

## TRANSFORM YOUR PRODUCTS & SERVICES WITH REELWAY ENGINEERING SERVICES.

We enable your Business to transform into Digital Business.

We accelerate your Digital Offerings.

We deliver complex Digital Products & Services at low cost with minimal risk.

Digital Transformation (DX) is impacting businesses across industries worldwide. Not a single industry has escaped the impact of digital transformation. DX is changing the way we live, work and transact.

As a German Small & Medium Business (SMB), you are faced with significant challenges in the DX transformation of your products and services.

- Staying competitive in your markets has always required your business to have predictable release cycles, faster time-to-market, superior quality, lower cost and ultimately higher ROI on your product engineering effort.
- With DX, not only do you need a DX strategy, you also need to possess the DX technology expertise and skilled resources to execute your new product and services roadmap. All this while continuing to support your existing products and services.

Reelway Engineering Services enables you to accelerate your DX strategy and go-to-market for your products and services in a cost-effective manner with high quality, on-time services, in partnership with the Celstream group.

Having successfully leveraged Celstream extensively over a decade in developing our own product, Reelway is extending its expertise in digital product engineering by combining its nearshore presence with offshore delivery to meet your business needs.

Engaging with Reelway Engineering Services offers you twin advantages:

- Reelway's German presence provides you with nearshore services including customer relationship management and program management in your time zone.
- Celstream's India-based engineering capability provides you with cost-effective, high-quality, offshore engineering services.

Together, we have the proven ability to address the DX challenges for your products and services.

**Are you seeking a competent engineering services partner to enable your DX strategy?**  
Connect with Reelway today.



## ENGINEERING SERVICES OFFERINGS

Reelway can be your engineering services partner across the entire product development lifecycle, from concept to end of life. We also provide DevOps and other services such as system integration, and customer support, making us a one-stop shop for most of your DX needs.

<p><b>DIGITAL PRODUCT CONCEPT VALIDATION</b></p> <p>We can assist you in developing a prototype or a proof of concept to validate the technology feasibility your idea for a digital offering in a cost-effective manner.</p>	<p><b>NEW DIGITAL PRODUCT DEVELOPMENT</b></p> <p>We can build your new, next-generation digital products and services by extending your product engineering capability with our advanced digital technology expertise.</p>	<p><b>EXISTING PRODUCT DX</b></p> <p>We can enhance and extend your current, legacy products and services, in partnership with your engineering team, leveraging our specialized digital technology expertise.</p>
<p><b>LEGACY PRODUCT SUSTENANCE</b></p> <p>While you are embarking on your digital transformation roadmap, we can assume the complete turnkey sustenance of your legacy products, extending revenue from your large customer base.</p>	<p><b>DIGITAL PRODUCT QA &amp; TESTING</b></p> <p>We can offer you comprehensive, independent QA and testing services for your digital products and services, to identify and report defects for further investigation and fixes.</p>	<p><b>DEVOPS, SYSTEM INTEGRATION &amp; SUPPORT</b></p> <p>We can provide you DevOps to host, operate, maintain and manage your cloud-based services, System Integration for custom modifications of your offerings for specific customers, and support your field service teams.</p>

### OUR EXPERTISE

Reelway is your one-stop shop for your hardware and software requirements. We can rapidly enable your Digital Transformation Strategy for your Products and Services. Our wide range of digital technology capabilities includes:

<ul style="list-style-type: none"> <li>• Mobility</li> <li>• Web Applications</li> <li>• Social Media Integration</li> <li>• Digital Payments</li> <li>• Device Interfaces</li> <li>• Embedded Systems</li> <li>• Cloudification</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Integration</li> <li>• Big Data Analytics</li> <li>• Machine Learning</li> <li>• Cyber Security</li> <li>• Media Asset Management</li> <li>• Imaging &amp; Document Management</li> <li>• Internet of Things</li> </ul> <p style="text-align: right;"><a href="#">Learn more</a></p>
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We have successfully delivered our engineering services to technology companies across multiple industry segments such as: Broadcast Video, Building, Computer Peripherals, Consumer Electronics, Dental, Digital Marketing, Digital Media, Digital Signage, Education, Enterprise, Financial Services, Healthcare, Home, Information Technology, ISV, Printing & Imaging, Publishing, Wearables, etc.



**Are you looking for digital technology expertise to accelerate your DX roadmap?**  
Connect with Reelway today.

#### OUR ENGAGEMENT MODELS

Reelway offers you a range of business models based on your business needs and engagement scope. We can work project-to-project or on a long-term basis with a reserved, dedicated team. We can take up turnkey responsibility or work with your engineering team in a co-development model. Our engagement models include:

- Time & Materials based on Person Hours, Travel and Project Costs
- Time & Materials based on Reserved Headcount, Travel and Project Costs
- Fixed Fee based on Milestones

With decades of engineering experience, we understand your business need for high-quality, on-time, within-budget deliverables. You have access to hands on, technology-oriented project managers and certified multi-skilled and full stack developers. Our engineering is based on metrics-driven, continuously evolving, Agile Scrum and Kanban, and ISO 9001 compliant development processes. We set up automated processes for build, review, integration, deployment and testing. Communication takes place using next-generation collaboration tools. For non-English language customers, we facilitate multilingual communication. Last but not the least, we strongly respect and protect your Intellectual Property Rights (IPRs).

Combined with our advanced expertise in DX technologies, we are your sure, safe choice to accelerate your DX strategy and go-to-market for your products and services in a cost-effective manner.

**TRANSFORM YOUR PRODUCTS AND SERVICES TODAY!**  
CONNECT WITH REELWAY