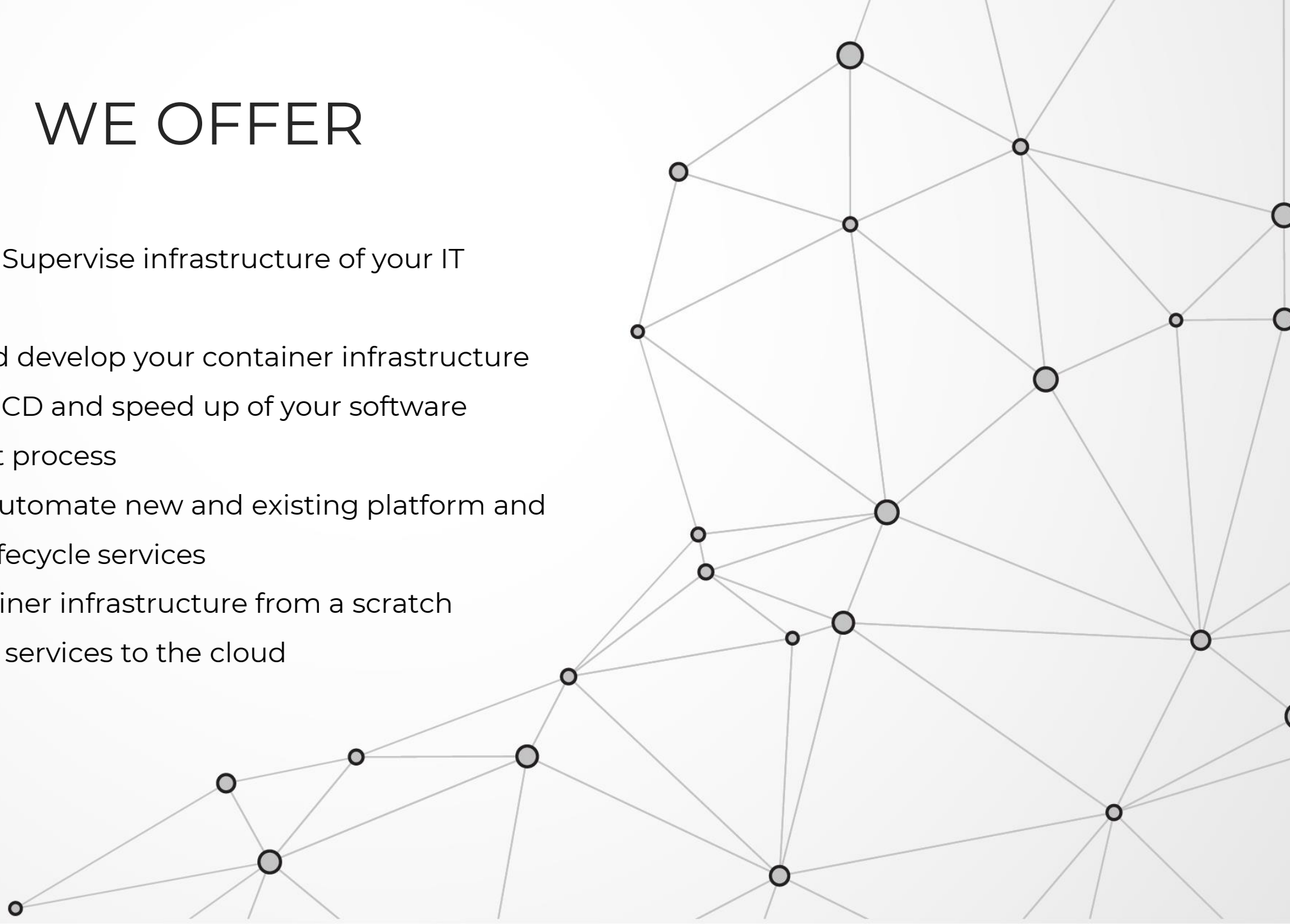
- Develop and maintain container deployment, continuous integration, and monitoring systems, using our experience with Docker, Kubernetes, AWS, GCP and Azure
- High level system architecture planning
- Establish/maintain effective customer points of contact (development, infrastructure, teammates) for collaboration and troubleshooting projects related to existing technical issues

- Cloud providers: AWS, GCP, Azure
- Git like solutions: Gitlab, Bitbucket
- Container orchestration system - Kubernetes

- Logging: log4j, prometheus grafana
- Environments for: complex online IT products, web sites, data processing pipelines, various backend services

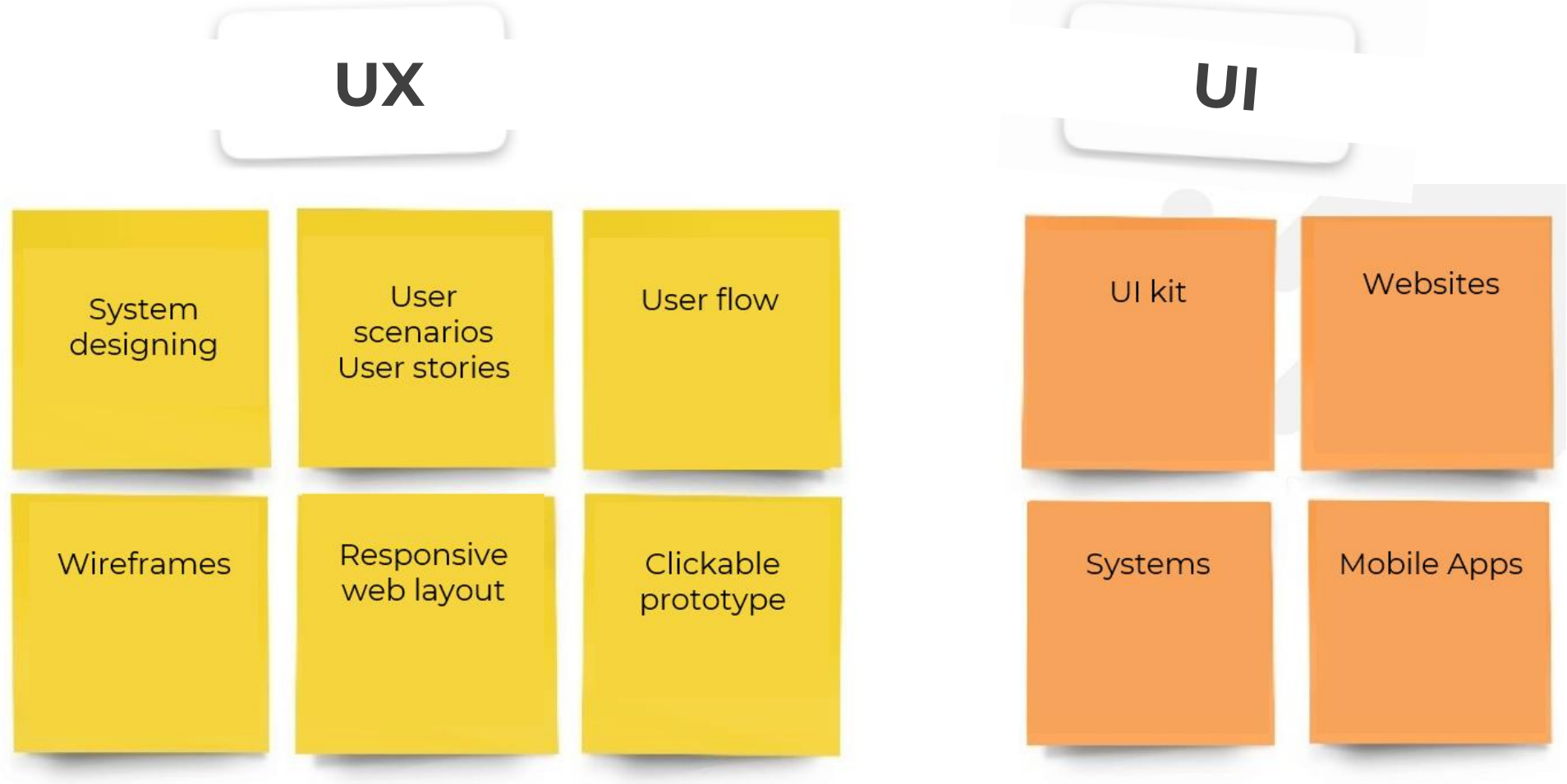
WE OFFER

1. Support and Supervise infrastructure of your IT product
2. Optimize and develop your container infrastructure
3. Configure CI CD and speed up of your software development process
4. Create and automate new and existing platform and application lifecycle services
5. Create container infrastructure from a scratch
6. Migrate your services to the cloud

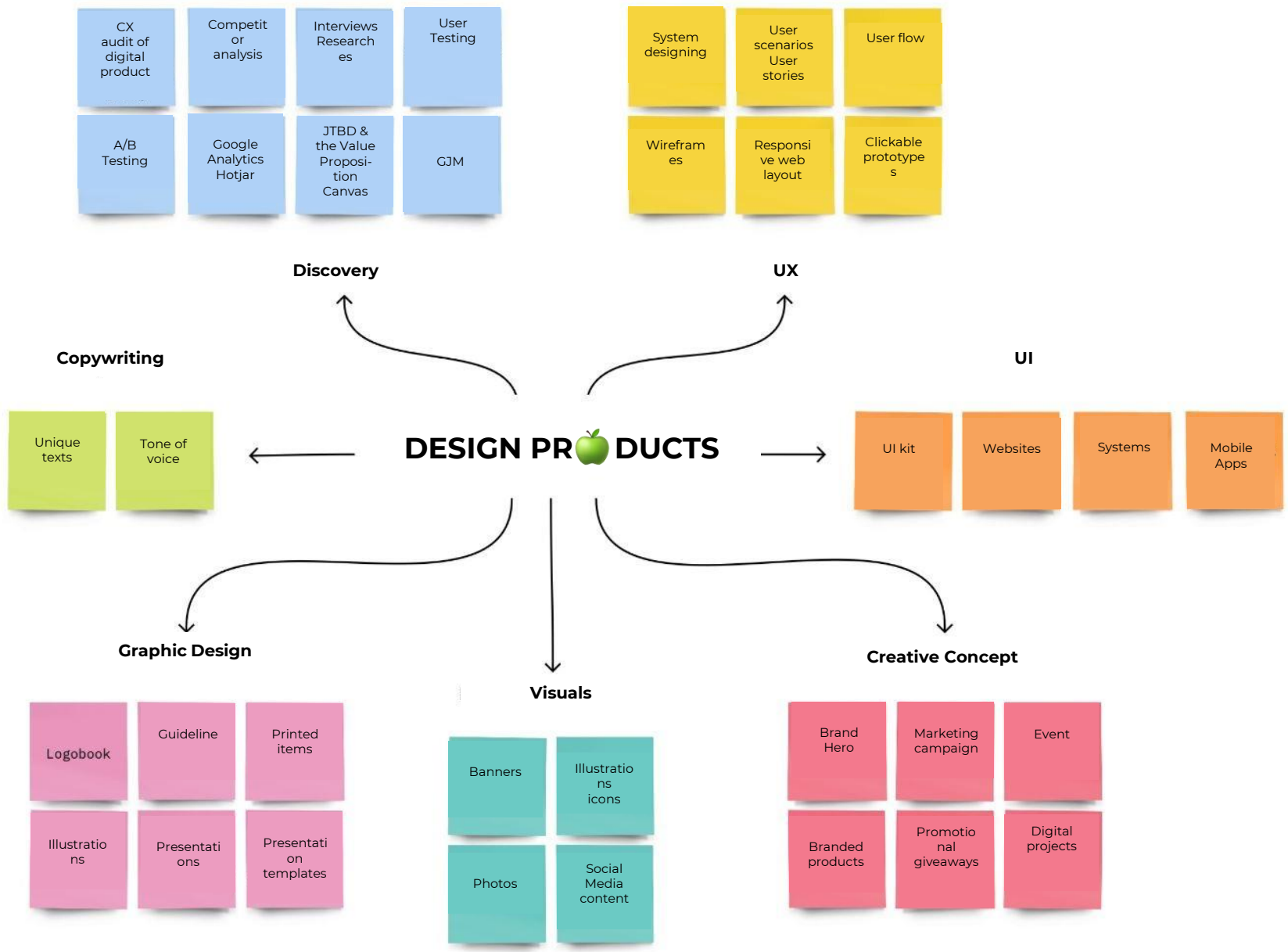


iwis
design

WE ARE MASTERS AT



DESIGN PRODUCTS



Clients inspiring us

We are proud of our results and the people we work for. We create smart and useful solutions that facilitate work and improve people's life.

goodwine

EY Building a better working world

eva

BAT A BETTER TOMORROW

HELEN MARLEN group

ПЛАНЕТА КІНО

Стоуклайт

СКАРБНИЦЯ ЛОМБАРД

RIVER MALL

НОВІ ПРОДУКТИ

Edenred

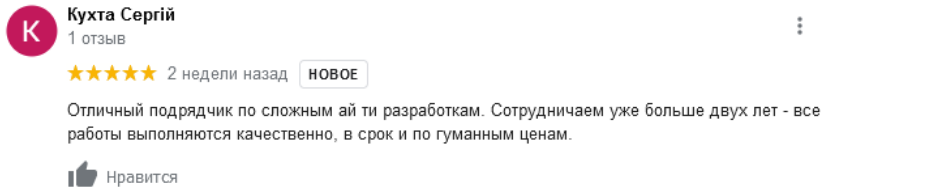
АТЛАНТ МЕЖДУНАРОДНЫЙ АВТОМОБИЛЬНЫЙ ХОЛДИНГ ЭКСПЕРТ В ВЫБОРЕ АВТОМОБИЛЯ

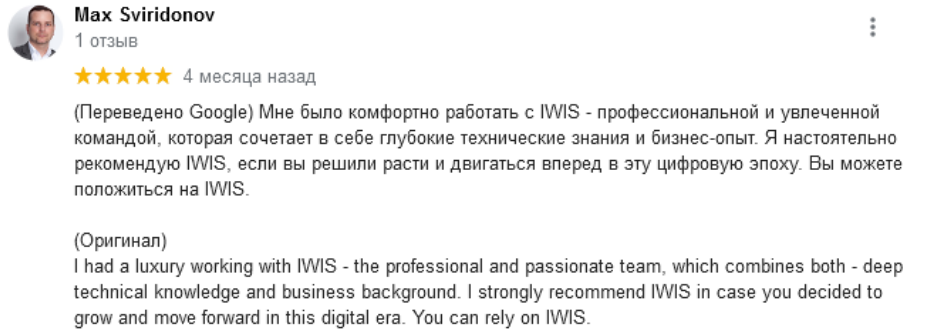
SERVIER

CINEMA CITY

« IWIS has played a key role in understanding our audience and helped to surpass customers' expectations.»

Natalia Baydan, CEO
Planeta Kino cinema chain





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