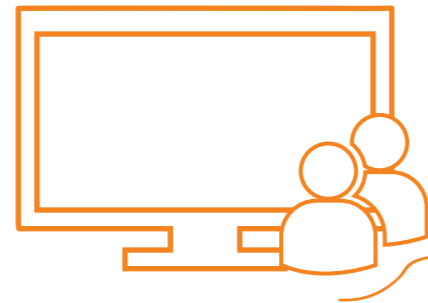


What we do



UX & UI DESIGN

We serve end-users. We map out the interaction of your digital products to gain meaningful insights and help you master those experiences to turn your goals into reality.

Crafting a web experience is to find symmetry between our client's message and the target audience. Based on key principles we innovate, find solutions and design for emotion. A perfect balance between art and business to deliver the best results.

- ✓ Information Architecture
- ✓ Web Accessibility & Inclusive Design
- ✓ Iterative Prototyping & Wireframing
- ✓ Usability & A/B Testing
- ✓ Mobile UX & UI
- ✓ UI Frameworks
- ✓ Lean UX & Agile
- ✓ UX Metrics & Reports





DEVELOPMENT

We love software. We handcraft products with all beauty and brains by tuning to the latest trends in technology. We unique experiences to wow your customers. We forward-think solutions.

By tapping into the latest trends and technologies we optimise client satisfaction. We further architecture, scalability and system performance with the help of proven revision control systems to deliver accurate results and optimize your business.

- ✓ PHP (CodeIgniter & Laravel)
- ✓ Java (Spring, Hibernate, Maven & Struts)
- ✓ Angular.js
- ✓ Node.js
- ✓ HTML5, CSS3 & Javascript
- ✓ Bootstrap, Sass/Less & jQuery
- ✓ RESTful APIs
- ✓ Ionic Mobile Apps





Roles

PROJECT MANAGER

Through team synergies, resolution power & decision-making, we create a collaborative environment to maximize capabilities and deliver every project on time, within budget and scope.

#Planning #Coordination #Communication
#Manage #Report #Agile #Scrum

UI DEVELOPER

We develop mockups based on standards, SEO and code reuse. We work with open-source technologies using latest practices, market trends and well-known agile methodologies.

#HTML5 #CSS3 #AngularJS #Javascript
#jQuery #Bootstrap #CrossBrowser

UX DESIGNER

We watch and listen how your clients use your products, giving you insights and concrete inputs for improvement. Based on key principles we innovate, find solutions and design for emotion.

#Usability #Architecture #Iterative
#Prototyping #Accesibility #MobileUX

WEB DEVELOPER

We develop projects focusing on architecture, flexibility, scalability and system performance along with proven revision control systems to reach perfection and achieve customer satisfaction.

#PHP #Java #Spring #Hibernate #Maven
#Struts #NodeJS #RESTfulAPIs

UI DESIGNER

We are passionate about design. We make creative & conversion oriented interfaces aligned with client's goals. We analyze and define each interface element covering directly client & user's expectations.

#Wireframing #UI #Design #MobileUI
#Guidelines #MaterialDesign #Flat

FULL STACK DEV

We have mastery in each layer through familiarity and genuine interest in all software technologies. We understand and appreciate all of them: the client, the business, the user and what they need.

#FrontEndCode #BackEndCode
#Database #Frameworks #Languages



Why Argentinian Resources?

EDUCATION & DIVERSITY

Many high school students around Latin America choose Buenos Aires for their university studies. There are more than a hundred thousand undergraduate and post graduate students in the city, the majority of whom stays in the capital to work in professional roles after graduating.

US TIMEZONE

The whole of the Argentina is one hour ahead of New York. Only one time zone for the entire country. As a result many outsourcing companies adjust their working times with those of their customers in the US to better serve their needs.

ATTITUDE & EXPERIENCE

+70% of graduates get out of university with a top-level degree and a solid experience by the time they finish their studies thanks to having worked through their education. In addition, Argentina boasts Latin America's best speakers of English which makes its professionals the best skilled in international markets.

ARGENTINE CULTURE

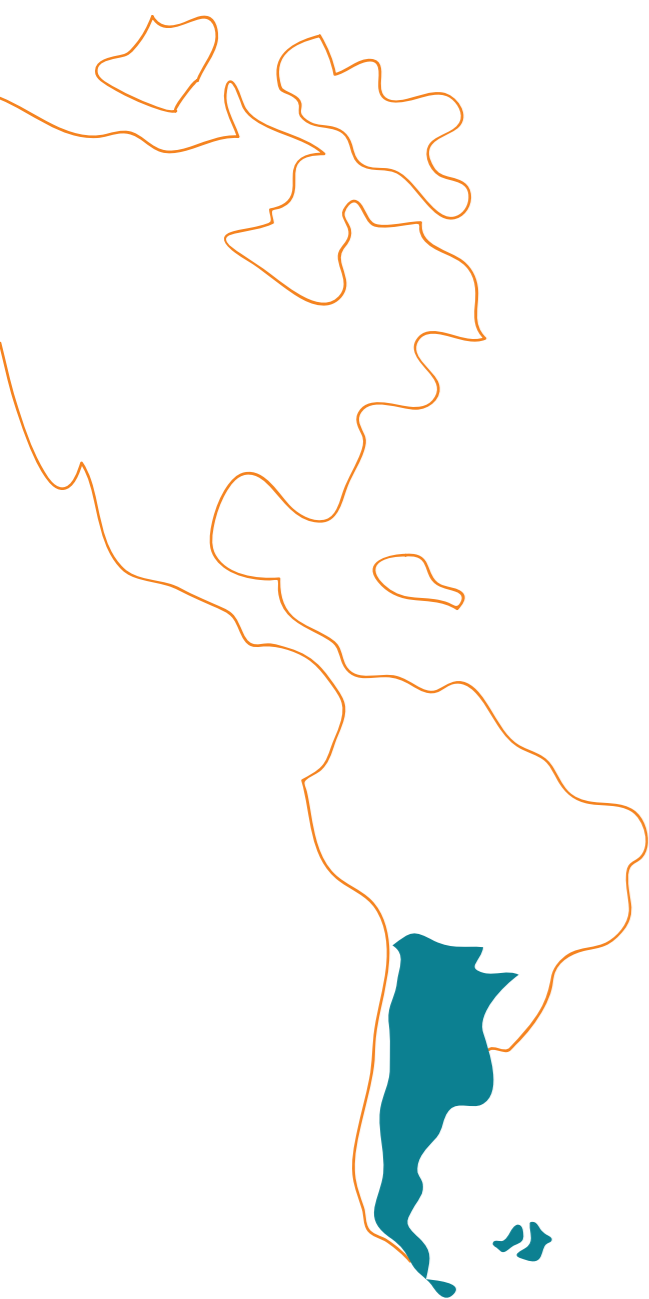
As most Argentines are of European descent, professionals in Argentina are seamlessly in line with the needs of their clients. The misunderstandings that come up from the culture gap in other parts of the world will not exist with Argentinian providers.

MATURE MARKET

Argentina has been catering local and multinational firms oriented to managed services for more than 25 years. It started then with a few players serving the US market and it has now become a mature outsourcing destination for many domestic and global companies.

VALUE FOR MONEY

Argentina leads in total solutions ownership costs. Prices are lower than many US firms. On time deliveries. No overruns, reworks and unbudgeted support costs. Value for money is where Argentina excels.



Forms of contracting

FIXED SCOPE

If your project's requirements are small, clear, detailed and the scope has been defined, the Fixed Scope type ensures you the best results to achieve your goals. A payment in advance is required and subsequent payments are linked to project's milestones.

If the scope has not been set at the start of the project, we offer to work by your side at a 2-week Discovery stage to assist you. At the end, all of the project features will be laid out and a quotation will be given.

#DetailedScope #FixedFeatures #ShortTerm
#InHousePM #InflexibleChanges

TIME & MATERIAL

If you have a great business idea but don't know where to start we can help you shape it. From defining the project scope to choosing the key and most valuable features, we will work with you to create a custom-made plan to give your business a chance for success.

We usually work with an incremental 2-week cycle, where the features are defined and prioritized together. At the end of each cycle, progress and future steps are discussed and reviewed together. There is a minimum of 6 cycles and payments are on a monthly basis.

#FlexibleChanges #IncrementalScope #Agile
#InHousePM #MonthlyHoursReports

STAFF AUGMENTATION

We offer to join your in-house staff and become part of your team to deliver first-hand experience and know-how. Having a solid focused and skilled dedicated team ensures success.

Our professionals create a healthy collaborative environment critical to achieving the best results.

There is a 6 month-renewable minimum contract where payments are role-bound and arranged on a monthly basis.

#Outsourcing #StaffIntegration #ClientPM
#LongTerm #MonthlyHoursReports



Our Product

OUR MARKETING PRODUCT

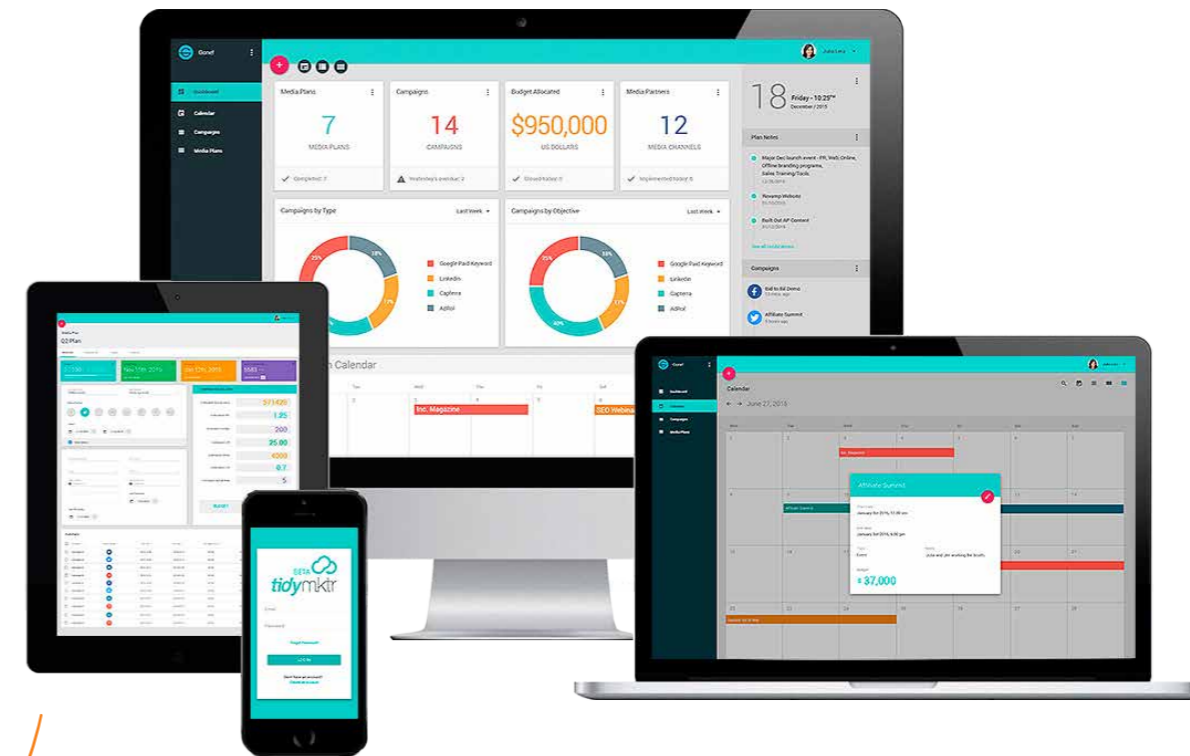
In July 2015, we launched TidyMarketer. TidyMarketer is a marketing planning and collaboration tool that enables and supports marketing teams and digital agencies to turn their working experience inside out simplifying complexities. Work faster. Work smarter.

TidyMarketer helps marketers boost their time, get organised and sprint communication by delivering a crystal-clear beautiful and resourceful media plan builder packed with benchmarks.

www.tidymarketer.com

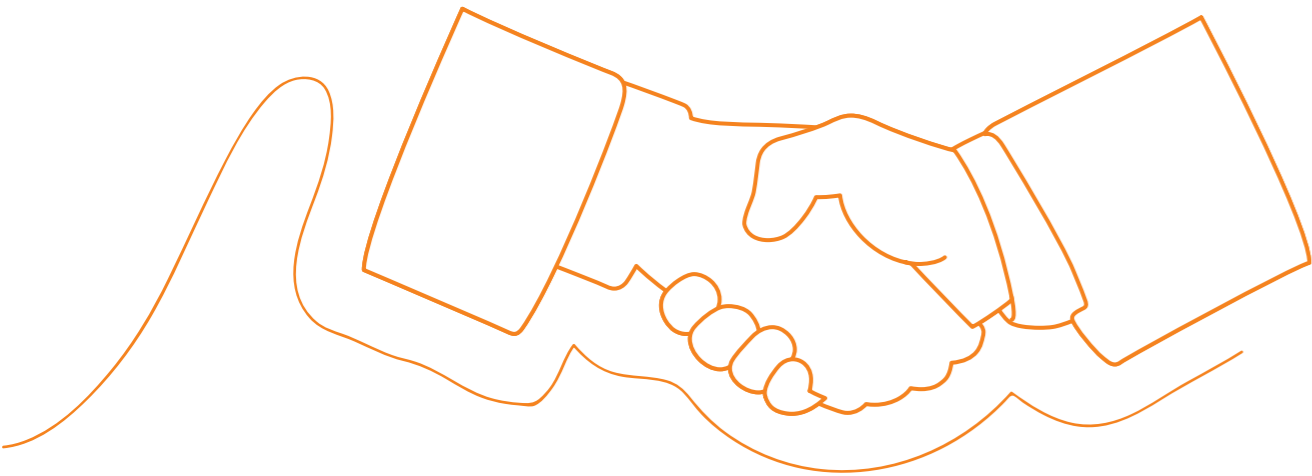


*tidy*marketer



Trust on Us

Growing our customers up! These companies have trusted us with their business. We listen, imagine, design, innovate. Let's make your dreams a reality!





📍 San Francisco, CA. 1342 Guerrero St.

📍 Tandil, BA. Argentina. 879 Mitre St.

☎ +54 2494 22 0494

✉ hi@beerealit.com

🌐 beerealit.com

🐦 @beerealit

f /beerealit



JAVA

PHP

Firefox