



Custom Software Engineering with a  
Human Approach

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New York USA

London UK

Munich Germany

Zug Switzerland

**DataArt is a global software engineering firm that takes a uniquely human approach to solving problems.**

With over 20 years of experience, teams of highly-trained engineers around the world, deep industry sector knowledge and ongoing technology research, we help clients create custom software that improves their operations and opens new markets. Powered by our People First principle, we work with clients at any scale and on any platform, and adapt alongside them as they evolve.

We Help Clients Achieve  
Important Business  
Outcomes by:

- 1. Building New Products and Services**
- 2. Modernizing and Re-engineering Legacy systems**
- 3. Consulting on New Technology Approaches**
- 4. Providing On-Demand IT**
- 5. Controlling Costs via Managed Support Services**

## Key Industries:

- 1. Finance**
- 2. Travel, Transportation & Hospitality**
- 3. Healthcare & Life Sciences**
- 4. Media & Entertainment**
- 5. Retail & Distribution**

# Our Services

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## Product Development

- Expertise across industry practices
- B2B / B2C / enterprise / startups
- From ideation and prototyping to MVP and finished product
- Proven value-driven, iterative process



## System Modernization

- Porting, re-engineering, migration, re-platforming of legacy applications
- Active business stakeholder involvement, business / IT collaboration
- KPIs mapped to business goals and priorities
- Incremental, iterative delivery of working systems



## Managed Support

- Reduce operational costs
- Increase system quality, stability and availability
- Free up internal staff for value generating work
- Best-of-breed Application Life Cycle tools and processes



## On-demand IT

- Scalable and elastic “developer cloud”
- Shared risk
- Effective knowledge management
- Domain expertise



## Technology Consulting

- Analyze client’s goals and objectives
- Explore technology options, existing technical landscape & integration requirements
- Accommodate client’s priorities, budget, schedule and technical constraints



## Solution Design

- Creating system design and architecture which addresses the business needs

# Software Design, Development, and Support



## 20+ Global Locations:

USA  
United Kingdom  
EU

UAE  
Eastern Europe  
Latin America



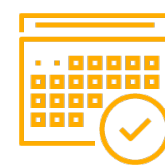
**5000+**  
consultants & engineers



**10%**  
staff turnover rate



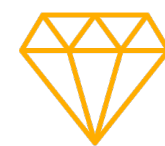
**95%**  
return clients



**24+ years**  
in operation



**3500+**  
successfully completed  
projects



**Reliable**  
profitable, financially strong,  
fully audited

# Why Clients Hire and Retain DataArt



### Deep expertise:

- Faster time-to-adoption
- Technical & industry certifications and relationships
- Deep knowledge base
- Long-term clients

### Top-rated technical staff:

- 4000+ strong team
- 20+ locations to get the best talent
- Highly selective employer:
  - 0.8% applicants hired; 16% interview-to-offer ratio;
  - 130,000 CVs monitored

### Ability to deliver business outcomes:

- Solution Design methodology
- Quick-start project infrastructure
- Long term Agile practice
- Structured approach to Digital Services, Product Launch, Legacy Modernization

Attitude

Easy to engage  
and drive forward

Engineering  
excellence

Industry  
knowledge

Reliability

Financial stability

Security and  
compliance checks

# DataArt Technology Expertise

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## Big Data

- Data processing and analytics
- Solutions built with NoSQL databases
- Distributed web crawling systems
- Social Web mining
- Text mining
- Research projects on Windows Azure
- Fast search

## Blockchain

- Decentralized database
- Shared, replicated ledger
- Immutable storage
- Security audits and ICO work
- Creation of new DLT products and services using Ethereum, Hyperledger, Corda, and Chain.com

## Mobile

- Native vs HTML
- Cross platform development
- Wearables
- Omni-channel vulnerability assessment
- Compliance management
- Mobile security consulting

## Artificial Intelligence

- Automating daily routine
- NLP
- Building performant MLaaS infrastructures
- Building mathematical models

## Cloud & Infrastructure Transformation

- Cloud migration
- Hybrid cloud solutions
- Operational process automation
- Scalability (scale-out vs scale-up) and high availability
- Continuous integration and Continuous deployment

## Open Source & IoT:

- Digital transformation
- Best-of-breed tools and platforms
- Continuous delivery in technology- and data-driven companies
- Cloud technologies combined with engineering thinking
- DeviceHive: open source IoT platform

## Machine Learning:

- Integration with MLaaS Solutions
- Tuning and Integration of existing models / frameworks
- Implementation and Development of custom ML models
- Deep learning. Computer vision, speech and noise recognition
- Artificial neural networks



Industries We Work with

# Finance Practice

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- DataArt works across all segments of the financial services industry and capital markets, serving banks, exchanges, hedge funds, market data companies, ratings agencies etc.
- We work with the front office through the middle office to the back office, and do everything from digitizing existing offerings and building portals to building order management systems, re-engineering entire legacy architectures, and launching new fintech companies.
- We understand the demanding nature of the industry better than most, and are highly mindful of the requirements for confidentiality and security, regulatory compliance, transparency and reporting.

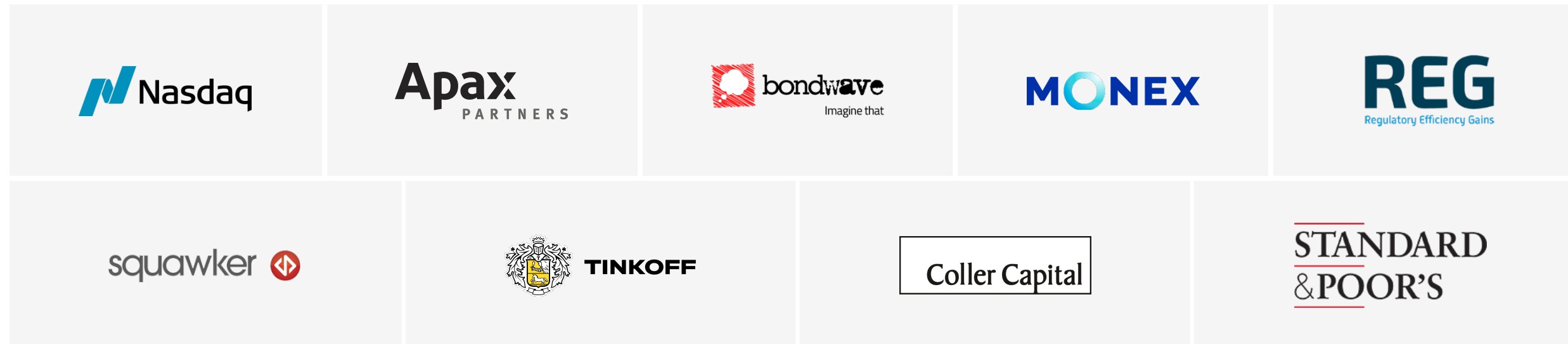
Finance

Travel, Transportation  
& Hospitality

Healthcare &  
Life Sciences

Media &  
Entertainment

Retail & Distribution



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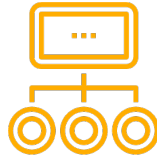
# Areas of Expertise in Finance



With extensive knowledge and deep experience in various segments of the industry, we are restructuring our offerings around these areas in 2017:



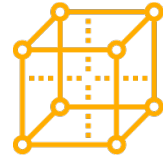
**Digitalization**



**Data Management**



**Trading**



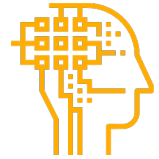
**Blockchain**



**Business Process Management**



**Cloud Enablement**



**Artificial Intelligence**



**Cyber Security**

Finance

Travel, Transportation & Hospitality

Healthcare & Life Sciences

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Retail & Distribution

# Travel, Transportation & Hospitality Practice



- DataArt’s Travel, Transportation & Hospitality team helps navigate the complicated, domain-specific systems and inner workings of the travel industry.
- We are active and engaged members of GBTA, HFTP and OpenTravel, and we can evaluate and create solutions that take into account these industry-specific standards. We help companies analyze business operation flows as well as design, develop, and certify their own apps.
- We are certified Sabre, Amadeus, and Travelport developers capable to integrate, upgrade or redefine the use of their products or services within your digital travel ecosystem.

Finance

Travel, Transportation & Hospitality

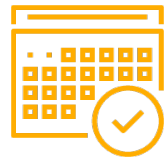
Healthcare & Life Sciences

Media & Entertainment

Retail & Distribution


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# Travel, Transportation & Hospitality Practice



## Booking & Reservations Systems

- all types of travel products: air, auto rental, hotels, cruises, etc.)
- multi-lingual, multi-currency, multi-channel distribution, and inventory/pricing/yield management



## GDS Services

- GDS web services to make travel agents relevant again and represent a significant opportunity for travel distributors
- Sabre Red Apps that have helped distributors increase their sales in the travel agency channel



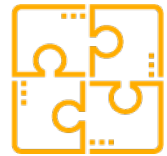
## Revenue Management

- improved yield, inventory and price management capabilities
- solutions leveraging Big Data, business intelligence, competitive price shopping, and more



## Hospitality Systems

- front/back of house systems (PMS, HMS)
- food & beverage
- spa/golf/tennis systems
- all the major CRS systems



## Systems Integrations

- HTNG/OTA API's, GDS, OTA, CRS, Direct Connect, Expedia, TripAdvisor or Google APIs, etc.



## Customer Experience Management

- tablet and smartphone apps that put relevant services and products at customers' fingertips

Finance

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Healthcare & Life Sciences

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# Healthcare & Life Sciences Practice

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- DataArt's Healthcare and Life Sciences practice designs, develops, and supports innovative solutions for health systems, CROs, research centers, technology vendors, and pharmaceutical and biotech companies.
- The team possess an extensive body of knowledge in the Healthcare and Life Sciences industries that we have accumulated over 15 years of extensive experience within the US, UK, and European markets.
- The Healthcare and Life Sciences team concentrates on the latest advancements in the technology space, i.e. AI, Machine Learning, VR, IoT, and how these advancements can be applied within the industry.

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# Healthcare & Life Sciences Areas of Expertise

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**Patient  
Engagement**



**Care  
Management**



**Drug  
Development**



**TeleHealth, Medical  
Devices & M2M**



**Integration  
Services**



**Claims & Beneficiary  
Management**



**Reporting and  
Measuring**



**Big Data &  
Analytics**



**Regulations &  
Compliance**



**Industry Standards &  
Protocols**

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# Media & Entertainment Practice

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- Accelerated disruptive changes in technology and consumer behavior have put media businesses under constant revenue pressure. It is critical to maintain the highest level of technological innovation in balancing the relationships between all parties on both the global and local levels.
- DataArt specializes in enterprise systems design, integration and development, as well as business automation. We develop sophisticated approaches to help tackle challenges presented to the media and entertainment industries in the 21<sup>st</sup> century.

Finance

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& Hospitality

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# Media & Entertainment Areas of Expertise

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We bring industry knowledge, technical expertise, and business competence to the following industries:



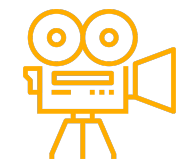
## Music

Licensing & Catalogue Administration, Metadata Management, Royalties Distribution, Streaming Analytics, Ticketing & Touring Automation



## Book Publishing

Title Management, Editorial/Workflow Systems, Sales and Marketing Tools, Self-publishing Solutions, E-Publishing & Audio Books, Reporting and Analytics



## TV & Video Streaming

IPTV/ OTT/ Streaming, Mobile Video Solutions, Video Management Systems, Immersive Video, Facial Recognition



## Digital Media & Advertising

Enterprise Content Management Systems, Digital Publishing Solutions, Multi-Channel Content Delivery, Advertising Solutions, Programmatic Buying, Real-Time Analytics



## Sports

Player and Team Analytics, Live Game Data, Sponsorship Management, Mobile Ticketing, Augmented Reality, Sports Betting Systems

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Retail & Distribution

# Retail & Distribution Practice



Rapidly changing business environments and customer engagement models require companies to continuously introduce digital transformation to prosper and compete.

In the retail and distribution domain, to be successful means to be digital, innovative, customer centric, deliver excellent user experience, immediately respond to rapidly changing customer demands, and thus, stay ahead of competitors.

Finance

Travel, Transportation  
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Healthcare &  
Life Sciences

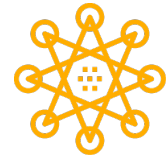
Media &  
Entertainment

Retail & Distribution


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# Retail and Distribution Digitization Expertise

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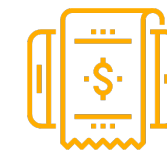
**Multi-channel  
Operations**



**Supply-Chain  
Management**



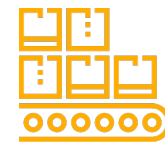
**Inventory Management  
Solutions**



**Mobile & WEB  
Ecommerce**



**Fleet  
Management**



**Warehouse  
Management**



**Forecasting &  
Recommendation Systems**



**Store Management  
Solutions**



**Business Process  
Management**



**Big Data &  
Analytics**



**Cloud-based  
Solutions**



**Billing Solutions  
& POS**

Finance

Travel, Transportation  
& Hospitality

Healthcare &  
Life Sciences

Media &  
Entertainment

**Retail & Distribution**

# Contact Us

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**New York**  
USA

**Alexei Miller**

Managing Director

+1 (212) 378-4108

[New-York@dataart.com](mailto:New-York@dataart.com)



**London**  
UK

**Dmitry Bagrov**

Managing Director

+44 (0) 2070999464

[UK-Sales@dataart.com](mailto:UK-Sales@dataart.com)



**Zug**  
Switzerland

**Alexander Makeyenko**

Managing Director

+41 (0) 415880158

[CH-Sales@dataart.com](mailto:CH-Sales@dataart.com)



**Munich**  
Germany

**Konstantin Kazin**

Managing Director

+49 (89) 74539023

[DE-Sales@dataart.com](mailto:DE-Sales@dataart.com)



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