



# Your superpower to go digital

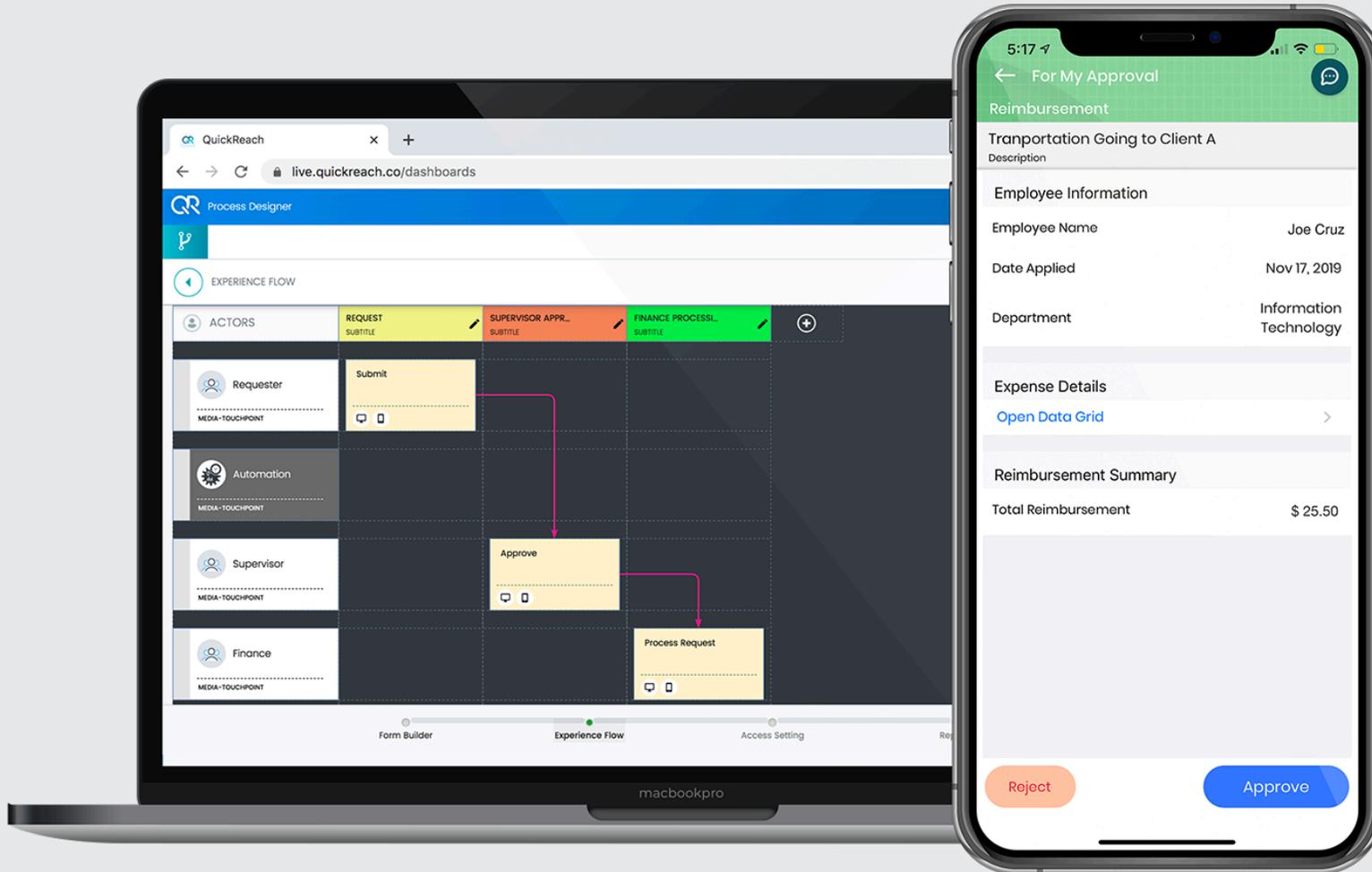
You have the ideas for a digital solution that will transform your business, we have the tools to make it real.

# The Steer Vision



[Watch on YouTube ->](#)

# Choose the low-risk and high-gain approach to building custom software



- Create a digital solution in hours
- Spend a fraction of typical custom software cost
- Access stellar customer success services

# Turn business needs into winning results

The team behind Steer has built hundreds of business software and digital solutions for the past 20 years.

And now, we want to **empower business and IT leaders with the tools to essentially replace traditional software development** which requires coding know-how.

This way, you can tackle any business challenge with digital solutions built on the Steer platform.



# Digital Solutions created with Steer span across industries and departments, whether you start from scratch or build using one of our templates

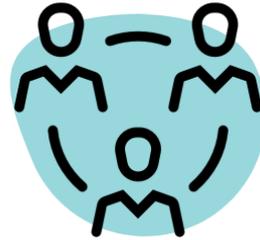


## Solutions for Customers

Enable convenient and efficient interactions with your team

### EXAMPLES

KYC & Onboarding  
eCommerce Order Management  
Claims & Renewals (insurance)



## Solutions for Teams

Empower your internal staff to get work done anywhere

### EXAMPLES

Reimbursement Approvals  
Budget Approvals  
Asset Inventory Tracking



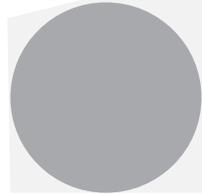
## Solutions for Partners

Streamline processes to improve vendor/distributor relations

### EXAMPLES

Distribution Management  
Procurement  
Vendor Accreditation

# No-Code Approach to Progressively Build a Digital Business

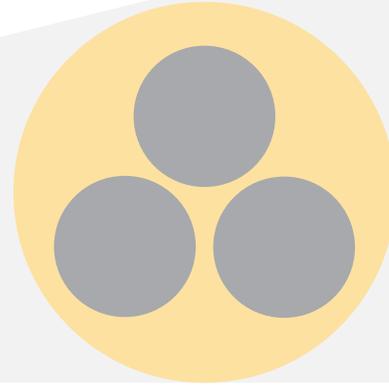


**App**

Single Record  
or Process

Couple of hours

Inventory of Cars  
Govt Reporting List

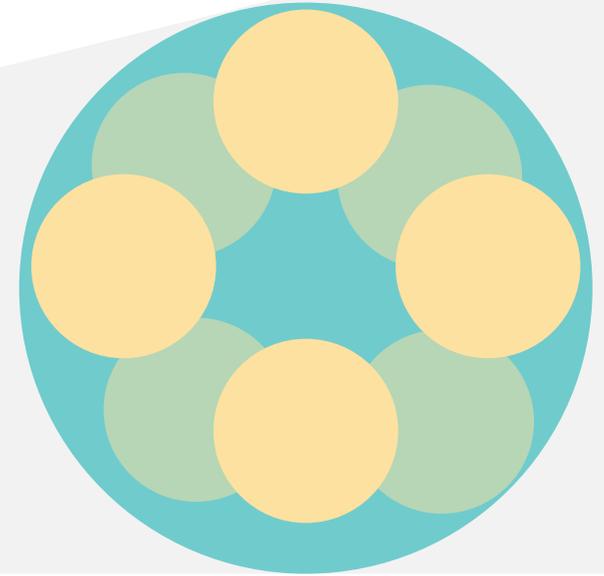


**Solution**

Collection of  
Records & Processes

Matter of weeks

CRM for Mutual Fund  
Collection Management



**Connected Business**

Connecting all different  
systems in the business, both  
Steer and other Core Systems

Matter of months

Time

Examples

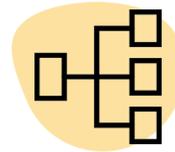
# The Steer Platform

A comprehensive set of easy-to-use tools in building your digital solution

## APP BUILDER



DYNAMIC FORMS



CONFIGURABLE PROCESSES



REPORT GENERATOR

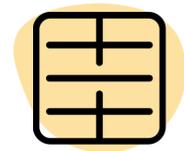
## ADVANCED FEATURES



PROCESS AUTOMATION



PROCESS INTEGRATION



DATA MANAGEMENT

## ADD-ONS



IOT



AI/COGNITIVE

## INTERFACE



EMPLOYEE MOBILE/WEB



PUBLIC MOBILE/WEB

# Steer Solutions

Instantly solve your most pressing challenges with customizable ready-built solutions that you can swiftly implement

## Front Office Management\*

- eCommerce Order Management
- Distributor Management
- Loan Products eCommerce
- Insurance eCommerce
- Field Service eCommerce

## Back Office Management

- Finance
- HR
- Marketing & Sales
- Office Admin
- B2B Collection
- Source-to-Production Supply Chain
- Virtual Team Essentials

## Public Sector

- Online Service Delivery
- Public Health Monitoring & Infectious Disease Response Coordination

\*Optional Online Storefront Add-On

# Steer in Action



[Watch on YouTube ->](#)

# Created with Steer



## COMPANY PROFILE

100% farmer-owned, mid-sized organization producing freshly-packed berries and berry products distributed all over the world

## PROBLEM

Managing receiving, warehousing, and packing is largely manual, leading to delays and errors in processing farmer payouts

## HOW QUICKREACH IS HELPING

Automated various steps in the supply chain, from the farmed berries arriving at the warehouse, to monitoring wastage, to dispatching to the distributor's facility. QuickReach is weaving together the all processes surrounding their different systems towards a full digital transformation.



## Mutual Fund

Lead Conversion Management

## HOW QUICKREACH IS HELPING

Digitizing their inquiry, lead capture, and account opening for new customers, which goes into their sales pipeline. Includes processing new orders from existing investors and managing support tickets.



## Water Equipment Distributor

Field Service Management

## HOW QUICKREACH IS HELPING

Streamlining their field service for periodic equipment maintenance, originally managed with paper forms. This includes contactless confirmation of the service by the customer, as well as reporting.

Creator Spotlight: OzGroup

## **Australian Blueberry Farmers' Cooperative embracing agile digital transformation using Steer**



they're all going  
to be nice and  
easy for us to  
implement now  
that we've got  
Steer

[Watch on YouTube ->](#)

# Introductory Price: License Bundles

## STARTER PACK

*Standard License;  
Ideal for internal team members*

### FEATURES

- Shared cloud hosting with dedicated database
- Access to unlimited number of processes
- Inclusive of process design, work management, and reports modules
- Inclusive of Steer web app and mobile app

### SERVICES

- Knowledgebase Access
- Chat Support & Ticketing

STARTS AT

**\$50/month**

ANNUAL BILLING

STARTS AT

**\$60/month**

MONTHLY BILLING

Standard License for first 5 Users  
(\$10/\$12 per month per additional user)

## STARTER PACK +

*Standard License;  
Ideal for internal team members*

### FEATURES

- Everything included in Starter Pack

### SERVICES

- Everything included in Starter Pack
- **4 hours of premium services worth \$200**

STARTS AT

**\$200/month**

ANNUAL BILLING

Standard License for first 20 Users  
(\$10/\$12 per month per additional user)

## EXTERNAL ACCESS

*Ideal for public access and integration*

### FEATURES

- Applicable to external users (customers, partners, or vendors)
- Applicable to 3<sup>rd</sup>-party apps (for API integration)

STARTS AT

**\$250/2,500 requests**

SINGLE UPRONT PAYMENT

2,500 requests/ form submissions valid for  
12 months. Additional blocks can be  
purchased as required.

# Available Add-Ons & Services

## INTEGRATION BOT

**\$49/mo**

ANNUAL BILLING

Single Editor  
Access; can be  
used for multiple  
workflows

## COGNITIVE FORM RECOGNIZER\*

**\$49/mo**

ANNUAL BILLING

Single Editor  
Access

## IOT ADD-ON

**\$49/mo**

ANNUAL BILLING

Per Solution, up  
to first 50  
devices  
(device cost  
excluded)

## PREMIUM SUPPORT SERVICES

On-Demand Online User  
Training & Product  
Troubleshooting

Integration &  
Data Migration

Mobile App Configuration  
& Maintenance

IoT/AI Tools  
Setup

**\$2000/ Block**

Good for 40 man-hours.  
Additional blocks can be  
bought as needed.

## CUSTOM FRONT-END DEVELOPMENT

Architecture

UI/UX Design

Mobile/Web Development

QA & VAPT

\*powered by Azure Cognitive Services; setup & training not included. Other Azure Cognitive Services: facial & handwriting recognition, speech recognition/speech-to-text, content moderation, anomaly detector

# FREE ONLINE WORKSHOPS

- Learn about:
  - How no-code can accelerate your digital transformation initiatives
  - How to create a digital solution using Steer (hands-on)
- Schedules & topics
  - Aug 28 – eCommerce Management
  - Sep 4 – Field Services
  - Sep 11 – Agile Innovation (design thinking-led DX)
  - Sep 18 – School Administration
  - Sep 25 – Distribution Management

[Learn More ->](#)

# NO-CODE MVP BOOTCAMP

- Build your own digital solution in 4 weeks through a mixture of lectures and hands-on workshops
- Schedules:
  - Batch 1 (Tuesdays and Thursdays starting Aug 13)
  - Batch 2 (Tuesdays and Thursdays starting September 17)

[Learn More ->](#)

# Backed by a leading software engineering company



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



Gold Application Development  
Silver Application Development  
Silver Cloud Platform



Established in 2001, BlastAsia is one of the largest software product engineering companies in the Philippines. Drawing from almost two decades of building commercial software for independent software vendors from all over the world, as well as a decade of developing its own startups, BlastAsia has built the no-code development platform Steer to help companies create transformative digital solutions without writing a single line of code.

BlastAsia is ISO certified in Quality Management Systems (QMS) ISO 9001:2015, and in Information Security Management Systems (ISMS) ISO/IEC 27001:2013 for Outsourced Product Development, Research, and Development, and Software Quality Testing. BlastAsia is also a Microsoft Gold Partner for Application Development and Cloud Platform.



Years in  
Operation



Fields of  
Expertise



Countries  
Served



Total  
Headcount



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Singapore 049422



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