An Introduction to Apply Digital
We are Apply Digital

Our purpose

Transforming possibilities for people

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

All of our services, solutions, and methods revolve around that purpose.
Our three areas of expertise

Innovations
- AI, ML, computer vision
- Augmented and mixed reality
- Voice and streaming
- Blockchain

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

Experiences
- Service and system design
- Brand experiences
- Multichannel experiences
- Modular architecture and infrastructure

We work closely with our clients to understand their objectives and guide them through digital strategy, design, product development, and optimization.
We use modern methods to solve business needs

Define the problem

- **Strategy & analysis**
  - We align on client’s goals, analyze their situation, and develop a strategy and roadmap to get you where they want to go.

- **Experience design**
  - We research and understand our client’s users, then design an experience that gets results.

- **Build the technology**
  - We build a modern, scalable tech platform to support our client’s growth.

- **Scale intelligently**
  - We help drive adoption, then optimize and evolve the product to enhance the value—to our clients and their users.

Delight the user

Platforms & engineering

Intelligence & growth

- 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
A Proven Partnership

JOIN CLIENTS

moderna  eMed  Freedom mobile  Shaw  TELUS  UiPath
People are at the core of everything we do. From the work we do to the way we treat each other, our clients, and their consumers — at Apply Digital, it's all about people.

If you take one thing from this document, that should be it.
“We don’t consider you guys a vendor, we consider you a partner.”

VP, Global Entertainment Company

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

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

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

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

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

VP, Leading Life Sciences Company

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

Want to work with us?

Reach out to us at hello@applydigital.com