- **What value can we offer YOU?**

  o Choose an organization with sharp focus on *pure* R&D and *diversified* product portfolio.

  o Take an *accelerated* path of professional & personal development in a company which is growing fast with real potential for financial success.

  o Make a significant *impact* on your environment including us and our customers.

  o Keep up the pace and gain valuable experience in *top-of-the-line* technologies, frameworks and methods.

  o Get the satisfaction of creating *full-stack* software *from scratch* on a regular basis.

  o Learn how to interact with *customers* and understand their business needs.

  o Start paving the road to become a *partner* and *intrapreneur* in Softimize.

- **What is Softimize?**

We are a constantly growing software R&D center, developing products that people love and taking full responsibility for the product from the idea phase throughout its lifecycle.

- **What do we do?**

  o We develop software products for global companies who have *vision* for new products in their target markets; our mission is to help them realize this vision while retaining the focus of their internal resources on developing their markets.

  o We specialize in *cloud-based* SaaS architecture for large-scale Internet & Enterprise systems in JVM-based programming languages, JavaScript and C#, with emphasis on open source and AWS-optimized design.

  o Our domains of expertise include: IoT (Internet of Things), web/cloud applications, backend (NoSQL, soft real-time, search engines), IP Video and PSIM, e-commerce, and remote systems management.

  o Our products serve millions of free users throughout the world.

- **What is our business case?**

We serve several segments of customers in the following typical cases:
  o *Business companies* – that have excellent knowledge of technological needs in their markets but do not have R&D capabilities; we operate as their R&D team end-to-end including product management, system engineering, development, deployment, and 24*7 support.

Softimize, Your R&D team.

o *Established high-tech companies* – that identify opportunities for new products and also have in-house R&D capabilities; so why do they need us? Because their R&D doesn't have the skills to develop the new product. The strongest value that we offer to these customers lies in *cutting-edge technologies and domain expertise. They choose us to* develop significant high-risk modules of their next generation products because of our proven experience in current technologies like AWS cloud-based architecture.

o *Early-stage startup companies* – that have great ideas for innovative products and how to develop the markets for these products, but have not yet built their R&D capabilities – a process which might conflict with time-to-market considerations; we operate as their initial CTO and R&D team by creating the product while they can focus on the crucial business aspects.

- **What is our development stack?**

We develop in the following high-level stacks with strong emphasis on OOP:

o Cloud environment – AWS including computing, storage, networking, DB and more.

o Backend –

▪ Java/Scala based on JVM + NoSQL such as CouchDB, Redis and MongoDB.

▪ C#/.NET including ASP.MVC, WCF, TPL + SQL.

o Frontend – JavaScript modern web applications based on AngularJS and Bootstrap.

- **What is our development process?**

We practice the main principles of Agile/Scrum development, in order to make sure that the products we develop provide best value for the actual business needs of our customers. This means that we focus on short development sprints leading to frequent customer feedback; we also maintain a product backlog and use Kanban boards to keep track of our work. In addition we constantly practice TDD, design & code review.

- **How many people are we?**

As of Q2 2016, we are 20 strong including R&D and HR (1).

- **How long have we been around?**

We have initiated the business activities of Softimize as early as mid-2011.

Softimize, Your R&D team.

- **Where do we work from?**

Our office is located in Kiryat-Arieh, Petach-Tikva which is easy to access from different directions, with lots of parking space and within walking distance from the train station. Our R&D teams enjoy working and interacting together at our office.

- **What is our financial status?**

Our 30+ client list includes some multibillion companies, and the majority of contracts with customers are long-term - indicating on our stability.

We are proud to report that Softimize has been profitable throughout its years of operation based on revenue from customers with no external investment, and has not done any cutbacks.

- **Who is on our leadership team?**

Softimize is led by Guy Vinograd (CEO and CTO), Boaz Vaizler (COO and R&D), David Ronen (Board Member) and Shay Hazan (Chief Architect); all with significant R&D track-record and leadership experience in global companies.

Softimize, Your R&D team.