



What is GEFIRA

IMAGEPRESENTATION



GEFIRA
IT & ECONOMICS

SLIDE
03 | WHO WE ARE

SLIDE
04 | COMPETENCE

SLIDE
06 | STAFF & HISTORY

SLIDE
07 | DEVELOPMENT
LANGUAGES

SLIDE
08 | REFERENCES

SLIDE
18 | OUTSOURCING/
NEARSHORING

SLIDE
19 | OUR TEAM

GEFIRA (Schweiz AG)

- **Swiss IT company**
- Founded by former Head IT at Swiss Post (PostLogistics/Cargo) - Thomas Haefeli
- Software Development Center in Kherson, Ukraine
- Founded in August 2017 - **22 employees** by February 2019
- **Specialist for complex (front-end) business solutions**
- **Outsourcing-Partner**
- **Software-Development-Resource Provider**
- Core Competence: Complex App- and Web-Platforms
- Full Software Service Provider



SOFTWARE
DEVELOPMENT



OUTSOURCING



DATA
MANAGEMENT



ONLINE MARKETING
(SEO)



SUPPORT
DE/EN



SYSTEM
ENGINEERING

Our Competence

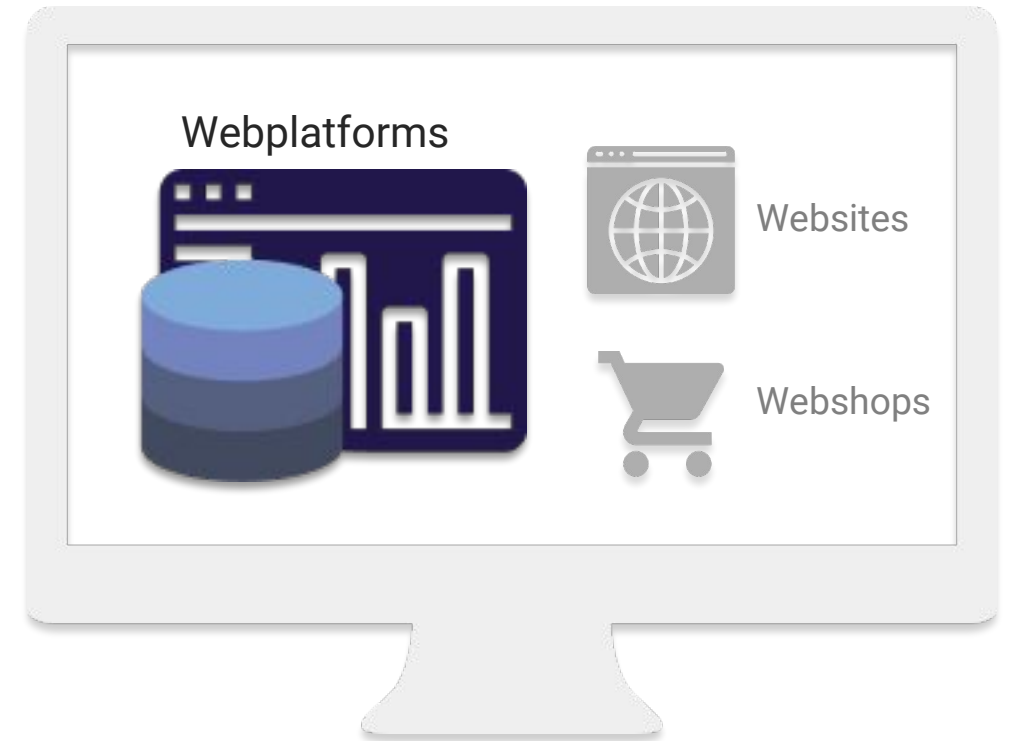
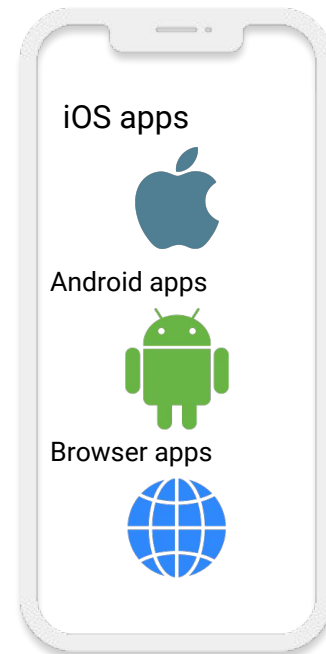
Partner for complex apps & business Webplatforms

MAKE BUSINESS

MANAGE TASKS

HANDLE ORDERS

OPTIMISE YOU



Use Cases

- Implement New-Business
- Manage Orders
- Handle Payments and Invoices
- Start International Business
- Have Hardware Independency
- Re-Use older Hardware
- Fit all Screen Sizes

Use Cases

- Mobile Front-Data-Entry
- Improve Sales & Sales Strategies
- Handle & Optimise Business Workflows
- Manage Documents and Tasks
- Outsource Business and Responsibilities
- De- & Centralise Organisation
- Software to Cloud / Software to Browser

Website/Webshop development became a mass business. The latest trends are, to move functionality into internet and towards browserdriven and serverbased applications, better know as Cloud applications..

Thomas Haefeli, CEO, GEFIRA (Schweiz) AG

Gefira(Ukraine)LLC



Software Development & Project Implementation

Implementation of complex solutions relevant to tasks of your business. We help you to earn money with smart and usefull functionalities or to save money, with intelligent, process driven online applications. Software Maintenance is often underestimated. We upgrade your platforms and applications on a monthly basis to keep them secure und performant.



Data Management & Protection

Data is the GOLD of the future. It's protection is very important. Databases are often also the reason for major system failures. That's why GEFIRA has it's OWN Data Management & Protection department.



System Engineering & Technical Support

Your applications are in good hands with us. We monitor systems 7/24. In case of failure we will proactively inform you about status of issues.



Support DE | EN

We provide different possibilities to contact us. The fastest is by phone. Our operating times are from 08:00 - 17:00 h. During working hours. we also have the possibility to contact us via Chat. Find our GEFIRA Assistant tool on our website. Outside of the normal working ours, you can contact us by mail: support@gefira.com.



Online-Marketing - SEO

To sell an App or Webplatform is key for your online business. We have experienced specialists in selling apps on the new online medias and we work close together with partners to communicate in social medias in native languages.

Gefira(Shweiz)AG



Sales & Business Requirements

Complex solutions need indepth analysis and business cases. Before a project can be launched, clients and/or internal departments need to know, if an investment makes sence. We support in setting up Business Cases and to create/design new Apps and Webplatforms.



Management

GEFIRA was founded and is managed from Thomas Haefeli, a former Head IT of Swiss Post (PostLogistics/Cargo). He is contact with Ukrainian Software Development specialists since meanwhile 4 years and he knows Ukrainian culture and it's people. Thomas Haefeli is supported by his Russian speaking friend, Thomas Kunz. Thomas Kunz has for more than 20 years connections in Kherson region, Ukraine.


HISTORY

- 11.2016 | First test in Ukraine
- 02.2017 | Restart with new CEO
- 05.2017 | Employment 4 employees
- 06.2017 | Pilotproject MyPAR.CH [Web Portal -
- 05.2018 | PDF-Refinement]
- 06.2018 | Extension employees
- 07.2018 | Start customer projects
- 08.2018 | Project ARVINARA.CH[Web Portal-Product-Sales],[Pilot Virtual Workplace]
- 10.2018 | Project EIGER [Web App, Web Portal, Apps]Event
- Picture & Sharing
- Project RENO[Web App, Web Portal, Apps]

STAFF

Switzerland 

- 1 CEO (ex IT Manager at Post)
- 1 Bus. Requirement Manager

Ukraine 

- 1 COO
- 1 COO Assistant
- 8 Software Development
- 3 System Engineering
- 2 Data Management
- 2 Support
- 1 Accounting
- 1 Englisch-Teacher
- 1 Designer



PHP:
Laravel
Symfony
Magento



HTML / CSS:
Bootstrap
Material Design
LESS/SASS



JAVASCRIPT:
jQuery
Vue
AJAX



DATABASE:
MySQL
MS SQL
PostgreSQL
MongoDB



ANDROID:
Java
Kotlin
RxJava
RxAndroid
Dagger2
Realm



IOS:
iOS SDK
UIKit
ReactiveCocoa
Swift

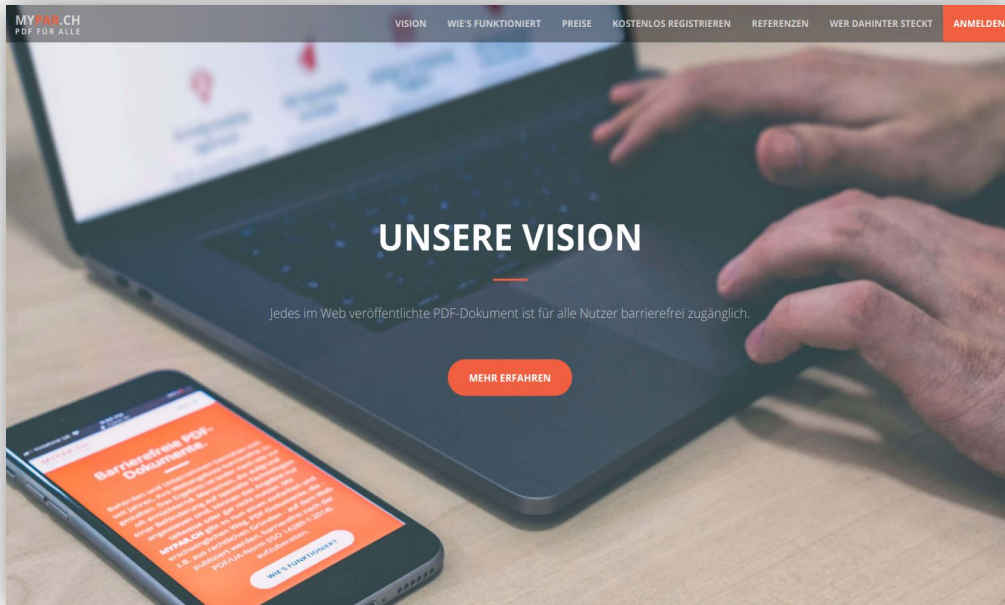


UI/UX:
Adobe PhotoShop
Adobe Illustrator
Adobe Lightroom
Figma

Other languages:

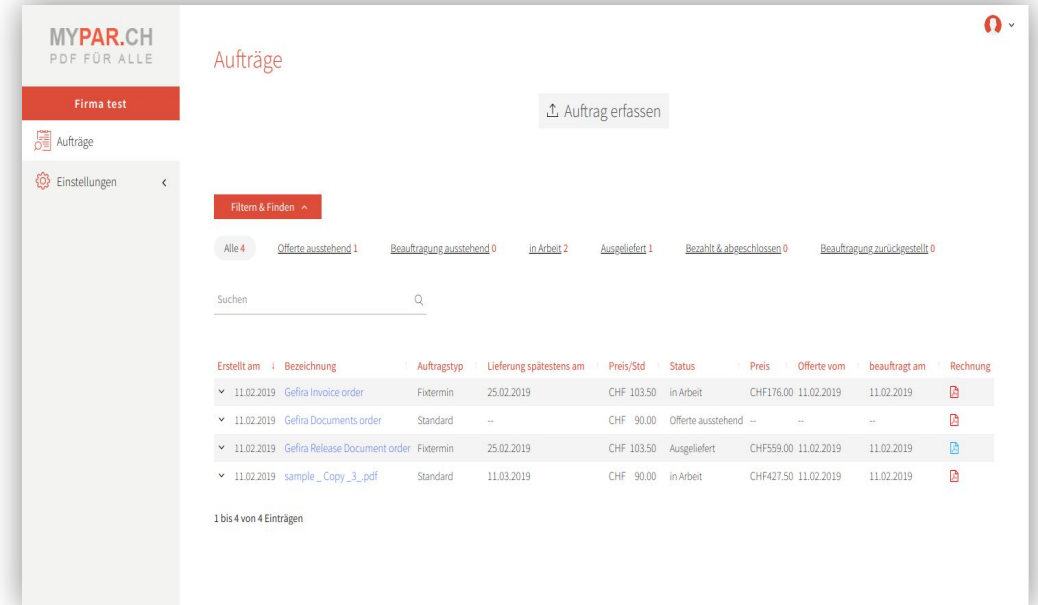
We are able to recruit new Software Developers according to your language needs in days, as we produce our software in a region, with many high potential Software developers, having 4 years of education at University and being available usually within a very short time. Ask us, we will help you to find the right Software Developer for you.

MYPAR.CH



BARRIEREFREIE PDF-DOKUMENTE | LANDING PAGE

Implementation and automation of process to refine PDF-documents. The Startup MYPAR.CH approached us, to implement a system, where PDF-Files can be uploaded. The files itself will then be made barrierfree and accessible for anyone. The platform helps MyPAR.CH to handle the hole process, from front-end Product Selling, to Sales Administration and hole document handling. Redmine was added as a managing tool behind. We adapted the open-source software of Redmine to the client needs. He is able to share work easy and efficient.



BARRIER-FREE PDF DOCUMENTS | CLIEN OVERVIEW

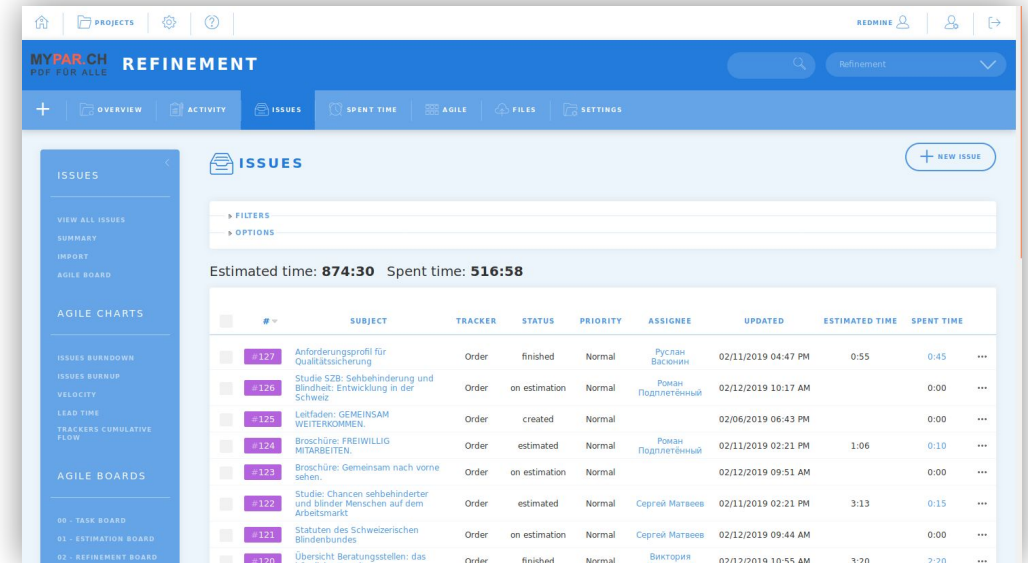
Implementation and automatisisation of system (web-platform and web-app) for help people and organisations to refine PDF documents with maximum simplicity and efficiency.

MYPAR.CH



BARRIER-FREE PDF DOCUMENTS | ADMIN OVERVIEW

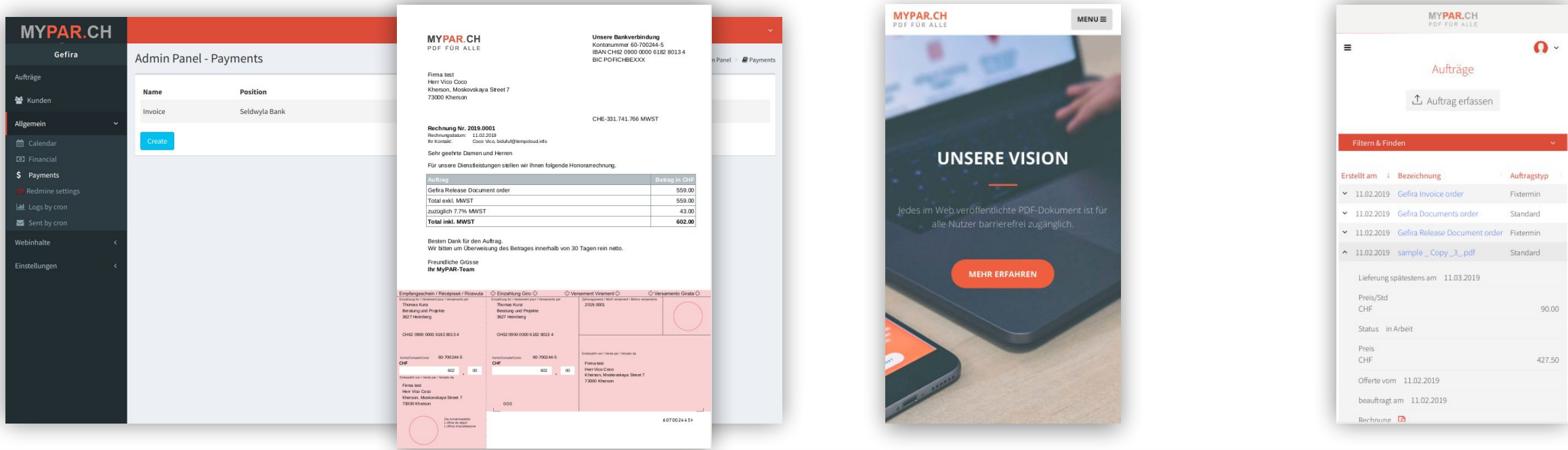
Implementation of flexible CRM and control system for account managers and administrators to manage orders and data, setup the system.



BARRIER-FREE PDF DOCUMENTS | CLIEEN OVERVIEW

Implementation and automation of system (web-platform and web-app) for help people and organisations to refine PDF documents with maximum simplicity and efficiency.

MYPAR.CH



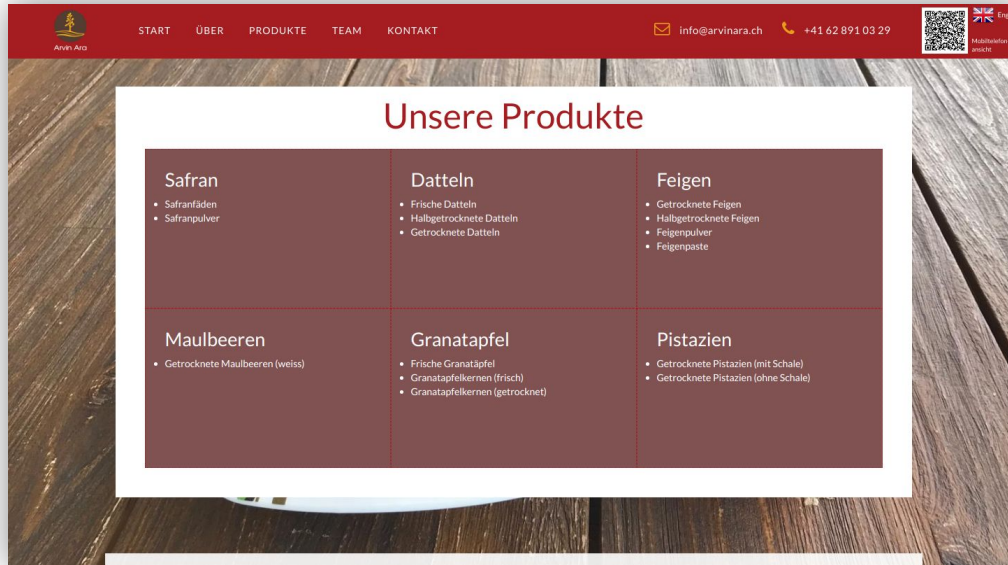
BARRIER-FREE PDF DOCUMENTS | INVOICE SETUP PAGE OVERVIEW

Implement automatizate Invoice module for Red payment slip method.

BARRIER-FREE PDF DOCUMENTS | CLIEN OVERVIEW

Implementation and automatization of system (web-platform and web-app) for help people and organisations to refine PDF documents with maximum simplicity and efficiency.

ARVIN ARA



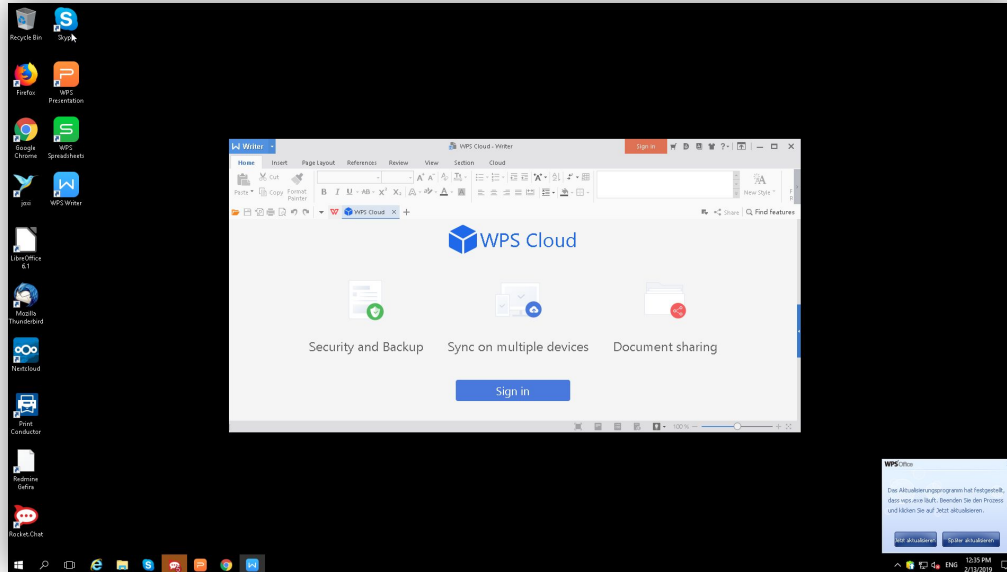
IMPORT ORIENTAL FOOD PRODUCTS

ARVINARA is a company, selling oriental products in high quantities and best quality. The company was founded in 2018 and started well in the importing business. GEFIRA AG could write the Business Case for ARVIN ARA and create the Website.

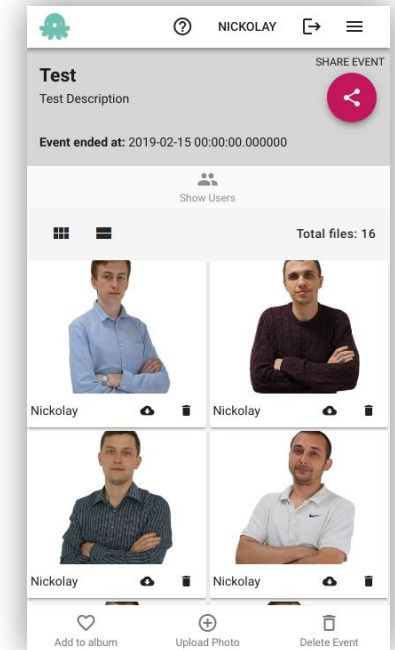
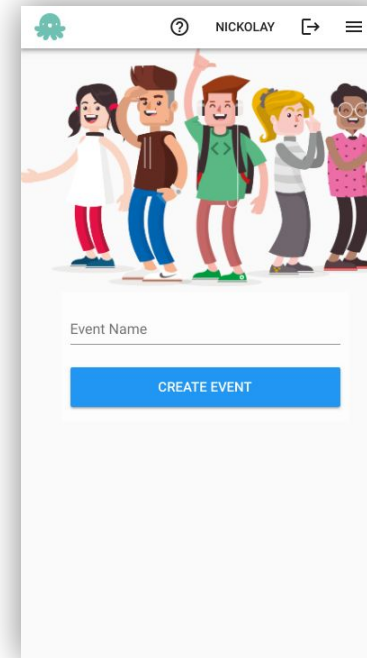
IMPORT ORIENTAL FOOD PRODUCTS | LANDING PAGE

We were ordered to create ARVIN ARA's webpage. Although it is not our core business, we nevertheless offer the service, to create information like websites, with few or no functionality.

ARVIN ARA



EIGER



IMPORT ORIENTAL FOOD PRODUCTS | VIRTUAL WORKPLACE

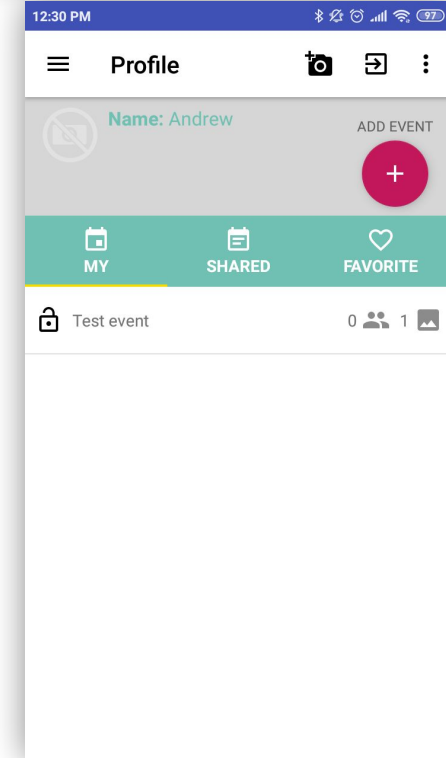
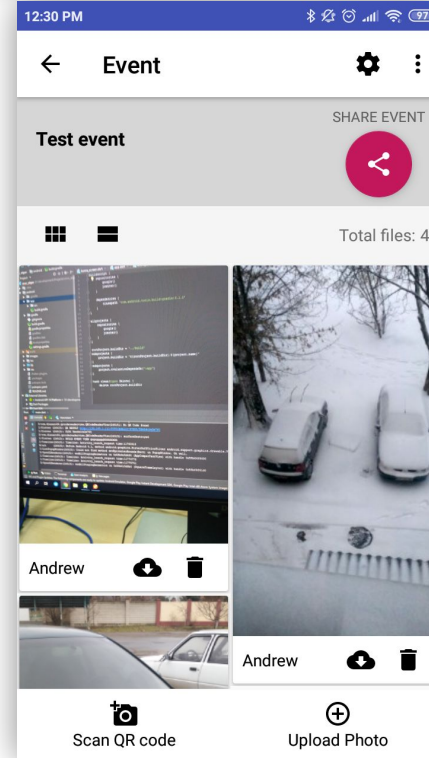
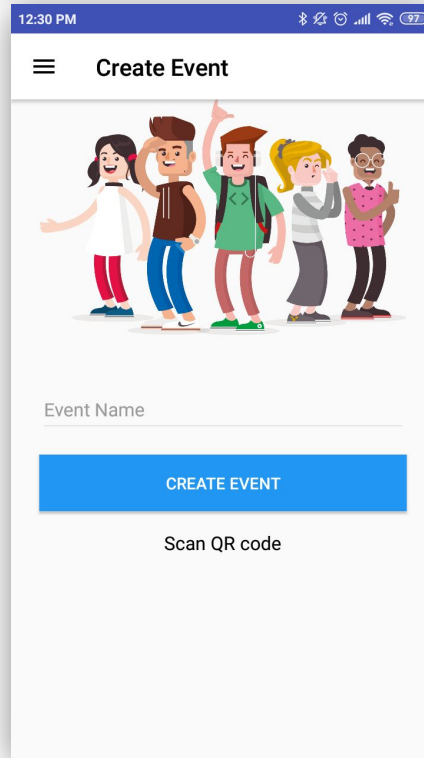
ARVIN ARA helps us to further develop our Virtual Workplaces. A Virtual Workplaces allows to work completely independent from local resources. All performance power will be taken from high-speed servers, located in the country you wish to have your data. Virtual Workplaces are hardwareindependent, so you can work with the same workplace on an Desktop, Notbook or even smaller screen devices, like Tablets or Mobile Phones. Virtual Workplaces will become very intersting, if 5G-Network will be implemented, because the basis of a well working Virtual Workplace is a good and stable bandwidth for data-exchange.

SHARE EVENTS PICTURES | EVENT ORGANISATION

EIGER app helps users to:

- create events for birthdays, trips or any others meetings; fast and easy invite users to events (send email, scan QR-code)
- share photos and pictures inside event;
- allow your frineds invites users for yours events;
- create albums for photos that you liked;
- share albums with your friends and family;
- upload photos to your device from events or albums;

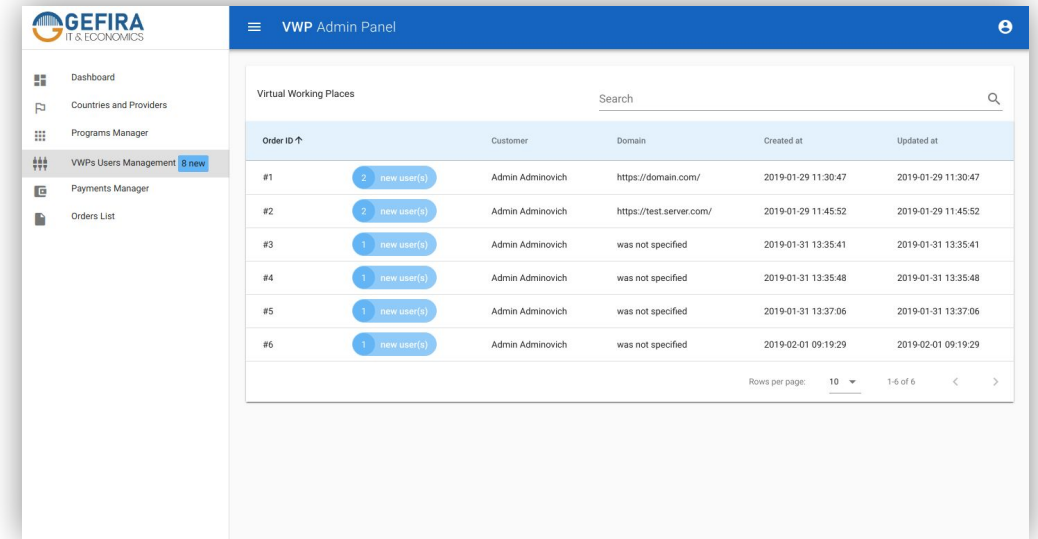
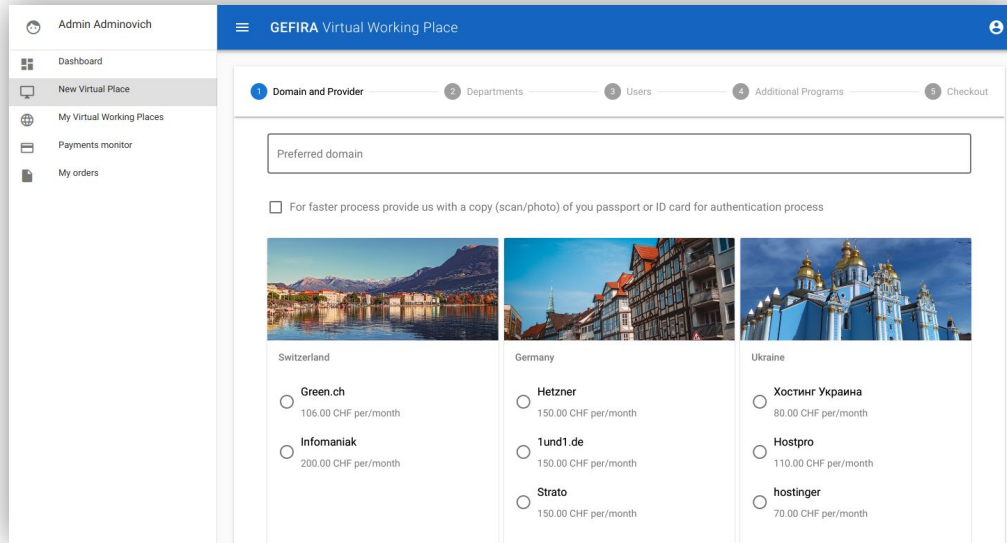
EIGER



SHARE EVENTS PICTURES | ANDROID APP OVERVIEW

- Key features of Android version:
- Auth via Fingerprint
- Sharing via NFC
- Sharing via email and different messengers
- Offline work
- Built in app QR scanner

KMUSTART.CH



PROVIDE VIRTUAL WORKING PLACE PLATFORM | CLIENT OVERVIEW

Web platform for ordering and managing your virtual places. You have the opportunity to configure your workplace yourself.

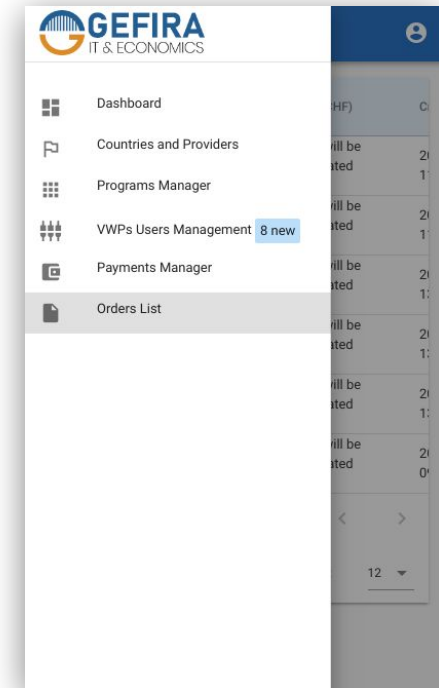
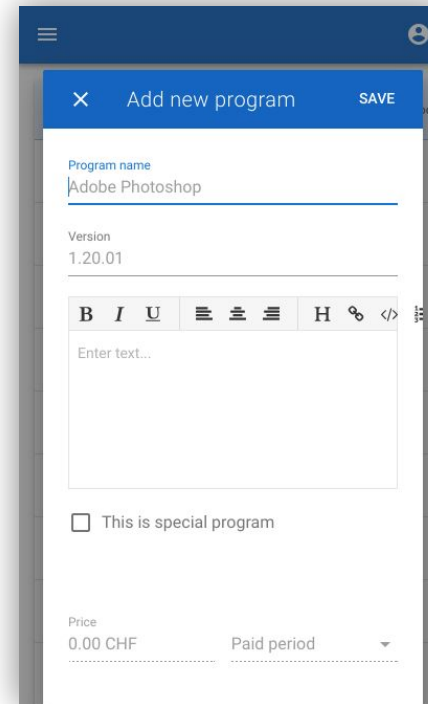
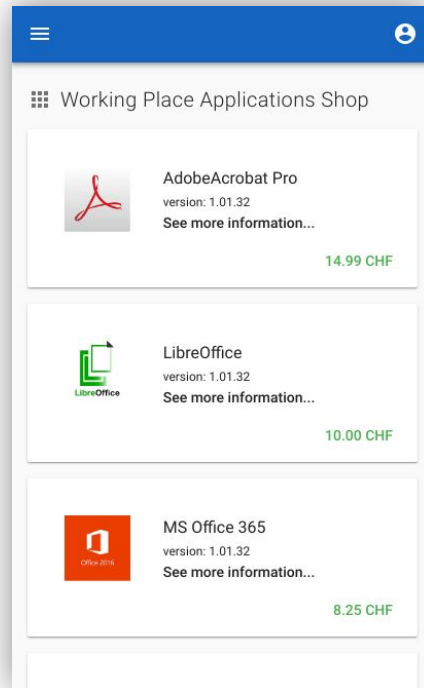
You can also order a special software that is available in the virtual workplace configuration system or on the home page of the user account. After ordering, you have the opportunity to track the payment status for all paid services in the platform.

If you have any questions, you can use the support service, which is available in the form of a small chat on all pages of the web platform.

PROVIDE VIRTUAL WORKING PLACE PLATFORM | ADMIN OVERVIEW

Using the admin panel you can manage all the services of the platform.

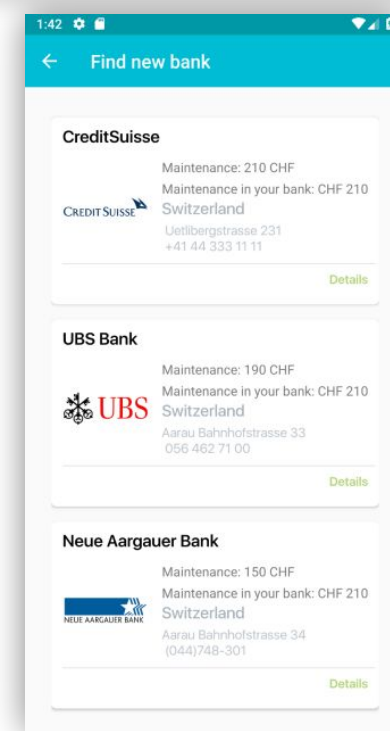
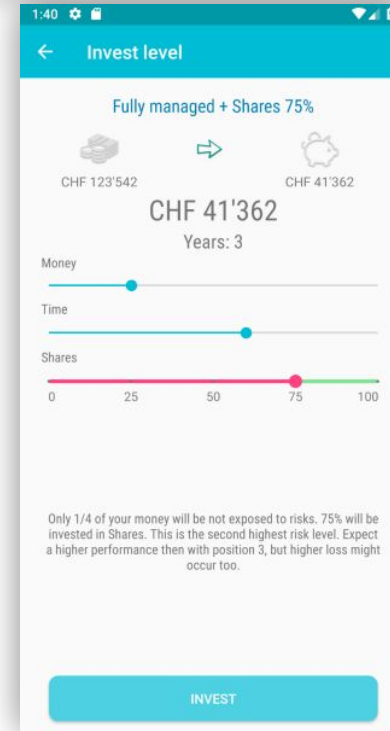
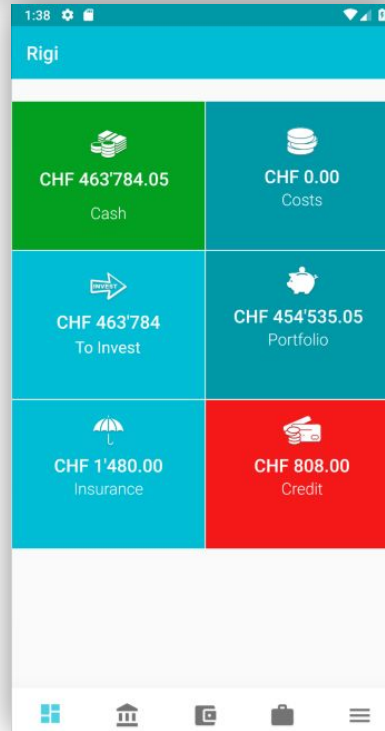
KMUSTART.CH



PROVIDE VIRTUAL WORKING PLACE PLATFORM | BROWSER APP VIEWS

Implement and adapt browser app for mobile devices and small screens.

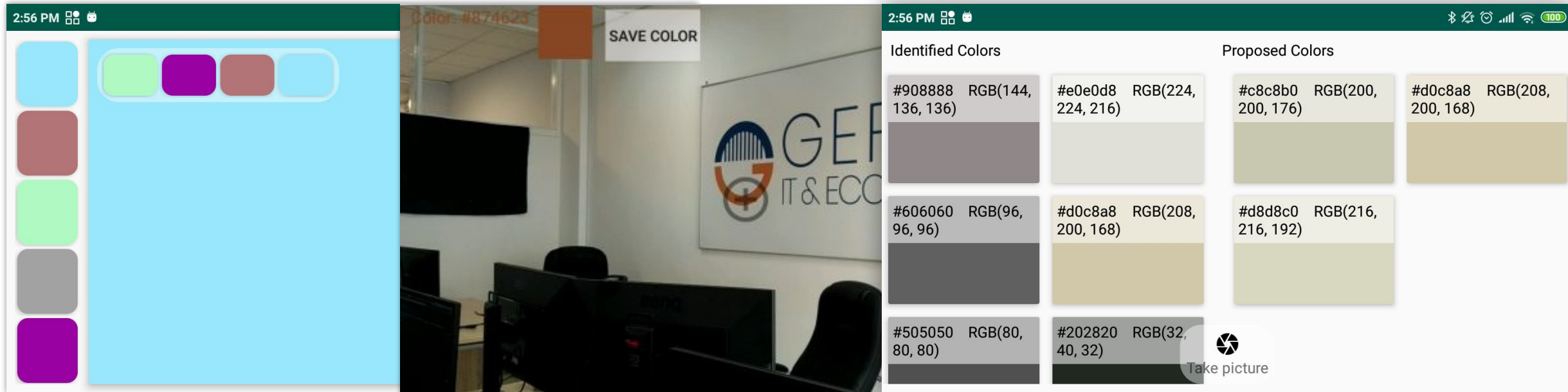
RIGI



BUSINESS APP

This application allows invest money as beginner (when you have minimal risk and minimal profit) and as professional(for more profit using shares). You can choose favorite bank with good credit and deposit persents. Application can keep records of your taxes. You can buy insurance or choice credit offer.

RENO



RENOVATIONS

Select color from proposed colors

Print color via printer with hex code

Recognize colors from photo

Propose color scheme from selected color

Calculate square and amount of paint

Calculate distance to object and height of object

Detect color from camera and save it

- Swiss managed Outsourcing Partner
- CEO and founder, Thomas Haefeli, used to work 5 years for Swiss Post, he knows Swiss Post
- Cheasim Pol, responsible Business Requirements in Switzerland, was a former employee at Swiss Post
- Virtual Workplaces and all data is based in Switzerland
- All people have a notebook and work with Virtual Workplaces based in Switzerland
- We could move to a new location within hours, if needed
- Our local infrastructure is secured with 3 hours battery-driven-power supply in case of electricity failure
- There is an automatic switch to Mobile Network, in case fix net does not work
- All Virtual Workplaces are secured with a two way authentication system (Duo Mobile)
- Several communication lines, including VOIP telephony
- If you need resources: Kherson has 2 Universities with 500 students leaving every year
- We can provide you resources withing hours, if needed
- Our Software Developer have contact to huge russian speaking forums
- In case of problems, solutions are found extremely fast
- Ukrainian people are very friendly and close to Swiss culture
- Software Developers are extremely well trained in Ukraine and there
- There is a huge pot of highly talented people
- My biggest surprise: Our people immediatelly understand complex realations and they are capable to provide themselves, their own, userfriendly solutions
- Very high commitment and proud to work for a Swiss compay



Our Ukrainian staff
is:

- well trained
- practical
- loyal
- committed
- friendly



THOMAS HAEFELI
OWNER



EUGENIY
CEO, Ukraine



VLADIMIR
DEVELOPER



EUGENIYA
MANGMENT ASISTANT



NICKOLAY
DEVELOPER



ALEXANDR
SYSTEM ENGINEER

We are a real team,
working together in our
own offices, day per
day.

4 years of IT-education
on University Level is
standard for our
Software Developers.
Everybody speaks
English or Deutsch



ANDREY
DEVELOPER



ARTEM
DEVELOPER



DMITRIY
DEVELOPER



IVAN
DEVELOPER



YAROSLAV
DATABASE SPECIALIST



MARINA
SUPPORT



VALERIY
DESIGNER



PAVEL
DEVELOPER



VLADISLAV
DATABASE



MAXIM
SYSTEM ENGINEER



We would be glad to carry out your
order

Your **GEFIRA** team
+41 56 624 24 77