



COMPANY PROFILE.

2024



01

OVERVIEW



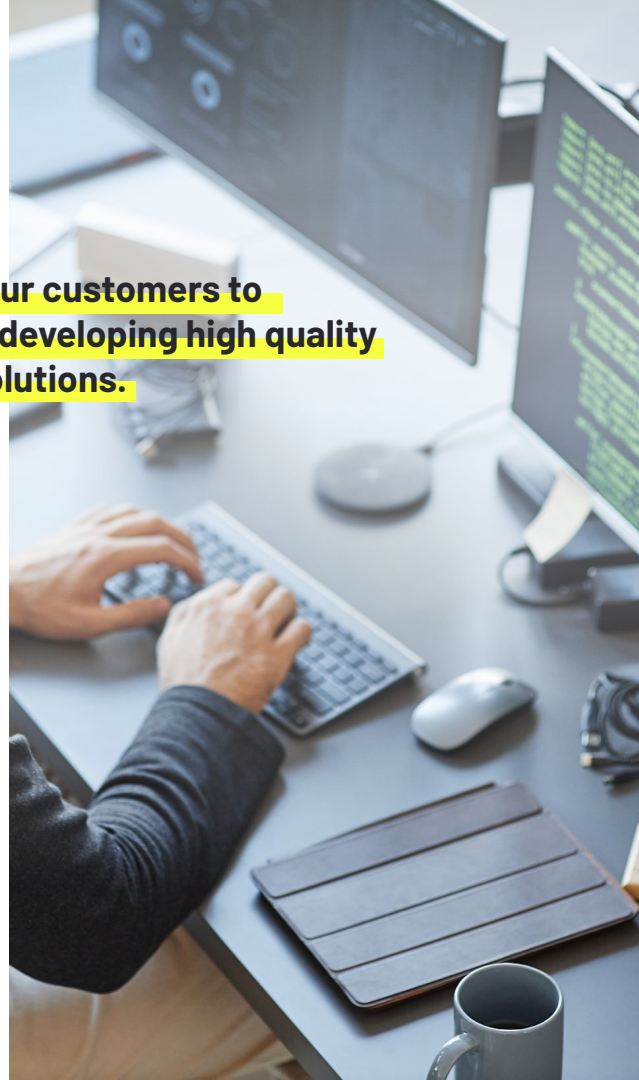
WHO WE ARE

Rubber Duck is an **end-to-end, innovative and custom software development company** specializing in web design, mobile apps, tailored business platforms and consumer facing applications.

Our mission is to **create value** for our clients through understanding of what is needed and an individual approach to every single project.

WHAT WE DO

We propel our customers to success by developing high quality software solutions.





WHO WE ARE

Our **core values** are to approach work with **pleasure**, to deliver solutions with **enthusiasm** and maintain our vision statement that **we are what we do**.

We are fueled by 22 (and counting) skilled individuals located in 2 offices.

HOW WE DO IT

We are inspired by the power of collaboration and the beauty of simplicity.



**WE COMBINE
INNOVATIVE TECHNOLOGY,
DEEP EXPERTISE,
AND A *creative passion*
FOR DELIVERING RESULTS
THAT MAKE A REAL
DIFFERENCE.**





OFFICES

SOFIA

Headquarters
in the capital.

PLOVDIV

Operations in the heart
of the country.





OVERVIEW / LOCATIONS

CLIENTS





02 *

BUSINESS FOCUS

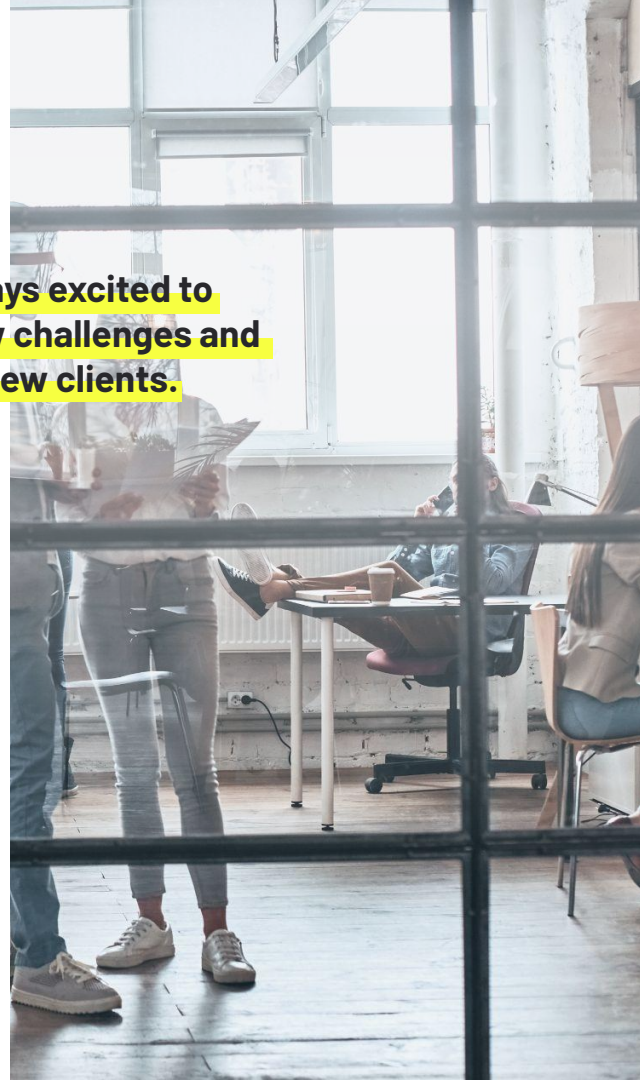


INDUSTRIES WE WORK WITH

We bring our expertise to different business areas, mainly:

- < automotive />
- < manufacturing and logistics />
- < event management />
- < financial services />
- < payment processing />
- < retail & consumer goods />
- < technology and communications />
- < education technology & publishing />
- < media & entertainment />

**We are always excited to
take on new challenges and
work with new clients.**





WHAT DO WE DO EXACTLY?

At Rubber Duck we design, build and integrate custom digital platforms and enterprise software that help our clients engage their customers, differentiate their brands, and generate profitable growth.

We deliver:

- < web applications />**
- < custom software development />**
- < mobile app development />**
- < team dedication />**





DEVELOPMENT

< web applications />

We create websites and web applications that help businesses increase online visibility and attract more clients.

Our FinTech game is strong and part of our team is working on supporting leading companies in the industry that aim to digitalize their financial products.

< mobile app development />

We develop award winning hybrid and native mobile applications for our clients.

Our specialty is hybrid mobile applications that provide faster execution with more reach using less resources and easier maintainability with little to no downsides.



DEVELOPMENT

< custom software development />

We design and build custom software solutions for clients, either from scratch or by adding new features or functionality to an existing application.

Our team members work with a variety of technologies and speak many programming languages depending on the needs of the client and the specific goals of the project.

< team dedication />

We specialize in providing dedicated teams of software developers and programmers to help accelerate R&D efforts and overcome resource limitations of our clients.

Our company has a proven track record of delivering high-quality, cost-effective solutions that meet the unique needs of our clients.

THE PROCESS



01
DISCOVER
client needs
and goals



02
DEFINE
functionalities
and features



03
DESIGN
modern and
rich UI / UX



04
DEVELOP
using cutting
edge tech



05
DELIVER
client's new
tool



03 + BENEFITS



WHY CHOOSE RUBBER DUCK?

more than a service

Our team members are highly skilled, self-motivated, and independent individuals with a wealth of technical expertise.

flexibility for our clients

We are highly adaptable to the needs of our clients and we ensure optimized efforts and investment by offering the best tech for each solution.

client focused approach

Our work model is centered on committing to our client's goal and using our expertise to suggest the best solutions.

easy going communication

We value collaboration and communication as key to success. We work closely with our clients to ensure that their needs are met.

personal relationships

We genuinely care about every one of our clients. This drives us to give our best at all times.



OUR STACK OF TECHNOLOGIES

HTML, CSS, Sass, Less

Essential part of each website, we can't sleep until each pixel takes its place.

Javascript, Typescript, jQuery

And many more libraries and plugins to implement the best UX/UI logic.

React, Vue, Angular

We know the pros and cons of each framework, therefore we can help you choose.

PhoneGap, Cordova, Ionic, React Native

Hybrid apps give flexibility and consistency... one app to rule them all.

Symfony, Laravel, NodeJS

Our BE stack is spread mainly across the ones listed, but we are open to all JS or PHP frameworks, including custom ones.

Wordpress, Drupal

Customised content management systems, which are easily manageable are our speciality.



04 ♥ PROJECTS



UVEL

A CRM to empower

The Client

Jewelry store and workshop with more than 30 years of experience carrying the decades-long goldsmith and watchmaking traditions of the local "Decevi" family. With stores in Sofia and Pazardzhik fulfilling special orders for jewelry chains from London and Paris, Uvel needed a tool to help them streamline their work processes.

The Challenge

One solution to bring it all together. From the all needed online orders, to the store system that allows POS payments, barcode scanners, label printers, and more needed for the smooth operation of the business.

The Process

Researching all devices, how to connect them to the system, collecting all requirements, and making sure all is easy to use and provides valuable information to the owners was essential and our main priority.

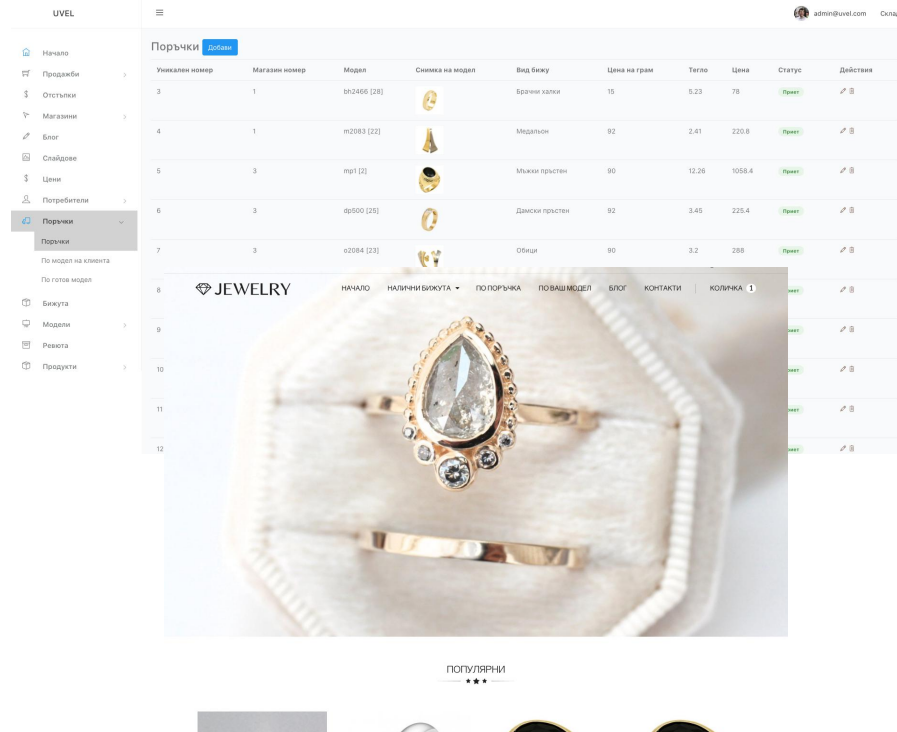


UVEL

A CRM to empower

What was the Outcome

The result is a system that's been used for the past 4 years without any need of support and still providing the initial value. Following the "path of the gold" has never been more easy for "Dacevi" family so that they can carry on with their legacy.





H&M Denmark

HR meets GDPR for the first time

The Client

H&M is a fashion brand dedicated to liberating fashion for the many. It is committed to making fashion accessible to all with 3832 stores in 77 countries and a ton of personnel. With the rise of GDPR, H&M Denmark needed a tool to help them navigate the landscape of requirements from newly formed laws.

The Challenge

Managing personal data of so many employees and making sure that all GDPR rules are followed while providing HR with all needed tools to operate was a challenge. As H&M procedures had to adhere and evolve to what GDPR brought to the table it was a battle to collect all needed requirements and connect to dots in a way that we solve a problem and not create a new one.

The Process

Process was straightforward - selecting a technological stack, that will serve H&M for years and make it easy for other countries to adopt the product, while collecting all requirements and consulting with legal in order to make everything "click" together.



H&M Denmark

HR meets GDPR for the first time

What was the Outcome

Outcome was a product that offered H&M what they needed - a tool to help the HR team do their job, while being protected from sanctions under GDPR.

NDA



The Airport Quest

Gamification to make your team better

The Client

Dubai, the place with one of the highest standards when it comes to customer service, can't afford to lousy first impression. So the Dubai Airports wanted to make sure they have their employees engaged and incentivised when it comes to upcoming programs, better engage with the strategy and enhance their understanding of corporate metrics.

The Challenge

Main challenge was to find a way to have people wanting to get to know new programs. With playing proved as one of the best learning methods, it was almost a no brainer that the right direction would be a gamification application that runs on desktop and mobile devices (iOS and Android).

The Process

Now that the plan has been taken care of we had to figure out a way to achieve it in a short period of time covering all needed devices and making sure that the app will run on both iOS and Android. The idea of using hybrid app technologies seemed like the best approach, providing support to all platforms and a faster build time.



The Airport Quest

Gamification to make your team better

What was the Outcome

With best service in mind we strived for the same and delivered on time a web platform complimented by Android and iOS applications to serve the client and help them achieve their goals.



Who won his third rowing Olympic gold medal with Steve Redgrave in 2000?

- A Matthew Arnold
- B Matthew Broderick
- C Matthew Pinsent
- D Matthew Perry

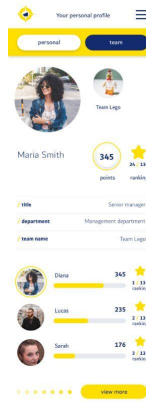
What investigation was a very early matter for the newly formed FBI?

- A The Oregon land fraud scandal
- B The Osage Indian murders 1921 to 1925
- C Surveillance on Japanese Americans after the Japanese attack on Pearl Harbour in 1941
- D Surveys of houses of prostitution in preparation for the "White Slave Traffic Act" or Mann Act 1930

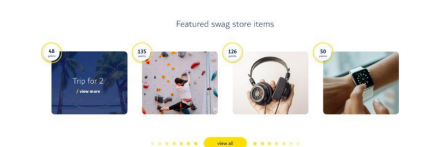
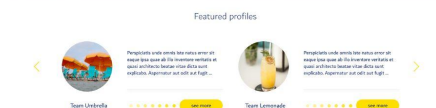
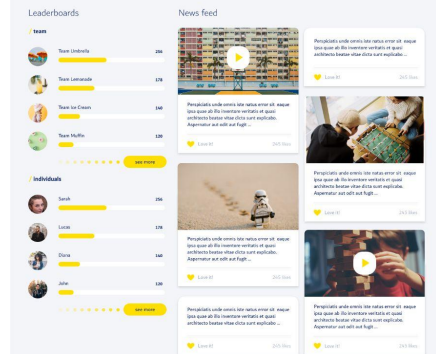
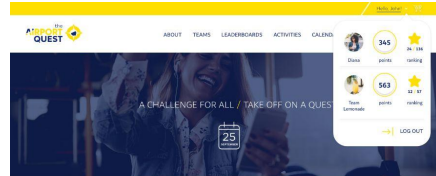
What is another name for the Southern Boobook owl, also called the Mopoke or Ruru?

- A Kookaburra
- B Morepork
- C Pterodactyl
- D Bald eagle

submit



Your latest submissions





BOOQ

One app == Multiplatform

The Client

BOOQ decided a decade ago to completely rebuild the POS landscape from scratch. For them, a POS is much more than a device on a counter. They realised that the future was one of flexibility and connectivity: anytime, anywhere, any device. An application for restaurants, bars, coffee shops, that allowed their staff to manage order and payments in a local network on their own mobile devices.

The Challenge

When we first met BOOQ's team they had already transformed the market with their awesome Android based product, but were struggling as this tied their customers to using only one platform. They needed a new system with a better coverage to support not only Android devices, but also iOS, Windows Phone (at the time), and Kiosk machines that operate on a Windows.

The Process

A single codebase was the solution that made most sense, so this approach was selected which was able to run on all needed platforms. All this with the possibility to attach bluetooth and cable connected POS terminals!



BOOQ

One app == Multiplatform

What was the Outcome

The result was amazing as in just 6 months we were able to reshape this business and allow them to grow like never before. Now with no need to confide to a single platform, BOOQ was able to approach the market with new offerings and formidable functionalities toolbox!





Suppr

Cook / Order / Deliver

The Client

An UK based startup allowing people to become cooks themselves and sell easily portions of their homemade food. All this in a complex system with 3 mobile applications for iOS and Android: chef, user, and driver applications managed by a web application for admins and support.

The Challenge

Budget is one of the most common problems in the startup world, so having 6 applications created on a funding round (Android and iOS application for each) is nearly impossible.

The Process

So in the dawn of hybrid applications, when it was almost unthinkable route to take, we proposed to create not only one, but three application that would be distributed in all stores.

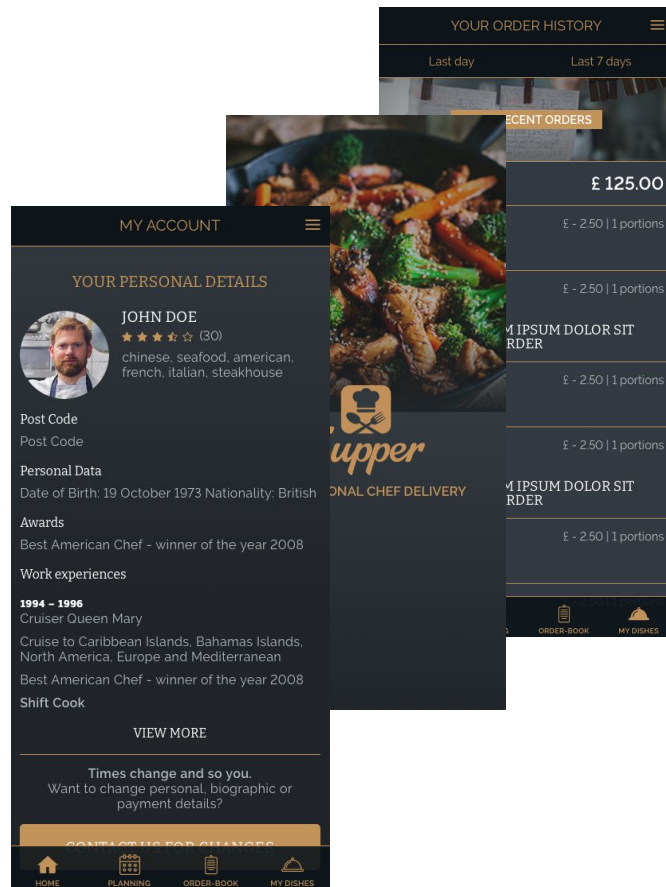


Suppr

Cook / Order / Deliver

What was the Outcome

Result was what any startup would have been hoped for - a cheep, but flawless execution that landed them an EXIT only 3 years later!





Brita

Drink your water!

The Client

With it's first place in the water filtration business, Brita was also a pioneer in the water drinking gamification with it's hybrid mobile application that promotes you drinking water by helping you track your daily intake, your goals and easily find and buy new filters for Brita's products.

The Challenge

Brita approached us for helping them with finishing the application as the previous provider was having issues in the final stretch. Although a tough thing to do (work on something built by a different team) we were up for the task.

The Process

With such projects you first need to understand how, what and why the previous provider did what they did in order to figure out a game plan and tackle the remaining issues. Once we had that figured out it was just smooth sailing afterwards!



Brita

Drink your water!

What was the Outcome

Able to fix all issues and finish the missing functionalities was a great way to end this project and bring back the smiles on our clients faces.





WeddyPlace

Plan the perfect wedding!

The Client

WeddyPlace is a marketplace for weddings. Their digital wedding planner not only helps couples plan the most important day in their lives through a checklist, a budget planer and wonderful content but also makes finding and booking vendors a breeze.

The Challenge

Now one challenge we had to overcome with WeddyPlace for the 8 years of us supporting them in their journey. Client facing and Vendor facing web platforms, four mobile applications, admin to rule them all, and many more where needed to be crafted over the years.

The Process

Building a lot of solutions requires a different process each time and with the different needs - different ideas. We had to adapt quickly to all requirements and issues we've faced over the years and improvise to achieve success.

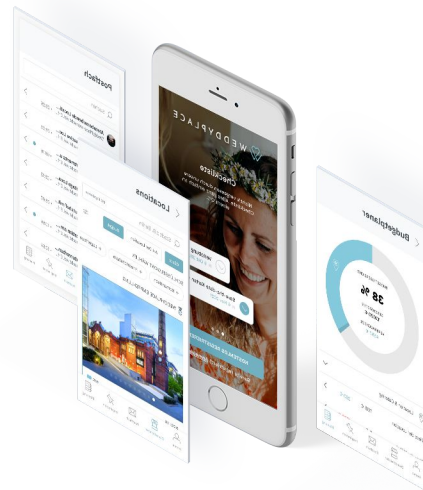


WeddyPlace

Plan the perfect wedding!

What was the Outcome

Result was life long friends and many wins together. Still doing a more than 50K+ impressions a month on the website and with over 100K+ downloads of the mobile application, which added an unheard of 70% to their users in the first 3 months after being launched. WeddyPlace was and always will be in our hearts as one of our favourite projects.





Ah! Brew Works

A nomadic beer company created in the heart of Sofia

The Client

Ah! is an innovative beer company which has revolutionised craft beer in the region by adding ingredients like traditional mursalski tea, goji berries and thyme. Along with the taste of their beer, the creators have revolutionised the business concept of beer packaging by featuring promising artists on each new label.

The Challenge

We were contacted by one of the founders with the idea to discuss and implement the website. A mixture of fantastic graphic elements and good UX decisions. Now all that was left was implementation.

The Process

In order to achieve what was requested and fulfil the vision of the artists involved in Ah! we had to work closely with them for a couple of weeks to nail down all the animations and feel the website needed to portray.



Ah! Brew Works

A nomadic beer company created
in the heart of Sofia

What was the Outcome

Result was exactly what you would have
imagined for such and artistic brand
with its main goal achieve in only three
months after the site went live - an
EXIT!





BOOMco

Hands in the air!

The Client

Mattel's nerf gun brand BOOMco, was a ground-breaking innovation in blaster technology. A cutting-edge dart and target systems that's paired with amped-up blasters to bring kids the ultimate in high-energy play. BOOMco brought friends together through fast-paced play and competition that's perfect year-round.

The Challenge

Challenge at hand was creating a flashy parallax tilted website that featured mini games in between sections and all this at a time (almost 10 years ago) when browsers didn't had the support for those kinds of animations and games.

The Process

Having to be resourceful and iterate between a ton of ideas to create what was requested by the art team at Mattel was quite the feat. Support on all major browsers and having the website look perfect on all 20+ languages (even RTL Arabic alphabet) was a real pain.



BOOMco

Hands in the air!

What was the Outcome

Results was a website that did win a second place for marketing website of the year in the USA in the category for children!



NAME DROPPING

Some of our clients that we are proud to have made happy.



PORSCHE

★ Heineken®

H&M

CAT



WHAT DO PEOPLE SAY

From the full team here at Jack, we'd like to thank you for your efforts over these last months, specially in responding to the changing circumstances. We truly appreciate your diligent efforts and professionalism throughout. What I've seen is an amazing build and I really look forward to going live with this product.

Philip Apaza, Jack Morton Worldwide

Really, it rarely happens in life that you immediately connect with people. You helped us out incredibly in time of need. For that, for the incredible effort, for the fairness and dedication I will be forever thankful.

Daniel Koehler, Weddyplace

Borislav Stoyanov

rubberduck.xyz

00359 889 548 126

borislav@rubberduck.xyz

Thanks!

 *Fun fact:*

Ducks eat bugs for breakfast.