



THE FUTURE IS HERE & NOW

An international award-winning design and technology consultancy and product developer, Keytree helps transform digital potential into business reality.



A hand holding a smartphone with a blue overlay. The background is a dark blue gradient with a light blue geometric shape in the top left corner. The text is centered in a white box.

FUTURE WILL NEVER BE THE SAME AS YESTERDAY

Keytree helps companies become leaner, faster and more agile with our award-winning team of SAP experts and beautifully-designed applications. The way we work sets us apart.



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WE CREATIVE

The Design & Build phase is used to create the set of wireframe designs, visual layouts and assets that developers need to build the application or service.

If an interface is relatively simplistic and the designers are on hand to support the development process, Developers may only require a set of annotated wireframes along with a Style Guide to build the experience.

At the other end of the scale, if it's a complicated application and the code is being developed remotely, a full Conceptual Design may

be required with a UI Specification provided that covers all of the different flows, screens, states, business rules, interactions, transitions, validation rules and error conditions.

Full UI Specifications are time-consuming to write but provide a complete definition of what should be developed and can be used for User Acceptance Testing.

Dezigual®





An interface is more commercially focused and involves a level of marketing to catch users' attention.

Copy Writing might be required to ensure that the writing style matches the brand guidelines and provides a consistent and professional tone of voice.

The Style Guide provides developers with a definition for all of the UI elements, design patterns and layouts that should be followed for the visual layouts.

Again, depending on the complexity of the application, a Style Guide may also contain how the layouts change for a Responsive Design and how they adapt to different types of users and user behaviors.



WE CREATIVE

The Design & Build phase is used to create the set of wireframe designs, visual layouts and assets that developers need to build the application or service.

The Keytree solution

Compass had partnered with Keytree previously, working together to develop its user-friendly SAP workflow and procurement system, iApprove, which went on to win a SAP quality award, so the partnership was built on strong foundations.

Compass wanted its own look and feel for the portal. "We knew Keytree would bring the creative flair we were looking for," says Steve. "Keytree's user interface guy is an absolute star – he brought some really useful insights."

Keytree built the infrastructure, configuring the servers in Compass's data centre; created the information architecture and design templates; and developed the portal, designing a bespoke user interface.

Compass has traditionally just been seen by employees as the company behind their payslip," says Steve. "But having the Connect portal brings them a little bit closer and makes for a more compelling employer value proposition."

Steve hopes that Connect will become central to the working day of Compass employees, coming into the office and firing it up as the first port of call, but he is already seeing people taking to it and collaborating across business silos.

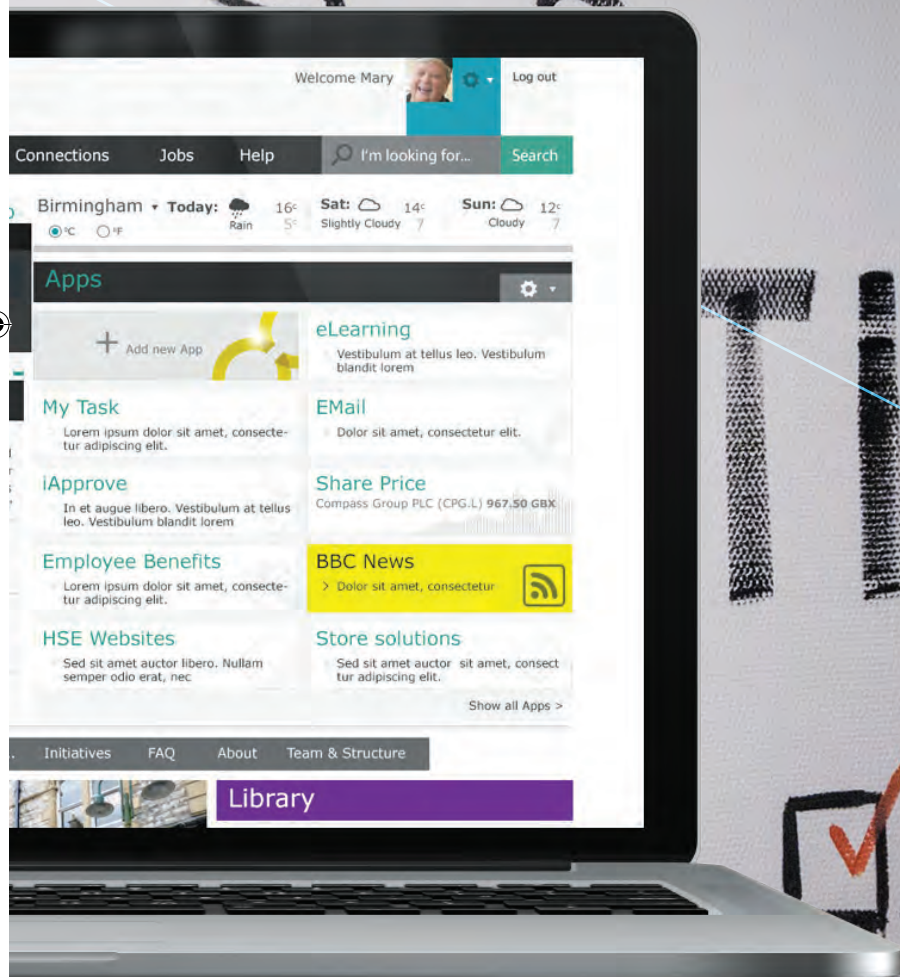


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“People always expect IT projects like this to falter at the gate, but Connect went live on schedule, on budget and it just worked”

”

Steve Foxen-Durnien
Project Manager at Compass Group



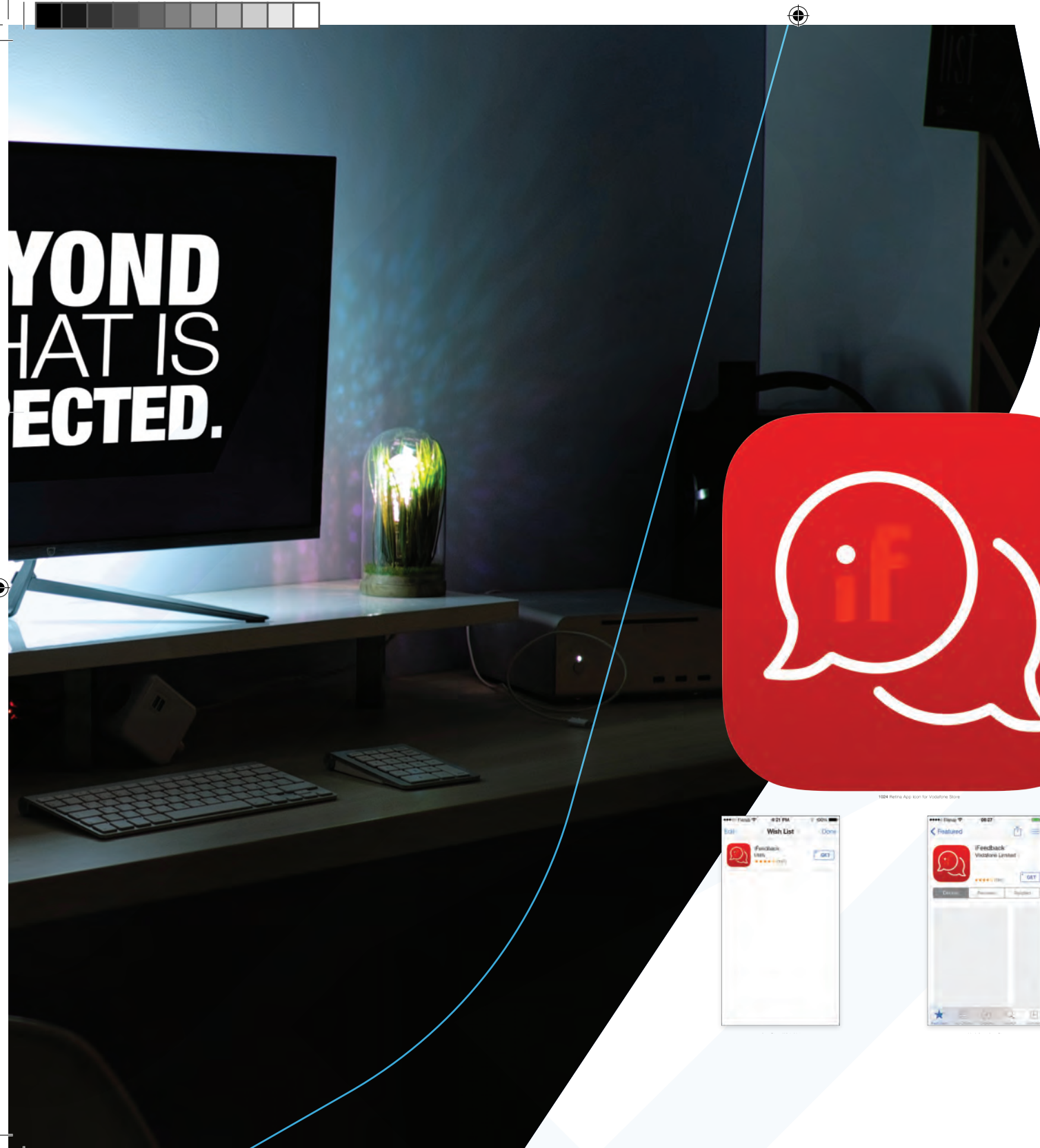
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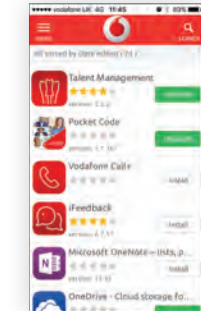
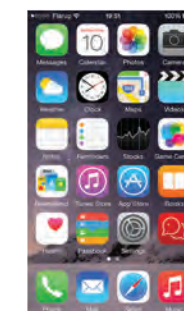
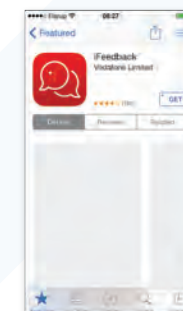




App development and design

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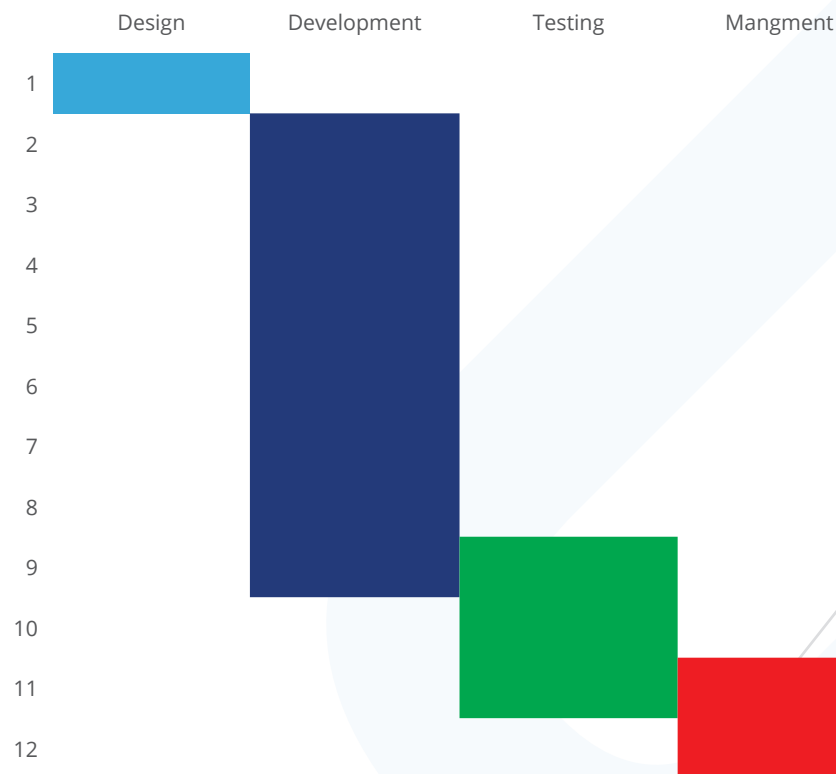
Smartphone
iOS





STRATEGY PLANS

Insights & Strategy Aligning all of the necessary stakeholders



Design

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Development

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Testing

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Managment

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PUNCH
TODAY
IN THE
FACE.

42%

Loren ipsum
2.437/tickets

Lorem ipsum dolor sit amet

68%

Loren ipsum
3.510/hours

Lorem ipsum dolor sit amet

86%

Loren ipsum
1.223/hours

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Developmnet

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Clients	2015	2016	2017
Sales	1.589.212	2.322.568	2.568.355
Net Income	7%	18%	21%
Earning per share	3,15	4,21	4,32
Consulting	125.325	75.325	254.326

USER EXPERIENCE

We architect, design and deliver iconic experiences, services and products that improve people's lives. Our multidisciplinary team has been involved in some of the most groundbreaking projects across multiple industries.

User empathy

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Business empathy

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Sprint planning

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Design & Build

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ARM

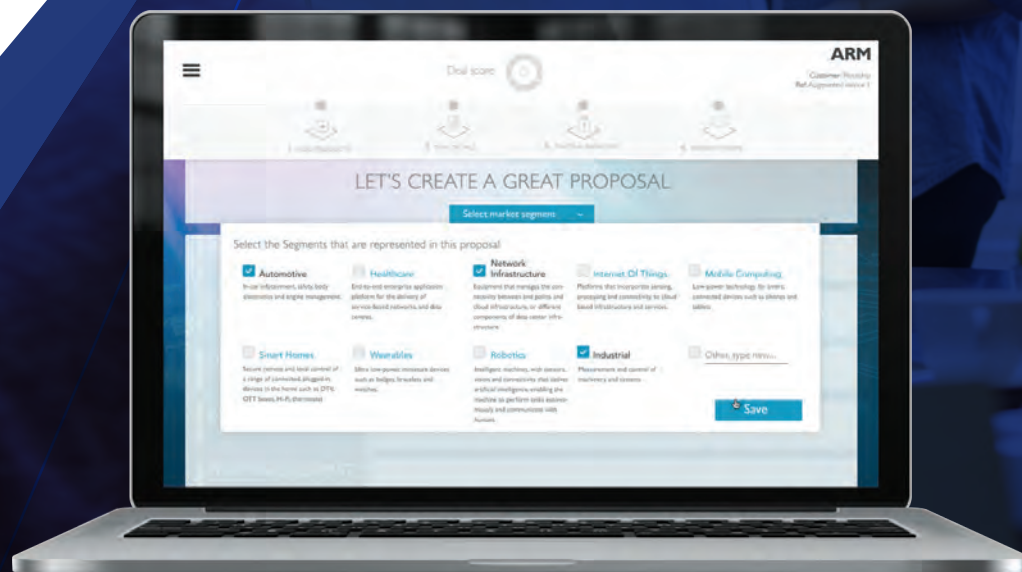
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“We were looking for a way to allow a salesperson to select the best ARM technology to help the customer achieve their final design”

”

Drew Fellows

Senior Vice President of Commercial Operations at ARM





UK

114 St Martins Lane
London
WC2N 4BE

SPAIN

Gran Via 62, 2ª Izqda
28013 Madrid
CIF: B19616267

■ emailhello@keytree.com ■ www. keytree.co.uk

