

# Your Technology Ally for Digital Solutions



discovery + nimbleness + journey =  
*your vision lifted up*

## Businesses need digitally skilled professionals to respond to 21st century challenges

With the 4th Industrial Revolution well underway, companies of all sizes are faced with industry disruption, new technologies, and changing customer needs. Digital transformation is imperative for those organizations that want to evolve and not be stuck with outdated systems and inefficient processes.

Digital transformation is the process of integrating the newest technologies into all areas of a business to achieve better business outcomes.

### Potential client issues:

- Technology goals and digital transformation ambitions like new digital tools and features, technologies used to decrease buyers' friction
- Finding IT professionals to architect and execute their vision

The IT talent gap isn't a just problem for tech companies, either. Today's market sets high technical expectations for organizations of all sizes and across all industries – from healthcare and logistics to finance and consumer goods.

### How we approach it:

- Identify triggers and events that lead to the need for a new product or expertise
- Thorough assessment of business processes and translation into product functionalities, technical requirements, and assigning the right experts
- LiftUp continually tracks technology evolution and the employment market to determine what types of resources are in high demand and understand emerging needs before others do
- Recruitment is proactive, so we communicate frequently with a group of carefully selected, vetted, and proven resources, ready for client deployment



# Digital Product Development Services

## Digital Transformation

Our Solutions Architects guide you whether you are developing an application from the ground up or if you are transitioning from legacy technologies to next-generation ones such as Machine Learning, Artificial Intelligence, Block-Chain, Big Data Computation, Cloud Computing, or the Internet of Things.

Our organizational experience and knowledge cover advanced technology solutions tailored to each customer's purpose, needs, and requirements.

LiftUp is an international IT consultancy firm with teams in the [United States](#), [Romania](#), and [The Netherlands](#).

We rely on a unique DNA that combines technology with recruiting expertise to help customers overcome the global IT skills gap and achieve their vision through next-generation technologies.

## Technology Expertise



WEB



CLOUD



ANDROID



IOS



IOT



E-COMMERCE



AI



LOW CODE/  
NO CODE



BLOCKCHAIN

# Digital Product Development Services

## Application Improvement

### Software Development

At LiftUp we are committed to making your vision a reality. Our teams use industry best practices for agile project management, development, software quality assurance, and collaborative tools. From designers, programmers, testers, to project coordinators, all work closely with you based on transparent communication processes to ensure your app is built right, delivered on time, and within budget.

Once the new application is released, we assign a support and maintenance team to assist the customer's internal or external beneficiaries to adopt it and become proficient with its functions.

### Web Development

In order to build impactful systems, you want a development team that understands your audience and the underlying business objectives.

LiftUp's website design and development services have the main purpose to turn your website into your best sales engine by creating designs and infrastructures that make your customers' online experience seamless and delightful.

Our team is continually researching the latest trends in design, tools for collaborative design, and the most effective web technologies. This way, your website leads your visitors to an impactful/refreshing experience that converts leads into valuable client relationships.

## Why LiftUp?

- You can access leading international IT experts ready to meet with you in person, or virtually
- A highly flexible model that ensures the levels of technical and business IT expertise to match your need without the hassle of hiring
- Our teams are geographically distributed to enable an intentional focus on creative collaboration, productivity, and work-life balance without boundaries
- Whether you want to leverage your own management team or set up a decentralized leadership structure, LiftUp can create the teams you need
- We apply rigorous hiring and training practices to give you access only to top tier IT professionals







## Team Augmentation

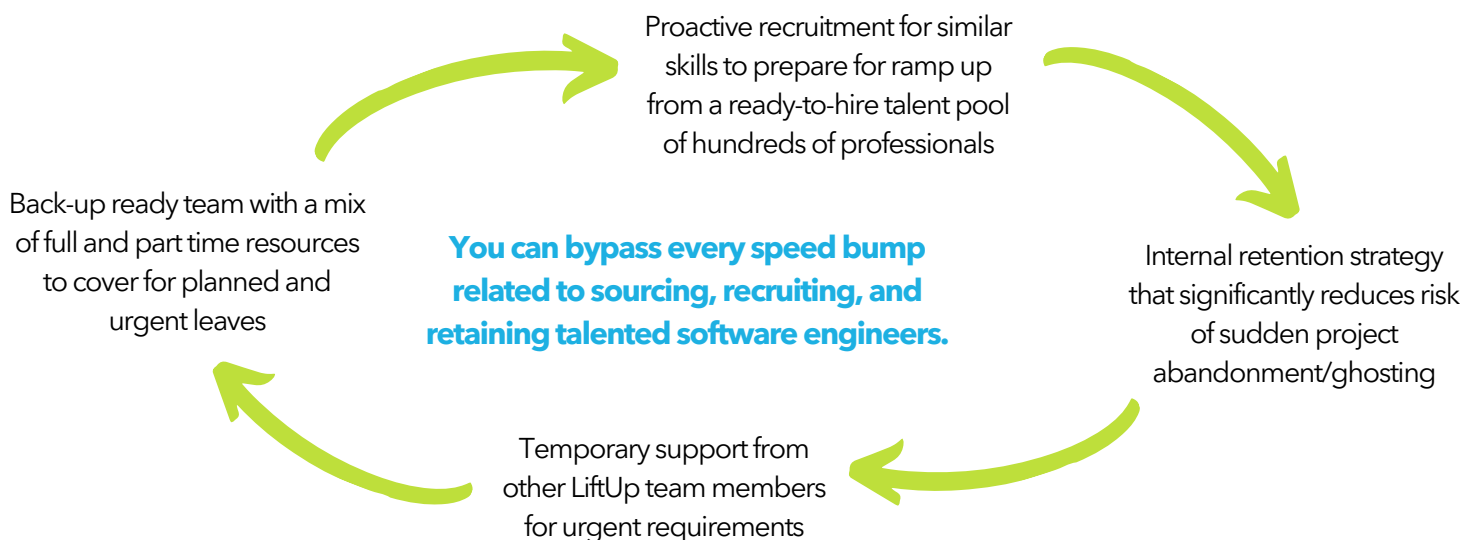
### Expand your team with LiftUp

#### Scenarios:

- Specific knowledge - you have a great technical team yet need a particular skill for a project for a limited scope
- Tight deadline - your technical team is either gearing up or already in the middle of a fast-paced project and your managers bring up mounting complexities in the project
- Accelerated growth - The pressure to hire extra specialized talent increases as the planned releases approach, or clients come up with additional unplanned demands

### What's included?

- ✓ Recruitment
- ✓ Onboarding, payroll
- ✓ Compensation, typical benefits, and retention at market rates
- ✓ Admin, overhead
- ✓ Assigned escalation manager
- ✓ A team that uses your identity



## Team Augmentation

Growing your company requires technical talent. LiftUp provides this expertise as a strategic partner, delivering a workforce as an extension to your own teams.



### Project Teams

These are very accessible allowing you to engage professionals specialized in different areas of expertise required to take a project to completion. These teams are reliable and easy to budget as you plan your project finances and deliverables. Project teams are an extension of your existing team and integrate with your agenda and priorities, being able to scale up or down based on demand. This enables you to build maximum rapport with your project team and make them a part of your organization's vision.

Your LiftUp project team comes matched with backup-ready teams that include a mix of full and part-time resources to cover for planned and urgent leaves.

### Dedicated Experts

This option allows you to hire individual LiftUp IT professionals for a specific scope of work. For instance: urgent matters or complex tasks requiring tech knowledge you don't currently hold. As part of this model, we include supervision by local managers, or you may decide to select someone from your team to assign these experts to your most pressing work.



# DELIVERING NEXT GENERATION SOLUTIONS TO LIFTUP YOUR IDEAS



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