



# CodeWave

engineering scalable web solutions

## Service portfolio for Creative Agencies

CodeWave has been working with Creative Agencies since 2003. We have delivered products for brands like Unilever, Tesco, Warner Bros, Royal Canin, IAMS. We worked with small, local agencies, as well as international giants. We build trust and relationships with our clients, and through that - we open amazing opportunities.

Services for Creative Agencies:

- rich media banners,
- landing pages,
- landing page builder platforms,
- Content Management Systems,
- e-mail marketing systems,
- server maintenance,
- cloud infrastructure maintenance & support,
- performance optimization,
- high-traffic campaign support,
- one-off custom web applications.

In order to execute projects smoothly and deliver amazing experiences in a rapidly changing the environment you need a partner that you can rely on - a skilled and experienced team that will appreciate your difficult position and support you along the way.



Online app for  
the massive promo of  
The Conjuring 2



Critical performance  
optimization, AMP version,  
site reliability support



Custom CMS, allowing  
editors to create service  
subpages meeting complex  
visual expectations

### CREATIVE SUPPORT

Rich media banners,  
animations, online  
games

### CUSTOM SYSTEMS

Website factories /  
builders, e-commerce  
systems, mass-mailing,  
CRM systems

### CLOUD SOLUTIONS

System engineers &  
dev-ops specialists  
certified with AWS &  
Azure

## Creative support

### Frontend and full-stack developers, creative technologists

As a Creative Agency, your job is to be... creative., not tech-savvy. However, with today's advertising so dependent on technology our Agency partners find it very useful to work closely with our tech specialists to fuel the Creative process with new ideas and possibilities.

Our Creative Technologists work closely with PMs and Accounts at our partner Agencies to help them develop ideas that the Client's will love. We then often engage to build Proof of Concept projects, to help all parties better understand each other and further fuel the creative process. In the end - the production team takes over and builds the product.

During any assignment, we deliver dedicated communication tools so you are in direct contact with the whole team - instant messaging (group chat), direct phone numbers, emails and project management tools. Choose the one you like.

*„The experience Of working with them was extreme, in a truly positive way. They assembled a prototype extremely fast and it was extremely scary! It helped us work out the final shape of the project with the client, who modified the scope several times, based on legal and PR recommendations.*

*They also took away the pain during the project's launch by taking over the communication with Client's IT support, which was based in India."*

#### **Jason Sawtelle,**

Creative Director, Brigade Marketing

*„Within 3 weeks of receiving the brief Codewave assembled a team and began development. 4 weeks later the project was ready to launch, but we encountered some issues with Client's internal IT and had to work around that.*

*Codewave's tech lead was happy to join during several calls and work out the technical details with the Client's tech representative - we really appreciated it and it made the go-live part a lot less complicated."*

#### **Miranda Ossolinski,**

Producer, Tribal Worldwide

## CREATIVE SUPPORT

Creative technologists to support and fuel the creative process.  
Frontend and backend developers to effectively build the product.  
Close contact and collaboration to streamline the communication.

Talk to us at [hello@codewave.eu](mailto:hello@codewave.eu) or +1 (631) 909 5771

## Custom systems

### Complete teams

For some clients and projects - one size fits all does not work. Adapting generally available tools like Sitecore, Wordpress or Magento will often make things a lot more complicated than it seems and forces the Client to adapt their needs and processes to the tool at hand.

We believe, and so do our partnering Agencies, that taking a bottom-up approach works best and instead of modifying existing, bloated solutions - we use prefabricated components and assemble them into systems tailored to the Client's needs.

A recent example of that approach was the Content Management Solution built for California's Public Utility Commission and their EnergyUpgradeCa.org project. We delivered a complete system within 8 weeks of inking the deal and then kept working with DDB&Tribal to deliver new parts of the website. The project was a great success and got a Webby nomination.

*„With SiteCore hourly rates starting north at \$125 and knowing that a lot would have to be custom built - we felt very comfortable with CodeWave's offer. They used their in-house CMS solution and adapted it to exactly fit our process. It was a lot more effective and, in the end, cheaper.’*

**Marc Beharry,**

Sr. SEO Strategist, Tribal Worldwide

*„The way Codewave approached our idea of the webpage creator allowed us to feel confident about the outcomes of the project. The end product, while matching all our needs, allows our customers to make their first steps in the digital world with ease. “*

**Lukasz Zur,**

Product Manager, Nazwa.pl

## CUSTOM SYSTEMS

We offer professional support in:

- business requirement analysis
- CRM systems
- e-mail marketing solutions
- Content Management Systems

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## Cloud platform support

### System engineers & Dev-Ops

We all know that great feeling, when the project has been completed, passed QA and Client approval and is ready to go live. Most of us also know that not-so-great feeling, when after the handoff we get an e-mail from the Client saying „our IT installed the application and it does not work“. It's the PM's nightmare come true. Now begins the endless chain of emails between Client's IT, Client, PM and PM's development team. It helps a great deal if the team has experience with the platform where the application will be hosted.

According to recent Cloud Security Alliance (CSA) report, Amazon's AWS and Microsoft's Azure platforms cover over 70% of the market (41.5% and 29.4% respectively).

**To solve issues like these - CodeWave hires experienced engineers and cloud architects, certified with AWS, Azure, Kubernetes.**

We're always willing to help with the integration phase, in case a different team is used for that - we happily discuss any issues with them or even work around their limitations.

## CLOUD SOLUTIONS

We create scalable and resilient application architectures based on AWS or Azure cloud solutions.

We offer maintenance and support contracts for deployed applications.

We audit and optimize existing AWS solutions in order to keep them operating smoothly and cost-effectively.

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*Leo Burnett*

