



Enabling our Client's Digital Vision



Apex provides organizations with the scalability and flexibility required to digitally transform their business.

From staffing solutions to value added services, we are your partner through the entire project lifecycle.

The World is Digital

The word digital, and its meaning, surround every aspect of our lives. For some, digital is a technical evolution. For others, digital represents a new customer engagement model. Both definitions are radically impacting the ability for businesses to gain a competitive advantage in today's marketplace. Specifically, "going digital" allows businesses to rapidly revolutionize customer experiences, streamline internal operations, and evolve at the pace of consumer behavioral changes. While the impact of leveraging digital capabilities is endless, defining and adopting a digital definition that is aligned to the entire enterprise is often the most challenging step for business and technology leaders. Therein lies the challenge to digitally transform an organization.

We see digital as connecting disparate digitized data, from various platforms and data/information sources using any device to serve a business use across targeted audiences. For example, most (if not all) companies have a critical need to leverage data inputs from all areas of their organizations to help improve employee engagement. Similarly, to remain competitive, clients across all industries need to expand their ability to service individual consumer needs. In the retail industry, large companies have an essential need to understand with precision their customer's shopping patterns. Having this data at their fingertips allows a company's supply chain to automate and accurately align their distribution channels. This same data allows the marketing group to create personalized advertising campaigns across a variety of channels such as traditional and social media platforms. This focus on Customer Experience (CX) is by far the most important aspect to unlocking digital value and applies to all industries with an end-customer.

Digital influences almost every aspect of business and personal life. Harnessed correctly, it can provide countless opportunities for growth and development. Recent surveys and studies show the impact of the digital transformation is having on both individuals and organizations¹:

- > The "Internet of Things" and data connectivity will become a priority throughout 2018, especially after a 30% increase of "Things" on the internet in the previous year. Apex saw a 113% YOY (16-17) increase in demand from our clients to support their 2018 digital transformations. In a recent survey, 49% of IT executives said Internet of Things (IoT) would play a key role in their digital business strategies. Along with IoT we will see a continued growth in the following:
 - Data analytics to increase efficiency
 - Edge computing, getting all data to the cloud to enable real-time data processing
 - Stronger infrastructure to enable faster connectivity growing from Gigabit LTE and moving into 5G
- > 62% of businesses say delivering an excellent customer experience as measured by customer satisfaction scores defines success.
- > Big Data and Analytics (58%), mobile technologies (59%), private cloud (53%), public cloud (45%) and APIs and embeddable technologies (40%) are the top five technologies already implemented.
- > Artificial intelligence is now a mainstream concept. Businesses will prioritize developing AI solutions to improve their customer experience. Apex has seen a 100% increase in demand from our clients in the last year.

"Going digital" allows businesses to rapidly revolutionize customer experiences, streamline internal operations, and evolve at a pace of consumer behavioral changes.



The world is digital and the resources and technologies necessary for success are evolving. We enable your digital vision by providing the talent and solutions to help your company meet your digital goals.

Apex Provides the Skills Needed for a Digital World

Apex’s Digital Team is supported by experts who have hands-on experience implementing digital transformations across multiple industries and technology landscapes. We have helped clients across the U.S. and Canada build robust digital strategies, identify critical resources, enhance existing programs, and embrace cutting edge solutions. Our consulting and account teams understand the technical challenges and intricacies involved when you decide to enact your digital vision. By partnering with Apex, your project will move from a stack of technical requirements to a digital platform that drives your business and strengthens the customer experience.

Apex delivers the right people, at the right time, for the right price.

Below are some of the job types and digital technologies we support:

	Job Types	Digital Technologies we Support
Digital Analytics	<ul style="list-style-type: none"> > BI Development > Big Data Engineering > Data Analysis 	<ul style="list-style-type: none"> > Machine Learning > Predictive Analytics > Reports Analysis
Digital Design & Marketing	<ul style="list-style-type: none"> > Content Analysis > Interaction Design > SEO/Email/Web Marketing > Social Media Analysis 	<ul style="list-style-type: none"> > Hadoop > MongoDB > Google Analytics
Digital Development	<ul style="list-style-type: none"> > UI/UX/CX Design > Visual/Graphic Design > 2D/3D Design 	<ul style="list-style-type: none"> > Pentaho (HDS) > Qlikview > Tableau
Digital Enterprise Solution	<ul style="list-style-type: none"> > Application Development > Database Dev/ Administration > Embedded Development 	<ul style="list-style-type: none"> > Adobe Creative Suite > HubSpot > Google
Digital Infrastructure	<ul style="list-style-type: none"> > Mobile Development > Test Automation Development > UI Development 	<ul style="list-style-type: none"> > Android > Angular.js > ASP.NET
Digital PMO	<ul style="list-style-type: none"> > Application Configuration > CMS Solutions > e-commerce Transactions 	<ul style="list-style-type: none"> > Epic > Demandware > Oracle
Emerging Technology	<ul style="list-style-type: none"> > Cloud Deployment > DevOps > Identity Management (IDM) 	<ul style="list-style-type: none"> > Network Security > SaaS/PaaS/IaaS
	<ul style="list-style-type: none"> > Business Analysis > Digital Production > Product Management 	<ul style="list-style-type: none"> > AWS > Azure > Cryptography
	<ul style="list-style-type: none"> > Program Management > Project Management 	<ul style="list-style-type: none"> > Encryption > Symantec
	<ul style="list-style-type: none"> > Blockchain > Artificial Intelligence > Telematics > IoT 	<ul style="list-style-type: none"> > Agile > Digital Asset Management > Digital Platform Management
	<ul style="list-style-type: none"> > Augmented Reality > Microservices Architecture 	<ul style="list-style-type: none"> > SDLC > Visio

Apex Provides Solutions to Enable your Digital Vision

At Apex, we understand the unique challenges organizations face when digitally transforming their businesses. Each industry, project and customer experience is unique.

Apex has a range of digital solutions and industry expertise to help clients realize their digital vision. We have helped clients across the US and Canada build robust digital strategies. By partnering with Apex, your project will move from concept to a digital platform that drives your business and strengthens the customer experience.

Whatever your focus, we have solutions to embrace the opportunities and address the concerns that arise as you move toward your digital vision:



Digital Marketing

Implementing a unique digital marketing strategy allows businesses to rapidly enhance their image, influence consumer behavior and improve product perception in the marketplace. Apex enhances clients' digital channels by providing the scalability and flexibility required to remain competitive. We can support your needs ranging from social media and marketing automation, to content strategy and design, to SEO/SEM and analytics to UX/UI design and research, as well as helping you define an overall vision for your digital marketing and branding objectives.

Brand Strategy

- > Transformation, Awareness, and Positioning
- > Creative Content Design
- > Loyalty and CRM Programs

Digital Assessments

- > RPO
- > Email Marketing
- > SEO/SEM

Social Media

- > Competitive Landscape Assessment
- > Platform Insight and Engagement Analysis
- > Social Media Strategic Plan
- > Influencer Marketing Campaigns



Experience Design

Apex works with our clients to help build out fully integrated Experience Design (XD) teams that strategize and collaborate to win. We have a virtual pipeline of design thinking, "user-psychologists" that can align to goals across user journeys. We specialize in delivering experience design professionals that will create the next generation of experiences for your users

UX/UI Design and Development

Interaction and Visual Design

User Research and Insights

Product and Experience Design

Digital Project Management

12,200+

Digital consultants placed with 1,100+ clients since 2013

20,000+

Professionals touched per day across North America through our integrated recruiting network

20,000,000+

Candidates housed in our applicant tracking system



Digital Transformation

Businesses must adapt daily to stay ahead of the rapid pace of consumerism. Apex’s Digital Transformation Roadmap provides a clear path to enable our clients to navigate in today’s ever-changing technology ecosystem. Our IT and Digital Strategy framework are proven methods which, at their core, focus on Future State. Apex has a long history of helping our clients achieve Future State by removing barriers that traditionally limit progress and innovation.

- Technology Stack Inventory**
- Governance and Risk Assessments**
- Digital Analytics**
- Mobile and Cloud Development**
- Business Unit Integration**



Cognitive Technologies

Apex’s Cognitive Technology Center is focused on RPA, Machine Learning, NLP, Speech Recognition, Biometrics and Data Science. Our client centered approach includes current state assessment, future state assessment and the creation of a project success roadmap. Our experienced engagement teams provide expert industry knowledge concentrated on enabling your vision.

- RPA Governance and Risk Assessment**
- Machine Learning Automation Framework**
- AI Implementation Strategy Roadmap**
- Smart Analytics Migration Assessment**



Emerging Tech

As a leader in Technology Services for over 20 years, Apex stays ahead of emerging technologies through our Practice Teams. These teams constantly evaluate and analyze new technologies across all industries for longevity, sustainability and practice use. Our Analytics Platform can deliver Heat Maps on skills, locations and provide cost analysis so our customers can make informed decisions regarding their technology future.

- Artificial Intelligence**
- Emerging Tech**
- Telematics**
- Blockchain**
- IoT**



About Apex Digital

Our Digital Enterprise Solutions practice provides our clients with the knowledge and experience required to meet their unique digital goals. Apex partners with our clients by understanding what digital means to each specific business, allowing us to develop a shared vision and unlock their digital potential.

[Visit our website](#) for more information and to contact your local branch to see what we can do for your organization.

¹ Newman, Daniel (2017, September 26). *Top 10 Trends For Digital Transformation In 2018*. Retrieved from <https://www.forbes.com>

Columbus, Luis (2018, April 22). *The State Of Digital Business Transformation, 2018*. Retrieved from <https://www.forbes.com>

About Apex Systems

Apex Systems combines with parent company ASGN Incorporated (NYSE: ASGN) to be the 2nd largest IT staffing and services firm in the U.S. Founded in 1995 and headquartered in Glen Allen, Virginia, Apex utilizes specialized technology and industry practice groups to deliver the most talented and qualified technical professionals to clients within all major industries. Apex has a presence in over 60 markets across North America with more than 9,500 contractors currently placed in companies throughout the U.S. and Canada. To learn more, visit www.apexsystems.com.



2nd Largest

**Ranking based on 2016 revenue for Apex and parent company ASGN, Inc.*



Top 2%

Earned 7 years in a row. Based on client feedback to a 3rd party survey



Top 2%

Based on contract employee and direct hire feedback to a 3rd party survey



