



**DaCodes.**

<<CODING THE WORLD OF TOMORROW>>



<Let's code  
the future together>



## << Coding the world of tomorrow >>

DaCodes is a leading **software development services provider** crafting world-class digital solutions tailored to each client's unique vision. By leveraging our industry knowledge, we engineer software solutions that deliver scalability, efficiency, and cost-effectiveness. With 220+ DaCoders worldwide, our focus revolves around empowering organizations with personalized support and technical expertise to amplify engineering capabilities, enhance workflows, and scale their businesses.



# Our values

## Make exceptional work.

We keep the bar high, for individuals and for teams. We know the best work is done collaboratively, in teams where individual expertise is embraced and fostered.

## Challenge is opportunity.

We face obstacles as opportunities to transcend and discover untapped potential.

## Dare to be bold.

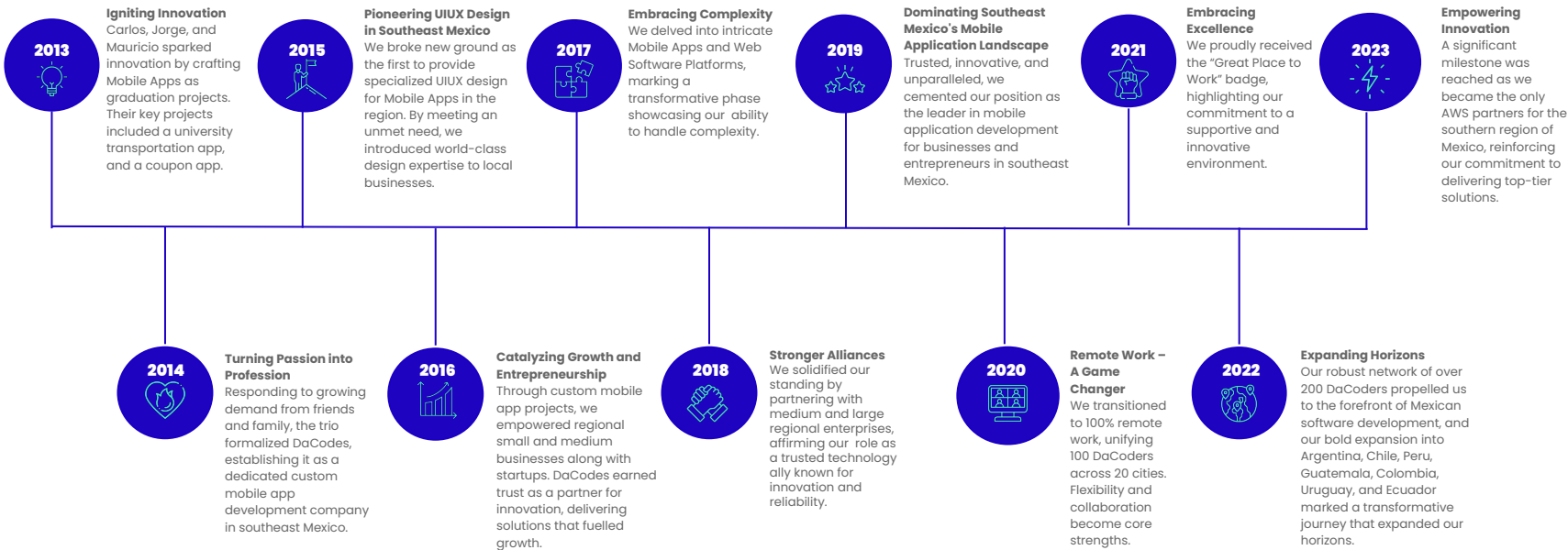
We bring passion and resilience to do what it takes, with an emphasis on creating long lasting solutions.

## Give more than is expected.

We act like dedicated owners. We say what we mean and we do the right thing.



# Our story



# Leadership



**Mauricio Moreno**  
CoFounder and Co-CEO



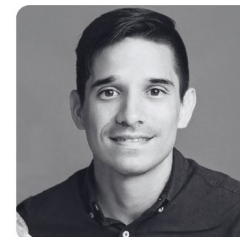
**Carlos Vela**  
CoFounder and Co-CEO



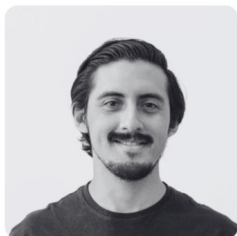
**Jorge Campos**  
CoFounder and Co-CEO



**Pia Eggers**  
Director, People & Culture



**Rodrigo Loeza**  
Director, Sales



**Eric Segovia**  
Director, IT and Engineering



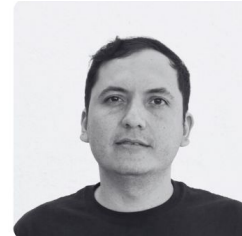
**Leydi Lopez**  
Director, Administration



**Alejandro Hynds**  
Director, Finance



**Estefania Cairella**  
Director, Marketing



**Joel Alanis**  
Director, Project Management



**Diana Rubio**  
Director, Talent Acquisition

# Our locations

## Houston.

2700 Post Oak Blvd Galleria Office  
Tower I, Houston, TX 77056, United States

## Scottsdale.

SkySong Center, 1475 North Scottsdale Road,  
Scottsdale, AZ 85257, United States

## Merida.

C. 21 428, entre calle 8 y calle 19, Montebello,  
97113 Merida, Yuc, Mexico





# Building solutions since 2014

9

Years of experience  
in the software  
industry

500+

Projects  
successfully  
completed

18+

Industries  
served

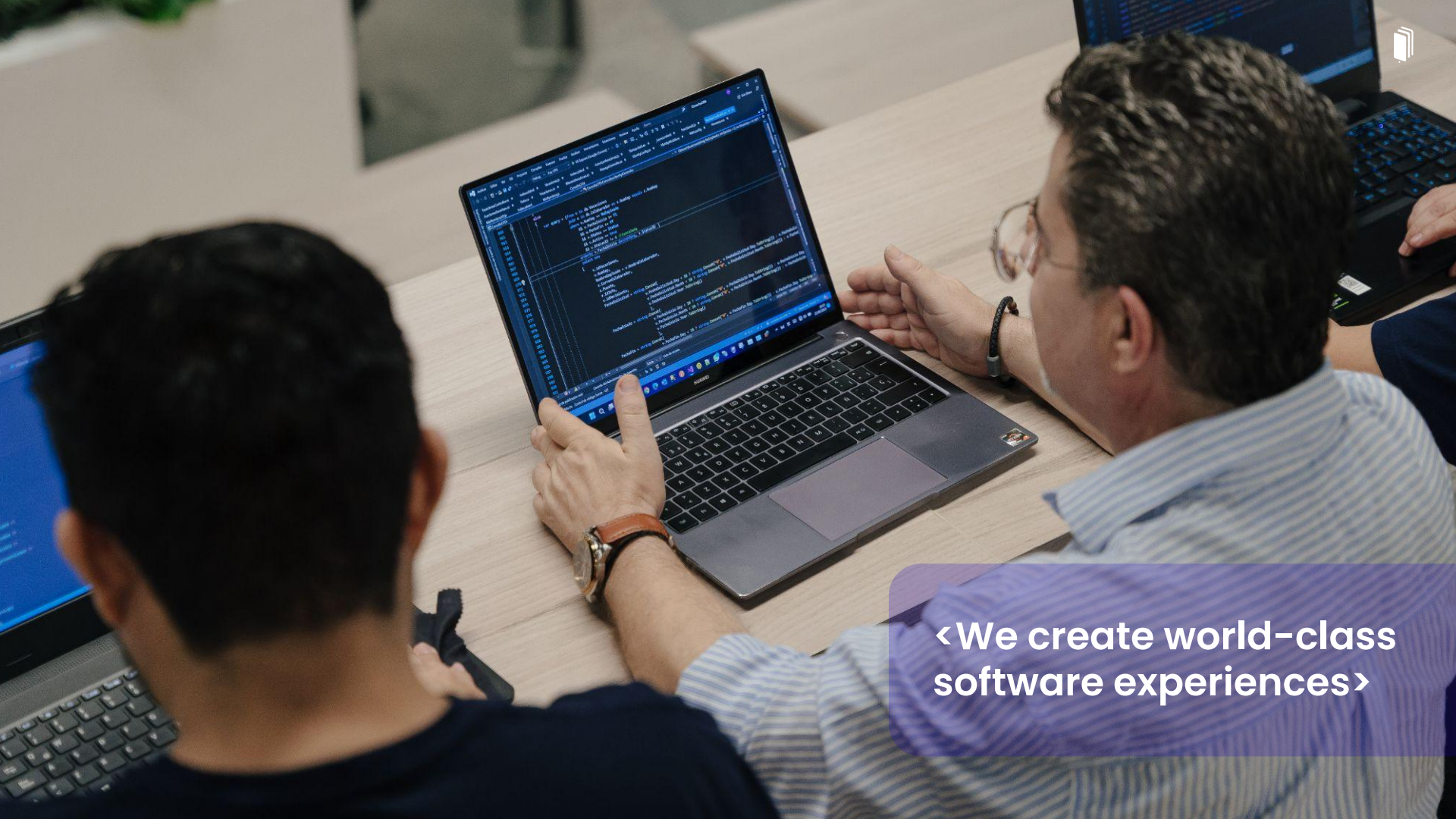
220+

Skilled  
DaCoders  
across LATAM

90%

Of DaCoders say  
DaCodes is a  
Great Place to Work





« We create world-class software experiences »



# Software development services tailored to your business needs

Accelerate your digital transformation with our high-quality nearshore development services, offering 360° custom software development that fits your needs for short and long-term growth.



## Discovery

We delve into project requirements, establish objectives, define scope, and clarify expectations. Ensure a clear understanding of the project's goals and paves the way for a successful development process.

## Software Lab

We provide full-stack development services using proven technologies that ensure seamless integration and exceptional performance.

## AI Technologies

Our consulting service is designed to help businesses identify, research, and define the requirements and solutions for an AI-powered product.

## UI/UX Studio

We craft designs that are easy-to-use, simple, and delightful, transforming concepts into reality through our UI/UX Design service.

## Quality Engineering

We combine advanced automation and thorough manual testing to ensure optimal functionality, security, and user experience.

# Discovery

Delve into project requirements, establish objectives, define scope, and clarify expectations. This phase helps ensure a clear understanding of the project's goals and paves the way for a successful development process.



## How we work

### Evaluate

Thoroughly assess all project aspects to outline its structure and overall strategy.

### Estimate

Estimate work scope, choose suitable technologies, and evaluate task complexity for accurate resource allocation.

### Prioritize

Organize tasks, prioritize iterations, and align project development across business and engineering.

### Roadmap

Deliver a detailed roadmap for approval, encompassing processes, scope, timeframes, tech stack, and pricing, minimizing room for errors with software product discovery services.

## Why DaCodes?

- **Time and Cost Savings:** Proper upfront planning minimizes project delays and budget overruns.
- **Effective Decision-Making:** Informed decisions can be made based on a comprehensive understanding of the project.
- **Efficient Resource Allocation:** Accurate project understanding aids in allocating resources effectively, avoiding unnecessary expenses.



Go beyond functionality and deliver a frictionless experience for users and customers.



## Design Solutions

### User Experience Design

Frictionless user journeys that make the most complex experiences feel simple.

### User Interface Design

Crafting intuitive application designs that make products stand out.

### Prototype

Test your product before developing to validate user feedback.

## How we work

#### Product Definition Stage

- Client interviews for deep research.
- Analyze processes, user characteristics, and owner needs.
- Determine technical requirements and feasibility.

#### UI/UX Design Stage

- **Understand:** Create User Personas, analyze context, and identify user needs.
- **Ideate:** Review competitors, brainstorm solutions, and sketch user flows.
- **Decide:** Select best solution, create storyboard for user experience.
- **Prototype:** Design screens with Sketch and Invision for realistic product representation.
- **Validate:** Test with users, gather feedback, and improve prototype iteratively.

#### Development & Implementation Stage

- Translate the UI/UX design into functional code using the provided content and resources.
- Iteratively build, test, and refine the digital platform to meet technical specifications and user requirements.

## Why DaCodes?

- **User-Centered Design:** Continuous refinement based on user feedback maximizes product acceptance and success.
- **Tailored Solutions:** Customized features cater to user characteristics and business requirements.



## Software Lab

Benefit from full-stack development services employing proven technologies, guaranteeing seamless integration and exceptional performance. We tailor our approach to your project's rhythm, providing expertise in SCRUM/Agile, Waterfall, and Kanban methodologies.





## Product Development

Web Development

Mobile Development

Custom Software Development

### How we work



### Technologies

#### Languages

- Python
- Typescript
- Javascript
- C#
- Ruby
- Java
- Swift

#### Frameworks

- Django
- Kotlin
- Rails
- NodeJS
- React
- Flask
- Angular
- Next.JS
- Vue.JS

#### Databases

- SQL Server
- MySQL
- MongoDB

#### Cloud Computing

- AWS
- Google Cloud
- Azure

#### Containers

- Dockers
- Kubernetes
- ECS

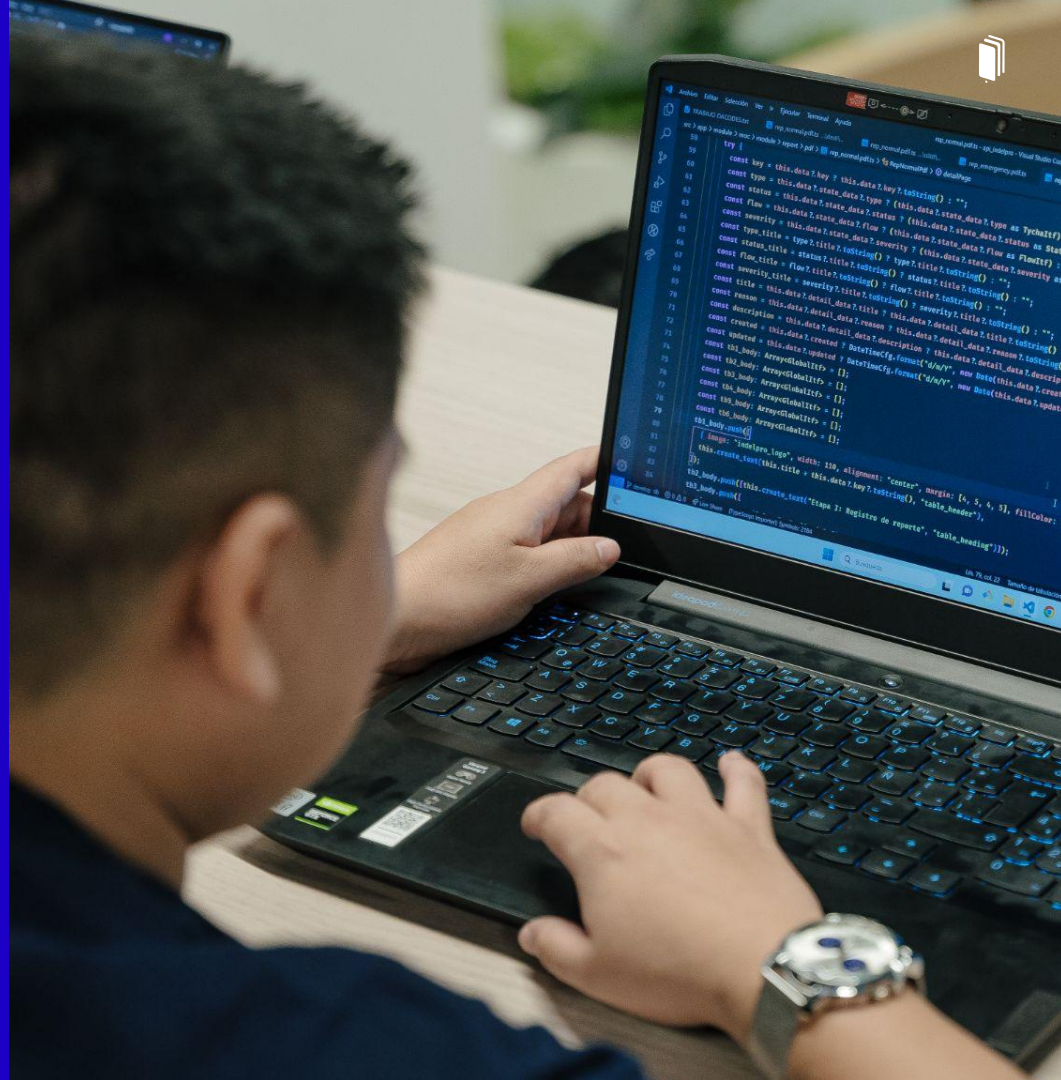
#### Version Control System

- Bitbucket
- Gitlab
- Github



## Quality Engineering

Combining advanced automation and thorough manual testing, we ensure optimal functionality, security, and user experience.



## Services

### Quality Assurance

Ensure your application is functioning properly and consistently by identifying and fixing potential issues early on.

### How we work

#### Analyze

- Understand requirements and scope
- Define testing criteria and metrics

#### Develop

- Create comprehensive test plan
- Automate critical tests for efficiency

#### Execute

- Run manual tests for UX and exploration
- Execute automated testing for efficiency and regression

#### Improve

- Prioritize and categorize defects.
- Verify fixed issues through retesting.
- Generate test reports and communicate progress.
- Continuously enhance testing strategies based on feedback.

### Why DaCodes?

- **Optimal Functionality:** Ensure your product works as intended.
- **Enhanced Security:** Identify vulnerabilities and weaknesses, allowing timely security enhancements to protect user data.

### Test Automation

Maintain quality while increasing speed and minimizing risk with our advanced test automation strategies.



# Ai Technologies

Consulting service designed to help you identify, research and define the requirements and solutions for an AI-powered product. Over a month-long engagement we focus on understanding your product requirements, the problems to solve and the potential AI applications that can address those challenges effectively.



## How we work

### Phase 1: Kickoff and Project Recognition

- Kickoff meeting to understand goals.
- Identify the scope and objectives of the AI recognition project.

### Phase 2: Planning and Diagram Generation

- Create a visual diagram outlining the project's structure and components.
- Map out how the AI will be implemented and integrated.

### Phase 3: Estimation and Infrastructure

- Estimate resources required for development and implementation.
- Propose necessary infrastructure for the AI solution.
- Deliver comprehensive documentation outlining project details and plans.

## Why DaCodes?

- **Expert Guidance:** Access to experienced AI consultants who can provide expert guidance and insights into leveraging AI for your product.
- **Customized Solutions:** Tailored recommendations for your specific product requirements and challenges, ensuring that the AI solutions align with your goals.
- **Competitive Edge:** Early adoption of AI can position your product as an innovative leader in the market.



**<Your partner for  
high-quality software  
development solutions>**

< >  
<coding the world  
of tomorrow>  
</ >



# Choosing the right approach



## Fixed Scope

We present clear, cost-effective solutions for defined projects. With predetermined costs and a structured timeline, we ensure your project is executed efficiently and within the specified scope.



## Dedicated Teams

We provide dedicated, full-time development teams that become extensions of your own. These experts ensure long-term project success with unwavering commitment and specialization.



## Talent Augmentation

We offer access to a vast pool of highly skilled IT professionals who are ready to seamlessly integrate with your team, providing you with a diverse range of expertise to tackle even the most complex projects.

# Choosing the right approach

## Fixed Price & Scope

This approach entails a predetermined cost for projects with clear scope and minimal changes, offering cost certainty but potentially limiting adaptability to evolving needs

\* Acquiring our Discovery service is a prerequisite for this approach to ensure a thorough understanding of your project's specific requirements.

### Benefits

- Cost Certainty
- Predictability
- Simplicity

## Dedicated Teams

This approach prioritizes flexibility and adaptability, pricing projects based on time and materials for customized solutions and ongoing collaboration.

Ideal for projects with changing requirements, enabling agile development and optimal resource utilization to swiftly respond to evolving market conditions.

### Benefits

- Flexibility
- Customization
- Agile Development
- Optimal Resource Utilization

## Talent Augmentation

This approach provides access to a diverse pool of highly skilled IT professionals who can seamlessly integrate with your team, offering a wide range of expertise for complex projects.

Additionally, this strategy allows for a scalable workforce, ensuring you have the right resources at every stage of your project.

### Benefits

- Diverse expertise
- Scalability
- Cost efficiency
- Faster project delivery



# Choosing the right approach

## Fixed Price & Scope

### Ideal for

- Small to medium-sized businesses with limited budgets.
- Projects with defined objectives and minimal anticipated changes.
- Clients seeking cost predictability and financial stability.
- Clients who require a thorough understanding of project scope before commencement.

## Dedicated Teams

### Ideal for

- Large enterprises and startups with evolving project needs.
- Clients looking for a highly adaptable development process.
- Projects requiring frequent adjustments and iterations.
- Long-term collaborations where ongoing support and customization are crucial.

## Talent Augmentation

### Ideal for

- Companies seeking access to a diverse pool of specialized IT professionals.
- Projects with fluctuating demands and evolving requirements.
- Clients aiming for rapid scalability and adaptability.
- Teams looking to augment their expertise without the overhead of traditional hiring.

Ultimately, the choice depends on your project's specific characteristics, preferences, and your desired level of involvement. By leveraging DaCodes' tailored solutions, you can unlock these benefits while tailoring the collaboration to perfectly suit your project's unique specifications.

## How we work: Talent Augmentation

### Evaluation and filtering

Based on your identified requirements, we review candidates' complete backgrounds to assess their relevant training and experience. Then we evaluate the strength of the developers' programming skills and efficiency through our timed technical assessment.

\*The coverage time can be extended depending on the requested seniority.

### Presentation

We share the profiles of experts that align with your description and requirements.

### Clients process

Together, we finalize and approve the project team members.

\*If needed, we can tailor our approach to align with your recruitment process.

### Onboarding

You can start collaborating with your new team member. Your project will be delivered on time and within budget. Implement and thrive!

### Ongoing review

We regularly assess the developer's performance and conduct performance analyses to minimize your risks and ensure consistent progress on your project.

## Why DaCodes?

- **Time zone aligned:** Benefit from nearshore support, minimizing communication gaps and enhancing collaboration.
- **Smooth Onboarding:** Seamless integration of new team members enables you to start working on your projects promptly.
- **Expert Access:** Tap into highly qualified specialists to elevate your project's quality and outcomes.



# Where to find us

Our **+220 DaCoders** deliver value to Fortune 500 Companies.



# Tech Stack

We harness cutting-edge technologies to craft robust and innovative software solutions. Our tech stack includes a diverse range of programming languages, frameworks, and tools, enabling us to adapt and excel in the ever-evolving landscape.



and more...



# Industry Insights

**Why should leaders pay attention?** Companies in need of developers will be pushed to offshore or nearshore their projects to address the demand. This trend is likely to lead to substantial growth in the software development industry, particularly in Asia and LATAM.

## Growth in market

~21%

Growth in size of market for software development, Compound Annual Growth Rate (CAGR) for 2021–26, reaching ~\$600 million by 2026.

(Source: [Mckinsey](#))

~21.6%

Projected Compound Annual Growth Rate (CAGR) for the global AI market from 2023 to 2030, reaching ~\$2.03 trillion by 2030.

(Source: [FB Insights](#))

## Talent Augmentation

900k

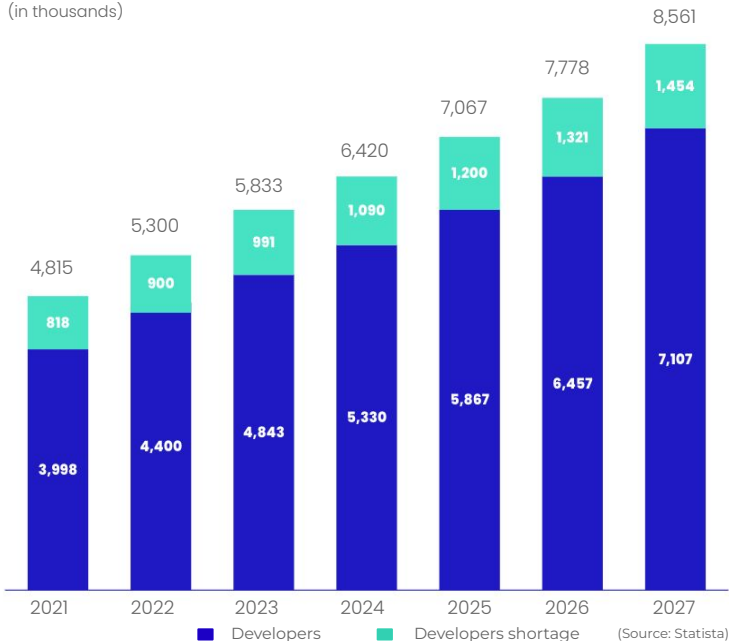
Current unfilled software development positions (Source: BLS)

1.5M

Forecasted unfilled software development positions by 2027 (Source: BLS)

## Shortage of U.S. Engineers Continuing To Grow

(in thousands)

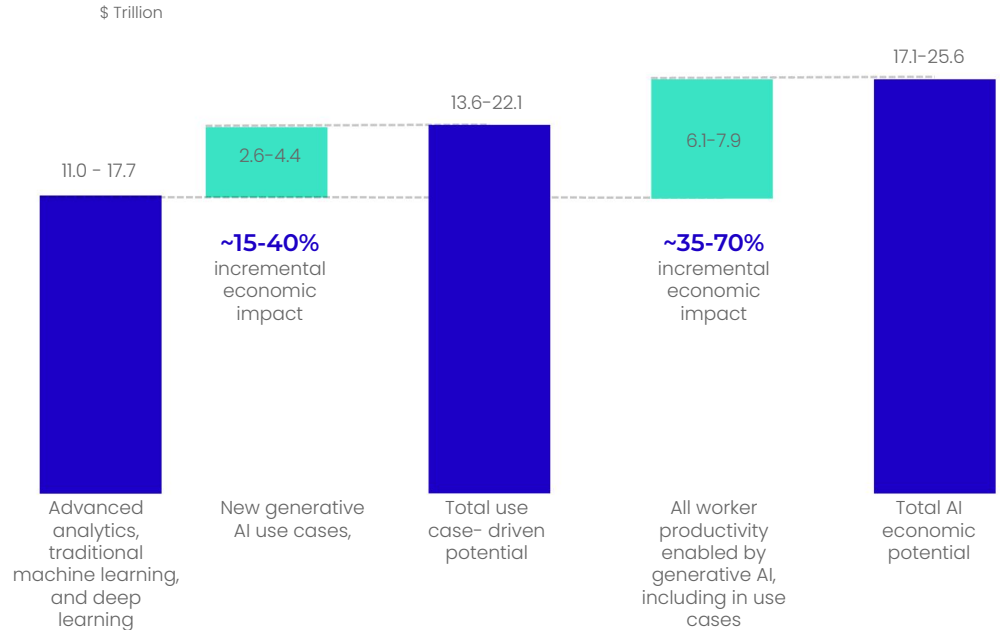


## Industry effects of advanced technologies

According to the McKinsey Global Survey on the State of AI, **the proportion of responding firms embracing AI has more than doubled from 20% in 2017 to 50% in 2022**. According to the 2022 study, implementing AI can have major financial benefits: 25% of those polled said.

There has also been a surge in investment in generative AI. Venture capital investments, for example, increased **425 percent from 2020**, while Microsoft invested \$10 billion in a multiyear agreement with OpenAI.  
(Source: [Mckinsey](#))

## AI's potential impact on the global economy



(Source: [Mckinsey](#))



# Trusted by top companies



teigus



healthcare.com®



MH MISSION HOLDINGS

KAVAK



Rappi



infusel | investment intelligence for growth



bankingly



pulpomatic



Auronix



FIRELAB



PriceTravel®



< We're proud of who  
we are and what we're  
building together >

 DaCodes.





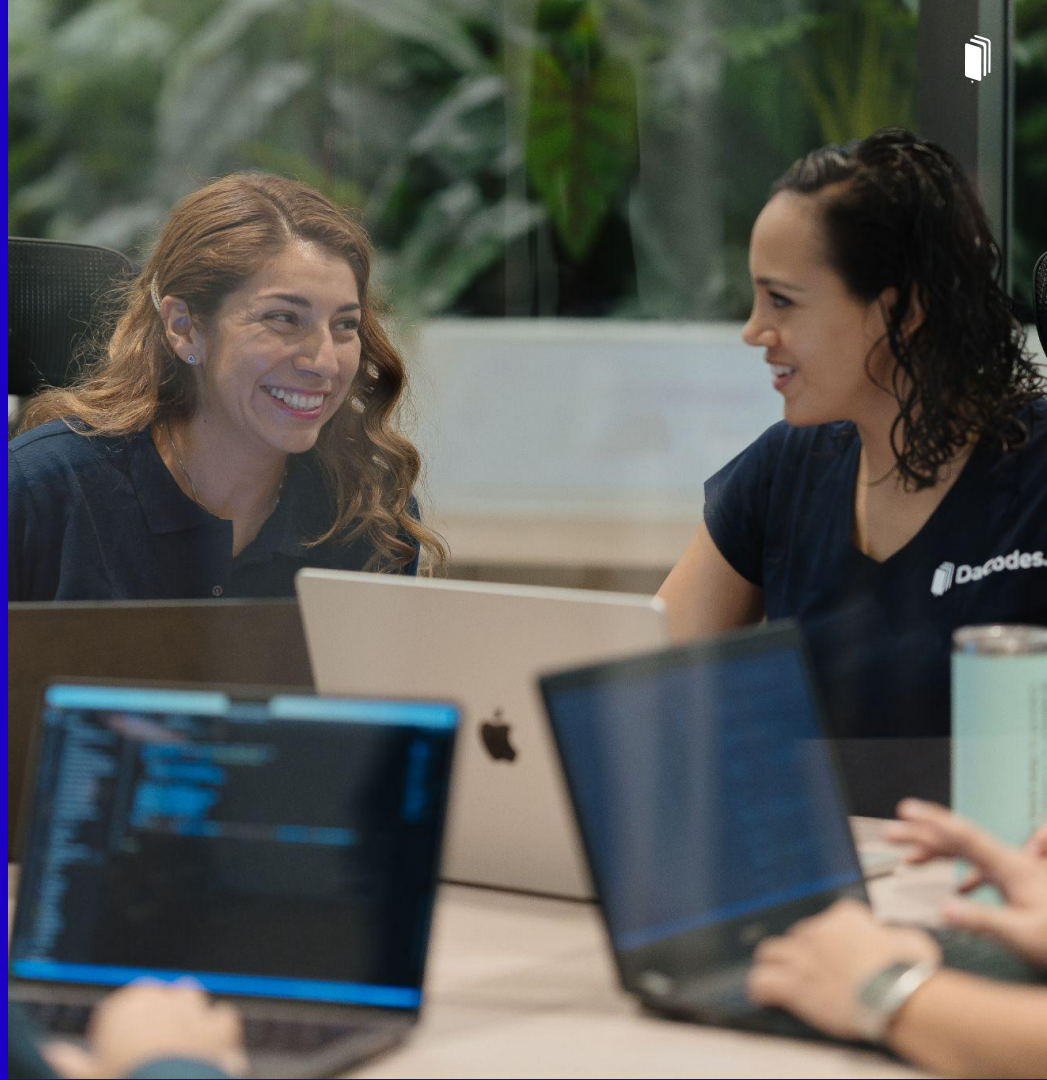
# Life at DaCodes

We're a team of **self-starters**, **makers**, and **critical thinkers** driven by our passion for our work and desire to constantly improve.

We provide everyone with the support, space, and tools they need to work in a way that best fits them, while keeping them connected to clients and each other.

Our offerings encompass:

- Complimentary **tech education programs** crafted to facilitate upskilling and reskilling in the most in demand skills.
- **Hackathons** that encourage innovative collaboration and fuel creativity and problem-solving.
- Dynamic open **in person and remote office spaces** that facilitate engagement and productivity.



# Industries we serve

Our projects span a wide range of industries and address a variety of design and development challenges.



**Manufacturing**



**Financial Services**



**Retail & Consumer**



**Healthcare**



**Real Estate**



**Education**



**Transportation**



**Travel & Hospitality**



**Technology**



**Energy and Utilities**



**Media & Entertainment**



**Sports & Fitness**



**Automotive**



**Construction**



**Food & Beverage**

# How we helped empower Prismatic's mission for seamless integrations



Prismatic is a B2B integration platform that simplifies connecting software products for businesses, reducing reliance on third-party services and customizing integrations to meet specific needs.

## Challenge

- Prismatic needed to expand its development team to meet growing demand.
- The challenge was to find specialized professionals with strong technical expertise in **Node JS, Fullstack JS, and ReactJS/NextJS**.
- The team had to quickly familiarize themselves with their platform, ensuring seamless integration and a rapid understanding of the product.

## Approach

- We conducted detailed evaluations, collaborating with Prismatic to define business objectives, team composition, methodology, timeframe, and budget.
- We assembled a customized team consisting of **1 project manager and 4 software engineers**, aligning with Prismatic's requirements. The onboarding process involved a thorough examination of the project, including reviewing documentation and gaining a comprehensive understanding of the product's scope, tasks, and deadlines.

## Outcomes

- The dedicated team accomplished the development of an impressive **21 complicated components in a single quarter**. This marked a substantial acceleration, considering that before the collaboration, Prismatic typically introduced 1-2 new components per quarter. The increased efficiency showcased the impact of DaCodes' dedicated teams on Prismatic's development capabilities.

# Fueling Zapp's Remittance Platform Success



Zapp is remittance chat application designed for secure and seamless money transfers from the United States to Mexico. The platform integrates third-party services such as Uniteller, Botmaker, WhatsApp, and Checkout to facilitate the process.

## Challenge

- Assembling a dedicated development team with expertise in the required tech stack.
- Needed programmers proficient in **Back-End (Node.js, Express, Postgres, TypeScript)** and **Front-End (React.js with TypeScript)** technologies.
- Maintaining the platform's security and adhering to money transfer regulations were top priorities for Zapp.
- Initial documentation was outdated and theoretical, requiring adaptation.
- Backend work was required to integrate with the Uniteler payment platform.

## Approach

DaCodes provided a Dedicated Teams solution

- Assigned a team of **1 Project Manager, 2 software engineers and 1 QA** with expertise in the required technologies.
- Collaboration involved **working with two external providers** as per the client's requirements.
- The project's logic underwent significant changes, necessitating regular communication with the client for feedback and adjustments.

## Outcomes

- High-quality application with a secure and user-friendly interface.
- The team managed project timelines efficiently, **completing Uniteler integration in 2 months instead of the initially estimated 3 months.**
- DaCodes demonstrated dedication by **working full-time and putting in extra hours** to meet project goals, maintaining **accessibility and commitment.**
- Close oversight of the team's work and performance ensured effective communication, keeping everyone aligned with Zapp's goals while staying open to client needs throughout the project.

# Custom Talent Solution for Tegus' Success



Tegus, a dynamic financial services company founded in 2016 and headquartered in Chicago, Illinois, is on a mission to empower buy-side investors. They offer a cutting-edge platform that provides easy access to qualitative investment research. This platform allows users to explore, annotate, and analyze investment insights from former executives, customers, competitors, and industry experts.

## Challenge

- Onboard specialized talent while maintaining high standards of efficiency and expertise.
- Tegus required skilled developers proficient in **Javascript, React.js, React Native, Node.js, and GraphQL** to enhance their innovative investment research platform.

## Approach

DaCodes provided a comprehensive approach to address Tegus' specific requirements, which involved:

- Customized Talent Evaluation: We assessed Tegus' needs, set skill set requirements, and tailored candidate selection. This ensured the delivery of **top-tier talent matching Tegus' unique needs.**
- Flexible Collaboration: We offered flexibility in candidate screenings and seamless employee integration into Tegus' workflow.
- Ongoing Performance Focus: We maintained regular communication to address project issues, ensuring consistent progress and optimal results for Tegus.

## Outcomes

- Tech Stack Expertise: DaCodes provided developers proficient in Javascript, React.js, React Native, Node.js, and GraphQL. This experienced team was well-prepared to hit the ground running, ensuring swift integration and productive contributions to ongoing projects.
- Consistent Progress: Ongoing performance assessments and reviews by DaCodes helped maintain consistent project progress, ensuring timely deliveries and adherence to budgets. The experienced and dedicated talent provided by DaCodes played a pivotal role in achieving this outcome.



# Awards & Recognitions

We take pride on our work and our achievements speak for themselves





<At the forefront of  
innovation >



# << Let's work together >>

We develop projects and build teams to meet your organization's unique design and development needs.

Contact us at  
[info@dacodes.com](mailto:info@dacodes.com)  
[www.dacodes.com](http://www.dacodes.com)

Follow us at  
[@DaCodes](https://www.instagram.com/DaCodes)

