Together, we create your
digital experiences

afelio

DIGITAL EXPERIENCES CREATORS

The realisation of digital solutions requires more than a simple functional analysis. A successful implementation meets the real needs of the users. Too often, architects and developers neglect the work environment and the constraints of the end users. As a result, when end-users see the prototype, they often do not find it adequate.

Creating a better user experience

At Afelio, before developing a new application, we take a step back and start by designing the user interfaces. This top-down approach ensures a good understanding of the user experience (UX) before making any further decisions. The development of the application is then based on these interfaces.

We create digital solutions that reflect how the real world works rather than just modeling what the business requires. Our approach is a question of methodology and not just technologies or models. It is a form of lateral thinking. We place UX as the basis of any design process and, in doing so, we deliver software that meets user expectations.
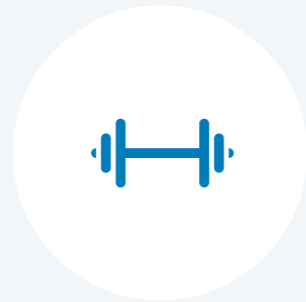
We look forward to working with you!

Olivier Lallemand - CEO Afelio

Companies that focus on **end-user experience** for building their digital solutions increase the loyalty and productivity of their users, leading to higher profitability.

Together, let's create **digital experiences** that

Increase your **return on investment**

Strengthen the **collaboration** between IT and the business

Boost the **value of your brand** both internally and externally

The experience as the driver of the development

We would like to show you a new way to create applications. The key question to ask is: "How to retain your users and increase their productivity?".

Grasping and holding the user's attention, to ensure the application is used

For us, user experience or UX is much more than just an interface. It is the overall user experience that is paramount. We can measure this through the ease and pleasure of use. In order to create high quality software, good ergonomics and a functional understanding of the user's job must go hand in hand. Our UX experts are the architects who define the who, the what and the why. They design the structure and the flow within the product. Our User Interface (UI) designers act as decorators, defining the look and feel, and the personality of the product. These two roles are essential to increase user engagement and to build your brand image both internally and externally.

Afelio focus

SOLVING ENVIRONMENT AND WORKING CONSTRAINTS OF USERS

Commodities

FUNCTIONAL NEEDS

TECHNICAL NEEDS

Usual RFP concerns

> " You've got to start with the customer experience and work back toward the technology - not the other way around. "
>
> **Steve Jobs** - May 1997

Create your **strategy for better digital experiences**

Design isn't just about making things pretty. A digital experience strategy determines how a product will work and guides its evolution throughout its entire lifecycle. It encompasses service design, product ownership, custom application development and the associated industrialised processes. Although these elements can be implemented independently of each other, digital experience driven companies use them all as key components of their business model to ensure that systems, processes and people work together effectively and efficiently.

Four ways to improve the performance of your projects

Service Design

The user at the core of your organisation
After some research, we will develop the interfaces (UX), test them, evaluate the results, revise and publish a new version. Our actions will be as follows:

- Perform a UX audit
- Map out the customer journey
- Draft the service blueprint
- Make the cross services roadmap
- Identify the problems of your users
- Create a unique and unified experience

Product Ownership

The user at the core of product development
In order to maximize the value of your product, we will clearly define and ensure the desired results and the best user experience via:

- UX centric product design
- Backlog governance
- Application of special governance methodologies
- UX Audits
- The use of our tools and our UX laboratory
- Prototyping and user-testing

DevSecOps

Best development practices
We work according to leading software development practices, such as:

- Agile/Scrum
- DevOps
- Security (OWASP lvl.3) from development to production
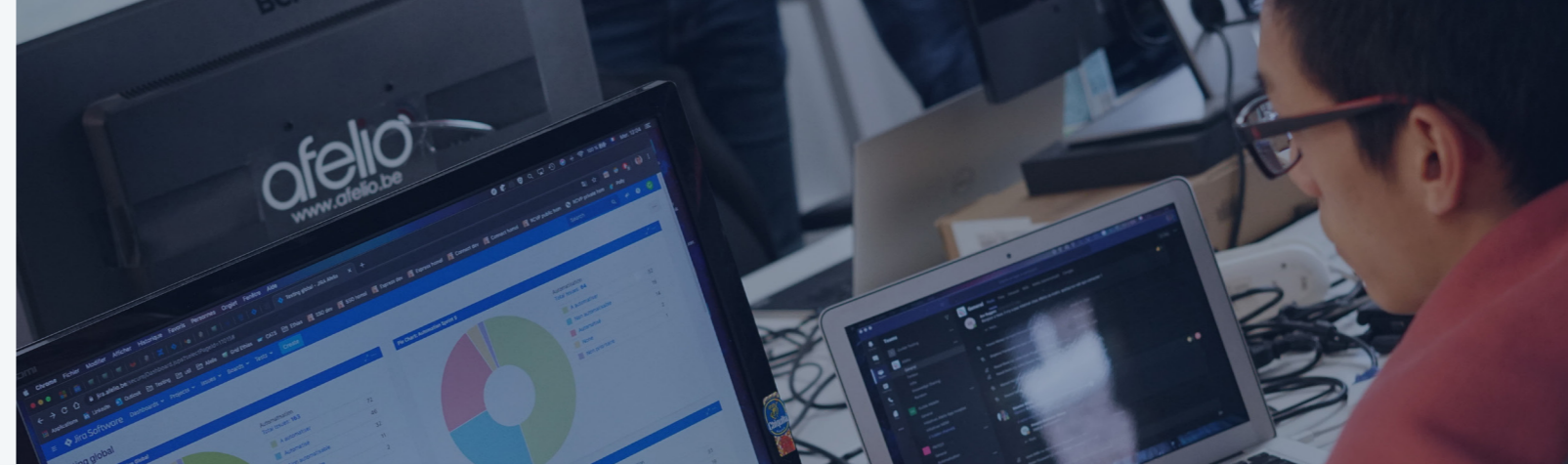- Automated testing
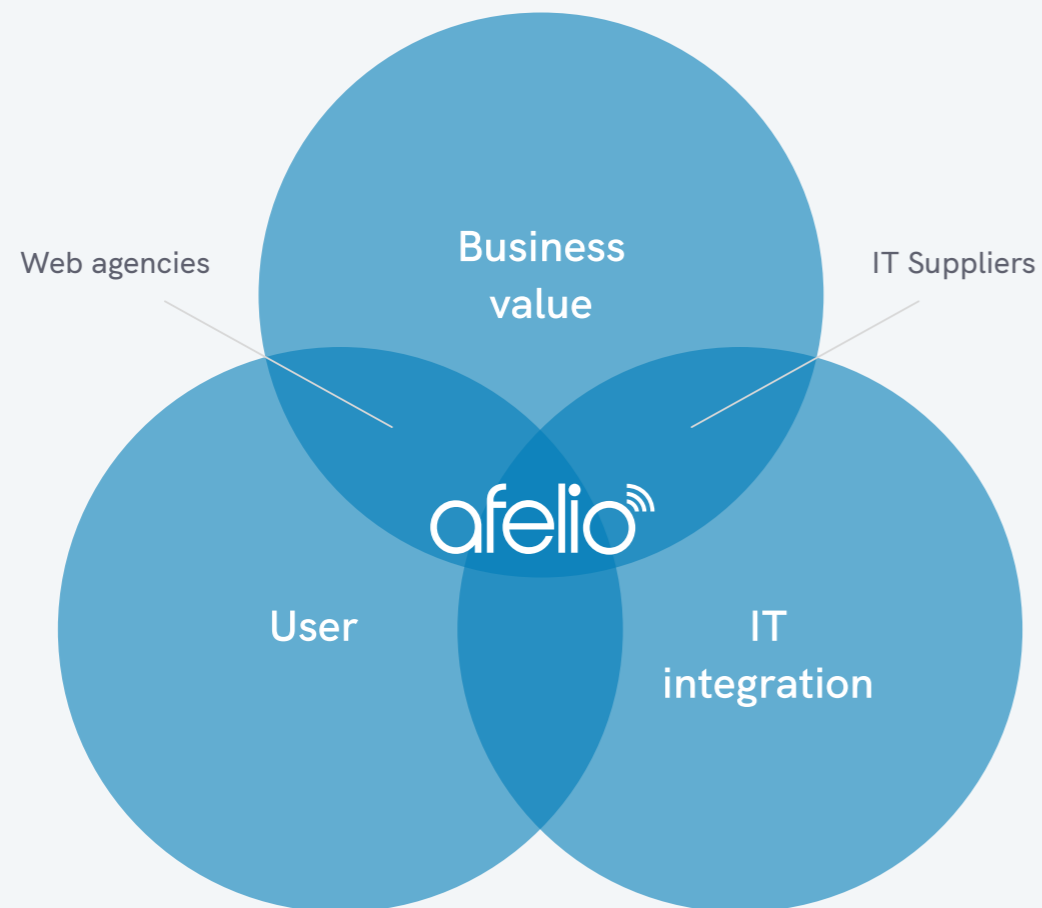- Automated deployment

Custom Applications

A tailor-made UX-oriented solution
We design custom applications to meet the specific needs of your organisation and your users via:

- Creating a unique and unified experience for your users
- The Agile/Scrum methodology
- An MVP (Minimum Viable Product) approach
- Agile project management
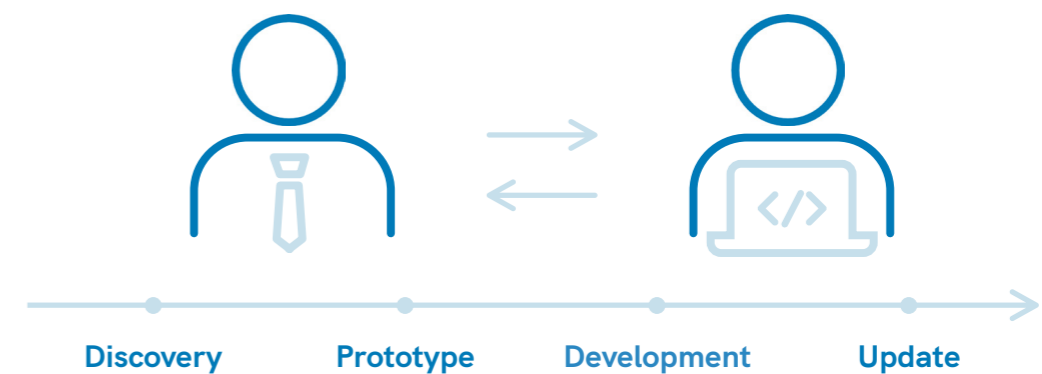- Ideal conditions for the millennials

Work together
Don't isolate Business, IT and Experience

Web agencies

Business value

IT Suppliers

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User

IT integration

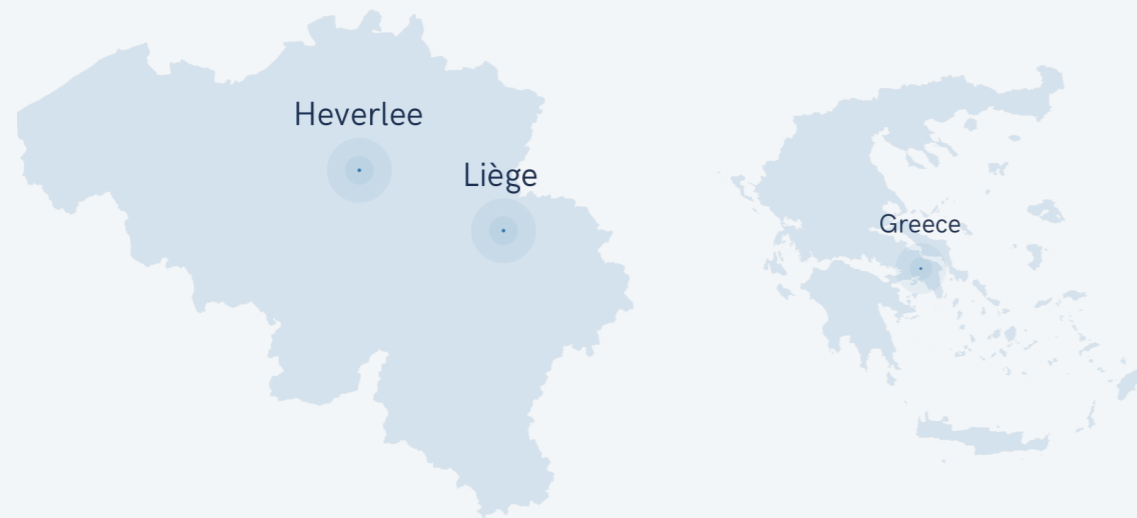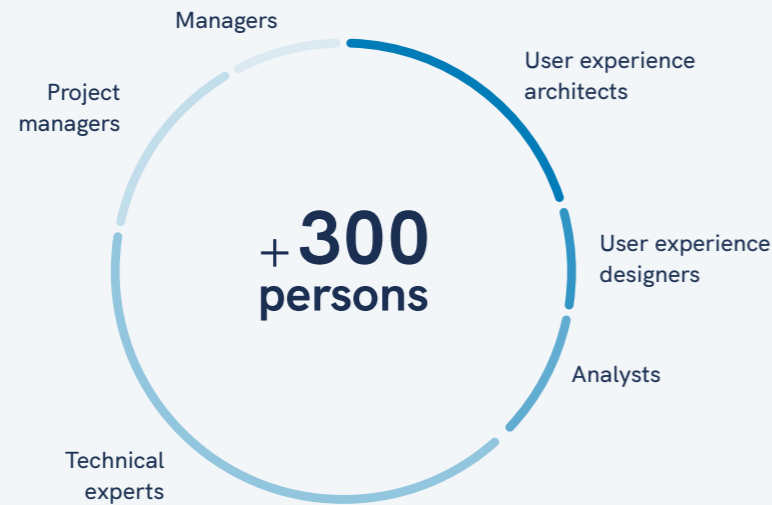## Merging business expectations and IT capabilities

Instead of defining strategic objectives and separately developing supporting technology strategies, merge both into an agile and unified co-creation model. This requires proximity between teams and workspaces that foster collaboration and innovation. Hence, our mode of doing business together: through co-development.

Discovery   **Prototype**   **Development**   **Update**

A few tips:

- Focus on the user at each development step: prototype, test, validation and update
- Pro-actively manage budget and planning
- Adopt the agile model
- Prioritise the implementation
- Implement a governance model for follow-up
- Reimagine the role of technology as a support

Our team, **your strengths!**

Managers

Project managers

User experience architects

+300 persons

User experience designers

Analysts

Technical experts

Heverlee

Liège

Greece

Together, let's define a business case and **embark for a MVP**

(Minimum Viable Product)

You choose how we work together

At our premises
At our offices in Liège, Heverlee in Belgium or at our near-shore centre in Greece.

At your premises
We work at your premises when projects are particularly sensitive, or simply if you wish!
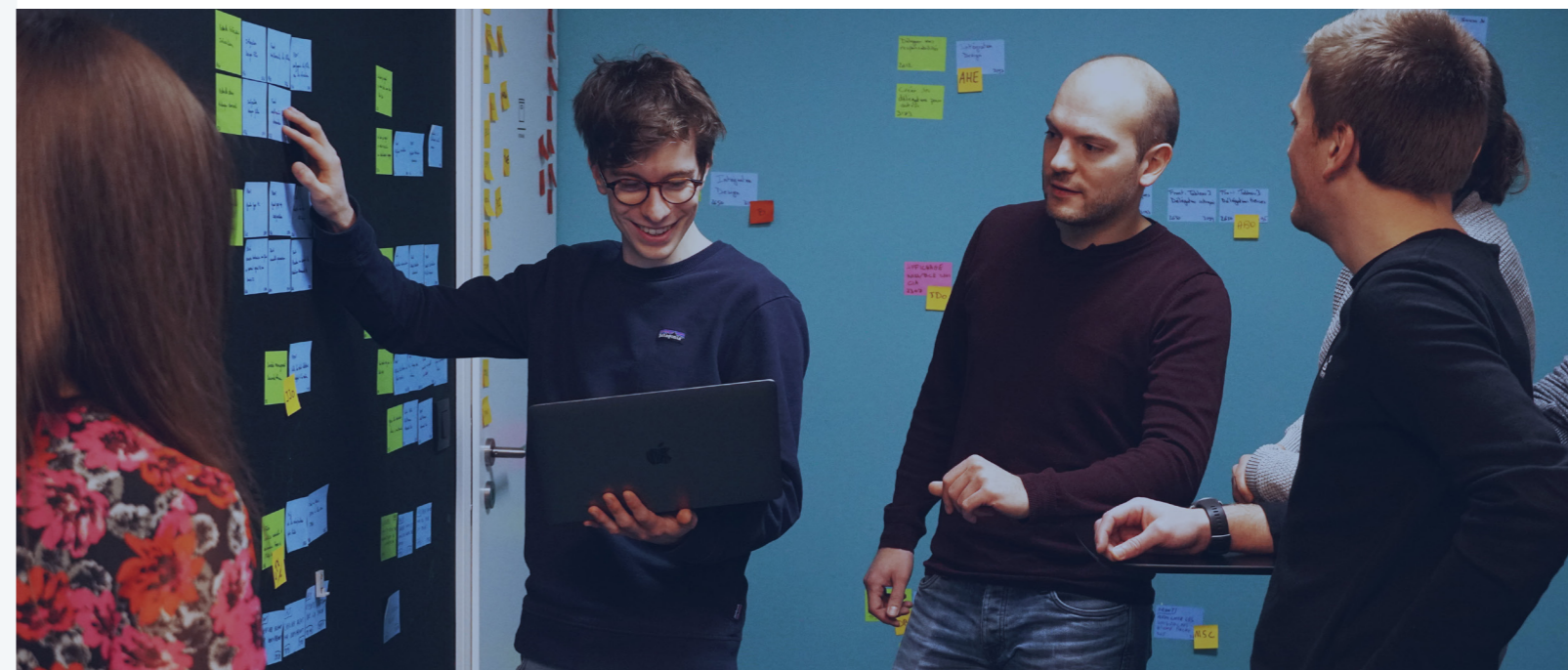
In co-development mode
We work together to create the vision, the design of the overall direction of the application.

Fixed price
We commit ourselves to deliver on the basis of a fixed price and schedule according to the functional perimeter defined by you.

Time & means
We put our teams and talents at your disposal in order to meet your medium or long term objectives.

About Afelio

Afelio was created in 2013 in Liège and is part of the NRB Group. Together with its subsidiary in Greece, it employs more than 300 people. Afelio builds digital experiences together with its customers that increase return on investment, strengthen the collaboration between IT and business and boost their brand value both internally and externally. This approach covers service design, product ownership, agile and secure application development and integration with business management systems.

About the NRB group

With a consolidated turnover of € 351 million and over 2,200 employees, the NRB Group is one of the main Belgian players in the ICT sector with a European vocation. NRB helps its customers to fully benefit from ICT assets in order to optimise and accelerate their processes, innovate and allow their business to grow and evolve with a view to keeping up with the new digital reality. Within this context, NRB provides a complete range of ICT services in four key areas: consultancy, software, infrastructure & cloud services, and managed staffing.

They trust us

FINANCE & INSURANCE	PUBLIC & SOCIAL	BUSINESS & INDUSTRY	ENERGY & UTILITIES	INTERNATIONAL ORGANISATIONS
AME Life Lux	2018 ELECTIONS	BEA	ENGiE	ECHA EUROPEAN CHEMICALS AGENCY
AXA	CSD	21	TOTAL	European Parliament
Banque Nationale DE BELGIQUE	Province de Liège	ESPACE MODE	eandis	
ethias	Solidaris mutualité	Intradel	Sibelga energizing the city	
VITISLIFE inspired wealth insurance	Wallonie service public SPW	THOMAS & PIRON	ORES	

Let's create together!

Come and visit our lab focused on the user experience. You can test and redesign your applications.

We can audit one of your applications.

Together, let's define a business case and start designing a prototype.

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www.afelio.be