

SEVEN PEAKS SINGAPORE

Driving Human-Centric Digital Solutions

Established in Bangkok, Thailand, in 2014, Seven Peaks is a Norwegian-owned digital transformation firm that focuses on helping businesses flourish in the digital age. The company's more than 225 professionals specialise in disciplines spanning the product life cycle, delivering digital solutions that fuel growth and optimise performance. Seven Peaks' philosophy is to guide clients on transformational digital journeys, facilitating the creation of digital products that enhance their market presence and profitability.

A DIGITAL NATIVE ORGANISATION

As a digital native organisation, Seven Peaks maintains a robust digital transformation strategy. The company's system-driven strategy aims to enhance processes and improve operational efficiency with modern IT systems. By automating tasks and streamlining workflows, the company continually optimises both its own and client operations. This involves using technology like generative AI, big data analytics, cloud computing, 5G, and RPA as catalysts.

A systematic approach underpins the firm's collaborations with clients across Southeast Asia and Europe, both directly and through its satellite company, Apphuset, in Norway. Working with global technology partners, including Amazon Web Services, Microsoft, Stripe, and Mixpanel, Seven Peaks helps companies stay ahead and improve operational efficiency.

GUIDING COMPANIES FROM IDEA TO GROWTH

Seven Peaks' holistic approach to product development balances four essential elements: tangible business value, user-centricity, technical best practices, and data-informed decisions supported by robust analytics. The company's top priority is delivering tangible business value by aligning product strategies with clients' business goals and challenges. Through in-depth user research and human-centred design principles, Seven Peaks crafts intuitive experiences designed to resonate with users. The company emphasises the use of data analytics in making informed decisions, op-

timising user experiences, and enhancing clients' digital products.

CLIENT PHILOSOPHY

Managing Products, Not Projects

Seven Peaks follows a "products, not projects" philosophy, promoting a long-term perspective centred on continuous product management and improvement. The company emphasises the importance of ongoing support, maintenance, and enhancement throughout the product life cycle. Ownership, accountability, and a user-centric approach enable dedicated teams to assume specific responsibilities and deliver continuous value. Seven Peaks also helps its clients adjust their internal processes. They encourage clients to adopt metrics that focus on the actual value and impact of their products, allowing for more effective product management.

Beyond client satisfaction

Seven Peaks employs a thorough discovery process that transcends fulfilling client wants, focusing on building what clients truly need. By engaging in meaningful conversations, Seven Peaks understands clients' objectives and challenges, allowing them to develop solutions addressing core needs. Rigorous research, market analysis, and user insights provide a solid foundation for identifying opportunities and guiding strategic decision-making. Through collaborative workshops, prototyping, and user testing, Seven Peaks ensures the final product aligns with long-term goals, mitigates potential pitfalls, and delivers meaningful outcomes, meeting the needs of end-users and driving desired business results.

ADOPTING A HUMAN-CENTRIC APPROACH

Morphosis

In 2022, Seven Peaks acquired the European-owned Southeast Asian-based design firm Morphosis to strengthen its discovery, design, and consulting services. Morphosis specialises in UX research, design thinking, and UX/UI design to create user-centric products that resonate with users. For Morphosis, a thorough understanding of the us-





er-base is integral to the success of digital transformation projects. At the discovery stage, the company conducts qualitative and quantitative research that is focused on user behaviours, needs, and pain points. This is then used to synthesise informed product decisions and iterations. During the UX/UI design phase, Morphosis leverages these findings to create intuitive products that enhance the user experience, which increases digital engagement and growth.

HELPING CLIENTS CREATE A SUSTAINABLE FUTURE

Part of Seven Peaks' aim in driving digital transformation is to reduce the carbon footprint of both itself and its clients by optimising digital services, improving efficiency, partnering with companies like Microsoft, and using their Emissions Impact Dashboard to calculate and lower their energy consumption. This also includes working with clients with similar values.

Partnering with Rêver to Launch BYD Electric Cars in Thailand

In 2022, electric vehicle manufacturer BYD partnered with Thai distributor Rêver to launch their cars in Thailand. Rêver engaged Seven Peaks to construct their entire

digital ecosystem from scratch within three months. This ecosystem included advanced business intelligence and data analytic solutions as well as a dealership management system for Rêver's partners.

This meant a full digital transformation journey for the dealerships, introducing and equipping them with modern technologies. As another green initiative, an app for drivers that features real-time charging station maps and CO2 reduction incentives was developed. The team focused on streamlining and optimising supply chain management, sales workflows, customer service, and administrative systems in anticipation of future growth.

Despite the short timeline, Rêver launched successfully, doubling their sales target by selling 10,000 on the first day alone. The effectiveness and scalability of the system were instrumental in this achievement. Seven Peaks' approach supported Rêver and BYD's rapid growth and assisted their mission of transitioning the public to electric vehicles in Thailand.

WORKING ONSITE IN EUROPE THROUGH PARTNERS

Seven Peaks works closely with clients in Europe, often through their partner Apphuset in Norway, which has a product team on the ground to serve clients in Scandinavia. This model gives clients access to local product owners and planning teams, while production work is done in Thailand.

Collaborating with NodesNow to Create an Innovative Meeting Solution

The German startup NodesNow helps facilitate productive workshops and meetings through an integrated hardware and cloud-based software ecosystem. Seven Peaks and Morphosis designed and developed the software solution in Thailand for the client in Germany. This includes apps for large interactive touch-screen TVs, iOS and Android devices, web browsers, and desktop systems, plus client and admin portals that all need to communicate seamlessly.

NodesNow is projected to be in more than 10,000 offices and conference rooms by Q1 2024, which translates to hundreds of thousands of active users. As such, the Seven Peaks design and development teams were tasked with creating a user-friendly, technologically feasible, and cost-effective white-label solution for NodesNow. This solution, built with a focus on customisation for major clients, blends an intuitive interface, seamless multi-platform integration, and a scalable backend.

THE ROAD AHEAD

Moving forward, Seven Peaks' objective remains consistent: to equip businesses with the resources and approaches to thrive in an increasingly digital world. By concentrating on user-focused design, leading-edge technology, and decision-making grounded in data, Seven Peaks looks forward to engaging with future partnerships, managing challenges, and seizing opportunities for their clients.



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