Digitally and truly Yours

The Code Icon
DESIGN - 2020

We design and develop web and mobile applications for our clients worldwide, focusing on outstanding user experience.

Company Profile 2020

Our values shape the way we work with our clients, delivering outstanding user experience supported by cutting-edge technologies

Collaborating with The Code Icon has had a lasting impact on our ability to be innovative and execute at a pace. The team there have a strong focus on not just doing what you ask for.

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The
Introduction

We deploy world-class agile product teams on demand. Teams that can *design, build, ship and scale* **your vision in the most efficient way.**

At The Code Icon we specialize in designing, building, shipping and scaling beautiful, usable products with blazing-fast efficiency

What Makes Us Who We Are Today

We build unique and creative products and services that give entire communication and information solutions at The Code Icon. Web design and development, mobile applications, ERPs, CRMs, e-commerce solutions, business-to-business applications, business-to-client applications, managed hosting, and internet portal administration are just a few of the many services we provide

Over the last decade, we've helped our clients ship products for multiple platforms

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The development of reliable and scalable software solutions for any OS, browser and device. We bring together deep industry expertise and the latest IT advancements to deliver custom solutions and products that perfectly fit the needs and behavior of their users.

The
Company

Working at The Code Icon means flexibility, trust and meaningful choices

Working at The Code Icon means being a part of a community that values growth, mutual trust and respect.

The Code Icon overall goal is to create and promote sophisticated information technology for multi-user applications.
The The Code Icon company strategy is to provide the highest quality product, complete client satisfaction, on-time solution delivery, and the greatest quality/price ratio in the industry.

Learn about our values

We've taken the time to condense our values into seven key points. They shape the way we work with clients and with each other, and are the foundation for Netguru company culture. As we grow and improve, we expect these values to evolve alongside us. We use internal initiatives, such as Ask Me Anything sessions with the core team, to keep our values alive.

We want to continuously learn and improve, so we maintain a feedback-oriented mindset. And most importantly, we care – about creating sustainable software, about how our actions affect the world, and about each individual employee's experience. As a Certified B Corporation®, we offer a safe, inclusive and productive environment for all team members, and we're always open to feedback.

Full-cycle software development

We've built a strong team of software engineers, designers, quality assurance specialists, and project managers to provide a high standard of delivery to our clients.

Streamlined processes

The more efficient workflow, the more efficient the employees. Our process allows for maintaining the quality of work, automating software delivery pipeline and increasing team morale.

Talented people

We seek talented multi-dimensional individuals and invest in them by offering one of the strongest career mentoring and training programs in our city.

Proven technologies

The result of our work is software that satisfies the CISQ code quality standards. It is secure, maintainable, efficient, and reliable. With reliable software, it's easy to grow.

The Code Icon is a premier Web Design and Mobile App development company building web and mobile-enabled applications for clients ranging from start-ups to large enterprise. We are a trusted name for building successful, thriving, interactive and easy to use applications leverag-

The Team

We've all been a part of that group project. You know, the project where one person takes the lead, leading some members to conclude their ideas are unwelcome, while a select few ride the others' coattails.

Great things are rarely achieved by just one person. Usually, they are accomplished by a group of people, and when everyone is committed to the overall goal, teams move faster, are more innovative and more successful. Successful teamwork is essential for anyone attempting complete projects successfully.

"Talent wins games, but teamwork and intelligence win championships."

When you're running a business, your team is your most important asset and biggest resource. Without them the business could not function so it's essential that your employees feel encouraged and inspired on a daily basis.

In order to achieve great results, you should be constantly thinking about ways you can motivate and inspire your team. Here are some ways you can steer your employees in the right direction and achieve your goals together.

Creative Team Members

Planning to launch an innovative digital product or working on a project that requires tech creativity? In both cases, the Agile approach and methods, like Scrum or Kanban, might be a solution for you. The Agile methodology allows you to make your development adaptive and responsive as it is built on thoughtful and frequent iterations instead of having a general working plan that remains unchangeable.

Abdul Hadi
Chief Executive Officer

Exceed clients' and colleagues' expectations

Never settle for "good enough" when you know you can and should do better.

Faique Ahmed
System Analyst

Take ownership and question the status quo in a constructive manner

Trust your gut and your knowledge, even if you need to question your team leader or CEO.

Hammad Yousuf
Sales Manager

Be brave, curious and experiment – learn from all successes and failures

Take risks and make mistakes - that's how we learn, and how we innovate.

Our
Services

Bespoke software development solutions for your business, **Exceptional products** with end-to-end support and expert guidance

At The Code Icon, we offer a complete range of services that build up business value, from the initial idea and formulation of product strategy, through building a prototype and testing it with users, right to the creation of the product itself.

Mobile App Development

Delivering Mobile App Solutions to Enterprises & Start-ups. The Code Icon can assist you in developing amazing mobile apps and development of start-ups in this highly technological era.

Web Development

Custom Web Development Solutions for Progressive Organizations. We are a reliable web development company to help you determine the needs of your brand and increase the demand for your services or products

Blockchain Development Servies

X-Byte is a progressive blockchain development company that offers inclusive solutions for cryptocurrency development, wallet development, smart contract development and multichain/hyper ledger development solutions.

Digital Marketing Services

Digital marketing, often known as online marketing, is the promotion of brands through the internet and other kinds of digital communication in order to engage with potential clients.

Building software for world **changers**

We design and develop web and mobile applications for our clients worldwide, focusing on outstanding user experience.

The Code Icon builds digital products that let people do things differently. Share your challenge with our team, and we'll work with you to deliver a revolutionary digital product. Our clients have changed the way people do banking, listen to music, learn languages, and rent bikes. Their products have been featured in TechCrunch, Business Insider, and Product Hunt.

The Code Icon core values

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The **History**

From a Small Software Shop to a Global Agency in 5 Years. How The Code Icon Stayed True to Its Principles While Constantly Changing to Provide Cutting-Edge Solutions

It looks so easy now.

The Code Icon is growing at an accelerating pace (we will soon onboard our 100th employee, boosting its international footprint across banking, healthcare, retail, property, and travel industries. The growth is fuelled by trust from a whole bunch of customers - from startup founders to large corporations.

Project Kickoff

Regardless of whether you need to craft an idea for a completely new product or evaluate the quality of an already existing one – we're here to help you.

Ideation and Evaluation

Give your product idea a real shape. Plan and evaluate the essential features of your product to accomplish your business goals and eliminate potential mistakes.

Design Process

Craft delightful user experiences for your digital products. Solve real problems and improve your vital business metrics through beautiful interfaces.

Development Process

Create beautiful, fast, and secure applications tailored precisely to your business goals.

Deliver high-quality software to our clients & ensure that the projects run smoothly, strategically, and predictably

People who work in software companies are not really considered or treated as creative individuals bursting with passion and creativity. They are just tools that do a job - do things for clients they never meet, users they never see. They are expected to sit in a corner and work on things that have little impact on the immediate world around them. Clock in. Clock out.

Collaborating with The Code Icon has had a lasting impact on our ability to be innovative and execute at a pace. The team there have a strong focus on not just doing what you ask for.

The Code Icon creates digital products that enable people to think in new ways. Share your problem with our team, and we'll collaborate with you to create a game-changing digital product. Our clients have revolutionised how people bank, listen to music, learn languages, and rent bicycles. TechCrunch, Business Insider, and Product Hunt have all featured their goods.

Our beliefs guide how we engage with clients, ensuring that they receive an exceptional user experience backed by cutting-edge technology.

Collaborating with The Code Icon has had a long-term positive impact on our capacity to be creative and execute quickly. There is a big focus on not only doing what you ask for by the team there.

Future
Plan

Digital acceleration with bespoke solutions

We transform businesses across multiple industries using expertise built over years of operation

Retail and E-commerce

Both necessary and a luxury, cathartic and fun, shopping, in some form or another, is one the hallmarks of a functioning society.

While shopping has been around nearly as long as history itself, how we shop is always growing and changing with time. As technology advances, so does the shopping, and there seems to be no end in sight.

Translating IKEA's offline experience into a seamless online app

Our team introduced a concept for a new IKEA's online store by introducing personalisation and humanisation, shifting from showing isolated products to whole interior arrangements and the addition of social media presence.

Now we're working with them on different software projects.

● IKEA introduced a new quality standard of presenting products. It's artful, tasteful and interactive.

● The moment you see (and sit on, or bounce on) something you like, you can have it.

● It feels yours as soon as you've laid your eyes on it. Getting your new sofa to your home and installing it is no hassle. Then you can spend the evening testing it with a good book and hot cocoa.

Identifying opportunities for digital acceleration in retail

Reach new markets and optimize existing processes to increase sales and reduce costs.

Let me put it this way: we have built a grand and impressive building. But without Netguru's insights, we would be stuck on the ground-floor forever.

You guys have been excellent to work with; we really appreciate how well the projects are managed and run. You've built a great team.

Working with the Netguru team was an amazing experience. They have been very responsive and flexible. We definitely increased the pace of development.

Get in touch and let's explore custom solutions to digitally accelerate your retail business.

The technology behind parcelLab is backed by complex algorithms including machine learning models that have already analyzed billions of shipments. Machine learning allows us to go as far as predicting delivery dates, times, or delays. With every client, we get valuable know-how on how to improve the shipping process and how to make the customer journey even more remarkable.

● **Innovation and omnichannel strategy**
Leverage the power of a tech-fueled approach to personalize the shopping experience and build loyalty.

● **Basic ecommerce for brick and mortar retailers**
Build a stronger online presence, superior customer experience, and better retention strategies.

● **Contactless payments**
Enable your consumers to make purchases without directly entering their personal account information.

● **Advanced unified commerce**
Create solutions based on artificial intelligence: ofer the right products to the right clients when the time is right, personalise the shopping experience.

● **COVID-19 safety solutions**
Build autonomous checkouts, click and collect solutions, and contactless payment apps to respond to your customers' new needs.

● **Growth in ecommerce**
Create a growth strategy for your e-commerce. Attract new clients and build loyalty.

● **Custom application development**
Develop custom mobile and web applications for your customers, franchisers, and employees.

● **Process enhancement**
Reduce process cycle times and workloads by automating repetitive tasks using machine learning

Clients
Feedback

The best user experience possible, backed up by cutting-edge technology.

ver the years we have delivered over 200 software and design projects for clients all over the world. Here are some we are most proud of.

The Best Value comes from The Integrity of Sucessful & Working Perfectly.

Qabil Shah
Director of Innovation at Soft Breaker

The Code icon has been the best agency we've worked with so far. Your team is able to design new skills, features, and interactions within our model, with a great focus on speed to market.

Happy Singh
CTO at SoftInd

Our cooperation with Netguru is a true partnership. Whenever we faced challenges this year, we could rely on The Code Icon for our urgent staffing needs and time-critical deliverables.

Paras Ali
CPO at Shepper

What The Code Icon is good at is challenging certain decisions or opinions throughout the lifecycle of the project. Rather than simply going down the route of agreement with customer to appease them, they like to challenge what customers want as it isn't necessarily always what they need. The outcome is therefore a much more collaborative effort built on mutual trust.

Syed Zain Ali
Director B2B at Misho

I've had a long-lasting partnership with The Code Icon. They always try to make things possible.

Hyder Javed
Leading System Integrator, EMEA Region

We appreciate The Code Icon assistance in developing our program. Everyone was courteous, competent, and diligent. We were able to meet our deadline thanks to them, and we want to continue working with them in the future.

Zaigham Abib
Co-Founder Cyberxify

We are really pleased with The Code Icon their work is serious and consistent. Joseph and his programmers have always been there for us whenever we needed them. This is a company that I would suggest to anyone who needs work done.