Roide

Company Deck

Roide®

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Outline

- About
- Services
- Fields of Expertise
- Team Portfolio

About

About Us

Roide Tech was founded in 2023 in Istanbul, Turkey, by two software developers and a project manager who felt unstoppable while working together. The goal was to build a dream work environment by bringing together top experts who shared our mindset to create products and services that enhance many people's daily lives.

Over time, what began as a side project grew into a fully remote, full-stack digital product development company with 15+ members and collaborators working together from 5 countries. Despite the distance, we were able to cultivate a strong sense of teamwork and collaboration, building a company culture that valued communication, responsibility, and commitment to high quality work.With a focus on delivering exceptional results, we are dedicated to using our collective knowledge and skills to bring our clients' visions to life.

15+

project managers, analysts, designers, and developers works collaboratively to build the best products and experiences.

9+

years of experienced professionals working at some of the best companies in the world.

5

different countries—our diverse team brings a valuable global perspective to our way of working.

20+

digital products we’ve helped create, optimize, and launch since 2023

Core Proposition

Goodbye DevOps
Hello BizDevOps

We really thought about our core value proposition as Roide Tech, which is what we found:
We always focus on delivering solutions that provide the most value from your business standpoint.

At Roide Tech, we pride ourselves on our expertise and passion for technology, but we don't want you to see us only as developers focused on the code or the designers who craft good-looking screens. We stand out as T-shaped experts with diverse backgrounds and experiences, allowing us to bring a wide range of skills and perspectives to the table.

Once we start, we proactively collaborate with you to understand your industry, niche, and business, as well as your business goals, KPIs and milestones. By doing so, we are able to tailor our solutions accordingly by ensuring that all team members are aligned in both the business and technical aspects of the project. This approach fosters innovative thinking; therefore, better, faster, and more cost-effective solutions might emerge at anytime from any team member involved in the project. That approach leads us to deliver outstanding results by accomplishing our ultimate goal - **exceeding your expectations** -.

Why Roide Tech

End-to-end services

We have the expertise and resources to take your digital product from concept to launch and beyond. Our team is skilled in all aspects of product development, including business analysis, experience design, branding, front-end, back-end development, and quality assurance.

Rockstar team

The team members are carefully selected, highly-skilled individuals for their strong sense of responsibility, excellent communication skills, commitment to high-quality work, and passion for what they do. Our selection process strengthens our company culture and makes the products we build better.

Global perspective

Our team is made up of members and collaborators from a variety of countries including the United Kingdom, Germany, Israel, Netherlands, and Turkey. This diverse global perspective enhances the quality of our work.

Well-managed

Sleep well. Our certified project managers have been leading development for years. You'll have a single point of contact throughout the project lifecycle and receive regular reports with key metrics, which means you'll always be up-to-date.

Focus and determination

We carefully consider each project we accept because we always bring 110% when we commit to it. If we see an opportunity to make something smarter, faster, better, we'll always push for it, even if it means going above and beyond the brief.

Dedicated teams

Our clients say our team feels like their in-house employees. We assemble cross-functional teams specifically for each project, and we can quickly scale the team if the project requires it along the way.

Commited from the first contact

Even during our first call, our experts begin to share their opinions and expertise in line with your business needs and goals. We usually kick off even before putting our signatures on the official document.

Cooperative effort

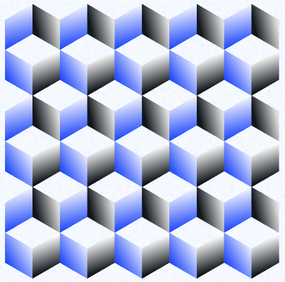
It's a collaborative effort that requires focus from both sides. To ensure the best results, we expect clients dedicate a point person or a small team to be actively involved with the project.

Budget & timeline control

Our team consists of experienced project managers who are committed to planning and executing projects accurately and efficiently. We aim to meet your expectations and complete the project within the agreed-upon cost and timeline.

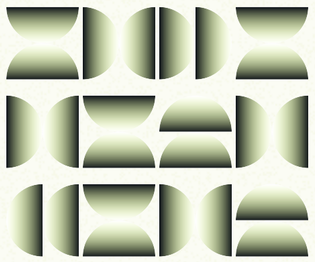
Services

Our Services



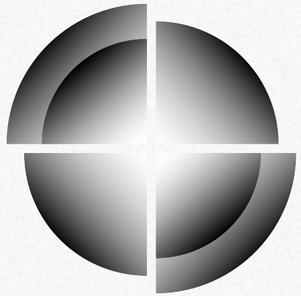
Development

We specialize in delivering end-to-end software development services that bring your digital business to life. Our capabilities cover every stage of the development process, from project planning and management to infrastructure setup and configuration, database creation, frontend and backend development, quality assurance, security measures and compliances.



Design

Our design services are focused on creating visually appealing and user-friendly digital products and experiences. We offer various design services, including UX research and design, UI design, branding design and visual identity creation.



Consultancy

We provide tailored guidance and advice to help you make informed decisions about your tech strategy and implementation. Whether you're looking to optimize existing systems, implement new technologies, create a technology roadmap or simply need an outside perspective, we have the experience and expertise to help you succeed.

Development Services

Mobile App

- Native App Development
- Cross-platform App Development
- 3rd-party SDK Integrations
- Feature Development & Upgrades

Website & Web App

- Web App Development
- Back Office Development
- CMS Development
- Creative Development
- Webflow & WordPress Development

Backend & Database

- Custom Application Development
- Database Architecture & Development
- Multi-database System Architecture
- Backend Architecture & Development
- Serverless Backend Architecture
- API Integrations

Cloud Engineering & DevOps

- Cloud Native Development
- Serverless & Event Driven Architecture
- Microservice Architecture
- Security & Compliance
- Infrastructure as a Code (IaC)
- CI / CD

Project Management & QA

- Agile Project Management
- Software Development Lifecycle (PLM & SDLC)
- Task Management & Prioritization
- QA Testing & Bug Tracking
- Release Management
- Third-party Management

Technical Consultancy

- Cloud Assessment Consultancy
- SDLC Consultancy
- Code Quality & Performance Review
- IoT Platform Consultancy
- Security & Compliance Consultancy

Tech Stack

We use modern, proven technologies and approaches to build high-quality software. Furthermore, we understand that technology is ever-evolving, so we prioritise staying ahead of the curve by continuously learning, adapting and exploring new tools and technologies.

Mobile

- Flutter
- React Native
- Kotlin (Android)
- Java (Android)
- Swift (iOS)
- Objective C (iOS)

Web

- React
- Vue.js
- Angular
- Javascript
- Typescript
- WordPress

Backend

- Node.js
- .net
- Java
- Django
- Phyton
- Jenkins

Database

- MongoDB
- Neo4j
- Amazon DynamoDB
- Amazon Neptune
- Redis
- Elasticsearch
- MySQL
- MS SQL
- PostgreSQL

Infrastructure

- AWS
- Azure
- GCP
- Oracle
- Docker
- Kubernetes

Automated Tests

- Cucumber
- Jmeter
- Selenium

How We Deliver Results?

Project Management

We follow project management best practices, including scoping, planning, backlogging, prioritization, documentations and reporting.

Agile Development

We use agile frameworks to ensure your project is delivered on time and within budget with a fail-first mindset by considering time-to-market opportunity cost.

DevOps

We follow DevOps best practices such as CI/CD, Infrastructure as a Code, automated E2E/ component tests, and the latest cloud technologies.

Git Flow

We use Git as a version control tool and follow GitFlow best practices, including pull requests and feature toggles.

Security

We follow security best practices to ensure that the software is protected against potential threats and vulnerabilities.

Scalability

We design and build software that can scale to meet the needs of growing businesses, ensuring that the software can handle increased traffic and usage.

Performance

We use tools and techniques to ensure that the software performs well, even under heavy loads.

Compliance

We ensure that the software complies with relevant regulations and standards, such as GDPR and HIPAA.

Design Services

UX Design

- Competitive Analysis & Benchmarking
- Information Architecture
- Product Definition & Wireframing
- User Flows & Prototyping
- Usability Testing & User Research
- UX Writing & Microcopies

UI Design

- UI Conceptualization
- Mobile App UI Design
- Website & Web App UI Design
- Design System Creation
- Development Handoff System Creation
- Design & Content Maintenance

Branding & Art Direction

- Branding Strategy
- Visual Identity Design
- Stationery Design
- Print & Textile Design
- Brand Book Creation
- Illustrations & Iconography
- Animation & Motion Design

Design Consultancy

- UX Auditing
- UI & Design System Auditing
- Ideation & Prototyping Workshops
- Usability Testing
- Accessibility Auditing

How We Deliver Results?

Creativity

We offer fresh, innovative design solutions that set your brand and products apart from the competition.

Consistency

We help you establish a cohesive brand identity and experience across all touchpoints.

Innovation

We're always looking for new and innovative ways to improve the user experience and push the boundaries of what's possible with digital products.

Interdisciplinary

Our team comprises experts in different domains, allowing us to provide a holistic approach to digital product design.

User-centered

We put the user at the center of our design process, ensuring that the final product is intuitive, user-friendly, and accessible.

Data-driven

We use data and analytics to inform our design decisions and ensure that our solutions are practical and efficient.

Design Thinking

We use design thinking methodologies to understand user needs, pain points and co-create solutions with our clients.

Continuous Improvement

We provide ongoing support and maintenance services to ensure your digital product is continuously improved based on user feedback and changing business needs.

Fields of Expertise

Field of Expertise

AI-Powered Solutions

At Roide Tech, we believe that Artificial Intelligence is more than just cutting-edge technology—it's a way to reimagine how businesses solve problems, unlock new opportunities, and create meaningful connections with their audiences. We understand that venturing into AI can feel complex, but we're here to make the journey exciting, collaborative, and most importantly, impactful.

We know from experience that embracing AI requires more than just technical expertise—it demands a deep understanding of your unique business goals, challenges, and industry landscape. That's why we approach every project with a mindset of partnership and shared ownership. We don't just build solutions for our clients; we create them with you, combining your vision with our expertise to ensure every AI-powered solution feels tailored, intuitive, and practical.

Specialized Services in AI-Powered Solutions

AI Strategy & Consulting

- Assessing AI Readiness and Feasibility
- Evaluating ROI and Impact of AI initiatives
- Building AI Adoption Roadmaps
- Advising on Data Security and Compliance

Agentic AI & Automations

- Designing Multi-Agent AI Systems
- Implementing AI-Orchestrated Workflows
- Building AI-Driven Process Optimizations
- Developing Autonomous Digital Assistants
- Integrating AI Agents with Services

Generative AI Implementations

- Developing AI-Powered Content Generation
- Fine-Tuning LLMs for Business
- Building Generative AI for Marketing

AI Integration & Deployment

- Integrating AI into Existing Digital Products
- Deploying AI Models to Cloud & On-Premise
- Optimising AI Performance
- Monitoring, Maintenance & Model Retraining

AI-Powered Development

- Developing Custom AI Applications
- Creating Intelligent Chatbots & Conversational AI
- Building AI for Predictive Analytics & Decision-Making
- Implementing Computer Vision & Image Recognition

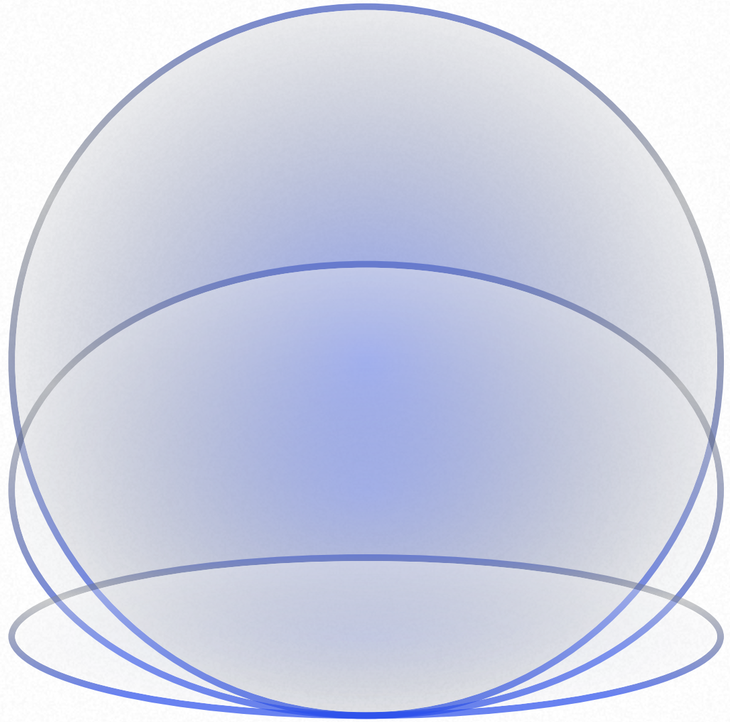
Field of Expertise

AR / VR Development

At Roide Tech, we see Augmented Reality (AR) and Virtual Reality (VR) as new ways to bring digital experiences to life, making interactions more immersive, engaging, and meaningful. Our focus is on designing solutions that feel natural and engaging, not complicated or overwhelming.

Instead of simply building AR/VR applications, we collaborate with our partners to shape experiences that are both excited and practical. Some projects require fully immersive virtual environments, while others enhance real-world interactions with AR overlays. No matter the approach, we ensure every experience is seamless, responsive, and meaningful.

Let’s build something immersive together.



Specialized Services in AR/VR Development

AR/VR Strategy & Consulting

- Evaluating AR/VR Opportunities
- Defining AR/VR Use Cases for Businesses
- Technology & Platform Selection

Immersive Experience Design

- 3D Asset & Environment Creation
- Interactive UX/UI Design
- Motion & Spatial Design
- Developing Multi-Sensory Experiences
- Immersive Brand Storytelling

Custom AR/VR Development

- Developing Custom AR-Powered Applications
- AI-Powered Enhancements for AR/VR
- Cross-Platform Compatibility
- Industrial AR Projects

Field of Expertise

IoT Solutions

Roide Tech has a specialized team in Internet of Things (IoT) solutions. Our team has expertise in designing and implementing IoT systems, including hardware production, software development, cloud infrastructure, and data analytics. So whether it's connecting a single device or building a large-scale IoT platform, we have the expertise and resources to help you achieve your goals.

Roide | inIot

Founded in 2020, inIoT is a tech company delivering rational solutions in the IoT industry. inIoT specializes in custom IoT hardware production and deployment, and aims to bring industry 4.0 best practices and standards to its clients. inIoT is the partner company of Roide Tech while offering solutions in IoT market.

Specialized Services in IoT

IoT Design & Implementation

- Custom IoT Hardware Production
- Custom IoT Software Development
- Building Devices, Sensors, Gateways

IoT Cloud Services

- Setting Up IoT Cloud Platforms
- Managing IoT Infrastructure
- Maintaining IoT Cloud System and Data

IoT Analytics & Insights

- Collecting & Analyzing IoT Data
- Visualizing & Reporting IoT Data in Real-Time
- Integrating IoT Analytics with other BI Tools

IoT Security & Integration

- Conducting Security Assesment
- Implementing Security Measures
- Integrating IoT Solutions with Other Tools
- Enabling Interoperability & Data Exchange
- Facilitating Data Migration

IoT Maintenance & Support

- Maintaining & Supporting IoT Systems
- Providing IoT Software & Hardware Updates
- Troubleshooting IoT Systems
- Fixing Bugs & Improve Functionality

IoT Strategy & Consulting

- Assessing Current IoT Capabilities
- Defining IoT Strategy
- Creating Use Cases & Roadmaps
- Selecting Technology Stack

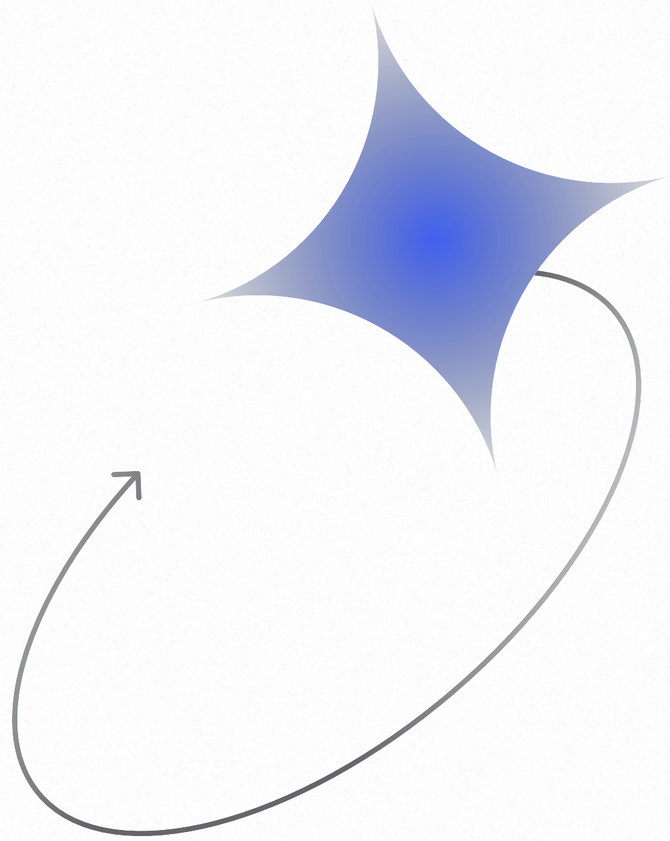
Field of Expertise

Startup Building

We know firsthand that startups face unique challenges when building and scaling their businesses because we've been there ourselves. We also understand that teaming up with startups needs more than technology and design knowledge. It also requires a proactive attitude, close collaboration and total commitment, which means bringing your best to the table and accomplishing everything that needs to be done.

While working with startups, we strongly believe in ownership, meaning we make products and services with our business partners, not just for our clients. Because of this mindset, we work in harmony with startup founders, and they say our team feels like their in-house employees.

With our expertise, mindset, and passion for creating something that matters, we are the perfect partner to help you bring your ideas to life and take your startup to the next level.



Specialized Services in Startup Building

Ideation & Validation

- Market Research & Benchmarking
- Value Proposition Design
- Business Model Generation
- Prototyping & Feedback Loop
- Problem / Solution Fit

MVP to Product/Market Fit

- Product & Features Definition
- Creating Minimum Viable Product (MVP)
- Real User Testing & Iterations
- Defining & Monitoring PMF Criterias
- Go-to Market Strategy

Product/Market Fit to Scaleup

- Roadmapping & Setting KPI’s
- Growth & Scaling Strategies
- Funnel Optimization & Improvements
- Digital Product Design & Development
- Feature Development & Upgrades

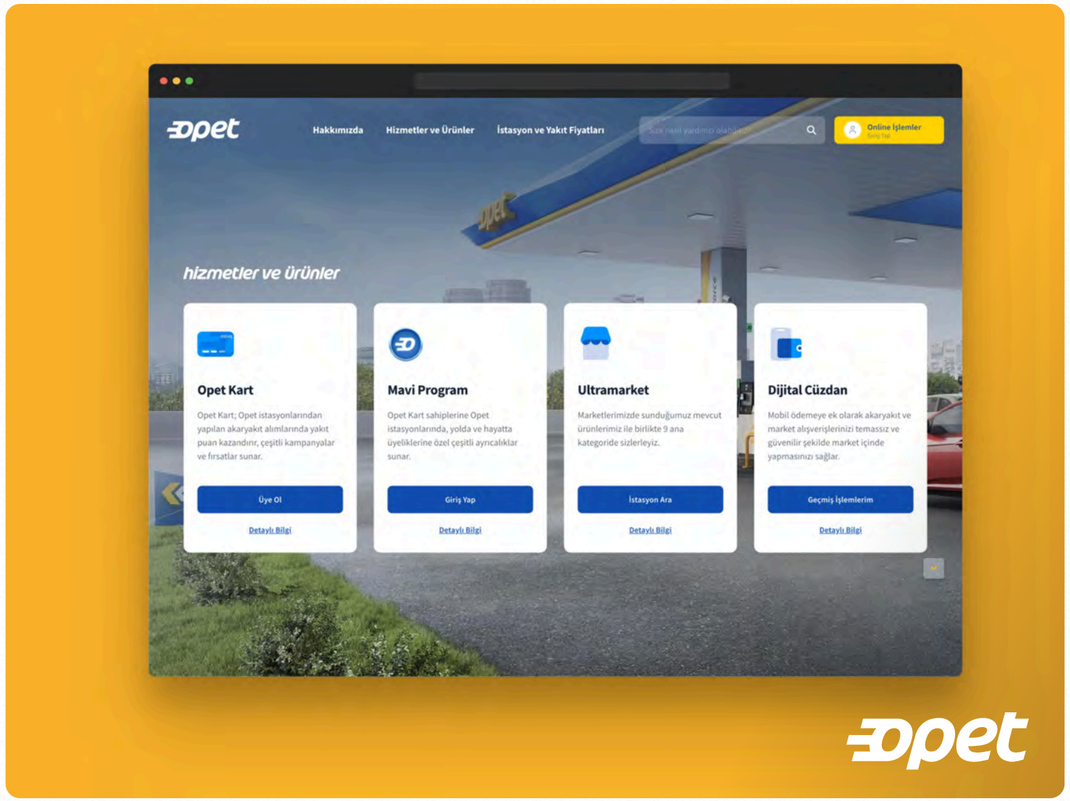
Fundraising Preparations

- Pitch Deck Context & Design
- Business Plan Document
- Executive Summary Document
- Financial Projections

Team

Portfolio

Our team members bring extensive professional experience from top-tier companies and have made significant contributions to some of the most prominent brands in their industries. We are proud to showcase some of the projects we have been involved in to demonstrate our capabilities and expertise.

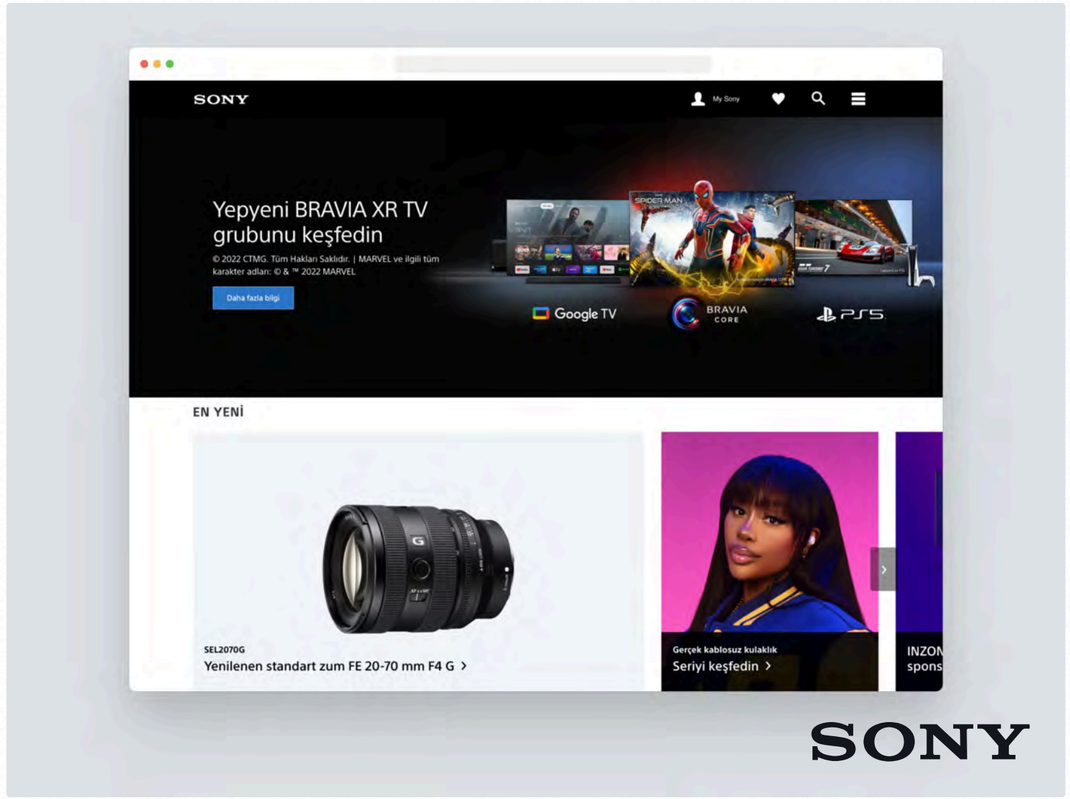


Oil & Gas

From Start to Launch: Redesigning and Developing Opet’s Website and Mobile Apps with Additional Enhanced Features

Project Management | UX Research & Benchmarking | UX Design | Business Analysis | Release Management | QA Testing

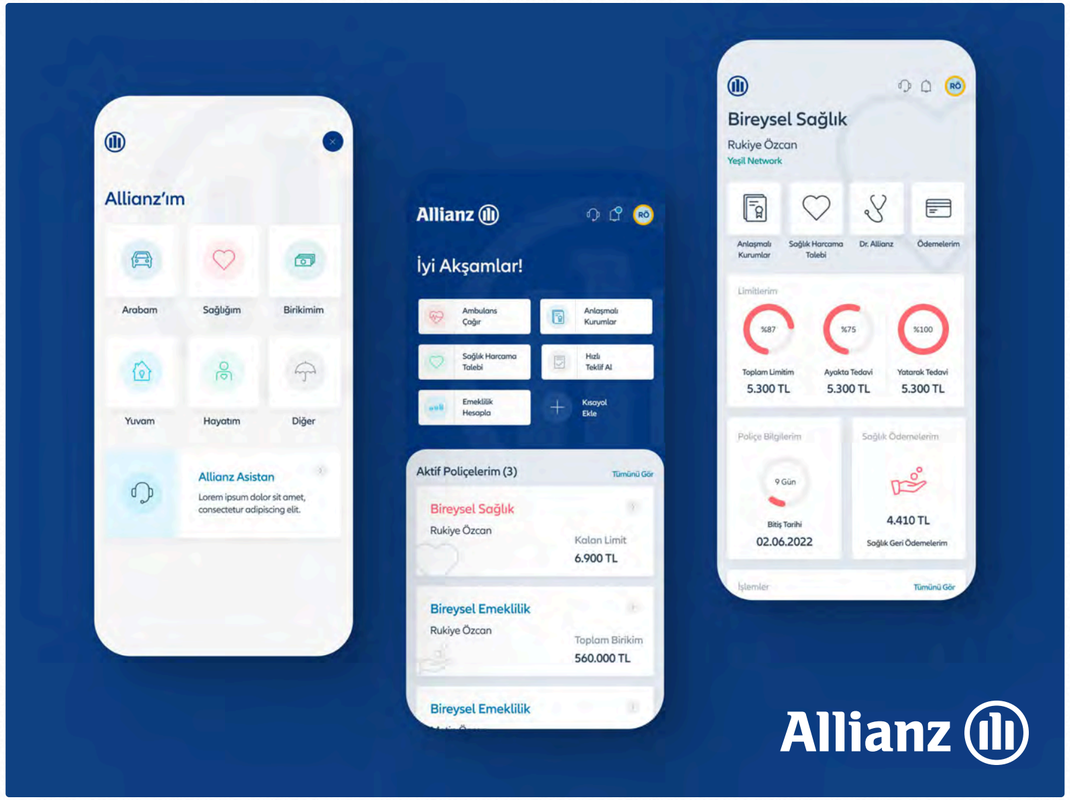
Team Portfolio



Entertainment, Technology

Frontend Development of Sony Türkiye Corporate Website and Web App

Web Development | Frontend Development | Design System Implementation | Storybook.js

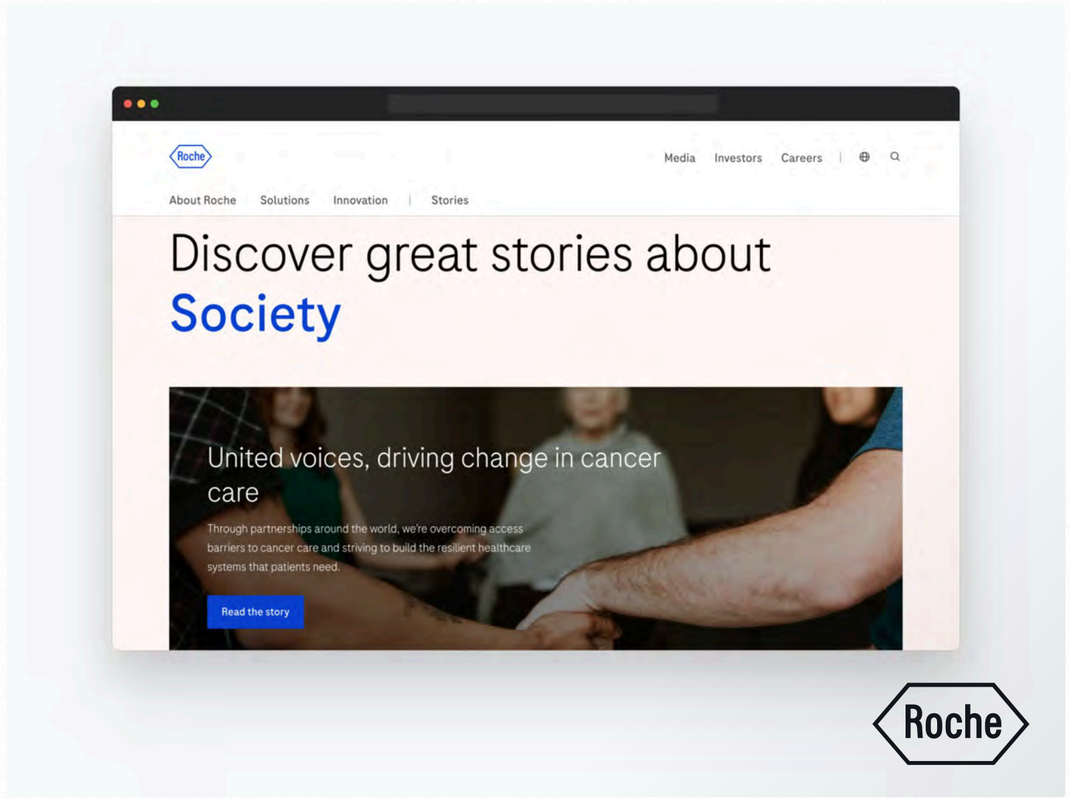


Insurance

Redesigning Allianz Mobile App with Additional Features and Renewed UX Flow

UX Design | UI Design | Design System Creation | Iconography & Illustration Design | Lottie Design

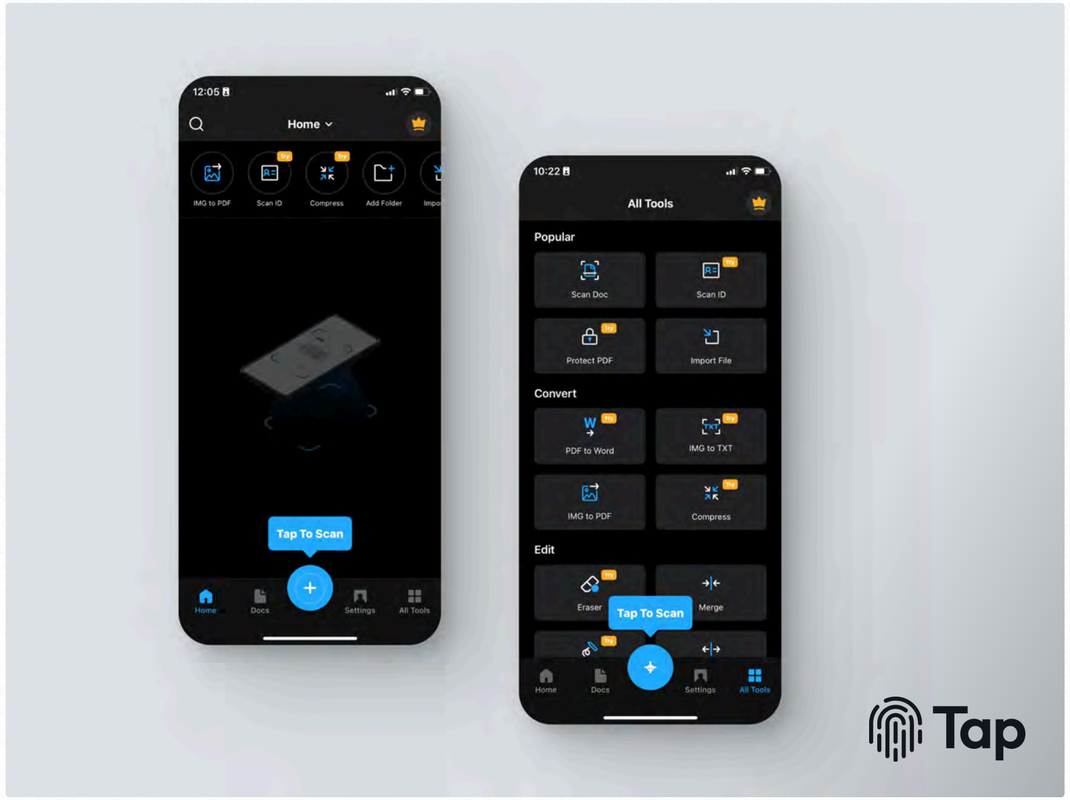
Team Portfolio



Biotechnology, Research

Design System Implementation on Roche's Website with React Technology

Web App Development | Design System Implementation | Storybook.js

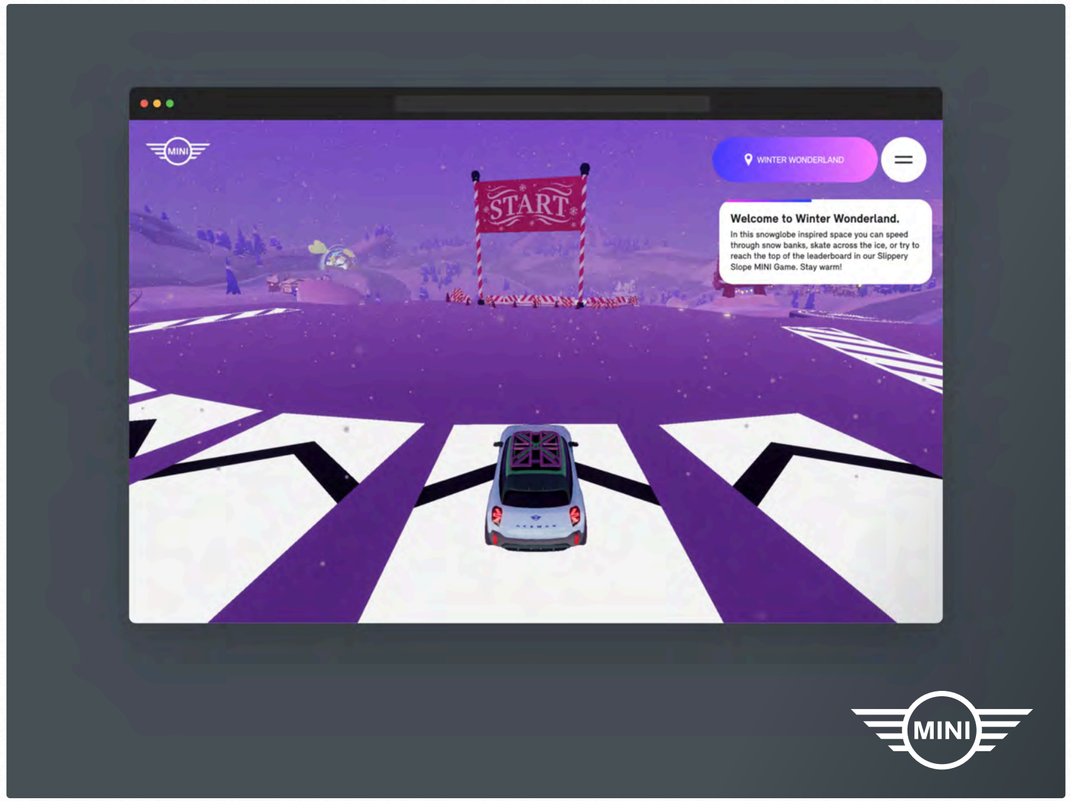


Utility

Developing Android App of "Tap Scanner": Leading Utility App with +50 Million Downloads

Mobile App Development | Mobile App Architecture Setup | Micro-Frontend | Design System Implementation

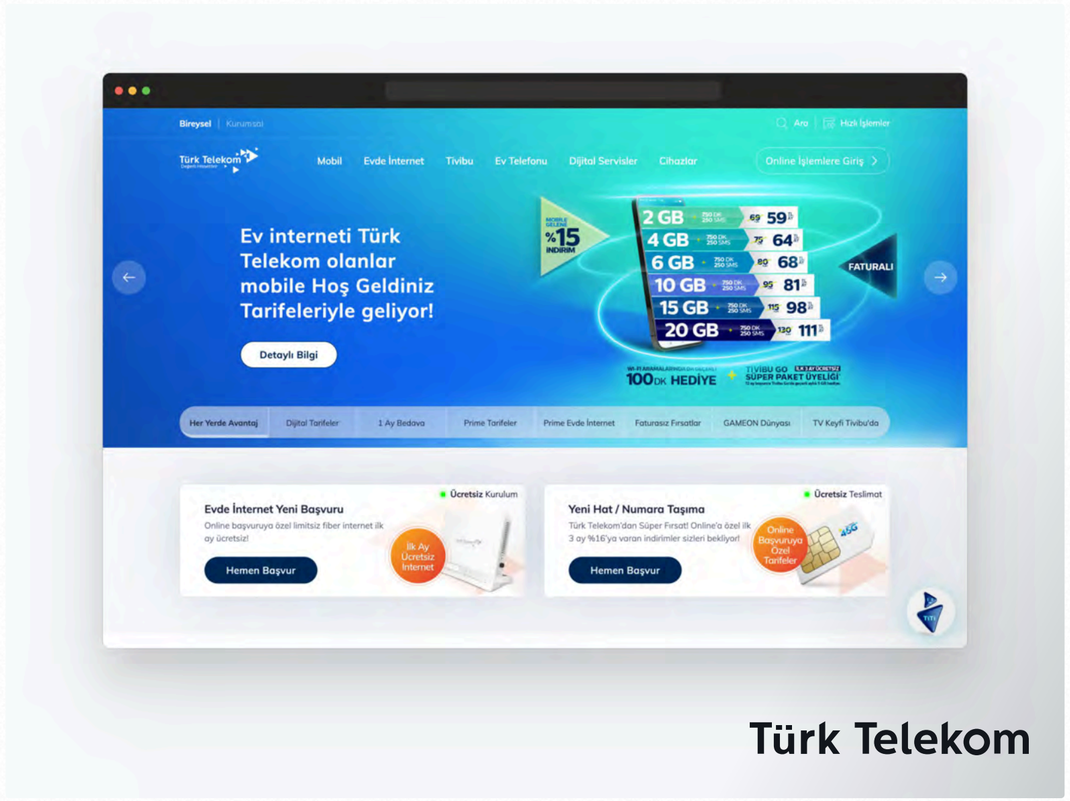
Team Portfolio



Motor Vehicle Manufacturing, Automotive

Building MINIverse: Full-stack Development of a Web-based Mini Game

Web Development | Game Development | DevOps | Backend Development

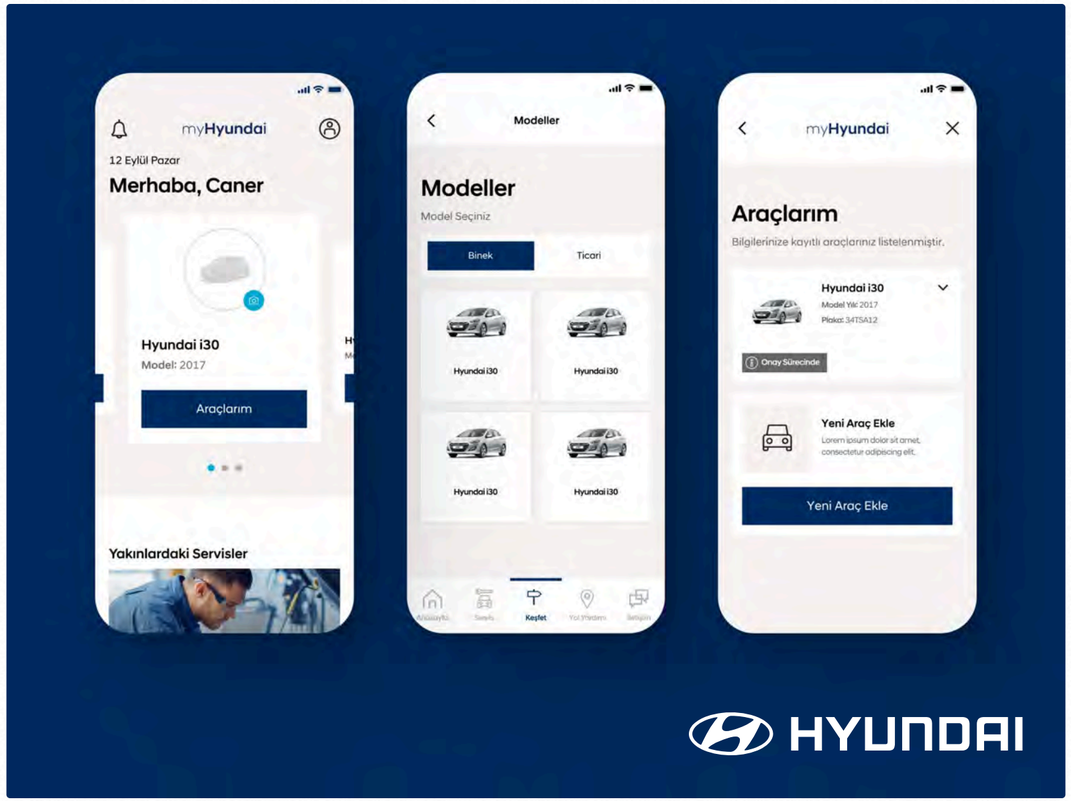


Telecommunication, Internet

From Start to Launch: Redesigning and developing Türk Telekom's Website

Project Management | UX Auditing | QA Testing | Bug Tracking & Reporting

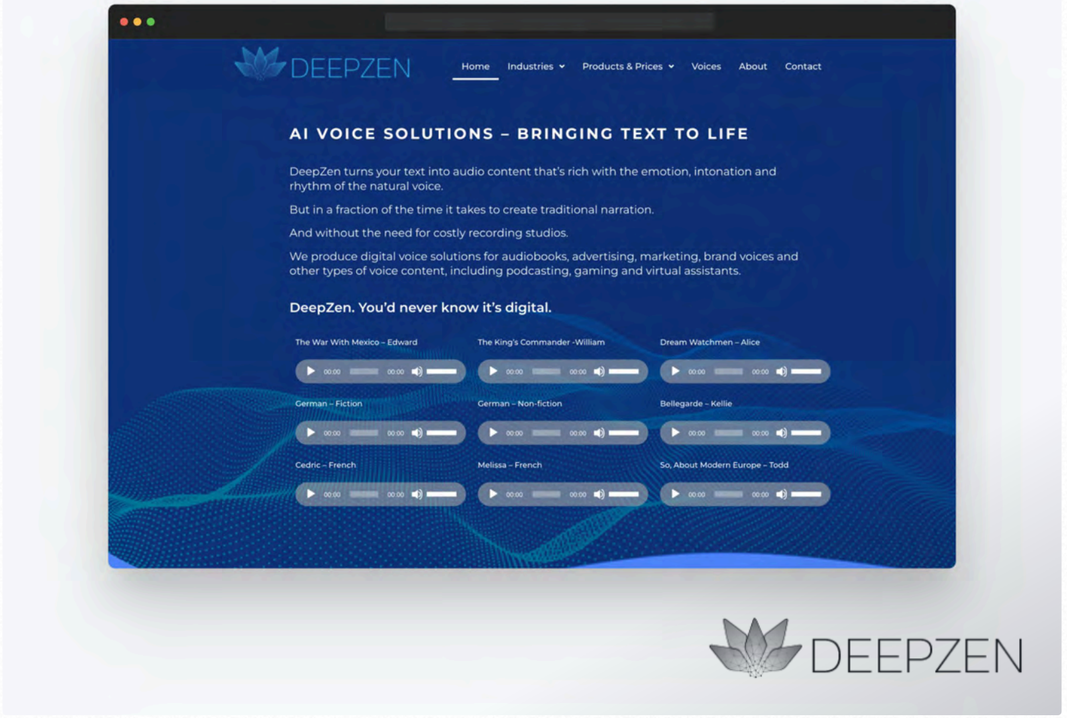
Team Portfolio



Motor Vehicle Manufacturing, Automotive

UI/UX Design of “MyHyundai” Mobile App From Scratch

UX Research & Design | Information Architecture | UI Design | Design System Creation | Iconography & Illustration Design

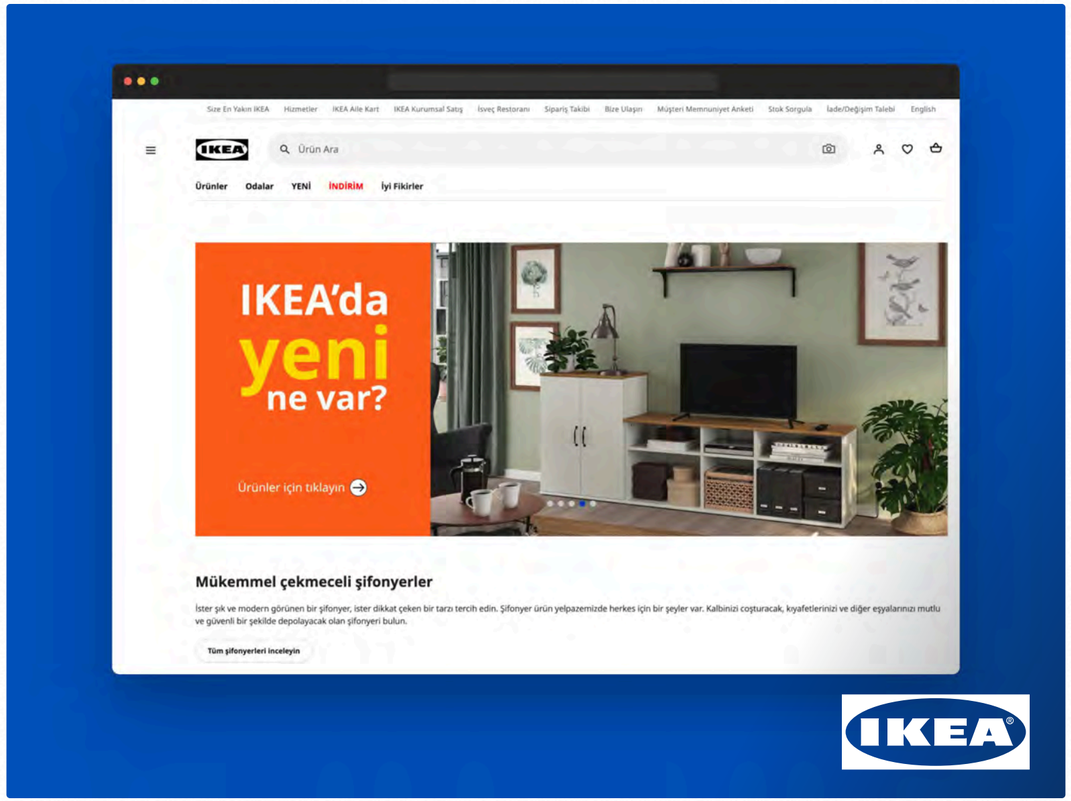


AI, Audio Tech

DevOps and Backend Development for AI-Based, Audio Publisher Portal of DeepZen

DevOps | Backend Development | AI & Machine Learning | Web App Development

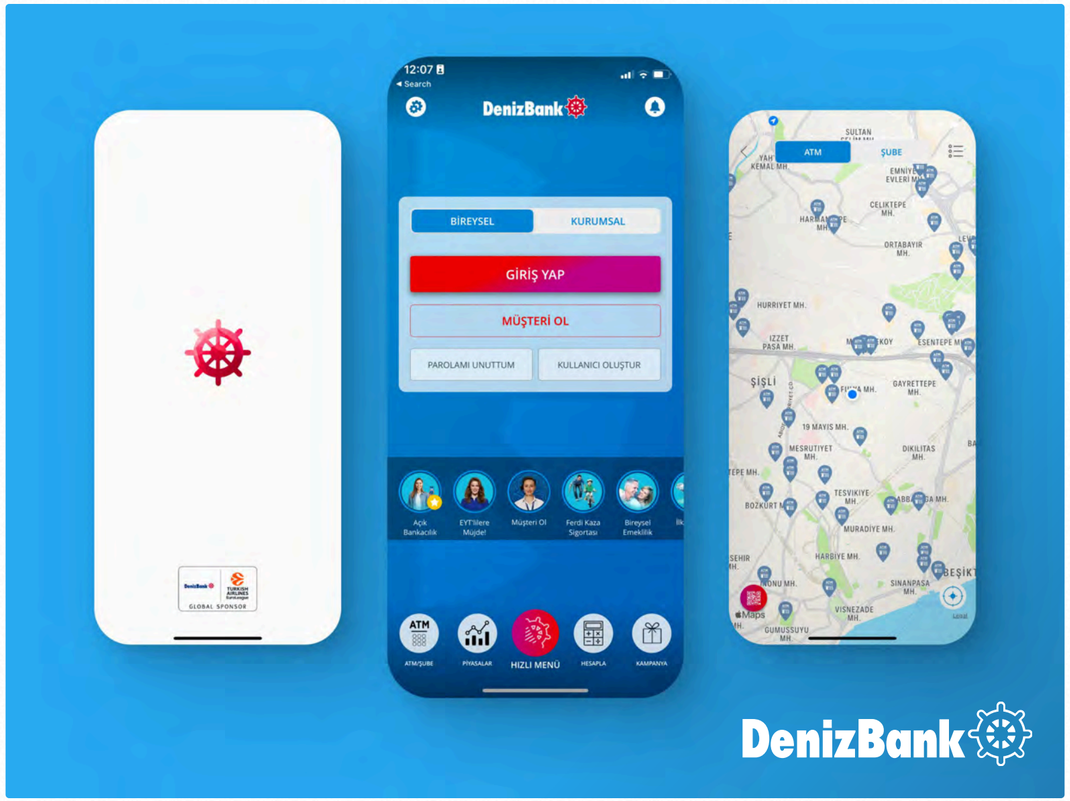
Team Portfolio



Retail, E-commerce

Adding New Features to IKEA Türkiye Website and Mobile Apps: Cancel-Refund System and Loyalty Program Implementation

Project Management | UX Research & Benchmarking | Technical Documentations | QA Testing & Bug Tracking



Banking, Agriculture

Native iOS and Android App Development of “MobilDeniz”; DenizBank’s Official Mobile App for Banking

Mobile App Development | Mobile App Architecture Setup | Design System Implementation | Swift | Kotlin

Team Portfolio

E-commerce

Android App Development and Micro-frontend Implementation for ÇiçekSepeti Mobile Apps

Mobile App Development | Mobile App Architecture Setup | Design System Implementation | Micro-frontend

Edtech, Gaming

Branding and UI/UX Design for Language Learning App: “Story Master”

Branding Design | Mobile App Design | UX Design | UI Design | Gaming Assets Design | Gamification Design | Motion Design

Team Portfolio

Motor Vehicle Manufacturing, Automotive

Frontend Development for Spare Parts Operations Management Portal for Mercedes-Benz / Daimler

Web App Development | Frontend Development | Component-Based Fronted | Micro-fronted

Internet, Technology

Graphic Design and Creative Consultancy for Yandex: A Global Internet & Technology Company

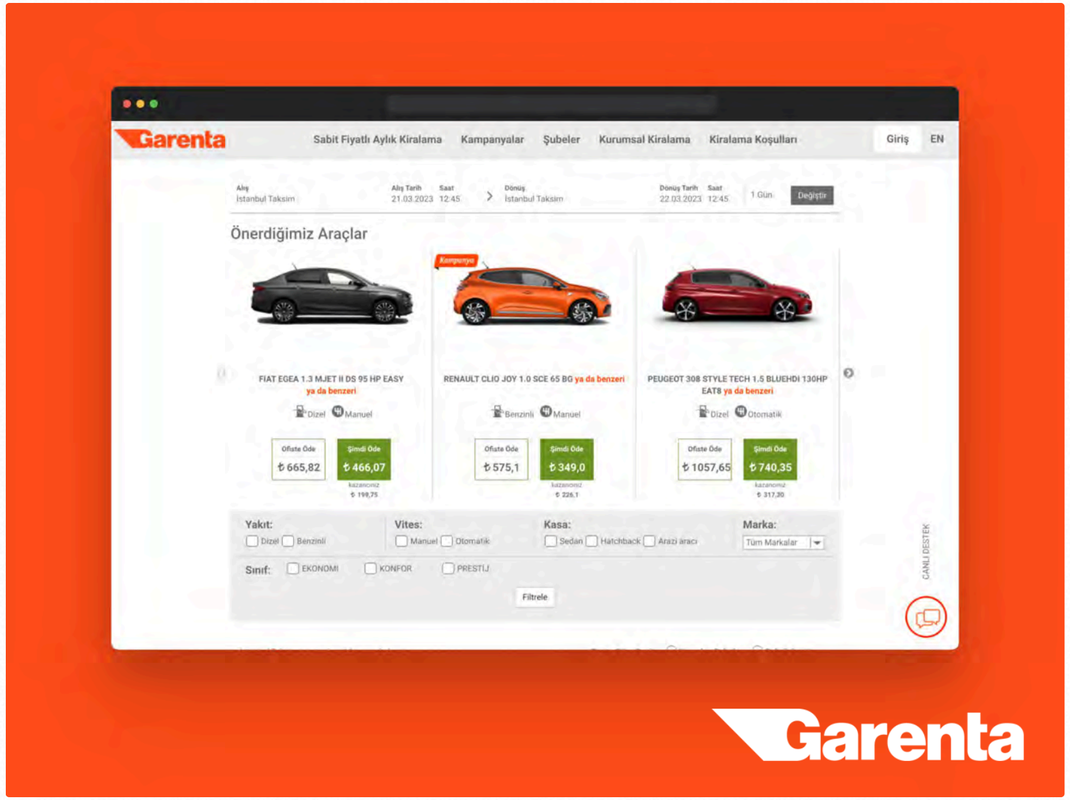
Graphic Design | Advertising Design | Art Direction | Creative Consultancy | Stationery Design | Textile Design

Team Portfolio

Banking, Finance

The First Banking App Developed on Flutter Technology in Turkey

Flutter App Development | Flutter App Architecture Setup

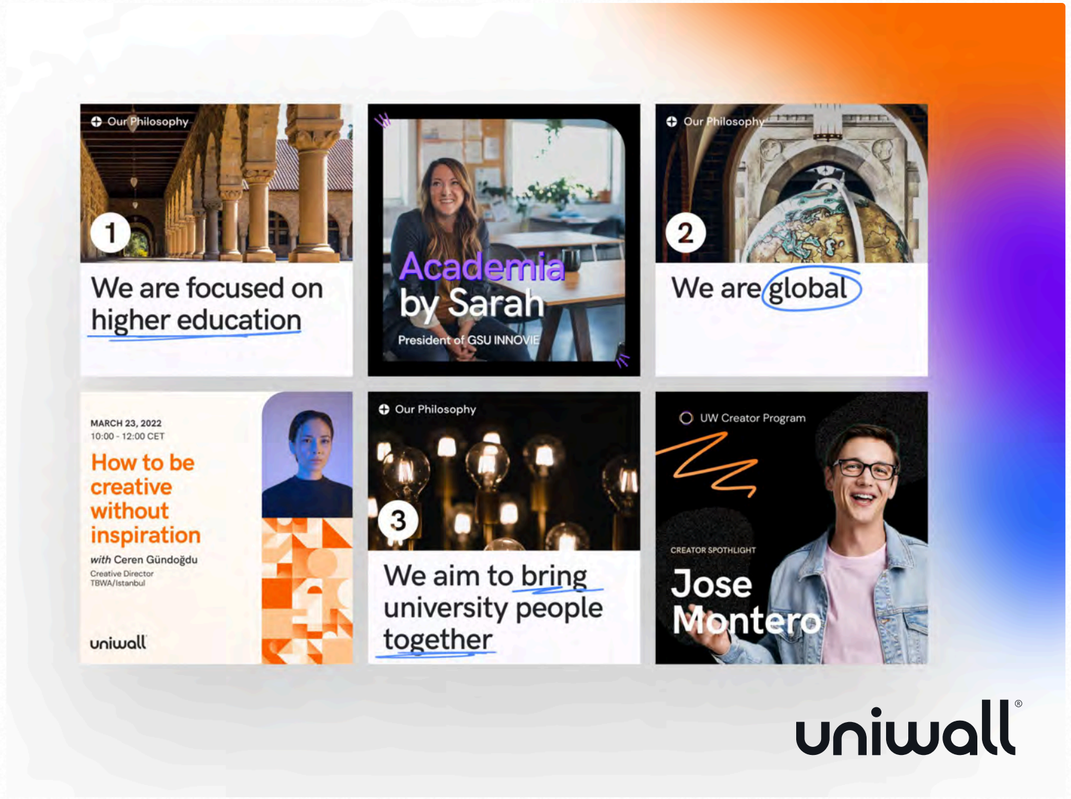


Car Rental

Full-stack Web Development of Garenta's Web App and Back-Office Platform

Web App Development | Backend Development

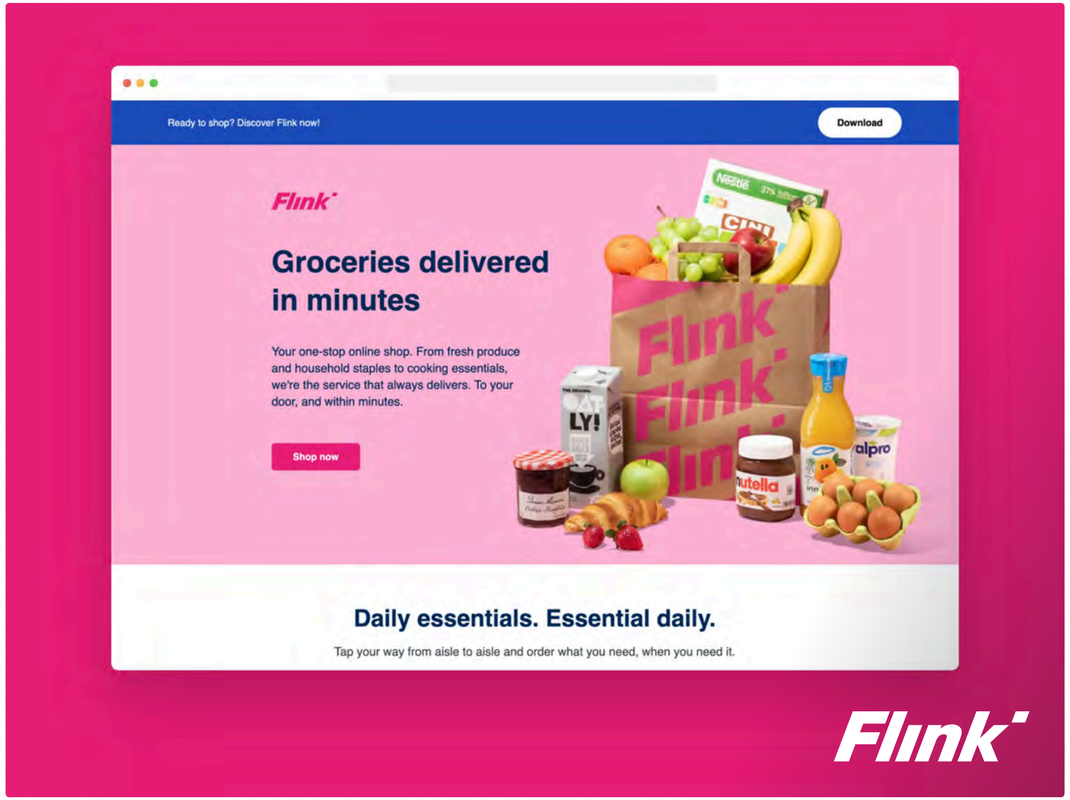
Team Portfolio



Edtech, Social Networking

From Ideation to MVP: Building a Global Higher Education Community

Startup Building | Business Plan Generation | Marketing | Mobile App Development | Web Development | DevOps



E-commerce, Delivery

Full-stack Web Development of Flink's Website and Web App

Web Development | Frontend Development | Design System Implementation | Storybook.js

Team Portfolio

Construction

IoT Platform Development for a Leading Elevator Manufacturer Company

DevOps | PKI Design | IoT Device JIT Provisioning

Logistics

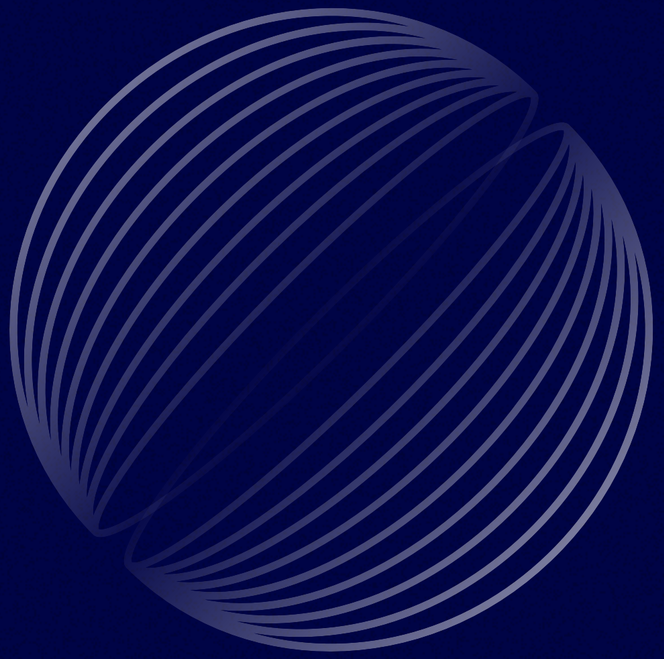
IoT Platform Development for a Leading Cold Supply Chain Company

DevOps | Telemetry Monitoring

Contact Us

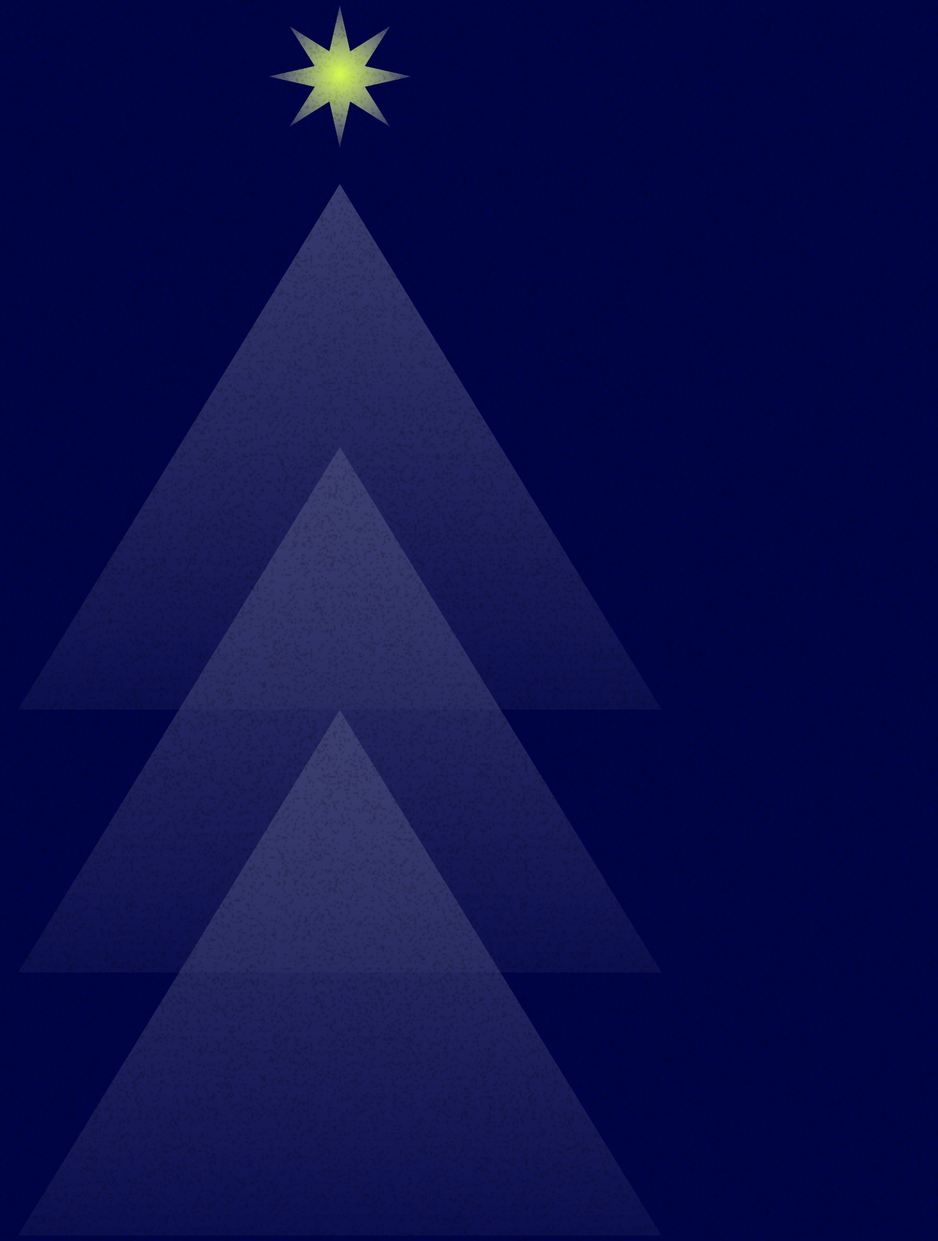
For all inquiries, contact us at
hello@roidetech.com

Or just visit
www.roidetech.com



Thank you.

By staying ahead of the curve,
we shape products and
services that improve the lives
of thousands every single day.



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