



2022

ABOUT SMILE



WHO AM I?

FABRICE DEWASMES

Chief Technology and
Innovation Officer

Past:

RT embedded
Java Architect & developer
Mobile native apps developer
Startupper

Now:

R&D
software editing (Elastic Suite)
Innovation
support office for SMILE projects



ElasticSuite.io
SEARCH & MERCHANDISING EXTENSION FOR MAGENTO
by SMILE



SMILE



IN A NUTSHELL

OPEN & DIGITAL

We are 1800+ digital creative and doers in 7+ countries. Since we were born, our approach is based on a deep understanding of your market specificities, your business and financial perspectives, and your expectations from now onwards to the next years.

Our open-source DNA is a huge guarantee of our value proposition. As fair-minded people, we do not want you to be trapped in a single or inappropriate solution: our recommendations always follow s your business objectives and organization.

We support you to take reliable decisions in technology that enhance your business, such as digital and e-commerce platforms, business applications, Data, embedded technologies & IoT, and Infrastructure management.

We are fun and innovative, but also pragmatic and result oriented. We believe that our contributions are tightly beneficial to your success because that's how our work makes sense.

We are SMILE, the European leader in Open Source digital services



1800
Experts



300+
Projects per year



30
years of experience



140 M€
Turnover in 2019



15
Agencies



4,2
Stars on online feedbacks

Smile Group

A strong acquisition strategy & a unique positioning in open digital...

Agile, open and committed, at Smile, we love being one step ahead to maintain our leadership as a major digital player. In recent years, several emblematic companies with strong expertise have therefore joined the Smile Group. Some have been fully integrated into our teams (eg **Adyax**, Drupal pure player with more than 200 people) and others continue to exist under their own brands. These are:



Alter Way is the N°2 pure open source player in France after Smile (October 2021). As part of this merger, Alter Way will retain its brand and **will now concentrate all of the group's infrastructure and DevOps activity** by absorbing the Smile team (just under 100 people) in charge of this area.

UX-Republic is the French expert in creating user-centric digital experiences. UX-Republic advises and supports its clients, from analyzing their situation to prototyping and testing functional and creative concepts (April 2021). **UX Republic focuses our expertise on the user experience.**

SensioLabs, creator of the Open-Source Symfony framework, has approached the Smile group in order to accelerate their respective developments while allowing their customers to benefit from synergies and broader support. **Sensio therefore brings the group's expertise to PHP and more specifically to the Symfony framework.**

Neopixl, a subsidiary of the Smile group, **is our expert studio in mobile digital.** They design for but also with our customers strategies and mobile digital solutions with a simple focus: satisfying the needs of users in their context and respecting the moment.



Latest acquisitions



Latest acquisition of the group, **Synotis** reinforces our footprint in Switzerland but also reinforces our expertise on data.

CreativeStyle is a leading company in providing professional services and turnkey solutions for the e-commerce market. CreativeStyle is our first acquisition in Germany and also has offices in Poland.





COMMITTED TO A RESPONSIBLE DIGITAL WORLD

WE SHARE THE SAME DNA

Well known actor of Open Source for the past 30 years and probably the biggest Open Source specialist in Europe, we are onboarded and committed to the Planet Tech Care initiative along with many other actors.

Our 4 pillars drive our growth in a responsible way that we are proud of.

We know we share the same DNA and we are proud to be able to help you on your digital Journey



OPEN SOURCE

Provide and grow Open Source software along side the community and help creating an open source modules, tools and projects.



ACCESSIBLE

Include everyone including disabled people, handicap of all kind and adapt to our visitors with simple language and easy to use experience for all.



GREEN

Respect main GreenIT principles and especially digital sobriety. Reduce footprint of our digital tools and make every visitor actor of it.



RESPECTFUL OF PERSONAL DATA

Apply GDPR principles even if it's not mandatory. Be crystal clear with our visitor on what we gather and how we use it. Act carefully with Data and guarantee security.

OUR EXPERTISE

Guiding your way through your Digital Transformation

EMBEDDED & IOT

CONNECTED OBJECTS

Helping your to connect devices and gather data in your IT through conception, prototyping and industrialisation of your embedded systems

INFRA

HOSTING AND CLOUD

Enhance your architectures to be ready for large scale industrialization and keep your digital assets secured and up to date

BUSINESS APPS

BUSINESS APPLICATIONS

Provide your teams with business applications they need to increase internal efficiency, while ensuring their interconnection in your global information system

DIGITAL

DIGITAL INTERFACES

Enlight your digital presence with great web, ecommerce and mobile experience to ensure competitiveness, customer satisfaction and loyalty

TO LEAD THE WAY

Consulting & Experience
from ideation to deployment of your projects



IOT & EMBEDDED SYSTEMS

Even smarter things

Helping your to connect devices and gather data in your IT through conception, prototyping and industrialisation of your embedded systems.

android



Linux



From multimedia box to smart watch and automobile embedded systems, our experts guide you to find the best compromises between technology and user needs.



Tarkett

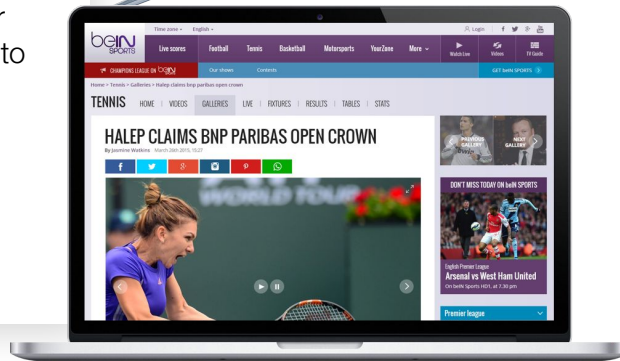
CANAL+



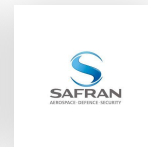
HOSTING & CLOUD

Security and availability

Enhance your architectures to be ready for large scale industrialization and keep your digital assets secured and up to date.



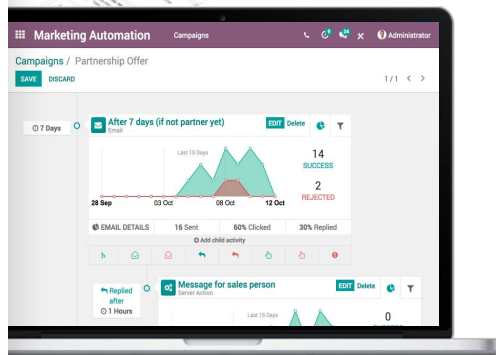
Enabling performance and efficiency through Devops and Cloud to ensure your offer is available anywhere, anytime.



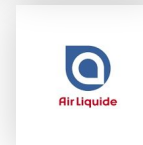
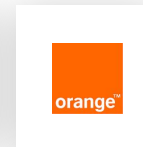
BUSINESS APPLICATIONS

The best tools for your teams

Equip your collaborators, partners and clients with the right tools for ensuring the best experience in collaboration and relationship management.



Archive, store and make available millions of customers informations thanks to scalable architecture and API centric applications.



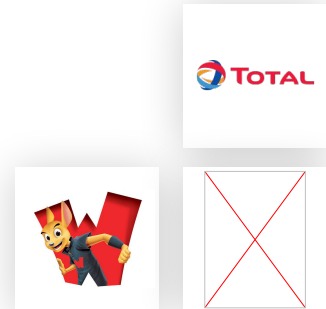
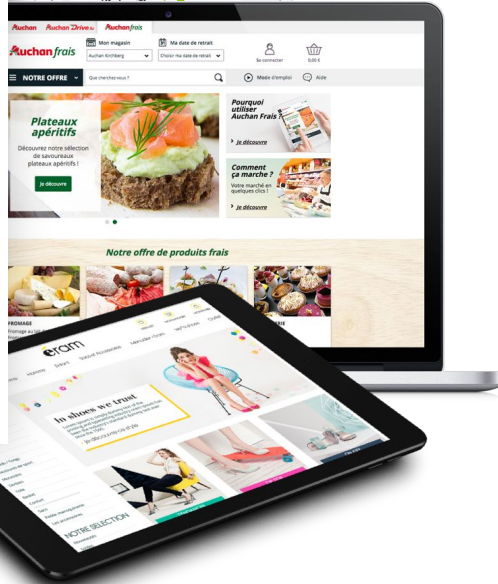
DIGITAL INTERFACES

Online presence anywhere, anytime

Enlight your digital presence with great web, ecommerce and mobile experience to ensure competitiveness and customer satisfaction.



Websites, e-commerce, mobile apps or digital in store: reach out your clients audience with the right interface at any moment of his customer journey.



OUR SHARE SPIRIT

With an Open Source DNA from the start, every member of our team embrace sharing spirit.



EXPERTISE **WHITE PAPERS**

A wide collection of white papers available for free in our website



SOURCE CODE **OPEN SOURCE DEVELOPMENT**

We share a lot of source code for modules and open source projects

SHARE FEEDBACKS **WEBINARS & MEETUPS**

More than 100 meetups organised each years to share our vision of an open digital world



OUR LONG TERM COMMITMENTS



SMILE

The word "SMILE" is rendered in a bold, orange, sans-serif font. Each letter is decorated with various blue icons: a rocket ship on the 'S', a smiley face on the 'M', a heart on the 'L', and a speech bubble on the 'E'. Small blue stars and dots are scattered around the letters, adding a playful and celebratory feel to the design.