

onetree 



Onetree has grown to support our clients throughout **USA** and **Latam**.



Our services have evolved from software development to everything concerning **development and maintenance of digital products**.



Our team has expanded from being only in Uruguay and now has **international presence** in several countries from Latam

We pride ourselves on

4

countries

~150

employees

**High success rate**  
in projects

Working with  
**world-renowned clients**

What we do

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We provide solutions for issue and difficulties related to digital products development.



## Project Management

- Product discovery
- Product definition
- UX & UI design
- Software development (front and back)
- Quality Assurance
- End to end project management



## Staff Augmentation

- Building multidisciplinary teams
- Hiring
- Retaining
- Training
- Providing adequate equipment
- Providing IT support



ABInBev



Deloitte.



Noteworthy  
clients



Aliss



britbox



# Staff Augmentation

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## Available Roles



Backend  
Development

Frontend  
Development

UI Design

UX Design

Project  
Management

Data Science

Quality  
Assurance

QA Automation

Business  
Analysis

Among others...





## Our services include

### Equipment

Laptops, peripherals, office furniture, etc.

### International talent

In order to hire faster and be able to consider a greater number of candidates, we conduct our searches in the 4 countries where we operate.

### Connectivity

As standard, we use Zoom, Skype or Google Meet or adapt to the client's needs.

### IT Support

Onetree has formed a technology support team to provide support for technical issues.

### HR Management

We recruit and retain staff. This includes performance evaluations, bonuses, additional training, team activities, among others.

## Data and process security

### CISO

Oversees data and processes related to security.

### Equipment Security

Laptops provided by Onetree comply with internal security processes including data encryption, firewalls, and VPN connectivity.

### Certification underway

ISO 27002 is currently being pursued.

### Currently compliant in

- HIPAA
- COPPA
- PCI
- GDPR
- CCPA

### Internal security evaluations

Yearly evaluations include:

- Penetration tests
- Bug bounty
- Security awareness workshops



### Mixed team efforts

Our team can integrate into yours and collaborate as one.

At least one SM should exist per squad. At least one PO should oversee the overall project.

## Staff augmentation models

Client provides	Onetree provides
Product owner (optional) Scrum Master (optional)	Product owner (optional) Scrum Master (optional)
Responsibilities are mixed as multiple roles are covered by either team. This model works best on bigger projects that require a bigger workforce.	Responsibilities are mixed as multiple roles are covered by either team. This model works best on bigger projects that require a bigger workforce.

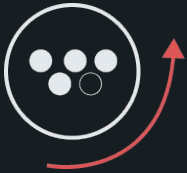


### Decentralized tech team

Our team can act as a standalone team that executes your technology implementations on your behalf.

## Staff augmentation models

Client provides	Onetree provides
Product owner	Scrum Master Tech architect Tech lead Execution team
Is responsible for creating and keeping track of a backlog of tasks.	Will carry out the execution of the tasks prioritized by the PO. SM will act as a bridge between the requirements and the team to make sure that all requirements are clearly defined and can be achieved in current conditions.



Technology execution outsourced  
Great model for keeping  
technology knowledge and  
decision making inhouse and  
outsourcing the leg work.

## Staff augmentation models

Client provides	Onetree provides
Product owner Tech architect Tech lead Scrum Master	Execution team
The client holds more control and knowledge about the tech stack and can simply benefit from extra legwork when it comes to executing technology implementations.	Onetree will respond directly to the client's SM and execute according to the client's preferred delivery methodology.

## Design

### Product discovery

- Product design sprint
- Workflow documentation
- User stories creation

### Ideation and evaluation

- Scoping sessions
- UX reviews

### Product design

- UX design
- UI design
- Branding and illustration

## Frontend

### Mobile apps

- Native
- Hybrid

### Web apps

- PWA
- Traditional

### Technologies

- HTML
- Javascript
- React JS
- React Native
- Angular
- iOS
- Android

## Backend

### Traditional Development

- .NET / PHP / NodeJS

### Integrations

- ERPs
- CRM
- WMS

### Middleware

**Ecommerce** (Adobe Commerce / Vtex)

### Emerging Technologies

- AI
- ML
- Chatbots

## PM / SM

### Planning and Best Practices:

- Initial call/meeting with clients
- Definition of success criteria and roles
- Regular communication and follow-up
- Risk management strategies

### Incremental Approach:

- Design/planning phase adapted to objectives and constraints

### Agile Practices:

- Adapting to changes during implementation
- Sprint planning and daily meetings (Stand-ups)
- Weekly status reports

### Tools:

- JIRA, Confluence, Hipchat

## QA

### QA Strategy:

- Clear testing strategies and acceptance criteria

### Test Planning and Design:

- Detailed test plans with automated and manual methods

### Execution and Reporting:

- Thorough testing and regular reporting of results

### Continuous Improvement:

- Analysis of results for process and product improvement

### Tools and Technologies:

- Use of advanced QA tools

### Team Collaboration:

- Close collaboration with development and project management teams

# Success stories

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## AB InBev

### Staff augmentation

“ **Onetree finished the whole development in about five months, which was a major success because that allowed us to launch the app and its complements in Mexico and five other countries.** ”

AB InBev, a leading beverage company, implemented a strong strategy to reach the end consumer across all Latin American countries where they operate. This eCommerce solution was distributed to consumers in the form of an app, allowing them to purchase and receive their products quickly and efficiently.

The app was developed for nine countries in the region, and in just two years of operation, it achieved over 3,000,000 downloads. This successful approach allowed AB InBev to tap into the growing trend of eCommerce and expand their reach to customers who may not have previously considered their products.

During the second year of operation, TaDA processed more than 300,000 transactions was considered a major success.

25+ people team | QA + Dev + SM + PO  
Hybrid mobile app with ecommerce backend  
2 years of ongoing development and growth



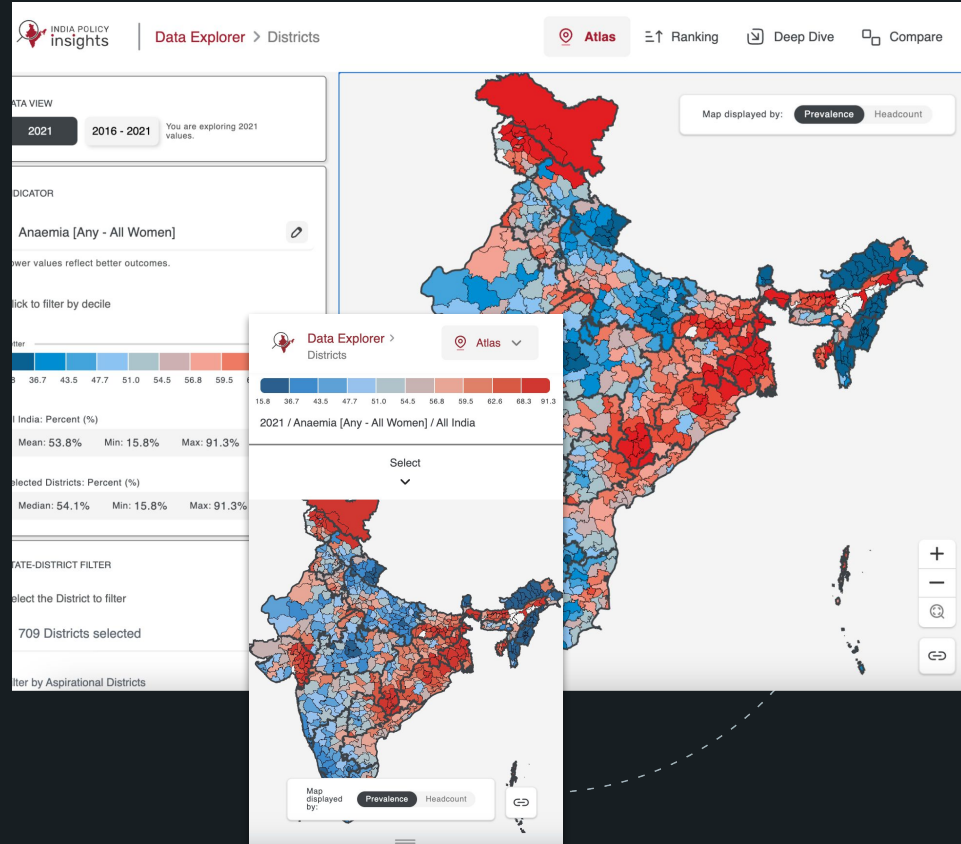
# Harvard University

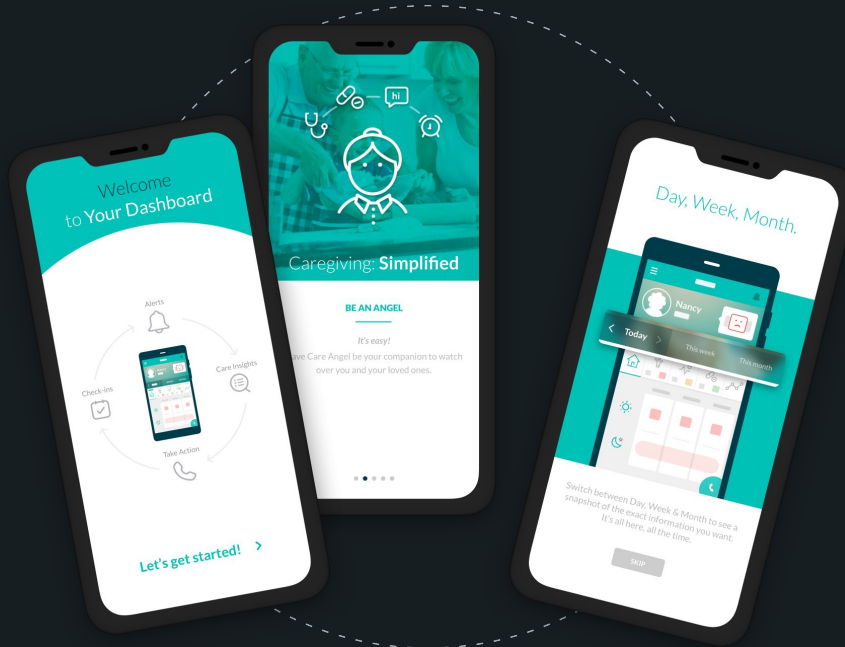
## Indian Policy Insights

Harvard University carried out an ambitious project with the aim of creating an informative portal on the demographics of the Indian population. The research and development team set out to provide an interactive and user-friendly platform that would offer accurate and up-to-date data on demographic distribution throughout the country, even at the village level.

The project included an interactive map based on GIS technologies, featuring detailed village-level information. Accurate data was collected from various government sources and field surveys, ensuring its reliability

GIS technology | Diseño + Dev + QA + SM  
React JS app con infraestructura Azure.





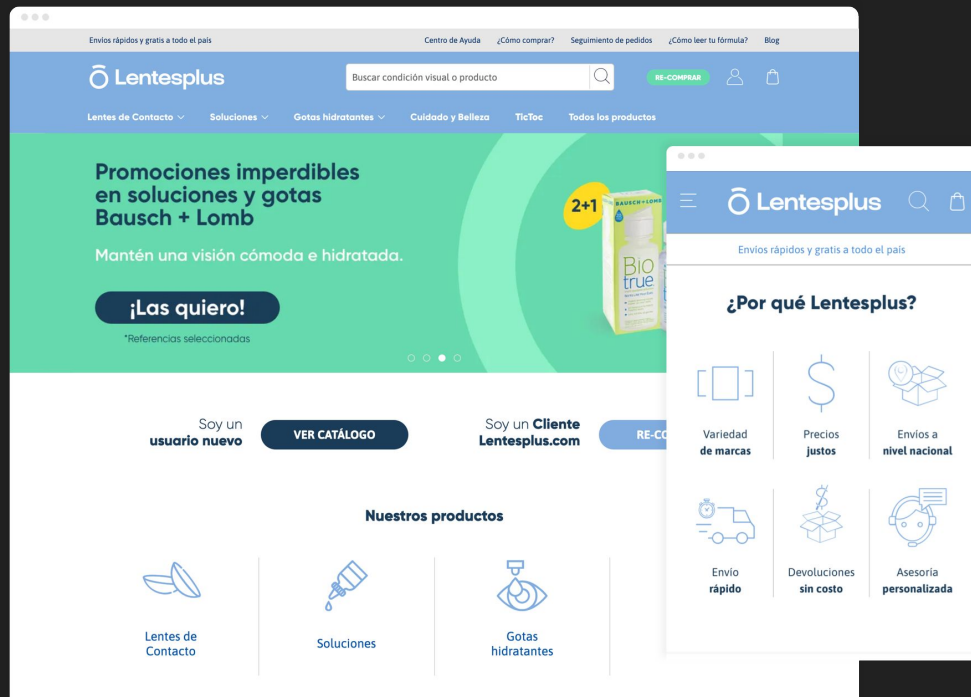
# Careangel

healthcare & AI

The team of homecare.net recognized a problem in the healthcare area. **They realized there were errors in manual patients' monitoring**, so they aimed to improve the process of taking care of people.

We collaborated with the client from the inception of the idea and, as a result, Careangel was born: an **Intelligent Virtual Nurse Assistant** that uniquely manages population health engagement at scale based on technologies such as AI.

HIPAA Compliance | .Net | Angular | Azure SQL Server, Storage, Service Bus, Key Vault, App Services



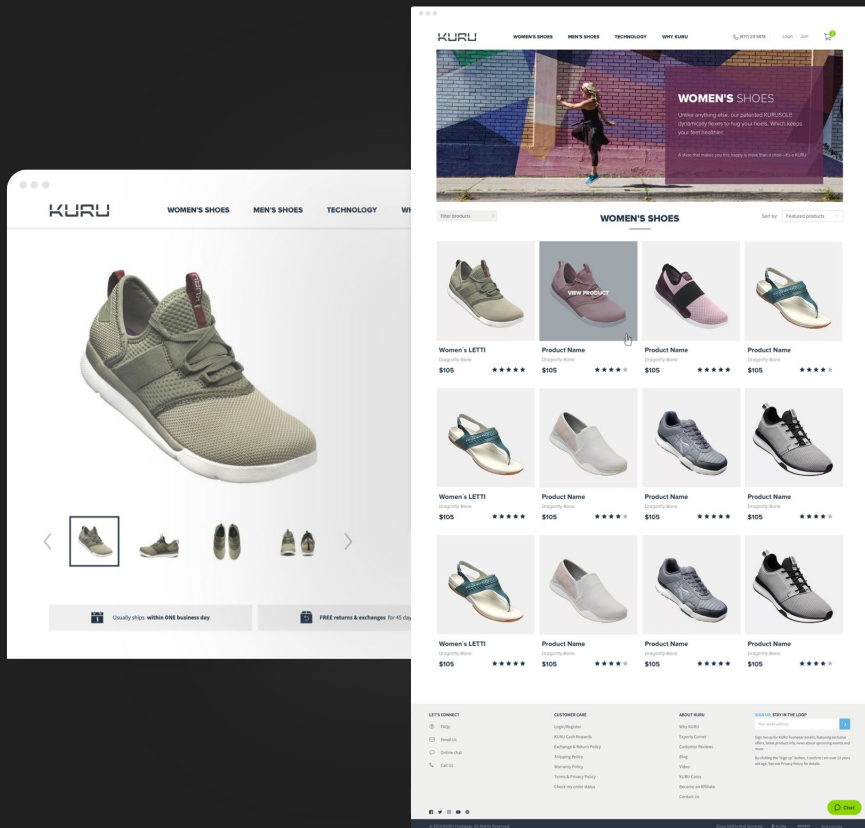
## LentesPlus

### Ramping up Customer X

Lentesplus operates in Colombia, Mexico, Chile, and Argentina. Their team hired us to update their e-commerce platform. They were using Magento Open Source 1.9 and wanted to migrate to Magento 2 Commerce Cloud to enhance functionalities for their customers as well as for themselves and improve productivity.

The e-commerce project was already technically demanding due to its scale and complexity. It consisted of four websites (one for each region) with multiple integrations and unique features for each one.

Multi-website architecture (4 sites)  
Magento 2.3 Frontend and backend  
Customized functionalities, Full ERP  
integration. Company process automation



# Kuru

## Record revenue in 2 months

Kuru, an online-only footwear retail store, faced revenue losses due to problematic issues on their Magento 2 platform. They had a long backlog of tasks to fix and were cautious about investing in it. A small team of certified Magento developers was assigned to deliver quick daily solutions, resulting in more stable traffic, conversions, and revenue within six months, leading to record revenue figures. The costs of development dropped enormously, and Kuru asked for more services, including design, analytics, and QA, making their partnership profitable.

Magento 2.1&2.3 Frontend and backend  
Customized functionalities  
Site Performance & Google Web Core Vitals

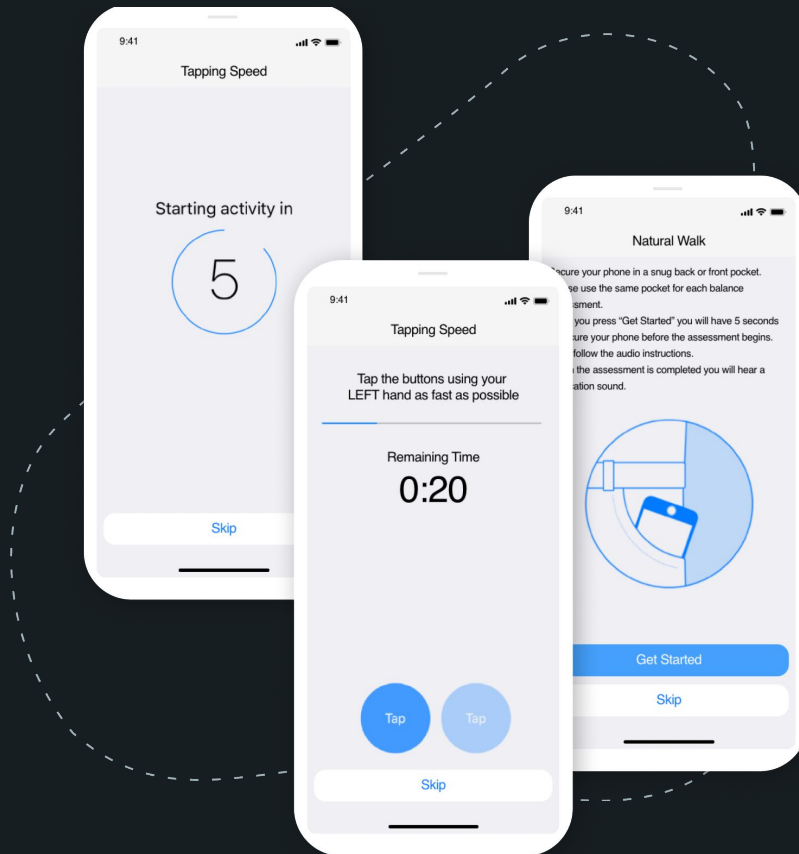
# University of Michigan

## Improving quality of life

The University of Michigan's Clinical Pharmacy Department was in development of an application that detected and monitored chemotherapy-induced peripheral neuropathy on cancer treated patients. This was done by analyzing how subjects walked – particularly gait and balance – and their finger coordination.

We were invited to develop version 2 of the iOS app and its integration to the Medable platform that lived in the backend.

HIPAA Compliance | UI UX Designs | iOS Development | Medable

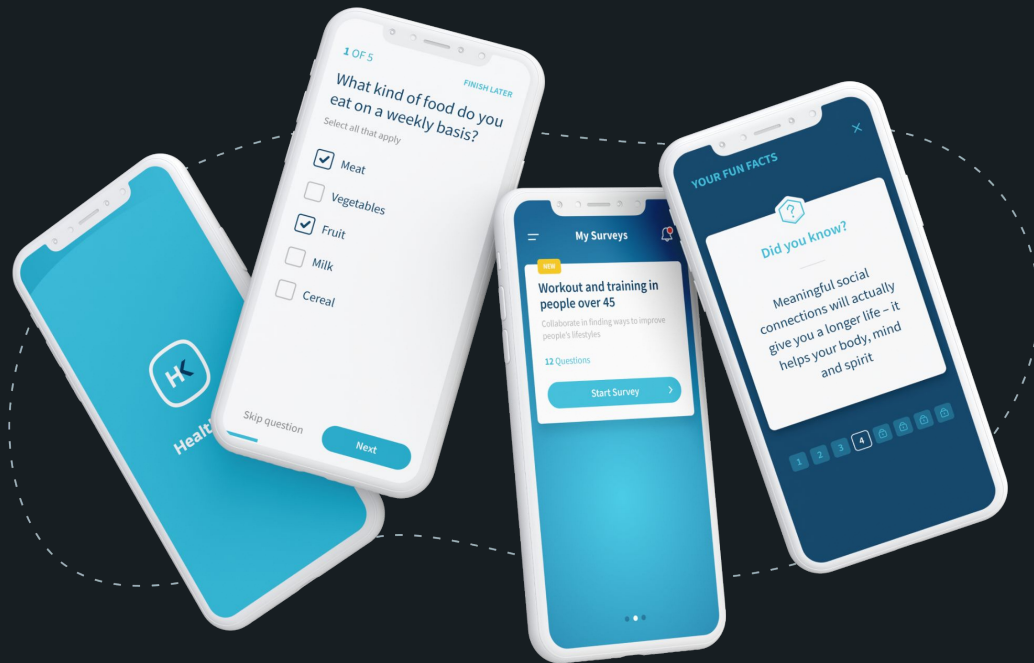


# Healthkey

## smart monitoring

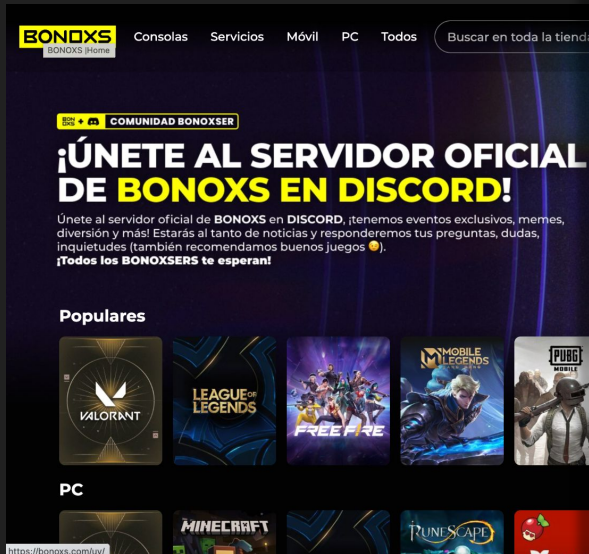
A team led by Stanford Medicine University aimed to mitigate the constant decrease of response rates in surveys used for medical research. As a possible solution, they evaluated the use of mobile applications to facilitate and motivate subjects to answer.

We built two mobile applications, for Android and iOS, and two monitoring dashboards to assess the amount of responses and subscriptions, as well as to evaluate the investment in advertising and the amount of app downloads.



React Native | Medable | UI UX Designs | QA





## Bonoxs


### 0 to Go-live in 3 months

Bonoxs is a store aimed at a very particular consumer: gamers. Onetree was presented with the challenge of designing and developing their multi-country e-commerce platform with a user experience tailored to this selective audience.

The design was a big success in the industry, and a multi-country, multi-currency, multi-language solution was implemented to serve various markets worldwide in an incredibly aggressive timeframe of 3 months.

Magento 2.4 Frontend and backend  
Customized functionalities  
Multi-site architecture



 **Onetree**


“

**"They produced high-quality software, and everything has gone exceptionally well."**

Chief Product Officer, EdTech Evidence Exchange

Powered by **Clutch**

**2021**  
YEAR IN REVIEW



**Onetree Reviews**

**4.7** ★★★★★ 11 REVIEWS

Scheduling	4.7
Quality	4.6
Cost	4.6
Would Refer	5.0

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Thank you