WE MAKE
IT SIMPLE

sofka ▶
we make IT simple

Summary

1. Sofka Technologies

2. An unique service experience.

3. Portfolio

4. Value proposition: retail and financial.

Our Track Record

9 years
In the Business

+1000
Sofkianos

+600
People graduated
from our Training
Leagues
.

100%
Recurring business
development
with current
customers

Operations in

USA
(Miami)

Mexico
(Mexico City)

Colombia
(Medellín & Bogotá)

Uruguay
(Paysandu)

Operations

South and North
America

Offices

Clients

Clients and
business partners

Financial Services

Bancolombia · d! · yappy · GLOBAL BANK · Corporacion de Credito · Banco General · Protección Pensiones y Cesantías · dale! · qiip · sistecrédito · entre amigos

Health and pharma

compensar · Tecnoquímicas · sura · eMed · Crecer · comfama

Transport and Logistics

satrack · Carvajal · GRUPO CADENA · COORDINADORA Mensajería Paquetes Mercancías · METRO DE MEDELLIN · TCC

Services

SUMMA GRUPO ARGOS · isa INTERNEXA · Teleperformance each interaction matters · AlfaPeople

Allies

CCM 307 DIGITAL TRANSFORMATION · SAS · AMADEUS · MAMBU · IBM · ACCELERANCE · McKinsey & Company

Retail

Grupo nutresa · éxito · PROVEER

An unique
service experience.

We make **CX** simple.

sofka
we make IT simple

More than 9 years in the market, have taught us that

the value
of a well service
is a determinant factor for the success of the more challenging projects of our clients.

For **Sofka,** an outstanding sevice is:

1. Promote work environments where results are the outcome of constant cooperation and transparent communication.

2. Generate spaces for socialization, knowledge and integration, through which we strengthen ties with our clients.

3. Make our clients participate in social impact projects such as CreaTIve Youth.

|sofka
we make IT simple

1

Promote work environments where results are the outcome of constant cooperation and transparent communication.

Accompaniment   Empathy

1   2   3   4

Communication   tenacity and
                        perseverance

It all starts with our recruitment processes, through which we select our teams prioritizing attitude.

We make **results** simple.

2

Generate spaces for socialization, knowledge and integration, through which we strengthen ties with our clients.

We firmly believe that relationships are built on trust, the ability to communicate and empathy.
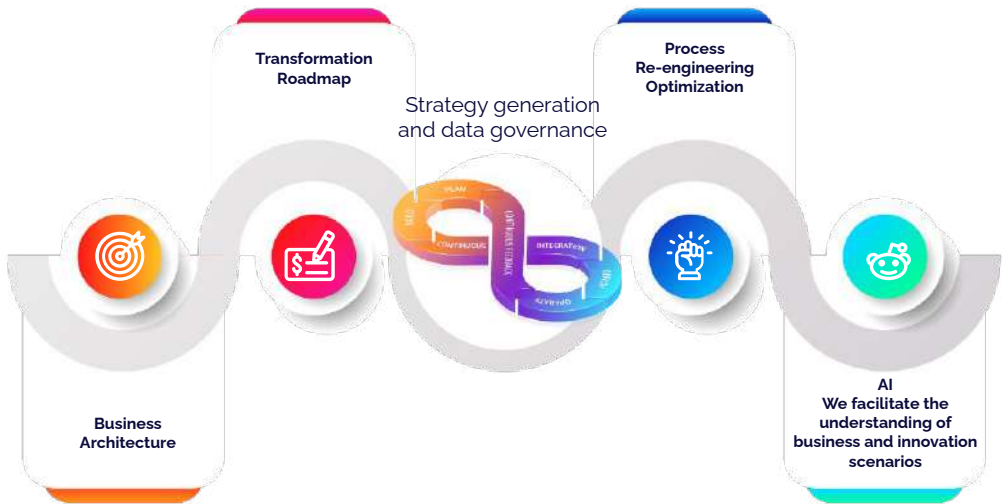
We make **great experiences** simple.

3

Make our clients participate in our social impact projects such as Crea**TI**ve Youth.

Through which we develop talent, close poverty gaps and transform the lives of hundreds of young people who are waiting for an opportunity to demonstrate their potential in the IT industry.

We make **happiness** simple.

How Do We Create Value
For Our Customers

Transformation Roadmap

Strategy generation and data governance

Process Re-engineering Optimization

Business Architecture

AI
We facilitate the understanding of business and innovation scenarios

Service Configuration (Solutions based on Architecture, Tailor-made Development, Service Integration, Devops and Quality Assurance)

Methodological Support
(Agile Services)

Our portfolio allows us to provide our clients with comprehensive support
in their technological transformation processes.
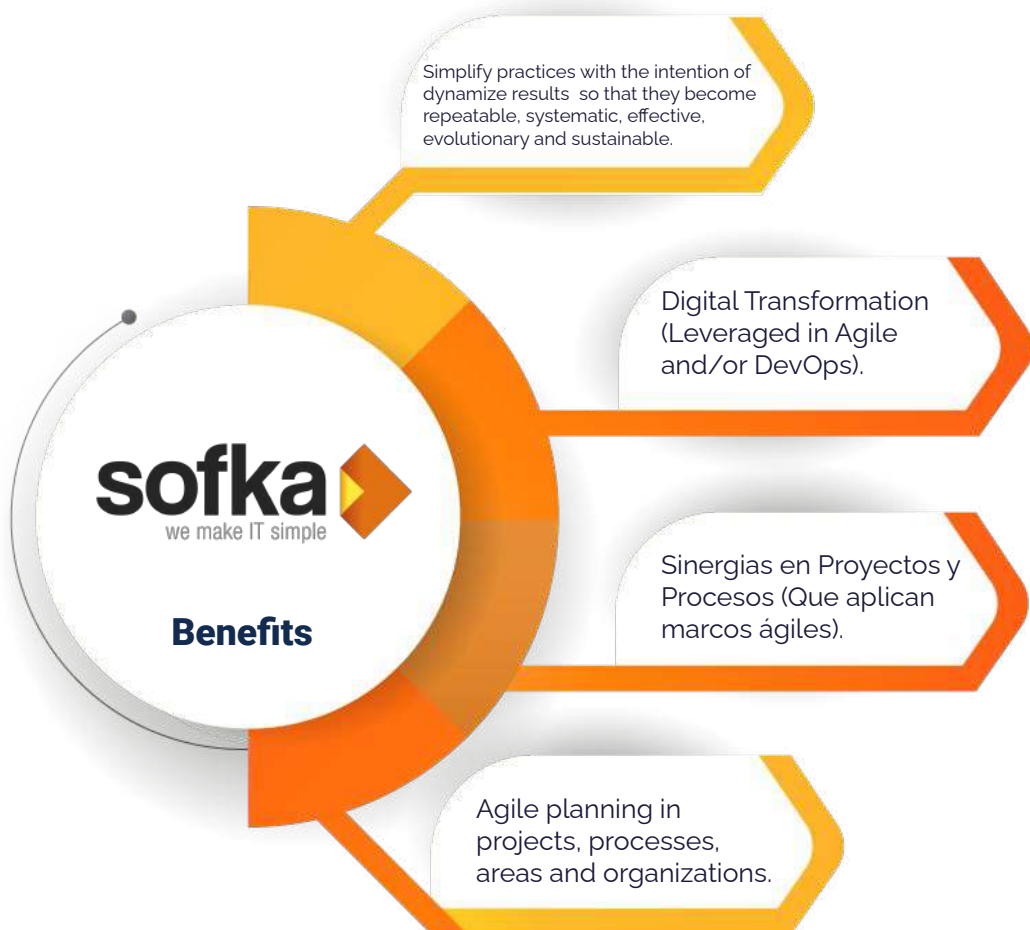
Architecture for Digital Transformation

>> We are aware of the importance of an adequate planning of IT projects. For this reason, we offer Architecture for Digital Transformation as a service with which we identify our customers' business capabilities, and we strengthen them through the correct technology, With this, we work to facilitate and articulate the areas that drive these processes at the companies

Create new business opportunities through emerging technologies.

Standardize business processes coherently with the organization's strategy.

Leveraging data to improve decision making

Crate a flexible organization that adapts quickly to the changes of the market

sofka
we make IT simple

Benefits

Methodological Services

>> With our methodological services offer, we simplify planning, decision making and the execution of operational, tactic and strategic activities within diverse contexts that promote successful results from an agile perspective.

Simplify practices with the intention of dynamize results so that they become repeatable, systematic, effective, evolutionary and sustainable.

sofka
we make IT simple

Benefits

Digital Transformation (Leveraged in Agile and/or DevOps).

Sinergias en Proyectos y Procesos (Que aplican marcos ágiles).

Agile planning in projects, processes, areas and organizations.

Software Development Solutions

>> We care about guaranteeing availability, design and security in the development of software solutions. Therefore, we work under the Devops culture that decreases the probability of reprocessing when making deployments. Also, we promote excellence by prioritizing clean coding.

Avoid gaps between business expectations and development solutions.

Production output without reprocessing.

Achieve a high ROI on the investment of developing projects

Integration and continuous deployments.

Resources and cost optimization

sofka
we make IT simple

Benefits

Architecture and Innovation Designs

» Offering the best experience to the final user of the apps that we build, is a key display to measure the success of our services. Consequently, a specific part of our portfolio focuses on **identifying the adequate architecture designs** for the development of self-contained and understandable apps that can evolve without complex issues because we know that business´ need change constantly.

sofka
we make IT simple

Benefits

Clean and reactive, responsive, resilient, elastic and message-oriented architectures.

Reduction of the effort required for the development of integration services between 50% and 70%.

Quality Assurance

>> With our proposal of **quality assurance,** we seek to reduce the risk of production outputs with mistakes through manual and automatic trial to help teams develop a collective quality property.

Additionally, our testing services help companies guarantee quality in the transactions that support the business continuity and to have a quality assurance proposal tailor made to their needs.

Automatic execution OVER manual

Testing throughout the project OVER testing only at the end.

Prevent errors OVER finding errors.

Tester as a member of the development team OVER the tester as a police officer.

sofka
we make IT simple
We value more

Deep understanding OVER just checking functionality.

Collective ownership of quality OVER the tester as the only person responsible for quality.

Collaborate in the construction of the best application OVER looking for the fail of the application

Process and Automatization Re-engeneering

›› We enable tools and capabilities to show a fast Time to Market and an efficient operation in the most complex processes through our offer of Process and Automatization Re-engeneering.

We optimize resources related to repetitive and manual activities to reduce manual intervention risks and to focus oh human talent towards analysis and performance. This creates more value for businesses and drives digital transformation.

sofka
we make IT simple

Benefits

Better visualization and control of the process in its critical stages. Operational reduction of up to 60%.

massive information consultation and 80% reduction in the use of resources

Creation of controls in financial processes, invoicing and all those where audits or alerts are required.

Elimination of the risk generated by human error and creation of controls in complex processes.

Validation and Re-engeneering of Analytical Models.

» We are aware that one of the main challenges of organizations is the data monetization, identify its value and leverage its potential in the prediction of scenarios that help promote changes and detect opportunities. At Sofka, our vision has evolved through a strong portfolio that involves actions of data engineering and data science through the service of Validation and Re-engeneering of Analytical Models.

Detect key aspects for the business operation through the analysis of big amount of data.

Take advantage of the value of analytical models to automatize decisions.

sofka
we make IT simple

Benefits

Lead and design the methodology to implement AI solutions.

Reduce the loss of business opportunities due to lack of knowledge.
.

Ellos confían en nosotros

sura

★ ★ ★ ★ ★

"Sofka Technologies delivers high-caliber work with a very low margin of error. Their client has come to rely on them as a trusted partner for several outsourced projects. The team is flexible and communicative with their staffing to best support customer needs.

Juan David Padilla, IT Manager, from Sura.

Protección

★ ★ ★ ★ ★

"Sofka Technologies excels in their performance, skills, and ability to deeply understand the partner's business. Trustworthiness is a hallmark of their work.

Mauricio Ferrer, VP of Technology & Innovation, Proteccion S.A.

comfama

★ ★ ★ ★ ★

"Sofka Technologies provided great resources and always made appropriate suggestions. They excel at finding alternatives while maintaining a high quality of work. We also appreciated that they use a peer programming methodology that gives great results.

Hernán Cardona, IT director, Comfama.

Oferta de valor sectorial

Retail — We make omnichannel simple

★ ★ ★ ★ ★

"We expertly cover omnichannel and omniclient projects, where we deliver all the centralized information for our clients; providing efficiency and agility in the different processes.

We enable speed in business through the implementation of reactive and flexible architectures, which allow retailers to easily adapt and integrate with the different systems that companies have."

Financiero — We make banking simple

★ ★ ★ ★ ★

"Sofka has stood out in the development of digital transformation and cybersecurity projects (Mobile and web) Expanding financial operations to improve the customer experience and increasing the usability of the services offered by the banking sector."

We make omnichannel simple

At Sofka, we have the ability for the retail industry to optimize its operations and contribute to the delivery of unified and satisfactory experiences to its customers.

Transactions

Strategy IT business

Promotions

Shopping Experience

Loyalty

Logistics

We have achieved the centralization and updating of information in real time of:

- Prices
- Products
- Sales
- Inventories

- Billing
- Promotion
- Orders management

We make banking simple

At sofka we characterize ourselves in generating an impact on business strategies, thanks to our experience in backend and frontend developments and integration in applications and web developments that we have implemented for the financial sector.

Today we contribute to the strategic objectives of the sector, which seeks:

- Reduction in administrative costs.
- Strengthen credit access schemes for MSMEs
- Greater continuous support to customers
- Improve the indicators of use of financial products
- Growth in the number of electronic payments
- Growth in credit applications..

Thank You!

Medellín
Calle 12 # 30 – 80

Bogotá
Centro Empresarial Paralelo 108 Av. Carrera 45 No. 108-27 Torre 2 Oficina 1103

México
Av. Paseo de la Reforma 284

USA Miami, FL
601 Brickell Key Suite 700 - #0034

Uruguay
Av. Brasil 2962, Montevideo

Contact us
📞 +54 266 8907 Colombia
✉️ comercial@sofka.com.co

Follow us
📷 sofka_technologies
in f ▶ Sofka Technologies