

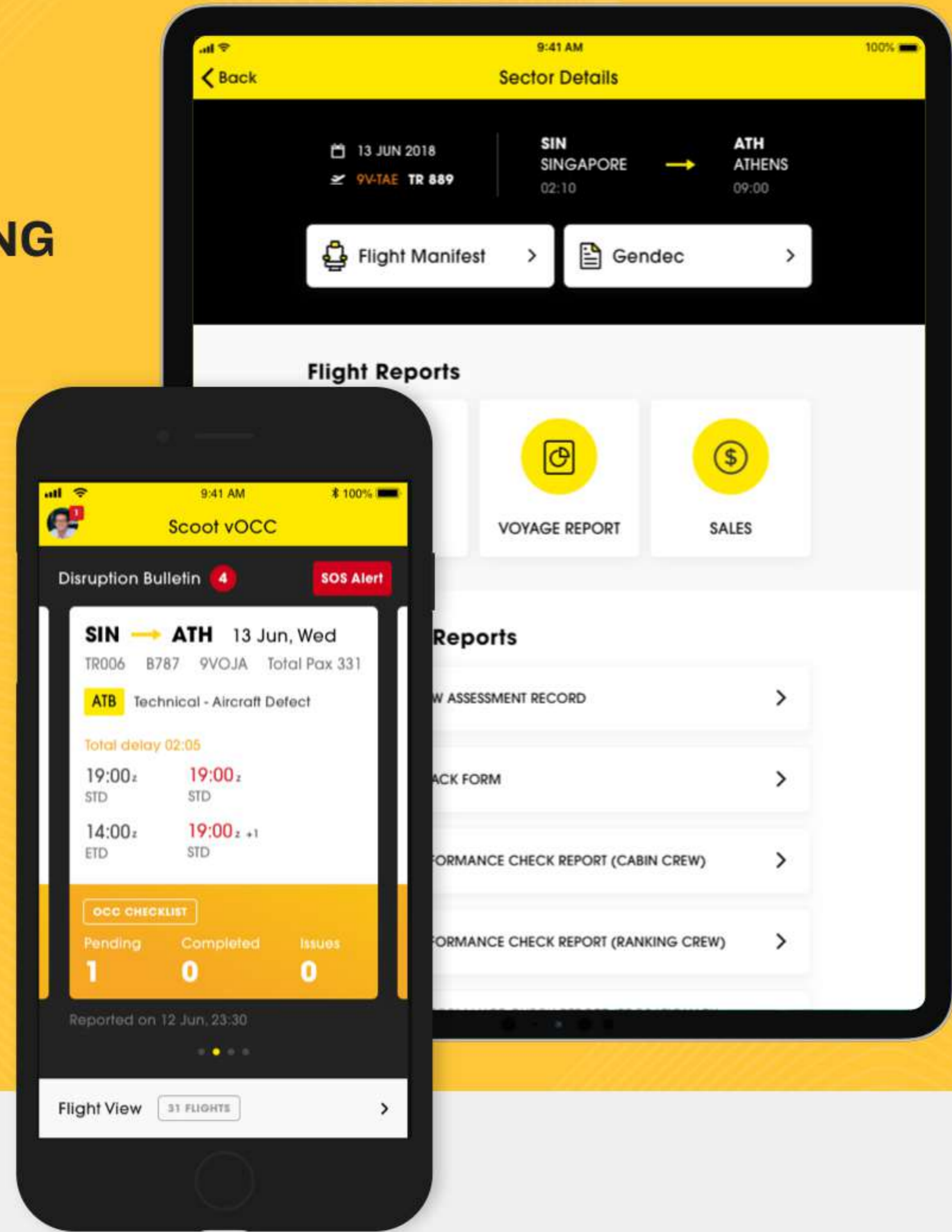
Buuuk

# Our Works



# AUTOMATING AND INTEGRATING WORKFLOWS ACROSS TEAMS

Scoot Airlines is based out of Singapore, known for their low-cost travel solution. We are helping airlines in automating and integrating workflow across teams for improved data collection and reporting resulting in flawless operations and better customer service.



INDUSTRY  
Airlines

SERVICES OFFERED  
Research & Discovery, Design,  
Development, Testing & Maintenance



# DAIMLER

## AUTOMATING THE SALES PROCESS ACROSS MARKETS

A project spanning the Daimler sales force across major markets in SEA. We designed a workflow that was aimed directly at improving efficiency, resulting in a direct increase in sales.

“When our developer couldn’t deliver UX to our satisfaction, we looked out for another partner to support our project. Luckily we found Buuuk. They understood our demands and provided our app with amazing UX and UI, which have received fantastic feedback from the users across APAC.

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### MR PHILIPP SCHULZE

Regional Marketing Manager  
DAIMLER

#### INDUSTRY

Automotive

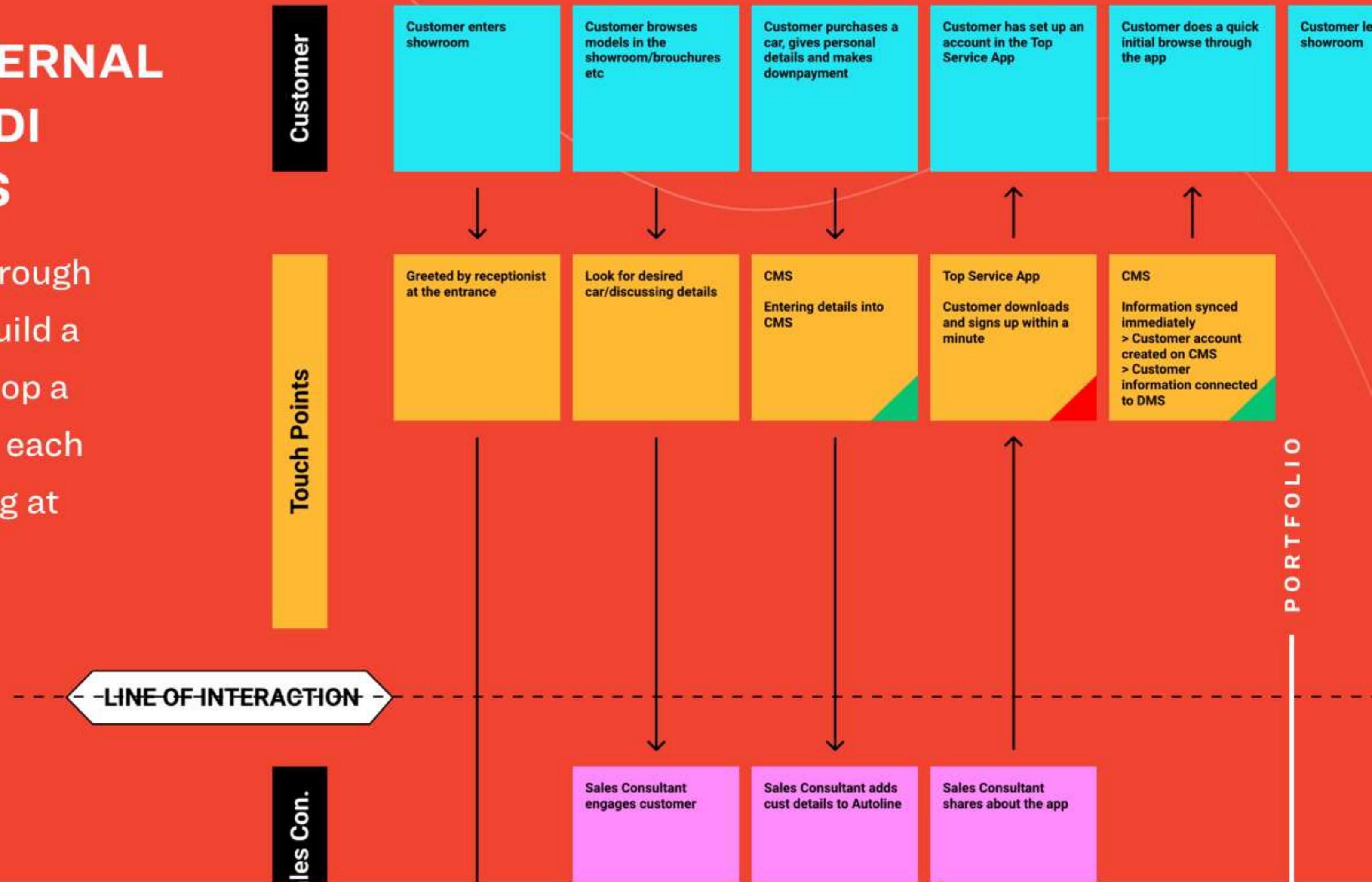
#### SERVICES OFFERED

Research and Design to completely overhaul sales tools



# RE-DESIGNING INTERNAL WORKFLOW AT AUDI SERVICE STATIONS

We are helping guide Audi through our discovery workshop to build a roadmap to design and develop a comprehensive workflow for each one of the employees working at Audi service centres.



PORTFOLIO

INDUSTRY  
Automotive

SERVICES OFFERED  
Discovery Workshops and Wireframing - Ongoing -  
Design and Development





## AUTOMATING WAREHOUSE OPERATIONS

Helped with the development and management of web and UI/UX-focused solution to help Decathlon build a proprietary web-based middleware. The solution allowed Decathlon to bridge the connection between our software and mechanical systems to manage its biggest warehouse operations. This solution is being further adopted across SEA stores.

“**Buuuk’s local and off-shore teams consistently delivered on their promises.**”

**MENG YEW LIM**

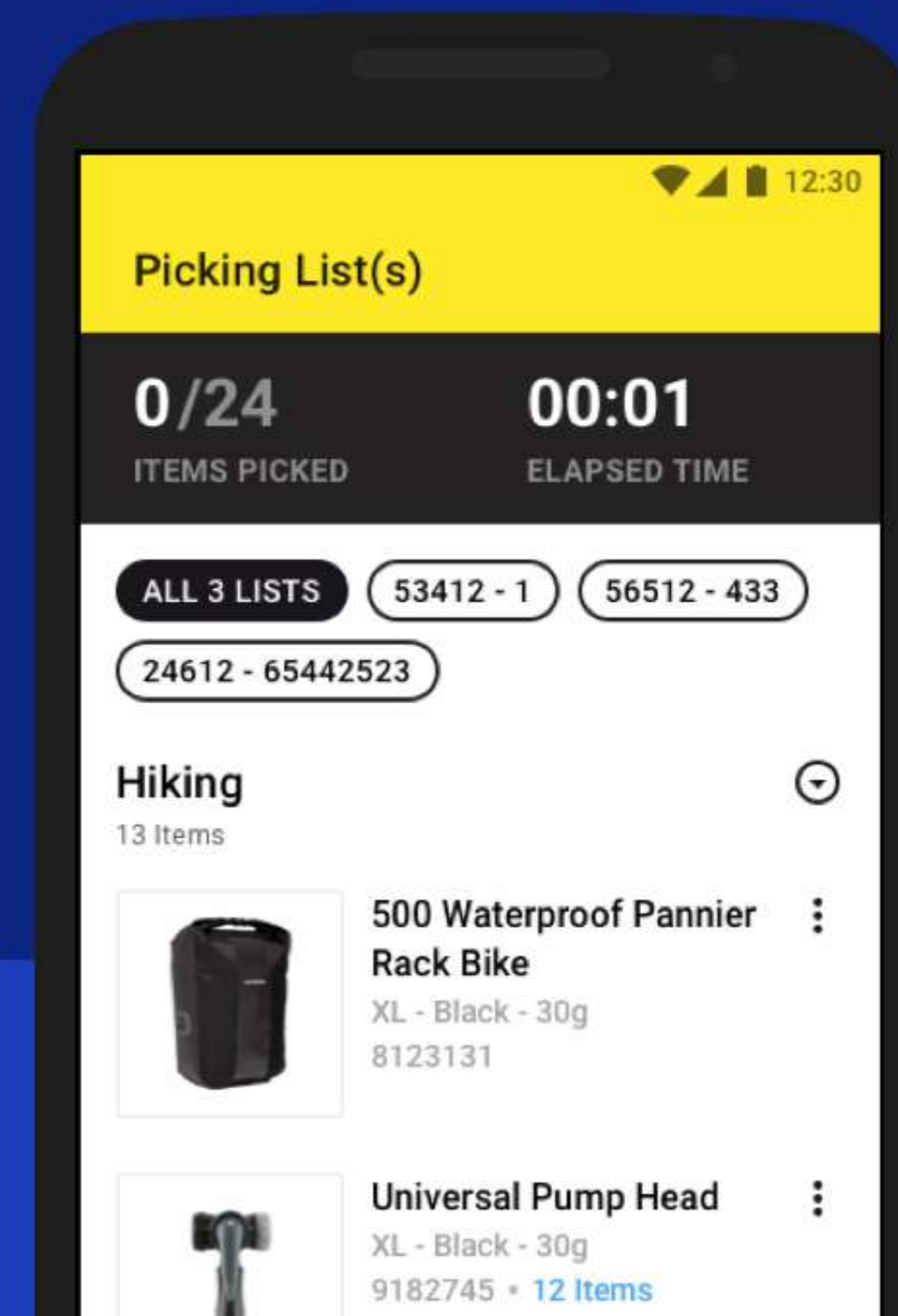
Manager, Retail Concept and Digital Innovation  
Decathlon Singapore

### INDUSTRY

Retail

### SERVICES OFFERED

Development of middleware software and  
API integration





## LAUNCHED THE MEDIA HOUSE'S FIRST ONLINE MAGAZINE READER

Built and launched SPH's mobile application and all the middleware and analytics to support subscription and users across iPhone, iPad and Android, Phone and Tablets.

“We have been working with Buuuk since 2011. They are part of the reasons why many of Singapore Press Holdings marketing's digital executions are top-notch and unrivalled.”

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### MR TAN OOI BOON

Senior Vice President  
THE STRAITS TIMES

#### INDUSTRY

Media

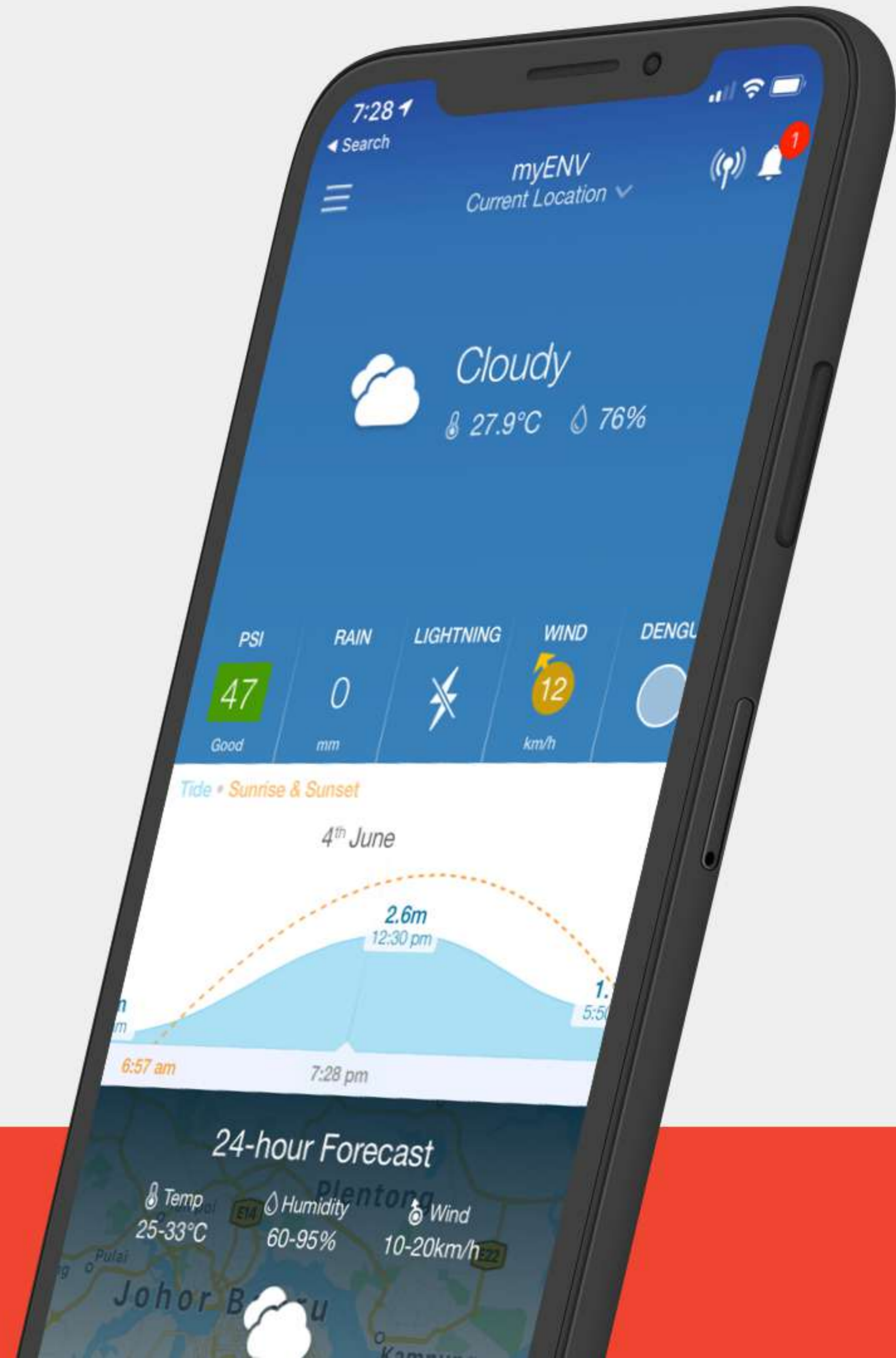
#### SERVICES OFFERED

Research, Design, Development, Testing & Maintenance



## THE MOST COMPREHENSIVE WEATHER PORTAL FOR SINGAPORE GOVERNMENT

Creating a new version of the myENV app is something we are proud of, as it was shortlisted by Singapore's Prime Minister, Mr Lee Hsien Loong, for his National Day Rally speech. We helped NEA make an app which helps citizen get real-time data via Location-based weather alerts and location tagged reporting which were both incorporated into the myENV app.



### INDUSTRY

Government

### SERVICES OFFERED

Complete Design & Development of the Mobile apps + Supporting Backend

## DISCOVERY & IDEATION

# DEFINING OPPORTUNITIES

We use a design led approach to look at the world in a fresh way, notice things through new perspective and gather insights. We work closely with clients as a trusted partner to develop a clear product vision and conduct design thinking workshops to create an aligned product strategy and appropriate budgeting.



DESIGN AND DEVELOPMENT

# WELL DESIGNED & SCALABLE PRODUCTS

Our team of designers and veteran technologists tackle complex challenges through human-centered design. We explore and use the right technology combinations to drive your digital transformation strategy and open up new opportunities for your business.

LONG TERM PARTNERSHIP

# ITERATIVE IMPROVEMENTS & MAINTENANCE

Digital products are evolving products and not a one time ship. We partner with clients to serve them long term and be part of the success story. Maintenance is a key piece of long term design along with transparency, and evolvability.

## 50YRS SG DESIGN

# NEA's myENV app featured in "50 Years of Singapore Design"

Buuuk & NEA's partnership was featured in the milestone exhibition and publication by Design Council Singapore

*In search of new platforms of communication with the public, NEA partnered with Buuuk to create this user-friendly app to share in-depth environmental data and receive users' reports on environmental issues. As such, this project represents the milestone in the modernising dialogue between the government and the people.*

DESIGN COUNCIL SINGAPORE



## APPLE FEATURED

# Buuuk Founder and iOS apps featured at Apple's Opening in Singapore

Apple's first store In Singapore opened today on Orchard Road. Apple fans turned out in force on Saturday.

Buuuk's Founder Hon Cheng Muh and our iOS app - Klok were featured.

Anthony Chen  
FILMMAKER

...showed that one can turn a small seed of  
...into something as tangible and visceral  
...as a film."

...el Tan (Gentle Bone)

SINGER SONGWRITER

...ch out to people and find a connection.  
...embodies how I approach songwriting."

*George's song  
ONE FOR THE MOUNTAIN  
THE FIVE THE SAGES  
THE ME THE WANG HAN  
WHO BELIEVE FOR ME THE  
GEORGE AND THOMAS  
I CAN'T HEAR  
I CAN'T HEAR*

Hon Cheng Muh

APP DEVELOPER

"It's crazy that what I'm doing now did not exist  
10 years ago. It took a lot of patience getting past the  
steep learning curve. But change is possible when  
there's passion."

BETHLEHEM  
THE BEGINNING OF JOURNEY



## CIO COMPANY OF THE YEAR – BUUUK

# "Company of the Year" – Enterprise Mobility

CIO Advisor APAC Magazine recently featured Buuuk as "Company of the Year" in the Enterprise Mobility Special. They sat down with Navjot Pawera, Director and Head of Design at Buuuk and discussed how Buuuk is fast becoming a design engine for Digital Synergy connecting Process.





*Apple features some of our apps, including Klok, CleanLah and Weatherlah.*

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## PARTNERSHIPS



## Consultants Network

### Apple Consultants Network

Put your Apple products in the best hands. Buuuk is a recognized partner of Apple Consultants Network which is made up of independent, local companies offering IT services and solutions based around Apple products. This ensures your IT solutions are set up, configured and supported correctly with the best quality and latest technology available.



## Google Developers Agency Program

Certified by Google Developers to help promote our professional services to clients. This demonstrates our expertise in using Google technologies and a successful track record of building high-quality apps of our customers.



## Amazon Web Services Partner Network

Buuuk is a part of the global partner program for AWS. APN Partners are focused on your success, helping customers take full advantage of all the business benefits that AWS has to offer. With their deep expertise on AWS, APN Partners are uniquely positioned to help your company at any stage of your Cloud Adoption Journey and to help you achieve your business objectives.



# Exploring the impact of design on business

Business **X** Design

## Business X Design

A series of talks in Singapore focussed on exploring the impact of design on business.

At BxD Sessions, we are exploring how large organizations are using design to move their businesses forward. In conversations with people who play key roles in leading this design-led transformation, we are celebrating their wins and learning from the challenges they faced.

# SPH Workshop

When SPH decided to hold a one-day Digital Strategy Course for entrepreneurs and business leaders, they invited Buuuk as their Strategic Partner to facilitate the workshop.

Nav, Head of Design at Buuuk facilitated the workshop helping attendees through an interactive and experiential day of building digital products.



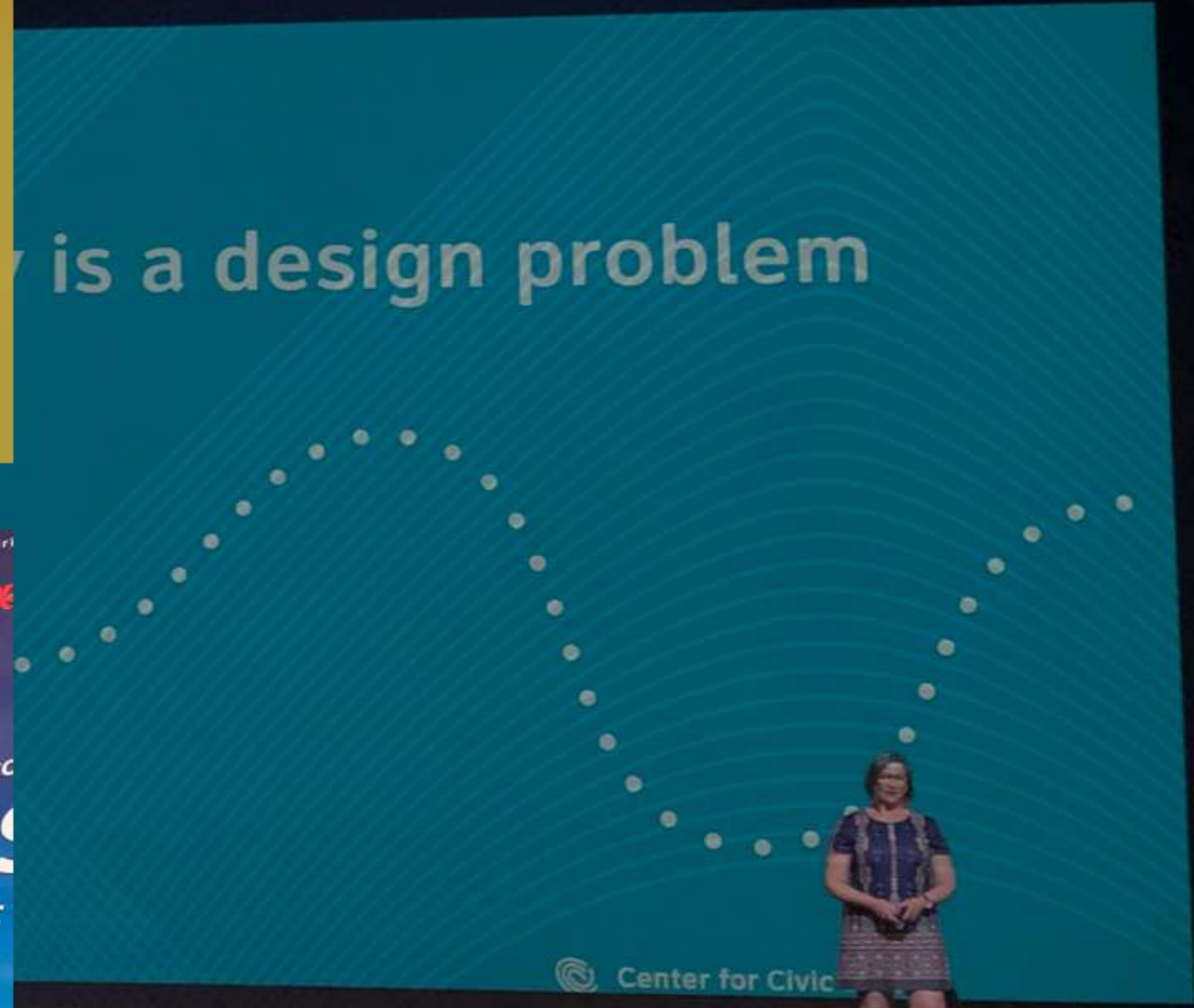


## UX VN

UX Vietnam Festival is 2 full-day event with over 200 participants and 10 speakers from around the world to talk about UX. Buuuk sponsored the event to support the design-driven community to get access to our resources and network of mentors.

# UX TH

Buuuk was also present at UXTH - a two-day conference for people who build world-class products sharing our experience in the domain. The two-days of presentations and workshops promise to inspire and upskill attendees; delivered by giants from across the world who've pioneered the design and product industry.





## Live Project Mentor @ Ingenius Faces Global Accelerator Program

Buuuk gives back to the community by mentoring young entrepreneurs and individuals to accelerate their growth and knowledge by holding interacts with our management team and team leaders. These entrepreneurs and students are from Singapore, India and South Africa