



next
level
IT

/ team

We develop and implement complex projects for large businesses

9000+

IT specialists in the Skillstuff partner network from Russia and the CIS

1000+

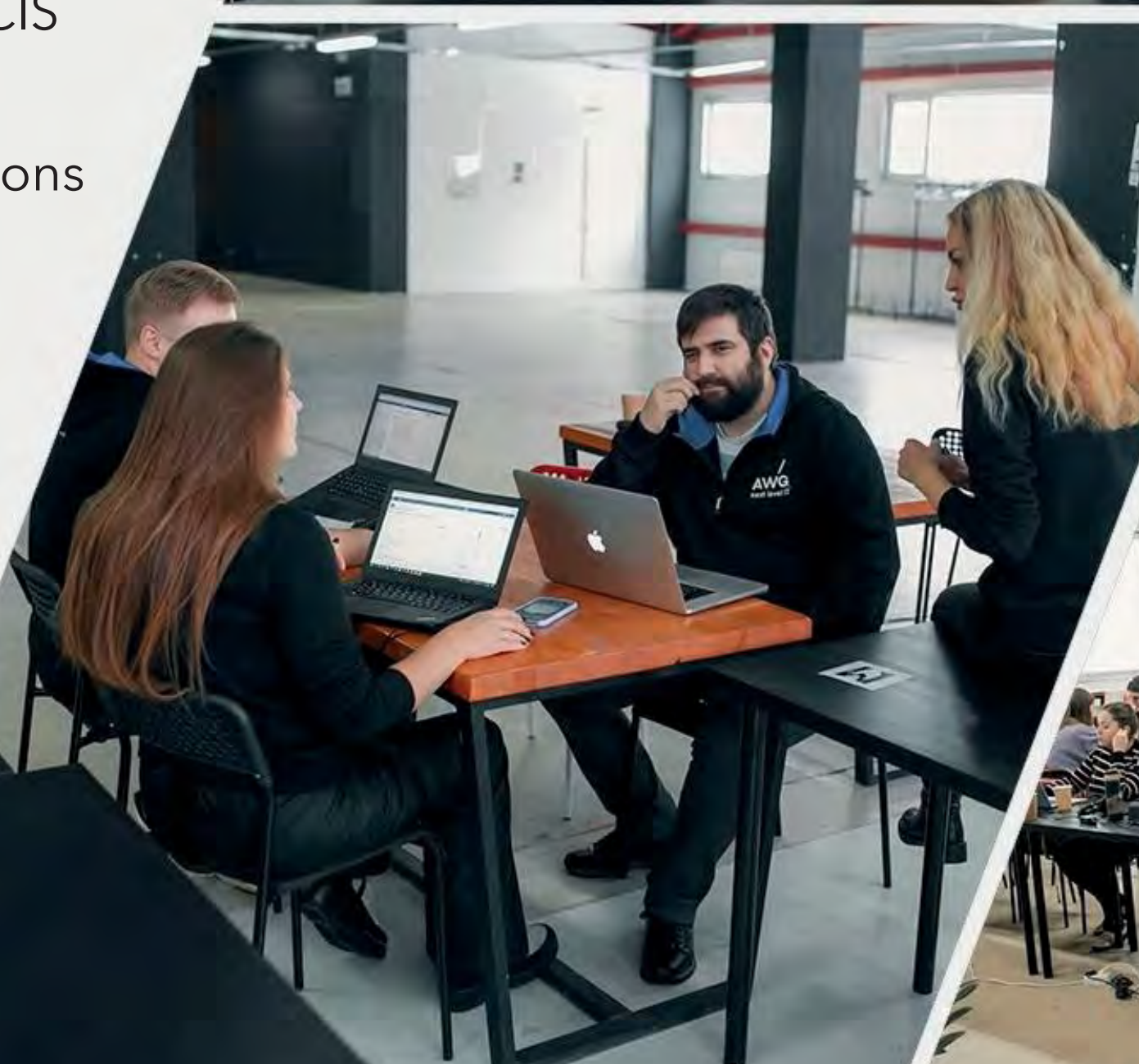
IT specialists in the TalentNations partner network from MENA, Europe, Asia

300+

full-time specialist

2015

founded in





Retail

/ Banks and financial institutions

/ Insurance organizations

/ Hospitality industry

Transport and tourism

/ Real estate

/ State companies

/ IT companies



1st place in the Runet 2024 rating in the digital contractor nomination of the largest consulting companies



1st place in the Runet 2024 rating in the nomination developer of online stores for the "Jewelry" and "Furniture" industries



TOP 5 of the Runet 2024 rating in the nomination "Support and development of websites in the field of ecommerce"



40+ clients from RBC TOP 500, Forbes-200



Four-time winner of The Bolshoi Oborot



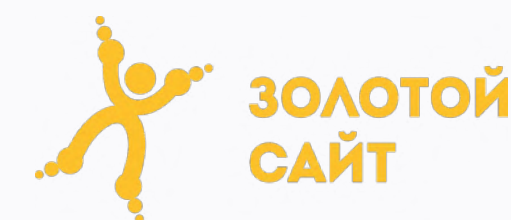
5 awards at the Tagline Awards 2023



One of the leaders of the Tagline Awards 2023



A+ Developer in Ruward Rating



Golden Site Competition: First place in the nomination "Service, portal in the area of construction and real estate"



AWG in the ranking of the best employers



Member of the Russian Association of Electronic Communications (RAEC)



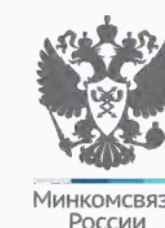
Member of the Association of Managers



Authors of Skillbox courses



TOP 7 in the ranking Habr Career



Accredited by Minkomsvyaz

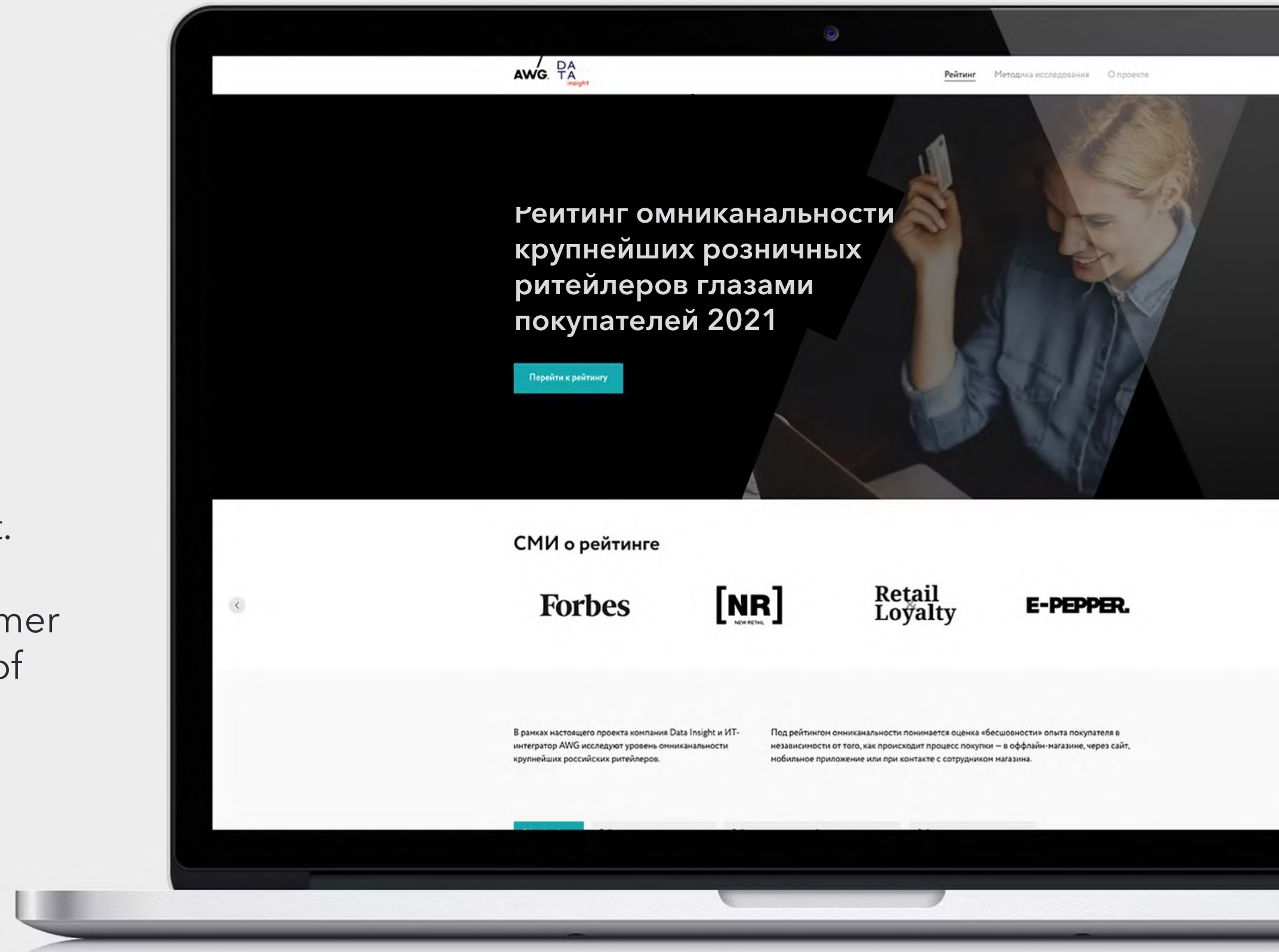


The resident of the Skolkovo Innovation Center

AWG is one of the leading IT integrators specializing in digital transformation projects and omni-channel solutions for the retail industry.

For the third year in a row, the IT integrator AWG and the analytics company Data Insight are conducting a study of the retail market. The result is the Omni Retail Rating—an omni-channel performance assessment of the largest retailers based on critical aspects of customer engagement.

Omni-channel marketing is a broad trend of customer interaction in Russian retail. Retailers use all kinds of offline and online tools to communicate with their customers and develop a seamless transition between channels



We develop and implement projects by utilizing our expertise and something we call “the AWG technology”:
developed over several years, it is a combination of the industry’s techniques and approaches and our own experience.

Solving business challenges and applying systems analytics is one of our strengths

All our clients have considered our system analysis service as a thorough and crucial stage of their project

**next
level
IT**

01

Starting data

Goals
Business tasks
Problems
Budget
Deadlines
Technology stack
End result

02

Preparation

UX audit
Code audit
Architecture audit
Development processes audit
Competence audit
Roadmap development
and approval

03

Implementation

IT architecture redesign
Development of new initiatives
and objectives
Error correction
Adaptation of the product
for high loads
Refactoring
Reporting
Documentation

End result achieved

High quality delivered
on schedule

04

Maintenance and support

SLA
24/7 support
Issue resolution



Processes

Thorough supervision of the project during all stages

Tailoring business processes to the specific needs of the customer's business

Establishing end-to-end analytics processes across all systems and channels.

Tuning and managing all business processes connected with IT and software development projects.



How we work

Iterative results during all stages every month

Hybrid working model with an optimal balance between outstaffing (on the customer's premises) and services provided directly by AWG

Collaboration between the customer's employees and contractors, with management provided by AWG (if required)

Project management via Atlassian (JIRA and Confluence)

Warranty for work performed, covering up to 12 months.



Sharing knowledge with the customer's team

Training the customer's employees and helping them to develop the necessary level of competency

Assessing the knowledge levels of the customer's employees and creating individual development programs



SPECIAL CONDITIONS

for contracts of 12 months or more

We help our customers to
take their business to the
next level, using IT

next
level
IT



Nikita Shabashkevich
CEO

Transformation and efficiency improvement

- 01** Speeding up the online store and improving its business performance
- 02** IT audit and roadmap development.
- 03** UX audit: finding and eliminating the causes of low conversion
- 04** Consultations on building an omni-channel environment
- 05** Design for an IT architecture that meets customer business goals
- 06** Comprehensive improvement of the business indicators of the Internet project

Business and systems analytics

01 Business and system analysis in large projects

We take business tasks for development and create a structured list of tasks for implementation, refinement and integration of IT solutions from a third party or the customer's company

02 End-to-end analytics

We build end-to-end analytics systems tailored to the needs of the customer's business.



Evgeniy Skorikov
Lead architect

Development and integration

- | | | | |
|----|--|----|--|
| 01 | Development and support of High-Load IT projects | 06 | Development and implementation of omni-channel marketing systems |
| 02 | Development and support of omnichannel online stores | 07 | Development of specialized crowdsourcing platforms |
| 03 | Creation and development of marketplaces | 08 | Design of effective e-mail newsletters |
| 04 | Development with 1C-Bitrix tools and services | 09 | Front-end development |
| 05 | Mobile application development | 10 | Back-end development |

Stanislav Pyatetsky
Director of Production

Implementation of IT solutions

01 Implementation of Elasticsearch: fast and convenient search

Installing Elasticsearch allows you to speed up the work of your site and increase its performance significantly.

02 Implementation of marketing CRM for retail

Marketing CRM for retail is a program that will help you to establish and simplify the management of the customer database and at the same time reduce costs and actively increase profits.

03 Implementation of PIM

PIM – full control, centralization and ordering of data about your products.





Dmitry Artyomov
IT Director

Testing and technical support

01. Automated testing (QA)

QA allows you to ensure the quality of digital products and projects, the stability of the supply of new functionality and reduces time to market

02 SLA and 24/7 support

A set of support measures that ensures reliable operation of a project or service and allows you to always respond to customer requests

03 Development and support of retail projects

Quick connection to the internal IT system in order to solve and close small tasks from outstanding tasks, which ultimately allows to accelerate the development of the project

“

We always begin by immersing ourselves in all aspects of the customer's business, which allows us to offer the best customized solutions possible.

/ key industries

RETAIL

BANKS AND FINANCIAL
INSTITUTIONS

INSURANCE
ORGANIZATIONS

HOSPITALITY
INDUSTRY

TRANSPORT
AND TOURISM

IT COMPANIES

REAL ESTATE

STATE
COMPANIES

/ major customer projects

/
AWG

OTKRITIE BANK

O'STIN

ELDORADO

SBERBANK

GOLAMA

ASKONA

ALFA-BANK

GLOBUS

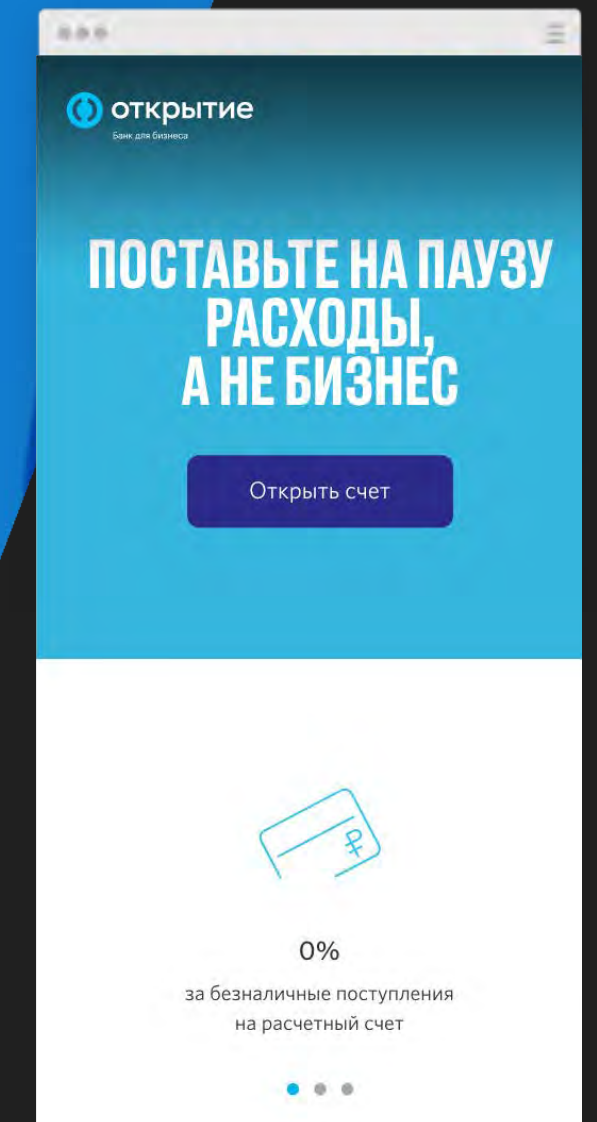
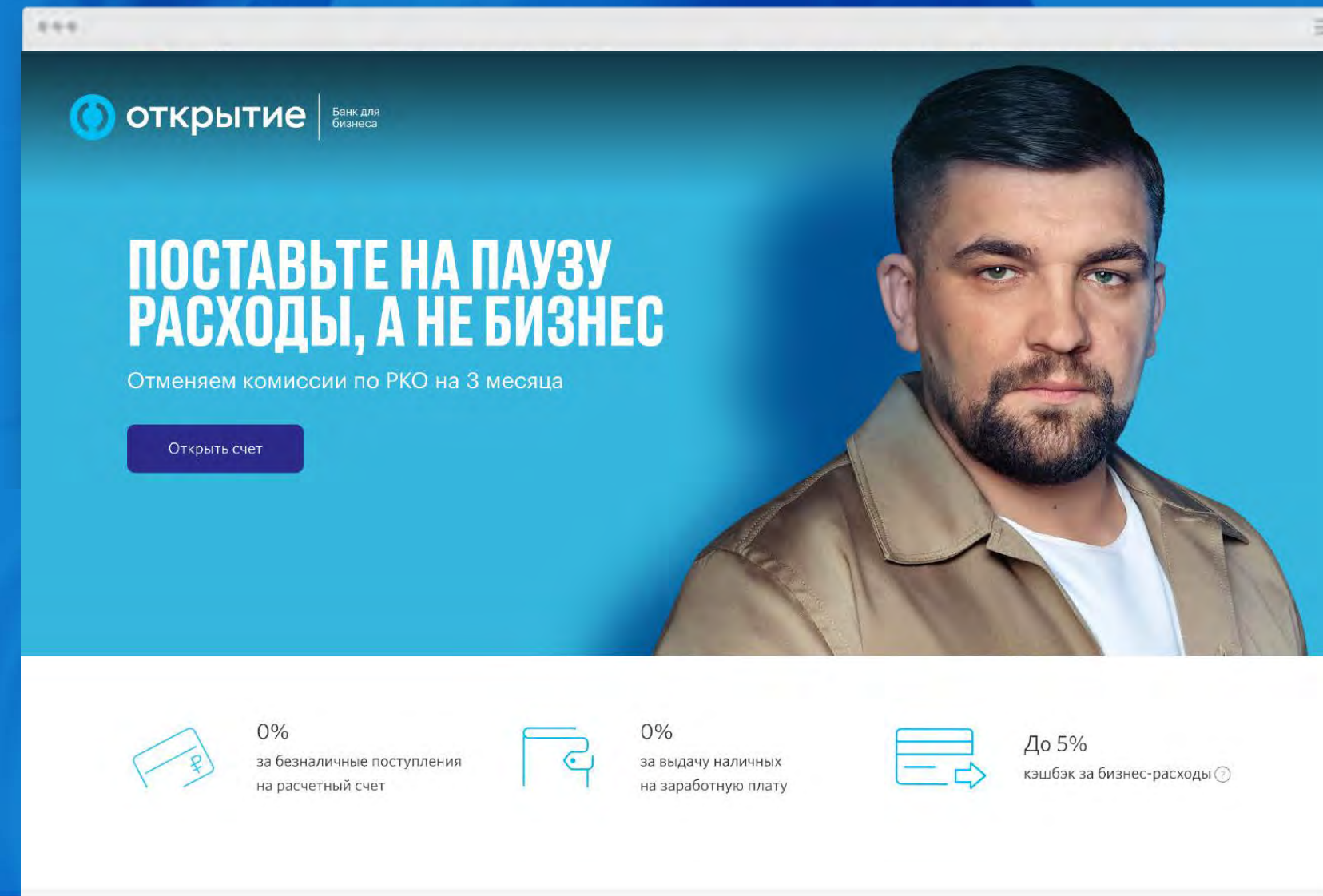
MAIL.RU

LEROY MERLIN

SIMPLEWINE

SPORTMASTER

next
level
IT



Otkritie

Infor CRM implementation: interface design and development

Objectives

- Research of existing related systems and Infor CRM
- Interviews with users, executives, business analysts, developers
- Participation in development of BRD, user stories and scripts
- Interface prototyping
- Creating design mock-ups
- Front-end team support
- Mock-ups and final result audit
- Supporting design systems in Figma
- Test usability

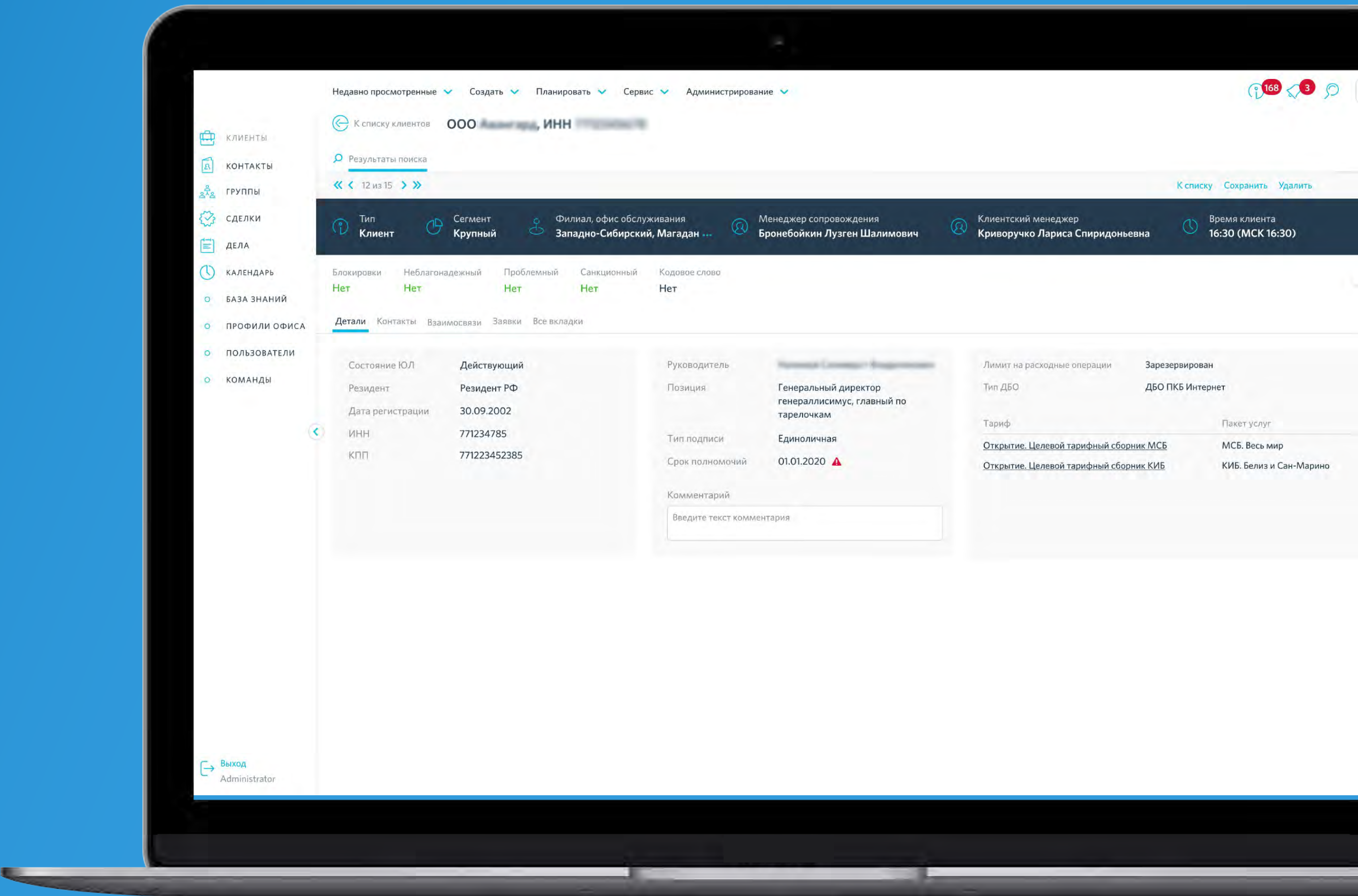
What we achieved

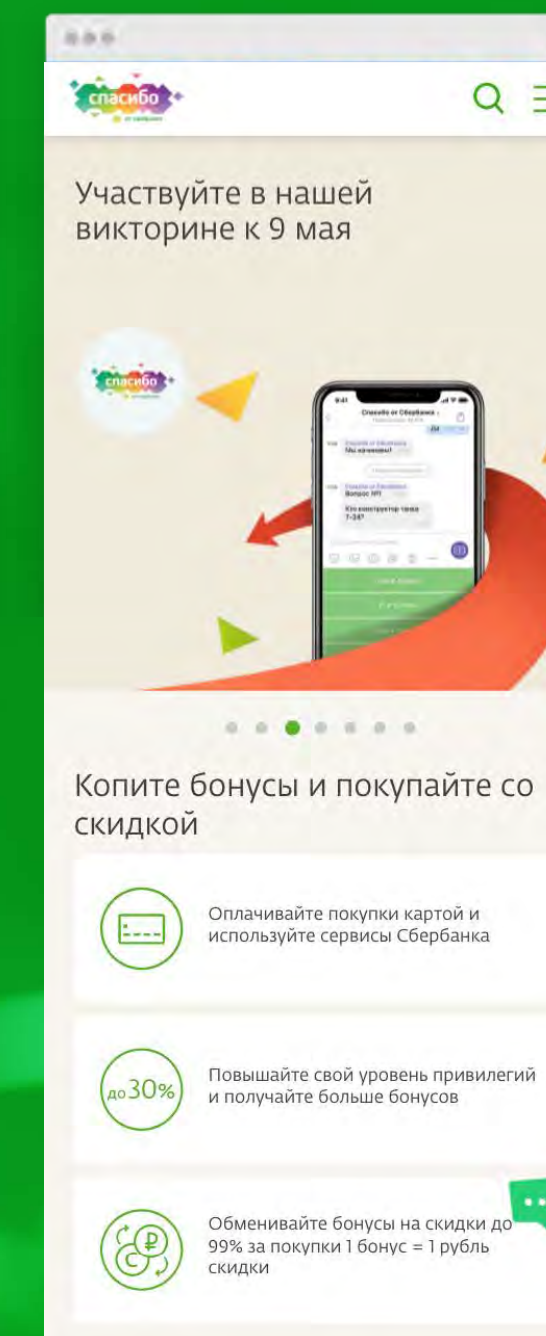
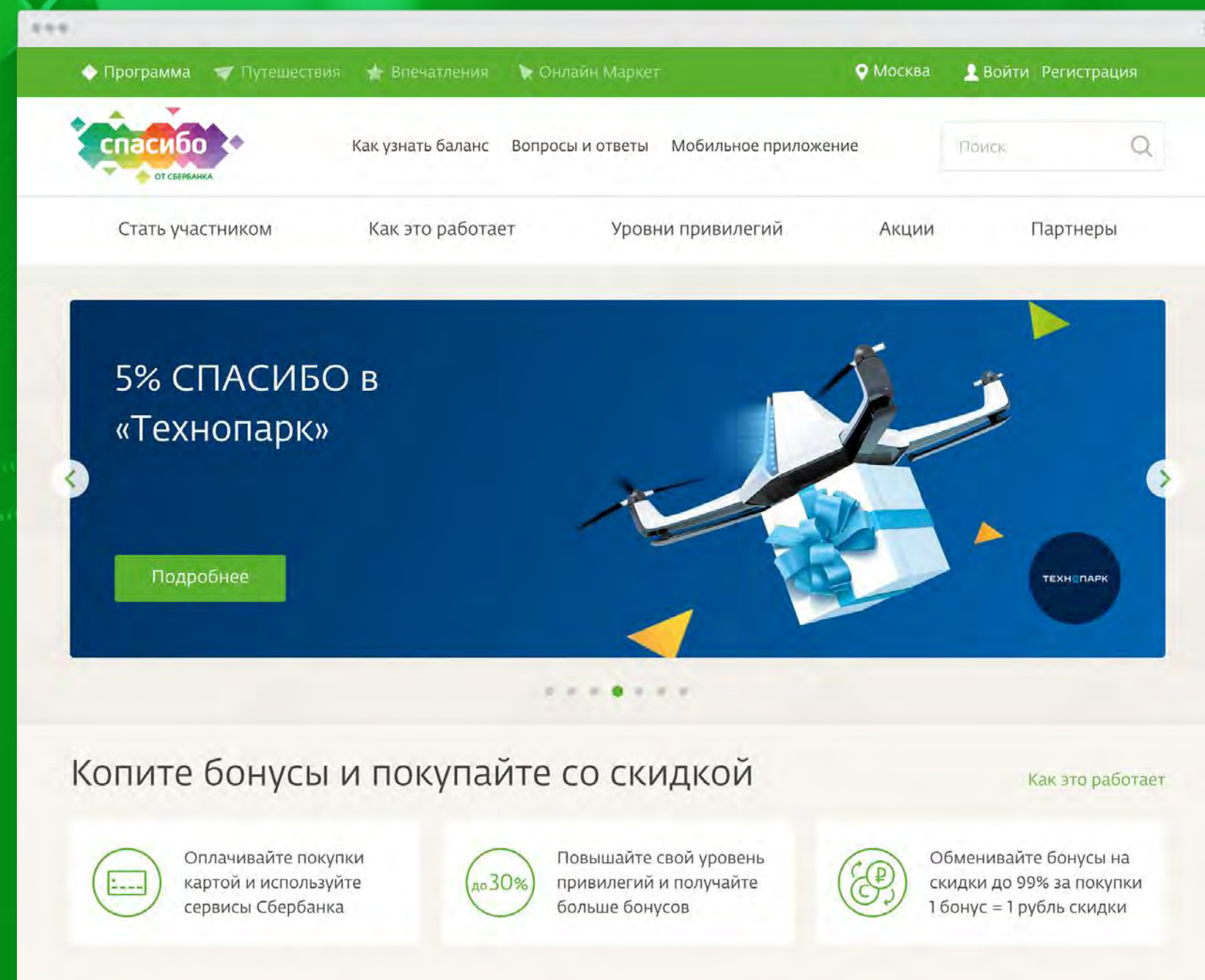
- Redesigned project in Figma using a component approach to facilitate support and development
- Improvement and expansion of the list of components in the design system.

System implementation

Project stages

- Customer Service Design
- Functional design for CC operators
- Re-branding of the interface due to a change in the corporate identity of the Bank
- Sky Office Design for Operators
- Small and middle-sized business block: designing a personal account of the head and interfaces of block managers





Sberbank

SberbankSpasibo: product, mobile app (iOS/Android) and website development and support

Client request

Server architecture development

Technical support 24/7 including holidays and weekends

IT audit

Code review for website and mobile app (iOS/Android)

Load-testing 4 times a year

Product follow-up

Cross-platform testing

System revival after failures

Hosting services

Prototyping mobile application for client support

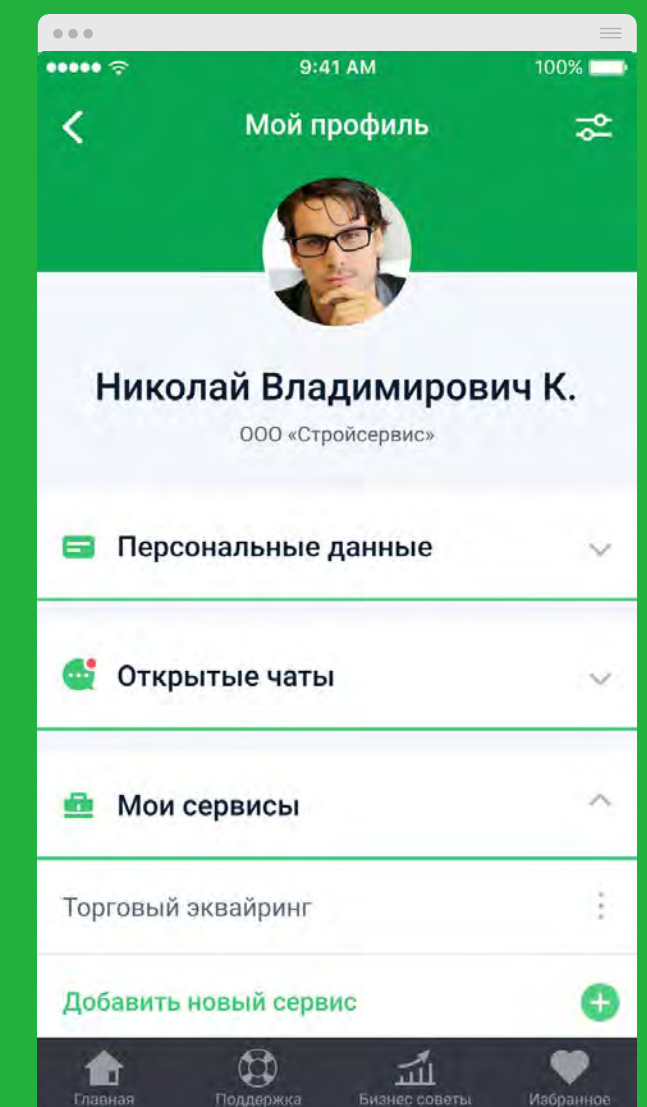
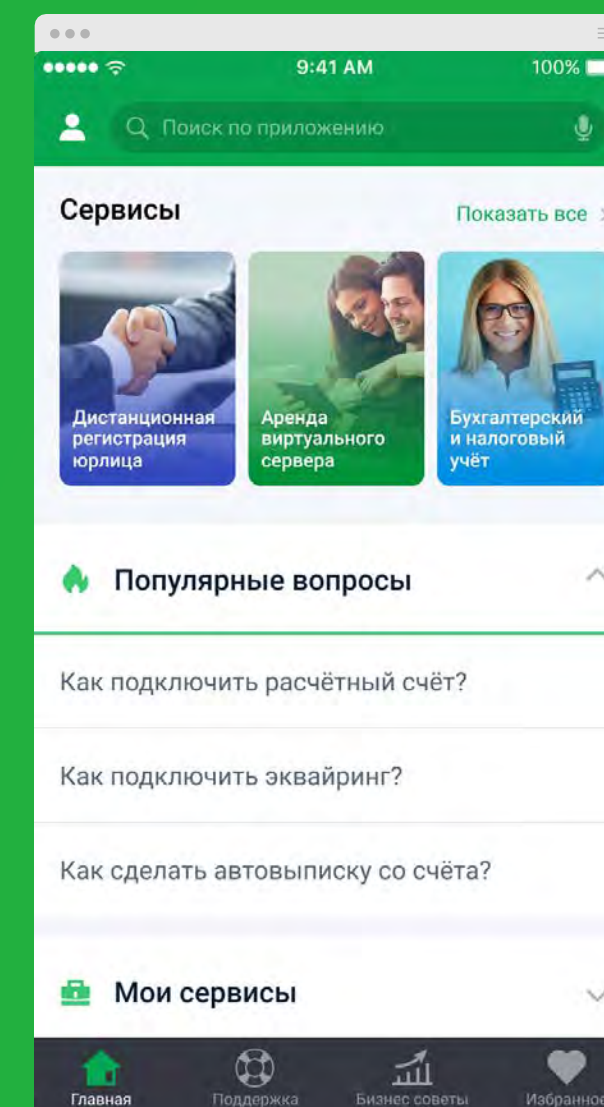
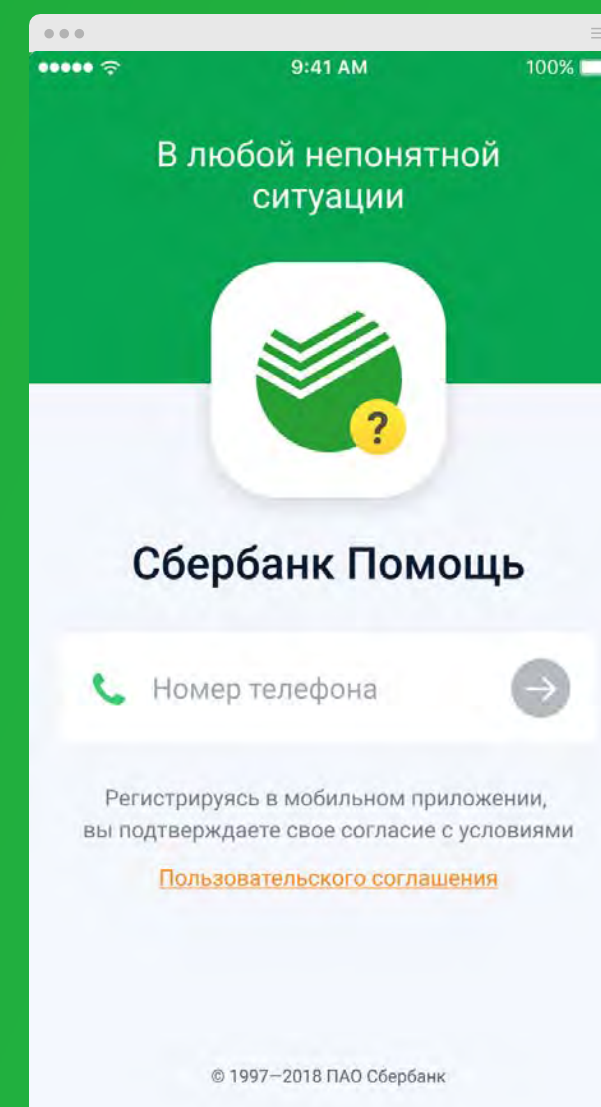
Client request

To develop mobile app design for client (small business) support

To decrease pressure on call center due to new app with well-elaborated FAQ

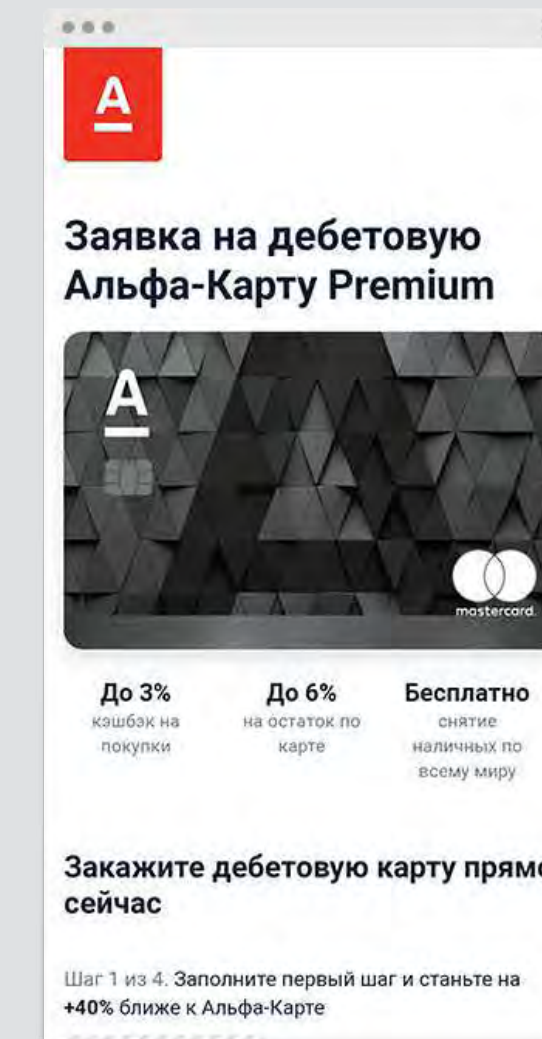
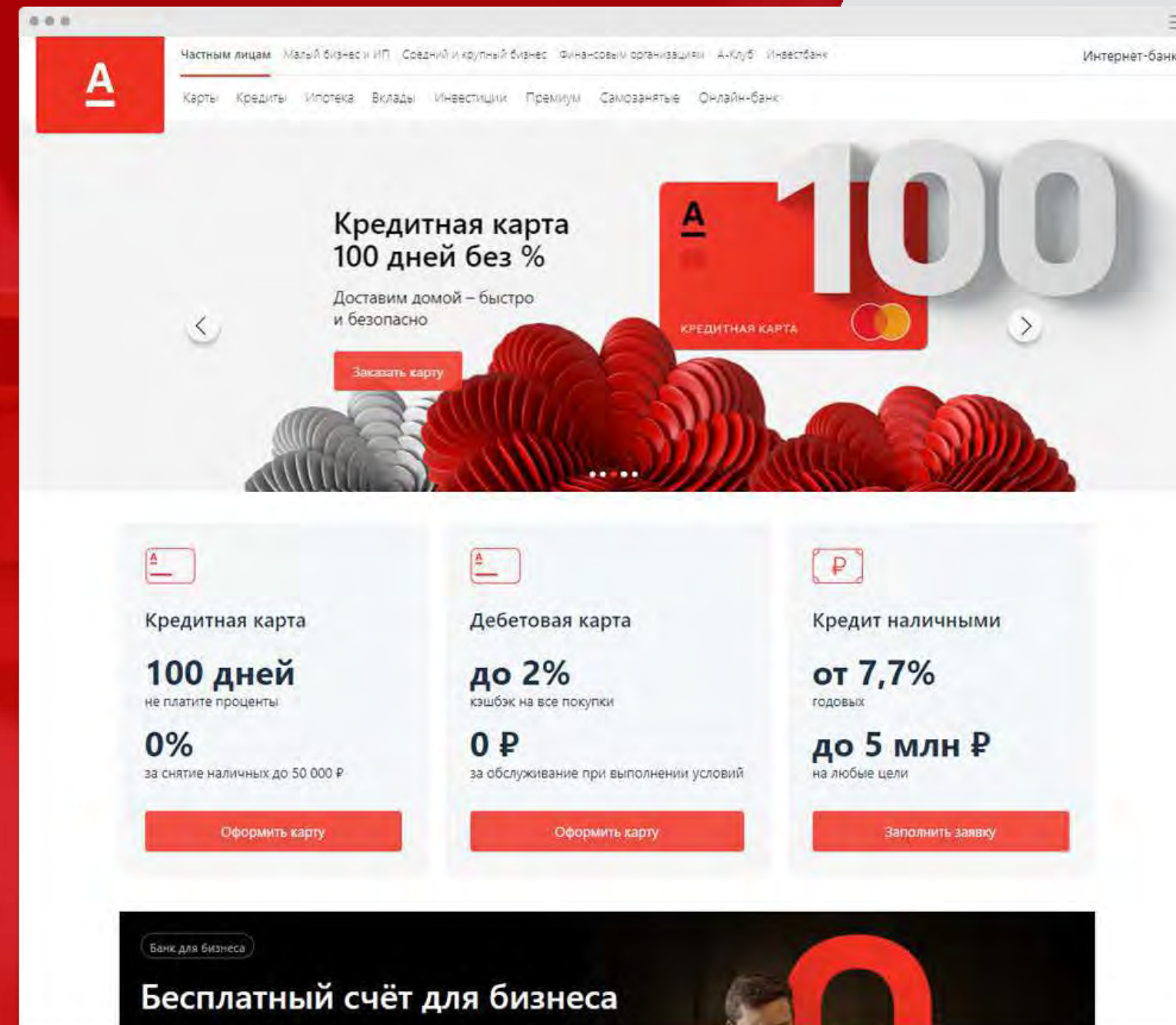
What we achieved

We developed new bank app with large info database where each client can find an answer in FAQ. All information is available in any form - articles, video, messaging with manager.



Alfa-Bank

JSC, the corporate treasury of the Alfa Group, is one of the largest private commercial banks in Russia.



“

Due to the expertise and creative approach of the AWG team, all objectives were successfully completed. AWG experts continue to work on Alfa Bank JSC projects and provide high-quality design, analytics and development services.

”

B. I. Antonov
Head of cash
management products
business unit



Благодарность

Дирекция развития расчетных продуктов АО «Альфа-Банк» выражает благодарность компании AWG за обновление и оптимизацию сервиса по открытию счетов – «Альфа-Офис».

АО «Альфа-Банк» начал работу с компанией AWG в 2016 году. На момент начала сотрудничества у Альфа-Банка уже существовал сервис для управления партнерской программой и открытия счетов — «Альфа-Офис». Необходимо было обновить и оптимизировать сервис.

Перед командой AWG стояли следующие задачи:

- 1) Перевести существующие банковские процессы из офлайна в онлайн.
- 2) Сделать современный удобный интерфейс, позволяющий пользователю самостоятельно проводить сложные банковские операции.
- 3) Реализовать непрерывное расширение функциональных возможностей предоставляемых сервисов.
- 4) Минимизировать затрачиваемые на поддержку приложения человеческие и технические ресурсы.
- 5) Расширить перечень дополнительных сервисов и реализовать удобный для клиента процесс подключения.

Благодаря профессионализму и творческому подходу сотрудников команды AWG, все задачи были успешно выполнены. Специалисты AWG продолжают работу над проектами АО «Альфа-Банк» и оказывают качественные услуги по дизайну, аналитике и разработке.

С уважением,
Руководитель дирекции
Расчетных продуктов
Департамента разработки и развития
расчетных продуктов корпоративного бизнеса
АО «АЛЬФА-БАНК»



**AWG has been working with Alfa-bank until 2016.
As part of the online services development project,
the AWG team is responsible for the analytics, design
and development of modern and convenient self-
service interfaces which allow users to perform
complex banking operations online.**

Outstaffed employees include
designers, analysts, developers and testers

Alfa-office: design and development of a remote connection system for new banking products and services for legal entities

Project objectives

Transfer existing banking processes from offline to online

Create a modern, user-friendly, and self-service interface that allows users to perform complex banking operations

Significantly expand the list of additional services and implement a customer-friendly service activation process

Implement continuous expansion of service functionality

Minimize human and technical resources spent on app support

Alfa-office: design and development of a remote connection system for new banking products and services for legal entities

Development stages

Conducting high-quality surveys and in-depth interviews with users (10-15 sessions per iteration)

Examining existing bank regulations and documentation

Performing system and business analysis, as well as

Developing user scenarios and testing both design hypotheses and the usability of the services

Designing online service interfaces, including their mobile versions

Designing a unified presentation style and a system for applying project elements as modules in projects run by other bank teams

Setting tasks for developers and supervising them

Performing manual and automated testing

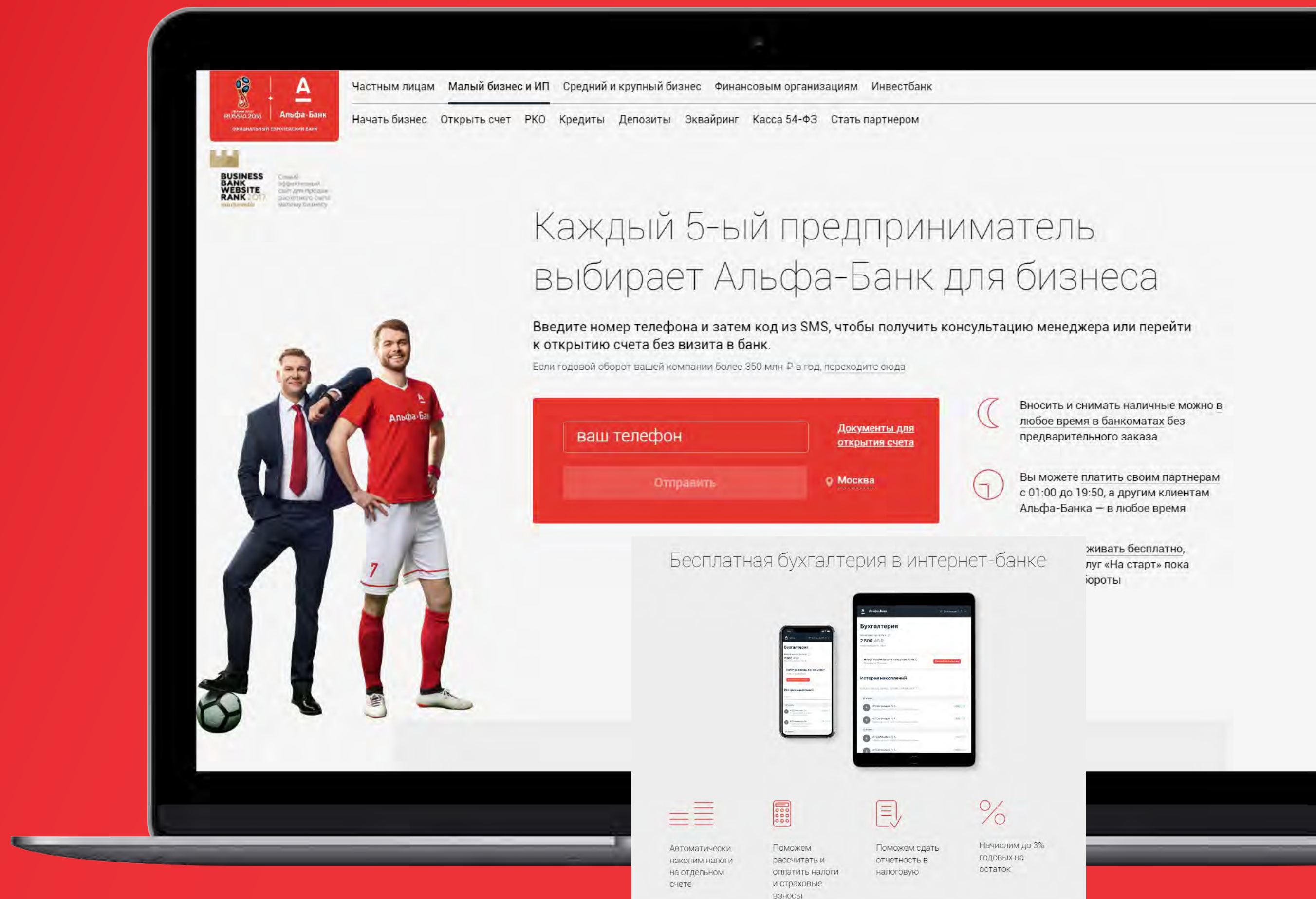
Presenting the results to the project team, related departments and top management

* project presentation on Alfa-Bank website

Alfa-office: Opening a current account

The option to open a current account for legal entities (self-employed business owner or LLC) online, without visiting the bank and to activate related services

<https://alfabank.ru/sme>

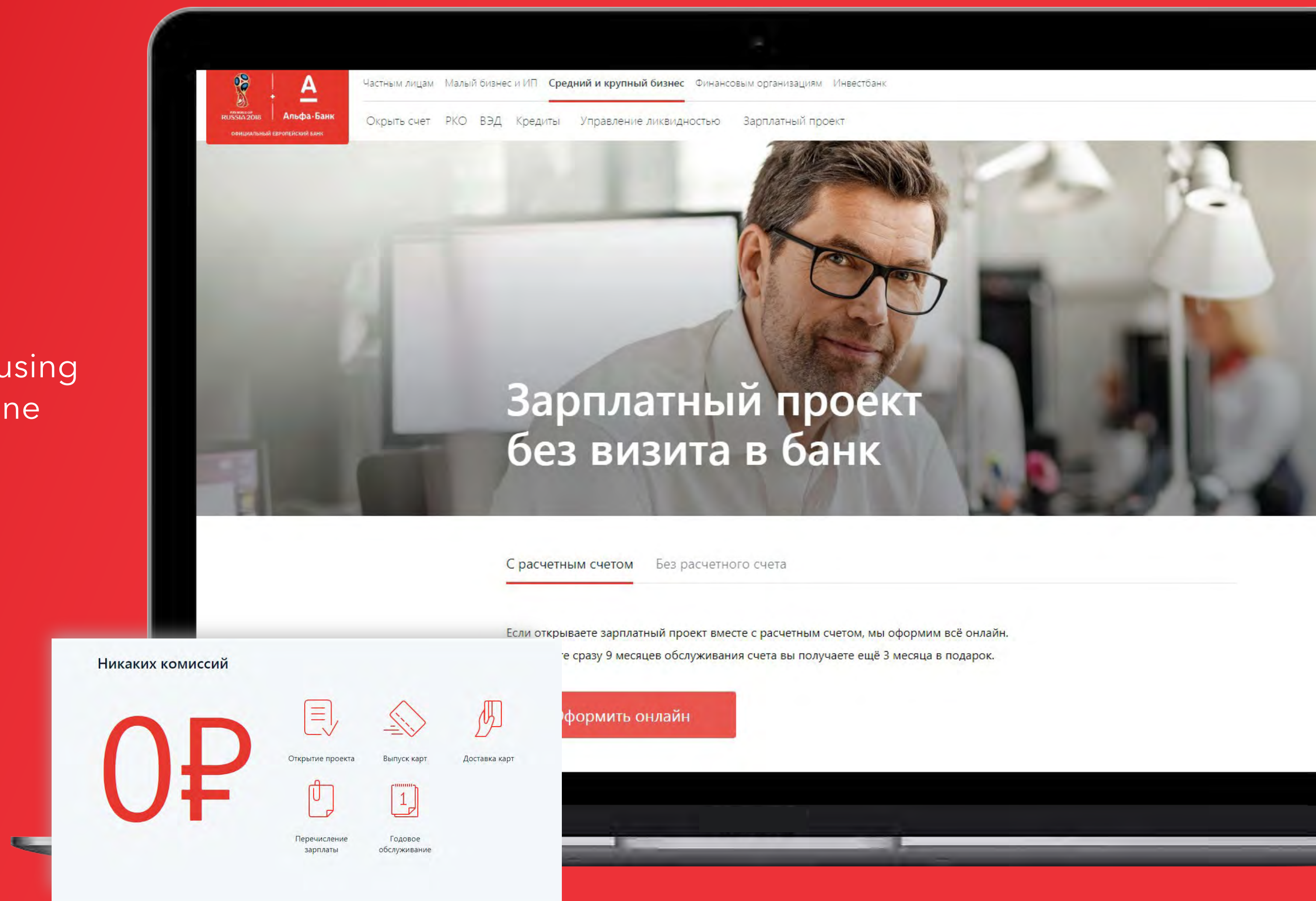


* project presentation on Alfa-Bank website

Alfa-office: Salary management

1. The option to begin a salary management project and start using the current account service online
2. The option to request the services of an expert, as well as assistance and consulting if the project is implemented without the current account service

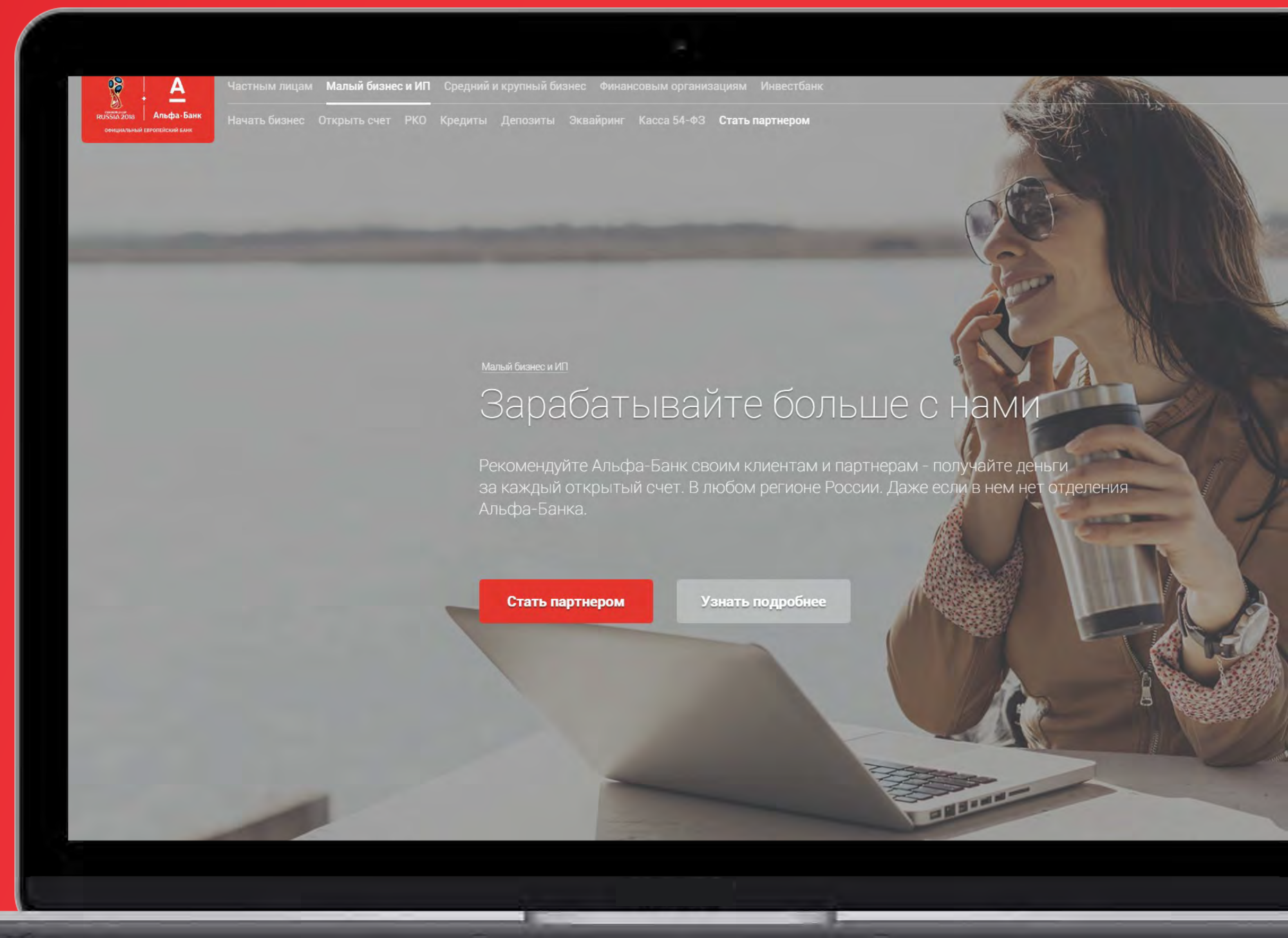
<https://alfabank.ru/corporate/rko/salaryproject>



* project presentation on Alfa-Bank website

Alfa-office: A partnership program

Online registration as a bank
partner and a bonus system for
referring new partners

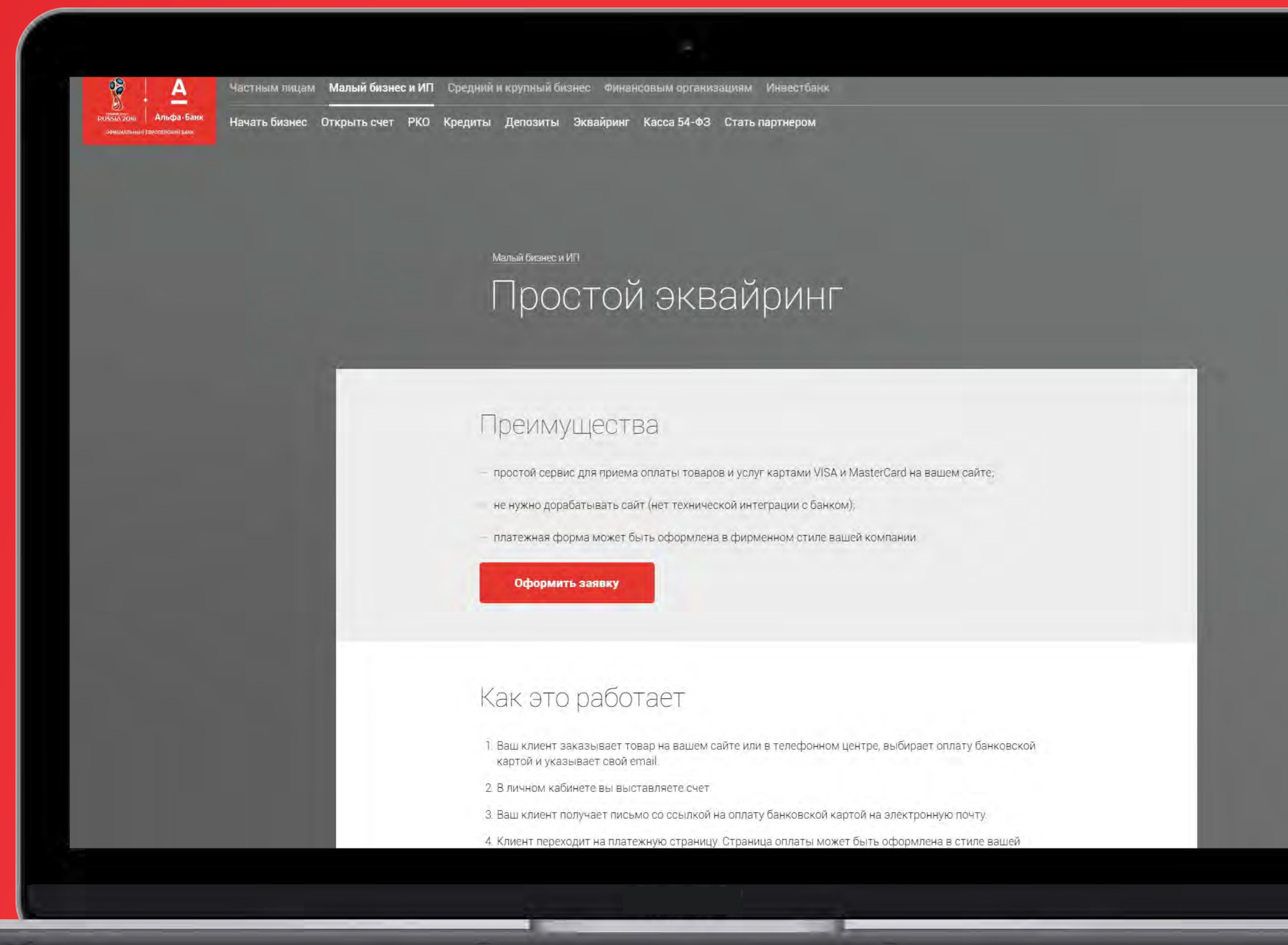


<https://alfabank.ru/sme/agent/agent>

* project presentation on Alfa-Bank website

Alfa-office: Internet acquiring

Payment for products and services with Visa and MasterCard on the customer's website

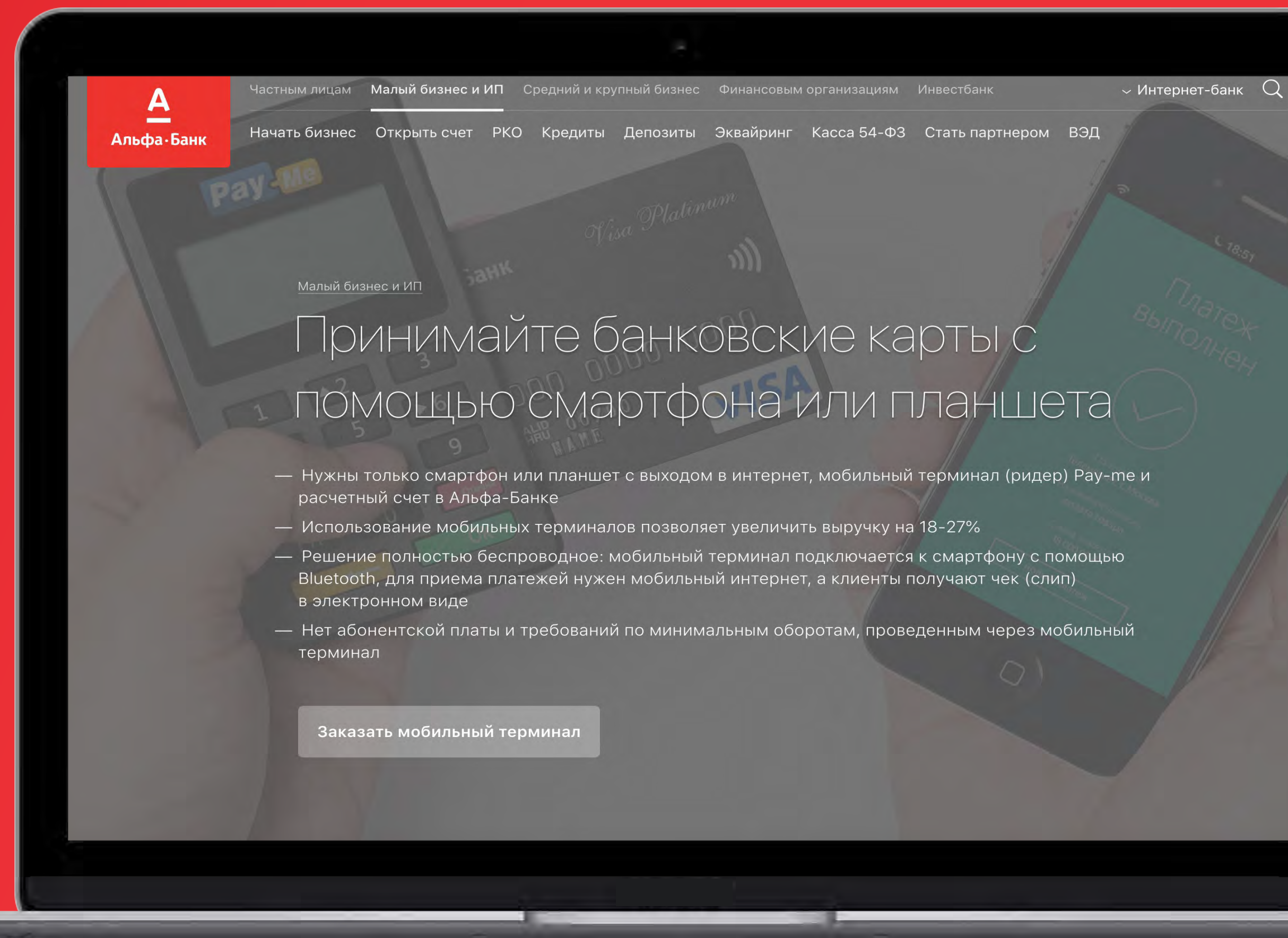


<https://alfabank.ru/sme/rko/eqlite>

* project presentation on Alfa-Bank website

Alfa-office: POS acquiring

Payment with bank cards
through mobile terminals,
smart phones, and tablets

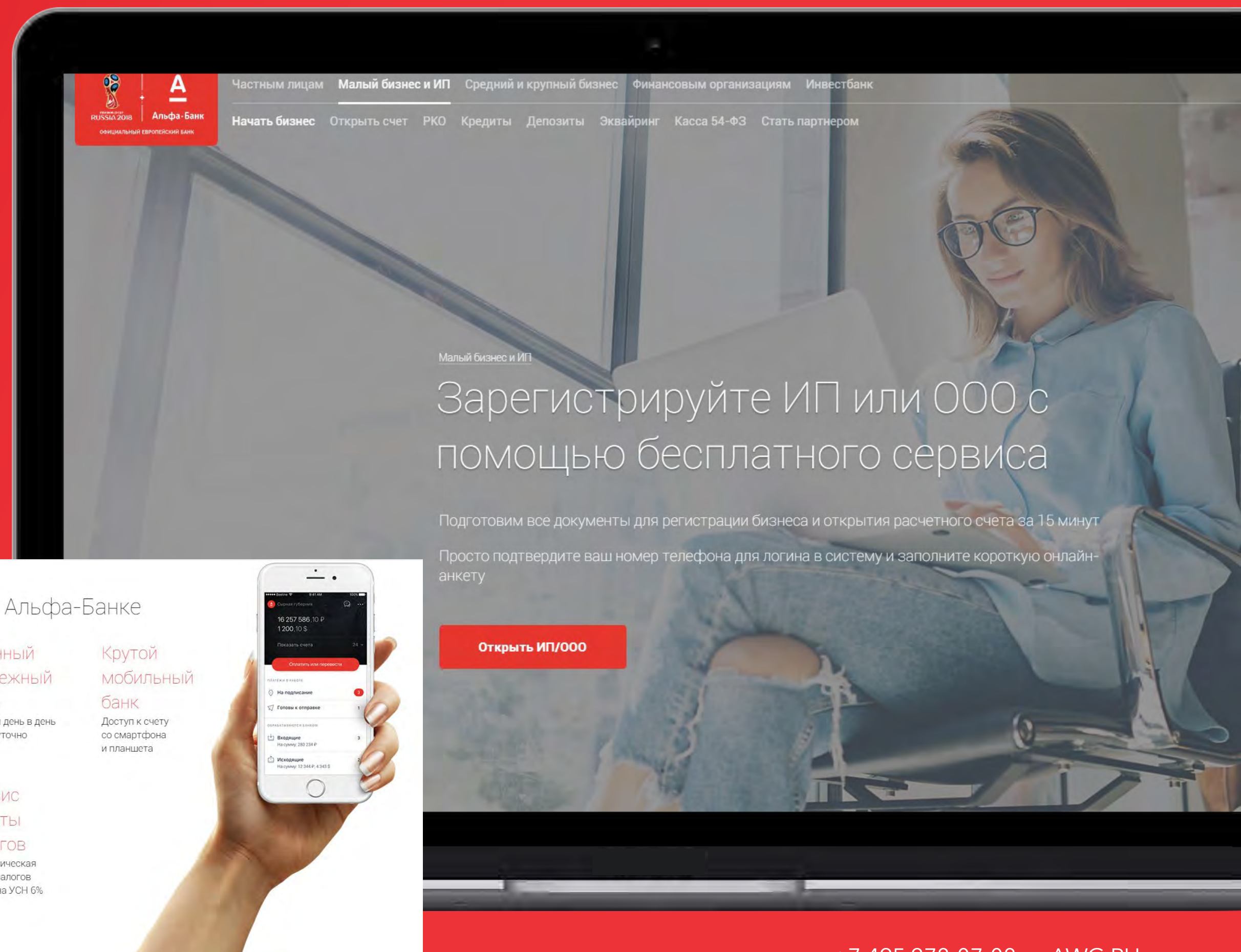


<https://alfabank.ru/sme/payservice/>

* project presentation on Alfa-Bank website

Alfa-office: Business registration

Online registration as self-employed business owner or LLC for free



<https://alfabank.ru/sme/start>

AlfaCall Project

Designing a corporate CRM system for call center operators and personal client managers

Client request

Managers and operators spend much time for searching information at several CRM system. It leads to poorer account management

Current CRM systems does not complain with user-friendly standard

What we achieved

We developed new design for CRM system with better and more convenient characteristics :

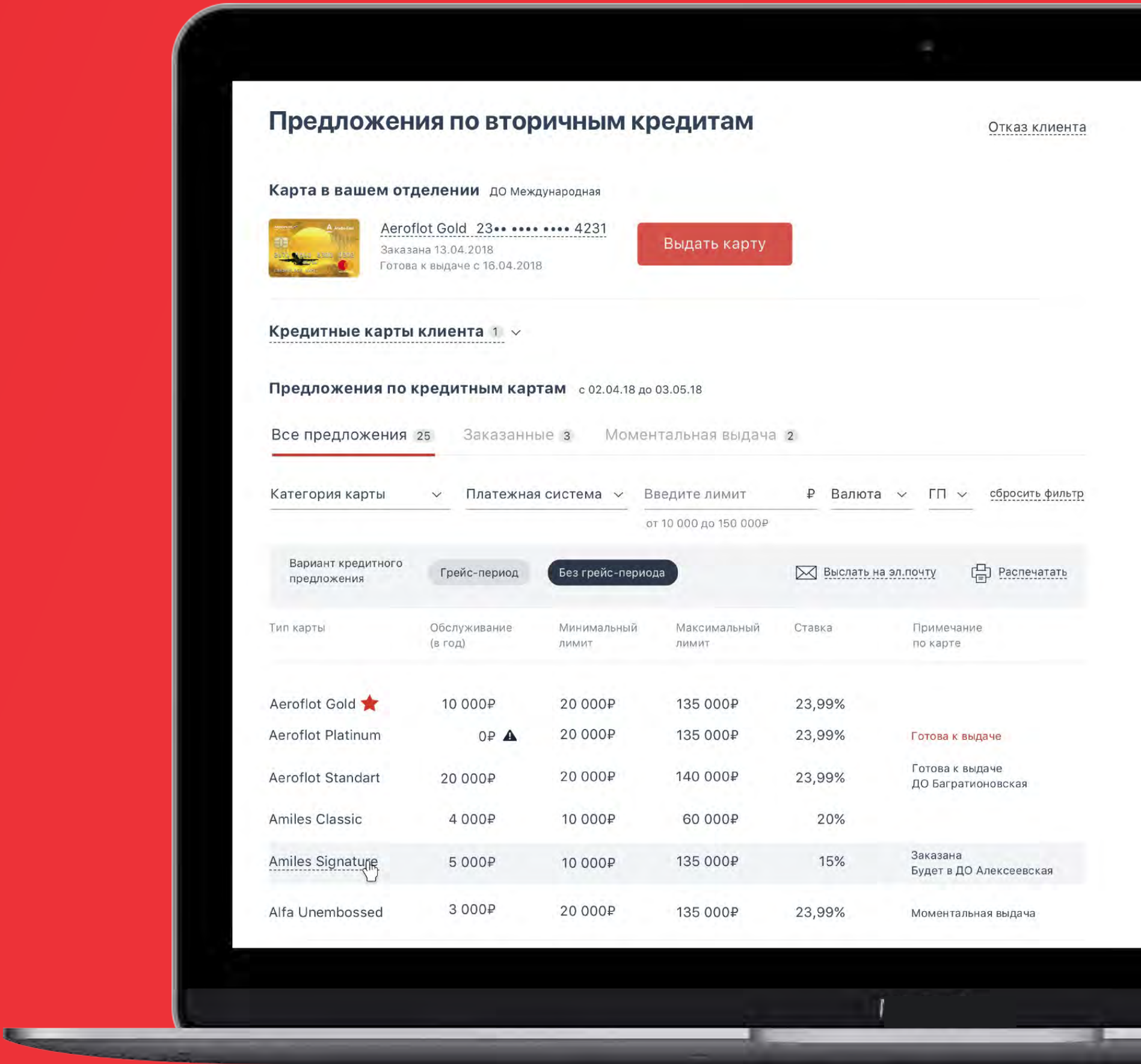
It contains different modules which is possible to combine

Information distributions is more logical and convenient for bank specialists

Updated CRM system complains with design bank standards

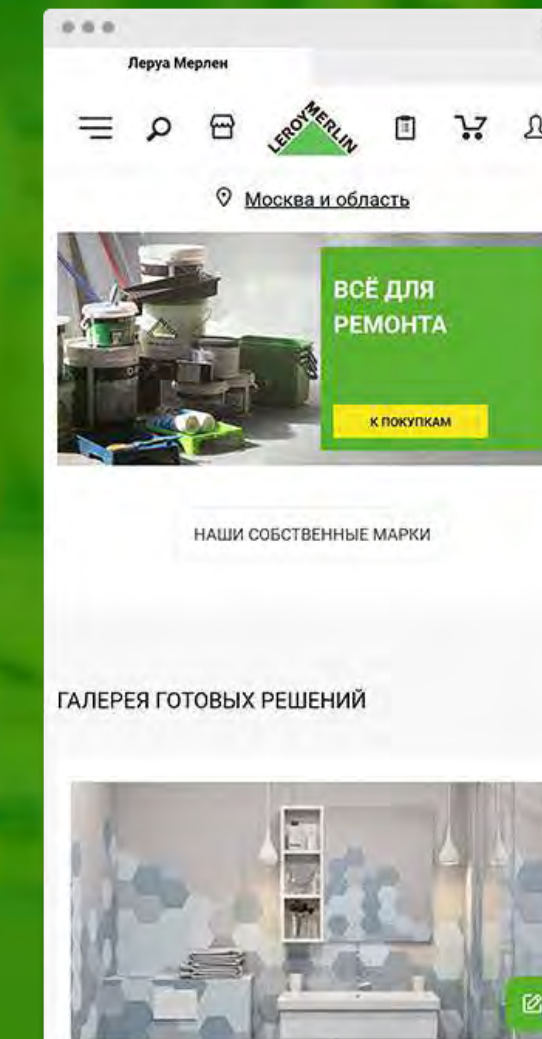
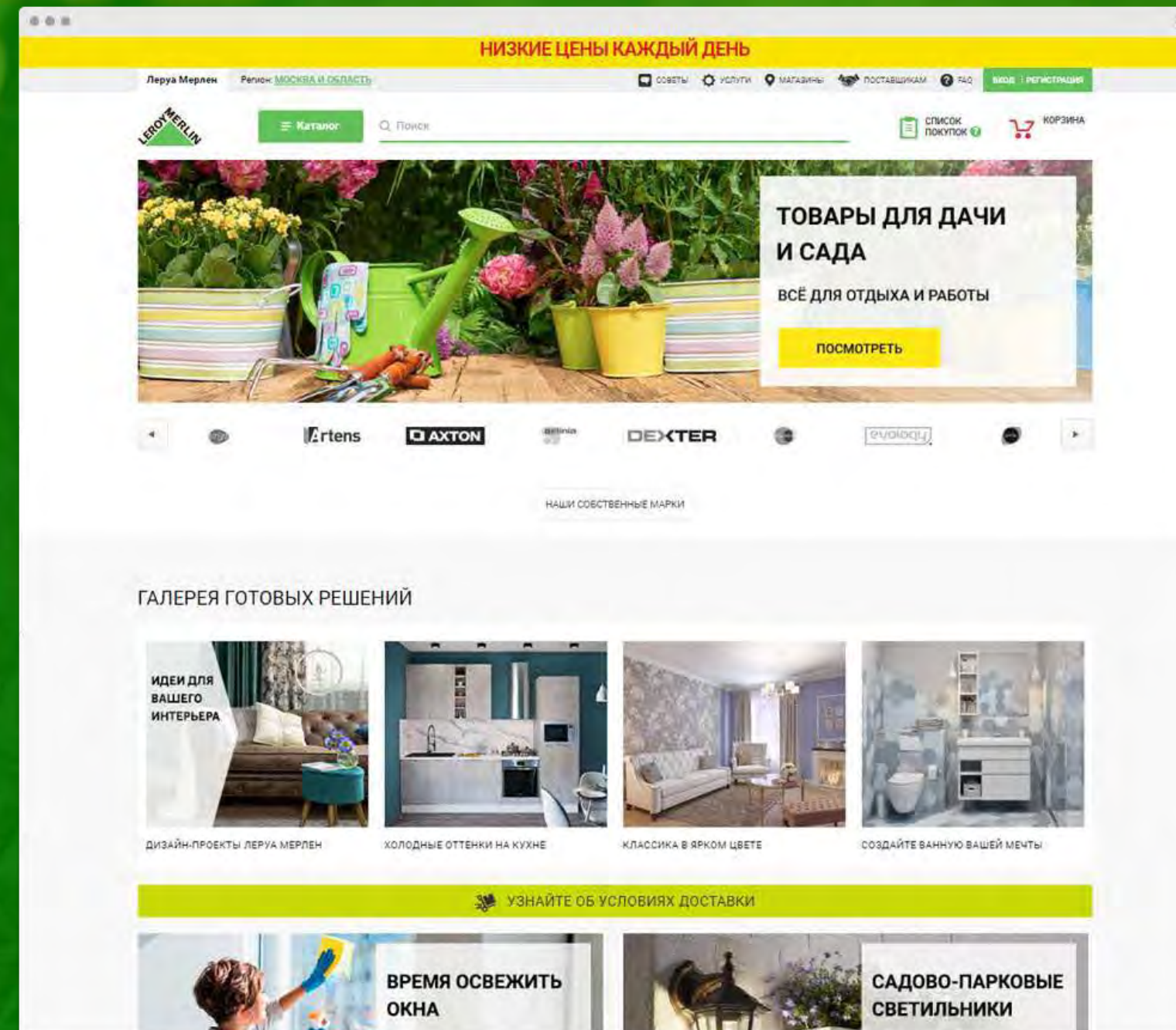
Other projects for Alfa Bank

- Design pages with personalized promotional offers
- Designing an interface for ordering and issuing credit cards by a bank employee
- Improvement of interfaces of the Alpha Salary Online system
- Design of a personal account of an affiliate program for attracting new customers
- Designing an Alfa Bank service that provides the ability to submit documents for registering a business at the Federal Tax Service online



Leroy Merlin

is a French headquartered home improvement and gardening retailer serving several countries in Europe, Asia, South America, and Africa. Leroy Merlin is the leading DIY store in Russia.



“

AWG experts provided high-quality analytics, development and testing services, which allowed us to update our website's functionality in a timely manner. AWG experts have continued to support and further develop our project. While working with us, they have proven to be a knowledgeable and reliable service provider.

”

Andrey Chechin
CEO of the Leroy Merlin Marketplace



AWG has been working with Leroy Merlin for the past 5 years. Together we have created 34 separate projects. 30 outstaffed AWG employees permanently work on the Leroy Merlin premises

Outstaffed employees include digital and systems analysts, product owners, project managers, and designers

We managed projects for desktop and mobile versions of the website, as well as the mobile app

We created layouts and integrated sections for different bonus cards

We created designs for content projects

We created commercial video for screens installed in the customer's stores

We developed the "Project Kitchens" project

Organization of automated testing for digital products

What we started with

Our customer didn't have a systematic testing approach and established automated testing processes, which lowered the quality of developed products

Project stages

Studying the current situation, building a team and choosing a technology stack for the project

Selecting and configuring a test management system

Configuring a system for reporting detected defects

Providing and supporting the development work cycle

Results

Quality assurance: developers promptly receive reliable information about defects in digital system operations

The time-to-market for digital products was significantly reduced

Designing technical application architecture with microservices.

Applications

Check-out: a set of microservices that provide logic for checkout processes

Payment: a set of microservices that provide the capabilities for managing the availability of payment types, accept payments, and register fiscal receipts

Delivery: a set of microservices that provide the capabilities for managing the availability of delivery types, as well as managing tariffs, areas and delivery dates, and calculating delivery costs

Shopping Cart: a set of microservices that provide an omni-channel shopping cart as well as triggers for notifying the customer about shopping cart events

Project stages

For all applications:

- / technical architecture design;
- / documentation development, including a description of each microservice (its logic, methods, and their availability for external systems);
- / formulation of development and automated testing tasks;
- / acceptance testing;
- / application implementation and handover to support

Results

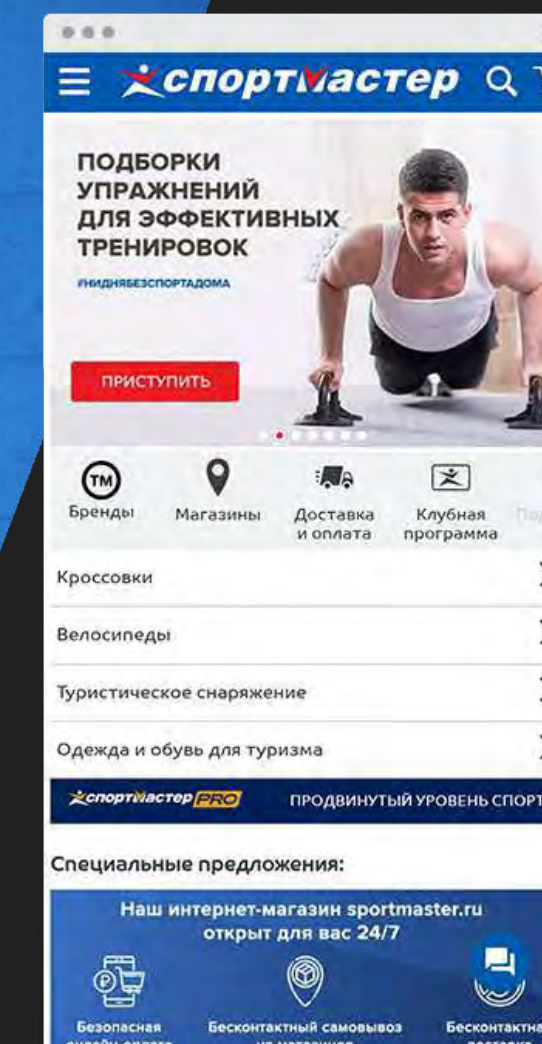
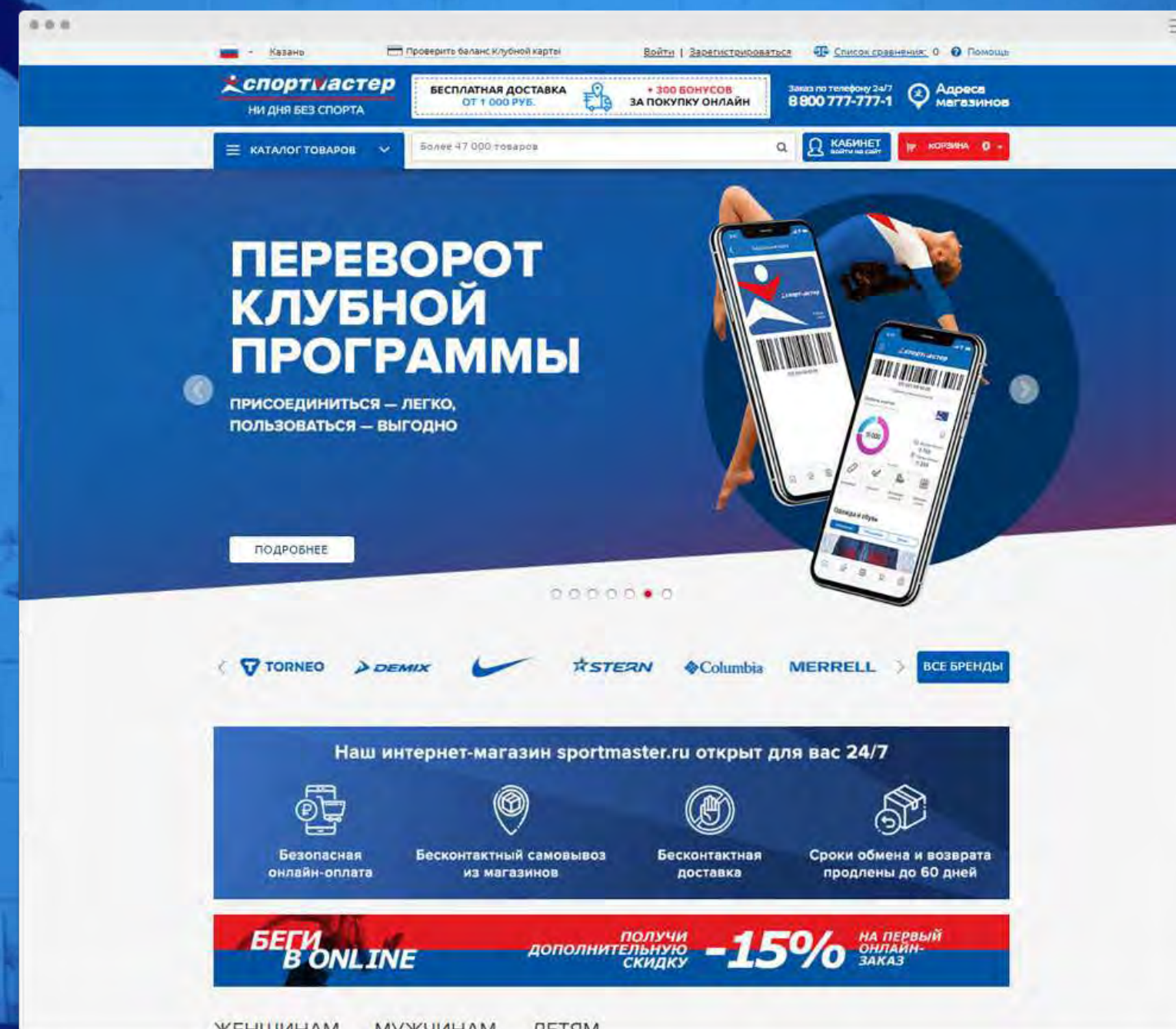
The ability to handle 500-1000 rps with a response time of up to 100 ms and a simple tuning option for modifying these indicators. The apps can be easily adapted to fit new requirements and changes in input data formats. The system has an efficient, easy understandable, and extensible architecture which allows for the easy implementation of fundamentally new requirements as well as collaboration with external developers according to InnerSource principles

Stack: Java 11 (Spring), Mongo 4, PostgreSQL, RabbitMQ, Eureka.

UI: Node.js & React mobx & antDesign

Sportmaster

an international multi-category, multi-brand retailer of sports and outdoor product (apparel, footwear and equipment) with leading position on most of the markets of operations.



“

The AWG team proved themselves to be a team of highly qualified and professional experts with a high level of organization and perception skills as well as the ability to immerse themselves in the business processes of their customers. Our colleagues not only develop high-quality products, but also create a comfortable and creative environment that ensures our productive cooperation.

”

Irina Lutsenko

Head of the Sportmaster brand websites development team



Development of a big online store

Customer challenges

The website is not fault-tolerant and is unstable under planned loads, failing under peak loads.

High cost of supporting outdated website architecture.

Scaling up to accommodate sales growth is difficult. Development and implementation of new functionality is an overly complicated process that takes too much time.

What we achieved

We created a new online store, www.sportmaster.ru, which is hosted on 4 servers and can handle peak loads of 13,000 customers simultaneously and more than 250,000 customers daily.

The online store is integrated with 30 internal information systems.

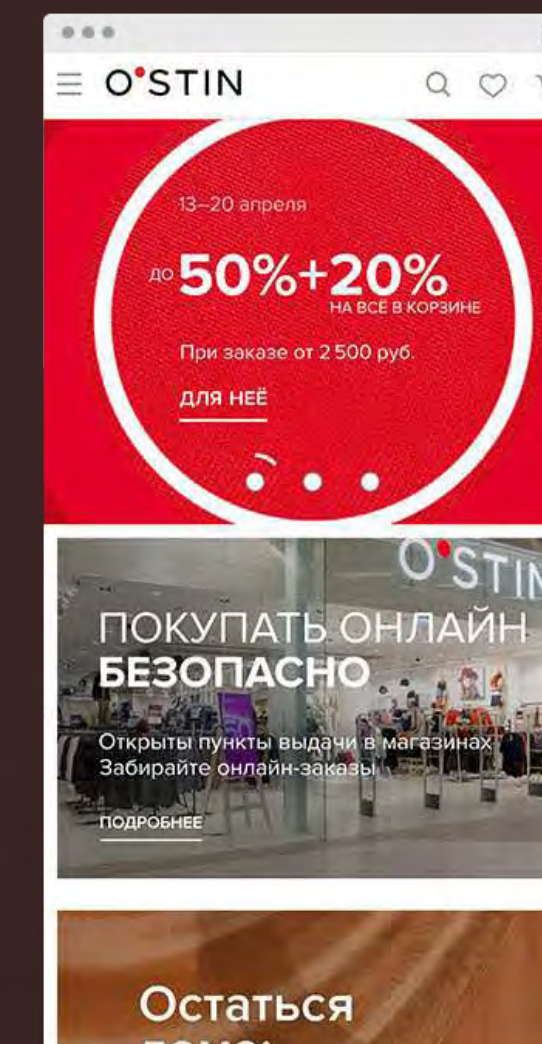
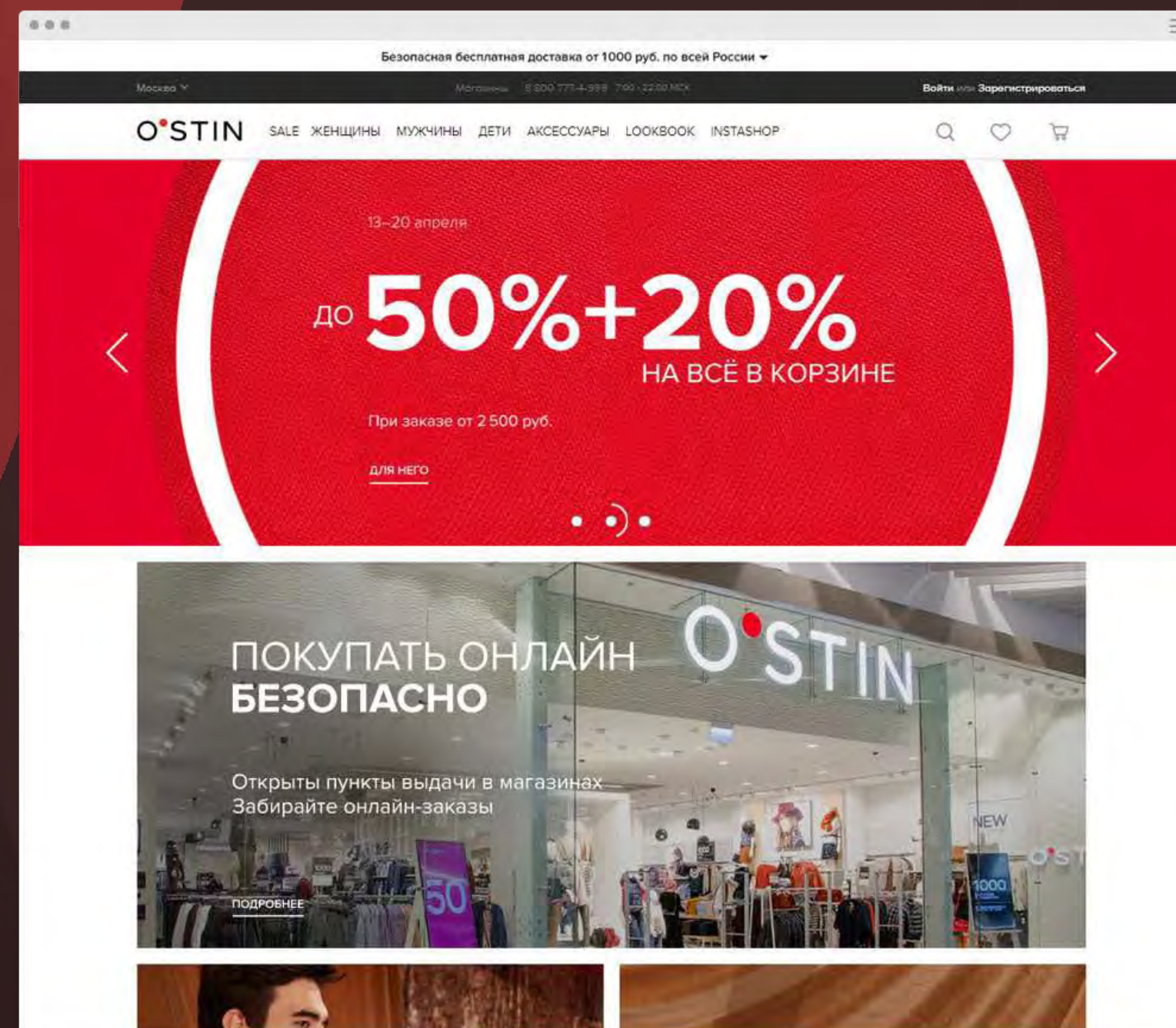
The store has desktop and mobile versions, a version for the contact center, as well as a mobile app.

We developed kiosks for physical stores, with kiosks now in more than 200 stores

We implemented offline customer identification capabilities

O'stin

an international apparel brand distributed in more than 700 stores of its own retail network in Europe, Asia and Russia.



PIM development and implementation

Customer challenges

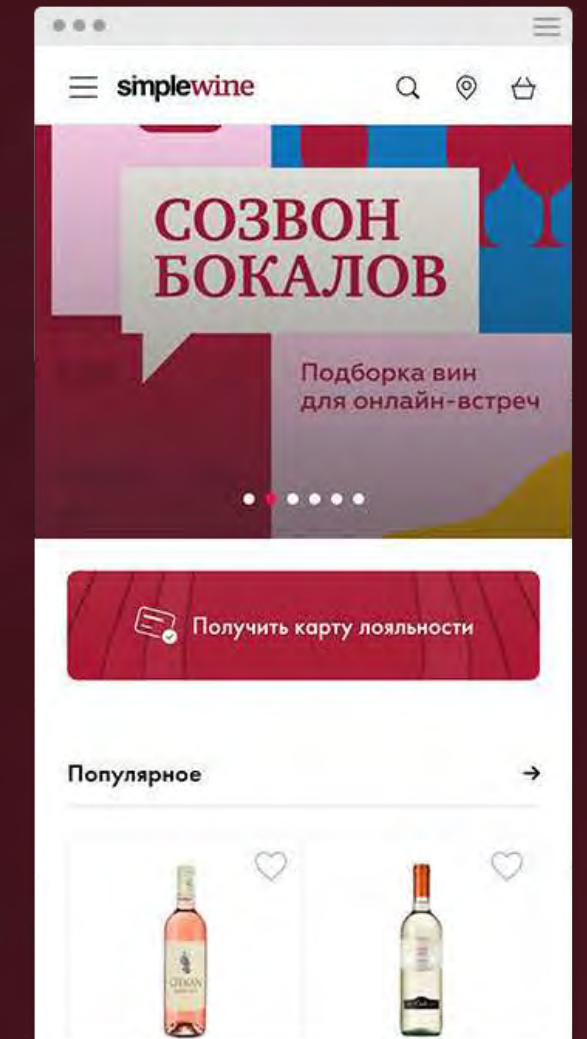
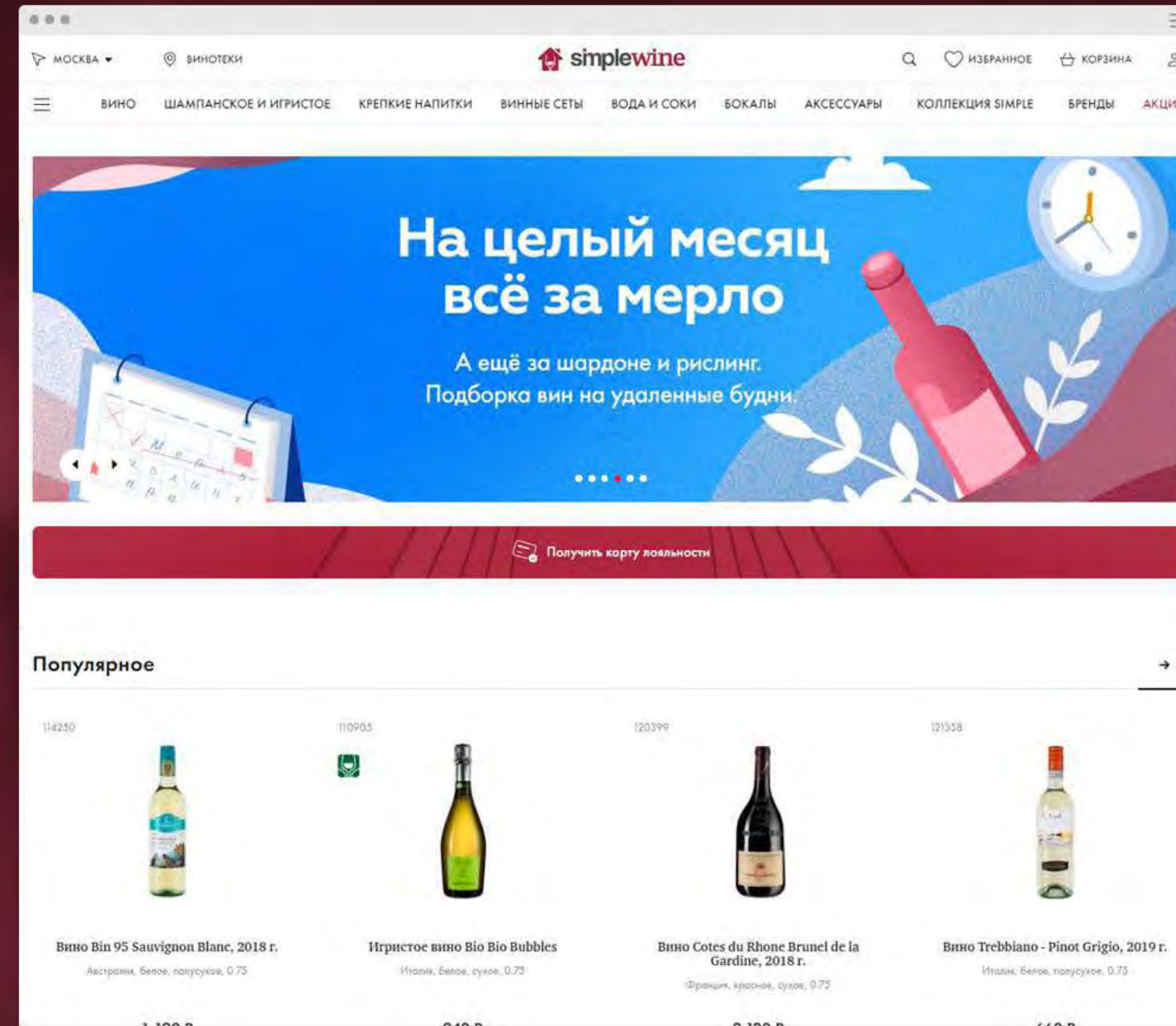
As part of the O'STIN online store development project, the customer needed to create over 6,000 product cards in six months.

What we achieved

We created a system that allows employees to enter missing information about goods. The entry process is now methodical. The system supports uploading product photos and monitoring compliance with the company's requirements regarding photos

Simplewine

is of the largest wine importers in Russia with own retail network.



Website audit, stability improvement, and development

Website technical support

Technical and UX audit

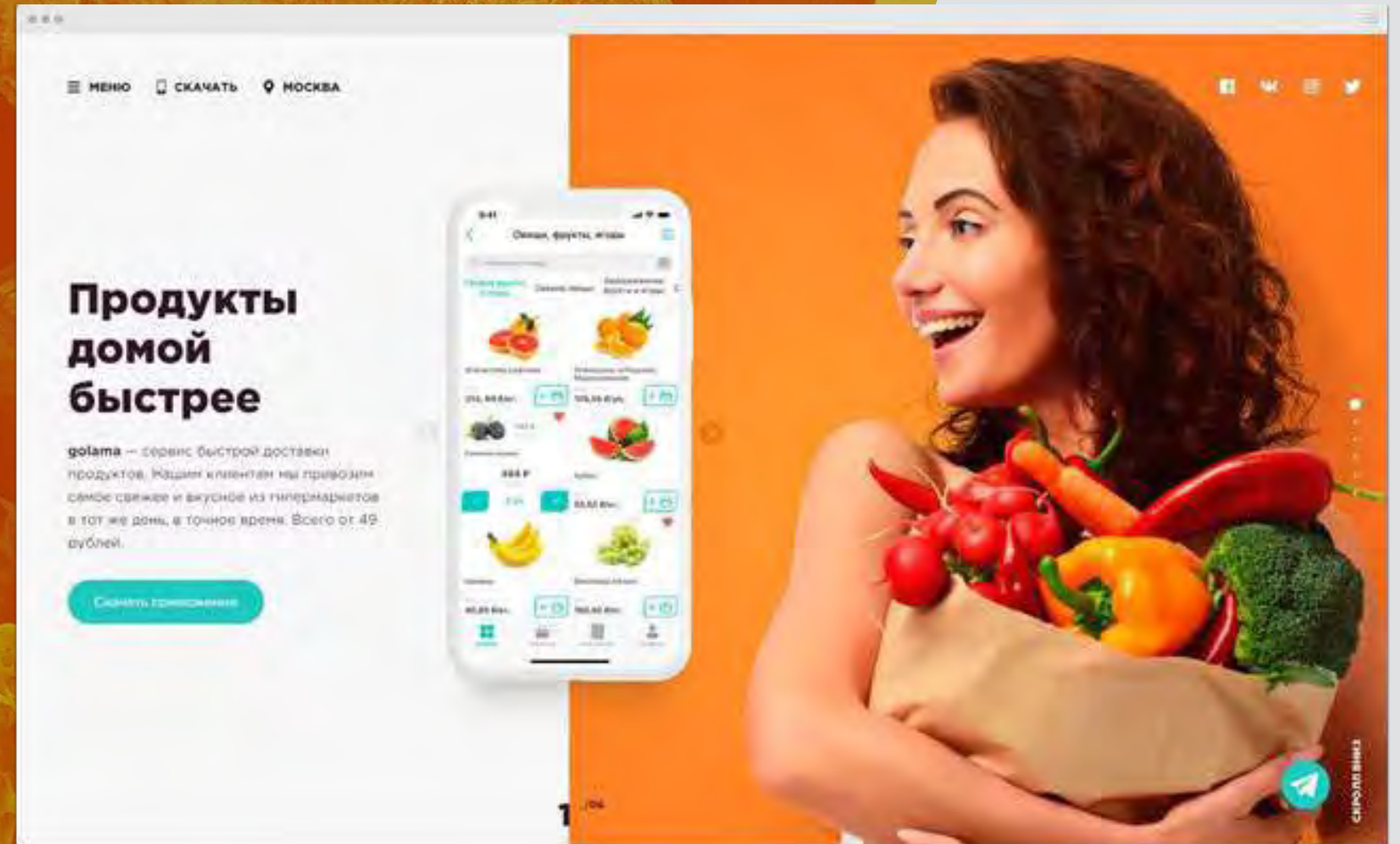
Performance and speed optimization

Development and implementation of new functionality

Reduction of page loading time, reconfiguration of server hardware, product improvement, and implementation of a new catalog generation logic
Installation of a monitoring system

Golama

is one of the first projects in Russia with food delivery services



Website development (desktop version)

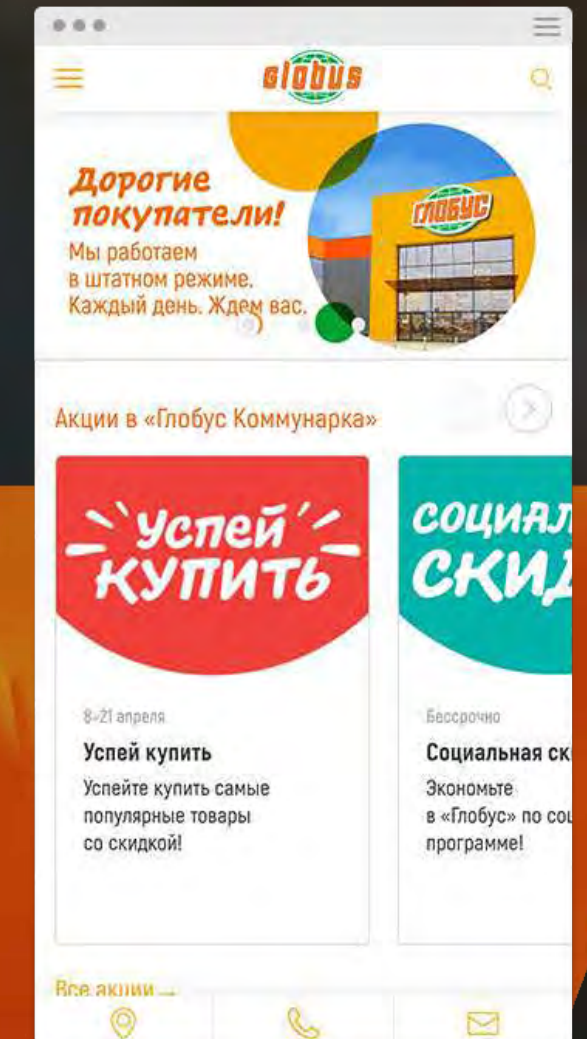
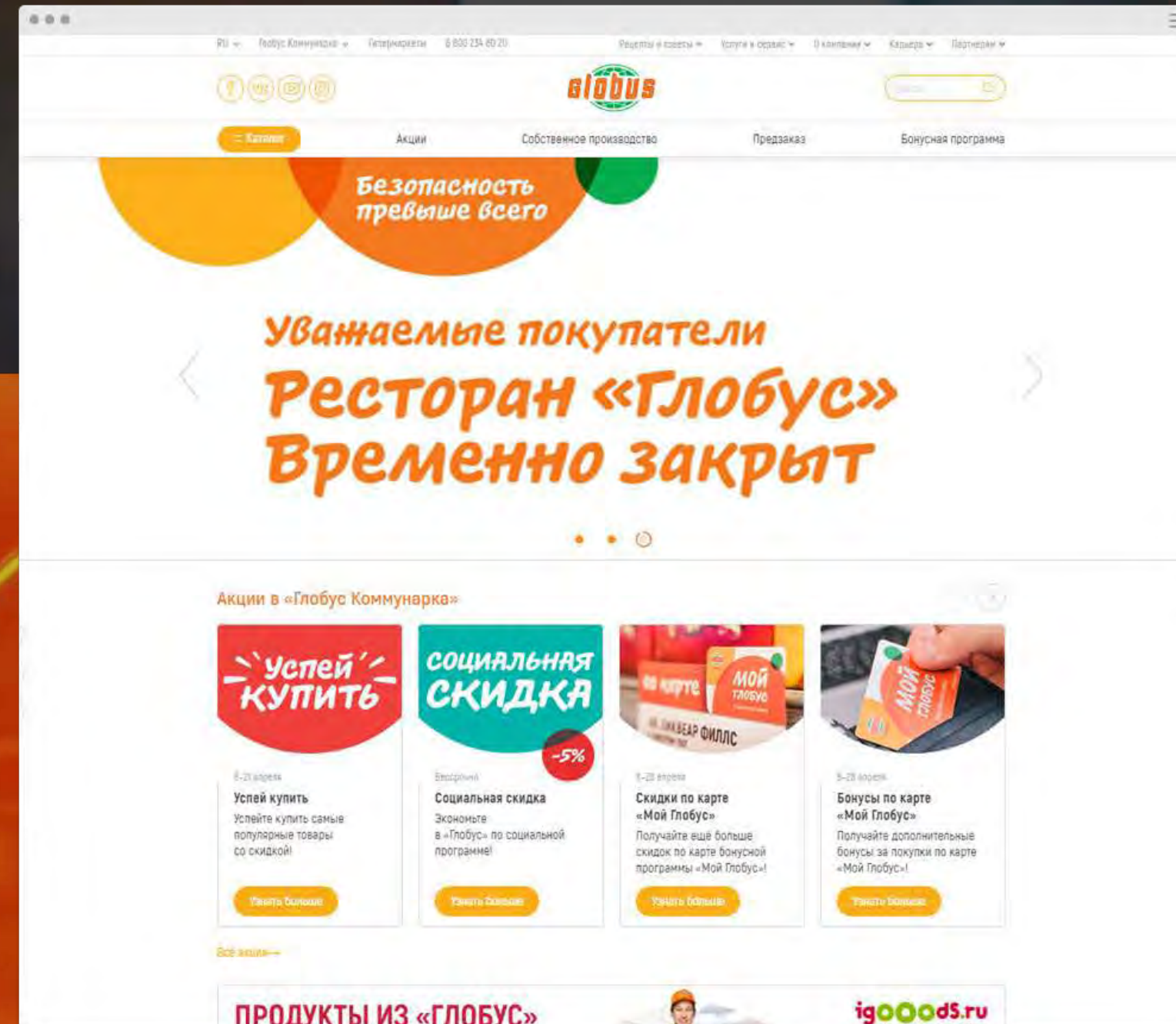
Our main goal was to develop a desktop version of a website for the service that included all the functionality available within the customer's mobile application.

Before development, the AWG team started with an analytics and basic design stage, allowing the team to implement a new sales channel which accommodated

Then we developed and implemented the desktop version. This stage included creating designs for the website, UX interface design, front-end & back-end development and integration.

Globus

is a German retail chain of hypermarkets, DIY stores and electronics stores presented in Russia.



Testing

Independent testing in website development.

Development of test cases for all functionality.

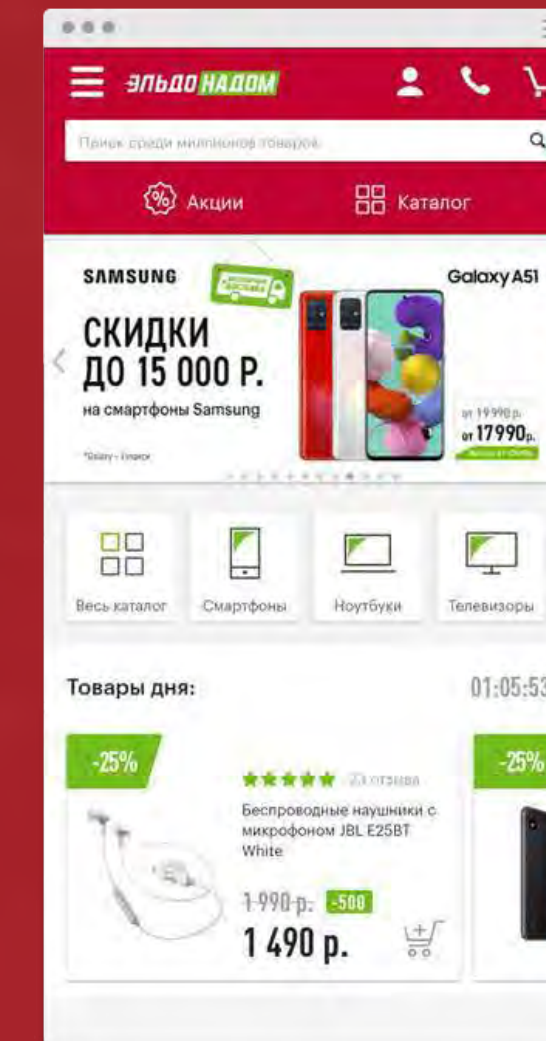
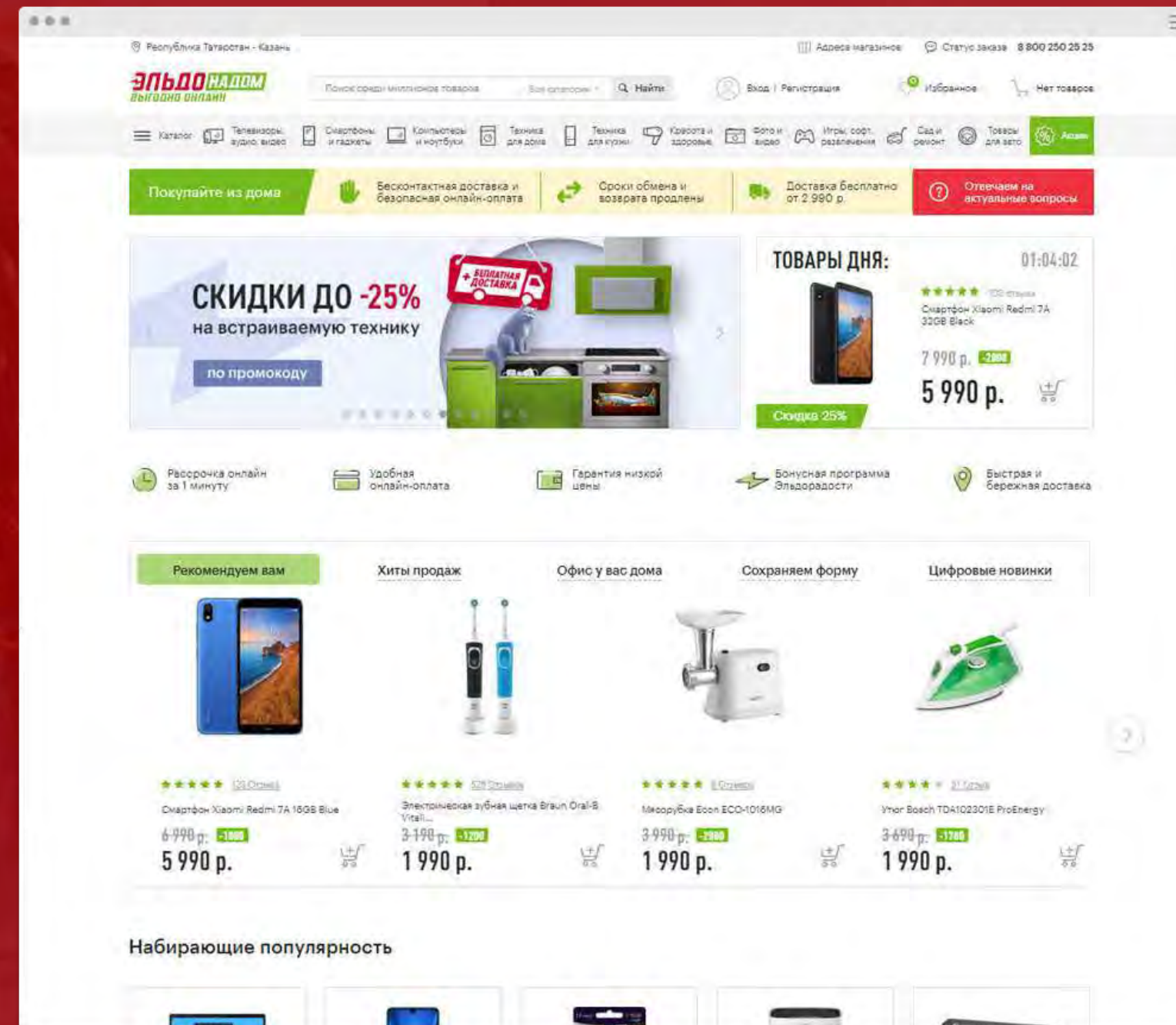
Task prioritization.

Full functionality coverage by testing on a wide range of physical devices.

Close interaction with the development team.

Eldorado

is one of Russia's largest retailers of consumer electronics and household appliances. The company is present in almost all regions of Russia



Email marketing optimization

Objectives

Optimize newsletter preparation.

Reduce preparation time from 120 to 40 minutes.

Minimize the number of bugs through automated testing.

What we achieved

We shortened the full preparation cycle of one newsletter, reducing the time to 40 minutes.

We developed an automated tool for generating emails and applying templates to them

The customer's team significantly improved their skills in preparing email newsletters.

Website support: design, content, front-end development, and analytics

Design and front-end support for the website's content strategy:

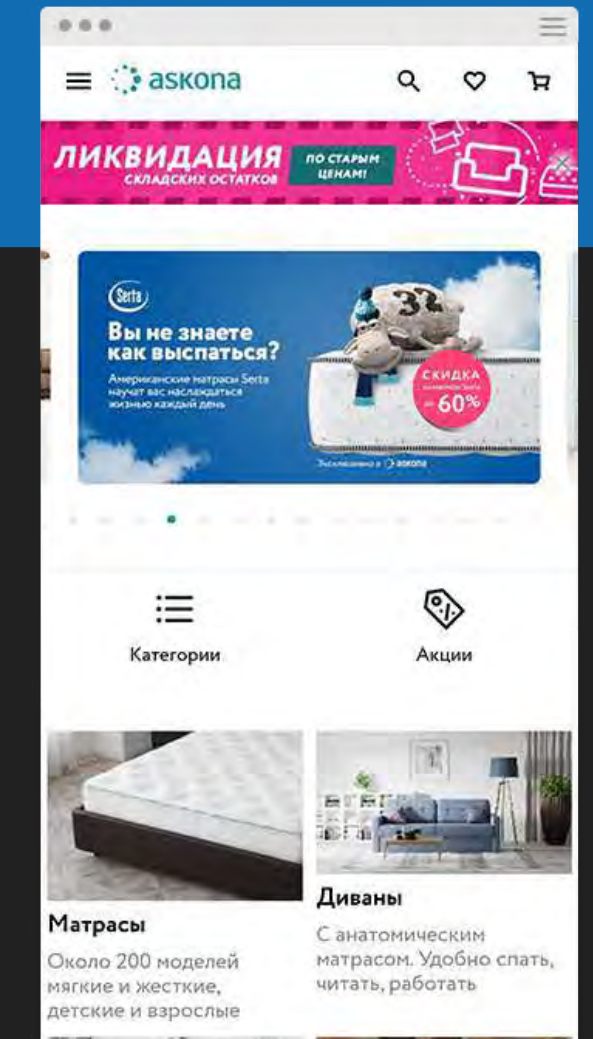
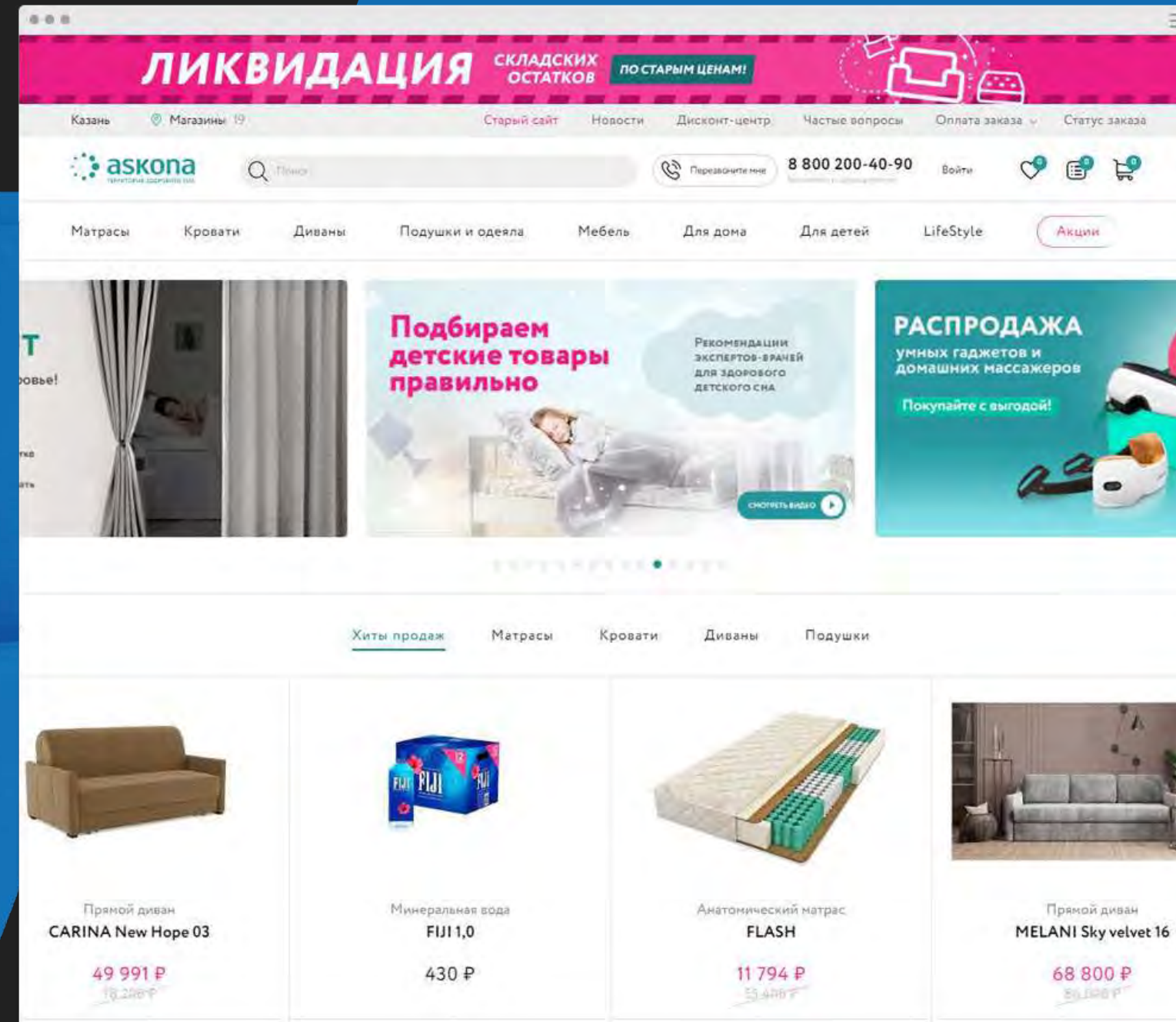
- designing content using UX/UI principles;
- creating the optimized content;
- optimizing the speed and time spent on content preparation and publication to reach up to 30 publications per month and no more than 1.5 hours for one blog post.

Front-end website support and web development services for implementing new sections, promotional materials, and landing pages.

Analytics, statement of the tasks for developers, and new functionality design.

Askona

is the leader in the industry of sleep products in Russia, the largest factory of anatomic mattresses in Eastern Europe.



IT architecture audit

Objectives

Improve the website's finance-related metrics, accelerate change implementation, optimize the website, fix defects, improve loading speed, and analyze integration issues.

Establish a product management process and share expertise with the customer's team.

What we achieved

We performed:

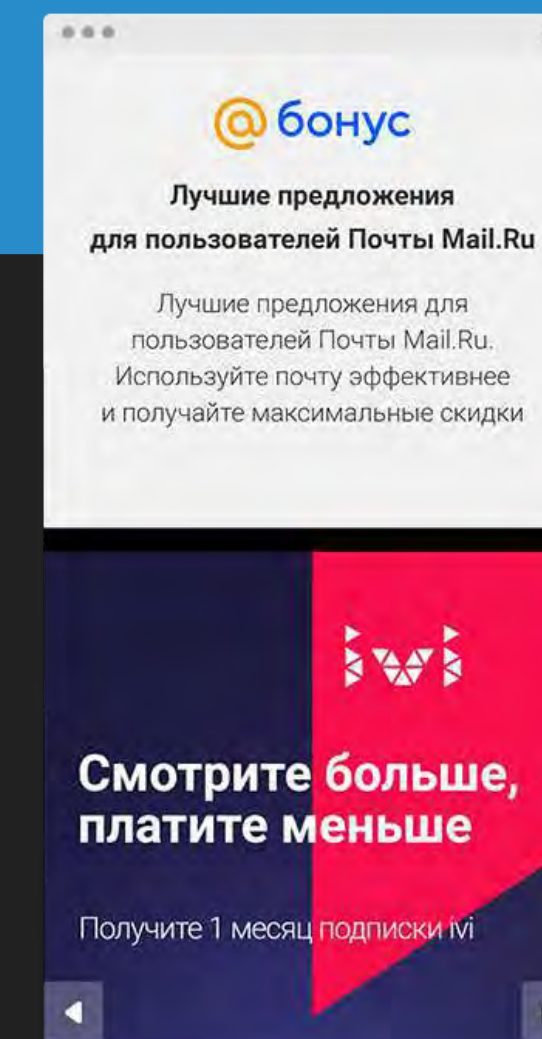
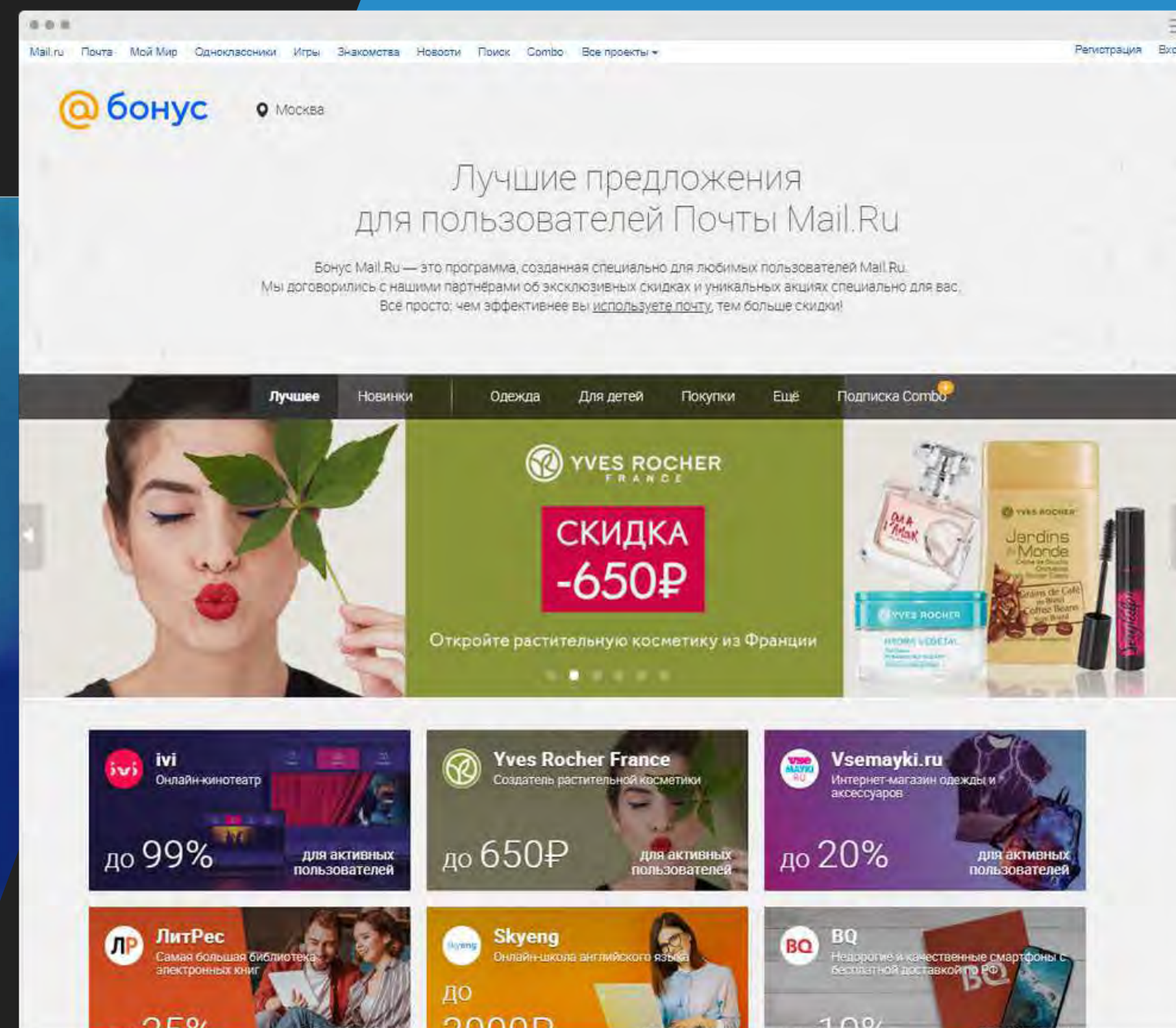
- an audit of website usability, speed, and performance as well as a search for functionality errors
- an audit of IT system capability to accommodate for the customer's business objectives and development plans.

We created a plan (adjusted to stakeholder requirements) for further IT optimization and a list of recommendations.

The project is currently supervised by AWG employees. We also established project management processes that help to achieve target performance every month.

Mail.ru

is the largest internet company that operates social networking site IM networks, email services, and internet portals.



BONUS.MAIL.RU

- Improvement of the Bonus platform (<https://bonus.mail.ru>)
- Implementation of the fraud filtering algorithm that applies data science concepts, using Python and the Tarantool DBMS
- IT architecture optimization for high loads

/ tools and technologies

AWG

Management software



Back - end



Version control systems



Front - end



Platforms & frameworks



We always approach IT objectives from a business perspective and strive to create a mutual understanding between the development team and the customer.

Working together allows us to take your product to the next level.

next
level
IT

next
level
IT



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