

HELLO, WE ARE

EX  
SQ





# We Are A Global Group Of Software Innovators

410+ of the most talented, digital strategists, designers, engineers and data scientists in the software industry today.



## OUR MISSION

# We Develop Lasting Relationships Based on Trust, Respect, and Mutual Success

To drive business success through innovative technologies and creative excellence

We want to be the trusted global partner for our customers and an outstanding workplace for our employees

# About Us

We design, implement and launch amazing digital experiences that deliver real value & excitement.

We've never failed a client: never have, and never will.

EX Squared is a global team of expert engineers and designers who craft creative & robust technology solutions built to last.

12

Fortune 500 Clients

4

Global Locations

24

Years in Business

410+

Amazing People

1380

Successful Engagements

648

Great Clients





TEXAS

COSTA RICA

PERU

INDIA

# Based In Austin

**With Locations in Costa Rica, Peru, and India**

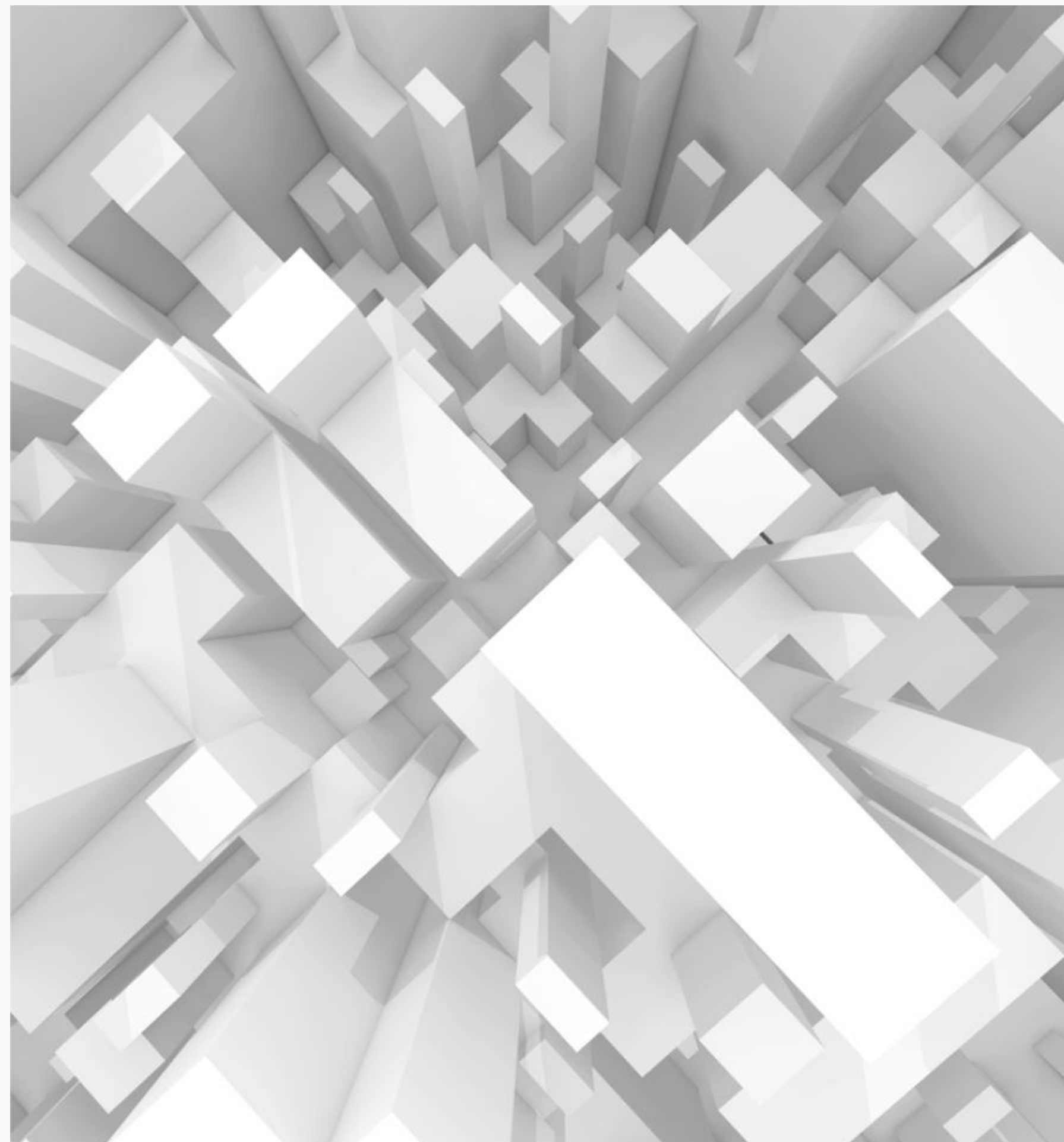
We're headquartered in Austin, TX, so you know we're friendly. Contact us to learn more about how we can help you.



# Humanizing the Digital Experience

Design, implement and launch amazing digital experiences and technology platforms that deliver excitement and genuine value.

We have an extensive background in delivering enterprise-class digital product design for some of the world's best known brands.



# We Are Ambidextrous

By harnessing the strengths of leading design agencies and enterprise developers, we eliminate the empty promises and bloated scope. Our process is streamlined, ensuring reliable, scalable solutions without delays or over-promising.

## → STYLE & SUBSTANCE

Unparalleled talent in user-centered design, with tenured enterprise-class engineering teams who know how to get things done

## → QUALITY & SPEED

From concept to completion in far less time, and nothing is delivered without first passing rigorous QA.

## → SAVINGS & EFFICIENCY

Experts at financial, strategic, and tactical efficiency, delivering scalable solutions, with a no BS approach to product development.



# We're A Different Experience

We are deeply grateful for the enduring trust and collaboration of our clients, many of whom have partnered with us for over a decade. We focus on making them insanely successful.

It's not just the great work we do or the people we are lucky to work with every day. It's because we go the extra mile to ensure customer success. No BS, no bloated timelines and budgets. Our company ethos is to simply do great work.

## WHY EXSQUARED

- > We are an **ambidextrous technology firm**, with design and development team members who have worked together for many clients of different sizes for many years.
- > We bring **best practices** from Fortune 500 companies AND startups. We know how to be scrappy and nimble in order to create change and impact quickly.
- > Our team experience goes back **over 20 years**. We know how to recruit and integrate high performing teams. This is not our first rodeo, and we have built, retained and fine tuned many technology teams for our clients.
- > We focus on **YOU**, your success is the most important metric for us. We believe that if our clients succeed, we will continue to thrive.



# We don't try to be like any other company; we live by our values and stay true to who we are.

## COLLABORATION + COMMUNICATION

Customer problems, audience, competing solutions, innovative experiences, and bleeding-edge tech are our playground.

## COMMITMENT TO EXCELLENCE

Remarkable doesn't come from settling. Perfection is never finished, but our hunger for it pushes us to know more, outshine expectations, and keep making things better.

## Our Principles

## EMPATHY + UNDERSTANDING

Empathy isn't just for user experiences. It applies to clients, too. Each brings their own set of unique experiences and ambitions. Empathy is like a tailored suit: one size does not fit all.

## FOCUS ON CUSTOMER SUCCESS

Understanding the surrounding environment, restrictions, and needs. Always evolving and adjusting as details change. Success demands holding each other accountable, even when doing so is uncomfortable.



# Trusted by the most discerning companies

Every day, every hour, we're solving digital challenges for leading brands.



LENNAR



Nestlé



Coca-Cola

Disney

ACN



Technomic



CallMiner

Кубит



CUSTOMER DELIVERY SYSTEM PROGRAM  
MANAGER | SCHLUMBERGER

**“In over 20 years of managing global development teams I’ve never had as smooth an experience as I’ve enjoyed with the EXSQ team.”**

Paul Till

CORPORATE ENGINEER AUTOMATION MANAGER  
| BECHTEL

**“The team at EX Squared is fantastic, it's really been a great experience working with them to take our vision and turn into reality.”**

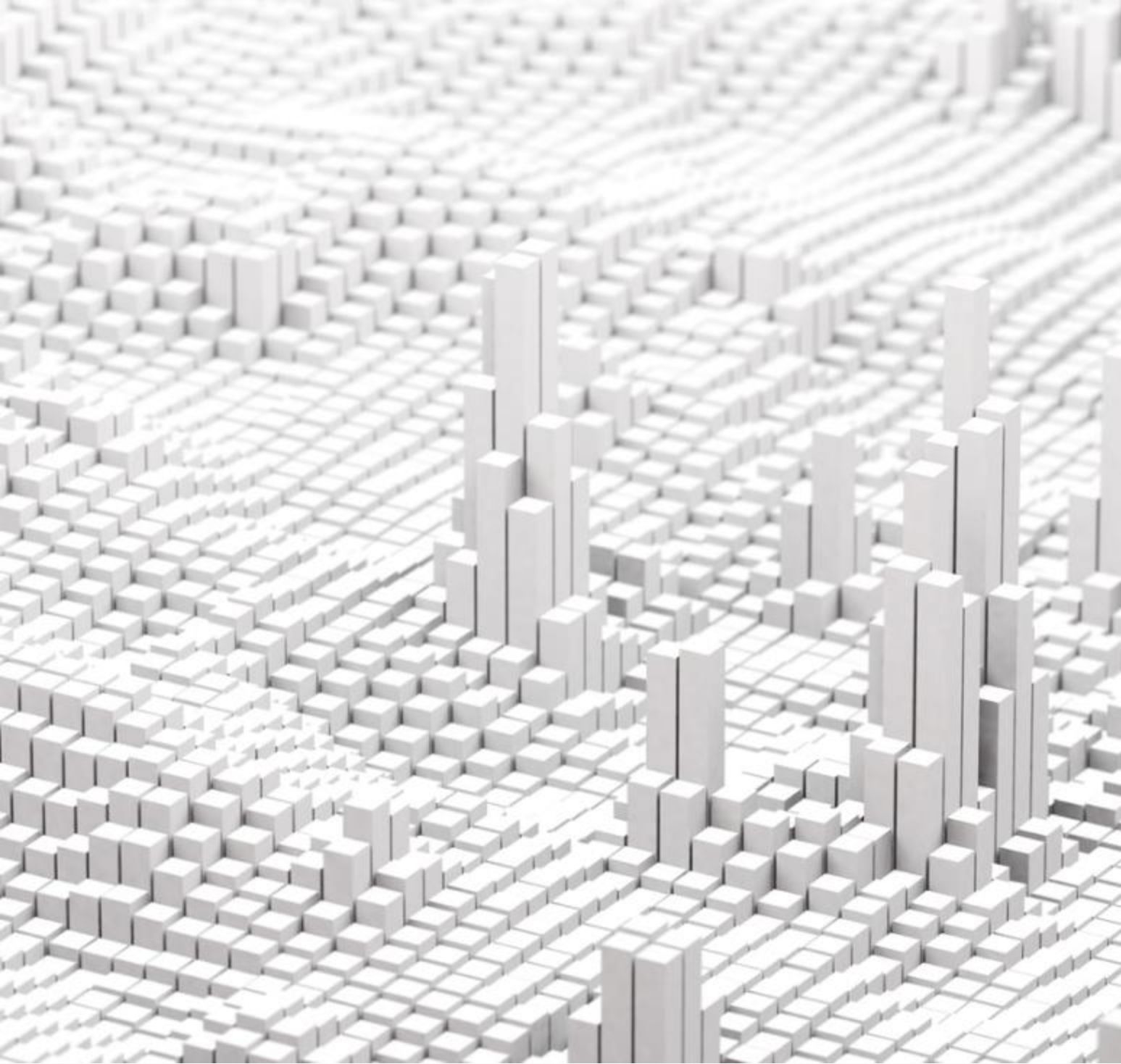
David Ayeni

PRODUCT MANAGER, CONSUMER ENGAGEMENT  
| KIMBERLY-CLARK

**“I liked how client-focused they were - it just felt like a true partnership.”**

Sara Leonard

**What Our Clients are Saying**



# From Concept to Completion

## LAUNCH

User Experience Design

User Interface Design

Product Strategy & Ideation

Design Thinking Workshops

Prototyping

Personalization & Analysis

Research

Competitive Analysis

User Journey Definition,  
Mapping and Creation

## ELEVATE

Mobile, Web & Desktop Development

User and Performance Driven  
Front End Development

Optimizely, Sitecore DXP  
Implementation

Data Science, Machine Learning & AI

Workflow & Process Design

Enterprise Systems Integrations

Information & Technical Design

Cloud Migration

## ACCELERATE

Product Roadmap Development

Analytics & Business Intelligence

QA & Performance Testing

Audience Testing

Iteration & Innovation

Support & Maintenance

Operational Dashboards & Reporting

Engagement Analysis & Remediation





# Whole Product Team

## STRATEGIC VISIONARIES

Whole-brain thinkers and strategists that help you define and create your vision and bring it to reality.

## UX/UI DESIGNERS

Creative artists, designers and strategists who craft exceptional and immersive experiences that users love to use every day.

## DATA SCIENTISTS

We bring advanced and experienced experts in AI/ML to design and craft solutions that focus on achieving your business goals.

## ENGINEERS

We bring a global team of tenured cross-functional engineers and developers dedicated to making sure each integration and technology platform performs to specification.

## TECHNOLOGY ARCHITECTS

From complex mobile and web features to back office integrations our architects deliver a seamless user experiences across the stack.

## QA ENGINEERS

Nothing is delivered without thoroughly run test plans to ensure the product and documentation perform to specifications and your satisfaction.

# We Bring It All Together

## HUMAN (DESIRABILITY)

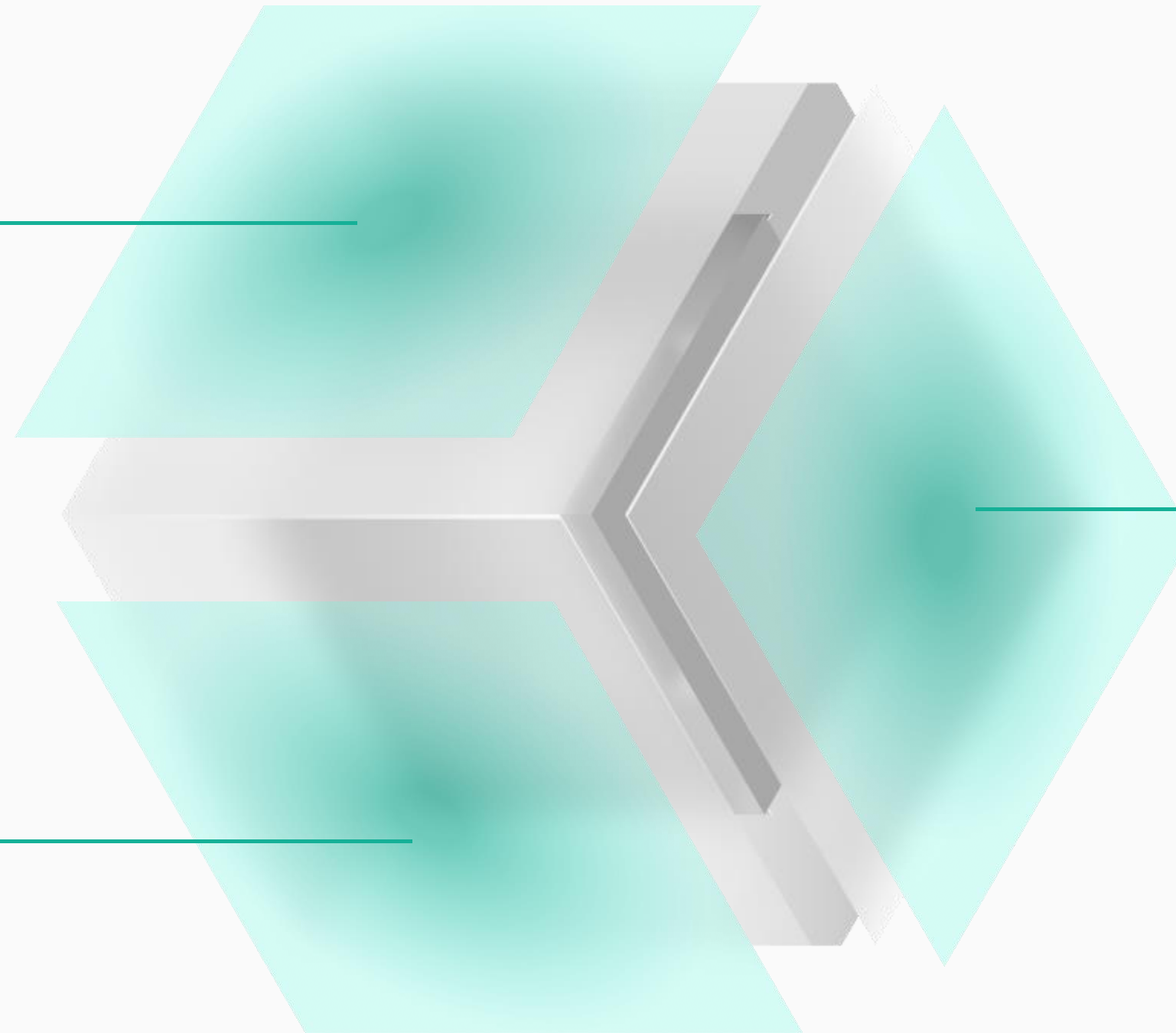
Modern, clean and immersive design that delivers value to your customers and keeps them engaged

## BUSINESS (VIABILITY)

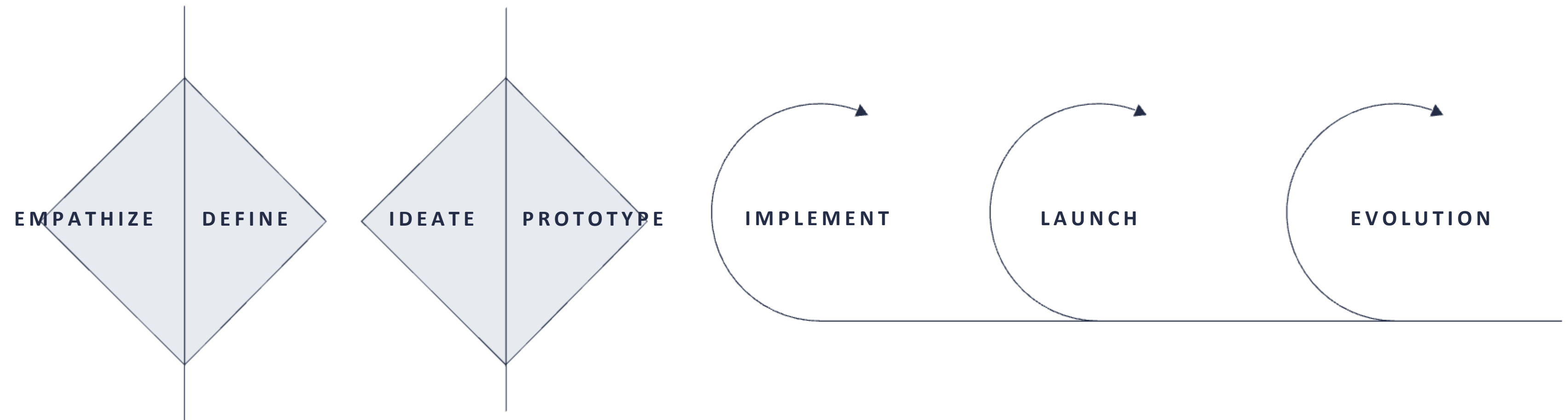
It's about conversions, delivering the ROI that drives the bottom line

## TECHNOLOGY (FEASIBILITY)

It's more than choosing the right tech, it's also about implementing it correctly to maximize your investment and achieve your objectives



# Engagement Lifecycle



Everything begins with Discovery to align, gather information, define processes and set the north star direction.

From there we build an agile implementation plan. Through each iterative step we'll collaborate with you to validate designs and implement features with stakeholders and end users, using sprint cycles for internal releases giving you the full hands on experience from the design system to website features to managing content.

**01** Strategy & Ideation

**02** Launchpad

**03** UX & Design

**04** Digital Experience Platforms

**05** Artificial Intelligence

**06** Tech Implementation

**07** Borderless Tech Staffing

**What We Do**



TURN YOUR BIG IDEAS INTO TANGIBLE SOLUTIONS

# Strategy & Ideation

Great solutions require technical chops. They also require insight into users' minds. We've got both. We eliminate gaps between the human experience and digital experience for names you already know and innovators you'll soon know. Whatever your strategy and planning needs and expectations, we'll exceed them.

Strategy  
Content  
Localization  
Analytics  
Brand Management

Compliance  
Workflows  
Personalization  
Operations



# Launchpad

## One Simple Process

**LAUNCHPAD IS A LOW-COST, COLLABORATIVE PROGRAM THAT SEEKS TO ANSWER THESE IMPORTANT QUESTIONS:**

What's it going to take to bring your product vision to reality?

How much would it cost to bring an Minimum Viable Product (MVP) to market?

How long will it take to bring an Minimum Viable Product (MVP) to market?

-> **LAUNCHPAD IS MORE THAN JUST A COST-EFFECTIVE AND PROVEN PROGRAM.**

Break through the inertia of indecision and validate new ideas, fast.

-> **A CAREFULLY CURATED BLUEPRINT FOR BUSINESS LEADERSHIP SEEKING TO DETERMINE THE VIABILITY OF THEIR MVP.**

Understand what it will take in terms of money, time and effort to bring your MVP to market. It's that simple.

-> **WITH LAUNCHPAD, YOU DON'T JUST GET A VAGUE IDEA – YOU GET TANGIBLE OUTCOMES.**

By providing a clear, streamlined pathway, it ensures that ideas are not just nurtured but accelerated, bypassing traditional hurdles.

-> **UNDERSTAND WHAT IT WILL TAKE IN TERMS OF MONEY, TIME AND EFFORT TO BRING YOUR MVP TO MARKET.**

Visionary projects have a significantly higher chance to not only see the light of day but to truly make their mark in the marketplace.



# UX & Design

Digital audiences expect you to understand them. That means it's not only about how amazing your solution looks but also how it functions so that your audience can easily engage with your brand.

We help clients focus and align business objectives with strategies, platforms and products so they're ready to leverage the full digital experience spectrum from web and mobile to social, omnichannel and DXPs.

- > Streamline what typically takes months into weeks, using time-boxed, hyper-efficient design thinking workshops.
- > Rapidly test hypotheses and confirm assumptions.
- > Create high-level definition and architecture to clarify scope.
- > Create new digital products or improve existing offerings.
- > Gather real user feedback and actionable data.
- > Solve major challenges before committing a development budget.

# Digital Experience Platforms

## WE MAKE DIGITAL EXPERIENCE PLATFORMS WORK FOR YOU

Getting a DXP ready for everything has been in our wheelhouse since 2010. Across hundreds of DXP development projects, updates, upgrades and rescues, we've reliably delivered exactly what our clients expected and—in many cases—far more than they imagined possible.

It's not a simple journey, but then you didn't choose something simple like WordPress, did you? No, you selected enterprise software that needs to be wrangled by experts like us to get what you expect.

### THE WORLD BEYOND

With EX Squared, the prominence in your sales and marketing stack is always architected and managed within the larger context of your entire digital ecosystem.

### ZERO FAILURES

Because we know how to make DXPs do exactly what we want and what our clients need, we've never had a development project or implementation fail. We plan. We work. We go live. Another successful project.

### CERTIFIED PARTNER

As a Certified Partner with both Sitecore and Optimizely, we're practically connected to their beating hearts, and therefore current on everything that can impact your current and future DXP deployment. Really, everything.

### HOW WE CAN HELP

Build a digital solution that stands out:

- Sitecore
- Optimizely
- Implementation
- Rescues
- Maintenance
- Advanced DXP



# Artificial Intelligence & Machine Learning

AI is the power to transform your existing data into a gold mine of insights and potential, but rushing into a solution or opting for a generic option can be both costly and risky.

Right now, EX Squared is solving enterprise problems using AI, getting results faster and more efficiently for some of the largest brands in the world.

Our AI expertise helps you make informed decisions and mitigate risks by defining, assessing, validating, and testing AI applications tailored to your business, followed by outlining practical steps for implementing solutions that drive tangible value.

HOW WE CAN HELP

COMPUTER VISION

NATURAL LANGUAGE PROCESSING

GENERATIVE AI

ML OPS

AI LAUNCHPAD

# A Strategy Workshop For Identifying Quick Business Wins

AI Launchpad is a low-risk, high-reward process that unites your thought leaders with our AI experts to tackle challenges and deliver valuable insights, with the option to continue to launch—Spoiler: Almost everyone goes on to partner with EX Squared.

In just 2-3 days, EX Squared experts will analyze your goals and create an AI implementation plan, with a detailed workshop schedule available to help gain stakeholder buy-in.

ACTIVITIES

- Map the domain or focus area ecosystem
- Identify stakeholders
- Map processes & data
- Review CX pain-points & operational inefficiency reviews
- Brainstorm AI opportunities & solution applications
- Discuss technical, business, operational and cost of AI solutions

DELIVERABLES

- Opportunities to apply AI to your business domain
- Prioritized road map & action plan
- Feasibility & impact assessment
- Executive summary & presentation

# Technology Implementation

## DELIVERING RELIABLE, SCALABLE AND SECURE SOLUTIONS

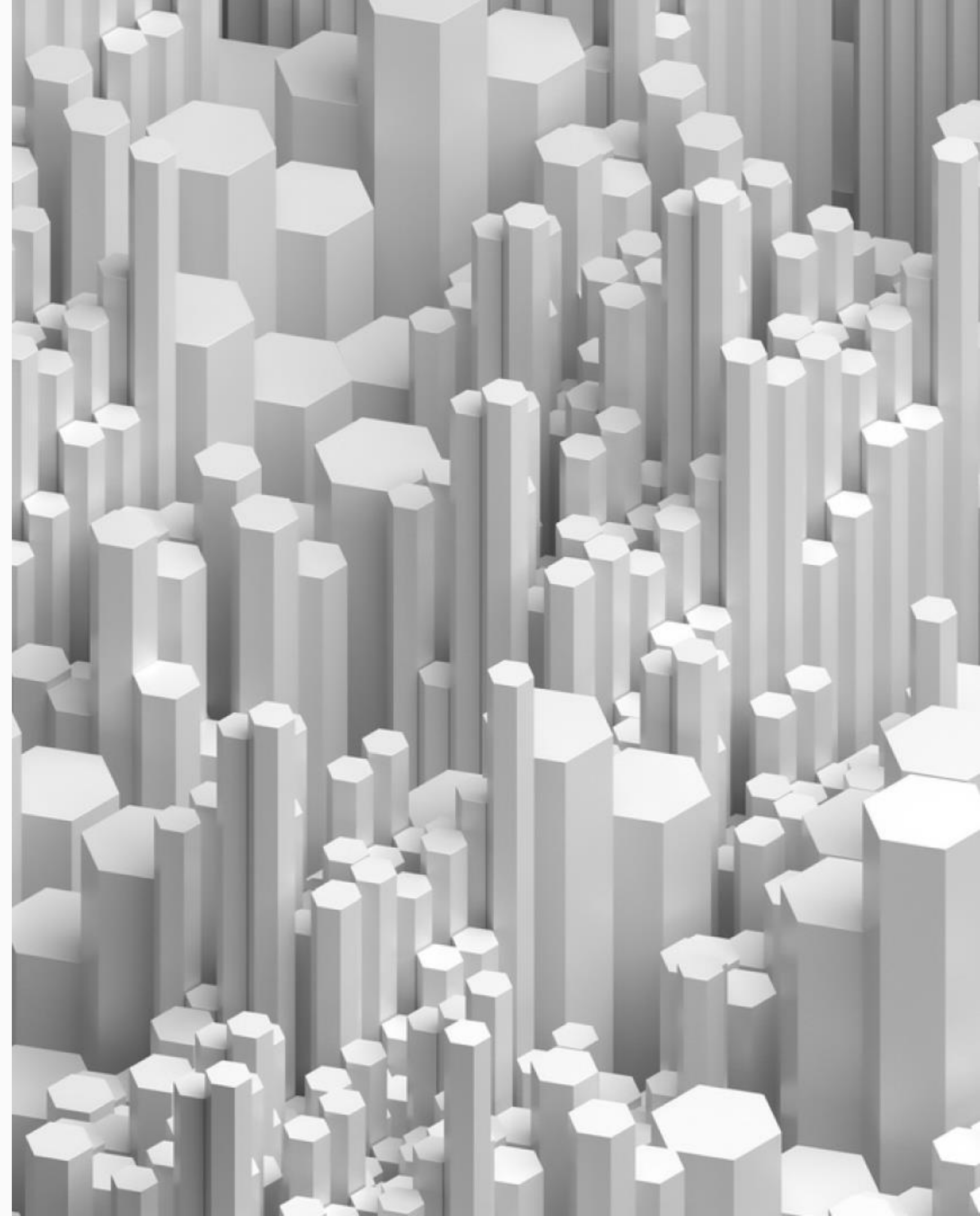
With EX Squared, we turn your ideas into action by personally tailoring strategies and processes to your unique needs, ensuring every project drives real results.

Unlike the big firms in our space who don't have to care because their customer success doesn't affect their corporate success, we take every project personally.

We take the time to fully understand your business needs, analyzing your organization, systems, and technology to develop a tailored implementation strategy. With a big-picture approach, we prioritize human-centered, functional solutions that align with your entire business ecosystem.

Discovery & Requirements  
Web, Mobile, Desktop  
Integrations

API Definition  
Fault Analysis  
Data Mapping



# Borderless Tech Staffing

## EXTRAORDINARY EXPERIENCES HAPPEN BEYOND BORDERS

Technology is in our DNA, and we don't believe in one-size-fits-all solutions. Problem solving isn't linear, and neither is our thinking—we approach every challenge with creativity.

Unlike other nearshore staffing companies, we don't just promise cost savings—we deliver, and we do it with happier, more engaged employees.

Technology thrives with a human-first approach. We don't just provide coders—we solve problems that improve the human experience. Our focus is delivering impactful technology that works for you and the people who use it.



### ENTERPRISE MOBILITY MANAGEMENT (EMM)

DELIVERING SECURITY AND  
MANAGEMENT SOLUTIONS FOR  
MOBILE DEVICES.



### CUSTOM SOFTWARE DEVELOPMENT

BUILDING CONTENT-RICH  
WEBSITES AND CUSTOM MOBILE  
APPLICATIONS UNIQUE TO YOUR  
BUSINESS REQUIREMENTS.



### IT STAFF ARGUMENTATION

ACCESS A GLOBAL GROUP OF  
TECH EXPERTS TAILORED TO  
YOUR NEEDS, RETAINING FULL  
CONTROL WHILE LEVERAGING  
ELITE TALENT



### DIGITAL TRANSFORMATION SERVICES

SHINE IN THE DIGITAL SPACE  
WITHOUT THE HEFTY PRICE TAG  
OF IN-HOUSE TEAMS.





# Enterprise Mobility Management

(EMM)

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IBM SAMSUNG SOTI 

Maintaining an effective control of devices through Enterprise Mobility Management (EMM) is of utmost importance for their security. Our EMM services can help you stay up-to-date with the latest trends and technologies in mobile management and security.

Our solutions include the Management of:



MOBILE DEVICES  
(MDM)



MOBILE APPLICATIONS  
(MAM)



MOBILE CONTENT  
(MCM)



# In Summary, We Exceed Expectations

THE CREATIVE TECHNOLOGY COMPANY TO CONNECT WITH PEOPLE...  
ACTUAL HUMAN BEINGS.

- > Having opened our doors in 2001, we have a long history of collaborating with clients to iterate their ideas to commercial fruition.
- > We devote huge resources to the success of every client, the source of a retention rate well north of 90%.
- > We eliminate gaps between the human experience and digital experience for names you already know and innovators you'll soon know. Whatever your strategy and planning needs and expectations, we'll exceed them.



# Why EX Squared

It's not just the great work we do or the people we are lucky to work with every day. Its because we go the extra mile to ensure customer success. No BS, no bloated timelines and budgets. Our company ethos is to simply do great work.

## **Trusted Expertise for Fortune 1000 Brands**

We help enterprise organizations optimize operations and reduce costs by automating processes and leveraging data analytics.

## **Tailored Solutions for Strategic Goals**

Our dedicated team works closely with your organization to identify needs and create solutions that align with your objectives.

## **Proven Success in Enterprise Integration**

With nearly 1,400 successful projects, our certified global engineers deliver enterprise-class systems and platforms to meet demanding requirements.

# To Recap

We know the choices you're making today will impact you and your customers for years to come. We get you. We are the proven and industry experienced partner you're looking for.

**LENNAR**

TaylorMorrison

**Brookfield**

**drees**<sup>25</sup>  
HOMES

**mattamy**HOMES

Buyers expect that you understand them.

That means not only how amazing your site looks but how it functions.

Anticipating their needs and making it easy for them to digitally engage with your brand.

At EXSQ we have brought together a world class team of user experience strategists and designers, certified MarTech engineers, architects, and technologists all under one roof with one goal - to amaze and delight you and your customers.

Our methodology and approach has honed and perfected in over 1300 projects and all designed to help you make wise fact-based decisions at any given point.



# Let's do something amazing together!

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