



Implex
Engineering your dreams

Your Trusted Technology Partner

Implex is a custom web and mobile development agency.

We help our clients navigate the software development process, overcome limitations,
and transform their ideas into working products and services.



ENGINEERING YOUR DREAMS

We built our company with a dream to create quality products that improve people's lives. Every day, we work hard to achieve this dream again and again.

In the startup world, the clock is ticking. Be faster, be better, get more for less. Limited budgets, lack of traction and investors, tight competition, and no guarantee that your idea is worth the risk.

No one can deal with these issues better than you, so focus on the business side while we take care of the technical one. Implex is more than just a one-stop-shop. We understand your pains and know how to deal with them because that's what we do all the time, working with startups and managing enterprise projects up to 100,000 man-hours.

We work hard to help you **engineer your dreams into your very own product!**



"Airplanes are beautiful dreams. Engineers turn dreams into reality."

Hayao Miyazaki





WHAT WE DO

Trust us to develop your web or mobile app, and we'll help you at every stage of the product life cycle – from the concept to the golden unicorn.



WEB DEVELOPMENT

Our expert full-stack engineers develop custom mobile-first web products. We start with a simple MVP to test your idea, smoothly pivot, and then optimize your app to attract millions of visitors.



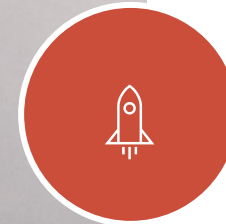
MOBILE APP DEVELOPMENT

A top-notch mobile app relies on an excellent look and feel, as well as smooth and intuitive UX. That's our focus when developing hybrid or native iOS and Android apps for our clients.



PRODUCT DESIGN

Feasibility evaluation, clickable wireframes, great UX/UI design, proper scope management and a release plan made in close collaboration with you is an excellent starting point for a perfect product.



PRODUCT ENGINEERING

You can change the requirements as much as needed: we'll be engineering your product in short two-week iterations, following Agile methodology with demos for every sprint.

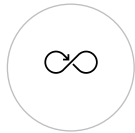


PRODUCT EVOLUTION

After the product goes live, you can focus on your core business. We'll be keeping an eye on your product's health and evolution.



— OUR VALUES



MUTUALLY BENEFICIAL COOPERATION

Our clients and employees should benefit as much as our company does. That's our gold standard. We double-check all decisions to make sure that they align with the win-win principle.



CREATE VALUE WHILE DOING BUSINESS

We are eager to develop inspiring products that can change the world. We're not an outstaffing agency focused on selling man-hours, but a team of experienced professionals creating products that would work best for you.



FREEDOM TO CHOOSE

We highly appreciate the freedom to choose what we work on, as well as where and when to do this work. Everyone at Implex loves their job and treats the project they're working on as their own — with full responsibility.

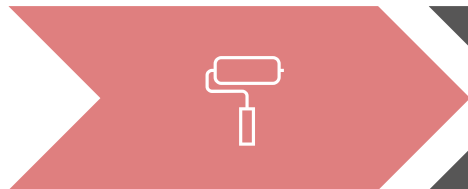




— HOW WE WORK

1. CONCEPT & HIGH-LEVEL ESTIMATION

You share your idea or concept with us. We give you a rough estimate on the cost of developing your product.

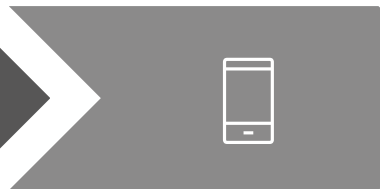


2. STORYMAP & RELEASE PLAN

Together, we build your product's skeleton with a list of user stories, main workflows, and clickable wireframes. Then, we split stories down to releases together with you..

3. PRODUCT DESIGN

At this stage, wireframes transform into designs. We specify the requirements and get down to developing your app right away to speed up the process.



4. RELEASE OF MVP

The stories chosen at stage two for the MVP are released to production. Your product gets its first users, and they provide their feedback. We'll use that feedback at stage five.

5. ITERATIVE AGILE DEVELOPMENT

Client's feedback, market validation. You decide on the content and sequence of user stories. We find the best way to implement them.

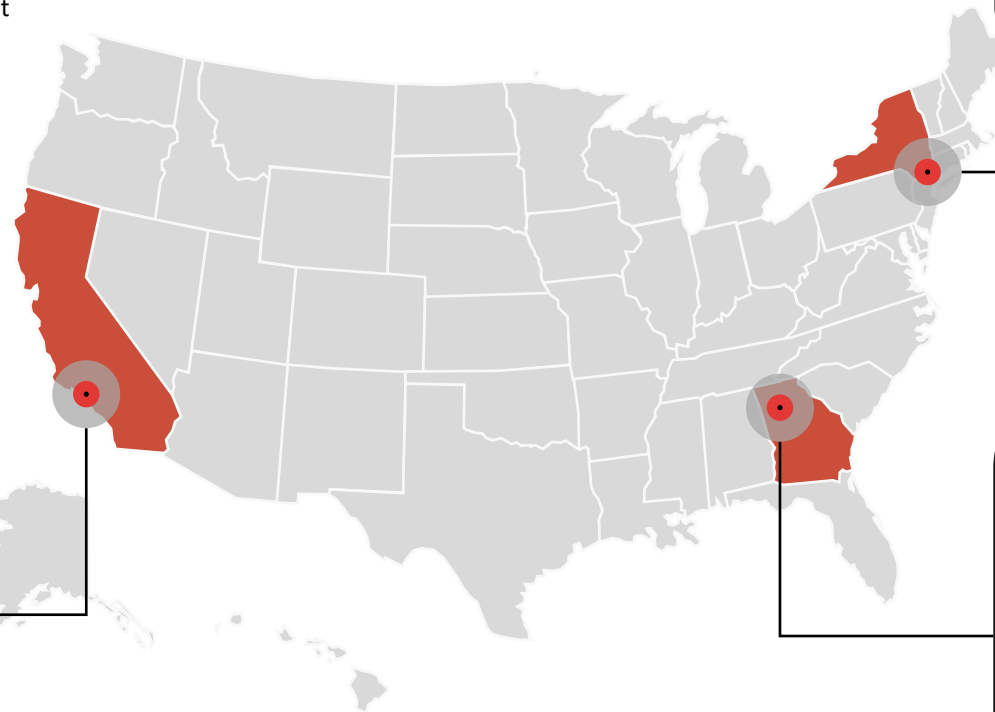




WHY CLIENTS CHOOSE IMPLEX

Our customers are clients for life who rely on the Implex team to deliver time and time again. They stay with us for years because:

- Our technical expertise covers the full product development lifecycle
- Changes to product requirements are managed smoothly and quickly
- Quality estimation and scope management ensure timely delivery
- We solve issues transparently to ensure the best possible solution



Michael Faulconer

DIRECTOR OF PRODUCT MANAGEMENT

“If you want a talented, professional team that will translate your vision into an intuitive application... work with you to build a lean, secure solution... look no further.”



Eric Allen

TECH FOUNDER | BOARD MEMBER

“Slava and I have had long and fruitful cooperation since 2014. His team has always been a technical partner for us, making the right decisions and providing services just when necessary and protecting us from unnecessary costs. Together we have pivoted our startup several times and now are ready to scale.”



Daniel Rodriguez

SOFTWARE ARCHITECT

“I’ve worked with Slava on 3 projects thus far (Admit.me, Zeroth, and SmartLane) and his professionalism, acumen, and expertise are second to none. He excels at managing client expectations, all the while sourcing talent, delegating tasks, and delivering on schedule. I continue to look for opportunities to work with him and would highly recommend him and his team to any company seeking to outsource some of their development needs.”



REASONS TO WORK WITH US

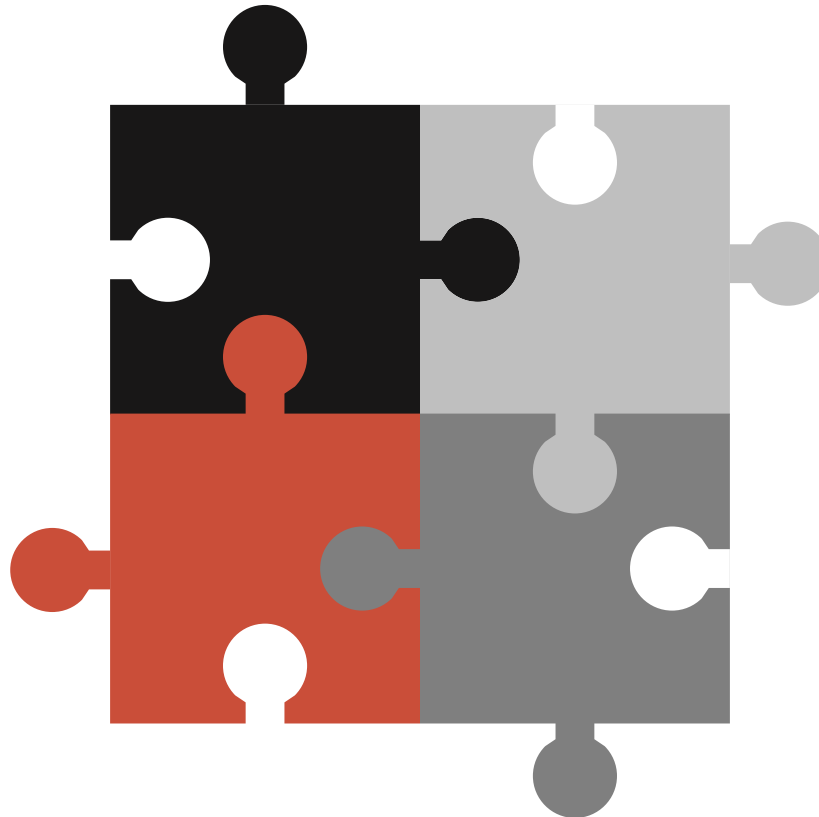
The idea that's not implemented is worth nothing. We live to turn your plans into reality.

PASSION FOR CREATION

We're passionate about developing beautiful, user-friendly, top-quality products. Implex is our way of making the world a better place by making the most of our expertise and vast experience in IT, as well as our natural energy and enthusiasm. We love creating things and solving unconventional problems.

HUGE EXPERIENCE

With many years of experience in all kinds of projects from both startup and corporate environments, we're familiar with most software development issues, and we know how to deal with them. Implex is a team of engineers and managers who understand the world of business and speak its language.



ONE-STOP SHOP

Implex offers services covering the whole IT product life cycle – from concept design and UX/UI to the launch and production run of a completed system. Our mission is to let you focus on your business without thinking about technical implementation and fully entrust the entire technological aspect of your product to us.

TOP TALENTS

A distributed company by design, we have access to the top talent no matter where they're located. Our business culture and model allow us to engage top performers with the rates that startups and emerging companies can afford. Work with us and feel the difference!



FEATURED CASE STUDIES

WIKIART.ORG

WikiArt.org is an online visual art encyclopedia that users can edit. With more than 120 thousand artworks, it has up to 2.5 million visits and about 10 million page views a month.

PROBLEM

The WikiArt web portal needed new functions and a performance boost long before our team started working on it. It was impossible to expand on the existing engine.

The client's team also had quite a few ideas and improvements to be implemented. On top of that, the portal desperately needed a new, updated design.

SOLUTION

Our cooperation lasted for several years and included two active development phases with a stabilization and maintenance period in between.

Phase 1

- Implemented new features that extend the customer journey, including user interaction functionality and advanced search
- Completely re-designed the UX/UI with attention to the user experience on both mobile devices (smartphones, tablets) and large screens
- Improved performance by changing the architecture and migrating to the NoSQL database

Phase 2

- Implemented new functions, including a video section
- Expanded the functionality of tags and tagged 120,000+ artworks using Google AI
- Extended localization to seven languages by adding Chinese
- Put extra effort into SEO optimization, doubling the monthly traffic

30% FASTER

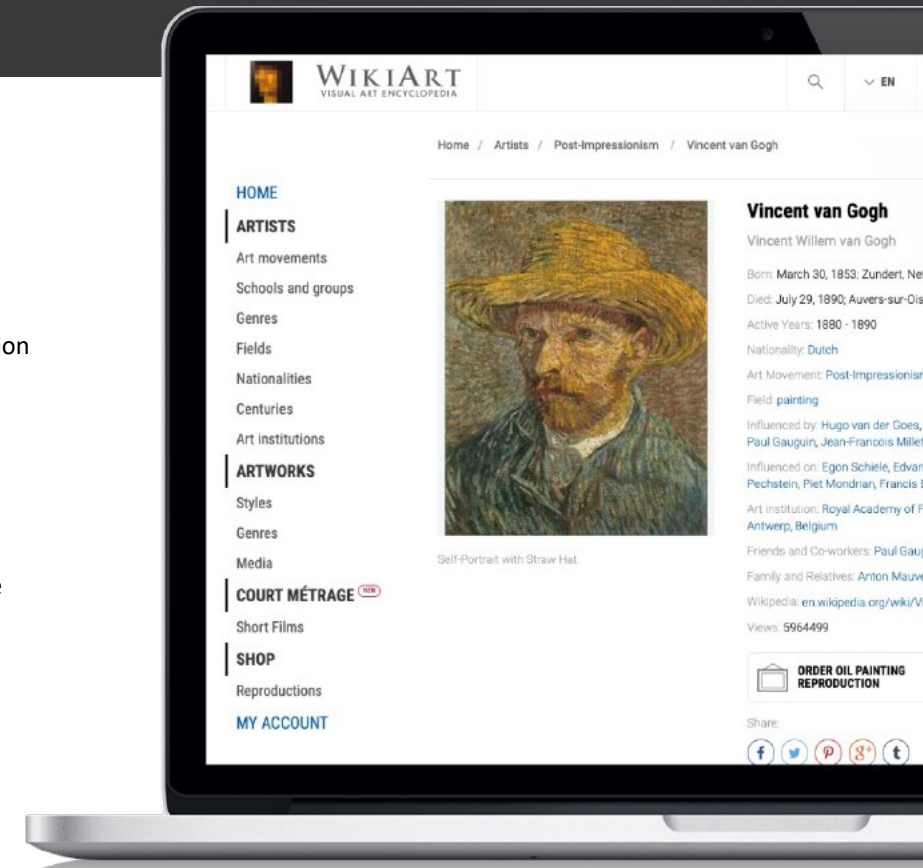
Engine performance
grew by 30%

2.3M VISITORS

Monthly visits doubled
from 1.1 to 2.3 million

1ST PAGE IN GOOGLE

WikiArt is on the first page of
Google for art-related queries



SMARTLANE.US

A B2B startup for car dealers who sell used vehicles across the USA via the marketplace.

BUSINESS GOAL

Though the client was experienced in running startups, this time, they had a tight budget and just 4 months to launch an MVP. In the early phase, we only had clickable wireframes and created a 'skeleton' of the solution while the designer was putting the finishing touches. Then, we launched an MVP with a dedicated environment for showing demos to investors. In the later phase, we had to develop the product and prepare it for the next funding round.

SOLUTION

Our team started by implementing the core architecture that was later successfully used during the entire development process without any significant changes. The platform integrates with a number of APIs, including VIN API and Carfax, vehicle history report database, as well as with the bar code reader.

Phase 1

In the first phase, we coded a **demo platform** with the back-end and the admin panel offered to the first customers and angel investors. The **mobile app** for auto dealers was coded and released to AppStore, too.

We also developed an **emulation module** with sophisticated logic and human-like behavior to enable proxy bidding and quick and dirty UI to enter inspection data until the inspector app was ready.

The platform relies on **fault-tolerant stateless back-end architecture** that allows scaling the bidding logic and implements live bidding using web sockets.

Phase 2

After MVP, our engineers developed a mobile app for SmartLane inspectors coming to review cars and provide their feedback on 50+ parameters.

Dealers now got access to a full-service Web UI.

The platform supports a full range of features like:

- Special workflow for sellers to input the info about their cars to SmartLane and for the admin to review and proceed with it
- Counter offers functionality for the vehicles no one bought at auctions
- Saved searches and user notifications
- Making-a-deal flow after an auction ends

4MO FOR MVP

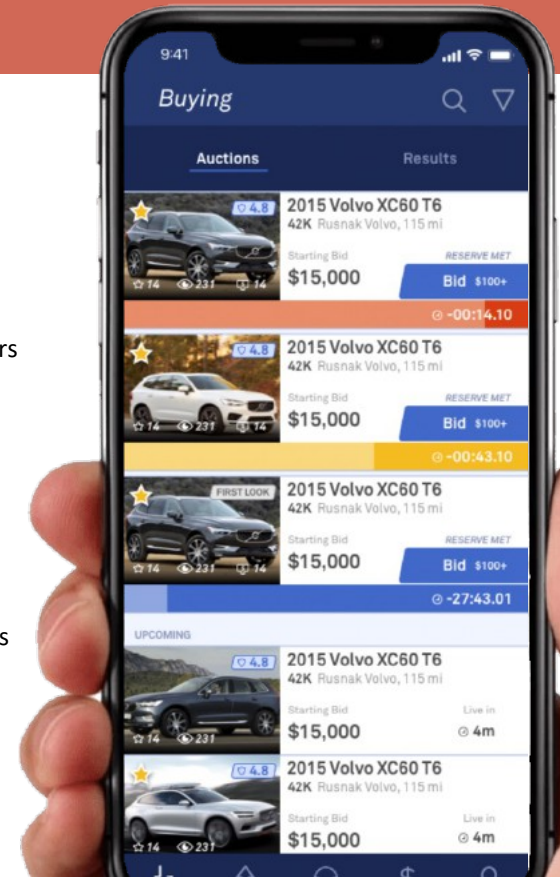
4 months for a fully functional MVP

8 TIMES QUICKER

15-45 min for car inspection vs 2 hours for a manual check-up

SERIES A READY

full set of technical documentation required for Series A funding



ADMIT.ME

Admit.me provides tools and lessons designed to optimize the applicant's admission chances.

BUSINESS GOAL

Our cooperation started when Admit.me was still an idea, and we treated this project as a promising startup looking for a good business model. The customer wanted us to be as agile as possible and to support startup culture by allowing them to do user testing. The most critical requirement was to ensure extremely short time-to-market for new features, including dramatic changes in the core functionality.

SOLUTION

We successfully created an architecture that survived 2 pivots and a series of changes over the past few years and is still able to provide sufficient support for new features. The system has three major parts:

Applicant profile

The system offers a sophisticated **Applicant Profile** with a whole set of personal data: name, education, extracurricular activities, work experience, intended majors, target schools, target cities and industries, etc.

Resources & Schools

The **Schools** module covers a list of schools and their stats, blogs, follower mechanism and other data. The **Resources** module includes a selection of articles and video materials. The **Q&A** module enables voting and ranking.

Interaction and integration

The **Calendar**, seamlessly integrated into the webinar platform, helps manage the applicants' schedules and arrange webinars without leaving the Admit.me website.

To support this comprehensive list of functionalities, we integrated a range of systems into the platform:

- HubSpot, Mailchimp, GetResponse
- Vimeo, RSS feeds, Paperform
- GoToWebinar, PayPal
- Excel syncing for dictionaries with thousands of entries

3MO for MVP

MVP in the production environment in 3 months

2 PIVOTS

and a lot of functionalities built on top of the original architecture

STEADY TRACTION

clients are well-known universities: UCLA, Wharton, Duke, Emory, UNC, and others



VIRTUAL CARDHOLDER CARDKIT



SPEED

App working at top speed.
Even in 2G networks!



INTEGRATION

Social networks, maps, video, payment systems, messages.



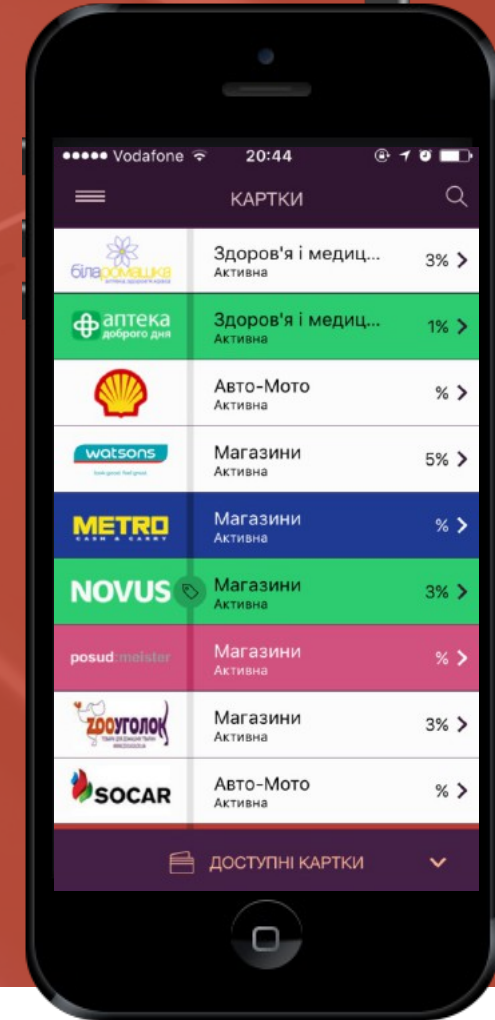
DATA MANAGEMENT

Tools for market segmentation and targeted messaging.



CONTINUOUS OPERATION

Approaches allowing continuous client service.



BUSINESS GOAL

Integration of a web platform and mobile iOS + Android applications allows merchants to attract new customers and encourage existing ones by using clients' profiles and behavior. Customized hardware and software are used to recognize discounts and promotions encoded in QR codes and send them to the cash system.

SOLUTION

The idea was to provide continuous services to the clients even if they used an outdated app version. Network data transferring was optimized to provide a comfortable user experience. Smart user data processing ensures sophisticated targeted advertising!

BSG

A lightning-fast website for a reputable cybersecurity company in Ukraine.

BUSINESS GOAL

The ultimate goal was to make the website fast and SEO-friendly. The upgrade was expected to be gradual, with the original URL kept intact to maintain ranking on Google. Certain functions were to stay, too. For example, the website administrator reserved the right to change content without the programmer's or layout designer's help – just like with the previous, WordPress-powered website. Developing a tool for pre-qualifying leads came as an extra task.

SOLUTION

The successful implementation of the project was based on the following:

Design

Our UI/UX specialist collaborated with BSG's marketing director to create a new design fully matching the updated brand book and the client's expectations. An Implex engineer developed a sophisticated dynamic wizard form to pre-qualify leads and integrated it into a static website.

The company's blog was kept as a separate WordPress website. It was only redesigned to fit the new brand book.

Optimization

The updated website works much faster, as static pages are now generated at frontend build-time using React components.

Building a new CMS from scratch equaled budget overrun. To avoid that, we reused the repository web editor. The website admin can edit existing pages or create new ones using readily available blocks.

GORGEOUS 95+

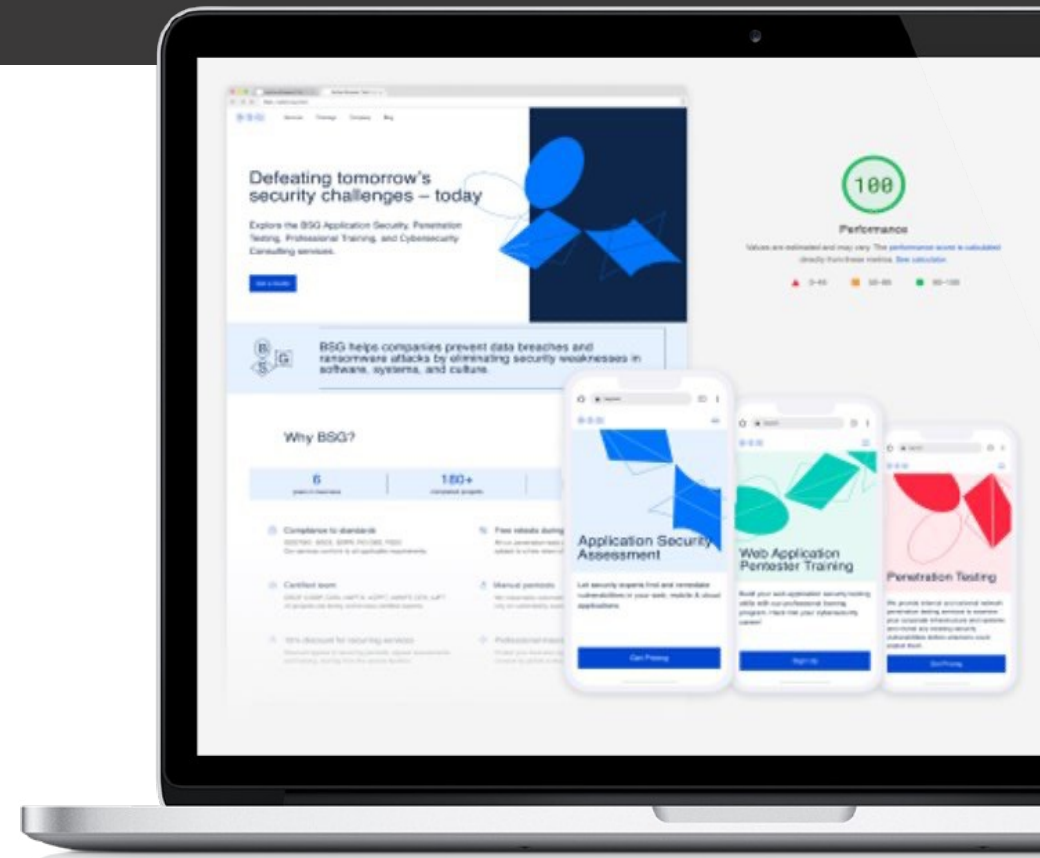
Google PageSpeed for desktop and mobile

1-CLICK DEPLOYMENT

to the staging and production environments

VERSION CONTROL

helps the admin to roll back to any previous version of the website



YOY

A mobile app for learning the Ukrainian language by primary school students.

BUSINESS GOAL

In addition to product owner inputs, we had also to consider the official education program, teachers' opinions, parents' focus group feedback, investor rules, etc. Another challenge was the design requirements. It had to be simple, logical, concise, and attractive to kids and, at the same time, not very resource-consuming to work fast, even on the old mobile devices. And one of the most important requirements was a limited budget.

SOLUTION

Thanks to well-thought-out technological solutions and our team's solid experience in Agile+Waterfall development, we have created an excellent application for Ukrainian schoolchildren.

Approach

Learning units offer different types of game mechanics: kids can be involved in listening, reading, and selecting an image or a text block.

We used Flutter on Mobile to save on development efforts. It is an open-source framework by Google for building beautiful, natively compiled, multi-platform applications from a single codebase. As a result, we were able to implement a full set of features with 30% fewer efforts. From the architectural perspective, the application was designed to allow further development with minimum reengineering efforts.



MULTILINGUAL BASE

with the ability to easily add new languages

6 GAME MECHANICS

allow to create an unlimited number of themes and levels

RIVE ANIMATIONS

adds logic and interactivity with the State Machine



OUR TECHNOLOGICAL STRENGTH

PROGRAMMING LANGUAGES FOR WEB



TypeScript

JavaScript



FRONTEND TECHNOLOGIES



ANGULAR

Vue.js

React

PROGRAMMING LANGUAGES FOR MOBILE



Swift

Kotlin

Flutter

DATABASE TECHNOLOGIES



mongoDB.

MySQL

PostgreSQL



Let's talk about your project

Whether you're interested in a project estimate or would simply like to explore your options, we're here to answer your questions.

Feel free to contact us via email at contact@implex.dev
or connect with either of us directly



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