



# Qube

## COMPANY PROFILE

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# about us.

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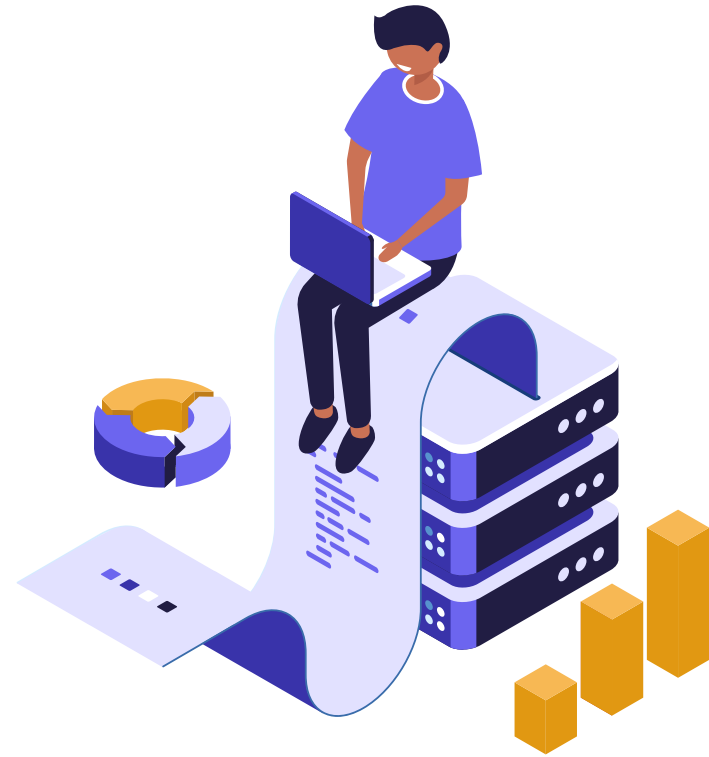
Founded in 2011 **iQUBE LABS** is a Nigerian technology solutions company that provides holistic technological services for companies to grow and meet set targets in the 21st century.

**iQube Solutions services** focus on providing intervention to businesses in mobile application development, web design and hosting, database design and programming.

**iQube Intelligence Value Added Service (IVAS)** delivers innovative solutions in the telecoms sector.

**iQube Data Science Consulting** uses data to develop deep insights and build models/products that will drive business success (Reach and Revenue) for our clients.

iQube Labs is committed to serving people, hence, the crux of the firm is summarised into - Data, Innovations and People



# DATA

# INNOVATIONS

# PEOPLE

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*iQube Labs is committed to serving people, hence,  
the crux of the firm is summarised into - Data,  
Innovations and People*

# core values.



## **Innovation (Innovate)**

From the technologies and processes of building solutions to how we engage our clients to our typical day at work, we encourage new and better ways of doing things. Innovation is crucial to our continued success.



## **Continuous Improvement (Grow)**

To achieve our grand vision of an organisation operating at a global impact level, our capacity and results must always improve. Hence, we always put programs in place to ensure our iQubers are always growing their skills and accelerating their efficiency. This extends to our clients and partners as we always seek to proactively improve our service delivery.



## **Ownership (Own it)**

Every iQuber owns iQube and this ownership comes with a responsibility and commitment to excellence. Everyone is an important stakeholder and this mentality helps us approach our service delivery and partnerships with utmost responsibility.

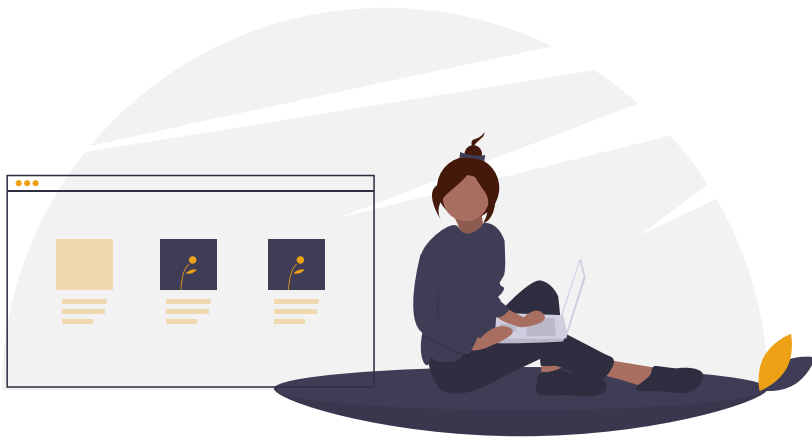


## **Collaboration (Win together)**

We believe that everyone is uniquely equipped to contribute to our immediate and long term success. Building on ownership, we play our distinct parts as well as support our partners to win TOGETHER. It's our belief that a win for the organisation is a win for our partners and a win for our clients is a win for the organisation.

# 360° services.

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## Software Development

At iQube Labs, we develop several solutions for a wide variety of clients from different sectors in Nigeria and abroad. We offer a robust suite of digital products and services, including web and mobile software development as well as business solutions that push boundaries and create immediate marketing impact.

## Data Science Consultancy

Also, we analyse and visualise data for organizations towards building sustainable models that will improve business performance. We do not stop there, we use data and insights to build algorithms that power digital products that deliver business success.



## iQube Tech Training

We are committed to engaging and building talents to create the blended learning structure for the various courses in tech. We now have tech careers accelerator programs where trainees get immersive learning plus internships over 5 months. Courses offered include:

- Web Development (Full-Stack)
- Introduction to Data Science
- Java Script
- Basic Database Administration
- Linux Server Administration
- Maths for Data Science

Visit <https://iqubett.com.ng/> for more information



## Telecomms Value Added Services

iQube Labs offers and builds technological solutions for telecoms businesses and telecoms related services. Globally, Value Added Services denotes a sizeable revenue opportunity for the service providers owing to the fact that it pulls more users to access the utility, entertainment and transactional services on the go.

We recognise the need for VAS in this fast-paced economy, hence, the reason for this service for Telecom firms and others.

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# 23+

Countries Reached

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# 150+

Clients

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# 50+

People Trained

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# 22,000+

Unique subscriptions for our iVAS product

*We are an organisation that is motivated by challenges and we love to use technology to make a positive impact.*



# solutions.

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Our 360° services allow us to provide varying top-notch quality digital solutions for various clients in different sectors both at home and abroad.

Our solutions cut across:

**Value-Added Services**

**Web-Based Solutions**

**Mobile-Based Solutions (Android and iOS)**

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# Value-Added Services

## SportQube

### The Client

MTN Guinea Bissau (MTN GB). MTN is a telecommunications service provider that operates across African Countries.

### The Project

SportQube runs on an intelligent telecoms Value Added Service designed and developed by iQube Labs. It allows service providers to engage their subscribers with trivia questions which they will answer to win prizes. SportQube as a product is a sports trivia game portal designed for service providers to use the influence of sports to engage their customers profitably.

### Our Solution

To achieve massive user engagement towards driving increased publicity, increased number of users and increase in revenue, iQube deployed this VAS product for MTN GB via Sxope Inc. (A technical partner). This VAS product was deployed in Portuguese as that is Guinea Bissau's official language as 'Futebol Expert'. This solution was sports-centric because it was understood that sports (especially football) are popular in GB. Mobile phone users pay a token amount to subscribe, they then get some sets of questions to answer and the more they answer them correctly their chances of winning amazing gifts. This solution engaged over 120,000 unique telecoms service users in a duration of five months.



# Web-Based Solution

## CMS

### The Client

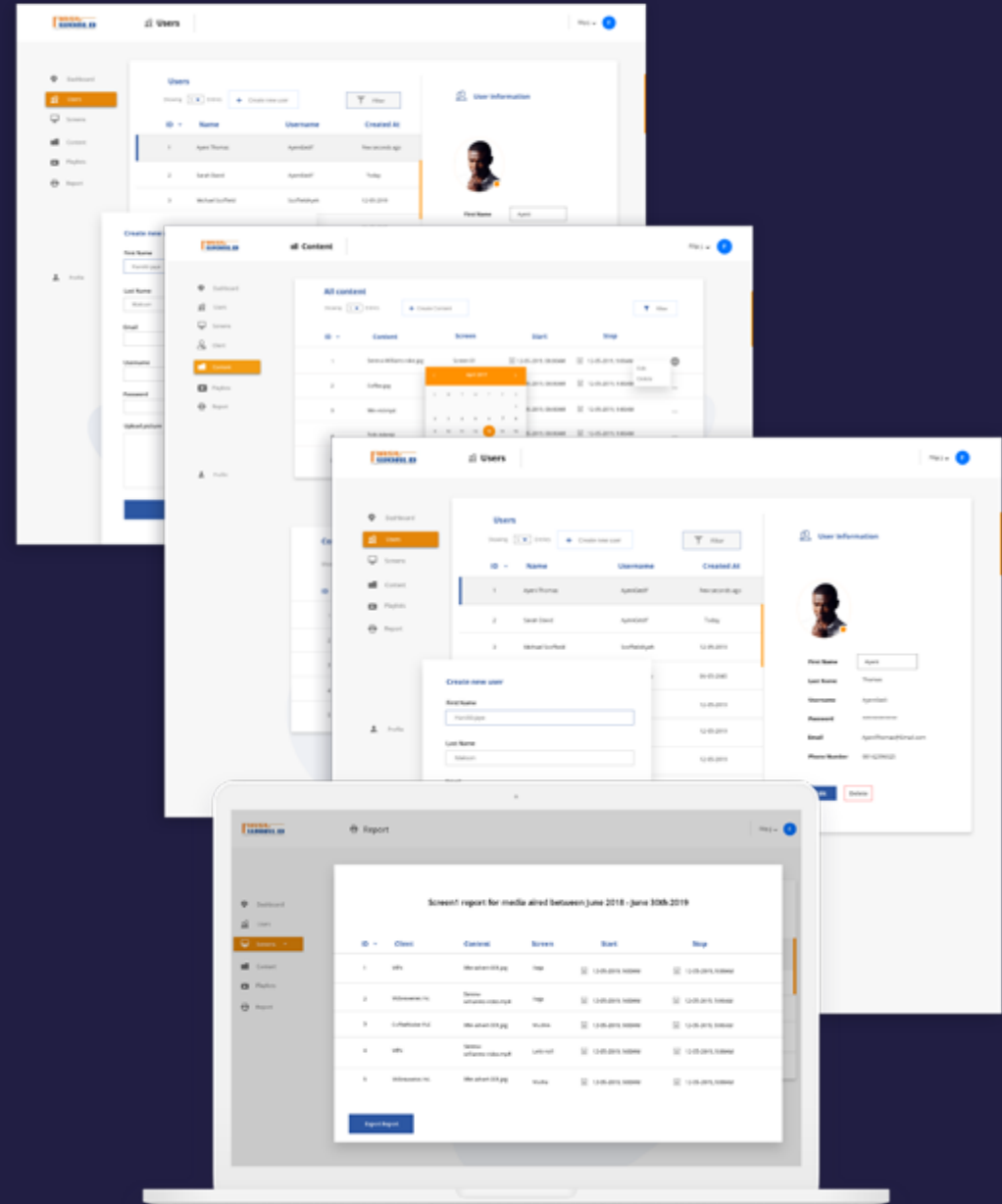
The Client is First World Communication and Consulting Limited, Nigeria

### The Project

The content management system we developed is a cloud-based digital signage software that can be used to schedule media contents easily from the web to live signage screens; from one to thousands of screens.

### Our Solution

FWCC has screens and displays in different locations, each of them to work as channels to communicate to viewers through visual content like images, videos and all manner of content. The CMS software allows FWCC to upload, organize and build playlists from various content types. It enables scheduling to specifically tagged displays or content with a drag-and-drop interface. It also allows content to be distributed to various display types, reducing potential publishing interruptions and monitors all content and devices on a single dashboard.



# Web-Based Solution

## Heritage Men's Clinic

### The Client

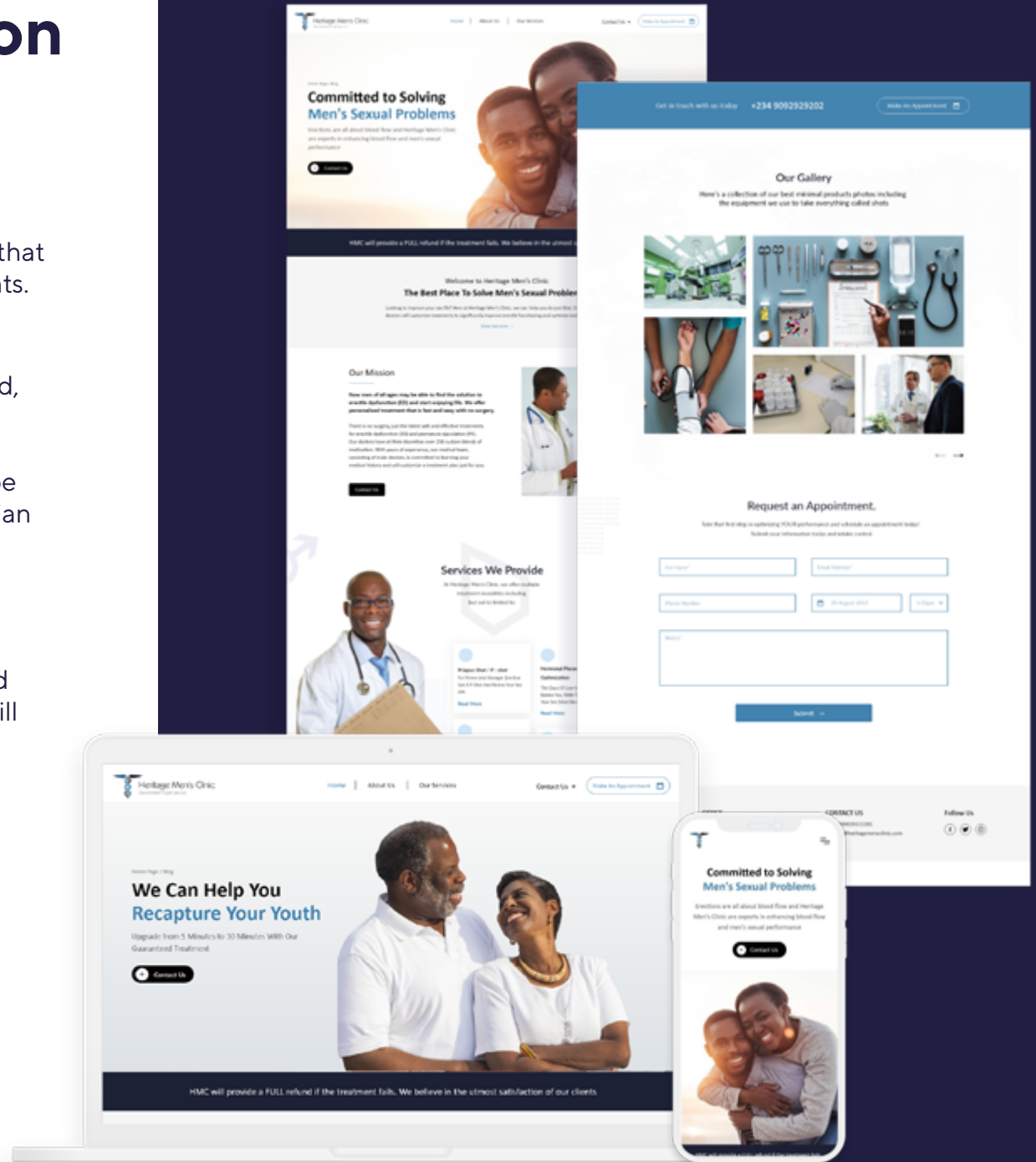
Heritage Men's Clinic is a US-based organisation that provides male reproductive health care to its clients.

### The Project

Heritage men's Clinic having operated in Maryland, USA for some time saw potential in the Nigerian market and decided to establish a Lagos clinic to maximise this potential. They reached out to iQube to design a website which is localised to the Nigerian market so as to capture potential service users.

### Our Solution

iQube took a user experience and a content-first approach to developing the website. We designed using designs, content and calls to action which will help capture Nigerian visitors to the new website.



# Web-Based Solution

## Imperial Cargo Limited

### The Client

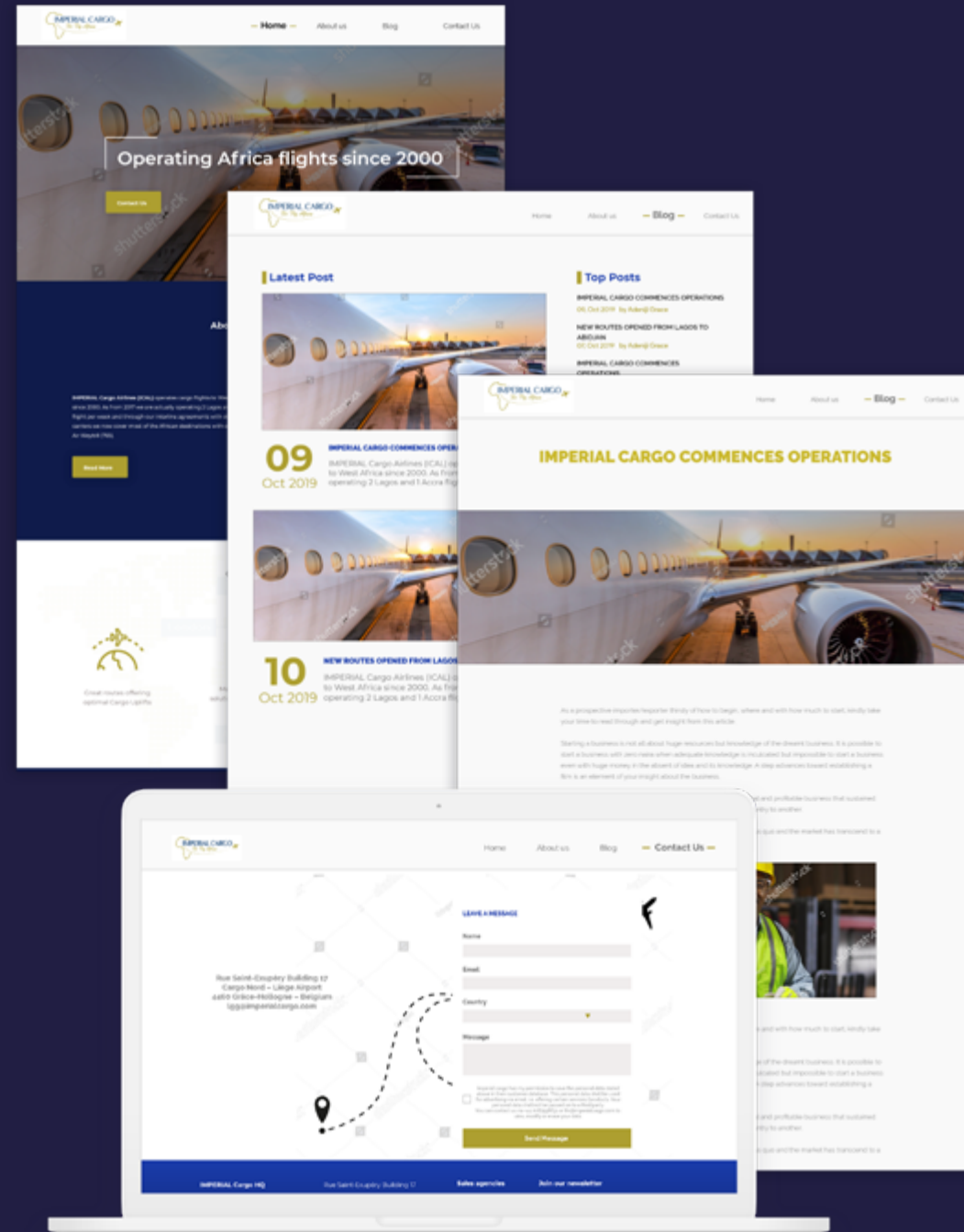
The Client is Imperial Cargo Aviation Limited's Lagos office, Nigeria.

### The Project

The Lagos, Nigeria office of Imperial Cargo desired a website to engage its clients directly so it can cover lapses that may be had by relying on the central website linked to the UK website. They reached out to iQube to design a website which is localised to the Nigerian market so as to capture potential service users.

### Our Solution

The client was concerned about visibility and ease of client engagement from the website. iQube took a user experience and a content-first approach to developing the website. We designed content, designed a blog and calls to action; we implemented a Chat over WhatsApp feature and newsletter subscription feature which will help capture visitors to the new website, ease their engagement and collect their contacts for further follow-up.



# Mobile-Based Solution

## FlagIT

### The Client

The Akin Fadeyi Foundation (AFF) is a not-for-profit organisation that works to ensure Nigerians live fulfilling lives where individual human capital can be used to its full extent.

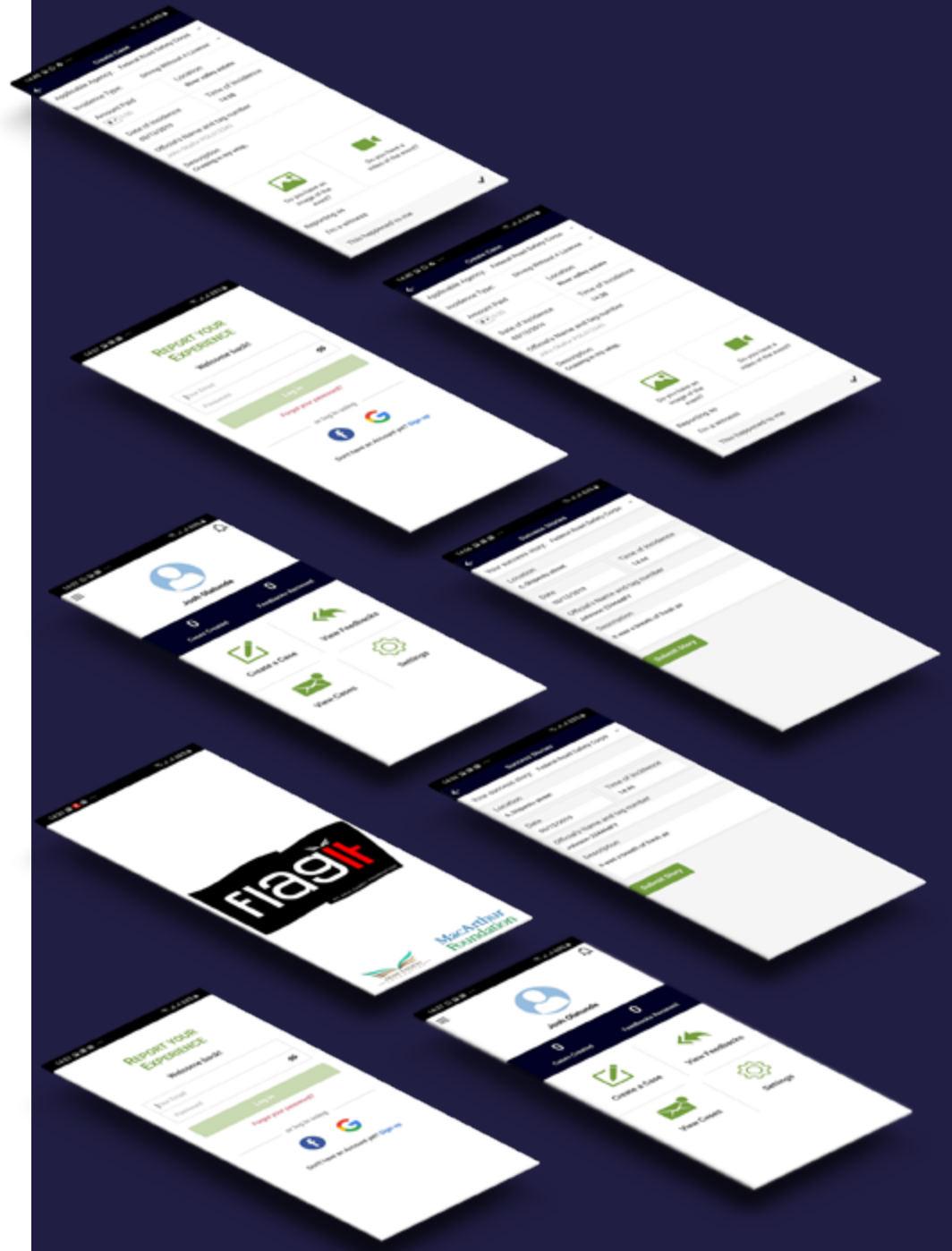
### The Project

Their focus areas are anti-corruption, socio-economic development, poverty relief and environmental protection & preservation. Riding on their anti-corruption campaign, AFF embarked on a supported by the MacArthur Foundation focused on eradicating corruption through efficient reporting and feedback of corrupt (or non-corrupt) events in the daily lives of Nigerians.

### Our Solution

iQube Labs was consulted to build a mobile app solution with the aim of empowering all Nigerians with the ability to report any form of corruption events they encounter.

The android app solution allows users to capture pictures and video evidence, narrate the stories and escalate them to the appropriate agencies such as the FRSC and the Nigerian Police



# our clients.

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IFY'S KITCHEN



# Step into the future now!



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