



# Sibers Corporate Profile

Sibers provides IT outsourcing solutions specially-tailored to its customers' needs, with a particular focus on software, web and mobile development.

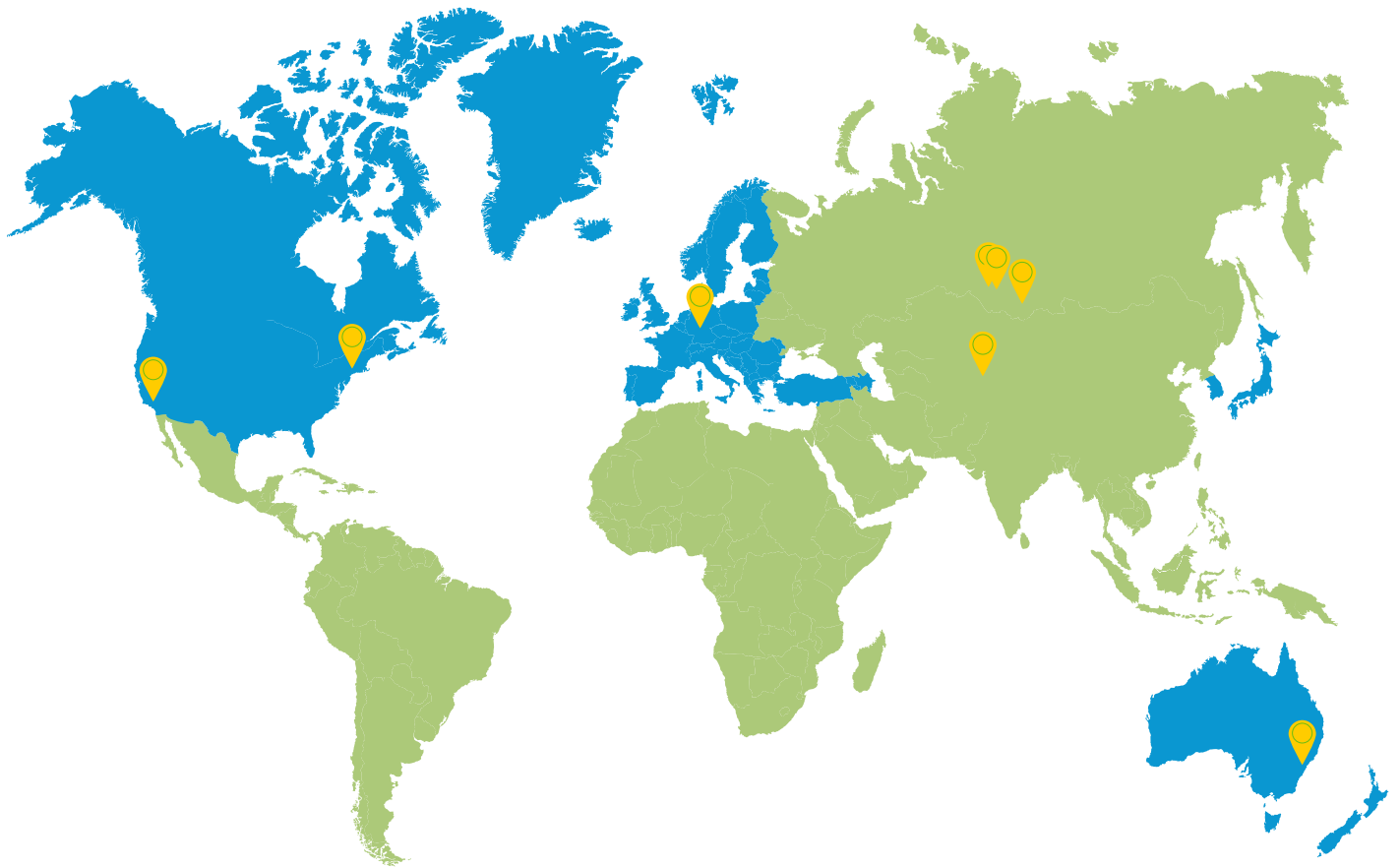
We bring security and integrity to the development process, efficiently blending our assets with your existing structure. We love to code and we know how to do it right.

Our approach, which combines innovation with timely delivery, is perfectly attuned to our clients' goals.

Independent from the dynamism and complexity of business requirements, our vast, collective experience and comprehensive solutions library allow us to build cost-effective programming teams and set realistic budgets.

Founded in 1998, Sibers has worked on more than 1,700 projects and currently employs 150 full-time team members.

# Key Markets and Global Locations



## KEY MARKETS:

North America, Europe, Australia, New Zealand

## GLOBAL LOCATIONS:

Los Angeles, CA, USA (U.S. Headquarters)

Akademgorodok, Russia (Global headquarters and Development Office)

New York, NY, USA (U.S. East Coast Office)

Sydney, NSW, Australia (Australian Office)

Hildesheim, Germany (European Office)

Novosibirsk, Russia (Development Office)

Barnaul, Russia (Development Office)

Bishkek, Kyrgyzstan (Development Office)



## Service

We research, develop and test software and applications for Windows, Unix, web and mobile platforms.

Our most effective work is for clients who have chosen outsourcing as extension to their own team.



## Solution

During last 18+ years of offshore outsourcing, Sibers has built several teams of talented engineers and designers, seamlessly plugging them into pre-existing teams and diverse company cultures to deliver and manage complex projects. As a business matures, so too does our integration, which further expedites the achievement of goals and objectives. The more we learn about your business, the more effective we are.

To follow is an overview of the processes we've developed to accomplish our clients' goals, as well as several success stories.

# Remote Team for Start-ups



*Attributes:* Speed, Flexibility, Ideas.

A remote team is the best choice for start-ups, as it's our belief that an iterative development process offers the highest flexibility level for innovative projects with requirements that are either undefined or likely to change during development. The "remote team" model provides for constant communication, short iterations, repeated reviews and frequent deliveries.

*In sum:*

- Short iterations and frequent deliveries based on constant communications
- A great solution for complex, innovative projects whose requirements are undefined and/or frequently changing
- Each Sibers team member is fully immersed in the project and excited about the client's ideas

# Remote Team for Middlemen



*Attributes:* Transparency, Integration, Reliability.

Sibers' Remote Development Center (RDC) is a unique modification of our Offshore Development Center business model. It's offered especially to middlemen seeking to build long-term relationships with us. The RDC works on all client projects, and its activities are overseen by a dedicated Project Manager. Utilizing the RDC allows middlemen to easily modify the Sibers team's structure/expertise according to the client's evolving needs and requests.

*In sum:*

- Flexibly integrates into the client's business
- Ability to easily change the Sibers team's composition according to the client's needs
- A dedicated Project Manager specialized in accurate reporting and planning practices



# Remote Team for Established Businesses

*Attributes:* Business Value, Risk Sharing, Processes Integration.

The external development team is a natural extension of our client's local staff. This approach does not require a substantial up-front investment and runs on a fixed monthly budget. Clients have the ability to remotely monitor staff, progress, individual impact and burn rate: in short, you can work and communicate with our developers as if you're in the same room.

*In sum:*

- The Sibers team shares your business's values and goals, and works as a natural extension of your local staff
- Communication is a snap — you'll feel like our developers are sitting right next to you
- The Sibers Customer Care Manager represents your company's business, ideas and goals remotely



## Industries

Digital Printing

Healthcare

Education and e-Learning

Marketing and Advertising

e-Commerce and Mobile e-Commerce

Environmental IT

Multimedia and Entertainment

Mapping and GIS

Real Estate



# success story #1

## Colorado Timberline



### Time to market:

16 months

### Work approach:

Remote team for  
established businesses

### Manpower investment:

40,000 man-hours

### Team size:

Six engineers

### End result:

Moved from small  
retailer to millions  
of orders worldwide

In 2005, growing demand for custom apparel print jobs put Colorado Timberline in a bind. Dan Green, CEO and company founder, couldn't figure out how to handle the increasing amount of requests, since the traditional approach was a tedious, multi-step process which included receiving an image by fax, calling the customer back to confirm details, printing samples, and then sending samples for approval.

Consulted on the matter, Sibers developed a 100% customized software platform so that users could design their own apparel. Also, to meet the client's logistical demands, we created cutting-edge distribution and warehouse management software to make same-day delivery possible, even for bulk orders.

Today, Colorado Timberline ships over one million units per year. With the help of Sibers' technology and implementation acumen, the company became one of the top players in the custom design field and generated a level of business growth which would've been impossible without our expertise.

*"I think my Sibers team members are great developers – I feel they have an interest in the site which is great! I am very thankful to Sibers for helping me on my business development. It is always a pleasure for me to work with them and I hope to contact them with a new project soon."*



# success story #2

## MoneyPen



*Time to market:*

21 months

*Work approach:*

Remote team  
for start-ups

*Manpower investment:*

35,000 man-hours

*Team size:*

Eight engineers

*End results:*

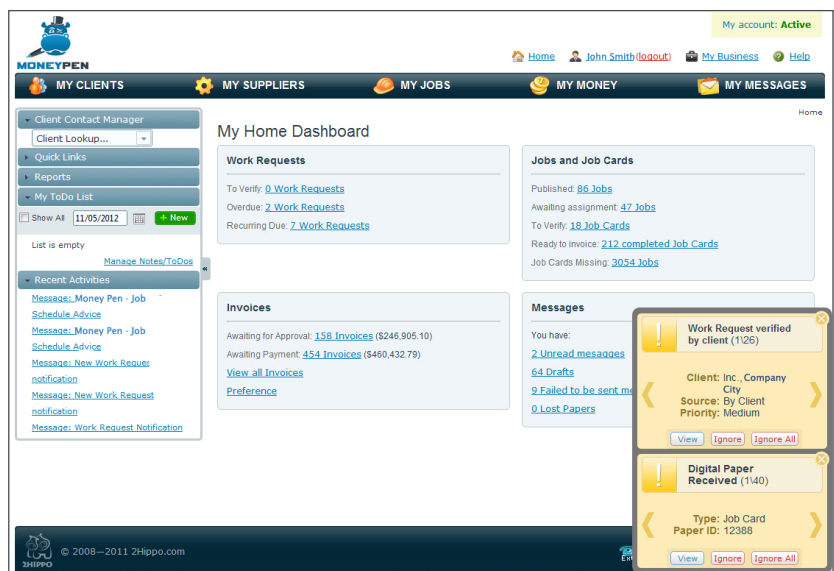
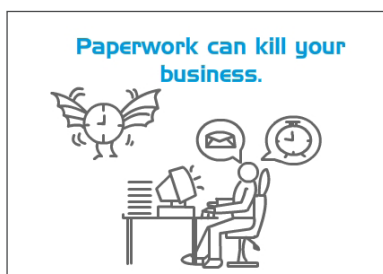
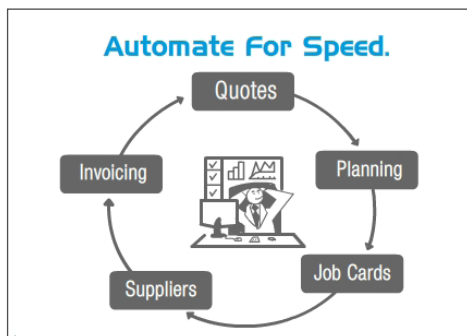
The client gained users  
and business angels

MoneyPen, an Australia-based start-up, sells digital-pen-powered CRM and job-management systems to service contracting companies (electricians, plumbers, etc.). The customer, Rob King, well understood the demands of the contracting market and asked Sibers to develop a solution which could recognize handwritten work orders on the fly. The software we delivered not only fulfills this objective, but significantly reduces down-time, paper usage and automatically converts job cards into invoices.

Four years later, MoneyPen successfully serves a substantial number of Australian companies and has continued its fruitful cooperation with Sibers.



*After trying several companies, all claiming to have the skills and experience we needed, we found that Sibers was a good fit with our needs. We have found the Sibers team is always ready to listen and our team always works hard to deliver a great service.*



## success story #3

# Clinical Trials Solution



*Time to market:*  
Two months

*Work approach:*  
Remote team for  
established businesses

*Manpower investment:*  
55,000 man-hours

*Team size:*  
14 engineers

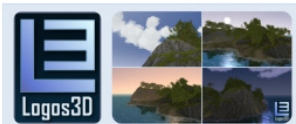
*End result:*  
\$6.5 million saved

The customer provides services to research institutions and biotech companies conducting clinical trials and biological studies. Sibers designed software that met the Department of Health and Human Services (DHHS) demand for a single platform that could organically combine electronic capture of clinical data with clinical trial management systems. Even though this was the largest project we'd ever tackled, our crack engineering team quickly familiarized itself with every relevant medical and pharmaceutical industry standard, allowing DHHS's consulting group to focus on the design of patient record data collection and Good Clinical Practice compliance (the international quality standard that protects human rights during clinical trials).

*“ The key to successful project delivery has been their design and architecture skills – extremely important on such a complex system. The Sibers team provides challenge, suggests improvements and ensures that each progressive stage of development is coherent – the results were excellent.*

## success story #3

# 3D Engine Software



*Time to market:* Eight months

*Work approach:* Remote team  
for start-ups

*Manpower investment:*  
5,000 man-hours

*Team size:* Four engineers

*End result:* \$1 million saved;  
funding made possible  
thanks to on-time project  
delivery

Netherlands-based Logos 3D is a multinational team of software developers. Their goal was to build a gaming engine that could graphically depict 3D experiences, including simulations and virtual reality environments.

Sibers and Logos established a highly communicative, long-term, transparent relationship, the result of which is an engine that is widely recognized as an award-winning platform. In fact, Logos' parent company recently acquired additional funding in order to expand the business.

*“ My Sibers team is a hardworking bunch, they even make up for holidays in the weekends. Their code looks like it is headed in a good direction, my compliments to the team!*

# Sibers Key People



Anya Bannova  
*VP Sales and Customer Care*

Anya joined Sibers in 2001 and was the first girl in the company, back when we counted only 10 heads. Now she leads all sales and customer care activities and inspires the team with a drive for innovation, a client-oriented attitude and a charming smile. She's a fighter on the front-line of software trends, and her loyalty lies with the customer.



Vadim Zabrodin  
*Senior Project Manager*

With Sibers since 2005, Vadim became Senior Project Manager and Business Analyst after gaining considerable experience as a .NET Developer. His natural ability to understand business goals and production requirements translates into successfully launched IT projects and satisfied customers. His good-natured personality cheers project teams up during the whole development cycle.



Alex Shpak  
*CEO*

Alex, our CEO, joined Sibers as a Junior Java Developer way back when Sibers employed only 12 people. He's now the overseer of every process and every project in our pipeline, and his days are spent ensuring that our Project Managers are communicative, flexible and technically apt, our technical team leaders are inventive and all the company works smoothly. Yes, he is quite busy.



Yury Bannov  
*Founder*

Following the line of thinking embraced by every other entrepreneur in the history of civilization, Yuriy decided in 1998 to found Sibers so he could be his own boss. Shortly thereafter, the company was noticed by 3COM Corporation, which promptly acquired it. When the dotcom bubble burst, Sibers experienced a second birth by becoming independent once more. Yuriy, the symbolic captain of our ship, has steered Sibers through waters both peaceful and turbulent, never leaving a project or client behind.

# References



“

*We've worked with Sibers since 2009 developing several new technologies for our business. I've been very happy with their expertise and response to any issues that require response. Sibers has a broad set of development skills to help you with any kind of project. They have very good people to work with and I would absolutely recommend them.*

Clint Pollock, President  
at [EZWebPlayer](#)

+1 877 647 9007  
[clint@simpleconsulting.com](mailto:clint@simpleconsulting.com)

Hanover Park, IL,  
USA



“

*As the owner of a large manufacturing firm, for over 20 years I have worked closely with software development teams to reduce our operational costs. Sibers has served as our remote software development team since 2014 and their performance has been outstanding. I highly recommend them.*

Daniel Keane, President  
and CEO at [Mod-Pac Corp.](#)

+1 716 566 9231  
[dkeane@modpac.com](mailto:dkeane@modpac.com)

Buffalo, NY,  
USA



“

*Sibers have been extremely responsive and helpful, and are keenly interested in my success. Given their responsiveness, the project size has increased. I recommend them highly and without reservation. If you would like more information, please contact me via email.*

Michael Krigsman, President  
at [Cambridge Publications, Inc.](#)

+1 617 739 1860  
[mkrigsman@documentation.com](mailto:mkrigsman@documentation.com)

Brookline, MA,  
USA



“

*We really recommend Sibers to anyone looking for high-quality offshore development/outsourcing. Sibers provided excellent programmers which have worked on a variety of complex tasks and performed very well.*

Loren Roosendaal, CEO  
at [IC3D Media](#)

+31 681772535  
[lorenroosendaal@logos3d.com](mailto:lorenroosendaal@logos3d.com)

Breda,  
Netherlands



“

*Some of the significant aspects of my interaction with Sibers include their ability to communicate effectively and outstanding ability to translate business requirements into workable technology solutions. They are highly responsive to implement change requests and provide suitable suggestions/solutions when required.*

Paul Dames, Founen and Owner  
at [ApprovalFlow Pty Ltd.](#)

+61 4 0045 3502  
[pauldames@bigpond.com](mailto:pauldames@bigpond.com)

Sydney, NSW,  
Australia

# Certifications and Recognitions



## Microsoft Gold Certified Partner

PRO: Designing and Developing Enterprise Apps using Microsoft .NET Framework  
PRO: Designing and Developing ASP.NET Apps using Microsoft .NET Framework  
Developing Windows Azure and Web Services  
Microsoft .NET Framework – Windows Communication Foundation Development  
Microsoft .NET Framework – ADO.NET Application Development  
Microsoft .NET Framework – Windows Forms Application Development  
Microsoft .NET Framework – ASP.NET Application Development  
Microsoft .NET Framework – Windows-based Client Development  
Microsoft .NET Framework – Application Development Foundation  
Microsoft .NET Framework – Web Applications Development  
Microsoft .NET Framework – Accessing Data

## Zend Certified Engineers

Oracle Certified Professional Java SE Programmers

Upwork Top Rated Provider

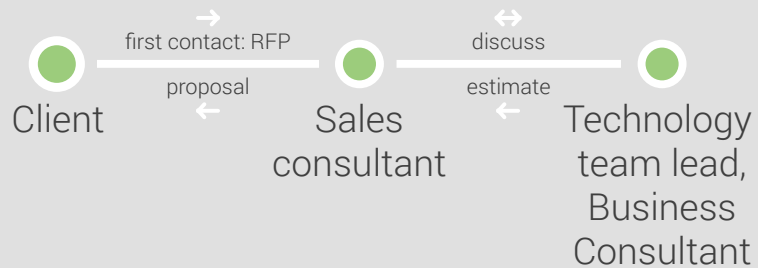
AppFutura Certified Developer

## *Sibers in The 2010 Global Outsourcing "Top 100" Lists:*

- By Region Served: Australia/New Zealand – Top 10
- By Industry Focus: Entertainment & Media – Top 10
- By Industry Focus: Services – Top 10
- Companies with the Most Service Personnel in Russia

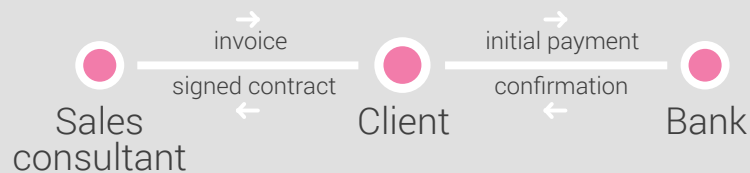
# How Sibers Works

## 1 STEP



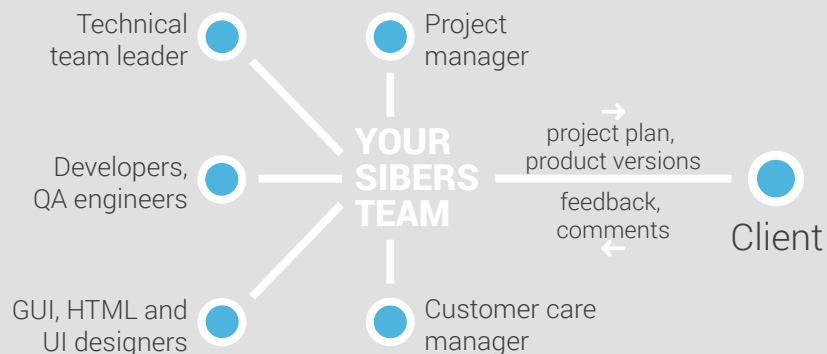
## Client Confirms

## 2 STEP



## Development Starts

## 3 STEP



## Final Delivery

# From Request to Proposal



As soon as our Sales Consultants receive a proposal request, our top priority is to ensure a complete understanding of the client's needs, and subsequently to supply a proposal for establishing cooperation. For some projects, proposal creation takes just a few hours; for others, it can take months. Why such vastly different delivery times?

The main reason is that each client has its own project requirements which are in different stages of completeness and complexity. In other words, some projects are further along the development chain than others.

Here are the three most common scenarios:

- When a client indicates a desire for a *custom remote team* of Sibers specialists, our first step is to provide the client with individual CVs for the candidates we believe are best-suited for the job. The next step is to arrange an interview between the client and our handpicked candidates. Once it's been determined that the candidate team meets all of the client's requirements, the team immediately becomes a natural extension of the client's local staff and adopts their business practices and industry-specific standards. In this scenario, the request/proposal cycle doesn't take much time at all.
- If a client would like Sibers to develop a specific *software package*, we first need time to learn the software's specifications inside and out. To this end, the Sibers Sales Consultant reviews all associated documents and then contacts the Business Analyst; together, they jointly assess the project from a business perspective. When this is done, they connect with the Technology Team Leader, whose job is to calculate all potential technical obstacles and design a plan for overcoming them. Throughout this "discovery" process, the Sales Consultant stays in regular contact with the client, clarifying all unclear points or requests along the way. In this scenario, creating a formal proposal with a documented inquiry requires more time and effort from both sides. Also, it may require Sibers to create a working prototype of the proposed software during the estimation step.

— Sibers also works with clients who may have an *idea for a desired product*, but lack a concrete plan of action. In this case, our Sales Consultant always involves the Business Analyst and the User Interface Designer. These professionals have considerable expertise creating tangible user interfaces and program logics based upon client ideas. The end-result of their involvement is the creation of specification document that will guide the total production process, providing a complete understanding of what needs to be created for the prospective product in terms of wireframe, assets, etc. Upon completion of this step, the Technical Team Leader takes another look at the client's requirements and confirms that the Sales Consultant has everything he/she needs to draft a proposal.

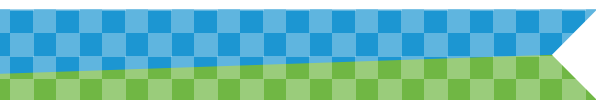
This is by far the most time-intensive partnership scenario, since a large amount of clarification and formalization must take place in order to ensure the client receives a proposal tailored to its exact needs, and one that will deliver a significant return on investment.



## Awarding a Contract

When the scope and financial terms of our collaboration have been agreed upon, a Statement of Work (SOW) is issued for signature. The SOW is a formal contract between the two parties; it describes deliverables and is meant to protect mutual interests and relations.

Once the SOW is signed, our Financial Manager drafts an invoice according to the contract terms and the client issues a deposit payment to start the development process. It is Sibers' business policy to require an upfront payment equal to at least one work-week of development, which equates to a significant investment from our side. We consider the deposit as a guarantee of the client's commitment.



## Developing Software

Sibers assembles a project team consisting of a Project Manager (PM), a Customer Care Manager and a suitable number of Developers, Designers, and Quality Assurance Engineers. Team assembly is usually completed in 1–2 business weeks; however, the PM is in touch with the client as soon as the deposit is received.

To ensure the highest level of quality, PMs are assigned to projects according to their background and interests — for example, if the project is healthcare-related, we'll provide a PM with a medical background.

Once the project is underway, all team/client interaction is handled by the PM and the Customer Care Manager; the latter tracks all of the software versions designed during the project and responds to customer feedback. Daily communication is encouraged between the team and the client, since the more open the lines of communication are, the more smoothly the project runs.

Project development commences immediately after the "Project Start Meeting", where all participating team members meet with the client to discuss the project outline.

Throughout the development process, the Sibers team delivers demos and revises them according to the client's feedback. Each programmer's work is diligently monitored by the Sibers Team Leader to ensure optimum quality and complete compliance with the client's specifications.

At a predetermined date, the software enters the Beta testing phase. Sibers' QA Engineers undertake a comprehensive quality check to verify there are no problems; to accomplish this, the software is put through the technical equivalent of Dante's nine circles of Hell. A precise set of tools, along with every last ounce of the QA Engineers' experience, ensures that the software is bug-free.

When the software is finally deemed ready for publication, we of course make all necessary preparations for its release.

## Final Product Delivery



After the final files are delivered and the client provides its stamp of approval, Sibers' job isn't over. Instead, we also assist with product launch. For example, if it's an iPhone application or a web portal, Sibers obtains AppStore approval or ensures installation on the client's live hosting. Taking it a step further, Sibers also provides post-launch support and maintenance, and is always ready to work on the software's next versions and updates as the need arises.



# Contacts

## **Los Angeles, CA, USA – Legal HQ**

+1 818 287 7080

+1 800 521 4091 (USA Toll-Free)

[sales@sibers.com](mailto:sales@sibers.com)

[www.sibers.com](http://www.sibers.com)

## **New York, NY, USA**

Michael Fenton

+1 347 480 1800

[michael.fenton@sibers.com](mailto:michael.fenton@sibers.com)

## **Sydney, NSW, Australia**

Paul Dames

+61 400 453 502

[sales@sibers.com.au](mailto:sales@sibers.com.au)

[www.sibers.com.au](http://www.sibers.com.au)

## **Hildesheim, Germany**

Alex Telman

+49 4121 27784 07

[de@sibers.com](mailto:de@sibers.com)

[www.sibers.eu](http://www.sibers.eu)

## **London, United Kingdom**

+44 20 7097 8898

## **Global Headquarters and Development Office**

Postal address: Lavrentyev Avenue 6/1 office 605

Akademgorodok, Novosibirsk, Russia 630090

+7 383 330 6626 (RU)

[hello@sibers.com](mailto:hello@sibers.com)

**Sibers**