How one Kazakh techie opened the door for experts to participate in the digital economy

By Craig Lebrau , issued by Lebrau Press

4 Oct 2021

The digital economy has recently been a very hot topic, with bold headlines catching reader's attention around the world. Some people are fearful and associate the term "digital economy" with the upcoming wave of automation, which will inevitably translate to job losses, while others are full of excitement and view it as a great opportunity for technological advancement. Beyond these conflicting opinions, many simply wonder what the digital economy is really about and why it has become such an important global trend.

Where did the digital economy come from?

The term "digital economy" was coined in the 90s, and actually derived from the overall impact that the emergence of the Internet had on the economy in general. The term covered the activity of newly-launched technology-oriented businesses, as well as their novel technologies. Nowadays, "digital economy" refers to the infinite pool of technologies, applications and high-profile solutions – such as artificial intelligence, the Internet of Things, augmented reality, virtual reality, and cloud computing. At this point, basically all global markets rely on technological transformation and scale their everyday business operations using e-commerce, digital banking for mobile payments, and automation. Automation, in particular, is prominent in large manufacturing industries, such as agriculture, mining and overall supply chain operations. The emergence of the digital economy helped to shift many inefficient and time consuming processes away from manual operation.

The digital economy has another undeniable advantage: thanks to its accessibility, it helps to provide fair economic opportunities to more people. The digital economy has opened the door for all types of entrepreneurs to be successful. Small agricultural owners, for instance, have been able to simplify and automate many processes, receive digital financial advice and pre-loan risk assessments, get realistic business plans and enhance their daily productivity. Before these tools

were available, they were doomed to do many things manually, and were forced to include risk in their operations as something that could not be prevented. This outdated approach only allowed for very short term planning and left these business owners largely at the mercy of Mother Nature. Needless to say, their productivity and success were compromised by multiple unpredictable factors and getting ahead was more about luck than anything.

Practical approach to digitalisation

Technology leaders and top software engineers have been racking their brains to provide original, seamless and well-scaled solutions that could impact job opportunities for thousands. Kuanysh Bayandinov, the founder and CEO of Xevol, is one of them. Kuanysh has dreamt of being a part of the technological revolution of fair chances for a while now, and recently announced the emergence of his proprietary tool for digital publishing with great pride.

Digital and traditional publishing can be reflected along the same lines as the digital and traditional economy. In both cases, digitalisation allows businesses to perform more efficiently – in both cost and time – and to reach a broader customer base. In other words, products and services can be offered to more clients, particularly those who would have otherwise been excluded.

Technology of inclusion

Kuanysh Bayandinov's mission was to use technology to act against exclusion. This successful software developer and tech entrepreneur was born and raised in Kazakhstan and, throughout his youth, witnessed a lot of poverty and lack of opportunity. Many of his talented colleagues got stuck in their hometowns, because they were deprived of technological tools for developing and presenting their business ideas to the world. Kuanysh, a self-taught software developer and designer was fortunate to get out quite early to see with his own eyes exactly how the international markets were functioning. As an eager traveler, he visited 27 countries and took every opportunity he encountered to broaden his software skills.

During this time, Kuanysh was collecting full-time international employment experiences. He was solely responsible for implementing software systems and tools in several international entities. In one company, he assessed location sites, using geo-mapping, that were later applied to the most prominent educational organisations in Kazakhstan. In another, he facilitated safety within the maritime industry in Copenhagen, Denmark. Kuanysh used technological experiences to reach big companies in the U.S. and showcase his abilities. By the young age of 20, he was more well-established and higher paid than many well-reputed and experienced specialists in his home country.

Perfectly scaled digital product with zero tech skills

Launching Xevol was a natural next step for Kuanysh and it allowed him to help others overcome the struggles that he himself had faced with technology. The tool, built by Kuanysh, is a platform for non-tech specialists who can develop their products digitally. It targets hackers, writers, content creators, and other types of makers who have deep expert knowledge which can be scaled, but who cannot code or develop custom solutions. Even though e-commerce platforms and website builders have existed before, they don't work well with non-tech users, who require transparency and simplicity. Kuanysh believes that technology should be a seamless ally to help experts achieve their goals, not a factor that so often over complicates things. Xevol is the easiest way to participate in the digital economy as a creator, expert, and thinker.

When asked about how Xevol is different from other well-known digital content publishing platforms and why customers are drawn to his solution, Kuanysh replies: *"Getting a digital publication elsewhere is hard. You need some smart and creative front-end developers to build it. Xevol solves that problem by making it easy for non-techies to use tools for rich front-end interfaces to build digital products with a drastically better UX. Reactively and interactively."*

Now that the digital economy is here to stay, solutions like Xevol are sure to gain even more momentum. Every product developer deserves the opportunity to make their mark, and technology shouldn't be a factor holding them back. If anything, technology should make the business process easier and less hectic. Hopefully, today's software developing experts, like

Kuanysh Bayandinov, use their knowledge and tech expertise to demystify technology and facilitate even more accessibility for the future of the digital economy.

Kuanysh Bayandinov, use their knowledge and tech expertise to demystify technology and facilitate even more accessibility for the future of the digital economy.