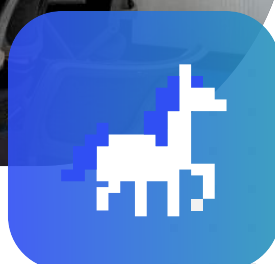


The Innovation Driving Our Eight-Year Inc. 5000 Success



Inc. 5000



unosquare®

We are Unosquare, a pioneering digital product development company that has achieved the rare feat of making the Inc. 5000 list for eight consecutive years, including 2022. Throughout these pages, we will explore the strategies, practices, and core services that have fueled Unosquare's consistent and successful growth since we began our journey over a decade ago.

A Vision for Success

We're passionate about working with our clients through the entire process of digitization and digital transformation. Working together to Discover, Define, Develop, and Deliver ideas that through our services become digital products.

Innovation alone is not enough; it's the execution that makes all the difference. Our team of digital product development experts is fueled by a shared commitment to excellence. We combine cutting-edge technologies, best practices, and industry insights to craft digital products that not only match our clients' visions but also stand the test of real-world use. Our journey has been shaped by our dedication to delivering products that drive tangible results and provide unparalleled user experiences.

Digital Product Development A Cornerstone of Success

Our Digital Product Development expertise can unlock tremendous growth potential for your company. As we have grown, the businesses that have partnered with us have seen their visionary ideas into successful digital products time and again. Unosquare's ability to achieve growth through effective product design, agile methodologies, and seamless transitions from MVP to full-scale development has been a driver for our success since we began and has sustained the growth that has landed us on the Inc. 5000 list for eight straight years.

Identifying the Untapped Potential

Picture this: you have an ingenious idea that could revolutionize your industry but need more resources or expertise to bring it to life. Here is where our digital product development experts step in. We recognize that every idea is unique, and our tailored approach ensures the translation of your vision into a tangible and functional product that meets real-world demands.

Seizing Opportunities with MVPs

To avoid the risk of investing heavily in an untested concept, we encourage our clients to embrace the power of a Minimum Viable Product (MVP). By collaborating with our onshore high-performance teams, you can rapidly design, build, and launch an MVP that captures the core functionalities of your idea. This model enables you to validate your product's potential in the market and make informed decisions about scaling up.

Agile Methodology: Working Smart and Efficiently

We believe in working smart and staying adaptable. Our Agile methodology allows us to embrace changes, iterate quickly, and constantly communicate with you throughout development. This style of collaboration ensures that the final product reflects your vision and aligns with the needs of your target market. With our time and materials model, you have complete control over your project's budget, paying only for the work done and resources used.

From MVP to Full-Scale Development

Your MVP has proven successful, and now it's time to go all-in on your digital product. Unosquare's Nearshore team takes the reins, offering the same commitment and expertise as our Onshore team. By transitioning to our Nearshore team, you gain financial predictability, as stable long-term costs are in place for your product's creation. Moreover, cost-effectiveness and time zone compatibility ensure a seamless continuation of momentum gained during the MVP phase.



Unosquare's Digital Product Development services can catalyze your company's growth journey by embracing the power of MVPs and adhering to Agile methodologies. Whether you're a startup or an established enterprise, Unosquare is your reliable partner in the quest for innovation and sustainable growth.



Digital Product Design Pioneering User-Centric Approach

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Understanding Your Unique Idea

Every successful digital product starts with a visionary idea. At Unosquare, we recognize that your concept is unique and deserves a design that breathes life into it. Our process begins with a collaborative workshop, where we listen to your vision and understand your target audience thoroughly. By aligning ourselves with your goals, we ensure that the final product resonates with users and drives business growth effectively.

The Power of Prototyping

Our 21-day UX prototype strategy is a game-changer in digital product design. With basic views and dummy functionality, we create a tangible preview of your idea in action. This prototype is a powerful tool for gathering feedback, spotting potential issues, and refining the design before proceeding to full-scale development. By validating the concept early on, we save time and resources, ensuring success with a strategic design of your product from the start.

Detail-Oriented Design Refinement

The devil is in the details, and at Unosquare, we leave no stone unturned in refining the design of your digital product. As we work on the "views" definition, we pay meticulous attention to every aspect, ensuring it aligns with your vision and addresses the needs of your target audience. We create a user-friendly experience that drives customer satisfaction and brand loyalty by striking the perfect balance between aesthetics and functionality.

Flexibility for Success

Our commitment to your success extends beyond the design phase. Depending on your requirements, we can transition the project to our High-Performance Onshore teams for local development or our Nearshore Digital Engineering team if your company already has technology leadership. This flexibility allows us to provide cost-effective, efficient solutions tailored to your needs, ensuring the project stays on track, on time, and within budget.

Trusted by Industry Leaders

Industry giants like Boeing, Siemens, and ADP have trusted Unosquare's Digital Product Design services. Our expertise, commitment to customer satisfaction, and proven ability to deliver results on time and within budget make us the go-to choice for companies seeking transformative digital solutions. By leveraging our design expertise, you can elevate your company's market position and drive exponential growth in your industry.

Digital Product Design is not just about creating aesthetically pleasing products; it's about strategically aligning your vision with the needs and desires of your target audience. At Unosquare, we are passionate about guiding you from concept to prototype, ensuring your digital product sets a new standard in user experience, which, when applied to your digital products, will create significant growth for your company.

Digital Engineering Outsourcing

Enabling Scalability and Efficiency

In the current global digital landscape, businesses strive to stay ahead of the curve, innovate quickly, and scale efficiently. In many cases, the best approach involves strategically outsourcing digital engineering. Our Digital Product Outsourcing services have empowered businesses with flexible, cost-effective, and scalable solutions. We can help accelerate your company's growth trajectory with the following steps:

Complementing Your Existing Team with Skill Augmentation

Companies must adapt to market demands to ignite the growth engine. Unosquare's flexible engagement models, focused on Staff Augmentation, can complement your team by filling skill gaps, allowing your business to expand its operations quickly and efficiently.



- Identify the skills and expertise your team needs that need to be added or under-resourced.
- Engage Unosquare's Digital Engineering Outsourcing services to integrate with your existing team seamlessly.
- Enjoy the benefits of flexible engagement, scaling your team and capabilities as needed without compromising your current team dynamics.

Utilizing Nearshore Development

Maintaining clear and timely communication is vital for growth. Nearshore development ensures this, providing the advantage of working in the same or similar time zones.



- Opt for Unosquare's nearshore development services, facilitating real-time communication and collaboration.
- Leverage the cost-effectiveness of outsourcing without compromising on quality and communication.

Controlling Costs and Ensuring Project Stability

Optimizing costs is crucial for growth. Outsourcing digital engineering to Unosquare allows you to bypass the high costs of hiring, training, and retaining in-house talent.



- Reduce operational costs and maintain the stability of your team by using Unosquare's services.
- Ensure your projects are completed on time and within budget without compromising on the quality of work.

Securing Uninterrupted Support

Continuity and reliability are vital to maintaining growth. Unosquare provides consistent support, ensuring your systems run smoothly.



- Ensure continuous service through Unosquare's robust institutional knowledge transfer process.
- Minimize risk and maintain service continuity even in the face of personnel changes.

Realizing Your Business Goals

Growth is about realizing your business goals. Whether you aim to augment your team, streamline your business functions, control costs, or drive innovation, we designed Unosquare's Digital Engineering Outsourcing services to get you there.



- Define your business goals and identify how Unosquare's services can help you achieve them.
- Contact Unosquare to discuss how their Digital Engineering Outsourcing services can accelerate your growth journey.

Leveraging Centers of Excellence

Access to specialized knowledge and innovative solutions can be a game-changer. Unosquare has established multiple Centers of Excellence to provide this.



- Leverage Unosquare's Centers of Excellence for specialized expertise in Product Engineering, QA, Cloud and Infrastructure, and IT Operations practices.
- Drive innovation in your business by utilizing cutting-edge technology solutions provided by these centers.



The decision to outsource digital engineering can be transformative, providing businesses with the resources they need to innovate, grow, and thrive. By partnering with Unosquare, you can navigate the path to growth with confidence and agility.

Collaborative Culture

Fueling Growth and Innovation

At Unosquare, we firmly believe that our people are our greatest asset. Our collaborative culture and employee-centric approach are not just buzzwords but integral parts of our DNA that fuel our growth and innovation. We have built an environment that nurtures creativity, encourages diversity, and promotes continuous learning - key factors that have significantly contributed to our success with our clients.

Fostering Creativity

Innovation sits at the core of our ethos, and creativity is its lifeblood. At Unosquare, we know that groundbreaking ideas can come from anywhere, and thus we foster an environment where every voice is heard and every thought is valued.

Championing Diversity

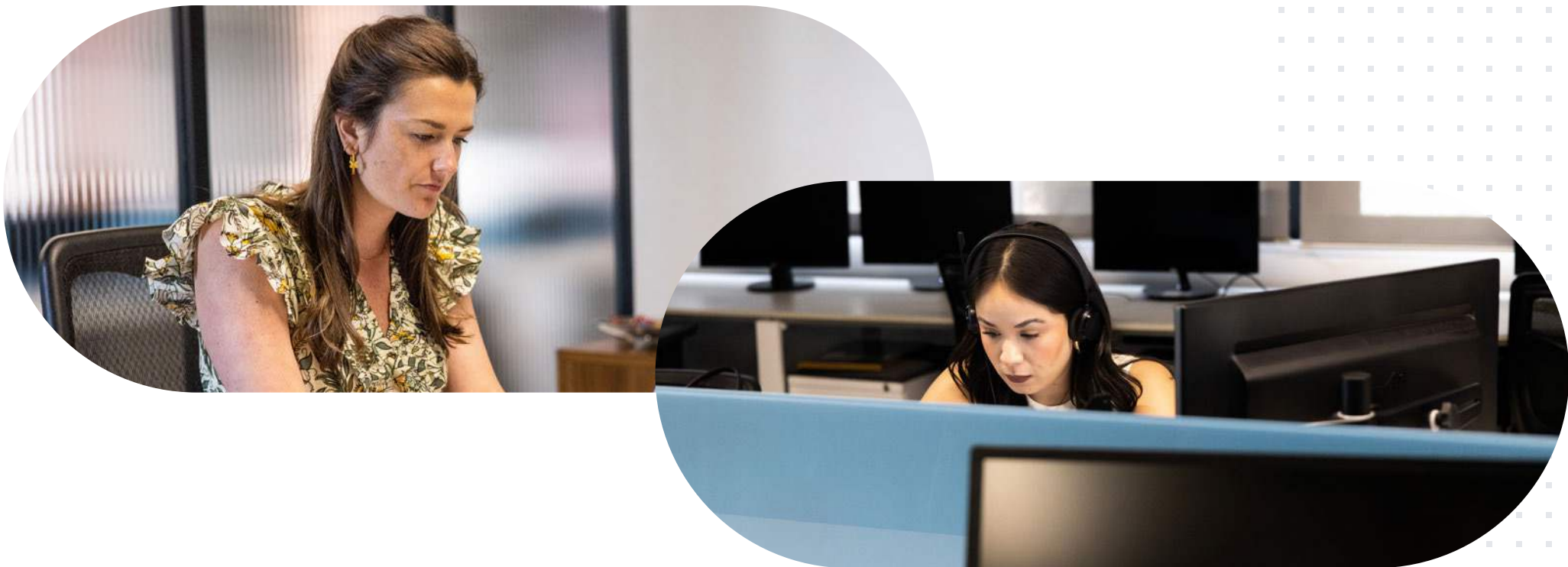
Our commitment to diversity is steadfast. Various perspectives, backgrounds, and experiences enrich our work culture and enhance our creativity. We value and respect our employees' unique insights and perspectives, understanding that these very differences allow us to approach problems from multiple angles, offering our clients a broad range of innovative solutions.

Promoting Continuous Learning

We promote a culture of continuous learning to keep up with the pace of change and to ensure we're consistently delivering the best for our clients. Our employees are encouraged to develop their skills, expand their knowledge, and stay abreast of the latest trends and technologies in the digital engineering field.

The Impact on Our Client Success

We can provide innovative and unique solutions that meet our client's needs by fostering creativity. Our commitment to continuous learning ensures we're always on the cutting edge, ready to bring the latest and most effective strategies and technologies to our client's businesses.



Client Partnerships

Building Lasting Relationships

Efficient collaboration is vital for truly understanding and addressing our clients' unique needs, challenges, and goals. Navigating the complexities of digital product development is a considerable feat. The path is often fraught with technical intricacies, shifting market trends, and tight timelines. But that's where Unosquare shines. We aim to illuminate the way, empowering our clients with the knowledge and support they need to make informed, strategic decisions that drive their companies forward.

Understanding the Unique Needs

Our journey with each client begins with deeply understanding their unique needs. Every challenge presents a new opportunity for innovation, and understanding these challenges is our first step. We engage in thorough discussions with our clients, involving all the key stakeholders, to ensure we're not just scratching the surface but digging deeper to understand the heart of the issue.

Crafting Tailored Solutions

After understanding our clients' needs, we craft tailored solutions aligning with their goals and business models. We draw on our extensive expertise in digital engineering and leverage our Centers of Excellence to develop solutions that are not only technologically advanced but also ideally suited to our clients' unique circumstances. There's no one-size-fits-all approach, so we custom-tailor every strategy and solution.

Empowering Through Knowledge

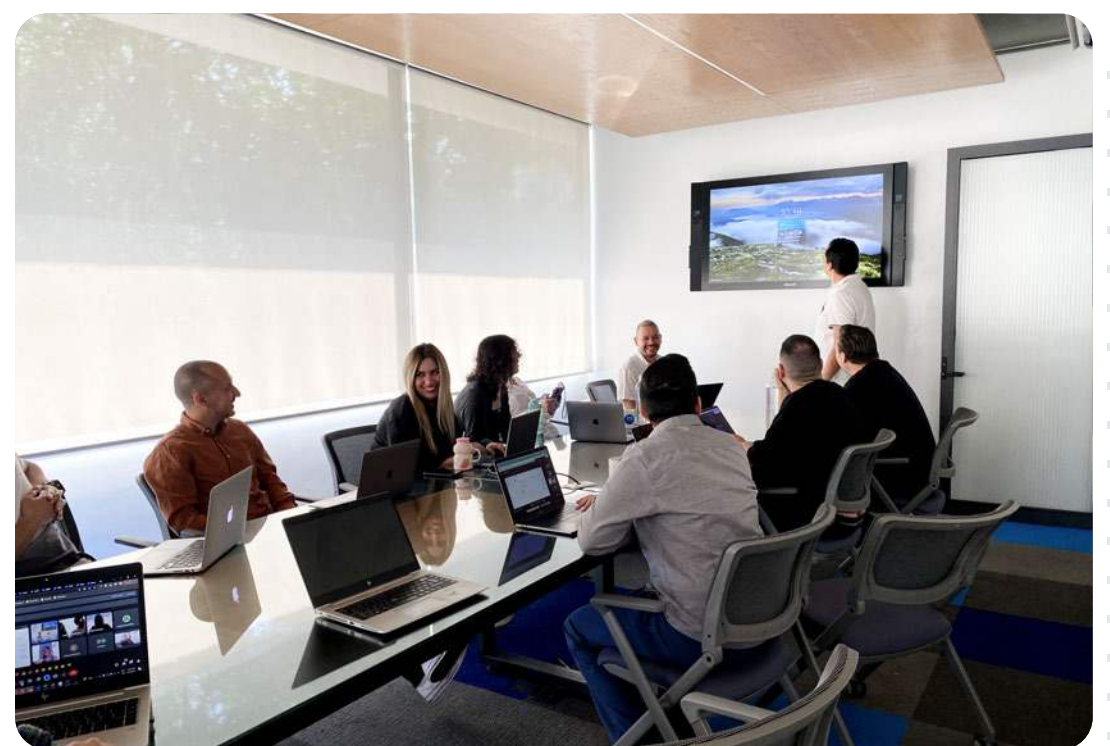
We don't believe in keeping our clients in the dark. From project kickoff to deployment, we ensure our clients are fully involved and informed at every stage. We empower them with the knowledge they need to understand the solutions we're developing, the technologies we're employing, and the strategies we're deploying. This transparency helps build trust and enables our clients to make informed decisions about their digital product development.

Providing Uninterrupted Support

We offer continuous support and seamless communication as part of our commitment to being true allies. We operate nearshore, working in similar time zones, ensuring timely responses and uninterrupted collaboration. Whether troubleshooting an unexpected issue, adjusting to new requirements, or answering queries, we're always there to provide the support our clients need.

Driving Growth

Ultimately, our goal is to drive growth. By navigating the complexities of digital product development, we help our clients survive and thrive in the digital landscape. We're dedicated to delivering solutions that provide tangible results, driving efficiency, innovation, and growth.



Embracing Emerging Technologies

Staying ahead of the curve is not a luxury; it's a necessity. At Unosquare, we understand this imperative and dedicate ourselves to driving digital transformation by embracing emerging technologies that our clients use. Our proactive approach to adopting and mastering these technologies has propelled our clients' businesses forward in several significant ways.

Enhancing Efficiency and Productivity

Emerging technologies often present new efficiencies that can streamline operations and boost productivity. By leveraging these technologies, we help our clients automate routine tasks, speed up processes, and free up resources. The resulting efficiencies reduce operational costs and allow our clients to focus more on strategic initiatives that drive their businesses forward.

Unlocking Innovation and Competitive Advantage

Embracing emerging technologies is critical to unlocking innovation and gaining a competitive edge. These technologies often bring new capabilities to transform business models, create products or services, or redefine customer experiences. By harnessing these technologies, we enable our clients to differentiate themselves from competitors, gain market share, and position themselves as industry leaders.

Improving Decision Making and Strategic Planning

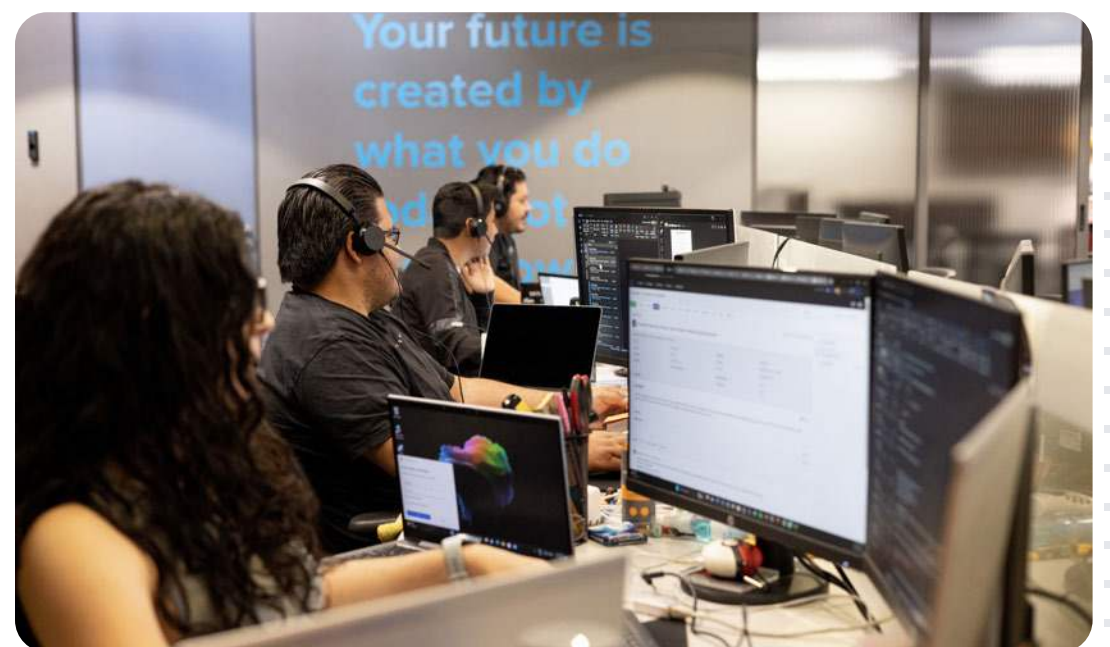
Emerging technologies, particularly in data analytics and artificial intelligence, can give businesses unprecedented insights into their operations, customers, and markets. By tapping into these technologies, we empower our clients to make data-driven decisions and craft more effective strategies. Making more informed decisions and anticipating market trends helps our clients navigate the business landscape with more confidence and foresight.

Enhancing Customer Experience

In an age where customer expectations are higher than ever, emerging technologies offer new ways to engage customers and enhance their experiences. Whether through personalized experiences, seamless multi-channel interactions, or innovative products and services, these technologies can significantly improve customer satisfaction and loyalty. At Unosquare, we help our clients leverage these technologies to create experiences that retain existing customers and attract new ones.

Future-Proofing Businesses

Embracing emerging technologies is also about future-proofing businesses. The digital landscape is ever-changing, and companies must adapt to survive and thrive. We help our clients anticipate and prepare for future changes by staying on top of emerging technologies. This proactive approach ensures that our clients are ready to face future challenges and positioned to seize new opportunities.



The Future of Unosquare

Our vision of success doesn't stop with our own achievements. We aim to be a catalyst for growth and innovation within the industries we serve. By empowering our clients to turn their visionary ideas into market-disrupting realities, we're playing a pivotal role in shaping the future of digital transformation.

So, as we reflect on our journey over the past decade and celebrate our consistent presence on the Inc. 5000 list, we extend our heartfelt gratitude to our incredible team and our valued clients. It's your unwavering support, trust, and belief in our vision that has fueled our success.

As we look to the future, our vision of success remains unwavering. We'll continue pushing the boundaries of what's possible, embracing innovation, and delivering excellence in every project we undertake. Together, we'll create a world where digital products empower businesses, enrich lives, and leave an indelible mark on the world.

We'd like you to be a part of Unosquare's success and invite you to explore the strategies, practices, and core services that have shaped our growth and discover how we can be the driving force behind your company's success too. Let's embark on a transformative journey together!

