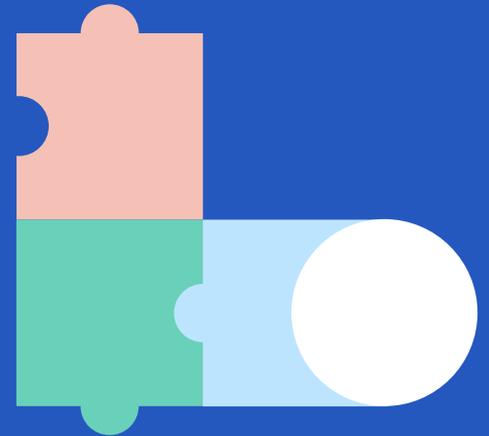




An Introduction to Apply Digital





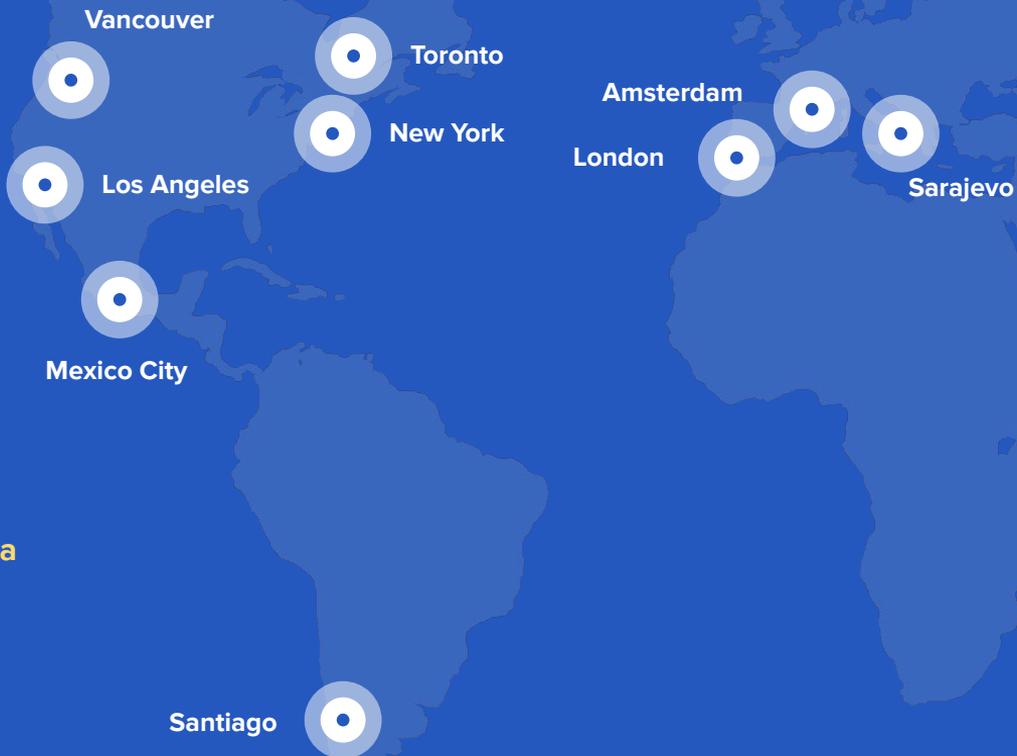
APPLY
DIGITAL

Apply Digital provides a world class design and development team in a crowded market of service providers.

We are a fast-growing team made up of 40% strategists and designers and 60% engineers spread across the world.

550+ Engineers, UX Designers, Data Scientists, and Strategists

9 Locations



What excites us

Reimagining how technology connects with and motivates people.



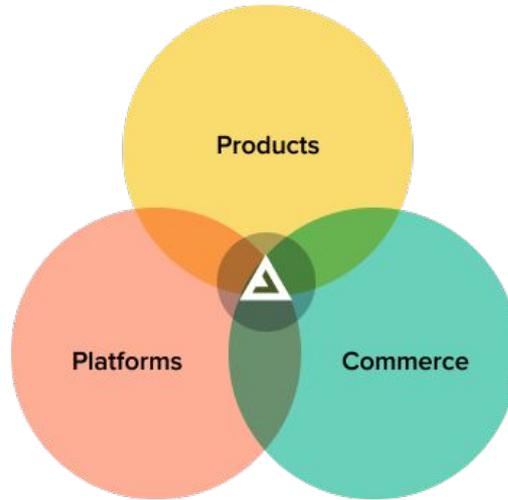
We solve complex problems with well-executed digital solutions that make people's lives easier and help our clients compete.

All of our services, solutions, and methods revolve around that purpose.





Three areas of expertise



We work closely with you to understand your objectives and guide you through digital strategy, design, product development, and optimization.

Products

- Web, mobile, voice, TV, and car apps
- Utilities
- Internal tools

Platforms

- DXP
- Service and system design
- Modular architecture and infrastructure
- Data management

Commerce

- Order, cart, and payments
- Promotion, personalization, and recommendation
- Systems of record integration
- Product information management



We use modern methods to solve business needs

BUSINESS
NEEDS

Define the problem

Delight the user

Build the technology

Scale intelligently

OUR
DISCIPLINES

Strategy & analysis

We align on your goals, analyze your situation, and develop a strategy and roadmap to get you where you want to go.

Experience design

We research and understand your users, then design an experience that gets results.

Platforms & engineering

We build a modern, scalable tech platform to support your growth.

Intelligence & growth

We help drive adoption, then optimize and evolve the product to enhance the value—to you and your users.

COMMON
ACTIVITIES

- Digital business strategy
- Market and business intelligence
- Customer journey mapping
- Concepting and validation
- Plan for MVP

- User research
- Information architecture
- Wireframing
- UI design and animation
- Design system development
- Brand design

- Product development
- Technical architecture
- Product optimization
- QA
- Operational support

- Product management
- Optimization and experimentation
- Customer lifecycle management
- Acquisition, adoption, retention



Key to success: Atomic Design

In the world of tech, MACH is often the first thought that comes to mind when we mention modularity, But this concept is not exclusive to technology; it also informs how we design.

Atomic design is a systematic methodology that future-proofs enterprise organizations and allows them to build and create component-based, modular design infrastructure.

Atomic Design leads to quick prototyping, code consistency, and ease of maintenance for the organization while giving the team independence, flexibility, and autonomy.

At Apply Digital our atomic design process not only encompasses the creation of your design system but also includes content and design strategy, modeling, content production, and content authoring.



We are experts in Contentful



We believe in Contentful's platform:



Contentful Projects

Apply Digital has executed **20+ projects with Contentful**, all for large, complex enterprise clients.



Contentful Experts

We employ over **30+ Contentful experts** and are in the **Top 2** of agencies with the highest number of certified developers.



Always Evolving

Our team has participated in over 20 Contentful training sessions and is continuing to grow our capabilities and team.



Pushing Innovation

We are constantly pushing boundaries with the Contentful platform - from our adapted release pipeline to [Localization](#).

Successful implementations:

moderna

Freedom mobile

Shaw)

UiPath

Coca-Cola Embonor SA

KraftHeinz

tigo

Santander



Why Apply Digital?

WHAT WE BRING

We look for ambitious clients with ambitious goals.

We believe in the long view.

We prioritize chemistry and culture.

We solve complex problems with human-centric solutions.

We live our SHAPE values every day in everything we do.

WHAT YOU GET

Passionate, deeply experienced people eager to take on any challenge.

Holistic, strategic thinking for maximum long-term impact.

Productive, enjoyable, and trustworthy working relationships.

Streamlined and practical products laser-focused on your users' unique needs.

Consistent delivery from a collaborative team that cares about your results.



“We don’t consider you guys a vendor, we consider you a partner.”

VP, Global Entertainment Company



“They bring an expert POV and bring data that validates it.”

“Good software expertise too tough to find, hire, manage.”

“They bring a real understanding of the customer to how they grow and adapt our digital product.”

What our clients have to say about us

“You seem to be the only agency partner everyone is happy working with.”

VP, Leading Life Sciences Company

“Building businesses is part of their history and DNA. They have an ownership mentality.”

“They know how to validate and sharpen our opportunity for pitches and fundraising.”





APPLY
DIGITAL

Thank You

Want to work with us?

Connect with us:
sales@applydigital.com

