Israel

SOFTWARE DEVELOPMENT COMPANY OF THE YEAR

InSiteOut

InSiteOut is an international software development company founded in 2016 by Reut Rachel Geva, who continues to lead the business as CEO and CTO. Recognising the importance of developing technological systems as an essential long-term investment, InSiteOut has grown into the operational and creative heart of Reut's broader R&B development group. This multifaceted group also encompasses her consulting and lecturing work, two established podcasts, multiple startups at various stages of maturity, a management company, a low-cost web development offering and a holding company. At the centre of this ecosystem is InSiteOut; a company that treats software as a strategic foundation for business success.

The solutions on offer from the experts at InSiteOut are customised according to each clients' nature and specific goals. The company has developed a significant range of technological tools — from websites and mobile applications to chatbots, web apps, custom calculators and social development tools. Every product is conceived and developed with the understanding that it represents a virtual extension of the organisation. Rather than simply delivering functioning software, InSiteOut engineers solutions that communicate, integrate and evolve in harmony with a client's needs, brand and operational objectives. The company sees itself as a home for its clients' technological development, ensuring that every system continues to function as intended, evolves with time and remains aligned with the business's changing needs.

The judging panel was particularly impressed by the collaborative process InSiteOut places enormous value on across all of its products. The team works closely with clients from the first stages of system analysis and characterisation, through to design, development and deployment. This partnership-oriented model allows for a shared discovery process where goals — both explicit and unforeseen — are identified, addressed and optimised within the final product. The company believes that the true strength of any system lies in its relevance, adaptability and ability to serve users meaningfully and every detail is treated with the seriousness and care of a mission-critical decision. Through a combination of technical knowledge, emotional intelligence and long term thinking, InSiteOut continues to deliver intelligent, intuitive and impactful software systems.

> Led by Reut Rachel Geva, InSiteOut builds intelligent, collaborative, purpose-driven systems that empower digital growth and innovation.

INSITEOUT
the right tech experience

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