Xenoss

15 Years of building software for marketing, advertising, and media

NYC // London // Kyiv // Kharkiv

Winner, Digital Transformation

2020 Programmatic Power Players

ad exchanger

About Xenoss MarTech Development Center

Xenoss MarTech Development Center is a standalone business unit, dedicated exclusively to developing complex software solutions for the MarTech, AdTech and Media industries.

Over the course of 15 years, we've delivered dozens of complex MarTech products – rapidly and on the first try, helping clients avoid typical domain-specific tech mistakes.

15+

Over 15 years developing MarTech solutions

50+

Delivering over 50 market-ready MarTech & AdTech solutions

40%

Saving up to 40% of client costs with proprietary MarTech software components

- **World's pioneer in mobile DSP systems**
- **Recognized as a Top AdTech service provider by AdExchanger, alongside Verizon Media, Roku, Criteo**

- **Senior MarTech-specialized engineers**
- **Access to special MarTech Launch Teams ready to jump-start your project next week**

- **Our AdTech solutions are used by Nestle, Adidas, Uber, Samsung**

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Developing solutions for...

MarTech software vendors	AdTech software vendors	Media software vendors
Publishers	Media agencies	Startups

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Trusted by leading companies

Ad-Lib.io	Sizmek	viewster	OpenX
PULSEPOINT	vi video intelligence	Telefónica	venatus
DATASEAT	INTERCOM	POWERLINKS	ogury
PLARIUM	adstream	ironSource	blis

Work with Xenoss MarTech Development Center to meet your tech needs

Develop turnkey MarTech/AdTech software

Build MarTech/AdTech products from scratch with our help, to ensure their scalability, load tolerance, and supportability.

Augment your existing development team

Extend your department with our senior-level engineering teams. We seamlessly embed them into your processes and ensure solution delivery.

Build engineering organization

If you don't have the tech organization established yet, we build an efficient product delivery machine for you. Instead of depending on specific super-heroes, you will have a clear management interface that ensures reliable and predictable product evolution.

MarTech/AdTech consulting

Let us help you avoid typical technical and product mistakes. We've seen dozens of MarTech failures and learnt to help companies overcome them. We're happy to share our knowledge and facilitate your team.

Optimize infrastructure costs

Improve server software throughput, increase the number of QPS per time, decrease the cost of consumed cloud resources, or the generated traffic volume.

Software design consulting

If you have your own engineering team in place, we will help them avoid time- and money-wasting by assisting you in creation of a detailed solution design.

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Develop a custom solution from scratch or improve your existing product

MarTech solutions

- Marketing automation software
- Marketing analytics software
- Content marketing software
- Mobile, email and SMS marketing software
- Conversational marketing software

Tech domains

- Big data solutions for Martech
- AI and Machine Learning solutions for MarTech
- Data analytics solutions for MarTech
- Highly scalable MarTech solutions

AdTech solutions

- Solutions for publishers
- SSP and ad network software development
- DSP development
- MMP (mobile measurement platform) software
- Solutions for media agencies
- DOOH advertising platform development
- CTV & OTT software development
- Third-party platform integrations
- Fraud prevention and protection systems
- CDP development

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What you get

Proper MarTech software on the first try

Avoid chaotic fixes of faulty engineering decisions. Build software properly using Xenoss experience with dozens of MarTech products.

Free ready-to-use components

Find the sweet spot between endless from-scratch development and costly white-label solutions. We develop your solution based on our ready-to-use building blocks, saving your time and money.

Best possible app performance

Strike the balance between QPS and infrastructure cost. We aid you to ensure smooth and cheap evolutionary product development rather than expensive and stress revolutionary alteration.

Fast complex integrations

Integrations are the most painful issue for the MarTech project. We help to address it. Request any complex integrations you need; we guarantee to do them fast and smoothly.

Communication in MarTech language

You don't need special tech people on your side for controlling or explaining any industry specifics to our team. Being 15 years on the market, our engineers speak professional domain language.

Immediate start

Having a specially allocated team on standby, we start the project immediately once you give us the green light.

Save your time and money

Get ready-to-use components for free

Only 40% of the code in your software project implements application-specific logic. The greater part of your code is a general basis, repeated in any MarTech/AdTech project.

Why waste money and time writing it from scratch?

We've created the Xenoss Framework, a library of typical components like bidders, auction engines, predictors, audience segmentation tools, dashboards, UI components, user management, authentication, logging, load balancing, etc. We use them to assemble the basis of solutions extremely fast.

Thus, you get an operable system solution within 1-2 months.

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Get the best possible solution performance

Ensure optimal balance between QPS and infrastructure cost

While businesses strive for growth, for MadTech software, it always means the sharp rise of the load in terms of QPS, drastic increase of data volume you deal with, increasing pressure of discrepancies, exponential infrastructure and traffic cost increase, etc. Generally, it becomes evident by that moment, that the system is not scalable by design, and there is no cheap way to develop it further to address emerging tech challenges. The only way forward is a full system redesign, so business gets stuck and loses the growth focus.

We help companies to design the product and tech in a scalable way from the beginning. We ensure smooth and cheap evolutionary development rather than expensive and stress revolutionary alteration.

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Integrate fast

Integrations are the most painful issue for the MarTech project. We help to address it.

- Fast and predictable integrations with major platforms
- RTB integration of any kind:
  - Fast integrations with traffic demand sources – DSPs, major buying platforms, ad exchanges.
  - Fast integrations with traffic supply sources – SSPs, ad networks, ad exchanges, big publishers.
- Integration with install trackers

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Speak business language

You don't need special tech people on your side for controlling or explaining any industry specifics to our team.

We're dealing with building software for the leaders of marketing and advertising for more than 10 years.

We know how the sector work. We speak domain language. We understand business. We know how to turn business needs into operable software.

So, you don't need to hire special tech employees to manage your dedicated team. We communicate with the business in business language.
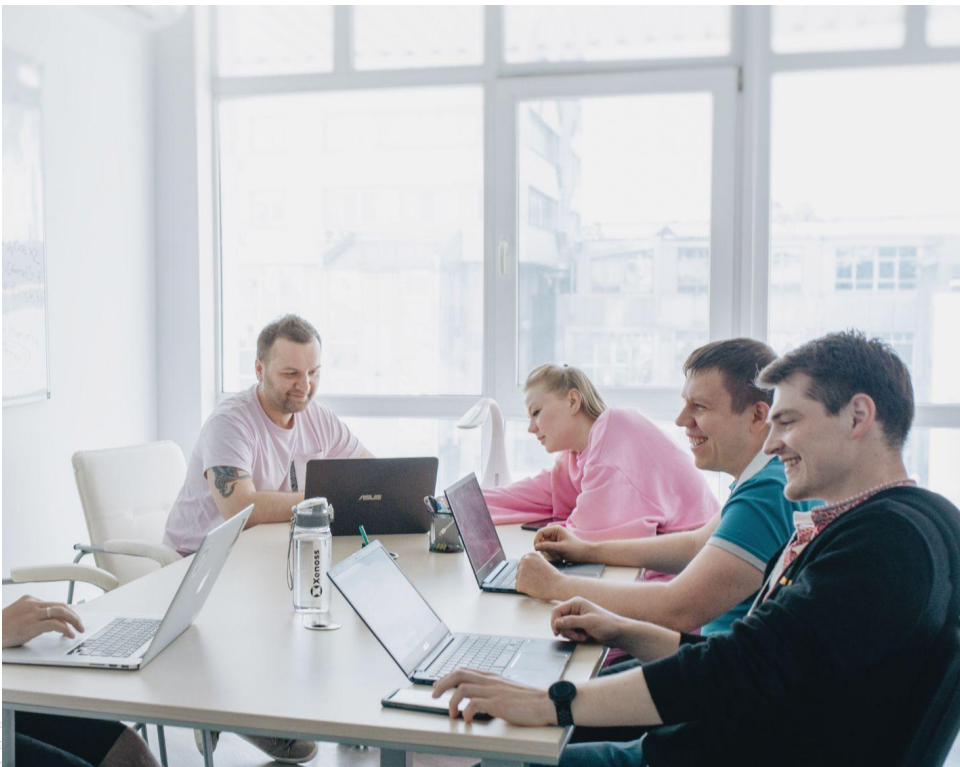
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Start immediately

Your team is start the project immediately once you give us the green light.

We always keep a specially reserved resource pool on standby. Thus, you don't need to wait for long-term team staffing.

We start working on the day when you give us the green light.

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When turn to us

You need more tech resources

You have an expert tech team, but you'd like to ramp it up fast.

You need to ship a side product

You have expert tech teams, but you need to ship a product that doesn't fall into the competence of your core team.

Something went wrong with the development process

Small changes require a lot of effort. It takes a long time to ship every new version, and when it is shipped, tons of unexpected bugs appear.

You need niche expertise

You want to avoid spending money and time on explaining your business context and domain specifics to a tech team, but rather dive right into the development once they come aboard.

Your tech costs start growing fast

Your sales increase, which leads to the ever growing pressure on your technology. Your Amazon bills and operational costs get higher, system failures occur more often, the development flow becomes slower.

You need just a few tips

You have a team, but you need some consulting on whether everything goes OK.

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A diverse tech stack

Meet any of your tech challenges with a single vendor

Data engineering/Highload

- Clickhouse
- Aerospike
- BigQuery
- Redshift
- Aurora
- MongoDB
- Redis
- Cassandra
- Druid
- PostgreSQL
- MySQL
- MariaDB
- Oracle
- MSSQL
- CouchDB
- Apache Hadoop
- Spark
- AWS Redshift
- AWS S3
- Azure BS

Data Science/ML

- TensorFlow
- OpenCV
- Scikit
- SciPy
- XGBoost
- VowPal Wabbit
- DeepLearningj4
- NTLK
- Python
- Go
- ELK Stack
- TICK Stack
- Prometheus Stack

Languages & Platforms

- Java
- Scala
- JavaScript
- Typescript
- Go
- C#
- Erlang
- Kotlin
- JVM
- .NET
- Node
- Android
- iOS

Cloud

- AWS
- Google Cloud
- Microsoft Azure

Track record

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Developing a gaming advertising platform with 1.4B monthly video impressions

Venatus is one of the leading global advertising technology platforms that focuses on gaming and entertainment. The platform is used by over 900 publishers including Rovio, EA, Rolling Stone, OP.GG, What Culture, and FUTBIN.

Venatus was looking to further develop their advertising platform, expand ad networks and overcome scalability issues.

Xenoss' approach to the development of the product ensured a smooth transformation of the legacy solution without any interruption to business operations. We built a complex architecture that set the foundation for Big Data processing and integration with a large number of partners with minimal infrastructure cost increase.

It took us **4 months** to deliver a fully market-ready solution. We expanded the platform's reach by implementing **14 new ad networks** and **improved system performance by 10x times**. As a result, Venatus was able to grow their business and onboard new publishers. The list increased from 200 publishers to 900.

venatus

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Building performance-oriented mobile DSP with innovative user behavior prediction mechanism

DATASEAT

Dataseat offers brands a demand-supply platform (DSP) to manage their high-performance mobile advertising campaigns.

Dataseat was looking to build a high load DSP to enable ad targeting at users who have demonstrated interest in specific game genres. From-scratch development wasn't a good fit for Dataseat because of time limitations.

As a solution, Xenoss designed a development plan that would entail simultaneous feature development. This way, we managed to ship the early versions very fast, so the business could swiftly start the course calibration. About 60% of the solution was built with the Xenoss Framework, a library of ready-to-use blocks, enabling fast construction of the solution. The MVP version was **delivered 14 weeks** after the project kickoff.

As a result, we **integrated** 4 major SSPs in just **3 months**, **scaled** the DSP t**o 400k QPS** handled by 8 c5.2x large servers. Optimally designed solution architecture ensured record low expenses per one QPS. The **monthly cost** for the whole system is now below **$20k.**

Building a video-on-demand platform with 1.1M monthly users for a leading content distributor in Europe

Video Intelligence has developed a platform that provides a global video-on-demand service and offers a wide range of ad-supported TV shows and movies.

The company faced two major business scaling challenges - the inability to expand their user base due to tech limitations and a high cost of infrastructure.

As a solution, Xenoss built in an internal ad management solution with modules for content consumption, behavior analytics, and user segmentation for advanced ad targeting. We implemented adaptive streaming that enabled us to analyze client connection speed to adapt the quality of video for each viewer individually.

Xenoss team moved the entire solution from Azure Cloud to AWS without any data loss. We also enabled a pain-free transition from the legacy system to a new one.

As a result, the optimization of the infrastructure allowed us to **lower** the costs for system maintenance **by 73%**. The solution **maintained** the high availability percentage of **99.4%.**

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What our clients say

"

The team's been very professional and responsive to our needs and was able to deliver the MVP under just several months. Later on, they've transformed it into a fully featured platform, which already proved highly scalable and able to manage high load. I've been truly happy with their work, high quality standards, and communication.

David Phillipson
CEO & Co-founder, Dataseat

"

We came to Xenoss with a demand-side platform that was costly and not scalable. Thanks to the team's experience, we've cut operational costs and now have a much more efficient platform for our clients. I've found the team to be very professional and diligent, ensuring that our expectations are met through every step of the development process. I'd gladly recommend Xenoss as a technology partner.

Ben Dzamba
VP of Product, Powerlinks

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What our clients say

> At some point of our business journey, we had a frustrating experience with our product, from barely managing its instability to fixing errors on the fly. Xenoss team helped us build a well-balanced tech organization and deliver the MVP within a very short timeline. It let us timely onboard huge clients such as Adidas, Tesco, Uber and keep up our growing pace. I'm glad we've been working with such highly-productive team. I particularly appreciate their ability to hire extremely fast and to generate great product ideas and improvements.

Oli Marlow Thomas
CEO & Founder, Ad-Lib

> Our business has grown since we started working with Xenoss by an enormous amount and much of that has to do with the software that they're developing. The most impressive aspect of our collaboration is that the Xenoss team keeps on solving challenges we put in front of them and these are challenges that anecdotally, other businesses have tried solving but are not successful.

Edward Lyon
Head of Product, Ad-Lib

About Xenoss

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Who we are

NYC-based software development house with R&D centers in Ukraine

Xenoss is a NYC-based software development house solving complex big data, AI and high-load problems. We develop the solutions from scratch for our clients, build development centers, or assist their tech team with improving existing solutions, building particular modules, and performing system optimization.

Our clients are leading SaaS companies, world-known enterprises, and aggressively growing startups. The software we've delivered is now the tech basis of multi-billion businesses and is being used by Nestlé, Adidas, Virgin, Uber, HSBC.

15+
years of building data-centric solutions

100%
of clients recommend us

99.4%
average solution uptime is 99.4%

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Leadership team

Dmitry Sverdlik
CEO
linkedin.com/in/sverdlik

Created several successful companies in MarTech and AdTech fields. Deep experience in software development, strategy, product management, mass communication, and marketing.

Vova Kyrychenko
CTO
linkedin.com/in/vovakyrychenko

Built distributed high-performance software solutions for AdTech, MarTech and media verticals for 14 years. Deep expertise in software architectures and development team management.

Alex Rahaman
Advisory Board Chairman
linkedin.com/in/alexrahaman

Executive and entrepreneur with a track record of scaling businesses and delivering shareholder value. CEO and Founder of StrikeAd, the first Mobile Demand Side Platform. Sold to Sizmek Inc (SZMK), a global open ad management company.

Tech team and locations

- Solution architects
- Software engineers
- Data scientists
- DevOps
- Data engineers
- UX/UI designers
- QA specialists
- BA specialists

NYC
London
Kyiv
Kharkiv
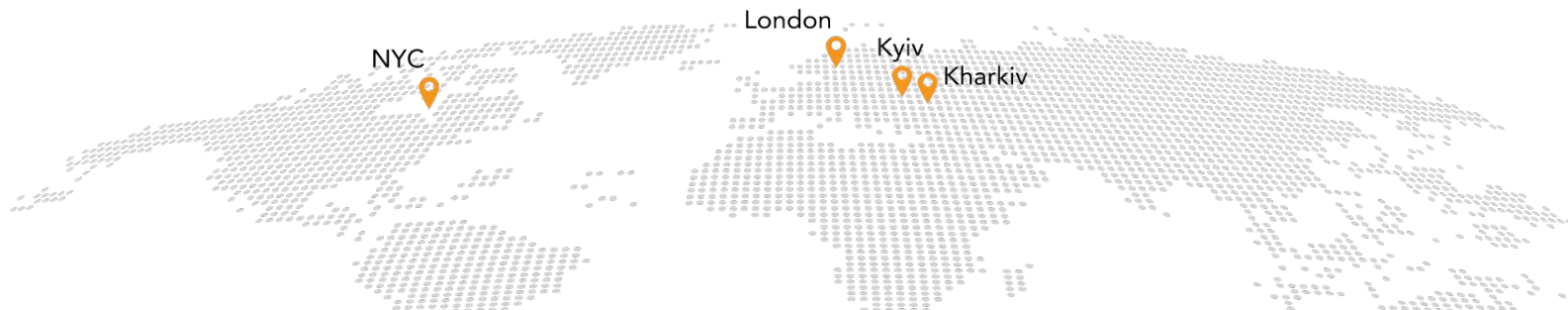
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Let's discuss your project

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