ACTIVE BRIDGE

YOUR IDEAS. OUR TALENTS. GREAT RESULT

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COMPANY OVERVIEW

Active Bridge is an IT company specializing in providing **dedicated full-stack developers** on-demand to clients looking to augment their in-house teams.

We started out in 2013 as a small team of Ukrainian developers with a passion for **Ruby on Rails** and an unstoppable drive to provide effective web solutions for our clients in the United States and Europe.

Since then, we've successfully assisted our clients in the **development and maintenance** of websites and web-based systems, mobile applications, and software products.

Today, with **over 20 major projects** under our belt, our team has grown to include a staff of 40 talented tech professionals, and there is no end to that growth in sight.

COMPANY VISION

Professional team as a service (PTaaS)

Active Bridge provides experienced **full-stack development** talent to help our clients scale their projects and augment their in-house teams.

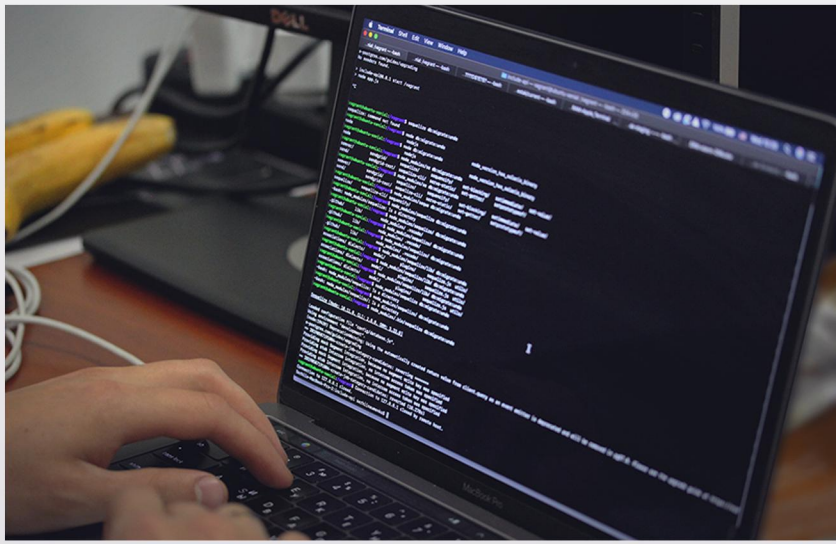
Our **dedicated developers** integrate directly with the customer's existing business processes, offering them productive development and expertise in innovative technologies on-demand, whenever they need it.

COMPANY MISSION

Our mission is to provide our customers with the most effective development solutions possible

Each client's business, problems, and ideas require a **unique approach.** At Active Bridge, our passion for innovative technologies and our expertise in development enable us to identify and execute the right solutions for each unique customer need.

We value the trust our clients put in us to help them meet their needs and build their products, and we are motivated by the pursuit of their successes as if they were our own.



OUR VALUES

Team Focus

At Active Bridge, we consider it vitally important that our team members feel they have a stake in the company's success and that their opinions and viewpoints matter. We view our team as indispensable, and we take the time to discover what's most important to them and to include those needs in the shaping of the company's future.

Collaboration

Collaboration means working together with a shared vision to make something new. It requires a mix of interpersonal, problem solving, and communication skills, and the nurturing of those skills in all our developers is what allows Active Bridge staff to seamlessly integrate with any of our clients' teams.

Innovation

Innovation is at the heart of all success in the technology sector, and it's essential that we constantly look for new ways to keep our operations, products, and services at the cutting edge. Our team maintains ongoing processes that foster innovation and keep our skills and expertise at the forefront of the industry, both internally and on the client-side.

OUR VALUES

Education and Growth

The insatiable need to learn and grow is part of the fundamental nature of all human beings. At Active Bridge, our team accomplishes both by continually seeking out new and more efficient ways to do our jobs.

We encourage our team members to constantly pursue new knowledge, whether it be taking educational courses, attending conferences and seminars, or just sharing their knowledge around the office.

We believe that where there is growth, there is innovation, and that belief drives us forward.

Trust

Trust is the core of any professional relationship, and we believe that building it begins at home. Only a company that can foster a strong sense of trust in its workplace can achieve trusting partnerships with others, and at Active Bridge we strive to build that work environment and to provide our team with a clear vision of what our company stands for.

Customer satisfaction

Customer satisfaction not only impacts a company's bottom line, it also impacts team morale and employee retention. That's why positive feedback from our customers helps us to maintain a positive working environment, as well as to stand out from the competition.

When customers share their ideas, proposals, and recommendations, they're teaching us how to make our business better, so we always listen carefully to what they have to say.

KEY POINTS TO KNOW

Huge Dev Stack

Active Bridge provides dedicated full-stack developers with deep knowledge and significant experience in different programming languages, technologies, and tools.

Senior/Mid-Level Developers

Our developers have wide-ranging experience in all areas of programming and can design solutions for clients as well as executing varying levels of complex development tasks.

Small Team

Our company strikes the perfect balance between growing alongside our success and keeping our team small enough to be highly flexible and agile.

Since 2013 we've grown to a staff of 40 talented development professionals who thrive on the cutting-edge of technology and embrace our clients' mindsets to seamlessly integrate with their teams.

KEY POINTS TO KNOW

Flexibility

Flexibility is at the heart of what Active Bridge does. Our goal is to enable our clients to quickly add experienced development staff on a project-by-project basis, giving them the staffing flexibility they need to successfully build their products.

Fluent Communication

At Active Bridge, we strive to make the integration of our developers into our clients' teams as easy as possible, and fluent communication is an important part of that process. Our clients never need to worry about language barriers getting in the way of our staff's ability to get the job done.

KEY POINTS TO KNOW

Cost Efficiency

Simply put, working with Active Bridge saves our clients money. As an offshore IT company, by keeping our research, development, and tech support in Ukraine rather than at our U.S. location, we can keep costs down and provide our clients with better value for their development dollars.

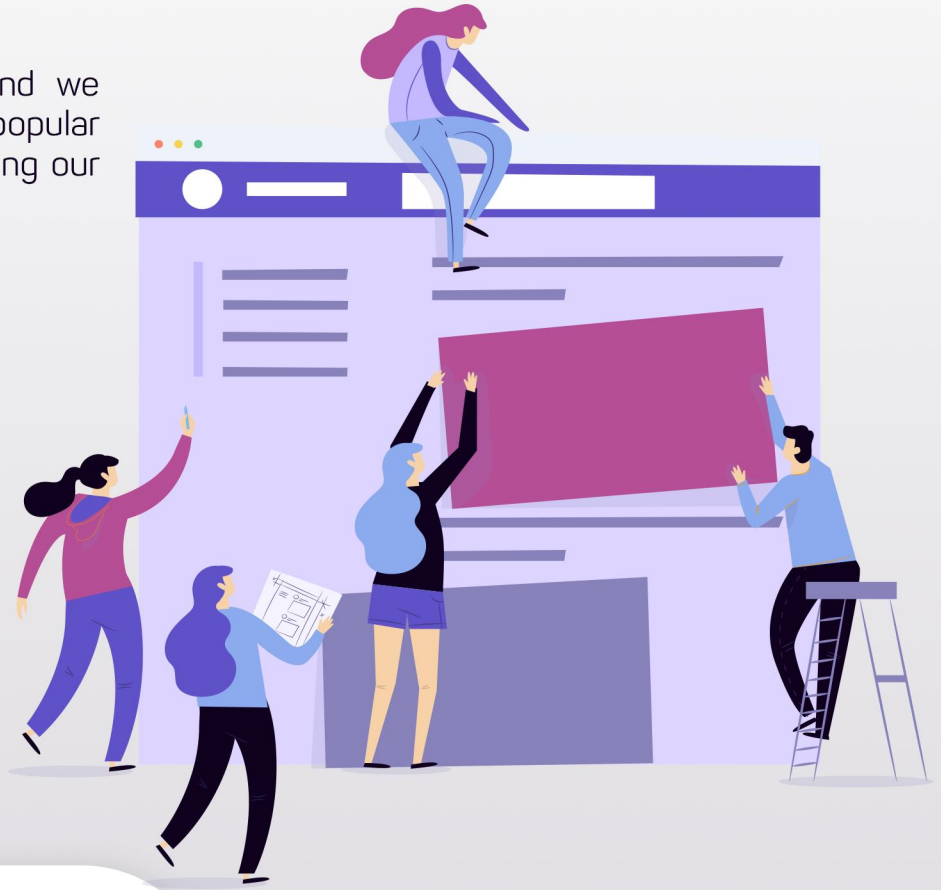
Transparency

We're committed to transparency in our partnerships, and we maintain that in our communications and workflow by utilizing popular meeting tools, providing 24/7 customer support, and always making our managers available for client consultations whenever needed.

Productive Cooperation

Active Bridge tailors our embedded teams to our clients' specific demands, ensuring each client will always have the right developers for the project at hand.

Our team members treat the client's team and goals as their own, and are as committed to creating a great product as any in-house employee.



THE TEAM

The board

ALEX GALUSHKA

CEO/Tech Lead/
Senior Web Developer

Alex is capable of developing effective solutions to just about any problem, from object-oriented programming to the many challenges of running a successful company

ALEX MARCHENKO

CFO/Lead Accountant

Alex's attention to detail and proactive approach to financial management ensures that Active Bridge's cooperation with clients and partners runs smoothly and efficiently at all times

ALEX LUKIN

CTO/Tech Lead/
Project Manager

Experienced full-stack developer and project manager, Alexey expects the same patience and clear coding from the development teams he manages that he himself brings to all the projects he works on

OUR SERVICES AND SOLUTIONS

Problem:

Companies creating products often find themselves faced with a lack of manpower or equipment necessary to handle their mobile platforms and web presences.

Likewise, when developing new products or services, a need for specialized technical skills often arises that can't be addressed using the existing in-house team.

Solution:

Active Bridge provides senior developers that specialize in seamlessly integrating with our clients' in-house teams.

They augment our clients' existing talent and treat every project as if it was our own, giving our clients the staffing flexibility they need to succeed in a highly dynamic industry.

OUR SERVICES AND SOLUTIONS

Problem:

Service companies handle complex projects that require a wide range of skills and experience.

Maintaining a staff with the training and experience necessary to meet ever-changing demands is difficult, and moving or firing employees that lack requisite skills is even more difficult.

Solution:

Partnering with Active Bridge provides access to the full breadth of skills and experience that our team has to offer.

Our dedicated full-stack developers are experienced in both server-side development and client-side project building.

That means whatever the requirements of a client's project may be, we have the staff needed to get the job done, available on-demand when the client needs them most.

OUR SERVICES AND SOLUTIONS

Problem:

Startups are under enormous pressure to create value and bring new products to market.

Focusing on R&D, marketing, and sales eats up an enormous amount of time and resources, leaving too little attention paid to technical development and support.

Solution:

Active Bridge takes care of the sourcing and selection of qualified candidates with the required skillsets and experience for our clients' projects.

We adhere to Agile methodologies like Scrum and Kanban, and use the behavior-driven development (BDD) method.

That means our developers are ready to drop into any environment to ensure companies have the staff they need to meet even the tightest product development deadlines.

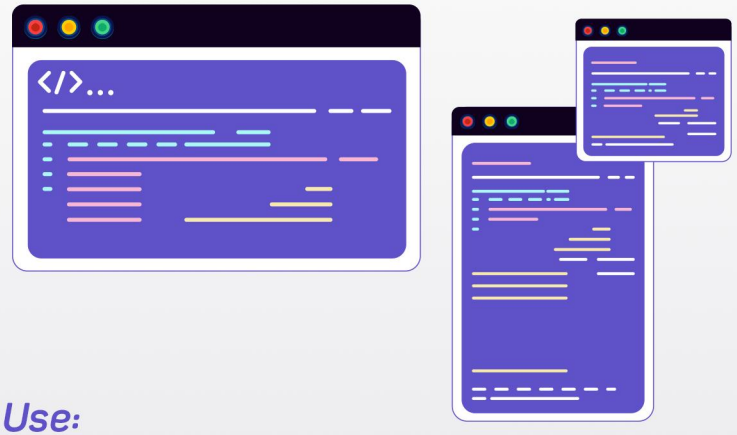
OUR SERVICES AND SOLUTIONS

Web and Software Development

At Active Bridge, we cover all aspects of the programming process, and our goal is always to find the most effective solution to meet the needs of our clients' web and software problems.

At Active Bridge:

- We craft intuitive, highly-engaging solutions
- Our qualified code is easy to maintain
- We offer faster development and iteration
- We use test automation to verify our ongoing processes
- We build-in security rather than treating it as an afterthought



Core Technologies We Use:

Ruby on Rails Ruby on Rails is a fast, reliable framework that includes everything needed to build complex database-backed applications. Rails has built-in support for varied settings across development, test, and production, and utilizing RoR means long-term maintainability and reduced risk of problems caused by human error.

Angular JS Angular JS is an open-source JavaScript front-end web framework developed and maintained by Google. For programmers, its higher level of abstraction enabled simplified app development and reduced development time. On the client side, that reduced development time means money saved in completing projects.

React React is a simple, powerful UI library. Its primary selling point is that it helps developers create high-quality user interfaces faster by allowing them to create flexible web apps without being burdened with page reloads.

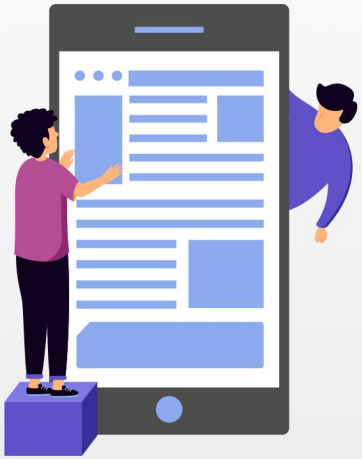
OUR SERVICES AND SOLUTIONS

Mobile Application Development

Our Active Bridge team is experienced in building mobile applications for both specific mobile operating systems as well as hybrid applications. Whether you want your app to run on iOS, Android, or an embedded web browser, we have the skills and experience to help you create it.

At Active Bridge:

- We use a full-cycle fast development process
- We prioritize good application performance
- We offer native UI/UX implementation
- We offer ongoing enhancements to existing products
- We design specifically for easy updates



Core Technologies We Use:

React Native React Native enables developers to use the same code for deployment on iOS and Android. That represents huge savings in development time and cost, and the modular, intuitive interface makes it very easy to delve into someone else's project to further build upon it.

Ionic Ionic is an open- source SDK for hybrid mobile app development that enables developers to create basic native functionalities within an application intended to run on multiple operating systems. The nature of the framework makes development fast and cost-efficient. Developing with Ionic also helps to reduce the need for maintenance.

Flutter Flutter is an open- source mobile SDK that can be used to create native- looking iOS and Android apps from the same code base. Since Flutter's widgets are part of the application and not the platform, developers experience little to no compatibility issues when moving between different OS versions. The result is less time spent on testing and money saved for the customer.

HOW WE WORK

Active Bridge offers three staff augmentation models – dedicated team, team extension, and project based. Each provides different advantages depending on the customer's project requirements and their existing in-house capabilities.

Dedicated Team Collaboration Model

Customer's In-House Team + Our Team of Developers

In this model, Active Bridge provides a team of dedicated developers on a long-term basis in accordance with the customer's estimates. The customer may choose to manage the team internally, or to assign an Active Bridge project manager to the job.

Customer Advantages:

- Flexible budgets
- No additional overhead or tax burden required to bring on developers as needed
- No recruitment risk or requirement to bring on extra management for expansion
- Clients completely control the development process

HOW WE WORK

Team-Extension Collaboration (Developers on Demand) Model

Customer's In-House Team + Our Developers on Demand

In this model, Active Bridge developers become an integrated part of the customer's existing in-house development team for the duration of the project.

Our talented staff will immerse themselves in the project, adopt and maintain the customer's company culture, and make the customer's goals their own, ensuring seamless integration.

Customer Advantages:

- Engage qualified, experienced help as needed for a limited time
- More cost-efficient than hiring full-time employees or bringing on local contractors
- No additional overhead or tax burden required to bring on developers as needed
- No added management requirement to handle new staffing
- Extreme flexibility

HOW WE WORK

Project-Based Collaboration Model

Business Owner + Our Team of Developers + Our Team Lead or Project Manager

In this model, Active Bridge provides the full-force of our development team to businesses in need of a complete project management and development solution.

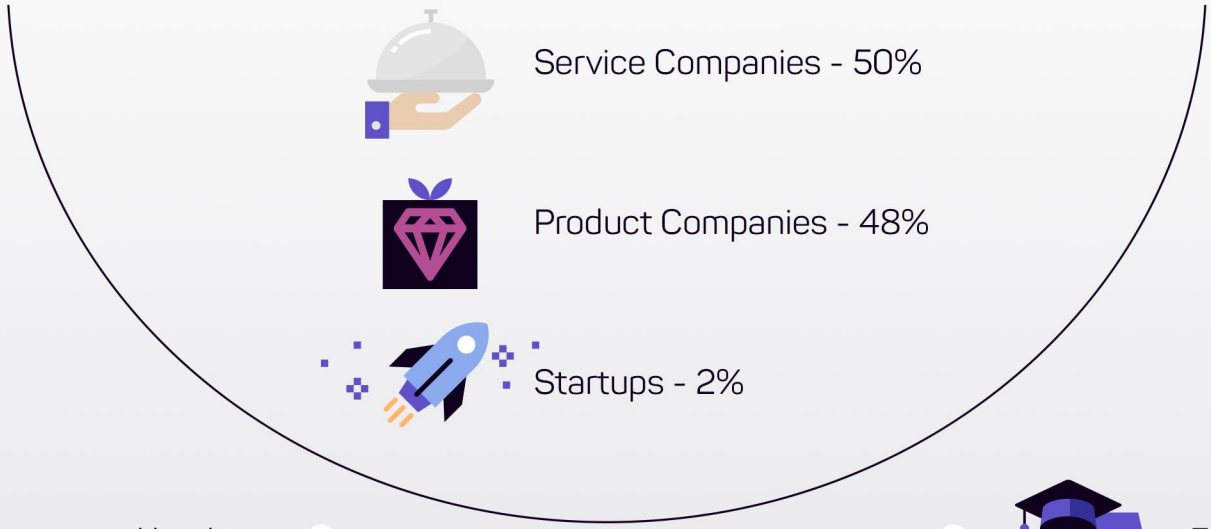
We will fully design, cost out, and implement the project from start to finish.

Customer Advantages:

- No recruitment costs
- Fixed deadlines
- No additional management costs
- Clear understanding of project goals
- Expert implementation by our seasoned developers

BUSINESS INFORMATION

IThis analysis is derived from the last five years of Active Bridge operations. It shows that the vast majority of Active Bridge clients are medium-sized (or larger) product and service companies and that startups make up only a small fraction of our customers.



Client Industries:

- Finance and banking
- IT services
- Healthcare
- Insurance
- Education and social
- Travel and tourism
- Business and ecommerce
- Fashion and entertainment

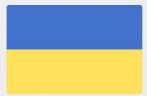
BUSINESS INFORMATION

This analysis is derived from data for the years 2013 through 2019 inclusive.

Since the majority of our clients are large and medium-sized corporations, the location data here is based on the geographical location of the companies' headquarters.

Area of distribution

USA – 84%



Ukraine – 8.5%

Australia – 4.42%

UK – 2.89%

Mexico – 0.13%

BUSINESS INFORMATION

Active Bridge has been carrying out a customer satisfaction program for over five years. It helps us to ensure we're meeting all of our clients' needs and successfully completing our projects.

This analysis is derived from post-project survey data and Clutch.co customer feedback forms.

Castomer satisfaction

Innovation - 92%

Quality - 93%

Responsibility - 96%

Price/Quality - 98%

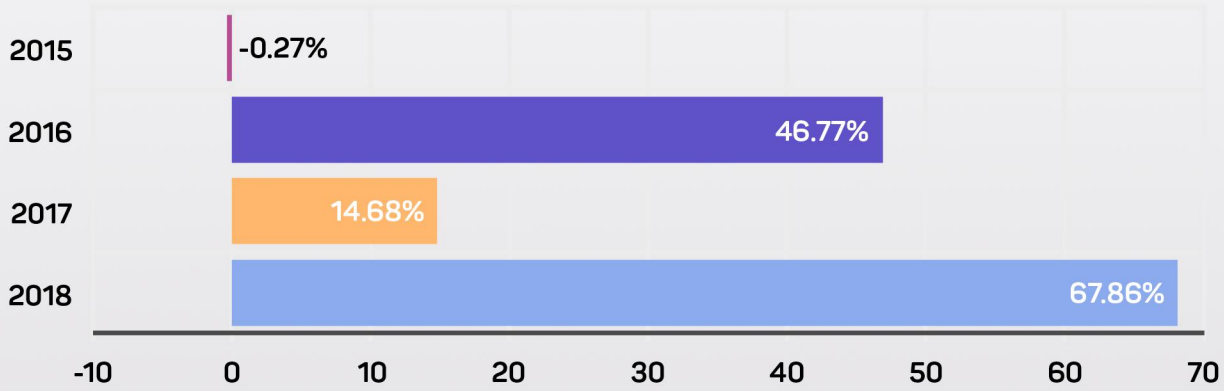
Willingness to Provide a Referral - 91%

BUSINESS INFORMATION

In 2017, the new CEO of Active Bridge launched a new business plan and a reorganization of management.

Since then, we have set in motion an unprecedented transformation of our company, entering into major partnerships, simplifying our organizational structure, and implementing a new growth model.

Our sales growth data makes clear that those initiatives were successful, and we expect that growth to continue in years to come.



BUSINESS INFORMATION

Active Bridge provides senior and mid-level developers to help our clients augment their in-house teams and scale their development processes at the following rates:

Hourly Rate:	**$30 - $49 / hour**
Minimum Project Size:	**$25,000 USD**
Average Project Length:	**6 months**

CUSTOMERS AND PORTFOLIO

Web Application Development Case

Company: DaisyBill

Industry: Finance, IT, Insurance

Challenge:

DaisyBill is a U.S. company specializing in processing workers' compensation billing. The challenge was to scratch-build cloud-based software to enable providers to electronically submit and manage workers' compensation medical bills in the United States.

Solutions:

Active Bridge designed and built a cloud-based platform that makes workers' compensation billing more efficient. The current aim of the ongoing project is widespread adoption across the entire U.S. market.

- **Integration:**

The platform includes full-service data integration functionality that adapts to unique organizational needs and requires no manual billing-data entry.

- **Bill generation:**

DaisyBill accurately calculates reimbursements for a wide array of workers' compensation services, taking into account a complicated set of billing rules, edits, updates, and fee-impacting modifiers.

- **Automation and bill verification:**

A smart task dashboard replaces traditional spreadsheets with stickies providing organized, automated, and friendly staff reminders. The system automatically tracks every bill so that the user instantly knows where each bills is in the payment cycle.

- **Scrambling:**

Specially designed workers compensation technology scrubs every bill prior to submission. The system alerts users to invalid or expired procedure codes, National Correct Coding Initiative edits, multiple procedure payment reductions, and workers compensation specific codes.

CUSTOMERS AND PORTFOLIO

Web Application Development Case

Company: DaisyBill

Industry: Finance, IT, Insurance

Additional Tools:

Second review appeal:

The system analyzes every bill payment to determine whether the end-client received accurate reimbursement.

Request for authorization:

DaisyBill's RFA technology pre-populates fields with the end client's practice details, stored RFA language, and other information designated by the end-client.

Customized calculations:

The system utilizes smart technology to make processing workers compensation cases simple, including instant fee schedules, IBR decisions, MPN lists, fee schedule alerts, live chat, and more.

Technologies Utilized:

- **Ruby on Rails**
- **PostgreSQL**
- **Selenium**
- **REDIS**

CUSTOMERS AND PORTFOLIO

Software Application Development

Company: mediprocity

Industry: Social, Healthcare, IT

Challenge:

Mediprocity is a leading American encryption platform protecting physicians and healthcare providers by securing electronic patient health information (ePHI).

The challenge was to build a software system that encrypted data transactions between entities and business associates who are licensed to practice or engaged in the exchange of sensitive patient health information within the United States.

Solution:

Active Bridge developed data transaction software that encrypts and protects sensitive client data as well as the healthcare provider's privacy, security, and identity.

- **User identification:**

When a user creates an account profile on Mediprocity's new system, they are asked to create the encryption key that will be used to protect all patient health information. That key can be updated using the "Super Admin" user-account feature, and the admin panel can be configured for both organizations and private individuals.

- **Security message system:**

Any transfer of text, documents, images, graphics, or any other type of information is encrypted and available only to the sender and the intended recipient on the Mediprocity system.

CUSTOMERS AND PORTFOLIO

Software Application Development

Company: mediprocity

Industry: Social, Healthcare, IT

Solution:

- **Multi-platform compatibility:**

The system was developed as cloud-based software and mobile applications that can be installed on multiple operating systems, including Windows, Linux, MacOS, Android, and iOS.

- **Complex project architecture:**

The system is designed to handle a huge number of users, transactions, messages, and materials, and to store them for ten years. The architecture is multifaceted not only in terms of technology, but also in terms of its use case, roles, development, and deployment.

- **HIPPA system integration:**

The system is designed under the Health Insurance Portability and Accountability Act (HIPPA) that requires secure forms to be easily converted to PDF or loaded into a database. The system also provides the end-client with a custom legal box which allows the end client's legal team to add in custom terms and conditions for acceptance by their patients.

Technologies Utilized:

- Ruby on Rails
- Grape
- MySQL
- CouchDB
- Datamapper
- Electron
- Angular 6
- Ionic 3
- IOS
- Android
- Windows
- MacOS
- Docker
- Hapi.js
- Sails
- AWS
- Aptible

CUSTOMERS AND PORTFOLIO

Mobile Application Development Case

Company: CabLook Taxi

Industry: Social, Transportation, Travel

Challenge:

CabLook Taxi is a local eco-taxi startup that provides a fully automatic system for taxi booking. The challenge was to provide CabLook Taxi with a team of senior/mid-level developers to build their mobile and desktop applications from scratch.

Solution:

Active Bridge built a cross-device solution enabling CabLooks's automated booking system in order to make the taxi booking process easier for consumers.

- **Cross-device platform:**

The CabLook application is available on Android, iOS, the web, and as a progressive web app.

- **In-app payments:**

The application processes credit card payments by integrating with Wayfopay. Before a user confirms their trip, they see an accurate price estimate allowing them to compare trip costs and choose the right ride, every time.

- **Maps and locations:**

Using GPS tracking technology, the app identifies the user's current location, locates nearby cars, and tracks ride progress. The location tracking also allows for accurate distance and price estimates.

- **Smart analytics system:**

The system tracks users' activity over time and offers general information and statistics on travel, money spent, and ride ratings.

CUSTOMERS AND PORTFOLIO

Mobile Application Development Case

Company: CabLook Taxi

Industry: Social, Transportation, Travel

Solution:

- **Profiles:**

The system requires user authorization via smartphone. User profiles personalize the display of ratings and trip reviews and allow a driver and a customer to share information, see each other's contact details, and facilitate smooth communication.

- **Maintenance:**

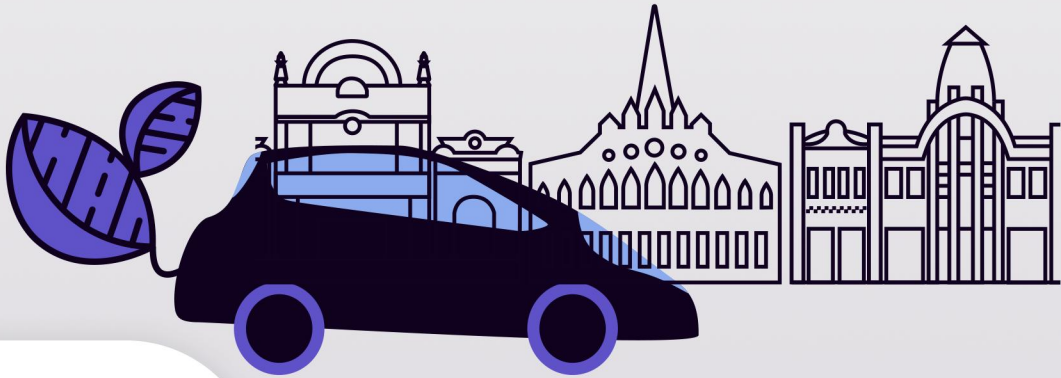
We maintain one part-time developer working on the application to improve the system and ensure it is constantly maintained and up-to-date.

- **Security:**

The app's security includes application hardening to obscure code, network security, server protection from cyber-attacks, two-factor authentication, and implementation of PCI DSS requirements.

Technologies Utilized:

- **Ruby on Rails**
- **PostgreSQL**
- **React Native**
- **iOS**
- **Android**



THANKS FOR WATCHING!

Have any questions?

Need estimates?

Not sure about our staff augmentation model?

Contact our specialists directly today

activebridge.org

+380636086045

contact@active-bridge.com

/ActiveBridgeTeam

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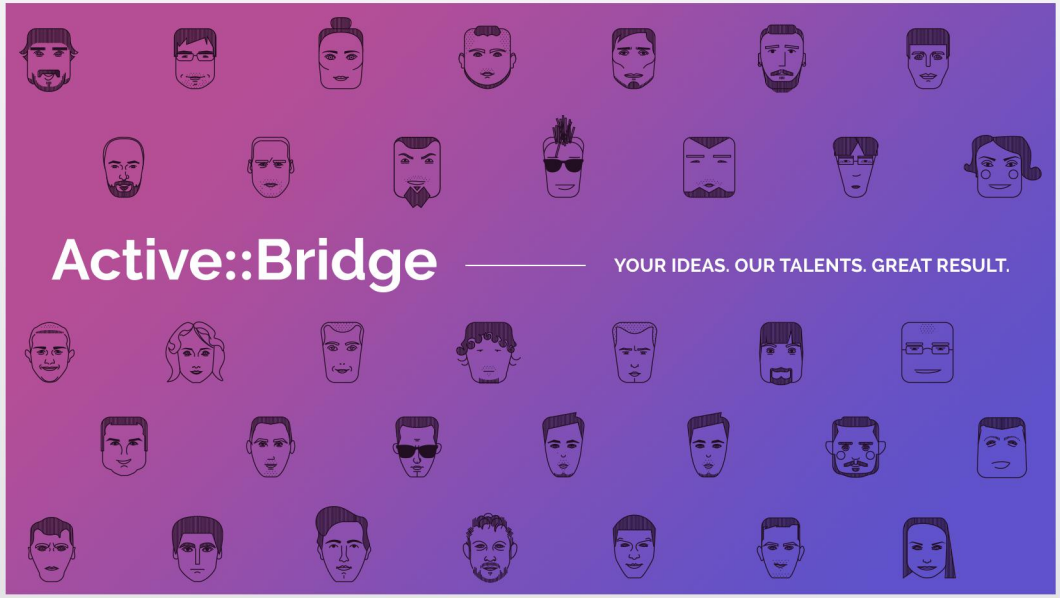
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