

# GARAIO Company Profile

---

## Introducing GARAIO AG

Address

### **GARAIO AG**

Laupenstrasse 45  
PO Box 6249  
CH-3001 Bern  
Switzerland

Version

1.0

File name

EN\_GARAIO Company Profile.docx

Status

Released

Issue date

29th February 2012

Valid until

On recall

Contact

Thomas Hadorn

Function

Head of Marketing & Sales

Direct dial

+41 58 310 70 91

Reception

+41 58 310 70 00

Email

thomas.hadorn@garaio.com

---

1 Table of Contents

<b>1</b>	<b>Table of Contents</b>	<b>2</b>
<b>2</b>	<b>Company Profile</b>	<b>3</b>
2.1	Facts and Figures	3
2.2	Sales Volume	4
2.3	Organisation	4
<b>3</b>	<b>Our Services</b>	<b>5</b>
<b>4</b>	<b>Reference List (selection)</b>	<b>8</b>
<b>5</b>	<b>Annexes</b>	<b>9</b>
5.1	Attachments	9
5.2	List of Tables	9
5.3	List of Figures	9

2 Company Profile

**Our Company – Your Refreshing Partner**

GARAIO AG was founded in 1994 and now has 90 employees across its branches in Bern and Zurich. GARAIO develops future-oriented software – reduced to the fundamentals and focussed on reasoned solutions - in a perfect combination of innovation, technology, ergonomics and graphic design.

**Our Offer to You – Your Sophisticated Solution**

Efficient service portals, high-performance e-commerce platforms or comprehensive collaboration portals – GARAIO is synonymous with conceptually and technically convincing software. Successful products for professional real estate businesses (REM – Real Estate Management) and comprehensive meeting room management (ROOMS PRO) form the two strong pillars of the GARAIO strategy.

**Our Aim – Your Individual Added Value**

The solutions purpose-developed by GARAIO are refreshingly different – sophisticated business software, consistently optimised for the unique business processes of demanding customers.

2.1 Facts and Figures


Postal address	GARAIO AG Laupenstrasse 45 PO Box 6249 CH- 3001 Bern Switzerland
Branches	Bern and Zurich
Founded	1994
Ownership	Shares in GARAIO AG are 100 percent owned by the directors and employees.
Degree of equity financing	100 percent
Sales volume 2011	17.5 million Swiss Francs
Sales volume 2012 (Budget)	19.3 million Swiss Francs
Employees	90 (does not correspond to full time equivalents)
Partners	Q_PERIOR (Consulting) in4U AG (Hosting) NOVO BC (SAP, Consulting) Naveco (Solution concepts) REM4you (REM software)
Microsoft partner status	 <p><b>Microsoft</b> Partner Gold Portals and Collaboration Gold Software Development</p>

Table 1: Facts and figures

## 2.2 Sales Volume

Our business has exhibited continual growth in sales volume over the past years.

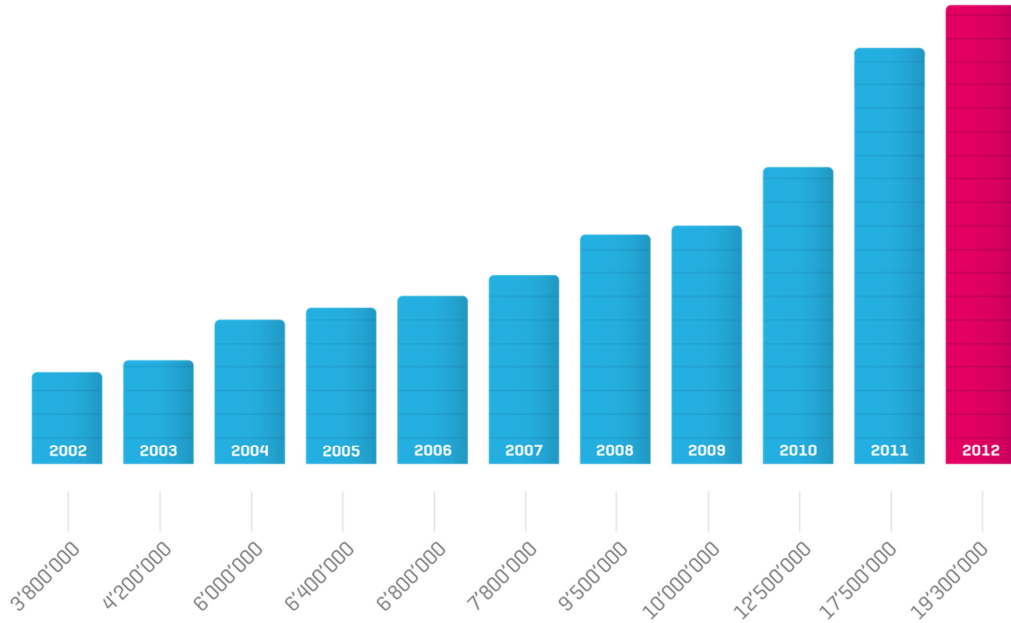


Figure 1: Sales volume in millions of Swiss Francs

## 2.3 Organisation

GARAIO is divided into five business sectors. When dealing with our clients in day-to-day business all our business sectors work seamlessly together. Project teams are composed in a cross-sector manner based on the specific project requirements.

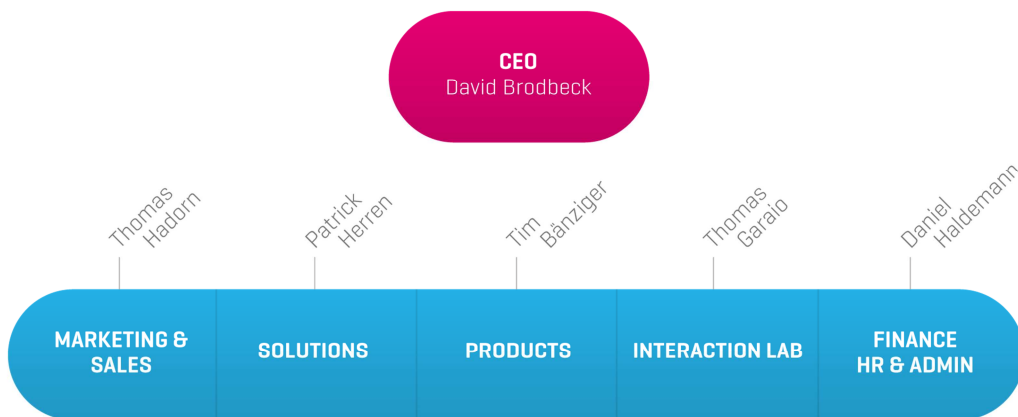


Figure 2: Organigram of GARAIO AG

### 3 Our Services

GARAIO develops sophisticated business software for the unique business processes of our customers:

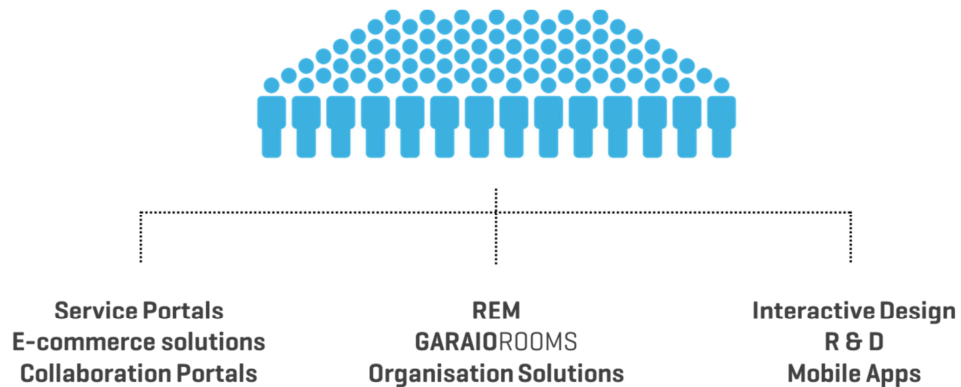


Figure 3: GARAIO Services

#### 3.1.1 Solutions – Individual Solutions for Demanding Customers

Standard software often only meets specific needs and suits business processes inadequately. GARAIO offers individual solutions in product excellence. Why pay expensive licence costs when you can obtain a made-to-measure software solution which does exactly what you need for your day-to-day business?

Our employees hold commitment and quality paramount. Only so can solutions to meet the highest of demands be developed. Efficient service portals, high-performance e-commerce platforms or comprehensive collaboration portals - GARAIO is synonymous with conceptually and technically convincing software.

The course of a project, in particular its likelihood of success, is often decided at the outset during collection and formulation of the needs and demands of a software solution. GARAIO has further strengthened this particular element of its business through the acquisition of its partner of many years Naveco, a leading specialist in requirements collation.

In implementation, GARAIO is characterised by a configurable development environment oriented on project demands. Our “Tool chain” with integrated automated testing, issue and bug tracking and the smart production and integration process allow high quality cost-effective development on a variety of platforms (preferably Microsoft .NET or using the open source technology Ruby). Our tools allow the use of a variety of procedural models. We prefer to use our own agile model, perfected through our experience of many application cases in the past years. It is principally based on “SCRUM”.

In conjunction with optimised software development we support our customers in introduction, training and operation of the solution. In the process, of course, we also ensure that the new application integrates into the existing landscape and that existing data are migrated and that the obsolete applications can be seamlessly taken out of service.

The use of proven platforms lends itself in particular to collaboration and e-commerce solutions. We conceptualise and develop solutions customised to your requirements, based on market-proven standard products such as Microsoft SharePoint, Commerce Server or Sitefinity WCMS.

Our integrated balanced methodology applies qualitative and quantitative standards across the entire project and guarantees to work in an integral and sustainable manner. Our practice-proven approach is characterised by the following elements:

- Clear objectives/strategy
- Stepwise success measures
- Inclusion of all stakeholders
- Flexible handling of changes
- Flexibility in requirements engineering
- Holistic view of the customer solution

Our competent project managers, business engineers, service managers, architects and developers speak your language and look forward to working with you!

### 3.1.2 Products – Success with Proven Solutions

---

As nice as it is to begin a new project on a completely empty page, sometimes it is not necessary. If possible and sensible we build upon the solid basis of standard products. We see our challenge in exhausting their possibilities thoroughly and where necessary expanding upon them. We wish to refine and improve even standard products to the degree that they fit perfectly into your business.

Even the most solid stone is subject to the changes in its natural surroundings. This is true also for companies and especially for software solutions. A solution should be stable but by no means so inflexible that it cannot adjust to changes in conditions. We thus only work with products which can be further developed along with their surroundings, just like the people who use them.

We implement our GARAIO products in your IT environment, expand them in response to your requirements and support you in introduction and training.

#### **REM – the Standard for Professional Real Estate Management**

REM (Real Estate Management) is a modern application which covers all the processes associated with the professional real estate management branch. REM software is particularly technically mature due to its application in the largest property management groups in Switzerland and is established as the leading product in this customer segment.

#### **GARAIO ROOMS**

GARAIO ROOMS (previously ROOMS PRO) is a successful software for booking, charging and management of rooms and resources. Many firms have recognised that there is enormous potential for reduction in fixed costs through the optimised use and management of their infrastructure. GARAIO ROOMS is the next step towards efficient room management, room planning and optimisation of workspaces via desk sharing.

### 3.1.3 Interaction Lab – Refreshingly Different Solutions

---

When it comes to IT projects, most users become rapidly overwhelmed. When dealing with an IT specialist one is often exposed to heightened demands and it often requires significant abstractive ability to communicate the language of the user to the IT specialist in a manner suitable to ensure that these requirements are formulated clearly and without contradiction. An agency which limits its perspective to graphic and ergonomic characteristics may often deliver attractively designed and sophisticated solutions, which often do not manage to fulfil on their technical promises.

The Interaction Lab began several years ago to address these concerns by attempting to unite these two worlds, i.e. the technical and the graphical. We call this the “interdisciplinary perspective”. This is only possible with the most modern technology and new iterative processes, in which the key concept is to move towards the optimal solution stepwise over small stages.

Our team consists of experts from graphic/design, ergonomics, software architecture/technology and conception/expectation collation. Unlike the classic process we mix disciplines from the beginning onwards: From the first discussions onwards we work hand in hand on a solution which is technically implementable, fits the company from an organisational perspective and is optimally ergonomically and graphically attuned.

Nowadays many solutions are ergonomically and graphically tested. This is however generally done at the end of a project which leads to the situation that any changes or improvements can only be implemented at very small scales. The application of an interdisciplinary team creates the advantage of allowing the different perspectives and experience to flow into the process from the very beginning. Resulting solutions are more sophisticated, incorrect or erroneous processes are discovered earlier, this means costs are reduced and the ultimate goal is generally reached faster.

### **Procedure**

The Interaction Lab accompanies the customer from the first considerations through to full implementation and commissioning of the solution. The customer is not required to pre-formulate any requirements as these are recorded at the beginning of the process. Thereafter, hand in hand we organise and create workshops, sketches, graphics, technical clarification, prototypes and interviews all of which result in solutions which are customised perfectly to the defined project task.

### **Tools**

We use only the most modern tools, currently including:

- Apple Computers
- iPhones and iPads
- Xcode development environment
- Adobe Design Software,
- OmniGraffle, TextMate, Pixelmator, VectorDesigner
- JavaScript and HTML (HTML5, if the project already allows it)
- Linux server systems
- Postgres databases
- Ruby on Rails (open source web development environment)

The solutions created in this way operate on all popular browsers (or HTML5-Browsers, where possible). In addition we develop solutions for iPhones und iPads.

4 Reference List (selection)



5 Annexes

---

5.1 Attachments

---

No attachments appended

5.2 List of Tables

---

Table 1: Facts and figures ..... 3

5.3 List of Figures

---

Figure 1: Sales volume in millions of Swiss Francs ..... 4  
Figure 2: Organigram of GARAIO AG ..... 4  
Figure 3: GARAIO Services ..... 5