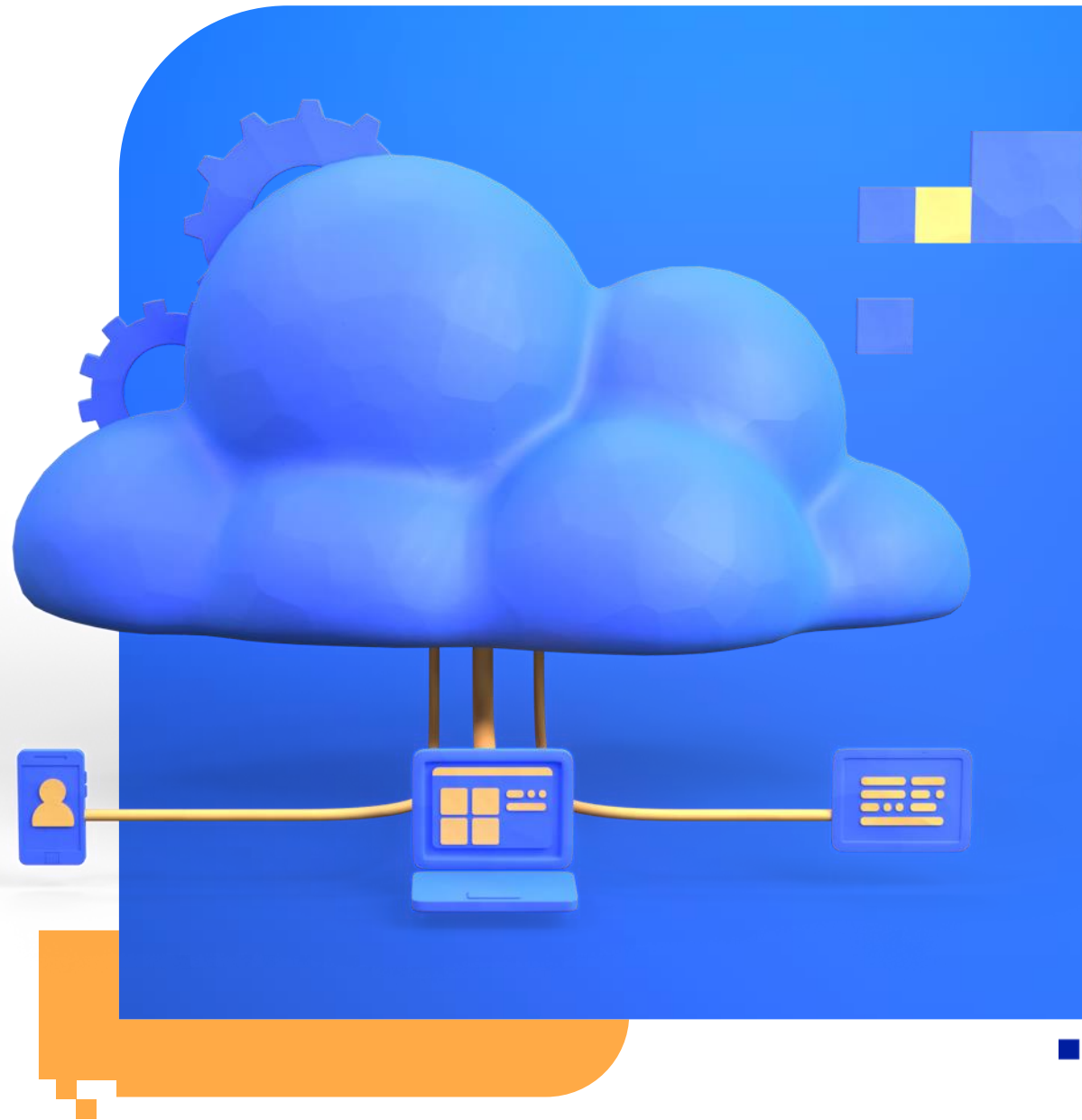


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# Objectivity intro

Cloud & Data Partner

2020



# Our values

We are a values driven organisation and people are our greatest asset. Our focus is delivering a quality service that provides a win-win outcome for everyone involved.



## Win Win

Our ethical framework centres on Win-Win for all the people and organisations that we work with. We use it to create sustainable long-term relationships with all our stakeholders.



## People

We employ only the best people with unrivalled skills and competencies – most of our delivery staff hold Masters Degrees. Clients benefit from dedicated and stable teams: we have a low attrition rate. We are open-minded, willing to listen, and fun to work with.



## Integrity

We are friendly and supportive towards our customers, but we also don't shy away from challenging the status quo if it allows us to improve and deliver better value for our clients and their customers.



## Excellence

We strive to be better by encouraging innovation, backed by our core values. We actively pursue continual improvement, knowledge sharing and the exploitation of new technologies. We endeavour to find the best solution for each of our clients – be it a bespoke system, a customised off-the-shelf package delivered rapidly, or a mix of the two.



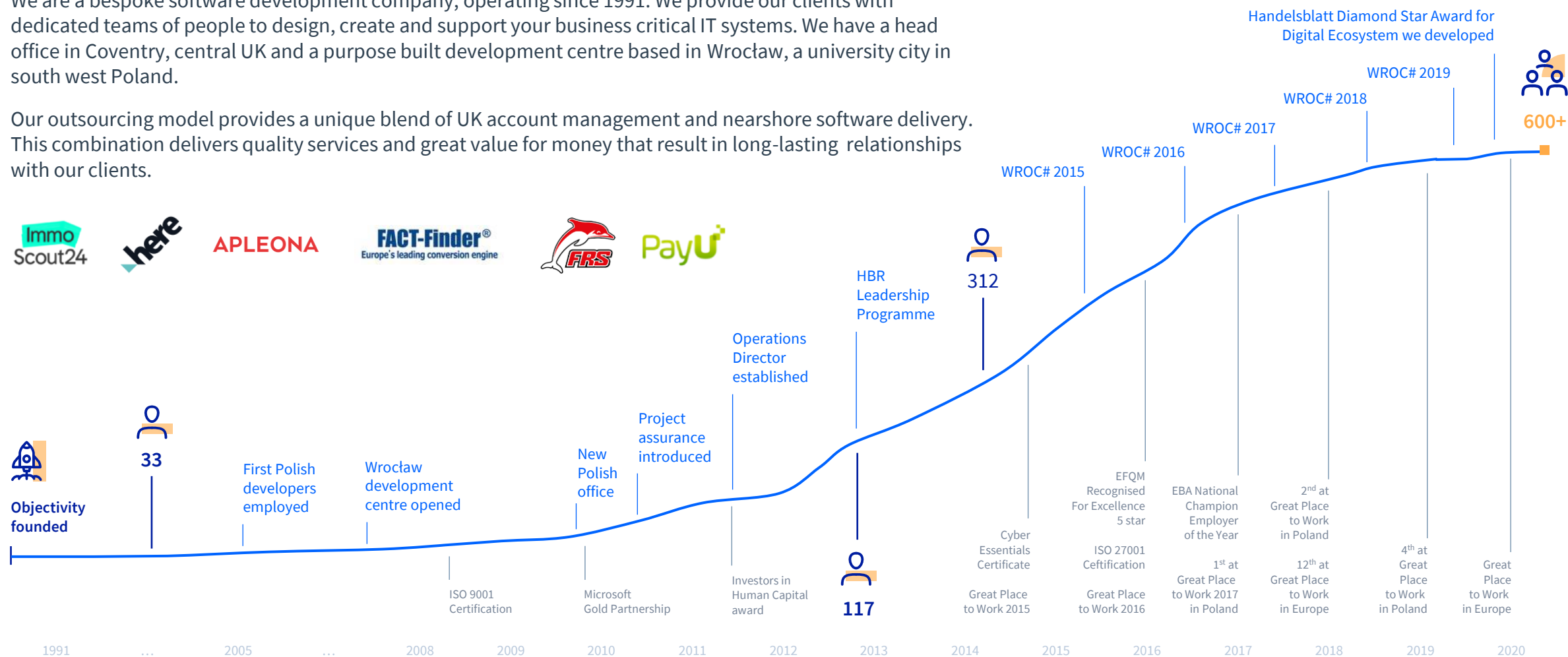
## Agility

We believe in agile development. A software development methodology in which requirements and solutions evolve through collaboration between cross-functional teams of developers. Agility is built into our DNA, our whole way of doing business, and is one of the key drivers behind our success.

# Objectivity timeline

We are a bespoke software development company, operating since 1991. We provide our clients with dedicated teams of people to design, create and support your business critical IT systems. We have a head office in Coventry, central UK and a purpose built development centre based in Wrocław, a university city in south west Poland.

Our outsourcing model provides a unique blend of UK account management and nearshore software delivery. This combination delivers quality services and great value for money that result in long-lasting relationships with our clients.



# Our goal is to be a partner that helps drive your business forward



## Digital Services

We guide our Clients through the complex process of digital transformation, creating sustainable, long-term relationships. We provide strategic insights to move our Clients' business to the next level.

AI & Data Science  
Chatbots  
IoT  
Low Code



## Agile Software Development

Bespoke development provides unique capabilities to help you achieve, and maintain a competitive advantage. We have developed excellent engineering practices that produce high quality solutions and business software.

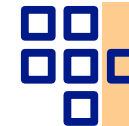
Software Development  
Mobile  
Design Process  
Engagement Models  
Technology Radar



## Legacy Reengineering

Our experience with Legacy re-engineering will help you to avoid expensive pitfalls. As systems age, there may come a time when they no longer address the needs of your business.

Project recovery



## Managed Services

Helping you to understand the trade-offs between emerging technology and more traditional digital services. Our Consultants will work with you to design pragmatic solutions for your problems.

Support  
Testing  
Consulting

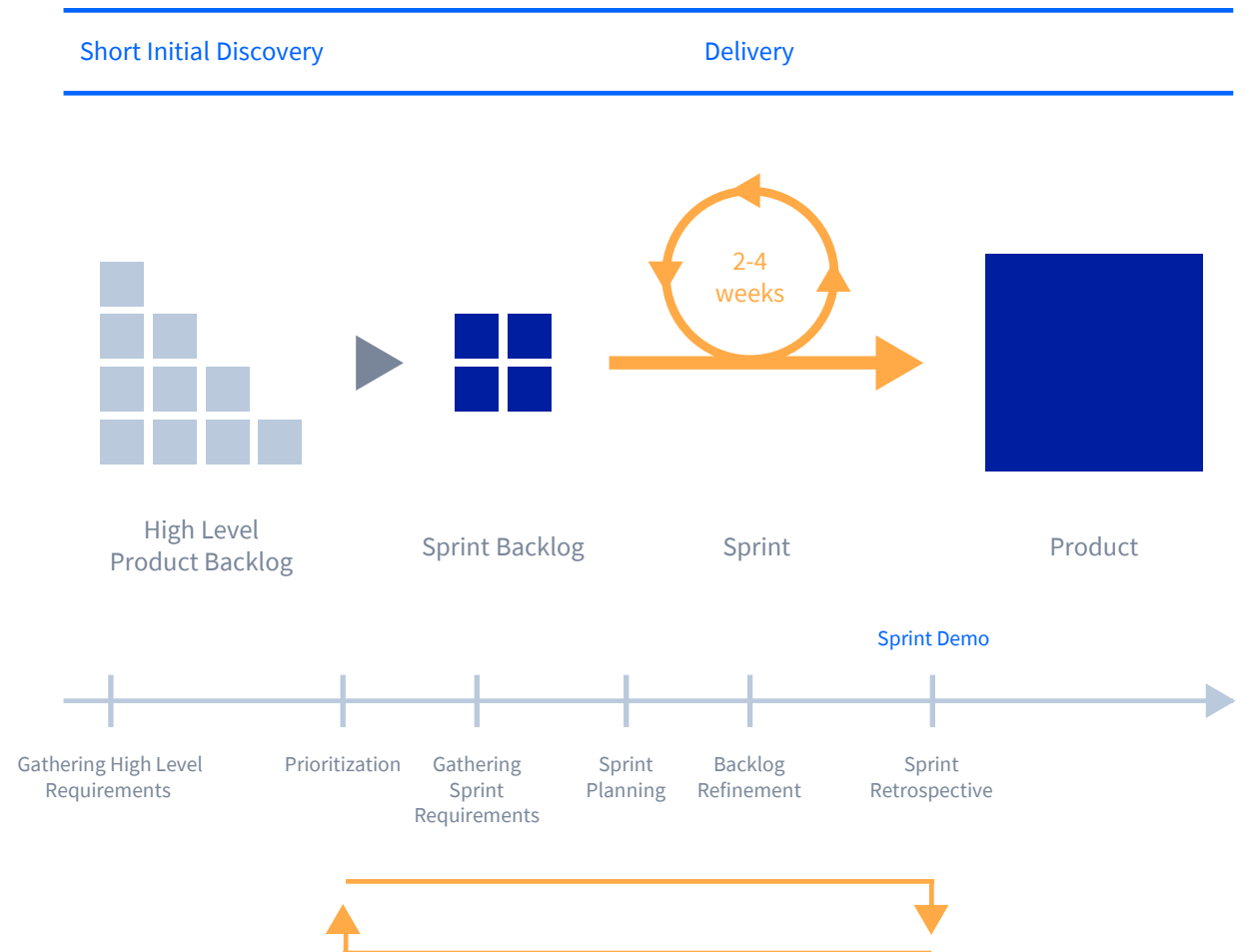
# Core proposition & services



# Agile software development: delivery model

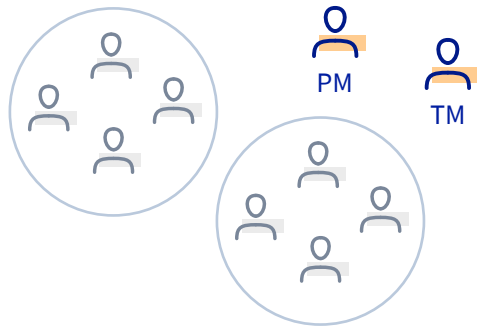
## Characteristics

- delivery of agreed scope in agreed timeframe/iteration with change management process in place
- team management and its composition is on Objectivity side and can change depending in actual needs
- frequent demos and feedback sessions to ensure we develop what is really needed
- your involvement in development is reduced, so you can focus on your core business or other initiatives
- good fit for projects with relatively clear scope
- T&M and fix price commercial models applicable



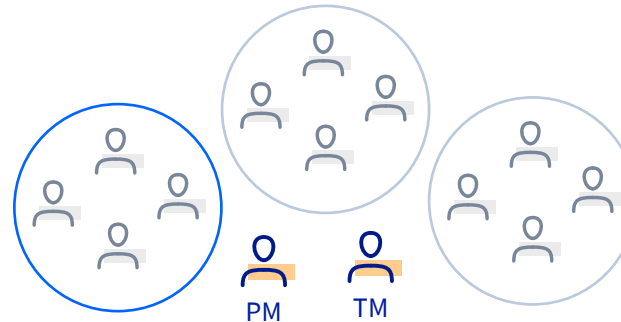
# Continuous development delivery models

## Dedicated team(s)



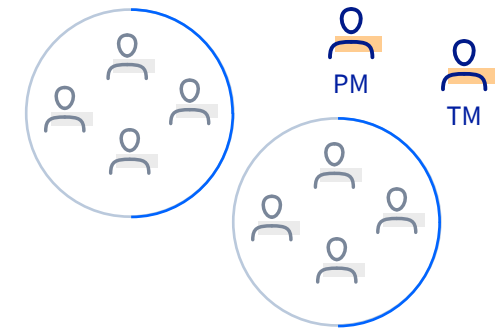
Dedicated teams comprise people that work exclusively for a specific customer. Usually project governance is on our side.

## Dedicated team(s) + internal team



In this model our team(s) works next to other development teams with shared governance model either ours, client's or mixed.

## Team augmentation



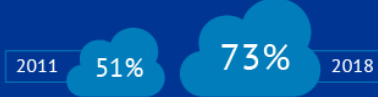
Augmented teams are a combination of Objectivity staff plus client staff with shared governance model either ours, client's or mixed.

Any combination of resourcing is possible and we can flexibly add people with various expertise depending on actual needs. Tribe Masters provide senior management guidance for larger engagement models and are responsible for overall delivery and performance of the team.

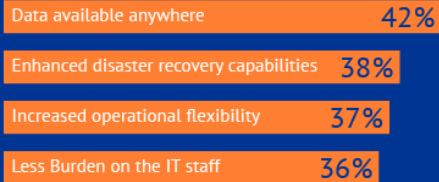
# Cloud - the future of enterprise IT architecture

## Percentage of companies that use cloud computing

(at least one app or a portion of infrastructure)



## Top 4 cloud drivers



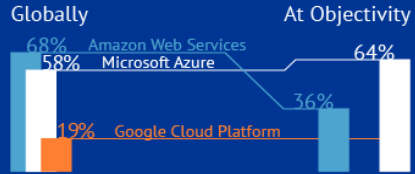
## Why PaaS is better?

You don't have to worry about Operating System, middleware and application runtime – the cloud provider covers it. Your team has more time to focus on your solution.

## PaaS adoption



## Cloud providers utilisation in 2018\*

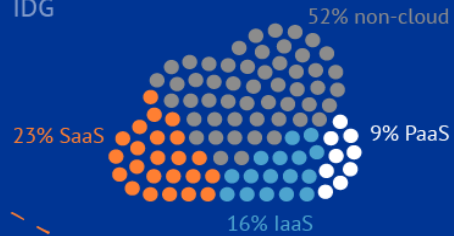


\*Some companies use multiple cloud providers.

“In 2020, 67% of enterprise infrastructure and software will be cloud-based.”



## In 2018, the average environment was



## Cloud models at Objectivity\*



\*Some companies leverage multiple cloud models.

## Over 120 cloud experts

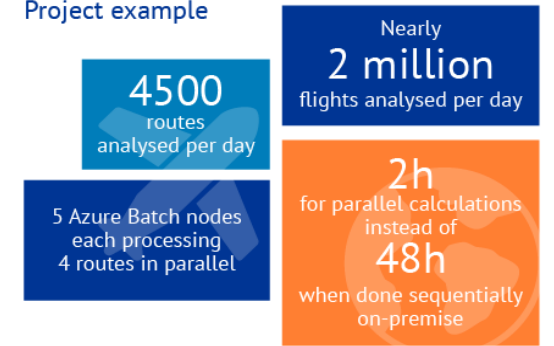


## Objectivity helping to leverage cloud

### Industries



### Project example





# AI & Data Science

## Anomaly detection

- spotting abnormal routes (Isolation Forest and Clustering)
- spotting inclusions in bottles (Artificial Neural Nets)
- spotting abusive subscription usage (Distribution based)

## Data analytics

- project progress monitoring
- employee's leave probability estimation (Decision trees)
- detailed analysis of our employees sick leave

## Recommending & Optimising

- recommendation engine of trainings for medical personnel, suited to their expertise and course descriptions
- office space allocation – rearranging teams location in the building to improve communication (Genetic algorithms)

## Computer Vision

- shelf assistant - recognising products availability on shelves (MS Custom Vision)
- recognising workspace occupancy (Neural Networks and Clustering)
- automated recognition of the trademark (Neural Networks, Tensorflow)
- counterfeit recognition (CNTK)

## Natural Language Processing

- e-mail response suggestions (topic modelling, clustering)
- incidents priority prediction
- survey open questions analysis
- various implementation of bots (MS Bot Services, LUISE, Skype)

## Forecasting

- financial result prognosis (Monte-Carlo simulations)
- resource availability forecast (Regression)

# DevOps

**Cross functional, autonomous team fully responsible for service providing business value. Team focused on quick delivery of features, fixes and upgrades keeping high quality and high availability of the service at the same time.**

## DevOps team structure depends on:

1. Company's structure and cooperation model
2. Application's lifecycle
3. Infrastructure type

### Sample metrics

- Lead time dev
- Frequency of deployment
- Issue resolution
- Availability
- Time to restore



## Development

- Development
- Architecture
- Testing
- Business analysis
- Project management



## Operations

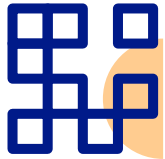
- Env. provisioning
- CI/CD
- Networks
- Security
- Monitoring
- Cost management



## Support

- 2nd level
- 3rd level

# IT Consulting



## Architecture Audits

- Ensuring the Enterprise Architecture can accommodate planned business growth / „is my architecture fit for purpose”? (Tonik Energy)



## Art of Possible

- „Can we leverage AI to help people with disabilities?” (Leonard Cheshire)

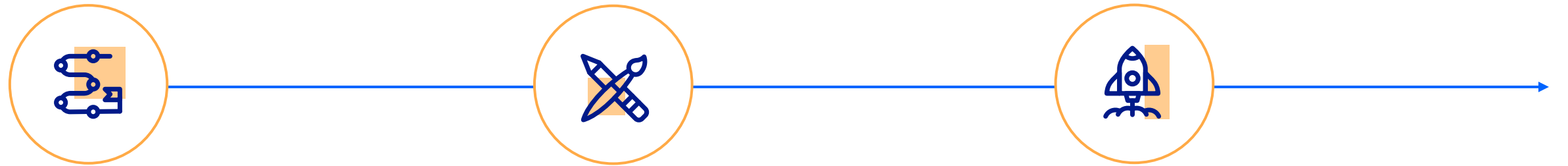


## Building Testing Center of Excellence



## Migration to Cloud - DACS

# UX/Design



## 01

### Discover and concept

#### Research

- Business goal
- Users' needs

#### Ideation

- Possible solutions and ideas
- Product vision

## 02

### Design

#### Prototypes and test

- Wireframes and mock-ups
- Users' testinf

#### Visual design

- Branded graphical layouts
- Style-guide concept

## 03

### Development and launch

#### Implementation

- Visual designer support
- Style-guide implementation

#### Improvements

- UX improvements
- Front-end development and lunch

# Mobile

## Native - Android

- We use Java for most of our projects, but all new ones are written in Kotlin
- We try to incorporate best practices and mobile application architectures in our projects, we use MVVM, MVP and Clean architecture
- We use modern libraries and frameworks, examples: dependency injection (Dagger2), handling network calls (retrofit), databases (Room, requery, Realm)
- Our applications are reactive – we use RxJava



## Native - iOS

- We use the latest technology available like Apple new programming language Swift and follow the latest trends in iOS app development
- We are experts in enterprise app architecture (VIPER, MVVM) and writing scalable code
- We embrace new trends proposed by Apple like SwiftUI the new UI framework or Combine, the reactive programming framework
- The team consists of senior level developers only with multiple years of experience



## Hybrid / Native multiplatform

- We always try to choose the right tool for the task. Sometimes it is cheaper and faster to create a multiplatform mobile application.
- Hybrid solutions are preferred when the application is simple, does not use hardware-specific features and the UX does not have the highest priority
- The team has researched and has working experience in multiplatform technologies like Flutter, PWA, Ionic, React Native



# IoT

## Facility Management

- Smart office
  - Meeting Room
    - Occupancy sensor
  - Automated processes
    - Temperature
    - CO2
    - Humidity
  - Security
    - Bluetooth lock

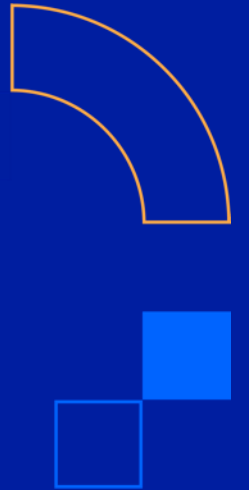
## Stair Climb Challenge

- Floor climbing – Beacons



# Technologies

- Cloud computing: Azure, IBM cloud
- Kubernetes
- IoT
- Digital Twin
- Service mesh
- Docker



# Chatbots: Objectivity Conversation Interface Practice

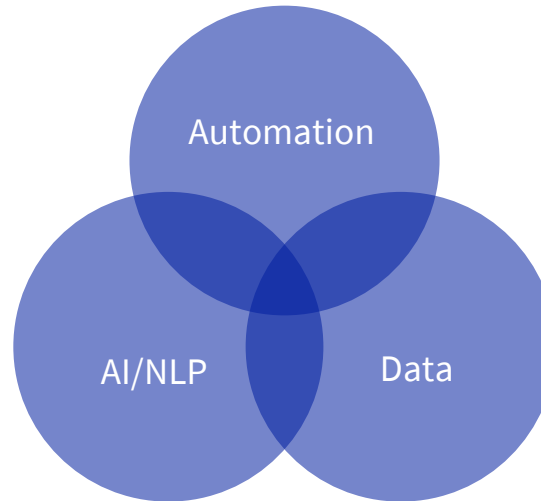
Dedicated Practice with Conversational Interface specialists.



Co-Sell Ready, Gold Partner



Architectural approach and new features tested with our own Employee Experience chatbot, Lily.



Beyond Bots 1.0 –Enabling the Intelligent Enterprise

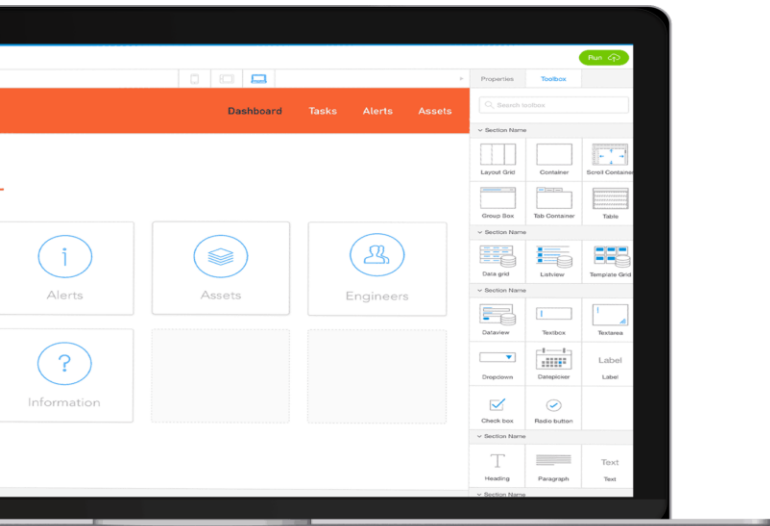
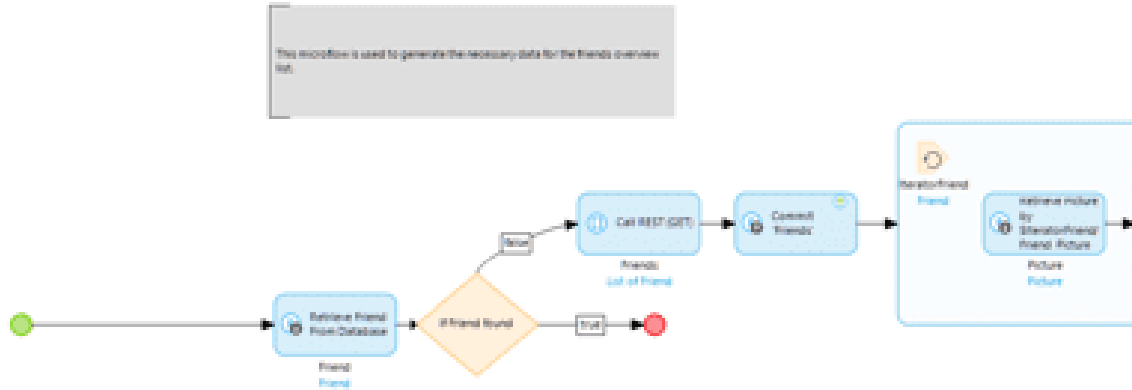


We leverage Microsoft Bot Framework and other relevant Azure Services to accelerate delivery and ensure robust, scalable operation.

Flexible Engagement Models:

- Bespoke
- Hosting inclusive, managed service
- Hybrid

# Rapid application development: Low-Code



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 St  
,html xmlns=http://www.w3.org/1999/xhtml xml:
```

```
<head>
```

```
<meta http-equiv="Content-Type" content="te
```

```
<meta http-equiv="Content-Script-Type"  
content
```

```
<meta http-equiv="Content-Style-Type"  
content
```

```
<title>Document Title</title>
```

```
<link rev="made" href="mailto:validator@ml.
```

```
<link rev="start" href="." title="Main Page"
```

```
<style type="text/css" media="all">
```

```
@import "style/base.css";
```

```
</style>
```

```
<script type="text/javascript" src="scripts
```

```
<script type="text/javascript" src="scripts
```

```
</head>
```



# Testimonials

Andreas Drechsler  
Managing Director at Omikron

Objectivity was not an obvious choice for many reasons, but they had over 20 years of experience serving the Clients in the UK and Poland, the markets that were new to us. Their presence in Germany made them to understand our culture at Omikron well.

We have started with the service team and then have augmented our product team with Objectivity software development skills. Their main strength is the deep knowledge of Agile and the way they implement this; adjusting the model to the needs and focus on value they provide to our business. This features along with the availability of great technical experts, who are highly engaged with the level of ownership is rarely seen. They immersed themselves into our world from day one becoming our IT Partner over these years.

Enrico Kufahl  
Head of Technology at  
ImmobilienScout24

Why we've been working with Objectivity since 2013? Because they build a relationship that's based on trust. Over the years they've proven that their delivery is fast and stable. On one hand – they have a high retention rate of people working on our projects and for those who change, they manage the knowledge transfer really well. On the other hand – they can ramp up and provide the skills necessary to get things done.

We can trust that Objectivity will always deliver technology that's secure and maintainable, and that they will use all the knowledge they have to propose the best solution possible. The way they collaborate with us to achieve success is simply unique.

Bartosch Blicharski  
Head of Digital Ecosystem at Apleona

It was not easy to select the protech partners to begin with. It was important to not only pass the PoC phase but handle the full commercialisation phase and enable us to forecast and fit into business needs.

Thanks to Objectivity experience in long-lasting relationships and ability to work in an open ecosystem we have created a basis for successful collaboration. We have successfully aligned the hardware and software part together with the cost side of this endeavour.



If you want to know more,  
feel free to contact us.

**Objectivity sp. z o.o.**  
ul. Strzegomska 142a  
54-429 Wrocław  
Phone: +48 71 749 4000  
info@objectivity.co.uk

[www.objectivity.co.uk](http://www.objectivity.co.uk)

    @objectivityltd

