

AWG

**next
level
IT**

/ team

We develop and implement complex projects for large businesses

9000+

IT specialists in the Skillstuff partner network from Russia and the CIS

1000+

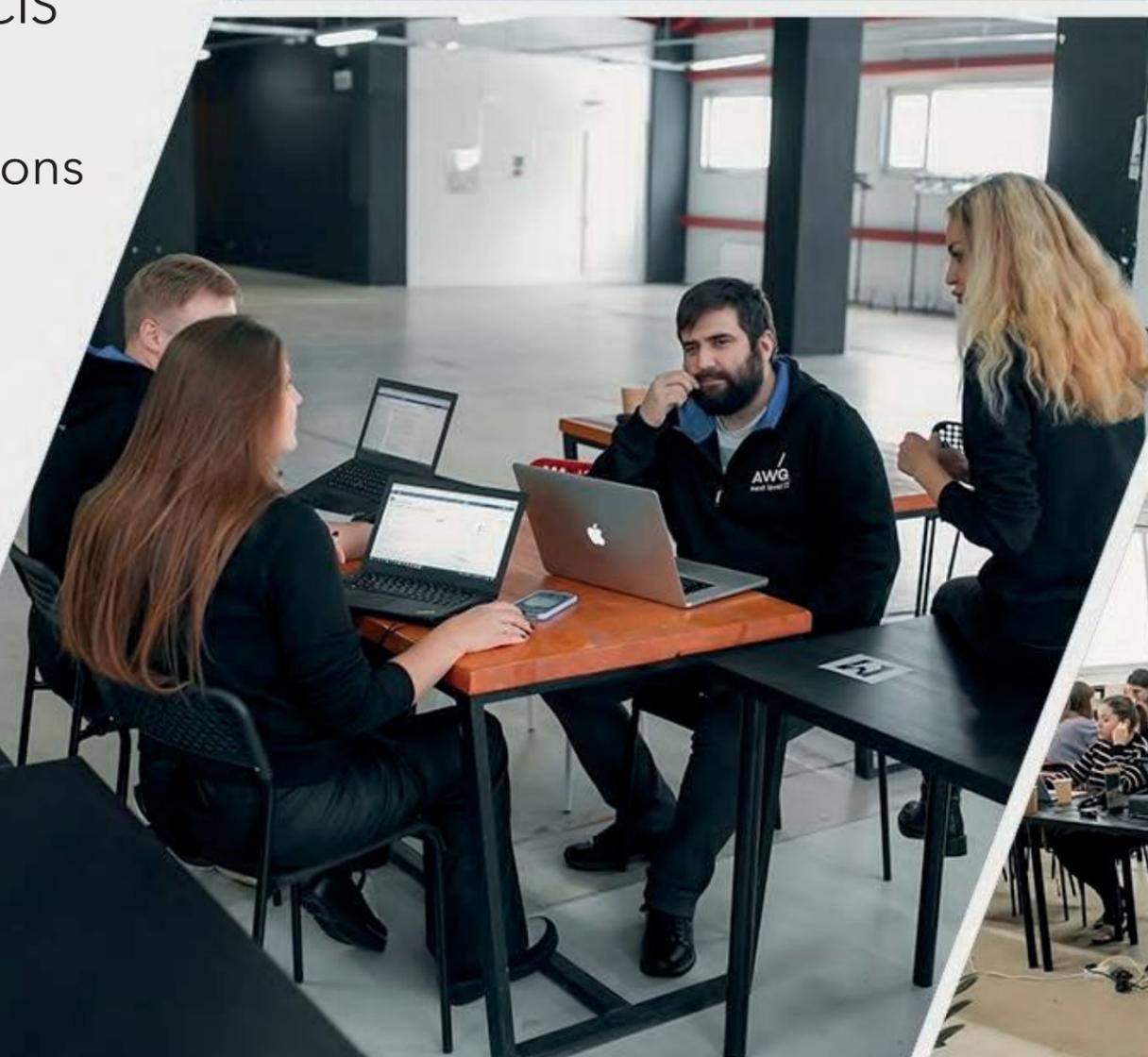
IT specialists in the TalentNations partner network from MENA, Europe, Asia

300+

full-time specialist

2015

founded in





Retail

/ Banks and financial institutions

/ Insurance organizations

/ Hospitality industry

Transport and tourism

/ Real estate

/ State companies

/ IT companies

/ achievements



One of the leaders of the
Runet rating



Three-time winner
of the Bolshoi Oborot Award



5 awards at the
Tagline Awards 2023



One of the leaders of the
Tagline Awards 2023



A+ Developer
in Ruward Rating



40+ clients from
RBC TOP 500,
Forbes-200



AWG in the ranking of
the best employers



TOP 5 in the ranking
Habr Career



Member of the Russian
Association of Electronic
Communications (RAEC)



Member of the
Association
of Managers



Authors of Skillbox
courses



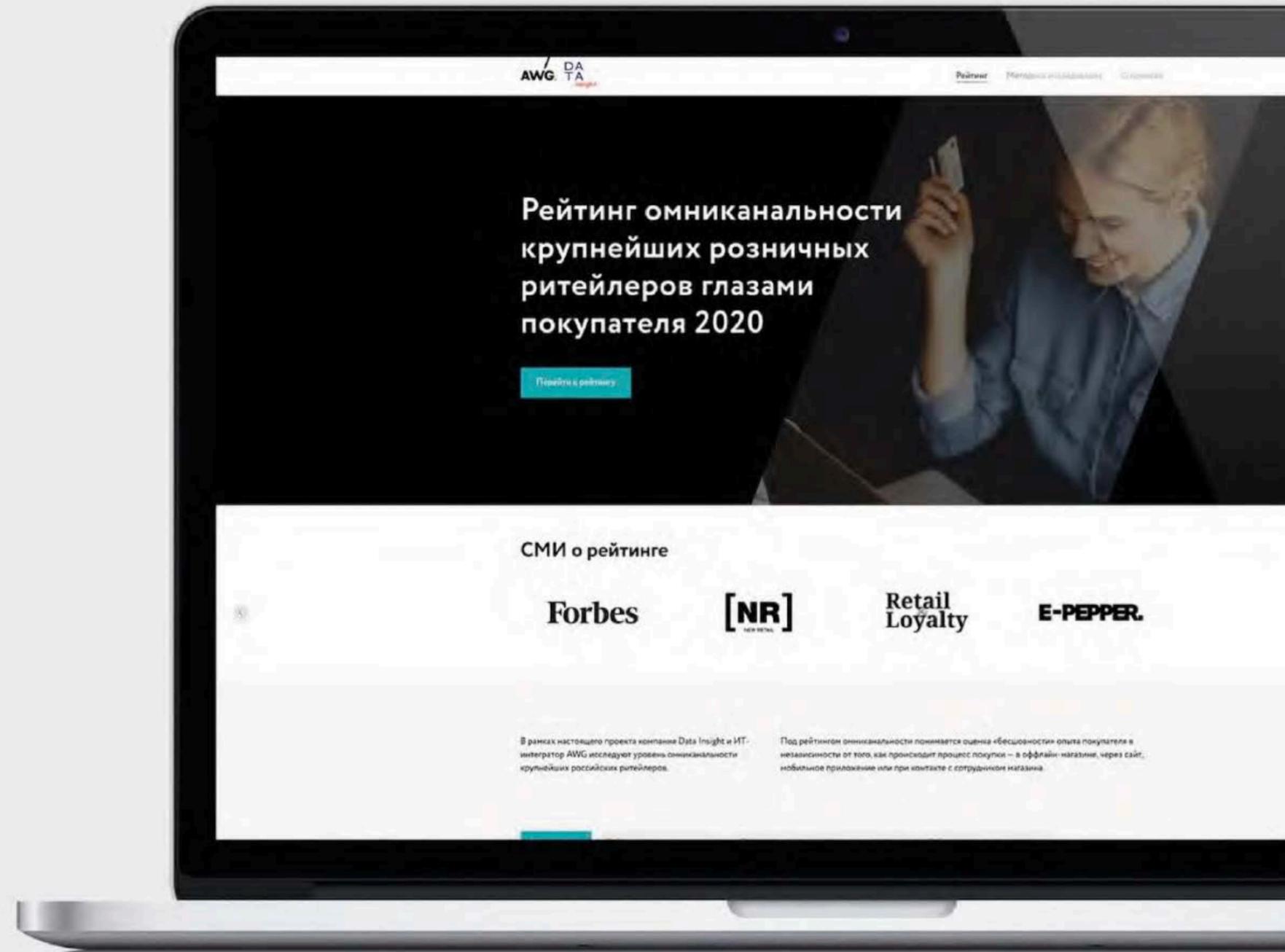
The resident
of the Skolkovo
Innovation Center

AWG is one of the leading IT integrators specializing in digital transformation projects and omni-channel solutions for the retail industry.

For the third year in a row, the IT integrator AWG and the analytics company Data Insight are conducting a study of the retail market. The result is the Omni Retail Rating—an omni-channel performance assessment of the largest retailers based on critical aspects of customer engagement.

Omni-channel marketing is a broad trend of customer interaction in Russian retail. Retailers use all kinds of offline and online tools to communicate with their customers and develop a seamless transition between channels.

<https://www.omni.datainsight.ru>



We develop and implement projects by utilizing our expertise and something we call “the AWG technology”:
developed over several years, it is a combination of the industry’s techniques and approaches and our own experience.

Solving business challenges and applying systems analytics is one of our strengths

All our clients have considered our system analysis service as a thorough and crucial stage of their project

**next
level
IT**

01

Starting data

- Goals
- Business tasks
- Problems
- Budget
- Deadlines
- Technology stack
- End result

02

Preparation

- UX audit
- Code audit
- Architecture audit
- Development processes audit
- Competence audit
- Roadmap development and approval

03

Implementation

- IT architecture redesign
- Development of new initiatives and objectives
- Error correction
- Adaptation of the product for high loads
- Refactoring
- Reporting
- Documentation

04

Maintenance and support

- SLA
- 24/7 support
- Issue resolution

End result achieved

High quality delivered on schedule



 **Processes**

Thorough supervision of the project during all stages

Tailoring business processes to the specific needs of the customer's business

Establishing end-to-end analytics processes across all systems and channels.

Tuning and managing all business processes connected with IT and software development projects.

**How we work**

Iterative results during all stages every month

Hybrid working model with an optimal balance between outstaffing (on the customer's premises) and services provided directly by AWG

Collaboration between the customer's employees and contractors, with management provided by AWG (if required)

Project management via Atlassian (JIRA and Confluence)

Warranty for work performed, covering up to 12 months.

**Sharing knowledge with the customer's team**

Training the customer's employees and helping them to develop the necessary level of competency

Assessing the knowledge levels of the customer's employees and creating individual development programs

 **SPECIAL CONDITIONS**

for contracts of 12 months or more

We help our customers to
take their business to the
next level, using IT

next
level
IT



Nikita Shabashkevich
CEO

Transformation and efficiency improvement

- 01** Speeding up the online store and improving its business performance
- 02** IT audit and roadmap development.
- 03** UX audit: finding and eliminating the causes of low conversion
- 04** Consultations on building an omni-channel environment
- 05** Design for an IT architecture that meets customer business goals
- 06** Comprehensive improvement of the business indicators of the Internet project

/ services

Business and systems analytics

01 Business and system analysis in large projects

We take business tasks for development and create a structured list of tasks for implementation, refinement and integration of IT solutions from a third party or the customer's company

02 End-to-end analytics

We build end-to-end analytics systems tailored to the needs of the customer's business.



Evgeniy Skorikov
Lead architect



Development and integration

- 01** Development and support of High-Load IT projects
- 02** Development and support of omnichannel online stores
- 03** Creation and development of marketplaces
- 04** Development with 1C-Bitrix tools and services
- 05** Mobile application development
- 06** Development and implementation of omnichannel marketing systems
- 07** Development of specialized crowdsourcing platforms
- 08** Design of effective e-mail newsletters
- 09** Front-end development
- 10** Back-end development

Stanislav Pyatetsky
Director of Production

Implementation of IT solutions

01 Implementation of Elasticsearch: fast and convenient search

Installing Elasticsearch allows you to speed up the work of your site and increase its performance significantly.

02 Implementation of marketing CRM for retail

Marketing CRM for retail is a program that will help you to establish and simplify the management of the customer database and at the same time reduce costs and actively increase profits.

03 Implementation of PIM

PIM – full control, centralization and ordering of data about your products.





Тестирование и сопровождение

01. Automated testing (QA)

QA allows you to ensure the quality of digital products and projects, the stability of the supply of new functionality and reduces time to market

02 SLA and 24/7 support

A set of support measures that ensures reliable operation of a project or service and allows you to always respond to customer requests

03 Development and support of retail projects

Quick connection to the internal IT system in order to solve and close small tasks from outstanding tasks, which ultimately allows to accelerate the development of the project

Dmitry Artyomov
IT Director

“

We always begin by immersing ourselves in all aspects of the customer's business, which allows us to offer the best customized solutions possible.

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AWG

The main cases



ДОЧКИ-СЫНОЧКИ



ИНТЕРНЕТ-МАГАЗИН
БАГАЖНЫХ СИСТЕМ



СПИТЕ, ЧТОБЫ ЖИТЬ



ИЗДАТЕЛЬСТВО



СУПЕРМАРКЕТ НАПИТКОВ



Онлайн. Быстро. Рядом.



МЕЖДУНАРОДНАЯ СЕТЬ
ДОСТАВКИ ЦВЕТОВ



ТОВАРЫ ДЛЯ ДОМА



NO ONE

ILONA LUNDEN
COSMECEUTICALS



ABRICOT



LAPIN HOUSE

ЭЛЬДОРАДО.RU
ЛЮДИМ ВЫГОДНО

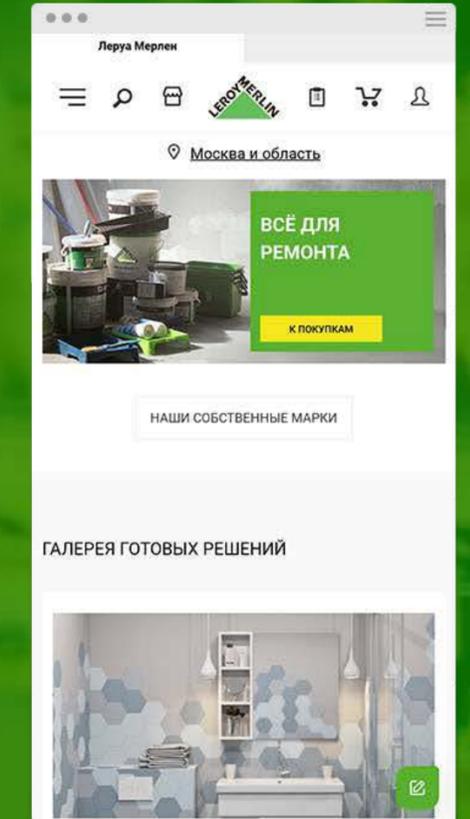
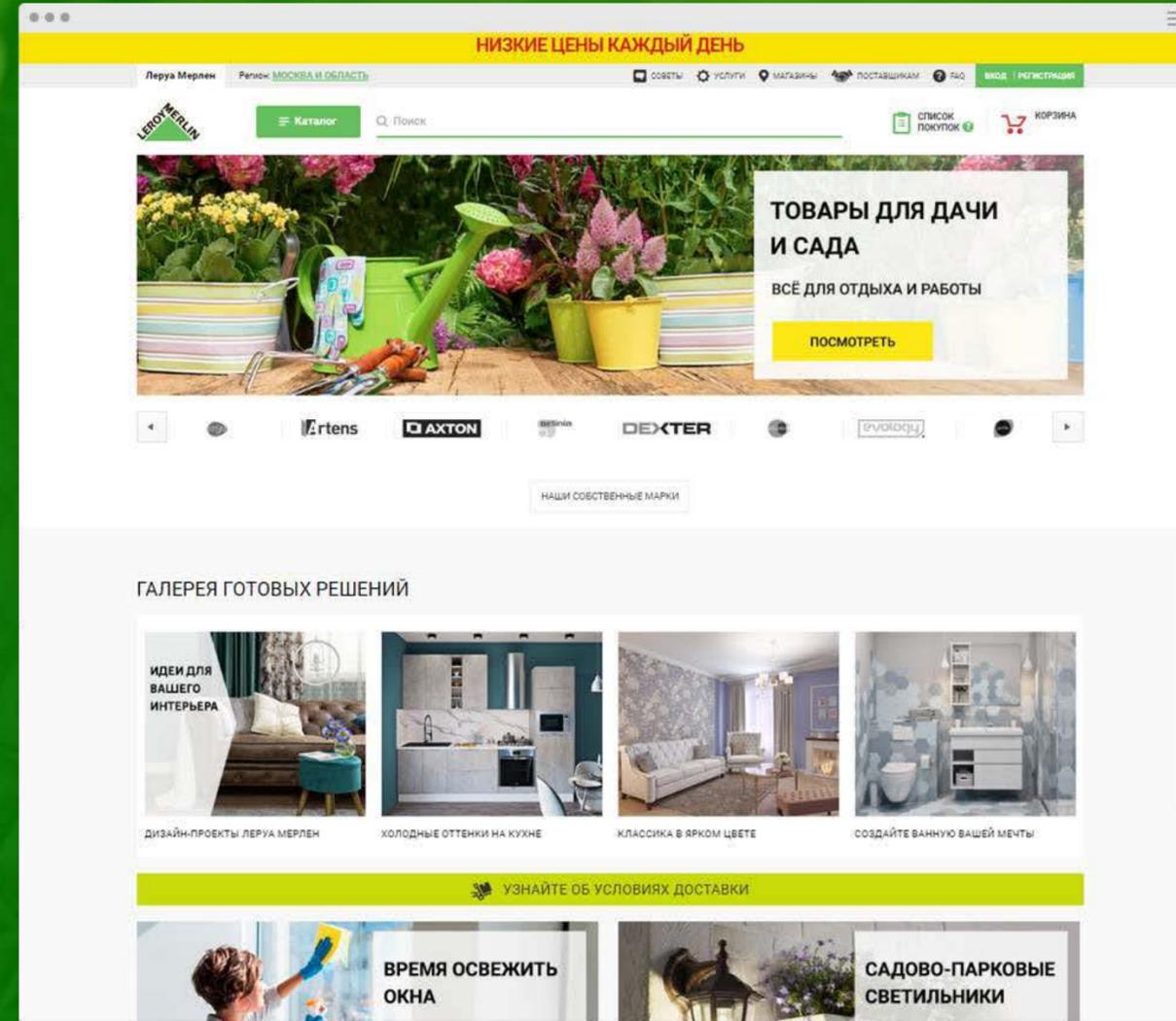


фирменный магазин Xiaomi

O'STIN

Leroy Merlin

is a French headquartered home improvement and gardening retailer serving several countries in Europe, Asia, South America, and Africa. Leroy Merlin is the leading DIY store in Russia.



“

AWG experts provided high-quality analytics, development and testing services, which allowed us to update our website's functionality in a timely manner. AWG experts have continued to support and further develop our project. While working with us, they have proven to be a knowledgeable and reliable service provider.

”

Andrey Chechin
CEO of the Leroy Merlin Marketplace



ООО «Леруа Мерлен Восток»

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ул. Шаболова, 31А, г. Москва, 115162,
тел.: +7 495 961 01 60, факс: +7 495 961 01 61

Место нахождения:
Осташковское шоссе, д. 1, г. Мытищи,
Московская область, 141031

www.leroymerlin.ru

Директору ООО «АртВеб Групп»
Хачияну Александру Аркадьевичу

28 июня 2019 г.

Отзыв о работе с компанией ООО АртВеб Групп

Компания AWG (ООО АртВеб Групп) принимала участие в разработке и запуске проекта "Маркетплейс" для компании Леруа Мерлен Восток. Специалисты AWG оказали качественный сервис по аналитике, разработке и тестированию. Работа команды позволила своевременно обновить функционал сайта.

В настоящий момент специалисты AWG продолжают работу над данным проектом в режиме развития и сопровождения, успешно зарекомендовав себя как экспертные и надежные исполнители. Со стороны AWG на проекте работают 14 специалистов:

4 бизнес-аналитика

4 системных аналитика

6 специалистов по автоматизированному тестированию

Участие команды AWG на данном проекте позволило запустить MVP в заданный срок с заданными критериями качества.

Андрей Чечин,
Директор Маркетплейса Леруа Мерлен
+7 (916) 960-13-72
andrey.chechin@leroymerlin.ru

AWG has been working with Leroy Merlin for the past 5 years. Together we have created 34 separate projects. 30 outstaffed AWG employees permanently work on the Leroy Merlin premises

Outstaffed employees include digital and systems analysts, product owners, project managers, and designers

We managed projects for desktop and mobile versions of the website, as well as the mobile app

We created layouts and integrated sections for different bonus cards

We created designs for content projects

We created commercial video for screens installed in the customer's stores

We developed the "Project Kitchens" project

Organization of automated testing for digital products

What we started with

Our customer didn't have a systematic testing approach and established automated testing processes, which lowered the quality of developed products

Project stages

Studying the current situation, building a team and choosing a technology stack for the project

Selecting and configuring a test management system

Configuring a system for reporting detected defects

Providing and supporting the development work cycle

Results

Quality assurance: developers promptly receive reliable information about defects in digital system operations

The time-to-market for digital products was significantly reduced

Designing technical application architecture with microservices.

Applications

Check-out: a set of microservices that provide logic for checkout processes

Payment: a set of microservices that provide the capabilities for managing the availability of payment types, accept payments, and register fiscal receipts

Delivery: a set of microservices that provide the capabilities for managing the availability of delivery types, as well as managing tariffs, areas and delivery dates, and calculating delivery costs

Shopping Cart: a set of microservices that provide an omni-channel shopping cart as well as triggers for notifying the customer about shopping cart events

Project stages

For all applications:

- / technical architecture design;
- / documentation development, including a description of each microservice (its logic, methods, and their availability for external systems);
- / formulation of development and automated testing tasks;
- / acceptance testing;
- / application implementation and handover to support

Results

The ability to handle 500-1000 rps with a response time of up to 100 ms and a simple tuning option for modifying these indicators. The apps can be easily adapted to fit new requirements and changes in input data formats. The system has an efficient, easy understandable, and extensible architecture which allows for the easy implementation of fundamentally new requirements as well as collaboration with external developers according to InnerSource principles

Stack: Java 11 (Spring), Mongo 4, PostgreSQL, RabbitMQ, Eureka.

UI: Node.js & React mobx & antDesign

Alfa-Bank

JSC, the corporate treasury of the Alfa Group, is one of the largest private commercial banks in Russia.

Скриншот главной страницы сайта Alfa-Bank. В центре — баннер «Кредитная карта 100 дней без %» с изображением стопки монет и кредитной карты. Ниже — три карточки с условиями: «Кредитная карта 100 дней не платите проценты», «Дебетовая карта до 2% кэшбэк на все покупки», «Кредит наличными от 7,7% годовых». Внизу — баннер «Бесплатный счёт для бизнеса».

Скриншот страницы «Заявка на дебетовую Альфа-Карту Premium». В центре — изображение карты. Условия: «До 3% кэшбэк на покупки», «До 6% на остаток по карте», «Бесплатно снятие наличных по всему миру». Внизу — кнопка «Закажите дебетовую карту прямо сейчас» и текст «Шаг 1 из 4. Заполните первый шаг и станьте на +40% ближе к Альфа-Карте».

“

Due to the expertise and creative approach of the AWG team, all objectives were successfully completed. AWG experts continue to work on Alfa Bank JSC projects and provide high-quality design, analytics and development services.

”

B. I. Antonov
Head of cash
management products
business unit



Благодарность

Дирекция развития расчетных продуктов АО «Альфа-Банк» выражает благодарность компании AWG за обновление и оптимизацию сервиса по открытию счетов - «Альфа-Офис».

АО «Альфа-Банк» начал работу с компанией AWG в 2016 году. На момент начала сотрудничества у Альфа-Банка уже существовал сервис для управления партнерской программой и открытия счетов — «Альфа-Офис». Необходимо было обновить и оптимизировать сервис.

Перед командой AWG стояли следующие задачи:

- 1) Перевести существующие банковские процессы из офлайна в онлайн.
- 2) Сделать современный удобный интерфейс, позволяющий пользователю самостоятельно проводить сложные банковские операции.
- 3) Реализовать непрерывное расширение функциональных возможностей предоставляемых сервисов.
- 4) Минимизировать затрачиваемые на поддержку приложения человеческие и технические ресурсы.
- 5) Расширить перечень дополнительных сервисов и реализовать удобный для клиента процесс подключения.

Благодаря профессионализму и творческому подходу сотрудников команды AWG, все задачи были успешно выполнены. Специалисты AWG продолжают работу над проектами АО «Альфа – банка» и оказывают качественные услуги по дизайну, аналитике и разработке.

С уважением,
Руководитель дирекции
Расчетных продуктов
Департамента разработки и развития
расчетных продуктов корпоративного бизнеса
АО «АЛЬФА-БАНК»



Interface design and development for online services

As part of the online services development project, the AWG team is responsible for the analytics, design and development of modern and convenient self-service interfaces which allow users to perform complex banking operations online.

Project objectives

Transfer existing banking processes from offline to online

Create a modern, user-friendly, and self-service interface that allows users to perform complex banking operations

Significantly expand the list of additional services and implement a customer-friendly service activation process

Implement continuous expansion of service functionality

Minimize human and technical resources spent on app support

Interface design and development for online services

Development stages

Conducting high-quality surveys and in-depth interviews with users (10-15 sessions per iteration)

Examining existing bank regulations and documentation

Performing system and business analysis, as well as

Developing user scenarios and testing both design hypotheses and the usability of the services

Designing online service interfaces, including their mobile versions

Designing a unified presentation style and a system for applying project elements as modules in projects run by other bank teams

Setting tasks for developers and supervising them

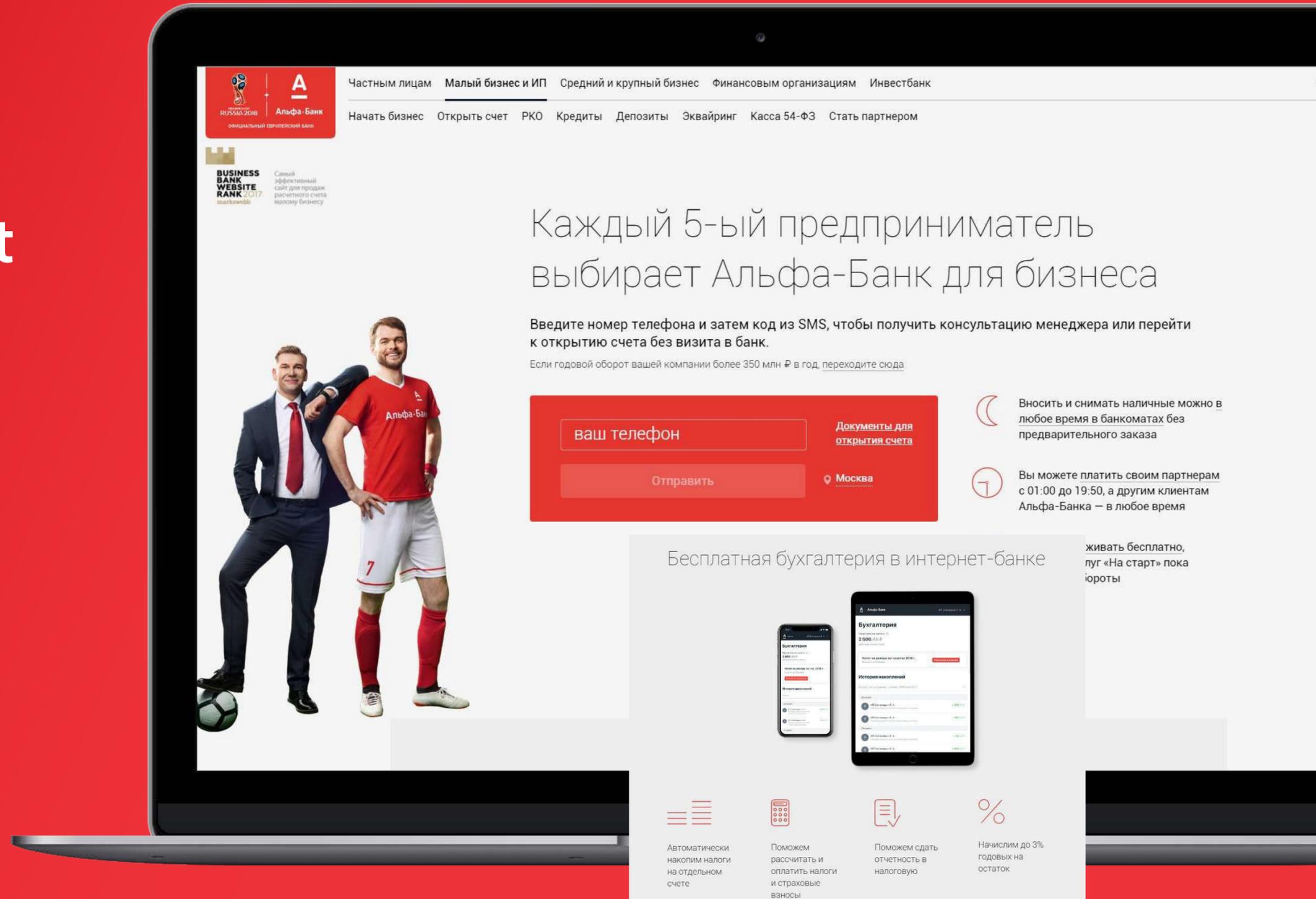
Performing manual and automated testing

Presenting the results to the project team, related departments and top management

Opening a current account

The option to open a current account for legal entities (self-employed business owner or LLC) online, without visiting the bank and to activate related services

<https://alfabank.ru/sme>



Salary management

1. The option to begin a salary management project and start using the current account service online
2. The option to request the services of an expert, as well as assistance and consulting if the project is implemented without the current account service

<https://alfabank.ru/corporate/rko/salaryproject>

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Частным лицам | Малый бизнес и ИП | **Средний и крупный бизнес** | Финансовым организациям | Инвестбанк

Открыть счет | РКО | ВЭД | Кредиты | Управление ликвидностью | Зарплатный проект

Зарплатный проект без визита в банк

С расчетным счетом | Без расчетного счета

Если открываете зарплатный проект вместе с расчетным счетом, мы оформим всё онлайн. При оплате сразу 9 месяцев обслуживания счета вы получаете ещё 3 месяца в подарок.

[Оформить онлайн](#)

Никаких комиссий

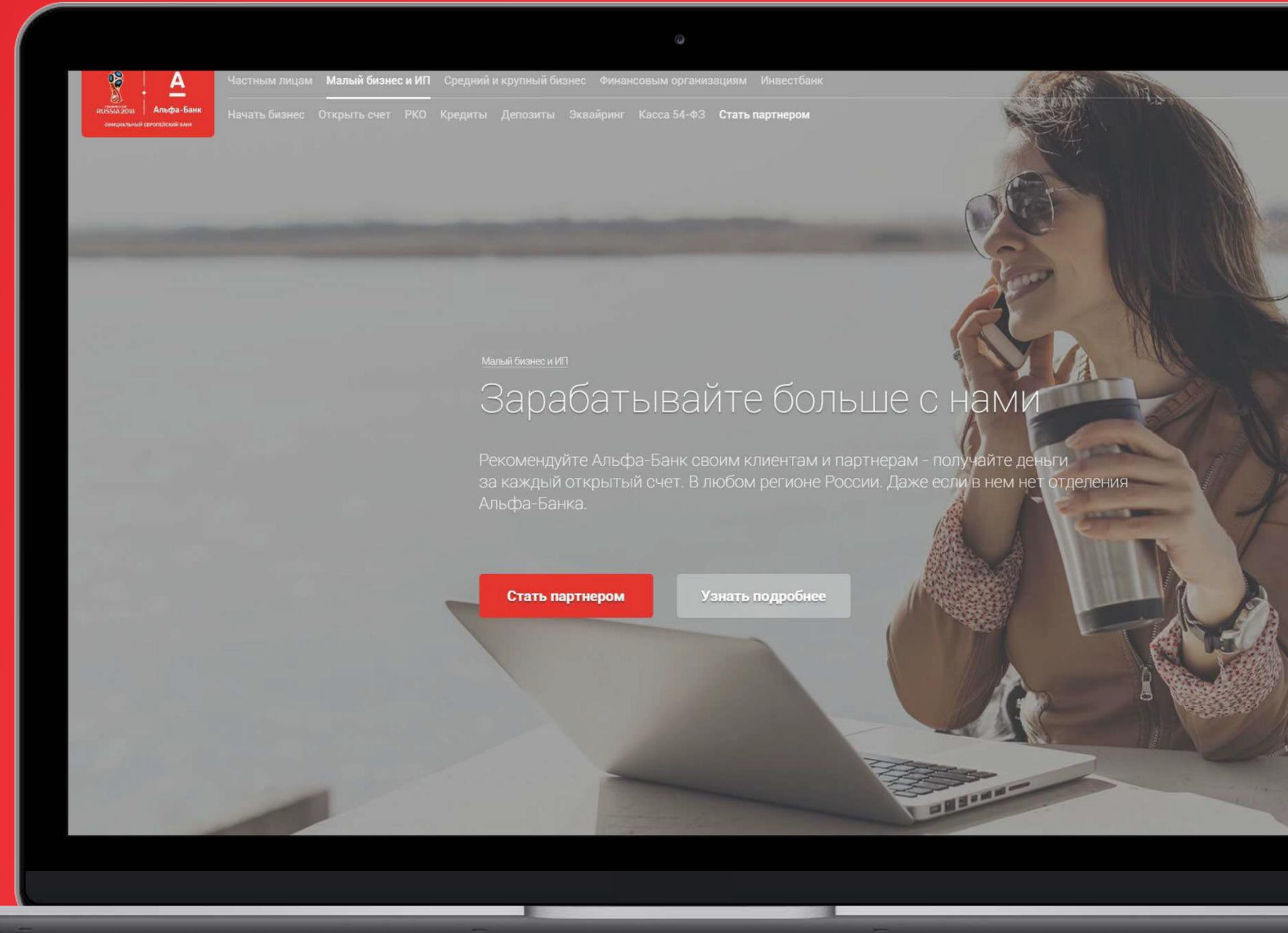
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- Открытие проекта
- Выпуск карт
- Доставка карт
- Перечисление зарплаты
- Годовое обслуживание

+7 495 278-07-08

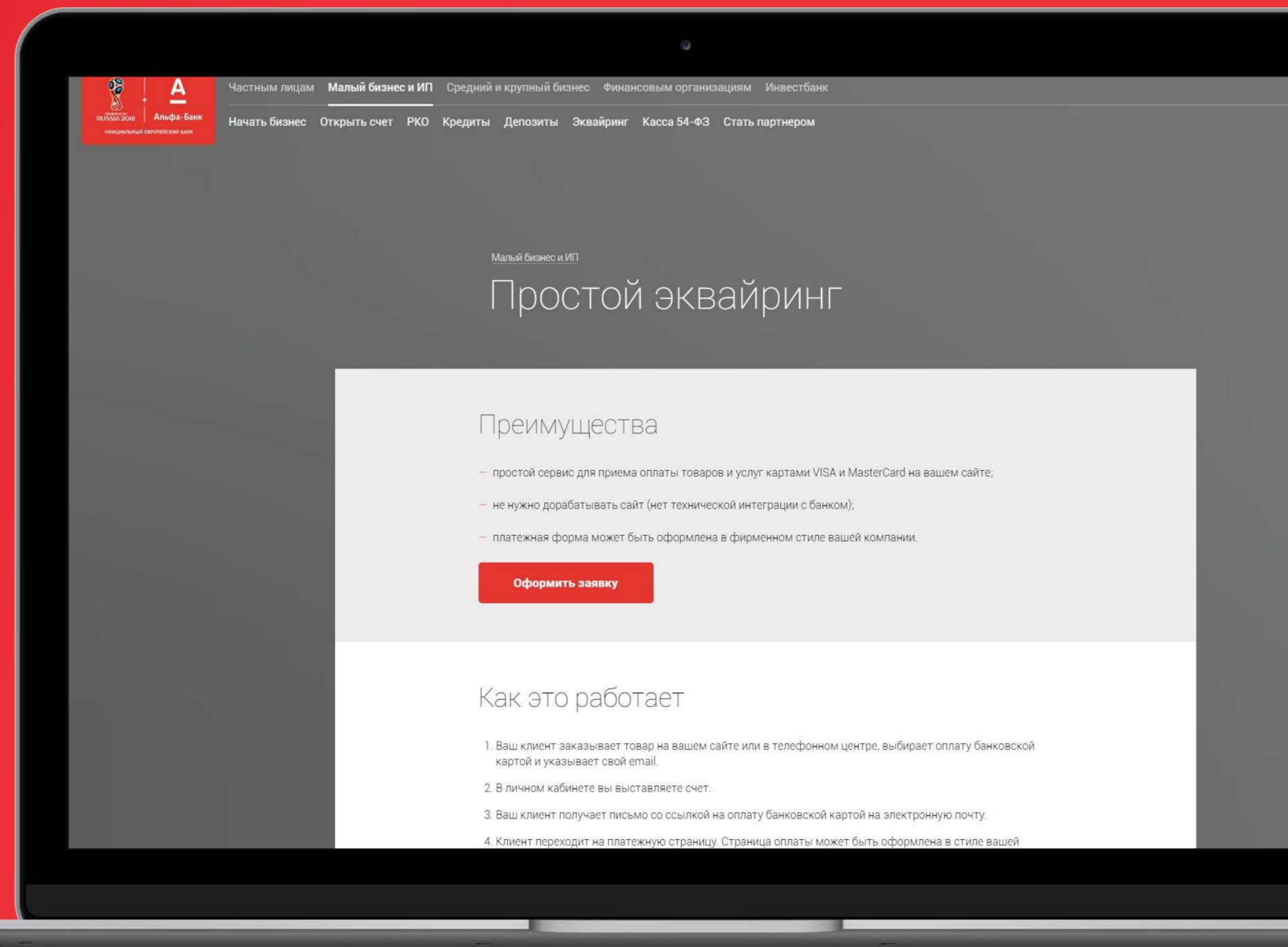
A partnership program

Online registration as a bank partner and a bonus system for referring new partners



Internet acquiring

Payment for products and services with Visa and MasterCard on the customer's website



<https://alfabank.ru/sme/rko/eqlite>

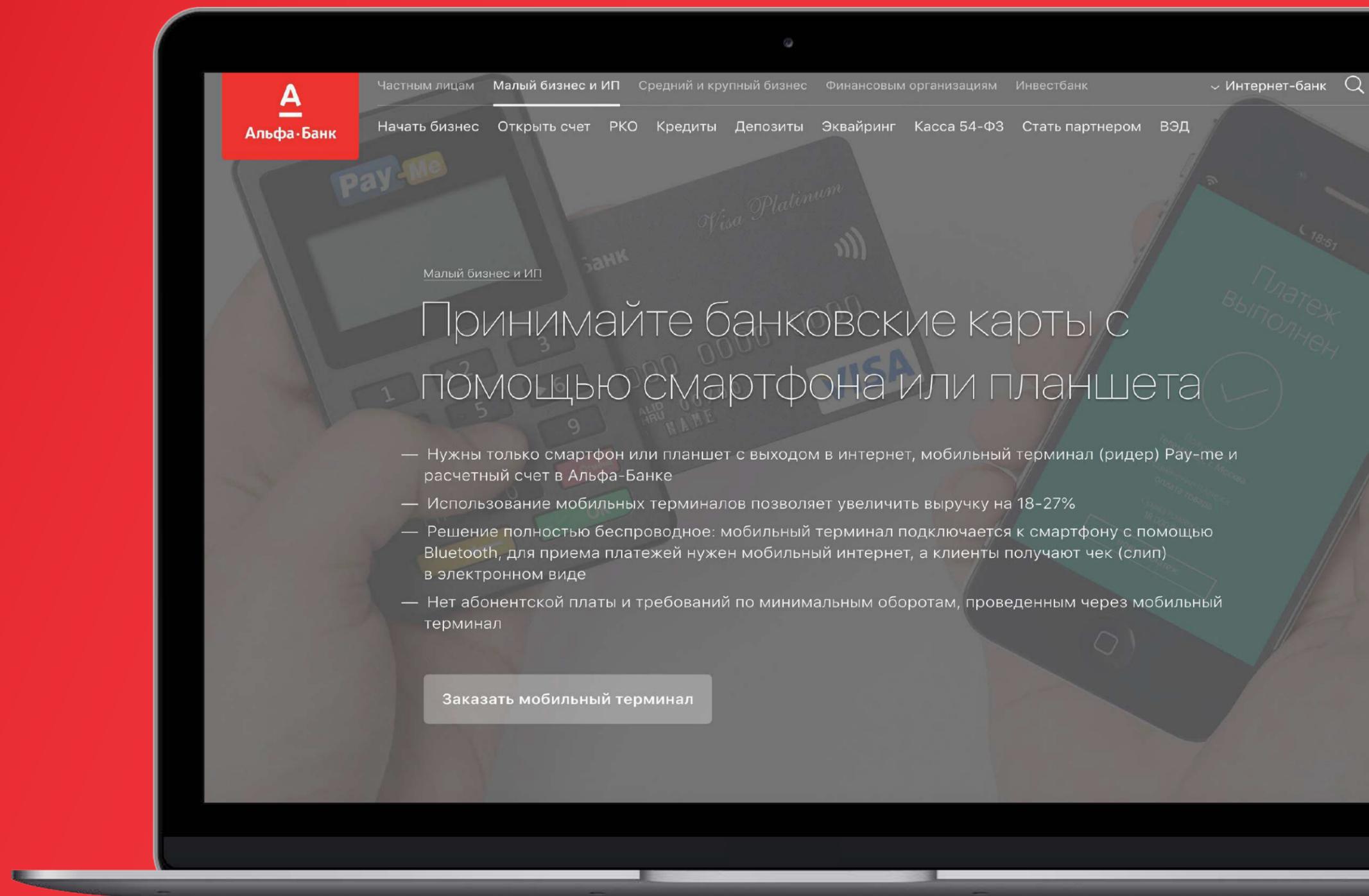
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POS acquiring

Payment with bank cards
through mobile terminals,
smart phones, and tablets

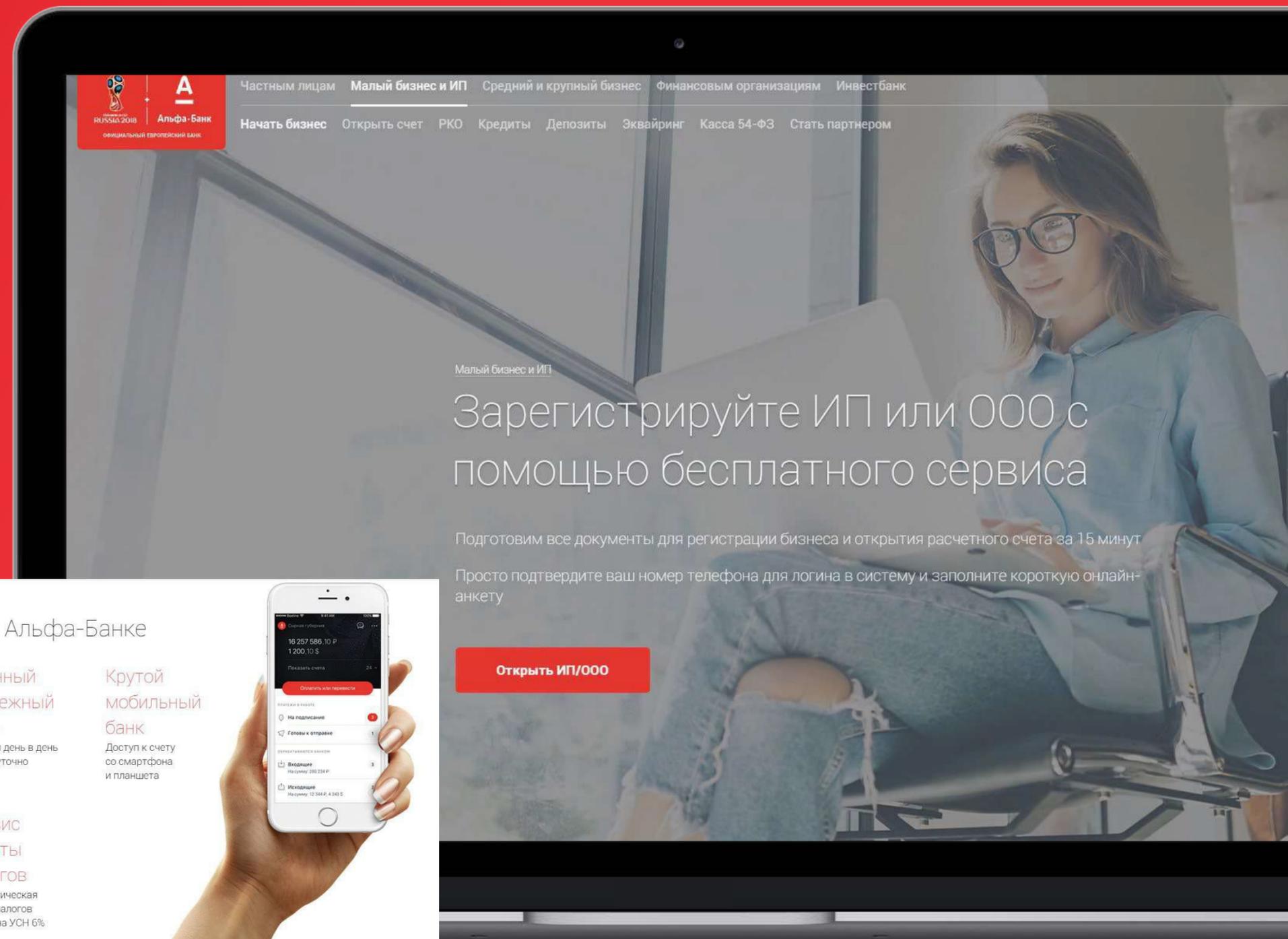
<https://alfabank.ru/sme/payservice/>
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Business registration

Online registration as self-employed business owner or LLC for free



Расчетный счет в Альфа-Банке

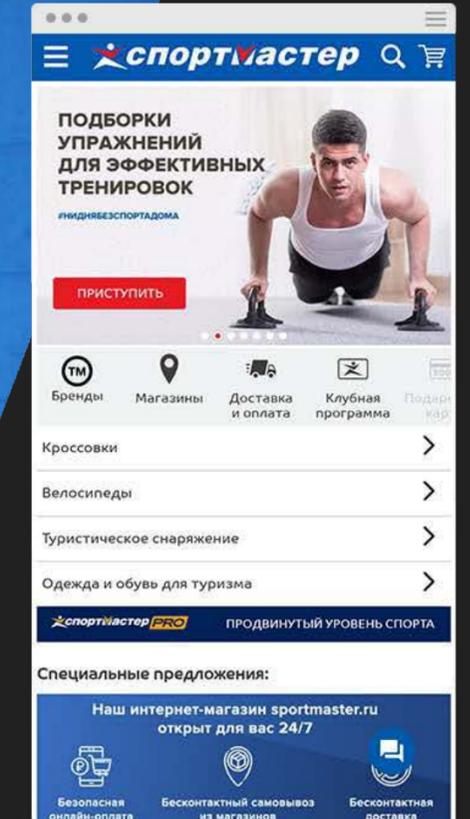
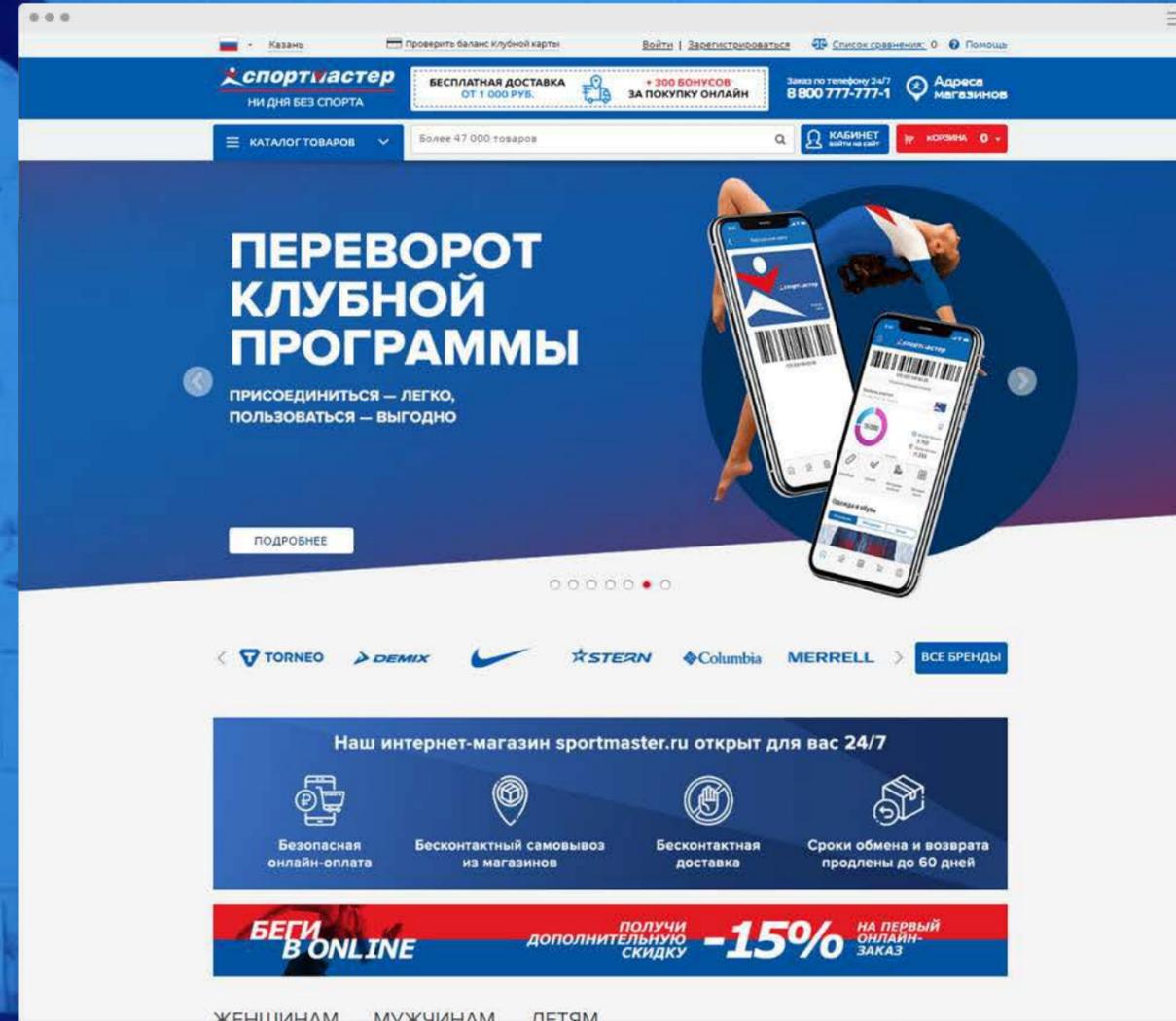
Карта для наличных Внесение и снятие наличных в любом банкомате	Длинный платежный день Платежи день в день круглосуточно	Крутой мобильный банк Доступ к счету со смартфона и планшета
Удобный интернет-банк Работает на любом компьютере	Сервис оплаты налогов Автоматическая оплата налогов для ИП на УСН 6%	

<https://alfabank.ru/sme/start>
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Sportmaster

an international multi-category, multi-brand retailer of sports and outdoor product (apparel, footwear and equipment) with leading position on most of the markets of operations.



“

The AWG team proved themselves to be a team of highly qualified and professional experts with a high level of organization and perception skills as well as the ability to immerse themselves in the business processes of their customers. Our colleagues not only develop high-quality products, but also create a comfortable and creative environment that ensures our productive cooperation.

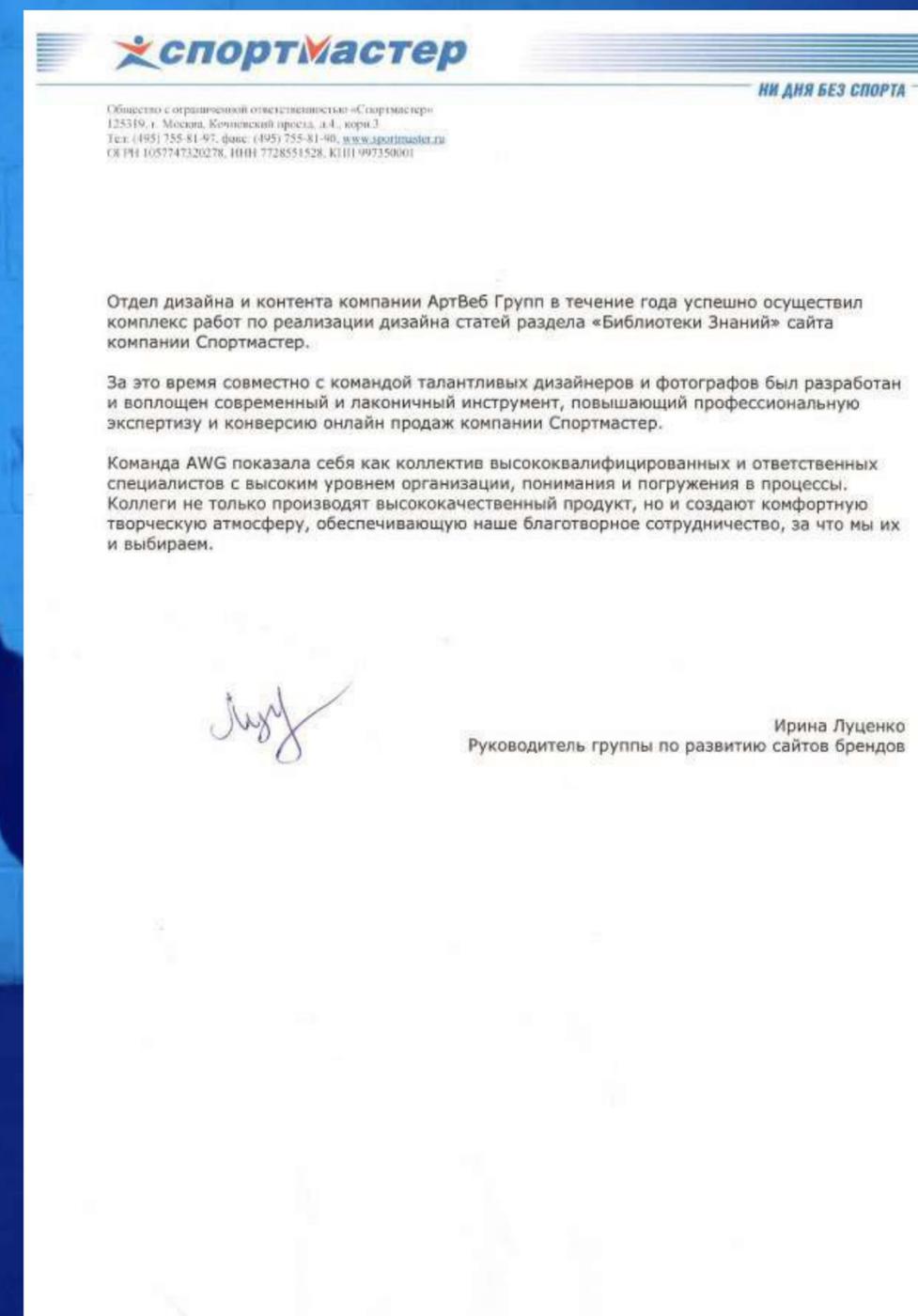
”

Irina Lutsenko

Head of the Sportmaster brand websites development team

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Development of a big online store

Customer challenges

The website is not fault-tolerant and is unstable under planned loads, failing under peak loads.

High cost of supporting outdated website architecture.

Scaling up to accommodate sales growth is difficult. Development and implementation of new functionality is an overly complicated process that takes too much time.

What we achieved

We created a new online store, www.sportmaster.ru, which is hosted on 4 servers and can handle peak loads of 13,000 customers simultaneously and more than 250,000 customers daily.

The online store is integrated with 30 internal information systems.

The store has desktop and mobile versions, a version for the contact center, as well as a mobile app.

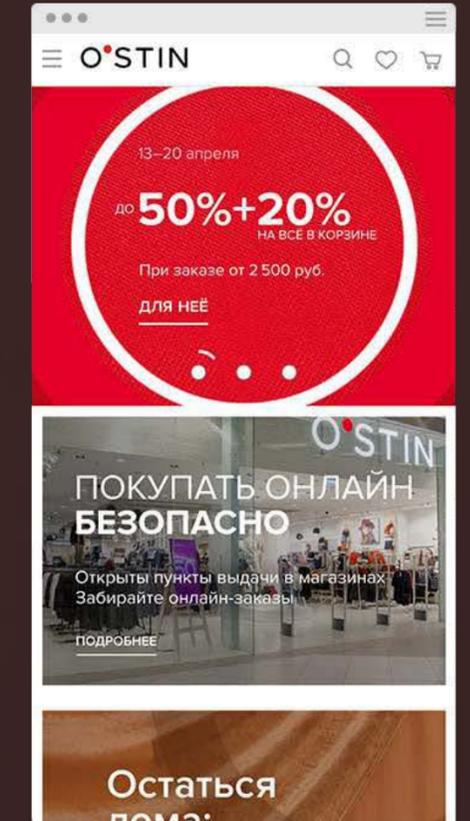
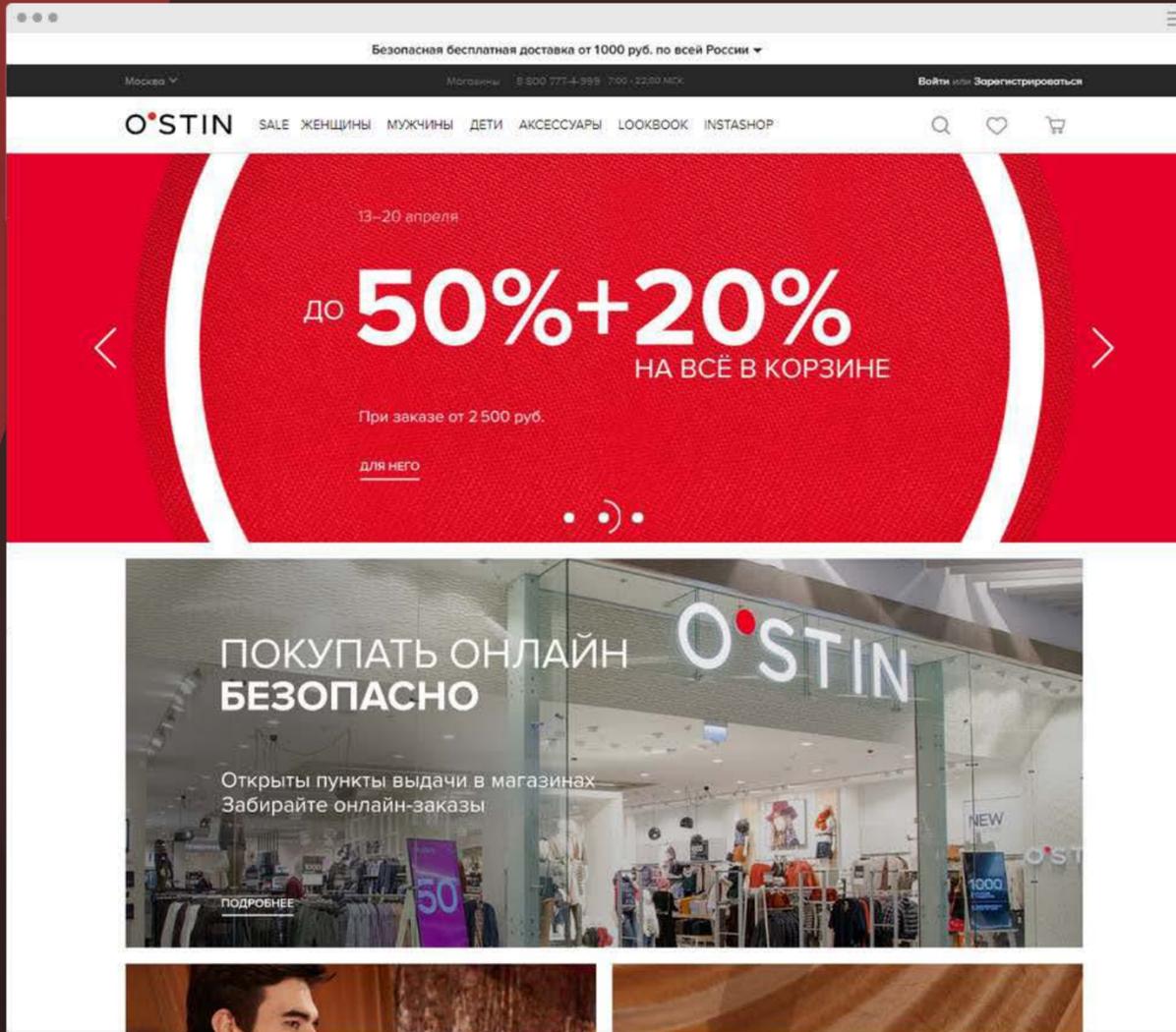
We developed kiosks for physical stores, with kiosks now in more than 200 stores

We implemented offline customer identification capabilities

O'stin

an international apparel brand distributed in more than 700 stores of its own retail network in Europe, Asia and Russia.

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PIM development and implementation

Customer challenges

As part of the O'STIN online store development project, the customer needed to create over 6,000 product cards in six months.

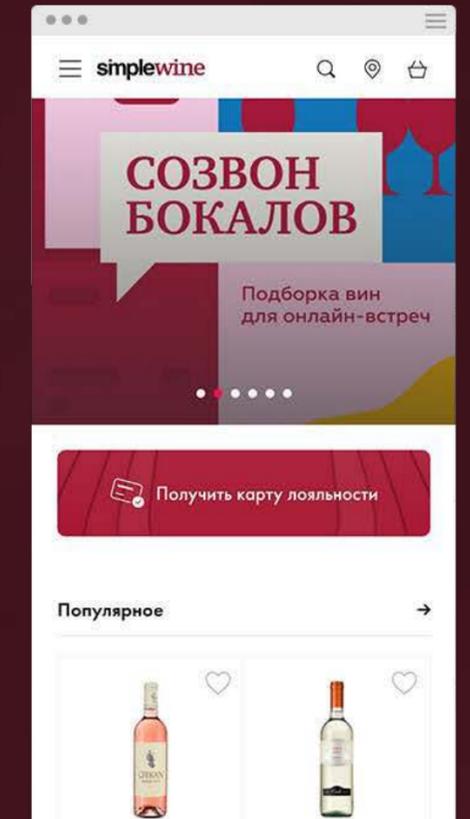
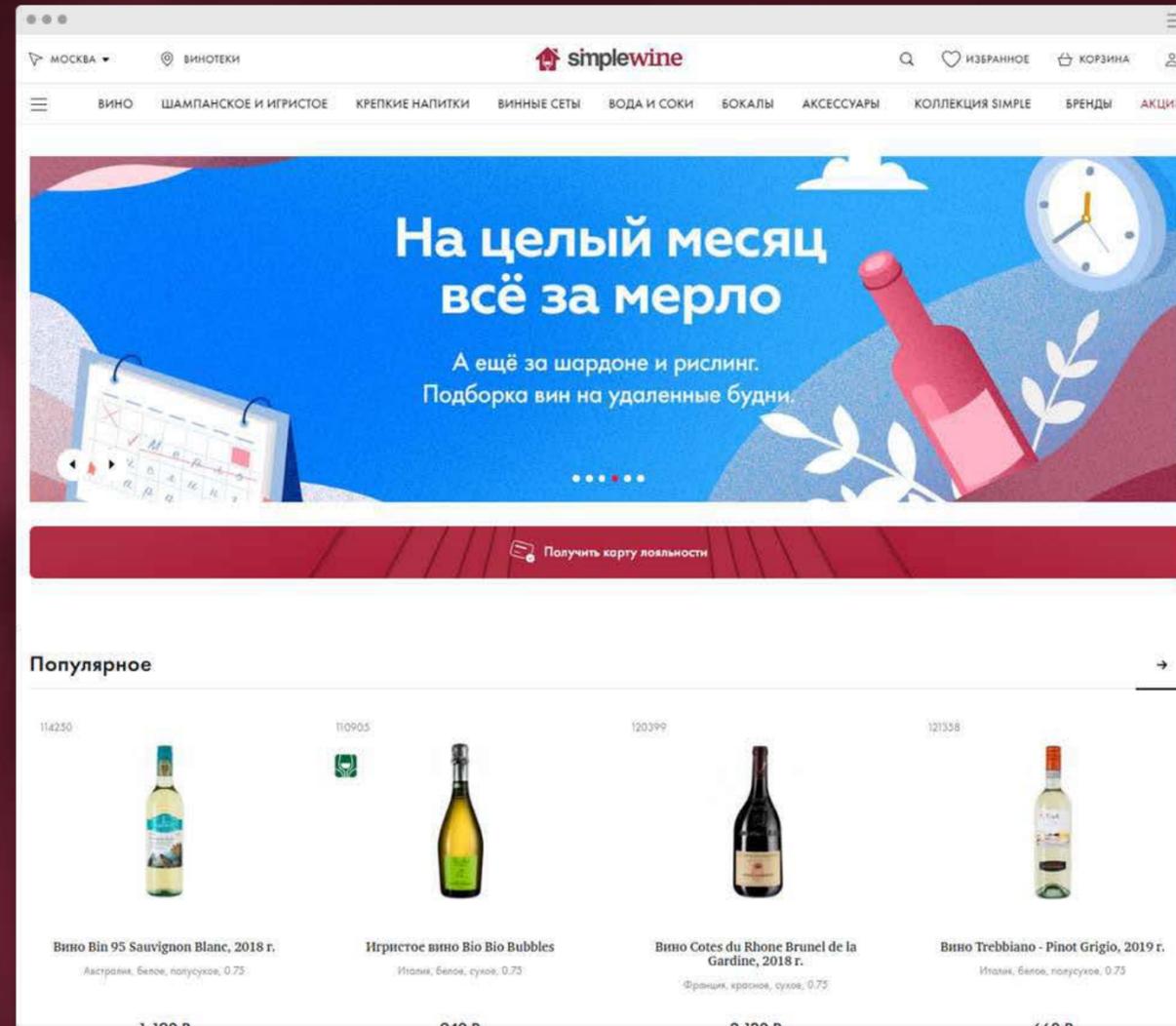
What we achieved

We created a system that allows employees to enter missing information about goods. The entry process is now methodical. The system supports uploading product photos and monitoring compliance with the company's requirements regarding photos

Simplewine

is of the largest wine importers in Russia with own retail network.

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Website audit, stability improvement, and development

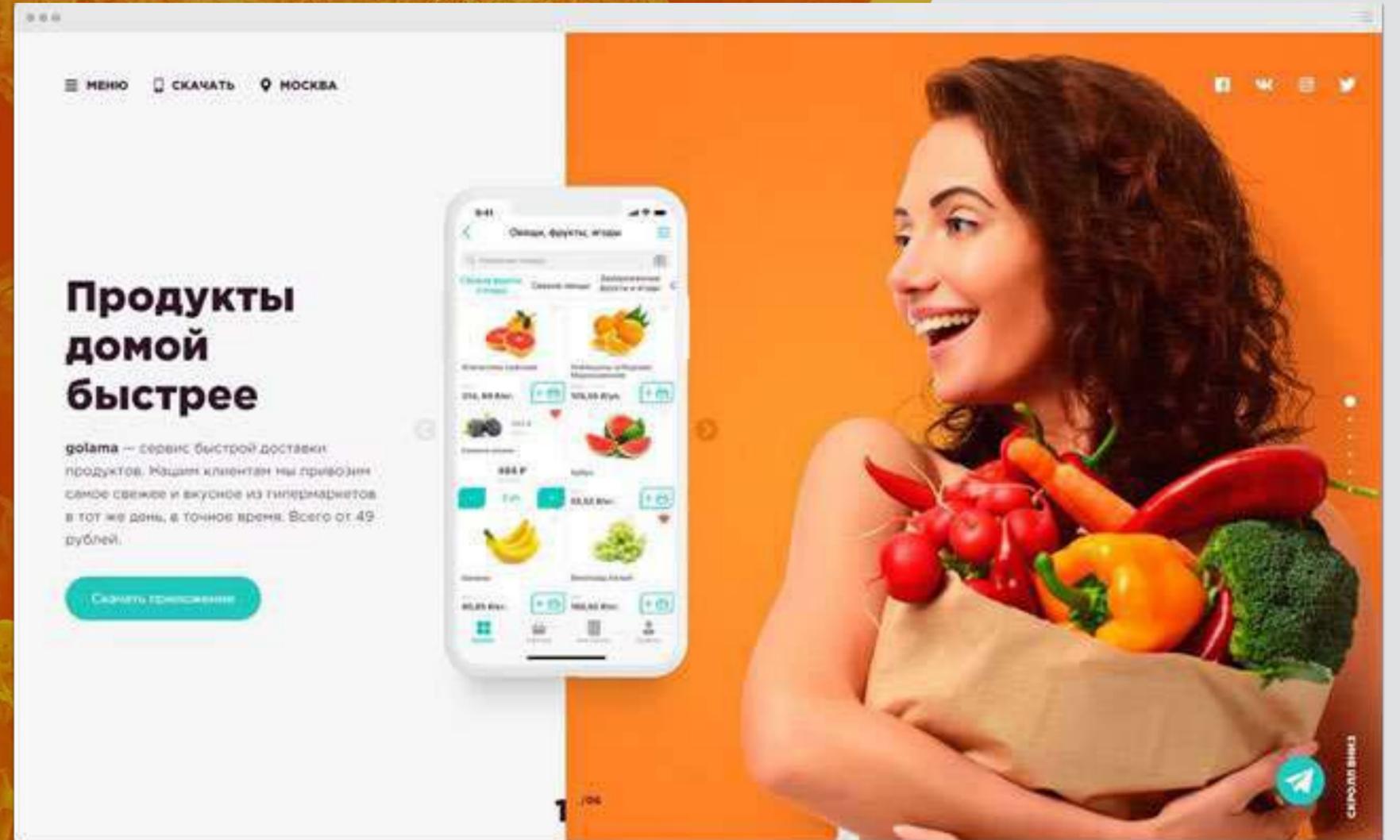
Website technical support

Technical and UX audit

Performance and speed optimization

Development and implementation of new functionality

Reduction of page loading time, reconfiguration of server hardware, product improvement, and implementation of a new catalog generation logic
Installation of a monitoring system



Golama

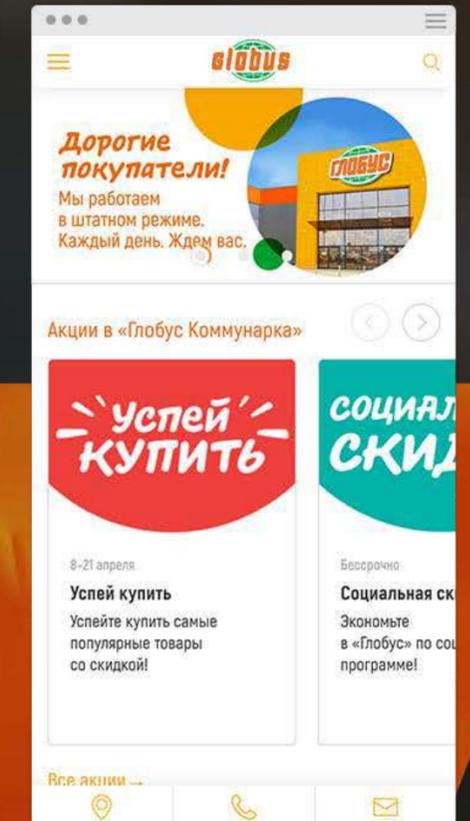
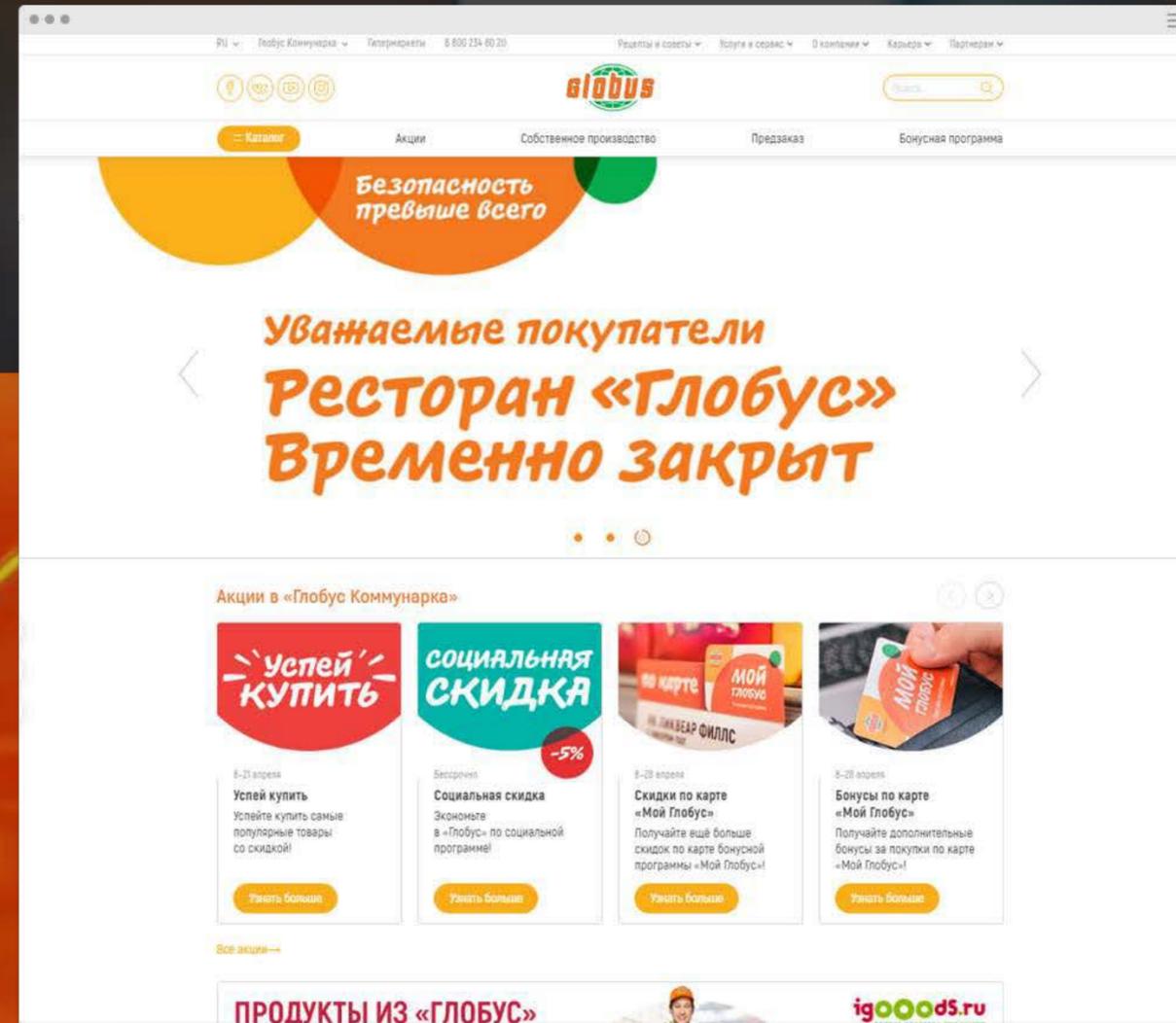
is one of the first projects in Russia with food delivery services

Website development (desktop version)

Our main goal was to develop a desktop version of a website for the service that included all the functionality available within the customer's mobile application.

Before development, the AWG team started with an analytics and basic design stage, allowing the team to implement a new sales channel which accommodated

Then we developed and implemented the desktop version. This stage included creating designs for the website, UX interface design, front-end & back-end development and integration.



Globus

is a German retail chain of hypermarkets, DIY stores and electronics stores presented in Russia.

Testing

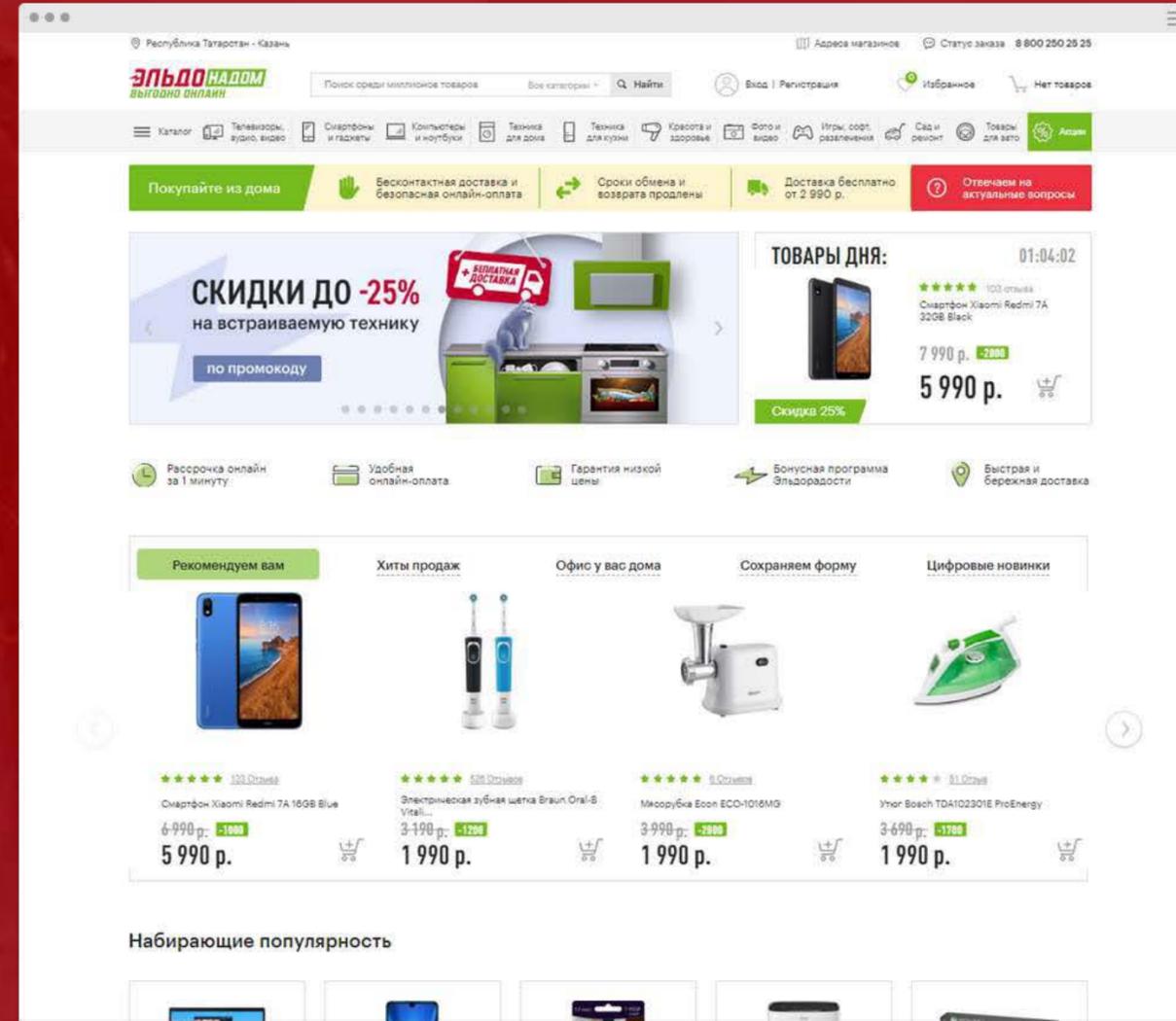
Independent testing in website development.

Development of test cases for all functionality.

Task prioritization.

Full functionality coverage by testing on a wide range of physical devices.

Close interaction with the development team.



Eldorado

is one of Russia's largest retailers of consumer electronics and household appliances. The company is present in almost all regions of Russia

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Email marketing optimization

Objectives

Optimize newsletter preparation.

Reduce preparation time from 120 to 40 minutes.

Minimize the number of bugs through automated testing.

What we achieved

We shortened the full preparation cycle of one newsletter, reducing the time to 40 minutes.

We developed an automated tool for generating emails and applying templates to them

The customer's team significantly improved their skills in preparing email newsletters.

Website support: design, content, front-end development, and analytics

Design and front-end support for the website's content strategy:

- designing content using UX/UI principles;
- creating the optimized content;
- optimizing the speed and time spent on content preparation and publication to reach up to 30 publications per month and no more than 1.5 hours for one blog post.

Front-end website support and web development services for implementing new sections, promotional materials, and landing pages.

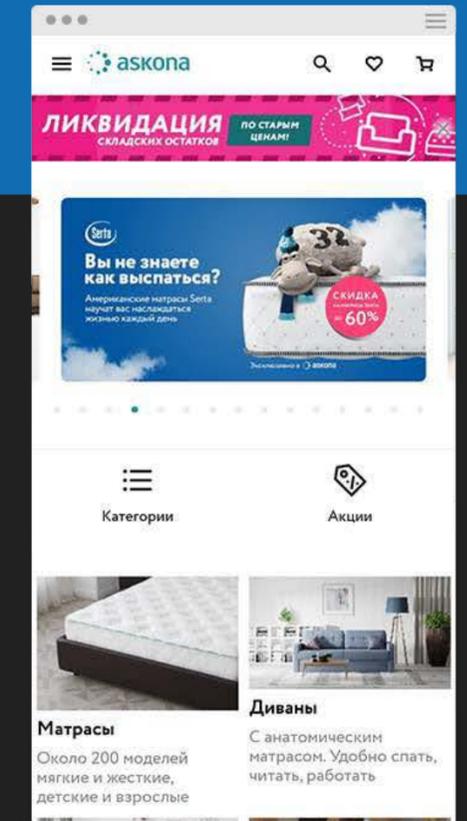
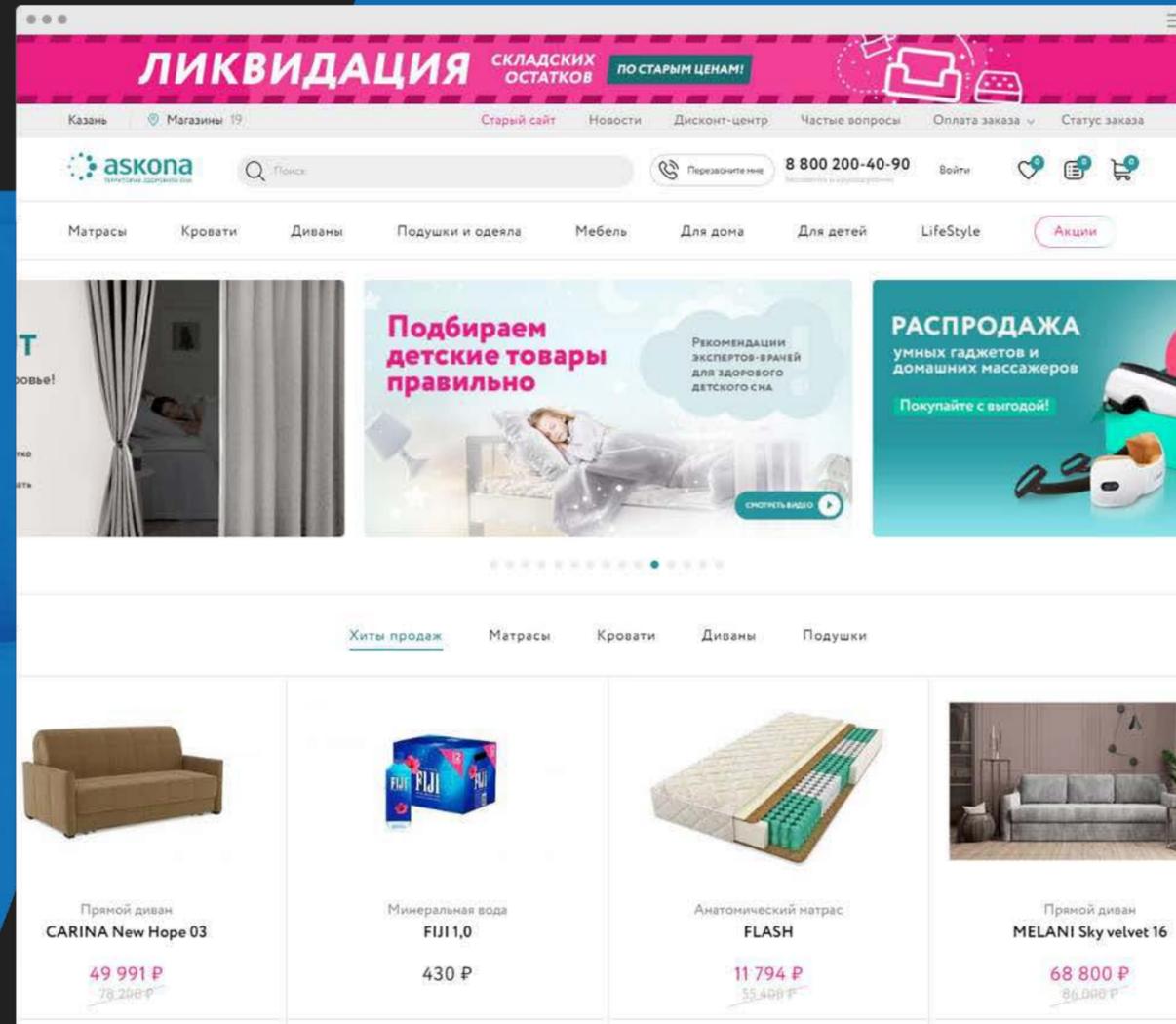
Analytics, statement of the tasks for developers, and new functionality design.



Askona

is the leader in the industry of sleep products in Russia, the largest factory of anatomic mattresses in Eastern Europe.

AWG.RU



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IT architecture audit

Objectives

Improve the website's finance-related metrics, accelerate change implementation, optimize the website, fix defects, improve loading speed, and analyze integration issues.

Establish a product management process and share expertise with the customer's team.

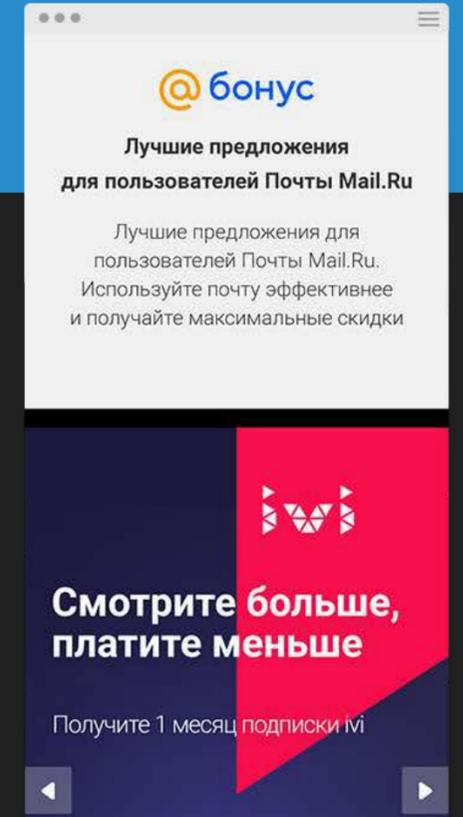
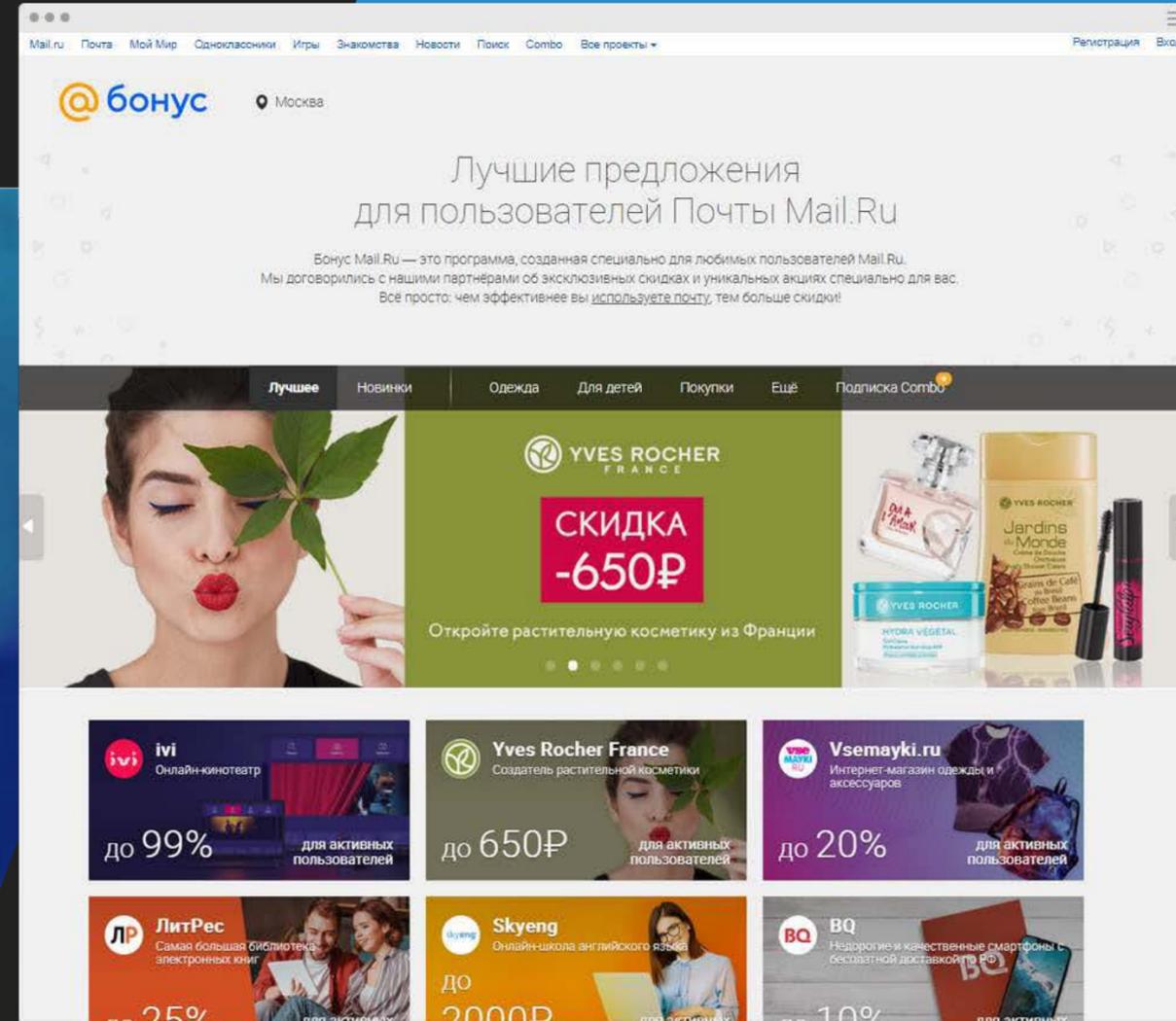
What we achieved

We performed:

- an audit of website usability, speed, and performance as well as a search for functionality errors
- an audit of IT system capability to accommodate for the customer's business objectives and development plans.

We created a plan (adjusted to stakeholder requirements) for further IT optimization and a list of recommendations.

The project is currently supervised by AWG employees. We also established project management processes that help to achieve target performance every month.



Mail.ru

is the largest internet company that operates social networking site IM networks, email services, and internet portals.

BONUS.MAIL.RU

Improvement of the Bonus platform (<https://bonus.mail.ru>)

Implementation of the fraud filtering algorithm that applies data science concepts, using Python and the Tarantool DBMS

IT architecture optimization for high loads

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