# Krueger

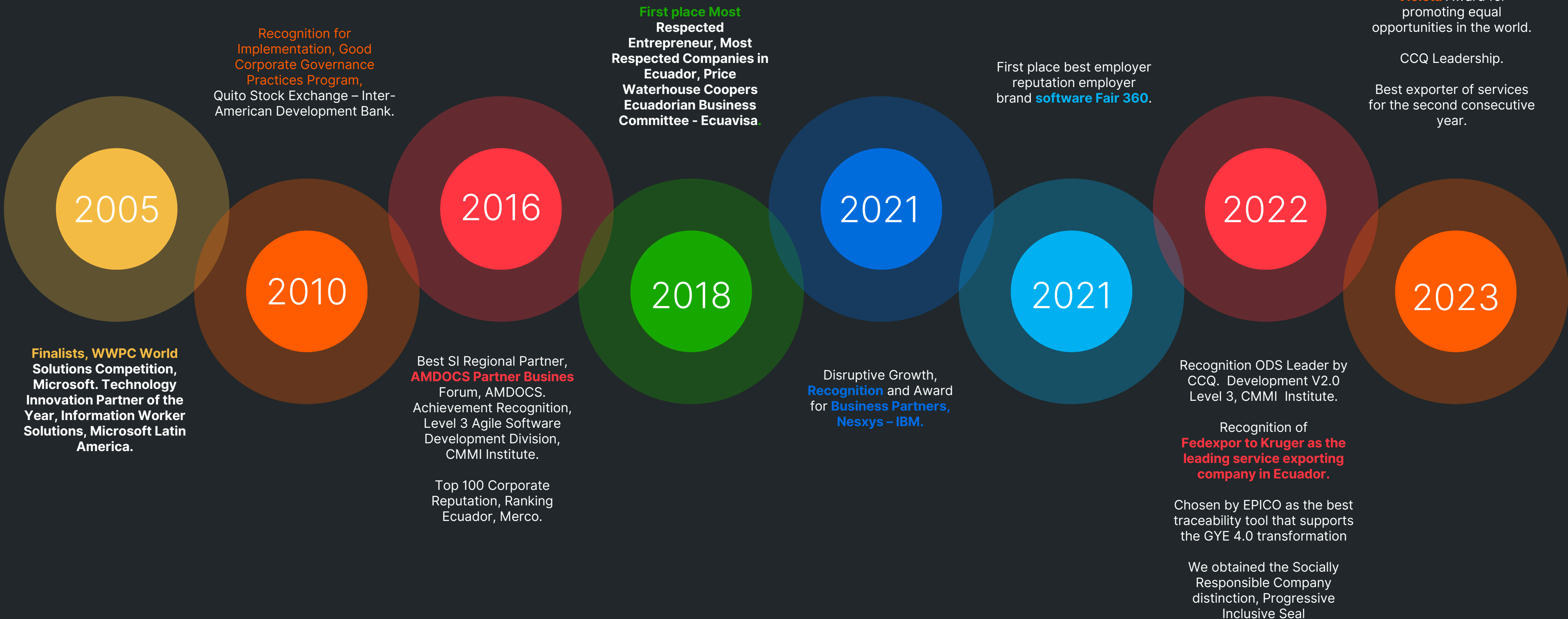We transform **enterprises** empowering lifes

Innovative Telco Solutions for NTS Retail

# Kruger

Safety
sustainability
We transform **enterprises** empowering lifes.
education
startups

# AN EFFORT THAT PAID OFF

**Kruger**

## 2005

Recognition for Implementation, Good Corporate Governance Practices Program, Quito Stock Exchange – Inter-American Development Bank.

**Finalists, WWPC World** Solutions Competition, Microsoft. Technology Innovation Partner of the Year, Information Worker Solutions, Microsoft Latin America.

## 2010

## 2016

**First place Most** Respected Entrepreneur, Most Respected Companies in Ecuador, Price Waterhouse Coopers Ecuadorian Business Committee - Ecuavisa.

Best SI Regional Partner, **AMDOCS Partner Busines** Forum, AMDOCS. Achievement Recognition, Level 3 Agile Software Development Division, CMMI Institute.

Top 100 Corporate Reputation, Ranking Ecuador, Merco.

## 2018

## 2021

First place best employer reputation employer brand **software Fair 360**.

Disruptive Growth, **Recognition** and Award for **Business Partners, Nesxys – IBM.**

## 2021

## 2022

We obtained the Socially Responsible Company distinction.

Information security management **ISO 27001** certification.

**EMPLOYER BRANDING** Award (first place).

**Violeta** Award for promoting equal opportunities in the world.

CCQ Leadership.

Best exporter of services for the second consecutive year.

Recognition ODS Leader by CCQ.  Development V2.0 Level 3, CMMI  Institute.

Recognition of **Fedexpor to Kruger as the leading service exporting company in Ecuador.**

Chosen by EPICO as the best traceability tool that supports the GYE 4.0 transformation

We obtained the Socially Responsible Company distinction, Progressive Inclusive Seal

## 2023

# Kruger

**Netherlands**
**UAE**
**U.S.A.**
**Spain**
**Germany**
**Mexico**
**Guatemala**
**Honduras**
**El Salvador**
**Nicaragua**
**Costa Rica**
**Panama**
**Colombia**
**Ecuador**
**Peru**
**Bolivia**
**Chile**
**UK**

**K LATAM NORTH:**
Costa Rica – El Salvador –
Guatemala – Honduras –
Nicaragua – Panama

**K LATAM South:**
– Bolivia – Colombia –
Ecuador – Peru

**K WORLD WIDE:**
United States Mexico
**Spain**
Germany Italy

**20** COUNTRIES
**5** WORKSHOPS
**+300** CUSTOMERS

**+1500** SUCCESSFUL PROJECTS
**+200** FREELANCERS
**+30** ALLIANCES

**+28** SOCIAL PROJECTS
**22k** VISITORS IN THE OFFICES
**+350** TRAINED EMPLOYEES

# We develop innovative business models based on infinite digital technology.

# 2024 PURPOSE-VISION- MISSION - VALUES

## OUR PURPOSE (MTP)

Companies
Startups
Education
Technology
Telecommunications
Work
Soccer

## VISION

Be a Corporation **ExO Global**

## K-maleon culture

COLLABORATION

HAPPINESS

PRACTICAL

AGILITY

CURIOSITY

MODESTY

EMPATHY

RESPONSIBILITY

ADAPTABILITY

**kruger**

## STRATEGY

**KExO=10X+V-C+R**

## MISSION

We develop **INNOVATIVE BUSINESS MODELS** based on **INFINITE DIGITAL TECHNOLOGY**

**Slogan: We transform, boosting lives**

**BUSINESS GENERATION**

TECHNOLOGY

**Kruger**Tech∞

**Kruger**Security⊙

ENERGY

**Kruger**Energy⊘

TELECOMMUNICATIONS

BUSINESS SUPPORT

LEGAL

**Kruger**Law⊙

INVESTMENT

**Kruger**Venture⊘

**ESG CONSULTING**

K-Responsable⊘

Oxify
by **Kruger**

ESR Empresa Socialmente Responsable

**EDUCATION**

PRIMARY SCHOOL AND HIGH SCHOOL

K-school

UNIVERSITY TECHNICAL EDUCATION

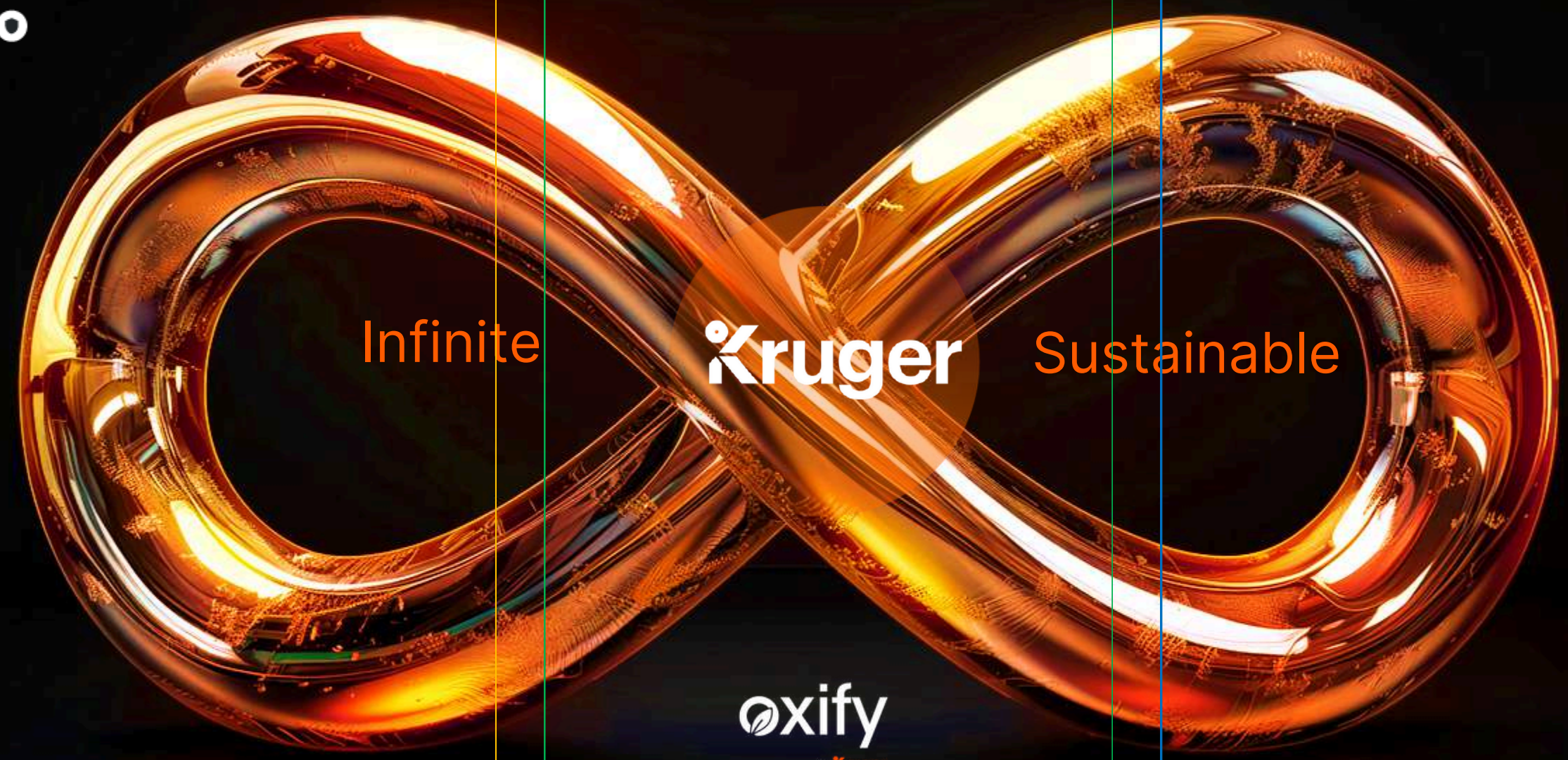K-school⊗

DEPORT

a25
by **Kruger**

COMMUNICATION

K-Media▶

ENTREPRENEURSHIP AND CONSULTING, INNOVATION AND SME TECHNOLOGIES

K-Labs⊘

Infinite  **Kruger**  Sustainable

Corporate Innovation (PROFIT)

Environmental Value (PLANET)

Shared Value (PEOPLE)

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

4 QUALITY EDUCATION

17 PARTNERSHIPS FOR THE GOALS

2 ZERO HUNGER

5 GENDER EQUALITY

13 CLIMATE ACTION

# ROADMAP ANALYTICS

**Kruger**

## DATA SCIENCE

DATABASE QUERY

DATA CLEANSING
DATA QUALITY

### OPTIMIZATION
- Business rules.
- Algorithms
- Simulations
- Machine learning
- Computational Modeling Procedures.

### PREDICTIVE MODELING
- Regression analysis.
- Forecasting.
- Multivariate Statistics.
- Predictive Modelling.

### GENERIC PREDICTIVE ANALYTICS
- Drill Down.
- Data Discovery.
- Data Mining.
- Visualization (Dashboard)

### AD HOC REPORTS & OLAP
- Data Mart.
- Data Warehouse.

### STANDARD REPORTS
- Defined by App.
- From Transactional.

### CLEANED DATA
- Queries to the Transactional Database or HA with filters.
- Transitional database.
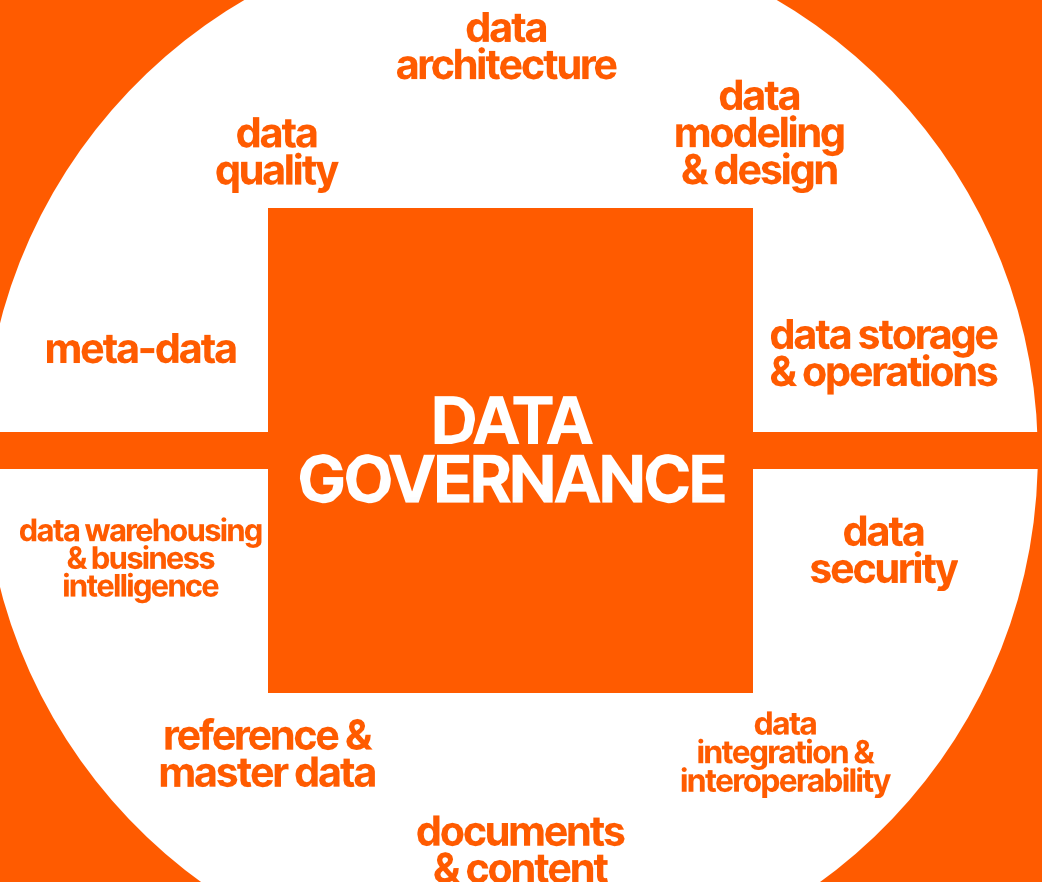
### RAW DATA
- Transactional Databases OLTP.
- Other sources.
- **Data Lake (Big Data).**

BI

### DATA GOVERNANCE
- data architecture
- data modeling & design
- data quality
- data storage & operations
- meta-data
- data security
- data warehousing & business intelligence
- data integration & interoperability
- reference & master data
- documents & content

ETL - ELT
MULTIDIMENSIONAL DATABASES

# Analyze

**Strategy: Alignment with business priorities**

**Government: managing people, processes, policies and culture around data**

**Solutions: leveraging and managing data for strategic advantages**
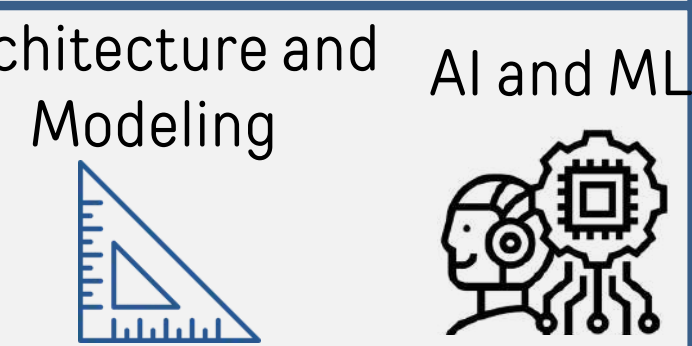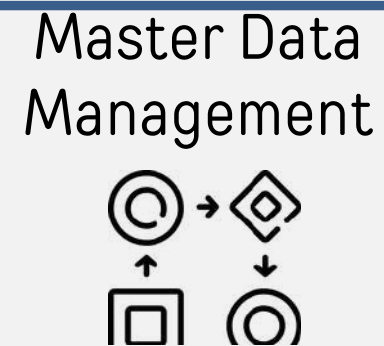
**Orchestration: coordinating and integrating different data sources**
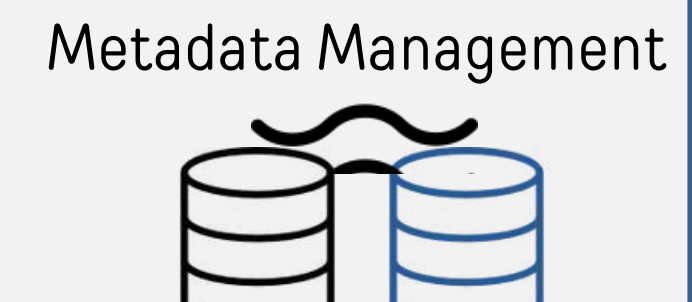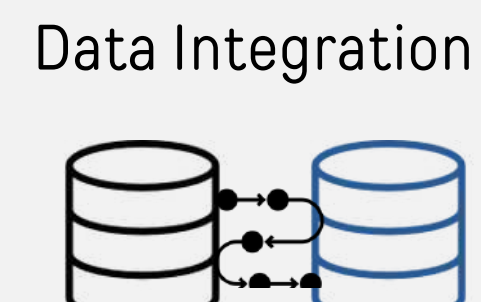
**Data Structure: managing and obtaining different data sources**

Business strategy

Alignment

Data Strategy

People

Processes

Policies

Culture

Master Data Management

Data Warehouse

Big Data Analytics

Business Intelligence

Data Quality

Architecture and Modeling

AI and ML

Inventory and Planning of Data Assets

Data Integration

Metadata Management

Database

Bigdata

Semi-Structured Date

Unstructured Date

Document Manager

# INNOVATE

**STRATEGY**

**CUSTOMER FOCUS**

**INNOVATION** (Financial perspective)

**DIGITAL OFFER** (Technology perspective)

**PRODUCTS AND SERVICES** (Customer perspective)

**AGGREGATE PROCESSES** (Inside perspective)

**DIGITAL OFFER**
Understand customer needs and the behavior of the environment to establish a provocative digital agenda

**SERVICE CHANNELS**

**ARCHITECTURE, DATA, SOLUTIONS**

**ADAPTATION**
Improve current capabilities, optimizing processes and services

**ANTICIPATION**
Creation of new business and service models.

**AGILE PROCESSES**

**AGILE CULTURE MANAGEMENT**

# DEVELOPMENT
# FACTORY

We provide development services with full net on Java stacks, based on microservices for cloud-native on on-premises solutions, through agile methods and proven DevOps processes.



| CX | DESIGN THINKING | LEAN | AGILE | MSA |
|----|-----------------|------|-------|-----|
| right motivation | right design | right building | agile building | agile deploy and operation |



MANAGE

PROBLEMS

CREATE

PLAN

ASE

CONFIGURE

DEV

RELE

OPS

VERIFY

MONITOR

SOLUTIONS

SECURE

DEFEND
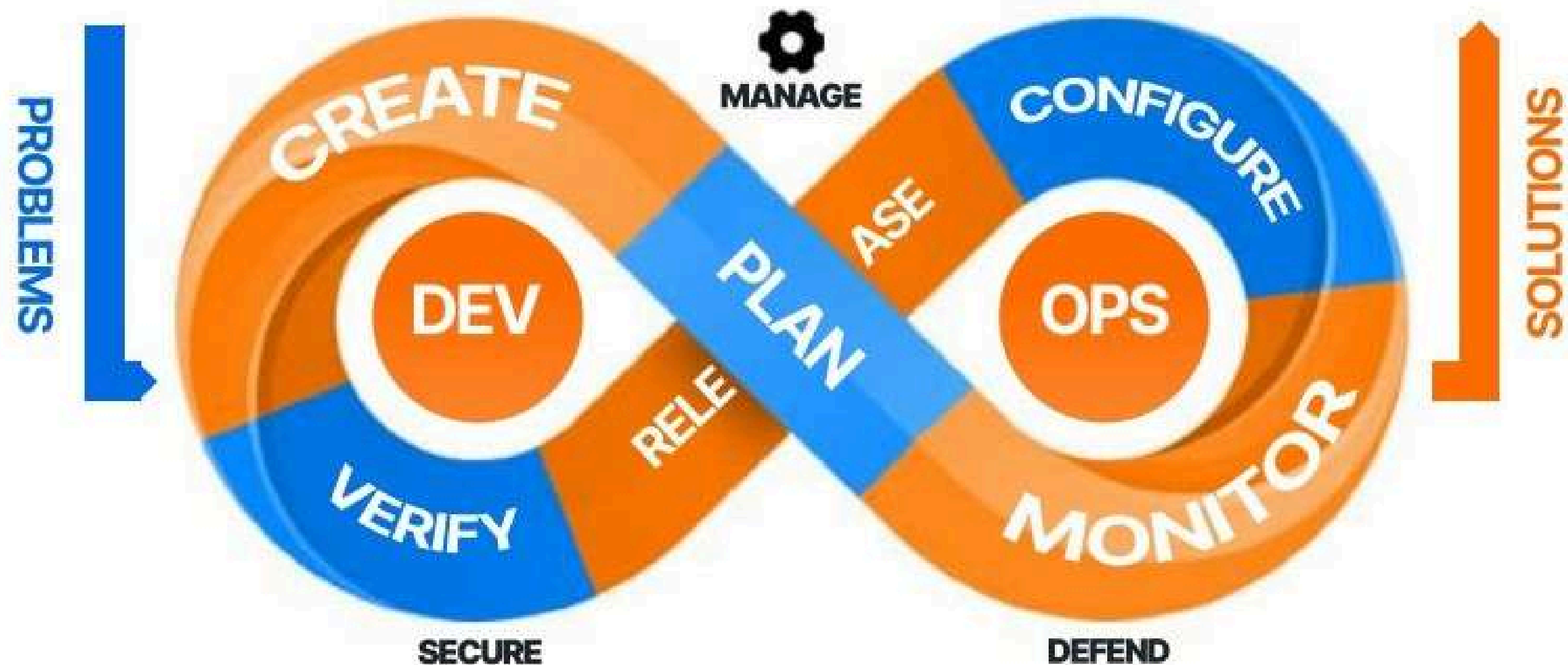
# TECHNOLOGICAL STACK
# SW FACTORY

**DISRUPTIVE CODING**

| Full Stack | Java | .NET Core | ORACLE APPLICATION EXPRESS | node js | React |
| --- | --- | --- | --- | --- | --- |
| Movil | Swift | Kotlin | Flutter | | |
| Microservicios | OPENSHIFT | RANCHER | kubernetes | okd | |
| Low/No Code | Power Apps | outsystems | pipefy | | |
| DevOps | GitLab | Grafana | Jira | Jenkins | GitHub |
| QA | GitLab | Katalon | sonarqube | Se | |

# To Integrate

Traditional channel
Electronic Channel
Contact Center
Mobile Channel
Chatbots
Whatsapp
Self-service

**Omnichannel**

Services

**Process Automation: NoCode – Rules – RPA**

**MSA Services Architecture**

Services

CORE OWN SYSTEMS

NEW IN MSA

NEW SERVERLESS

DATA

BLOCKCHAIN PROSECUTION

ANALYTICS

MACHINE LEARNING

**APIs**

EXTERNAL ENTITIES

OPEN ECOSYSTEM
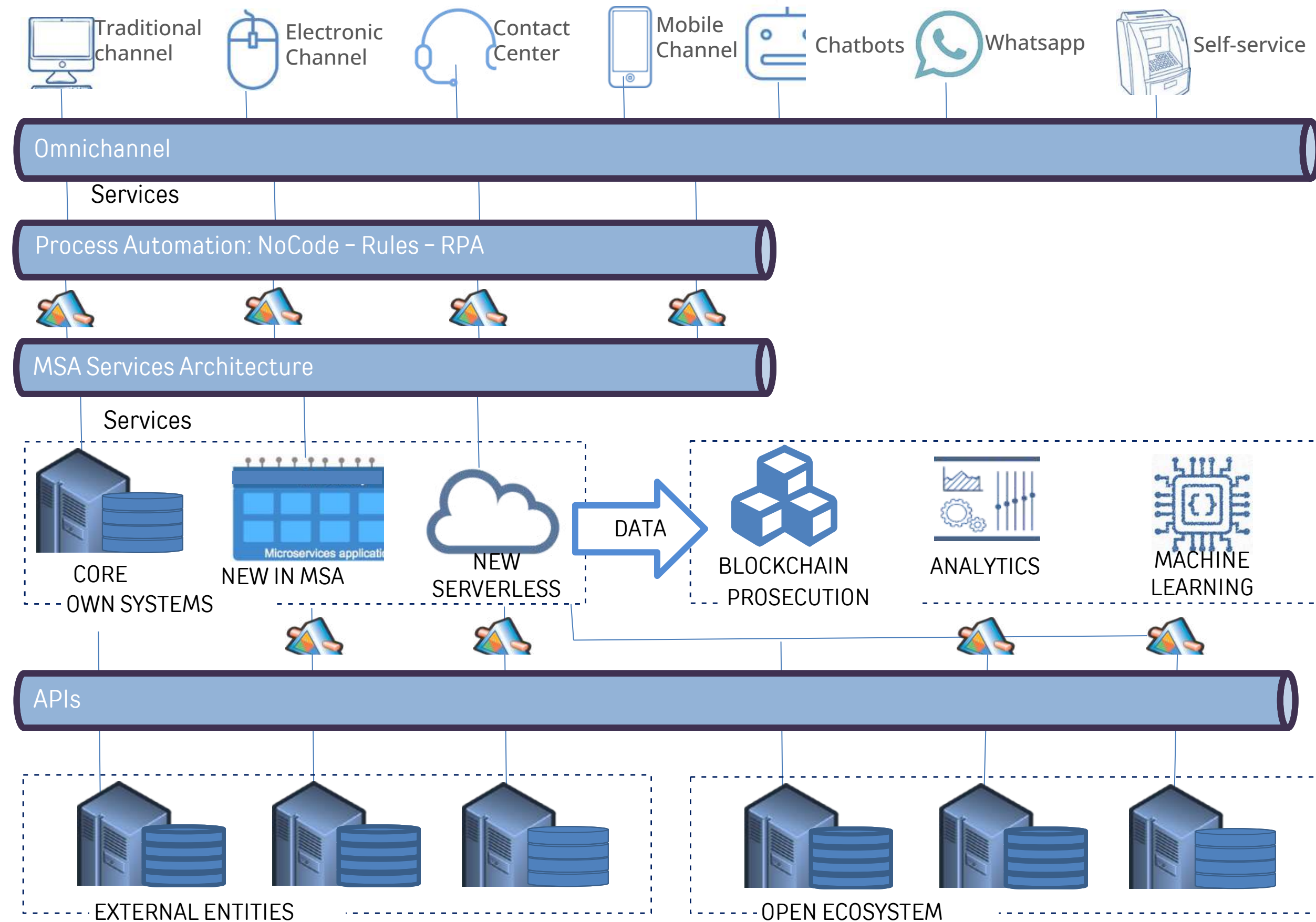
# ELASTIC
# ARCHITECTURES

we help design and implement elastic architectures through integration, coliving and migration services between legacy systems and cloud services.

| | 1.0 Server Based | 2.0 Cloud as Accessory | 3.0 Important Cloud | 4.0 Serverless Cloud |
|---|---|---|---|---|
| **PROCESS** | Structured | Engineer | Disruptive | Business Oriented |
| **SOFTWARE** | | Waterfall | Agile | DevOps |
| **ARCHITECTURE** | Monolithic | N-Layers | Microservices | APIs |
| **PLATFORM** | Material | Virtualized | Public & Private Clouds | Containers | Serverless |

# OPERATIONALIZE

**Process Optimization**

**Process Automation**

**On hyperautomation**

- Unoptimized processes
- Optimized process
- Process automation
- Task automation
- Hands-off processing

**RPA**

**BRMS**

**Kruger**

# INTEROPERABILITY
## FACTORY

We are experts on implementing interoperability solutions with the main manufacturers, through APIS, MSA, on SOA services.

| traditional channel | electronic channel | contact center | mobile channel | chatbots | whatsapp | self-service |
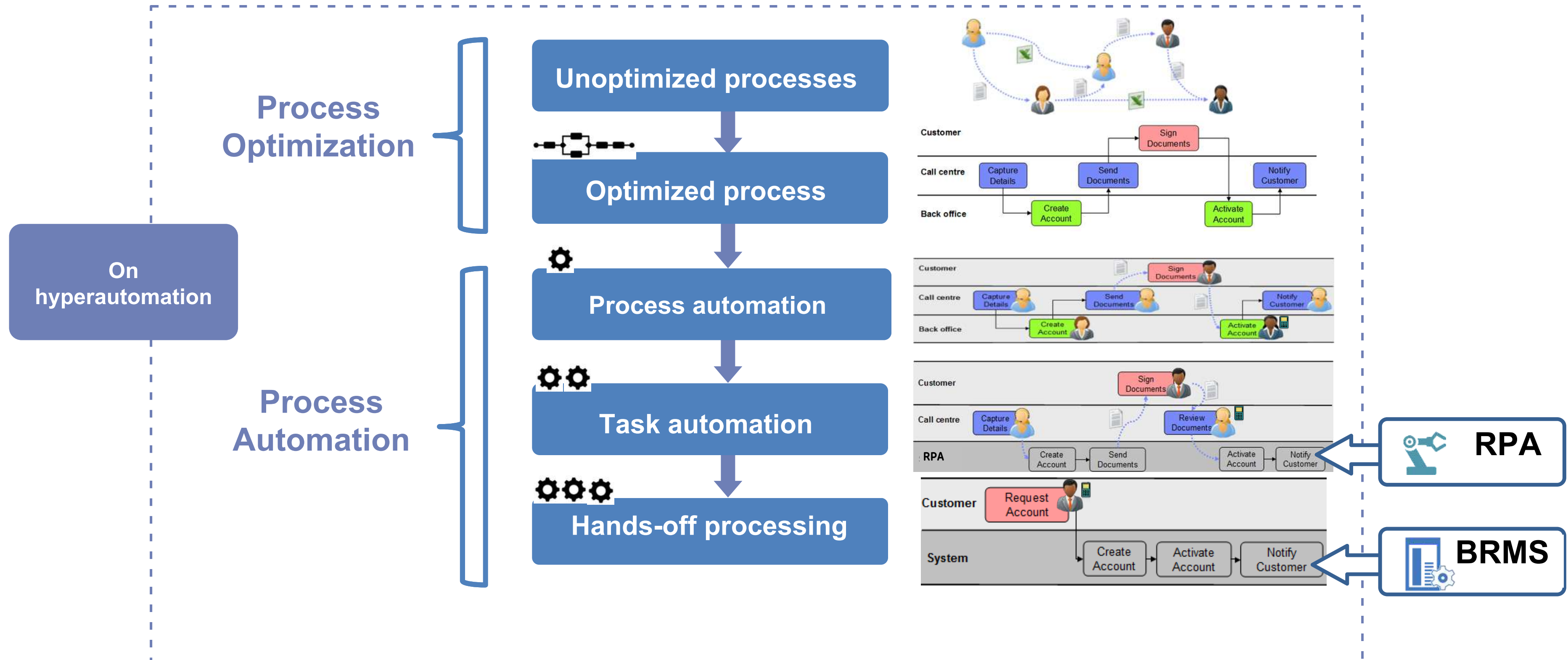
**Omnichannel**

services

**Process Automation: NoCode - Rules - RPA**

**MSA Service Architecture**

RED HAT OPENSHIFT
Container Platform

services

| core own systems | new to MSA | new serverless | DATA | blockchain processing | analytics | machine learning |
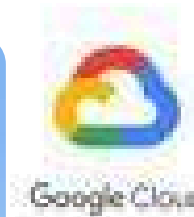
Google Cloud      aws      Azure

**APIs**

apigee    WSO2    IBM    ORACLE

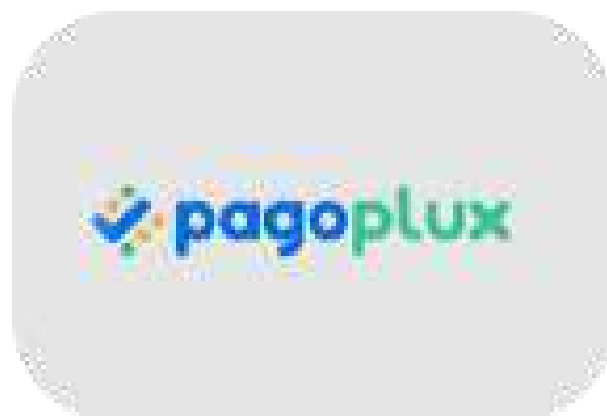| external entities | open ecosystem |

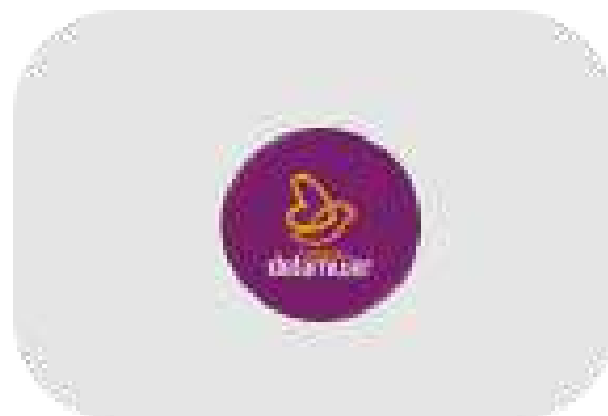# EXPERIENCE

Some of our esteemed clients

Some of our esteemed clients

Some of our esteemed clients

# WHAT MAKES US DIFFERENT

**Kruger**

## MATURE PROCESSES AND EXPERIENCE

### (SERVICE EFFICIENCY)

30 years of experience.

CMMI 3 certification in agile development.

Attention in large-scale software factory projects (more than 100 technicians) for more than 10 years.

## SPECIFIC TECHNICAL CAPACITY AND EXPERIENCE

### (EFFICIENCY IN USE OF ARCHITECTURE)

A lot of experience, more than 15 years on software architecture, IBM, Oracle, Red Hat, Red Hat, OpenShift, and WSO2

More than 27 years of developing in Java and more than 16 years in .NET.

High reusability of pre-manufactured components

Implementation of cloud-native solutions and hybrid solutions with AWS, Azure, or GCP for more than 7 years.

## SUFFICIENT TECHNICAL CAPACITY

### (CONTINUITY OF SERVICE)

More than 200 highly experienced technicians globally.

Average turnover of less than 7% per year, guaranteeing continunity of customer services.

An elevated work environment that attracts and retains the best talent in Kruger.

Continuous Training processes.

## COMPREHENSIVE VALUE PROPOSITION, UNIFYING DEVELOPMENT AND INNOVATION CAPABILITIES

### (EFFICIENCY IN CREATING SOLUTIONS)

In addition to its software factory services, Kruger has a very robust Consulting practice that includes methodologies related to agility and innovation, such as Design Thinking, Jobs to be Done, Product Discovery, etc., which we integrate into the DevOps cycle, to achieve true agility to achieve better Time to Market.

# SUCCESFULL CASES

Project's name

# SOFTWARE FACTORY REFERENCE CASE
# CORPORACIÓN FAVORITA

CORPORACIÓN FAVORITA

**Sector:**
Retail
**Contract Time:**
+15 years
**Contracted Amount:**
USD *6M/year

**Requirement:** Automate their business processes to their needs, without considering an ERP and maintain the business operational excellence.

**Solution:** KRUGER has been providing factory services to Corporación Favorita for 15 years, automating the organization's core and support processes:

  > Standardization of business processes and requirements form for factory efficiency.

  > Agile DevOps factory process implementation (CI/CD) and SW Support.

  > Assignment of an average of 100 annual continuous resources, specialized in Java stack.

**Results:** Through the projects developed, Corporación Favorita has:

  > Remain as the #1 company in Ecuador for more than 10 years.

  > Maintain operational efficiency, managing to be the most efficient.

  > Achieve zero inventory at their points of sale, by fine tuning reorder and inventory processes.

  > More than 250 projects and systems developed over time.

  > Continuous modernization of its solutions and software.

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# SOFTWARE FACTORY REFERENCE CASE
# ZURICH

**Sector:**
Insurance
**Contract Time:**
+2 years
**Contracted Amount:**
USD *1M/year

**Requirement:** Improve software production through controlled and stable processes, modernizing its solutions and providing greater availability to the operation.

**Solution:** Optimization of the insuance and billing process, and construction of SW elements for better digital service, which included:

> Stabilization of the issuance and billing core of vehicle insurance.

> Implementation of a commercial management application/module.

> Issuance and billing module replica for several lines.

> Implementation of DevOps processes (CI/CD).

**Results:** The project was based on the reduction of operating costs, including:

> Reduction of operating, support and payroll costs involved in the closing of monthly policy issuance exercises.

> Elimination of manual tasks with a high workload, through automation that directly allows users to collect, pay, cancel, and settle policies.

> Operational load reduction.

> Reduction of errors and re processes.

> Agility in processes.

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# SOFTWARE FACTORY REFERENCE CASE
# PRONACA

**Sector:**
CPG
**Contract Time:**
+15 years
**Contracted Amount:**
USD *0,8M/year

**Requirement:** Have SW architecture that allows the scalability of the business and avoids frictions between its operational processes.

**Solution:** The optimization and modernization process of Pronaca's architecture has evolved, including the following milestones:

> Implementation of ESB for the integration of the different ERP's that operate in the business and their migration processes.

> Implementation of a hybrid cloud allowing cloud and on-prem solutions to coexist.

> Implementation of microservices for continuous updating and scalability.

**Results:** The implemented solutions have allowed the following to Pronaca:

> Reduction of costs and errors in the interoperability of the various systems that support the business operation.

> Cost optimization by promoting the use of cloud and SAAS solutions, and later the use of microservices.

> Continuous operational efficiency, by reducing bureaucratic burdens.

> Optimization of financial flows, by extending the useful life of their systems and support software.

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# SOFTWARE FACTORY REFERENCE CASE
# DIFARE GROUP

**GD**
**DIFARE**
G R U P O

**Sector:**
Retail
**Contract Time:**
2 years
**Contracted Amount:**
USD 2M

**Requirement:** Carry out a process of Digital Transformation in Difare, to assume the growth of the business leveraged in the digital.

**Solution:** A digital Transformation process was started, which included:

> Government of transformation Project.

> Change management.

> Process Architecture.

> Information Architecture.

> Architecture Transition Technology.

**Results:** Within the vertical technology of the project the results were:

> Implementation of agile development processes based on DevOps, microservices, and containers,

> Implementation of an interoperability architecture.

> Development and implementation of integration processes between legacy systems and the new Distribution Center solution.

> Architecture Implementation for the transition from legacy systems to new solutions.

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# SOFTWARE FACTORY REFERENCE CASE
# BANCO GUAYAQUIL

**Banco Guayaquil**

**Sector:**
Financial
**Contract Time:**
1 year
**Contracted Amount:**
USD 0,8M

**Requirement:** Development and implementation of the new service channel for non-financial correspondents (Banco del Barrio).
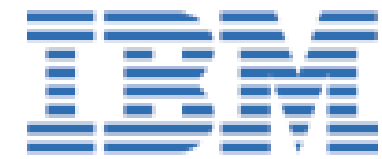
**Solution:** Banco del Barrio solution was developed based on a service architecture that included:

> Implementation of service-based architecture, integrating the Bank's various systems to expose the transactional services to be used.

> Implementation of more than 200 services in Banco del Barrio solution, which were **later exposed in other bank channels.**

> Communications optimization for greater transactional efficiency.

**Results:** The new platform allowed:

> Deployment in more than 400 points, expanding the coverage of Banco del Barrio.

> Reuse of services in other channels, reducing the response time to the business and with an optimized cost.

> Reduced cost and efficiency of communications between the points and the bank.

> Reduction of the operating cost by being able to use lighter equipment in the terminals.

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Partners



aws | ORACLE | IBM | Red Hat | Google Cloud | Microsoft

Strategic Allies

pipefy | GitLab | esri | WSO2 | SAS

MEGA | AUTOMATION ANYWHERE Go be great. | UiPath | Liferay | paloalto NETWORKS

SAP | QUISTOR Q

Kruger

krugercorp.com