



transparent software outsourcing

# Brightgrove Capabilities

Business and Technical Services

Price always matters, but cheap labor is never a sustainable advantage.

We stand behind the results that we deliver and offer much more than just cost saving.

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# Company history

**Brightgrove** was founded in May 2000 as a subsidiary of German-based Ecotel in response to the exciting new opportunities on the German telecom market.

In the late nineties Deutsche Telekom (German nationwide telecom operator) was de-monopolized and a large number of private companies entered the market as telecom carriers or resellers of telecom services. This was the key reason for the founding of Brightgrove. The company developed the Phoenix-V Billing System that was successfully implemented at 15 telecommunication companies. In June, 2010, as a result of a management buyout, Brightgrove became a privately owned Ukrainian company.

# Company structure

Our company management consists of Executive Team, Heads of Business Units and Project Managers.

Our Executive Team consists of the Chief Executive Officer (CEO) **Vsevolod Grebnev**, Chief Financial Officer (CFO) **Andriy Borovytskiy** and Chief Technology Officer (CTO) **Andrew Sazonov**. The Executive Team has overall responsibility for setting the strategic goals and monitoring performance against those goals. The executive team of Brightgrove has vast experience in delivering software development and outsourcing services to companies around the globe.

Our Business Units Management consists of Head of Development and QA, Head of HR and Recruiting, Head of Sales and Marketing. The Heads of Business Units have responsibility for implementing the strategies and goals set by the Executive Team and for overseeing the day to day operations.

Our Project Managers role embraces the culture of ongoing commitment to delivering exceptional products/services and specific results within the defined scope and top quality.

Our managers work collectively to achieve our goal to be a trusted, quality and innovative provider for our clients and to be a great place for our employees to work.

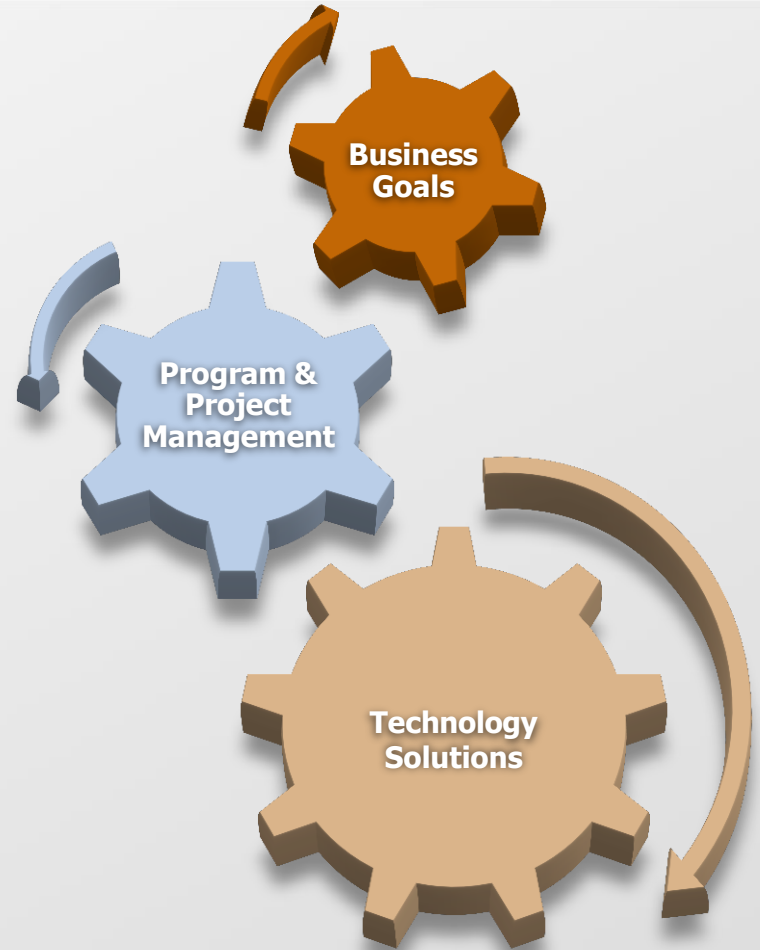
Overall, our management structure doesn't have a deep hierarchy and bureaucracy what allows us to make decisions and respond quickly.

# About us

Brightgrove is focused on software development, consulting and outsourcing. We deliver a broad array of managed services to our customers, including development of top-quality software applications, quality assurance, testing, web systems design, and offshore staff augmentation.

## Quick Facts:

- **Established in May 2000** as a subsidiary of German Ecotel in response to the exciting new opportunities on the German telecom market.
- Currently, operating two locations in Eastern Europe: **Minsk, Belarus** and **Kharkov, Ukraine**.
- Having more than **200 employees**
- Customers across the globe, primarily in Western Europe
- **Brightgrove's Phoenix-V Billing System** became the backbone of 15 telecommunication companies.



# Brightgrove's Areas of Expertise

## Vertical Markets

- Telecommunication
- Billing and CRM and ERP solutions
- IT/Engineering
- B2B and B2C
- Mobile development
- Advertisement and Promo solutions
- E-commerce
- Education
- Social Networking
- Migration of legacy data
- Retail, Banking
- B2B SEO

## Industry Expertise

- IT and Telecommunications
- Media and Entertainment
- Business Intelligence, DWH, ELT/ETL
- E-Commerce
- Publishing
- Transport and Logistics
- Retailing
- Banking
- Healthcare
- Media and Entertainment
- Manufacturing
- Energy and Utilities
- Advertisement

## Technology Solutions

- Agile software development
- Java, .NET, Ruby on Rails, PHP, C++, Typo3, Adobe CQ, Magento, WordPress
- IBM Netezza, MS SQL, Oracle, noSQL databases
- Database design and development
- Network, Web, E-commerce
- Mobile dev.: iOS and Android
- Desktop applications
- Firmware and embedded development
- Legacy systems conversion
- Software testing
- Web design and multimedia
- 24/7 Customer support

# Brightgrove's Business Models

## Project Based

Time and Material is the best choice for those R&D projects where the overall amount of the required development effort cannot be predicted.

Fixed Cost pricing model is suitable for projects with a known scope, or those projects where changes in the business environment do not affect the project's functionality.

## Dedicated Team

A Dedicated Team is a group of developers with a set of specific skills who meet the project and business requirements and are based at our offshore production center.

works as a natural extension of your own IT department

follows your processes and best practices

you maintain full control over the team, we provide supervision

knowledge retention and understanding of the nature and specifics of your business

## Virtual Captive

The Virtual Captive business model is ideal for companies that want to set up offshore software development facilities for long term needs, or launch an IT business startup without having to commit the time and resources required to set up and operate a legal entity of their own.

# Brightgrove – Solutions



- **Covering wide range of target industries, purposes and markets**
- **Implementing complex business logic and system integration**
- **Building high-load business solutions**
- **Owning experience, technologies, platforms**
- **Mastering in Java, .Net, Ruby On Rails, PHP, HTML5**
- **Ready for desktop and mobiles with responsive design**
- **Using established communication and processes**
- **Offering delivery on time, in budget, with quality**







Java platform - one of the key tools in technologies stack and technological experience of Brightgrove.

## Java in Brightgrove:

- More than **10** enterprise-level projects using Java platform
- **20+** man-year of development with Java
- Java development teams varies from 1 to 10 engineers
- High-load and mission critical solutions
- Web and mobile technologies
- Service-oriented architecture
- Multi-tier distributed systems
- Networking and protocols
- Cloud-based and clustering solutions
- State of the art tools, technologies and libraries
- All modern application servers and portals
- Full J2EE stack, Spring framework
- Systems integrations
- Big data processing and data mining
- Performance optimization
- We go beyond – with Groovy and other modern JVM languages



## Industries:

- Telecommunications, billing
- E-commerce, CRM, ERP
- Lifestyle
- Social media, networking and online collaborations
- Media assets management, video streaming
- Lifestyle and promotions solutions
- Generic purpose web solutions
- Informational portals
- Security
- Mobile applications (Android, J2ME)
- Utilities

# Solution Examples: Using .Net



## AssetsManagement

Business oriented dynamic assets management and business processes support system

**10,000** active business users



## SnapFinger Backend

Web solution for management of food ordering business processes

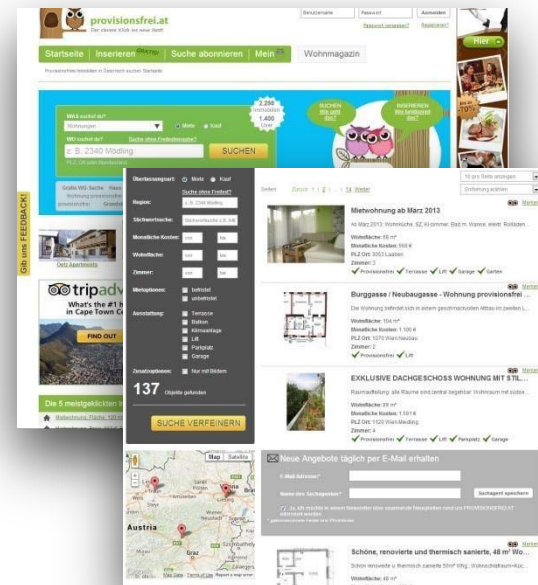
**12+** server components

## ERESNET Portal

Web-portal that allows users to search and rent apartments without paying commission fees to resellers

**80000+** users

**120000+** apartments



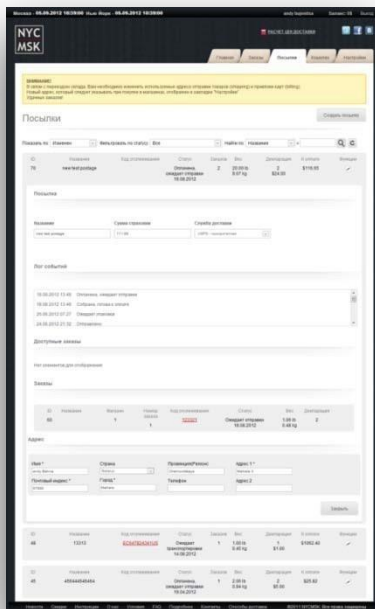
# Solution Examples: Using Ruby On Rails



## NYCMSC

Mail consolidation and forwarding system

**10000+** orders per month



## LeadsWorker

Online profiles directory, advertisement and leads generation built with HTML5

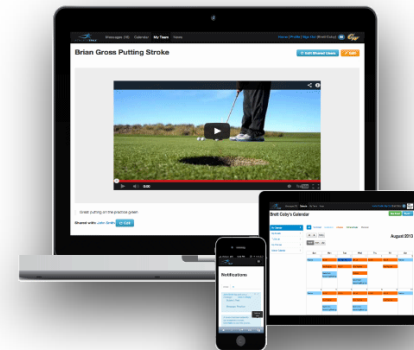
**100 000+** profiles



## Athlete Trax

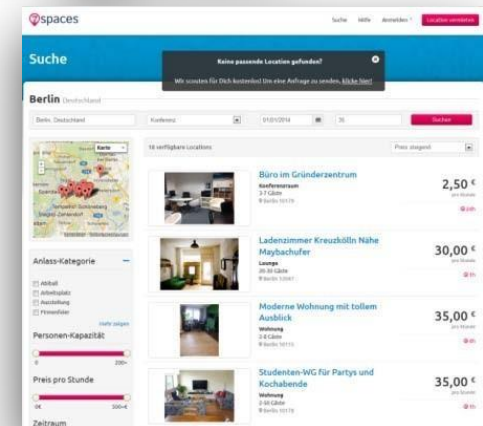
Complete web and mobile solution for athletic teams management

**5 000+** teams

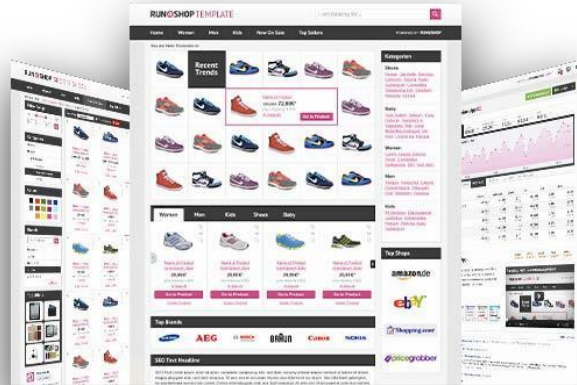


**7Spaces.de** Real estate places publishing, searching and leasing system

**150 000+** registered users  
**25 000+** places



# Solution Examples: Using PHP



## RunAShop (PHP, Amazon)

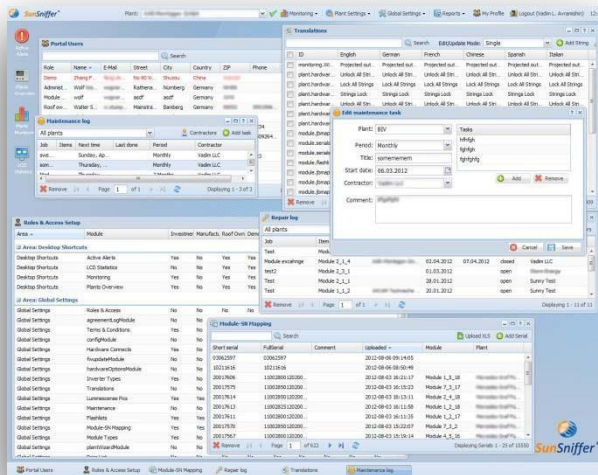
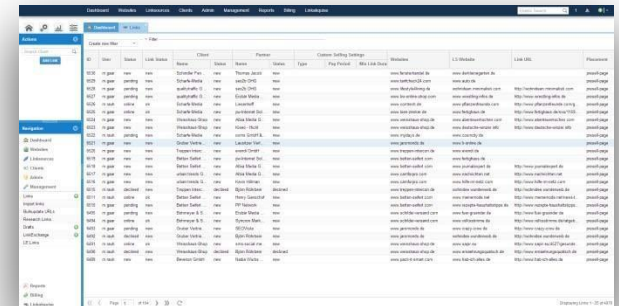
E-Commerce, advertisement and online sales system

**1,500,000** hits per day

## AdLinksManager

Solution for SEO Agencies, that includes CRM, Billing, SEO tools and ticket system

**600,000+** links managed



## SunSniffer (PHP)

Complete solution for solar power plants management

**16** solar power plants are managed including **2** world's largest ones

# Mobile Web, Responsive Design



Expansion of mobile devices emphasis the needs of having web UI adapted for mobile users. Services of Brightgrove cover this area as well.

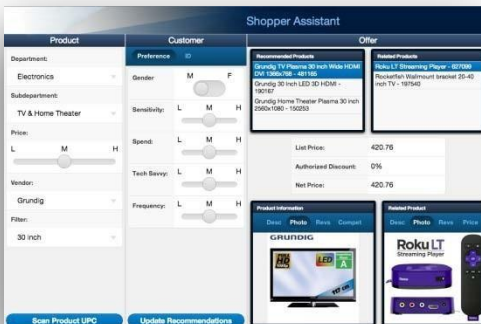


## MarketingOnTour (Mobile Web)

- Optimization for mobile devices
- Adaptive and responsive design
- Details of schedule and registration
- Direct communication with speakers
- Integration with social networks
- **3 countries, 7 cities**

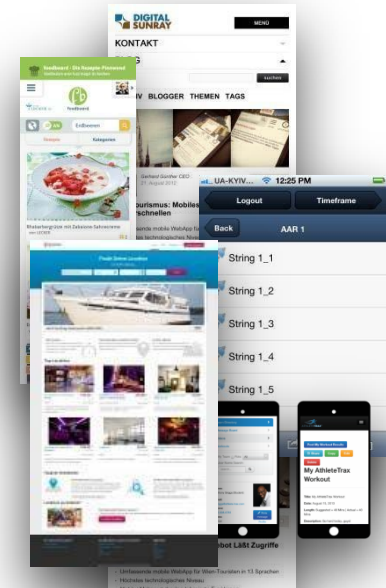
## More than 10 mobile-ready solutions

- Optimized for mobile devices
- Offers adaptive and responsive design
- Supports desktop, phones and tablet devices
- Built using HTML5 and CSS3, JavaScript, jQuery Mobile and Sencha Touch



## Shopper Assistant (Mobile Web)

- Intended to support sales representatives within stores
- Optimized for iPad tablets
- Fully dynamic AJAX-powered UI
- Tight integration with backend component
- Built with Sencha Touch, HTML5, CSS3





# Mobile Solutions



- Wide range of industries and purposes
- Native applications for all popular mobile platforms
- Cross-platform mobile applications
- Mobile clients for existing systems
- Communication, process, quality
- Experience, skills, timeframe
- Modern technologies



# Mobile Solutions for iOS



While Brightgrove has experience in development for various mobile platform, iOS is considered to be our primary focus for mobile.

## iOS in Brightgrove:

- More than **20+** iOS applications
- Highly skilled developers
- Development of connected and standalone mobile solutions
- Native and HTML-based applications
- Development for iPhone and iPad
- Support of the latest and legacy versions of iOS
- Integration with various systems
- Applications for common use
- Applications for enterprise use
- Integration with camera, accelerometer, location, network and other hardware
- Maps and location aware applications
- Augmented reality applications
- Animations and rich UI
- Various business areas
- Mobile testing and performance optimization



## Industries:

- Advertisement and promotional applications
- Online food ordering and reservation
- Lifestyle
- Social media, networking and online collaborations
- User awareness and information
- Solutions for public events
- Generic purpose applications
- Mini-games
- Data capturing applications
- Travel
- Telecommunication services

# Mobile Solutions for Android



As large and commonly used mobile platform, Android is also an important player. And Brightgrove has experience with Android development and is ready to deliver.

## Android in Brightgrove:

- Development from the groundlevel
- Porting applications from other platforms
- Highly skilled developers
- Dedicated teams and complete projects development
- Development of connected and standalone mobile solutions
- Native and HTML based applications
- Development for phones and tablets
- Support of different versions of Android
- Integration with various systems
- Applications for common use
- Integration with camera, accelerometer, location, network and other hardware
- Map based and location-aware applications
- Various business areas
- Mobile testing and performance optimization



## Industries:

- Informational systems
- E-commerce
- Solutions for public social events
- Generic purpose applications
- Travel
- Telecommunication services



# Big Data and Clouds

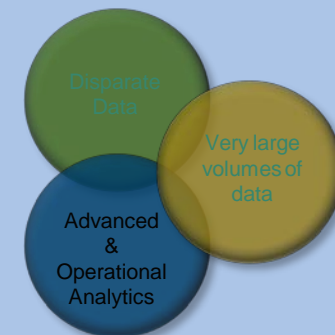
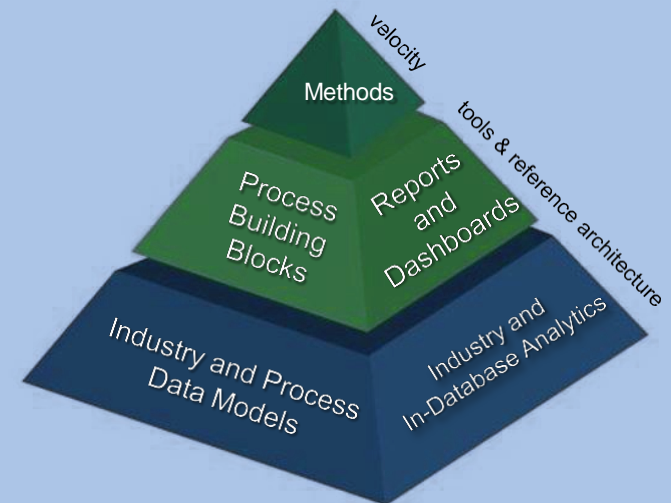


In addition to classical development areas, Brightgrove has strong experience in big data processing, advanced analytic and cloud solutions.

Combine experience in big data, big math and marketing sciences to build and deploy customer analytic solutions that enable customer intimacy at scale.

## Areas of experience:

- Big Dataprocessing
- Business intelligence
- Analytical solutions
- Datamining
- IBM Netezza, IBM Cognos
- Apache Hadoopstack
- Cloud and distributed computing
- Development and deployment to clouds
- SQL and No-SQL data storages
- Highly loaded and scalable solutions
- Performance optimization
- Security and data protection
- Data transformations and conversions
- Data replication
- Development teams creation and training



# Phoenix-V BSS

## CRM & Billing (BSS) platform for the TELECOM



Phoenix-V is one of those few recognized CRM & Billing (BSS) solutions for the TELECOM sector that can be referred to as fully convergent and sufficiently comprehensive to support all the existing diverse needs of a modern-day TELECOM carrier.

The system is capable of optimizing, efficiently and fast, all your company's billing processes for both TELECOM (voice telephony, service numbers, and so on) and Internet-related services (DSL, leased lines, web hosting, content, and others), as well as of streamlining your current CRM practices and procedures. Since first release, Phoenix-V's become a most powerful functionality suite and the software of choice for **10+** European Telecom service providers.

### Advantages:

- All the functionality that may ever be required by a TELECOM service reseller is delivered in one single package
- Optimized for the needs of TELECOM services' resellers
- No special staff training or specific experience is required
- Extremely low costs for development of any new functionality and the system's customization to the customer's specific needs
- CRM and Billing outsourcing services based on the BPO model
- Secure and customized handling of data using Oracle database

### Features:

- CRM with multi-level structure, tickets, contracts, workflows and documents management
- Product management with flexible product structure, pricing and discount models
- Mediation and rating module with various types of ratings and sophisticated tariff models
- Revenue management with various types of billing and support of multiple currencies
- Financial control and auditing
- Commission Management with hierarchical structure, incentives and compensations
- Best-In-Class information management and reporting

# Customers Testimonials



## SunSniffer

As a developer of sophisticated products, we have very high demands on accuracy and quality. All our claims were satisfied by the guys from Brightgrove. Their excellent work enabled results, which were beyond project targets. Future collaboration is therefore natural for us. Thank you very much.

Ingmar Kruse, Managing Director at STORM Ventures, [ingmar@stormenergy.de](mailto:ingmar@stormenergy.de)

## Run a Shop

Yesterday we wrote history by serving more than 1 million users during a single day for the 1st time! You all had a stake in that. I'm proud of us, team!

Schulze Marius, Managing Director, Run a Shop GmbH, [mschulze@runashop.com](mailto:mschulze@runashop.com)

## Aginity

Within limited timeframe, dedicated team of 30+ developers was created and trained for creation of boxed and custom solutions for various industries and technologies. As results, remote developers were successfully and deeply incorporated into development and business processes of the customer.

Nancy Young, Director of Operations, Aginity LLC, [nyoung@aginity.com](mailto:nyoung@aginity.com)

**We always offer you a personal supervisor for your development team**

# Our Clients



# Please contact Brightgrove for more information

## Contact us

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