Evolving Business Together

200
LEADING COMPANIES

IN

50
COUNTRIES

SEATTLE

MADRID

MONTERREY

MIAMI

MEXICO CITY

LIMA

MONTEVIDEO

SANTIAGO DE CHILE

BUENOS AIRES

Baufest provides scalable, sustainable software and IT solutions using proven, modern methodologies, primarily for mid-market companies. We are an award-winning, strategic software development company committed to **modernizing the way companies do business and achieving significant growth targets.**

Let's make it right.

How we work.

We understand your real problems and focus on the right answers for **the best business outcomes.** This process eliminates significant risk for costly mistakes.

Much more than experience design:

End-to End Solutions.

We think of solutions as processes with real impact in business growth and customer experience.

For us, strong solutions are supported by several value points from understanding, thinking and designing, to developing and improving.

Each of these elements will make your business more profitable.

Our company was born in Buenos Aires in 1991 under the name of Bauhaus, after the German design school that sought to integrate art and industry. Inspired by this vision, we translated this combination into the way we built software. In 1994, we changed to our current name, **Baufest**, a play-on-words meaning *"solid construction"* in German.
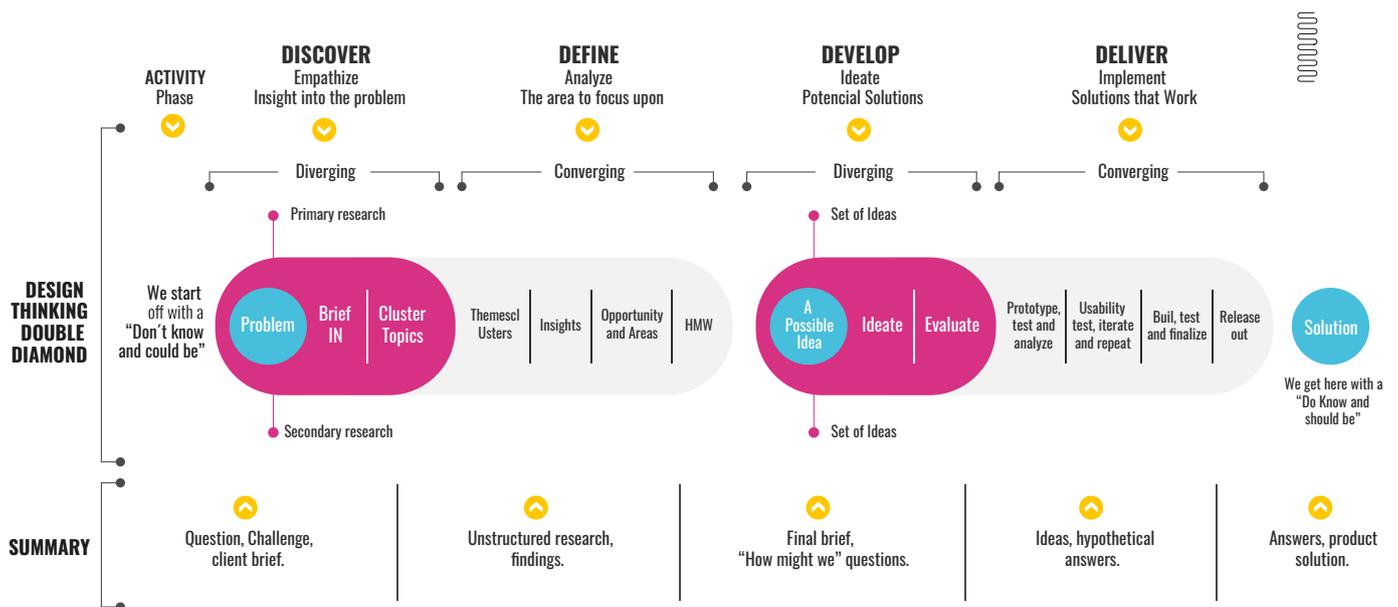
All challenges are accepted.

For every business.

Baufest creates partnerships where all parties live in an exhilarating space of equal work-based power, trust, knowledge-sharing, honesty, interdependence, communication and transparency without fear.

Our differentiation is our people. We staff mid, senior and lead technical resources. We are accountable and responsible for the management, growth and feedback to our people. Customer closeness and skill alignment is through our US-based executive and account teams plus select consultants who problem-solve shoulder to shoulder in partnership with our bespoke LATAM technical team. Our blended US/LATAM staffing model is, simply put, **a superior value-proposition.**

Baufest's approach to solutions is different because our approach to problems is different. We employ a **DESIGN THINKING** methodology that is excellent at addressing wicked problems in a practical manner - think: traffic jams, queues in lines, decrease in sales. **DESIGN THINKING** goes beyond the traditional focus of features and functionality of a proposed solution. **Instead, it emphasizes understanding the human problem to be solved, the context of usage and how the nature of the solution changes the very problem itself.**

DESIGN THINKING DOUBLE DIAMOND

ACTIVITY Phase

DISCOVER Empathize — Insight into the problem

DEFINE Analyze — The area to focus upon

DEVELOP Ideate — Potencial Solutions

DELIVER Implement — Solutions that Work

Diverging — Converging — Diverging — Converging

Primary research

We start off with a "Don't know and could be"

Problem | Brief IN | Cluster Topics

Themescl Usters | Insights | Opportunity and Areas | HMW

Secondary research

A Possible Idea | Ideate | Evaluate

Set of Ideas

Prototype, test and analyze | Usability test, iterate and repeat | Buil, test and finalize | Release out

Solution

We get here with a "Do Know and should be"

Set of Ideas

SUMMARY

| Question, Challenge, client brief. | Unstructured research, findings. | Final brief, "How might we" questions. | Ideas, hypothetical answers. | Answers, product solution. |

"Too often, success is determined by implementing a solution that meets the requirements and misses the needs of the user. Sadly, this results in solutions with unusable or ignored features that frustrate and fail to meet the goals of the enterprise."

At Baufest, we "reverse the burrito" - the need of the user and the goal of the enterprise is the problem to be solved that drives the solution.

Neil Beam
Head of Customer Success, BF US.

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Problems we Solve + Solutions

Baufest offers a full-suite of custom solutions to modern day business challenges.
Each client engagement starts with a discovery session to ensure our clients are aligned with the roadmap for success.

Business Design

Transform your business making it more agile, innovative and people-centered.

→ **Customer Experience**
We design customer experiences and invent products and services that have **a real impact on business.**
Our team of investigators, creatives, and designers work to diagnose the present experience, define the challenge, co-design the desired experience, and create a prototype of the product or service **to test on real users.**

→ **Business Transformation**
We focus on our people to develop the skills, processes, and relations that make **digital transformation for businesses tangible, attainable and real.**

→ **Innovation & Disruption**
We analyze viability and prioritize innovation initiatives methodically and consistently to help our **clients generate value for their users.**
We assist companies with the **adoption of new technologies and help them take advantage of business opportunities.**

IT Operations

Make smarter and faster business decisions leveraging your data.

→ **DevOps & DevSecOps**
We **accelerate the deployment of applications** so our clients can meet their business and time requirements. Our methodology **synchronizes areas of development, security, and operations areas** to create a collaborative environment with the shared objective of **the continual delivery of value.**

→ **Cybersecurity**
We know that our clients greatest asset is their information. That´s why we protect and take care of it by **ensuring IT application security on premise and cloud environments;** by **guaranteeing good practices in secure development to detect vulnerabilities early**; by preparing our clients to **comply with security requirement regulations**; and by **actively detecting vulnerabilities in systems and raising user awareness.**

→ **Platform**
We implement cloud and infrastructure solutions that **optimize operations and assist companies** with achieving their objectives.

Software

Create outstanding digital products to evolve your business at scale.

→ **Digital Products Development**
We develop **Impactful digital products** at the speed of a start-up, from complex systems that support core business processes to tailor made mobile applications **designed to ensure a good user experience for our clients.**

→ **Software Quality**
We ensure the quality of digital products by incorporating the most innovative tools and techniques available. This allows us to achieve continual delivery and accelerate launching.

→ **Application Modernization**
We help our clients with **technological updating and migration of their system legacies**, most commonly because their legacies lack support or soon will; because they cannot be scaled; or because there is a business need to integrate with other platforms or to include functionalities that are not compatible with their existing technology.

→ **Managed Application**
We align IT services with our clients needs when **we maintain and evolve their productive applications.**
We maximize application availability by **redirecting efforts towards innovation and transforming operative costs into investments.**

→ **LowCode**
We utilize low code apps to automate processes or create **the first version of an application in just a few weeks. Allowing us to accelerate the time to market and deliver a fast return on investment.**

→ **Integrations**
We help our clients choose and deploy the most beneficial **strategy for integrating applications** in accordance with the objectives of their company, no matter how diverse technology set may be.

Data & Applied AI

Simplify and secure your IT operations so you can grow your business.

→ **Data Strategy**
We help our clients **turn data into an active asset** that allows them to make better decisions.

→ **Data Management**
We manage data as a valuable asset and achieve consistency, availability, security, governance, and reliability.

→ **Applied AI**
We implement **comprehensive artificial intelligence solutions as applied to business** to enhance human resources, optimize processes, perform commercial intelligence, and improve user experiences.

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