UNLOCKING DIGITAL EXCELLENCE: WHY SQUER IS YOUR IDEAL PARTNER FOR NAVIGATING BUSINESS TRANSFORMATION

Interview with Manuel Klein, Co-Founder of SQUER.

Can you introduce SQUER and explain what sets it apart from other software development companies?

SQUER is a software consulting and development company based in Vienna and Munich. We have around 70 employees who specialize in delivering innovative and customized solutions to meet our clients' digital challenges.

What sets us apart is our holistic approach to business transformation. We combine deep industry expertise, a commitment to quality, and an agile mindset to deliver consistent results for our clients. I, along with my four co-founders, started SQUER in 2019 with the goal of creating a company that embodies technical excellence and provides highly impactful solutions tailored to the specific customer situation at hand.

Lukasz Juszczyk brings profound technical expertise with a PhD in enterprise architectures and over 20 years of experience. David Leitner focuses on modern architectures, especially in the field of software modernization and transformation. David is also a pioneer in Reactive Architectures and Micro Frontends. And let's not forget Matthias Kreuzriegler,

who offers invaluable expertise in organizational designs to support technical goals in major enterprises. His experience in shaping agile setups and coaching product organizations allows us to deliver consulting and solutions that are technically sound and deliver fit-for-purpose enablement on an organizational level.

The combined expertise of my fellow co-founders forms the backbone of SQUER's unique approach to digitalization. Our long-term partnerships and impressive 97% client retention rate demonstrate our ability to consistently exceed the already high expectations of our clients.

What industries does SQUER primarily serve, and what unique expertise do you bring to these sectors?

We serve a wide range of industries, including Fin-Tech, insurance, banking, manufacturing/consumer goods, real estate, energy, public sector, healthcare, media, and retail.

In the banking sector, for instance, we helped Raiffeisen Bank International's agile transformation in the area of Capital Markets, which involved implementing a microservice architecture to improve customer experiences.

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Our work with Bitpanda, Austria's first unicorn, involved creating a scalable, reactive architecture to manage load peaks.

In the real estate sector, we supported the Austrian startup PROPUP in its efforts to revolutionize property transactions with a digital platform that enhances transparency and efficiency.

In retail, we helped REWE International AG connect over 2,570 stores in real-time, enabling sophisticated data analytics.
However, we don't limit our services to these sectors. Our unique expertise lies in our ability to understand our clients' specific needs and challenges, no matter their business model—or the sector in which they operate. Our success with major corporates, SMEs, and startups reflects our ability to deliver impactful and sustainable technology consulting and solutions that are tailored to the needs of each client.

Can you talk about a time when SQUER collaborated with a client in the context of your AWS partnership?

We partnered with DerStandard, one of Austria's leading daily newspapers, to create a new notification system—a crucial step for re-engaging their audience.

Faced with staff losses and the need for innovation, we began with thorough user research in collaboration with their product team. Our agile approach focused on understanding their existing architecture and identifying essential requirements. We designed a solution that leveraged AWS services to ensure reliability and scalability.

We maintained clear communication and iterative testing at all times, which helped us address challenges promptly and efficiently. The project was completed on time and within budget— demonstrating our ability to deliver cost-effective, high-quality solutions.

By focusing on user needs and leveraging AWS's robust infrastructure, we ensured a seamless integration and successful deployment. Ultimately, we succeeded in enhancing DerStandard's user engagement and operational efficiency.

Can you elaborate on SQUER's expertise in cloud infrastructure and how it helps clients become more competitive?

We recognize that conventional IT infrastructures often struggle to keep up with the rapid changes in today's digital landscape.

Our cloud infrastructure services leverage the full potential of AWS, Azure, and GCP to provide a flexible foundation for cloud-native software. Whether we're migrating existing applications or building new ones, we design and implement state-of-the-art cloud solutions that significantly enhance efficiency.

We also implement zero-trust measures to safeguard data and workloads that prioritize cloud security. By reducing complexity and dependencies through platform engineering, we allow engineers to focus on delivering real business value. But that's not all. As a Kubernetes Certified Service Provider, we already have lots of successful Kubernetes Infrastructure setups under our belt.

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Why is Platform Engineering important for modern businesses, and what makes SQUER's approach uniquely effective?

Platform Engineering is crucial in today's rapidly evolving tech landscape, as it addresses the cognitive overload experienced by engineering teams.

With the increasing number of tools and technologies, developers often spend too much time managing infrastructure rather than delivering business value. We tackle this challenge by building internal developer platforms that streamline processes and enhance productivity.

Our platforms enable low-risk, high-velocity code deployment, allowing engineers to focus on innovation. We also design self-service tools and developer portals like Backstage to reduce dependencies and ensure seamless project initiation.

By implementing state-of-the-art pipelines incorporating zero-trust security measures, we provide comprehensive solutions that are easy to use and maintain. That's why our approach is trusted by a multitude of clients across several sectors.

What makes SQUER a reliable partner for AI development projects, and how do you ensure successful outcomes in this rapidly evolving field?

We combine a deep understanding of our clients' business goals with our expertise in AI technologies and Kubernetes. This enables us to design tailored, scalable AI solutions that meet complex demands efficiently.

Kubernetes' unmatched scalability and resource management allow us to dynamically adjust resources for optimal performance and cost-efficiency, ensuring the balanced use of infrastructure and seamless workload portability across environments.

In addition, our robust approach to project management and transparent communication ensures delivery on time and within budget.
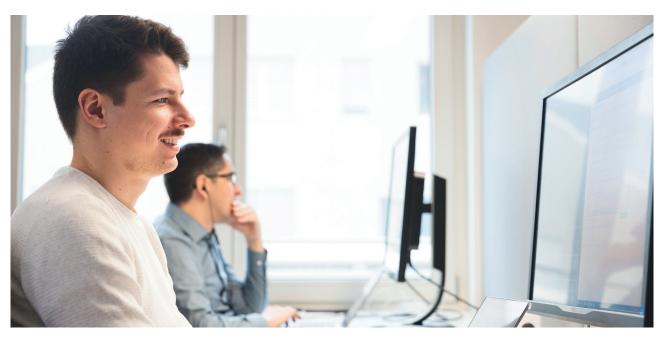
We leverage cutting-edge advancements and provide innovative, practical AI solutions that drive efficiency and growth. It's this tried-and-tested approach that makes us a reliable and forward-thinking partner for any AI development project.

How does SQUER ensure the quality and reliability of its software solutions?

We adhere to industry best practices and implement rigorous testing procedures at every stage of development. Our team follows Agile methodologies to ensure continuous integration and delivery.

We also conduct thorough code reviews and employ automated testing to identify and resolve issues promptly. Our commitment to quality and accuracy is reflected in our core value of delivering top-notch solutions that fit the specific requirements and challenges of each client. It's this unwavering commitment that delivers impactful and sustainable results.

But we go even further for our clients. At SQUER, we foster a fail-fast approach by enabling our customers to deliver in production as often as possible. This prevents our clients from investing too much time and money on ideas and systems that are doomed to failure.

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How do you ensure that your solutions and products meet your clients' needs?

We offer our services through two approaches. The Enabling approach involves becoming an active part of our clients' product teams. We implement agile structures together and support development from the core. Successful change projects require all relevant stakeholders to be involved in the decision-making and change processes.

When we're implementing the Enabling approach, we consider the organization's communication structures—following Conway's Law—to balance system design with organizational needs while respecting existing systems and solutions. Every step of the way, we respect the current systems and solutions, remembering that they were consciously built at the time they were needed.

For Delivery projects, on the other hand, we operate largely independently We develop turnkey solutions on behalf of our clients. However, even with the Delivery approach, we thoroughly engage with the company's requirements and users' needs.

We prioritize features based on in-depth research and business strategy, adopting an MVP mindset to deliver value incrementally.

In both approaches, we start with detailed discussions to understand our clients' business goals, challenges, and project requirements; an approach that involves workshops, interviews, and collaborative sessions. Most of our consultants are developers, and vice versa, which means we approach challenges on both a conceptual and hands-on level. This ensures our solutions are practical and effective.

Can you talk about the Enabling approach in detail and how you ensure agile structures are sustained in the long term?

Transitioning to an agile operating model can be challenging, especially for well-established companies. That's why we developed a six-step Organizational Transformation approach that tailors methods to each client's unique needs while respecting their specific context.

Our approach guides organizations from the first step to a mature, high-performing agile setup in which software products can be delivered quickly.

We emphasize building products rather than just

running projects, allowing teams to become more autonomous and efficient. By supporting clients through every stage of the transformation, we create environments where innovation thrives and adaptability to market changes is enhanced.

For example, we often immerse ourselves in existing customer teams as impact pairs that consist of a SQUER coding architect and a senior developer. We do this to incorporate new technologies and methods directly into the existing development team.

The comprehensive methodology we adopt ensures our clients achieve sustainable change and long-term success in their agile journey.

Can you elaborate on SQUER's approach to security and data protection?

Security is a top priority at SQUER. We implement robust security measures at every level of our development process. This includes secure coding practices and compliance with industry standards and regulations.

We also ensure that sensitive data is encrypted and access is restricted to authorized personnel only—protecting our clients' intellectual property and user information.

We give our clients peace of mind through our zero-trust approach to security. It's this approach that helps to mitigate risks and deliver robust protection from potential threats.

What is SQUER's pricing and payment structure, and how does it benefit clients?

SQUER offers both fixed-price and time-and-materials pricing models.

The fixed-price model is ideal for projects with well-defined requirements, as it allows clients to predict their costs more accurately.

Our time-and-materials model offers flexibility for projects with evolving requirements, which means our clients only pay for the resources they use.

Both models are designed to provide transparency and align with our clients' budgetary needs. Our flexible pricing approach ensures we can meet our clients' financial constraints while delivering high-quality solutions.

Why do you believe SQUER is the perfect partner to tackle digital challenges?

Our proven track record of results delivery, industry expertise, and commitment to innovation is proof of our suitability as a reliable and innovative digital partner.

We take the time to understand our clients' unique needs and deliver tailored consulting and solutions that drive business success. Our focus on quality, security, and effective communication ensures a smooth and successful partnership.

The success of a product or transformation depends on the experience of the people collaborating on it, which is why we emphasize continuous learning and growth. Our approach goes beyond just implementing technology; we integrate it seamlessly into our clients' organizations, ensuring lasting impact and success.

Our holistic services range from system design and software modernization to agile transformation and product delivery—ensuring our clients get the support they need at every stage of their digital journey.

We only consider ourselves successful when we've delivered our clients' projects successfully—and exceeded their expectations!

SQUER AT A GLANCE

Founded in 2019, SQUER is now a software development company based in Vienna and Munich with around 70 employees.

Service Fields
- System Design & Architecture
- Software Modernization
- Agile Transformation
- Product Delivery
- Cloud Infrastructure
- Platform Engineering

Partnerships
- AWS Advanced Tier Service Partner
- Kubernetes Certified Service Provider

Clients (Selection)
- Allianz
- Benson Dickinson
- Bitpanda
- Deutsche Bahn
- Bawag PSK
- Frequentis
- Fronius
- Kroschke
- NORD/LB
- Platomiics
- Propup
- Raiffeisen Bank International
- REWE Group
- WET Gruppe
- Wüstenrot

ABOUT MANUEL KLEIN

Manuel is a co-founder of SQUER. He began his professional career as a software engineer in the financial and insurance sectors.

With experience as a developer, architect, scrum master, and most recently as a tribe lead at one of Austria's largest banks, software development feels like home to him.

Manuel is passionate about developing setups from both a technological and organizational perspective.

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