



Professional services at better cost, quality & speed

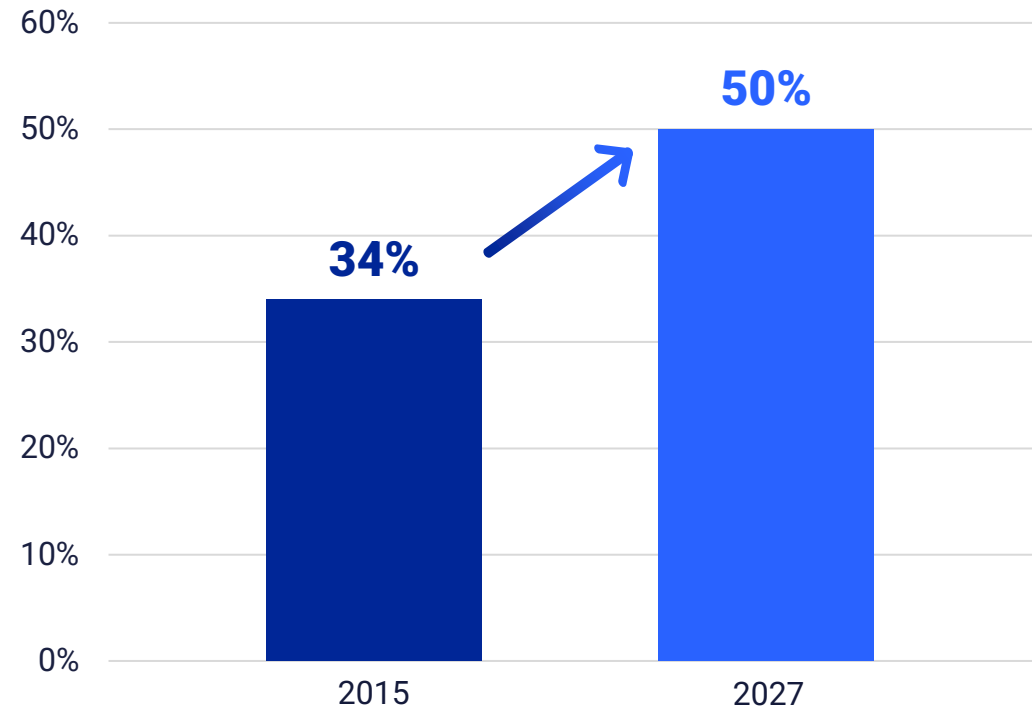
Realizing enterprise-level projects
with human cloud teams



It's time enterprises take full advantage of the human cloud.

Best experts increasingly choose to work independently.

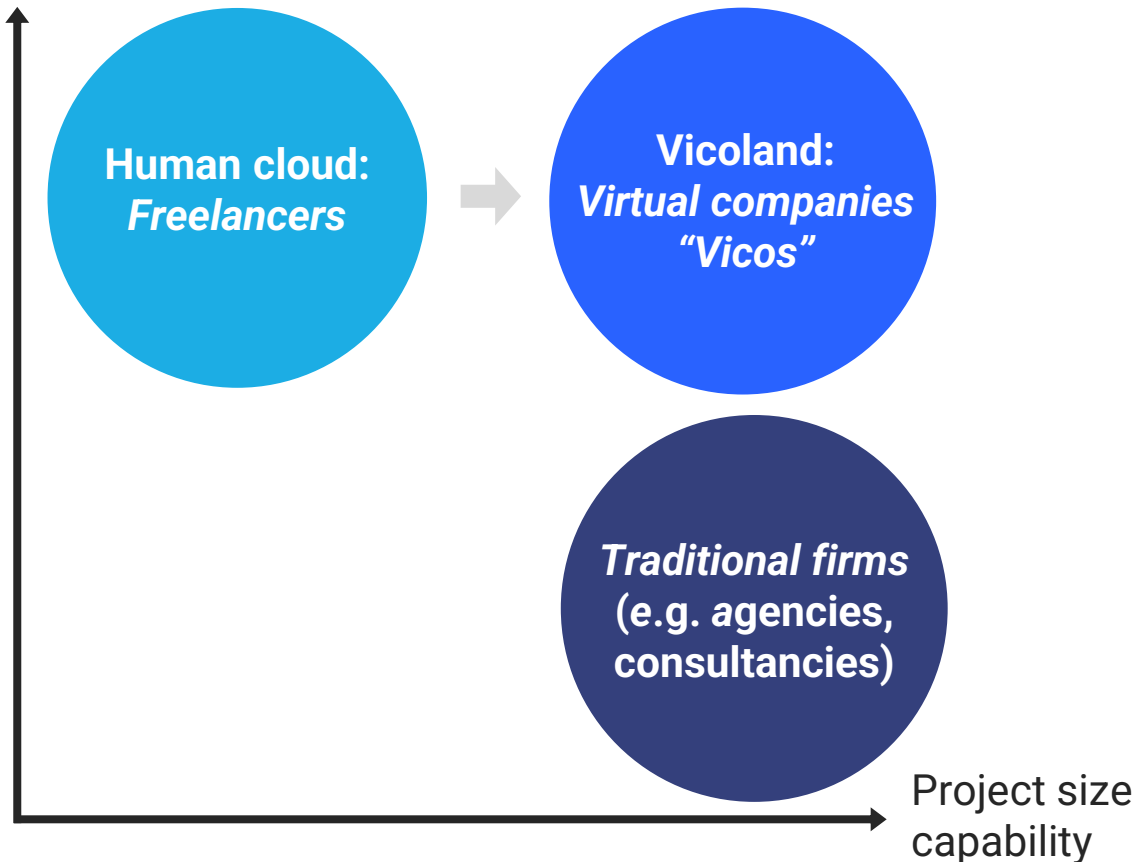
% of freelance workers of total US workforce



Source: <https://www.morganstanley.com/ideas/freelance-economy>; <https://www.inc.com/tess-townsend/freelancing-in-america-2015-survey.html>

Vicoland: getting enterprises the best from the human cloud

Cost efficiency
& agility



Vicoland combines the advantages of formerly disjunct sourcing options:

01

The cost efficiency, staffing flexibility and speed of *freelancers*

02

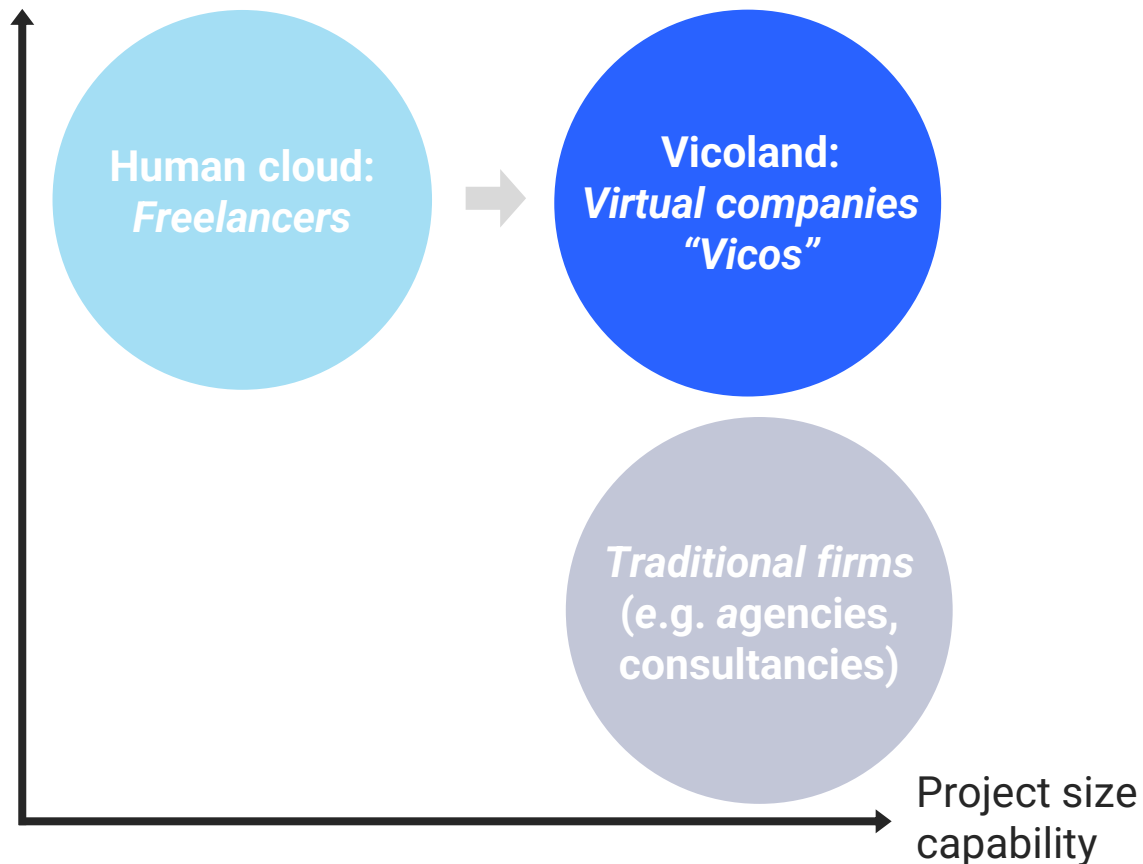
The central team, contracting and execution capabilities of *traditional firms*

Through Vicoland's unique innovation: ***Virtual Companies*** aka ***"Vicos"***.

*% of all projects outsourced by a company

Vicos: a unique breed of enterprise level service suppliers

Cost efficiency
& agility



Vicos are digitally enabled to be...

- **Teams of experts, experienced** in working **together**
- Scalable, mainly **peer-to-peer recruited & vetted**
- As easy to **contract and manage** as a traditional firm
- On average **30% less costly**, due to no overhead cost
- **Flexible** in **staffing the best experts** for projects
- **Fast**: Needing on average 70% less time from RFP to offer and 20% less on execution than traditional firms
- **Compliant**, reducing worker misclassification risk

**% of all projects outsourced by a company*

Vicoland offers you access to a marketplace of 200+ Vicos

01

Get access to **expert teams** with the specific experience you need for your project

02

Benefit from a **concierge service** handpicking the right Vico for your project

03

See Vico **references and ratings**

powered by
VICOLAND

Design and Production



Digital Astronauts



UX/UI Designer



Project Manager



Full Stack Developer



Graphic Designer

powered by
VICOLAND

Digital Marketing



nutz



E-learning Specialist



Content Writer and Marketing Specialist



Marketing Consultant



Translator



Online Marketing Specialist



Texter

powered by
VICOLAND

Software Development



HS High Stake



Software Developer, Troubleshooter



Project Manager



Full stack developer, DevOps



Full-stack web developer



Back-end Developer



Software Tester

powered by
VICOLAND

Concept & Consulting



Webdesigner, HTML Developer



Creative Consultant



Web Developer



Project Manager



Additional Specialists

Native SOW functions enable transparency in contracting & working with a Vico

01

Edit share

You're about to edit share in:
Module 1: Pre-project and task definition
Position 1: MVP Definition

Title
Definition of business requirements

* Required

Assignee
Carl Day
Software Developer

Fee
7,500
* Required

Description
1. product administration (prices etc.) 2. customer administration 3. payment process 4. customer con...

Cancel Save

02

03

01

Vicos assemble project teams, structure projects, and assign tasks to submit **one coherent offer** to the client

02

Team members can **self-define their work**, protecting clients against **worker misclassification** risk

03

Project **progress can be tracked**, and all relevant information is automatically generated and centrally stored (e.g. offers, contracts, invoices)

Get just one invoice for your project – Vicoland automatically pays Vico members

Financial page

Payment overview

You can find below the payment details for the accepted project(s) and/or position(s). Please note that the information on this page does not cover incomplete projects. You can visit the [dashboard](#) to follow up on your ongoing project(s).

Project: Samsung: Umbraco Website Development
Payment status: All

My personal payment (6)	Vico member's payment (21)	Project payment (6)	Vicoland fee (6)			
Title	Assignee	Gross amount	Payment pending since / paid on	Payment status		
Samsung: Umbraco Website Development - Payment April	Kyrylo Osadchuk	3,540.00 €	17/May/2021	Payment pending	▼	
Samsung: Umbraco Website Development - Payment April	Andrey Mir	8,169.35 €	17/May/2021	Payment pending	▼	
Samsung: Umbraco Website Development - Payment April	Srdjan Jovicic	997.50 €	17/May/2021	Payment pending	▼	
Samsung: Umbraco Website Development - Payment February	Karic Senad	1,120.00 €	20/Apr/2021	Paid	▼	
Samsung: Umbraco Website Development - Payment February	Srdjan Jovicic	980.00 €	20/Apr/2021	Paid	▼	
Samsung: Umbraco Website Development - Payment February	Kyrylo Osadchuk	4,545.00 €	20/Apr/2021	Paid	▼	
Samsung: Umbraco Website Development - Payment February	Andrey Mir	8,758.40 €	20/Apr/2021	Paid	▼	
Samsung: Umbraco Website Development - Payment for December	Srdjan Jovicic	2,800.00 €	26/Jan/2021	Paid	▼	

1 – 8 of 21

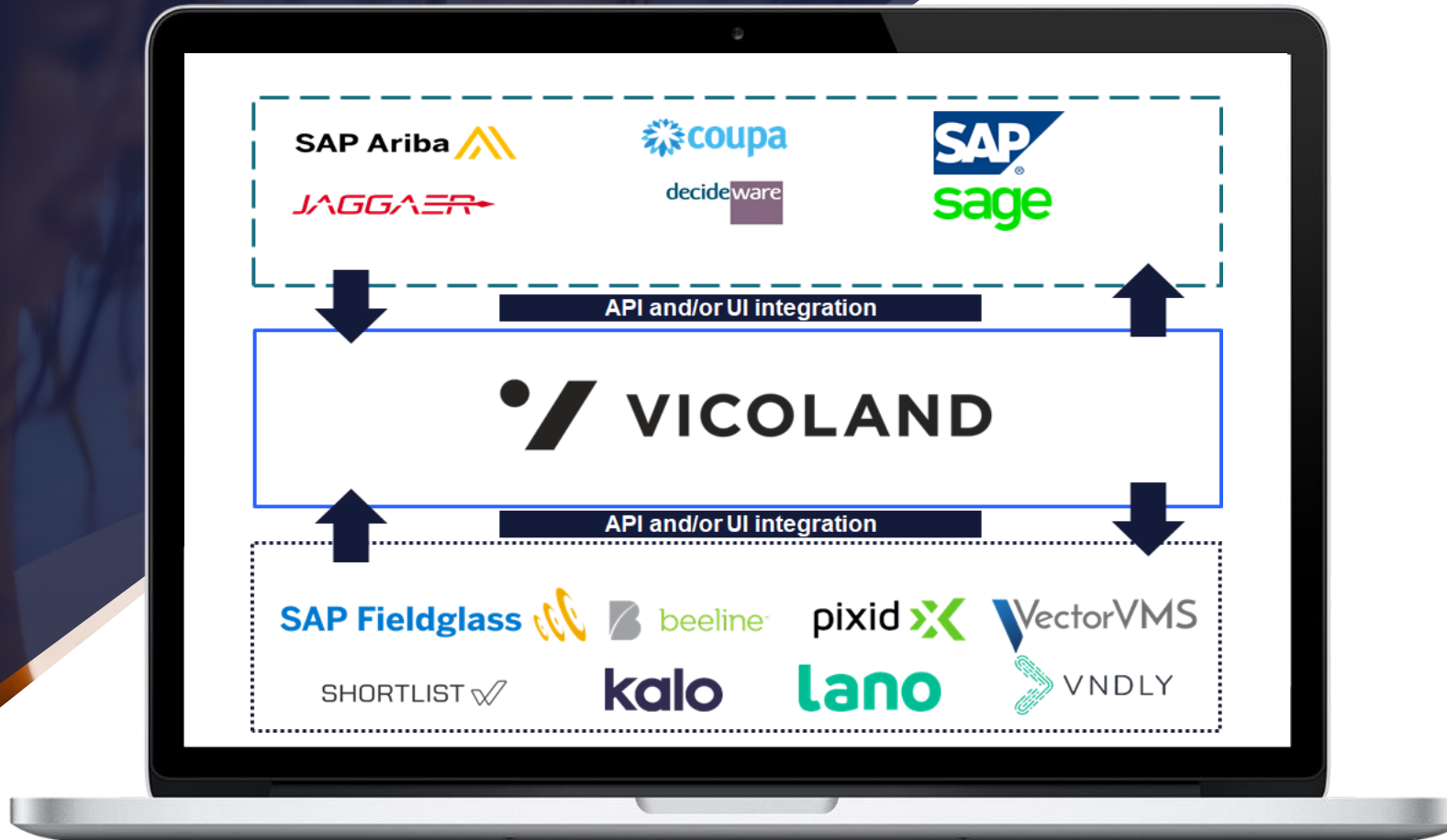
01

Payments are handled via a **smart account** that automatically distributes the money to all project participants

02

Always paying to the **same bank account** enables you to **list Vicoland as one vendor** while working with multiple Vicos

Option to integrate Vicoland into your existing sourcing infrastructure



01

Request quotations and manage projects through your VMS

02

Benefit from **API-based architecture** to customize integration for your specific needs

Our Vico's service portfolio

Concept & Consulting

- ✓ Field & Market Research
- ✓ Service Design
- ✓ Strategic Consulting
- ✓ MVP Development
- ✓ Content Consulting & Strategy
- ✓ DSGVO & GDPR Consulting
- ✓ SAP Business partner, CVI, Migration to Hana

Design & Production

- ✓ UX/UI Visual Design
- ✓ Social Media Design
- ✓ Illustrations
- ✓ Video production
- ✓ 3D Design & Animations
- ✓ Marketing Collateral: Flyers & Banners
- ✓ Brand identity & Logo Design

Software Development

- ✓ Front-end (HTML, JavaScript, CSS, React, Angular, etc.)
- ✓ Back-end (Python, Java, etc.)
- ✓ CMS (Drupal, WordPress, etc.)
- ✓ E-commerce (Shopware, Shopify, etc.)
- ✓ Mobile (iOS, Android)
- ✓ Automated Q&A & Testing

Cloud Services

- ✓ AWS (certified AWS Architects)
- ✓ Google Cloud Platform
- ✓ Azure
- ✓ IBM Cloud
- ✓ Kubernetes & Jenkins Applications
- ✓ DevOps & full-stack development

Content & Writing

- ✓ Copywriting
- ✓ Content Writing & Strategy
- ✓ Website Content Development
- ✓ Articles & Blogs
- ✓ Press Releases
- ✓ Social Media Copy
- ✓ Legal Technical/Specifications

Data & Analytics

- ✓ Data science & advanced analytics
- ✓ Data engineering & architecture
- ✓ Reporting & visualization
- ✓ Machine learning/ predictive analytics
- ✓ Consumer & market intelligence
- ✓ Data consulting/strategy

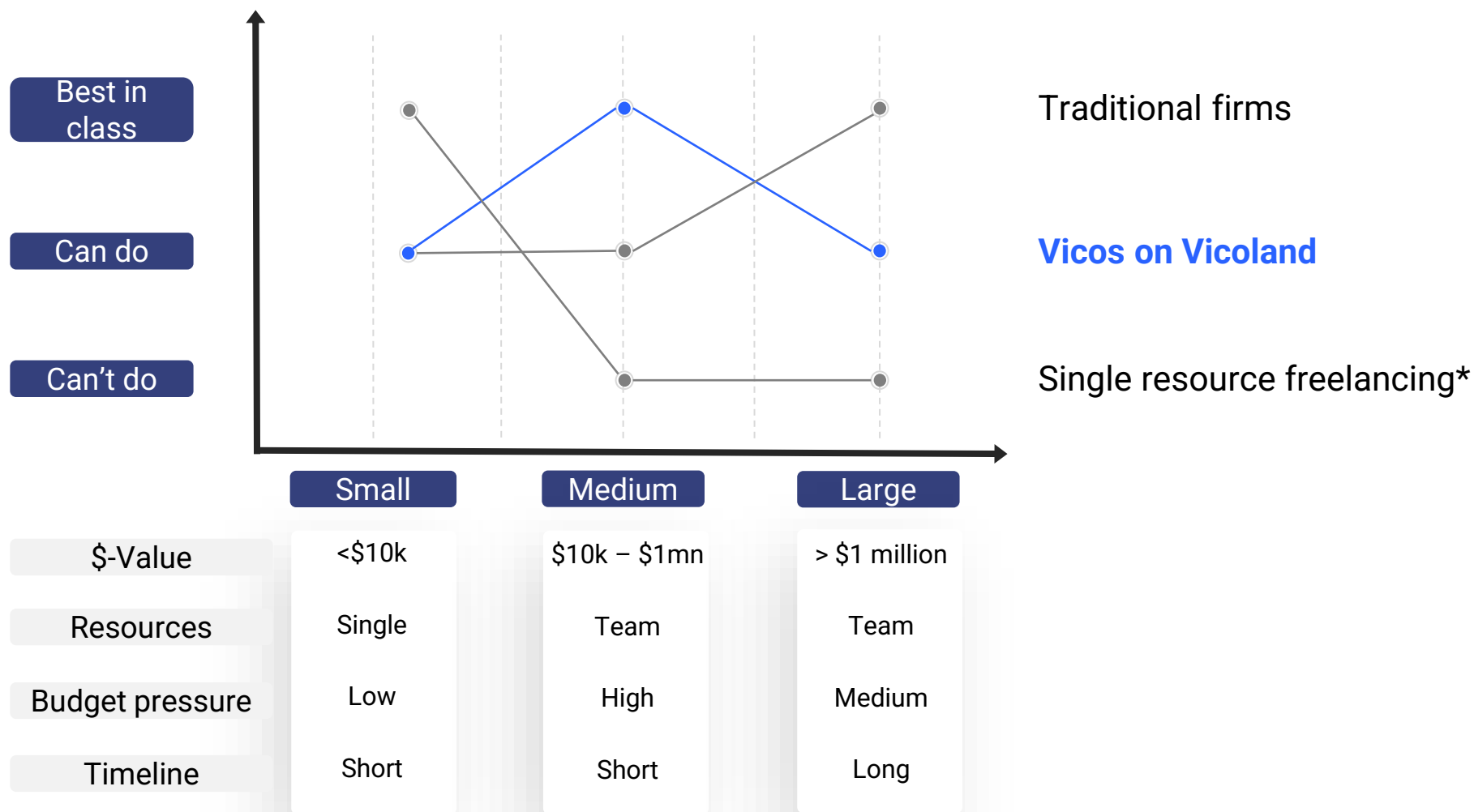
Digital Marketing

- ✓ SEO/SEA
- ✓ Social Media & Referral
- ✓ Video Marketing
- ✓ Adobe Advertisement Cloud
- ✓ Affiliate & Influencer Marketing
- ✓ Web Analytics
- ✓ Public Relations

Other...

- ✓ Bank Trading Systems (murex, Front Arena)
- ✓ IoT Applications

The Vicoland sweet spot: mid-sized enterprise level projects



**Approximately 1,500 specialized and general freelancing marketplaces like Upwork, Fiverr, Freelancer.com etc.]*

Case studies

Vicos do projects for
clients such as:

Tupperware®

SAMSUNG



NETFLIX



Tupperware needed to quickly add an external marketing team to meet the ambitious deadline

Client

Tupperware®

11,000 +
Employees

Consumer
Products



"Vicoland handpicked an expert digital marketing team for us, which started immediately saving us time, money & effort compared to agency offers"

Dominic Stenzel

Director Digital Commerce EMEA
Tupperware

Challenge

- Find the right team to support the launch of their e-commerce shop in several EU countries
- **Timeline was very tight** which is why traditional agencies were not an option and **team needed to start immediately at 100%**

Solution

- Vicoland **proposed a Vico within 4 days** including local marketing experts for FR with e-commerce industry experience
- Tupperware **listed Vicoland as a supplier** enabling the company to work with multiple Vicos while reducing administrative effort
- **Scope** is aligned month after month and **flexibly adjusted to the current needs**

Result / KPI

Onboarded expert team
with local & industry
knowledge **within 10 days**

Flexible adjustments of scope based on real-time demand

~30% cost savings
compared to potential other
agency offers

Colliers quickly exploited a new market opportunity with an agile design & development Vico

Client	Challenge	Result / KPI
 15,000 + Employees Real estate  <i>"Vicoland immediately found us a team which also was available for maintenance projects, at better cost than our incumbent agencies"</i> Franziska Graeser Business Analyst Colliers	- Colliers wanted to quickly exploit a new market opportunity with a new web application Offers from digital roster agencies were too expensive and did not meet the timeline requirements Solution - A Vicoland client partner identified two Vicos with creative and technological know-how - Colliers requested an offer from both Vicos and then chose one to go with - Vico planned milestones with Colliers ensuring quality and deadlines 6 months after hand-over Vico executed design change requests for web application	70% faster delivery than expected agency offer 3 days from RFP to offer Vico still available for maintenance after delivery

Ad-hoc support for BD to unexpected tracking problem, eliminating long agency lead times

Client



65,000 +
Employees

Medical
Technology



"We needed ad-hoc support and could not afford to wait & compare different agency offers. With Vicoland we do not have to sacrifice quality for speed."

Rebecca Theisen

Department Manager Marketing Communications
Becton Dickinson

Challenge

- The relaunch of the new website **suddenly broke the tracking infrastructure** (Google Analytics) of BD
- With incoming traffic and no option for analytics, BD Rowa **needed immediate support from an expert team** with relevant experience

Solution

- Vicoland handpicked **one Vico within 2 days** having setup already +15 tracking environments for Fortune 1000 companies
- **After one call** Vico was able to **draft an offer** within one day due to its similar projects from the past
- Vico consisted of **3 members** enabling expertise in parameter setup & dashboard creation
- BD **continued projects** with **2 different Vicos** afterwards to push SEO and SEA strategies

Result / KPI

Vico proposal within
2 days

Offer received within **1 day**
after first call

2 follow on digital marketing
projects with **2 different**
Vicos

Interested? Contact us.



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