



COMPANY OVERVIEW

VISIONNEAR



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VISIONNEAR

PREFACE

VISIONNEAR: YOUR PRO TECHNOLOGYALCHEMISTS

A Belgian– Romanian boutique software development outsourcing company. We differentiate ourselves by building strategic long-term partnerships with our customers at the most competitive prices. We believe in accountable, transformative leading software development for forward-thinking businesses.

We are masters in blending technology with innovation and provide outstanding quality services at all stages of the application development lifecycle. We deliver undisputed business value; by giving our partners the right solution that delivers business value and is future-proofed to maximise ROI.



ROMANIAN AS A DIGITAL CHALLENGER

Romania has all the cards needed to win the game: intelligent and talented people, who are open to other cultures and speak several languages (the average exceeds the European average), geographic position, tax exemption for IT companies.

For Romania, the potential economic and developmental benefits of digitization can reach up to €42 billion in additional gross domestic product (GDP)

by 2025. This would lead to increased global competitiveness and prosperity for the country's 20 million people and allow Romania to join the most digitally advanced economies in Europe.

Being the best in providing low cost labour force is not the ultimate purpose anymore; now, aiming high is differentiating through quality, creativity, innovation, ownership of valuable intellectual property.



OUR STORY

SINCE 2009 OF BUILDING TRUST

Founded in 2009 by a management team, each with more than 20 years of experience, Visionnear started activities as a spin-off of one of the largest Belgian IT-services groups. Being a spin-off, we inherited years of experience on developing the ICT market, implementing projects and performing technical consultancy assignments.

We combine international experience with Belgian management and Romanian technical expertise.

As a team, we're a passionate/ creative/ curious bunch. It's this curiosity we apply to any business problem to make life easier for our partners. We work collaboratively to create not just the best software, but the right software.

Think of it as a truly bespoke offering, supported by a down-to-earth team of experts (who happen to love what they do).

Visionnear's strategists, developers and experts help you navigate today's complex digital world, help you dive through the unknown.

By applying our knowledge of technology, we give you insights that lead to better productivity, lowered risks and increased peace-of-mind.

From concept to launch, Visionnear's proven methods and rich cross-industry experience help turn your vision into a competitive edge.



SEAMLESS SOLUTIONS BUILT TO LAST

Your company has big goals — your technology solutions should be just as ambitious. Software isn't just a way of getting the job done; built right, it can enable your organization to work better and smarter & help you find a competitive edge.

A winning combination: Visionnear is serving partners by growing their business exponentially, by creating & maintaining the technology tools they need to win the market. We are here for you to reinvent and shape the future of your company.

Following deployment, our dedicated experts, support and maintenance team takes over to make sure everything runs smoothly.



FIT FOR THE FUTURE

Existing technology slows you down. There are a lot of great Ideas and modern trends, but which one to choose? Visionear will help you get your technology in shape to sustain the new pace of innovation and become a market leader.

We go above and beyond for our partners to take care of whatever they need, which let them focus on other parts of the business.



AREAS OF EXPERTISE

- CORE BANKING IMPLEMENTATION
- MOBILE BANKING & MOBILE PAYMENTS
- CREDIT MANAGEMENT
- IFRS INTEGRATION
- CREDIT RISK SOLUTIONS
- CUSTOMER RELATIONSHIP MANAGEMENT
- LOYALTY PROGRAM MANAGEMENT
- WAREHOUSE MANAGEMENT
- E-COMMERCE
- ON-LINE AUCTIONS
- BUSINESS INTELLIGENCE
- DATA WAREHOUSING
- IDENTITY MANAGEMENT
- DATA QUALITY MANAGEMENT
- SYSTEM INTEGRATION
- PORTAL DEVELOPMENT



HOW WE WORK

A TEAM OF TOP DEVELOPERS

To build an effective team for you, we hand pick the most talented local engineers. We follow a rigorous recruitment process, evaluating candidates for each open position.

ANALYSIS

Through frequent consultation we will map out your questions and wishes.

DEVELOPMENT

We develop the software in phases, allowing you to constantly follow progress.

SUPPORT

We take care of installation, training and support.



WE WORK CLOSELY WITH OUR CLIENTS

“Visionnear has the depth of experience to solve complex software problems. They improve or fix anything that goes wrong or gets delayed in a quick manner. They proactively make proposals for handling difficult situations. They have very high-class project management. All team members are skilled from a technical, organizational and logistical standpoint.”

“Not only did Visionnear delivers high-quality, intuitive solutions, but also are willing to go above and beyond to help the business grow the product. They are a true partner, maintaining a collaborative working relationship, and the consistency they guarantee makes for an enjoyable engagement.”



CONTACT US

VISIONNEAR

IVAN THEUNISSEN

Business partner

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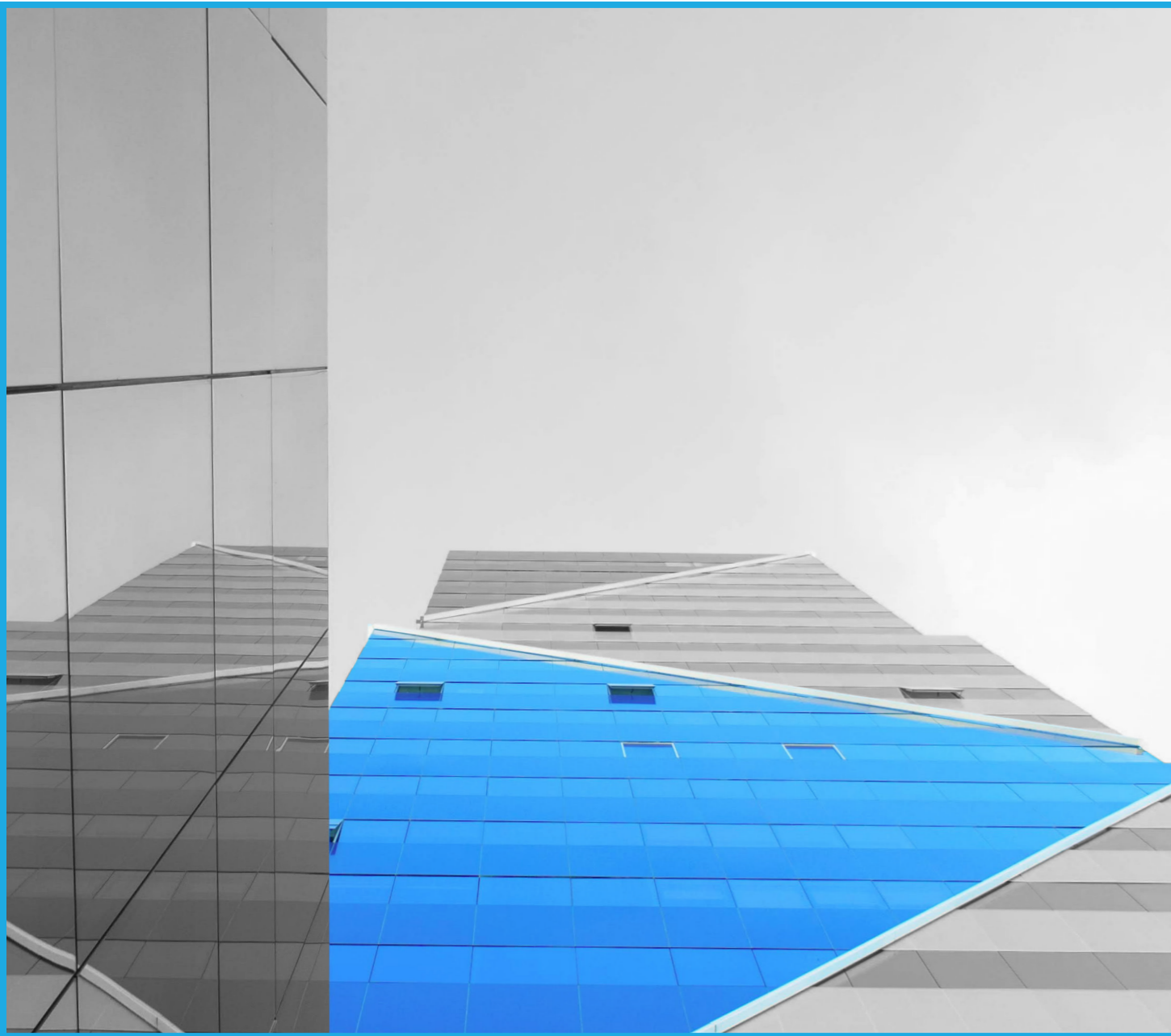
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CORPORATE DESIGN

„Design is not decoration. It is communication.“
Eric Evans, 1973

A corporate design is the official graphical design of the logo and name of a company or institution used on letterheads, envelopes, forms, folders, brochures, etc. It serves to express the brand personality. It visualizes and communicates the brand strategy, identity and values, it creates differentiation from the competition and recognition at all touchpoints with the brand. All brand and design elements – brand name, logo, claim, colours, shapes, fonts, images and tonality – create a recognisable and consistent brand experience.



CHROMATIC AMBIENT

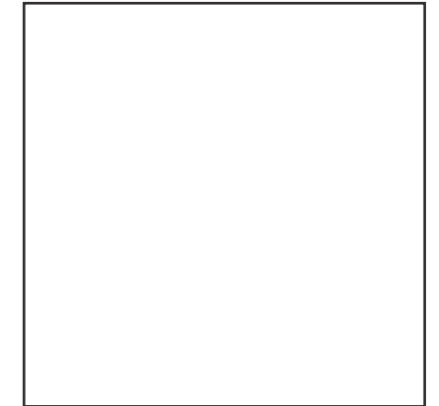
By conveying meanings, the colors work through a direct visual impression, with associations, symbolism, cultural experiences and energy. Colors trigger feelings and associations in the viewer and lead to unconscious reactions.

Base color

As delicate as elegant, white has a favorable reputation and stands good and right. With its uplifting spirit and encouraging essence, it excels at making everyone appreciated and valued.

White

RGB 255 | 255 | 255
HEX ffffff
CMYK 0 | 0 | 0 | 0
RAL 9010



Primary color

Gray it's an elegant and diplomatic neutral color, neither cool nor warm, associated with wisdom, seriousness and safety. It is useful to keep the best condition longer.

Granite Gray

RGB 100 | 99 | 99
HEX 646363
CMYK 0 | 0 | 0 | 75
RAL 7043

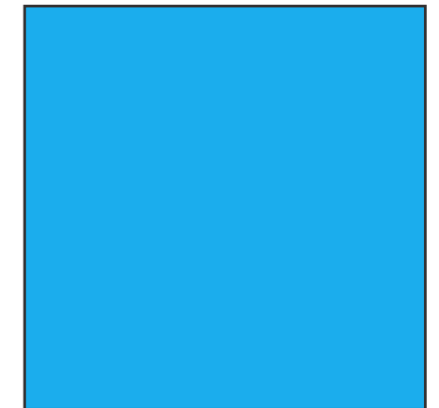


Contrasting color

Blue is the color of trust and loyalty. Has calming and relaxing effect, feel confident and secure. It's an honest, reliable and responsible color, with a strong personality and unique spirit.

Spanish Sky Blue

RGB 27 | 173 | 237
HEX 1baded
CMYK 71 | 14 | 0 | 0
RAL 5012





TYPEFACE

Helvetica is one of the most popular sans-serif typeface, developed in 1957 by Swiss typeface designers Max Miedlinger and Eduard Hoffmann. The variant Helvetica Light was designed by Stempel's artistic director Erich Schultz-Anker, in conjunction with Arthur Ritzel. The text color is Black (95%). This hue offer maximum contrast for readability and acts as a formal, elegant authoritative, powerful, prestigious and credible color.

Helvetica Bold
55 Pt



H1 Überschrift

Helvetica Light
35 Pt



H2 Überschrift

Helvetica Bold
35 Pt



H3 ÜBERSCHRIFT

Helvetica Regular
16 Pt

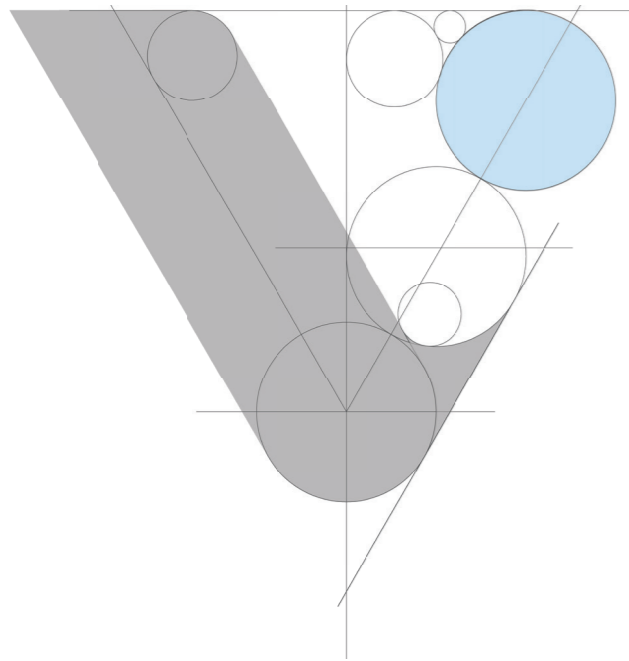


H4 ÜBERSCHRIFT

Helvetica Regular
12 Pt



Fließtext



CREATION OF THE LOGO

A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. Pictorial and symbolic logo design are iconic and has a lot of versatility. This is the best choice if you want a brand personality that stays with the audience all the time.

The Sign I The letter V is conceived as the operator of „Visionnear“ who opens his arms to welcome the customer. The upward curve is the offered multiservice Visionnear’s service, that launches the customer into into the right open business world.

Using the logo in different scalable sizes and colors



STATIONERY

In a Corporate Design is also the equipment for the office and business communication very important. Here can you see an example for paper letter and visit card with the new Identity of Visionnear.



Writing paper



Visit card and sales folder



CREDITS

USED HARD- UND SOFTWARE

Microsoft Windows
Adobe Font
Adobe Illustrator
Adobe InDesign
Adobe Photoshop

IMAGES SOURCE

Behance
Mockup-free
Pexels
Pinterest
Pixabay

GRAPHIC & LAYOUT

Andrea F. Scalia
www.alphaquadra.com



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