twoCX

By Pixelon Studios Limited

Company Profile

Contents

twoCX

Company and Services

TwoCX (formerly Pixelon Studios Limited) is an all-remote company with a global footprint. We help clients in integrating strategy, technology, and design to build digital-enabled brands and creating practical tools for growth of their business.

Since TwoCX's inception in 2019, we have helped startups, public sector and private sector clients, and non-profits accross many industries; helping them in digital enablement and enabling their growth — increasing productivity, sales, visibility, conversion rates, and more.

We focus on making it easier for our clients to get technology services that aligns and integrate with business strategies and processes.

Mission Statement
We are on a mission to enable organizations grow digitally.

Our Values
We value transparency, affordability, collaboration, and partnerships with a relationship-driven attitude — we love helping everyone.

Local Presence
Our founding team members are based in Australia and Pakistan. With a technical team based in Pakistan, we have local representation in more than three cities across the world.

Our Process
We have a unique process for identifying your problems, and finding affordable solutions; all in transparency, and focus on your business. We use modern collaboration and project management tools, such as Microsoft Teams, and Figma, that makes it easy for our clients to collaborate and share ideas.
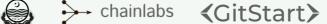
Our Technology Partners

Our Offering

— *Strategy*

— Brand Strategy
— Brand Identity
— Digital Transformation
— Cloud Enablement
— Customer Experience

— *Technology*

— Mobile & Web Applications
— Websites
— Custom Software
— Integrations
— CRM Implementation

— *Design*

— Graphic Design
— Brand Applications
— Marketing Collateral
— UI/UX Design

Featured Services

— *Brand Strategy*

A brand is not just about its logo. It's a complete set of definitions; the mission, vision, values, positioning, USP, messaging, and more. We help our clients in building a holistic Brand Strategy that will help them define your existence and goals and connect with your customer with better understanding.

— *Digital Transformation*

In the modern world, a business and its processes have to be compatible with modern digital tools and presence. We help our clients in building strategies that help your business grow in the digital realms and make it digital-ready. We can consult your business in building a Digital Transformation strategy; making it easy for your team to be more productive, and efficient, and making your business processes and its infrastructure cost-effective and scalable.

— *Mobile & Web Applications*

Building a modern business requires modern tools that boost team productivity, and enable businesses to easily connect with their customers, and those tools must be delivered up-to-date, over the air. We help our clients in building, modernizing, and supporting web and mobile applications and their infrastructure. We use modern CI/CD, integrated with modern cloud infrastructure — enabling quick delivery of modern scalable tools.

Outstaffing

Unlike traditional outsourcing, we provide outstaffing services to our clients. We provide managed engineers, coders, designers and project managers. We enable our clients to scale their teams; the outstaffed team work directly under the client's management, without any long-term commitments or a worry of hectic hiring processes.

Clients

Helping Napco National in their *digital transformation*

نابكو الوطنية
napco national

LOCATION   **MIDDLE EAST**   **SIZE**   **5000+**

INDSUTRY   **MANUFACTURING**

TwoCX has supported Napco National in their comprehensive digital transformation journey. Our collaboration has successfully delivered a suite of projects aimed at enhancing operational efficiencies and aligning business processes with digital advancements.

A key initiative was the implementation of a sophisticated fleet management system, including a mobile application, designed to optimize the tracking and coordination of their logistics operations. This technological solution provides real-time visibility into vehicle movements, contributing to improved logistics management and customer service.

In addition, our efforts have included the enhancement of their order management, delivery and invoicing, streamlining the ordering process and expediting the billing cycle, thereby fortifying the financial aspect of their business. Of particular note is our development of a robust internal software system focused on Audits and Compliance. This system is tailored to ensure adherence to rigorous standards, such as ISO certifications and environmental guidelines, thereby reinforcing Napco National's commitment to quality and sustainability.

For these projects, a selection of advanced technologies was employed, predominantly utilizing Microsoft Azure as the cloud service platform, along with .NET Core and VueJS for application development, ensuring a modern, scalable solution.

Furthermore, we have crafted a B2B e-commerce solution, Woosooq, leveraging Oracle's Commerce Cloud technology, designed to enhance Napco National's commercial engagements by providing a seamless, user-friendly digital interface for business clients.

These initiatives collectively highlight TwoCX's dedication to enabling and sustaining Napco National's digital growth trajectory, ensuring they remain at the forefront of digital innovation within their industry.

Ghassan Chahine
Digital Transformation Lead at Napco National

TwoCX has been instrumental in supporting us in multiple projects, consistently showcasing their exceptional capabilities and expertise.

Supporting a startup from idea to being acquired by Lunar Rails

chainlabs

LOCATION **FRANCE/SINGAPORE** **INDSUTRY** **WEB3**

Chainlabs, a pioneering player in the realm of web3 analytics, specializes in identifying illegal crypto transactions, addressing issues such as money laundering and terrorism. Their commitment to cutting-edge solutions has positioned them as a key player in the blockchain analytics landscape.

Chainlabs focuses on providing advanced web3 analytics services. Their core mission involves assisting companies in identifying and combatting illegal wallet transactions, contributing to the broader efforts in ensuring financial security and compliance.

TwoCX played a pivotal role in transforming Chainlabs' digital presence and brand identity. We provided comprehensive support, including website development, branding, and marketing collateral. Our ongoing commitment and adaptability to their evolving needs contributed to Chainlabs' growth and success. The collaboration culminated in the acquisition of Chainlabs by Lunar Rails, underscoring the impactful outcome of our strategic support and the recognition of Chainlabs' position as a leader in the industry.

Basile Verhulst
Founder Chainlabs and GSC Technologies

I extend my sincere gratitude to TwoCX for their exceptional support throughout the entirety of our startup journey, culminating in the successful acquisition of Chainlab by Lunar Rails. Their unwavering commitment and guidance from the inception have been instrumental in our achievements.

Enabling an Australian entrepreneur in realizing his idea for an app

ziyara

LOCATION   **AUSTRALIA**

Recently, TwoCX engaged with an Australian entrepreneur who envisioned an innovative application that redefines the traditional contact book concept. Our collaboration has resulted in the creation of a cross-platform application that simplifies the management of personal and professional connections for users.

We are committed to the continuous enhancement of the application, aligning our developments with the evolving ideas of our client. New features are regularly integrated into the app, ensuring that it remains not only relevant but also a leader in its market.

The application is designed to be a game-changer in the way users organize and grow their businesses with minimal effort. It invites users to stay organized and connected, streamlining the management of existing clientele and business operations.

With this application, users can create organized folders for contacts, manage access levels, and easily distribute information to the appropriate members or authorized personnel within their business. Moreover, the app affords the functionality to take notes related to activities, set reminders, and easily share with teams, ensuring critical information is readily accessible and workflows are streamlined.

A new version of the application is in development with more features.

Samir Malik
Founder Ziyara and Burd Marketing Pty Ltd

Team at TwoCX is always open to communication, rapidly serving us with solutions to all our problems. The team also helped us in envisioning the future business plan and strategy.

Automating one of Australia's top human services provider's manual business processes

ALLAMBI CARE

LOCATION   **AUSTRALIA**   **SIZE**   **200+**

INDSUTRY   **HUMAN SERVICES**

Allambi Care is a multi-disciplined and recognised leader in the human services field working across Newcastle, the Hunter, the NSW Central Coast and Victoria, committed to supporting community's most vulnerable people through tailored services and programs.

Allambi Care supported community in partnership with National Disability Insurance Scheme (NDIS). Working with NDIS, Allambi Care faced hectic manual processes, such as updating pricing, calculating costs, syncing data accross platforms and more. Allambi Care approached us to automate the system and integrate with NDIS' API.

Solution
We designed and delivered a complex system that helped digitalizing Allambi Care in providing support in Core, Capital, and Capacity Building categories and also included:
Price Uploader; Automated the price fetching process, and enabled automated syncing of data with NDIS servers.
Plan Management; Enabled Allambi Care to manage plans with automated pricing calculations.
Client Records & Support; Enabled Allambi Care to store, and process data for providing support to its clients.
Rostering & Scheduling; Eliminated guesswork and provided Allambi Care with advanced rostering and scheduling, to serve its clients efficiently.

Impact
Our solution significantly decreased the manual work and eliminated data processing time, price updation, and digitalized many processes. It resulted it in increased productivity, automated client onboarding, and more.

Technologies Used
The solution was developed from scratch using:

- .NET and Angular
- Azure API Management
- Azure Functions
- Azure App Services
- Azure AD
- CI/CD

Helping a non-profit in building an *donation management system*

SADAQA WELFARE FUND

LOCATION   **AUSTRALIA**   **INDSUTRY**   **NON-PROFIT**

Sadaqa Welfare Fund is a Islamic relief organisation working all year round from Sydney, Melbourne and Perth, hand delivering aid to Muslims around the world.

Sadaqa Welfare Fund used legacy tools to manage their donations. Their old processes included extensive manual work. Sadaqa Welfare fund reached out to us for modernizing and digitalizing their donation management,

Solution
We helped Sadaqa Welfare Fund in development of an automated donation management system using Dynamics 365 that included management and authentication of donors, creating and managing fundraiser campaigns, administrative management and detailed reporting, integration with payment processors, data migration, and a fully integrated Content Management System.

Impact
We enabled Sadaqa Welfare Fund in digitally transforming their legacy toolset and business processes. Our solution resulted in increase of donations, enabled team to receive recurring donations, and easily build content and manage fundraisers. A complex reporting module was developed for the team to use the insights for better decision making.

Technologies Used
Extending Dynamics 365, we developed custom features and integrated the system for automated donation management which included:
- Dynamics 365
- Developed and integrated headless WordPress CMS;
- Stripe and PayPal as payment processors;
- Integrated with Azure Active Directory for easier and secure identity management;
- Used Azure Functions and Azure Bus for Cloud Native, scalable and serverless deployment;
- Used Azure API Management for APIs

Fahad Hameed
CEO Pro Web Pty Ltd

TwoCX and ProWeb has been collaborating since 2020. We are outsourcing most of our software development to TwoCX. We feel like we are one team.

Boosting *productivity* of a medical equipment manufacturing company

Corin
Connected Orthopaedic Insight

LOCATION **AUSTRALIA** **INDSUTRY** **HEALTHCARE**

Corin is revolutionizing orthopaedics by gaining, understanding, and sharing insight at every stage of the arthroplasty experience.

Corin Group contacted us for development, modernization and integration of their custom software for administrative tasks, a portal for their surgeons and patients.

Solution
We developed custom portals for both internal administrative tasks and client management using modern web technologies.

Impact
Our custom solution enabled their team to boost their productivity, and deliver better customer experience. We modernized Corin Group's technology infrastructure with scalability and affordability in mind. Corin Group achieved more than thirty percent increase productivity, and achieved more cost-efficiency in maintenance of their infrastructure.

Technologies Used
We carefully considered the architecture and design of the software:

- Developed (.NET and React) and deployed administration portal, and a portal for surgeons and patients using Azure App Services;
- Integrated with Azure Active Directory (B2C) for easier and secure identity management;
- Used Azure Functions and Azure Bus for Cloud Native, scalable and serverless deployment;
- Helped their in-house team in DevOps Enablement — enabling their team to use modern CI/CD and Version Control practices, and implemented a CI/CD pipeline for quicker and easier deployments;
- Integrated other third-party tools to achieve more productivity;
- Developed APIs for using Azure API Management

twoCX

Thank you.

Ready to discuss a project?

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