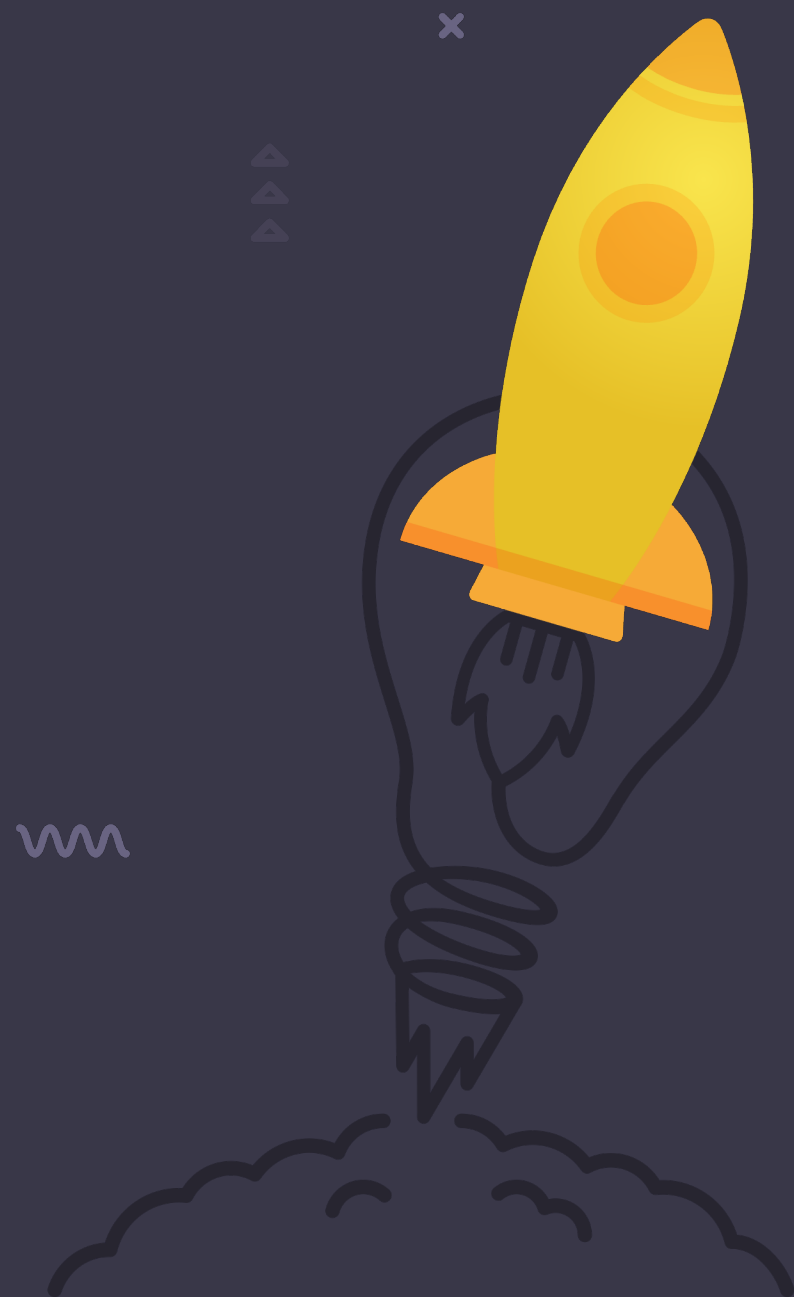# BRACKETS

Innovations.
Delivered.

Pavol Perdik, CEO

pavol.perdik@brackets.sk

Agile dev company with creative DNA.

Creative
Innovation is our DNA

Experienced
10+ years & CEE presence

Agile delivery
20 FTEs & 100+ projects done
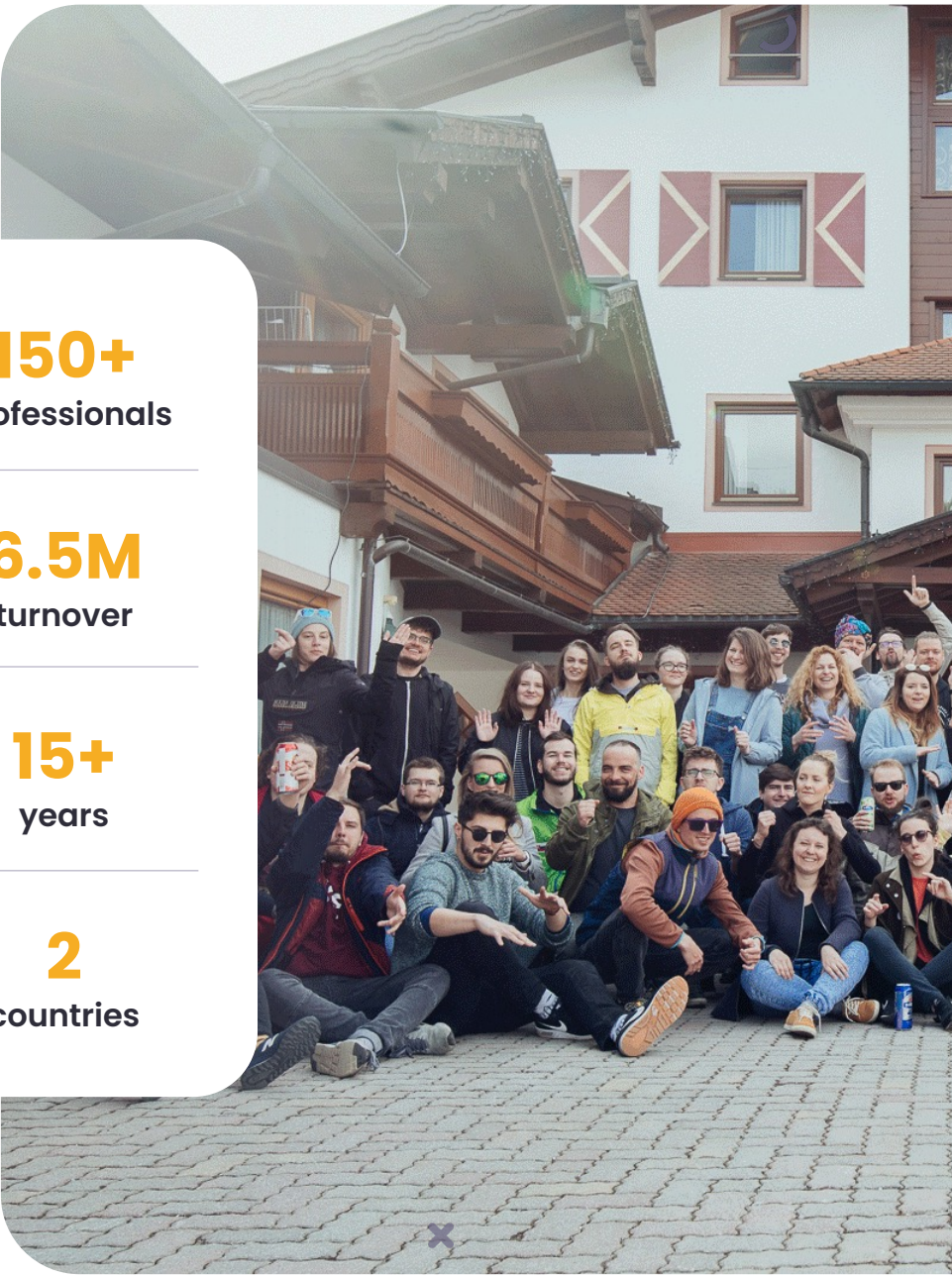
Growing
35% YoY growth

Devin Band member.

TRIAD

[] BRACKETS

Kontentino

A\\fred

PROS&CONS

DEVINBAND

150+
professionals

6.5M
turnover

15+
years

2
countries

rocking
STRATEGY

custom tools
research

automation
market analysis

ai & big data
segmentation targeting

marktech
brand positioning

market rollout plan

cutting edge
INNOVATIONS

TRIAD
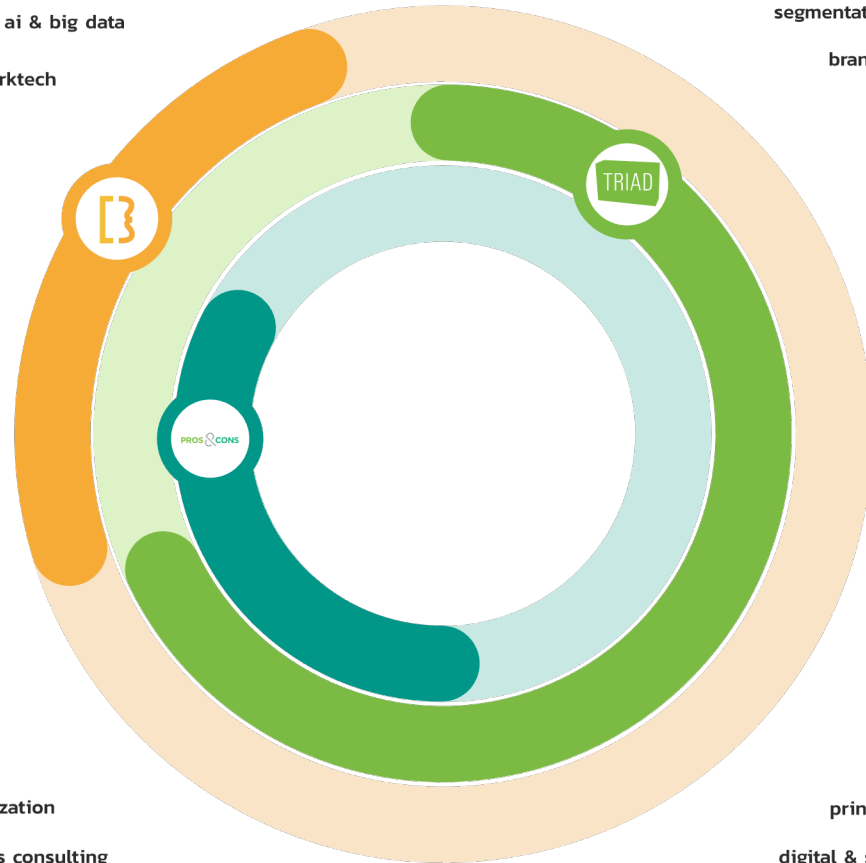
goal oriented
CREATIVITY

digital transformation
big ideas

business consulting
creative concepts

leaders mentoring
strategic creativity

startup ideas validation
PROS & CONS
brand workshops

business transformation
special solutions

brand consulting
new way of

MEDIA &
EXECUTION

businnes and
transformation

CONSULTING
tv commercials

media creativity

optimization
print

kpis consulting
digital & social media

learning
media buying

optimizing
reports
influencers

RESULTS
& EFFECTIVITY

Track record of innovative clients.

IKEA · DANONE · Asahi (Asahi Europe Ltd) · markíza · Slovenská národná galéria · runology · úľuw · WINNERS GROUP · Wienerberger · Up

We deliver innovations.

We deliver tech innovations

Change is opportunity for innovative products, services, channels & optimization. Innovation is the key to creating value.

We work with business teams

Speed of delivery matters more than ever. Business and IT teams must work together to iterate in rapid development cycles.

Our capabilities.

Idea & Technology Consulting

Analysis & Requirements Specification

UI/UX Design & Prototyping

Agile Development Open-source

Cloud-based Infrastructure

API-s & Integrations

Quality Assurance

Operations, Support, SLA

Project plan.

Nov 2022	Dec 2022	Jan 2023	Feb 2023

Analysis

UX

Design

Development

Testing & Launch

Open-source stack.
Agile & Robust

We start by finding the solution and then we choose the optimal technology fit.

Idea & Technology Consulting

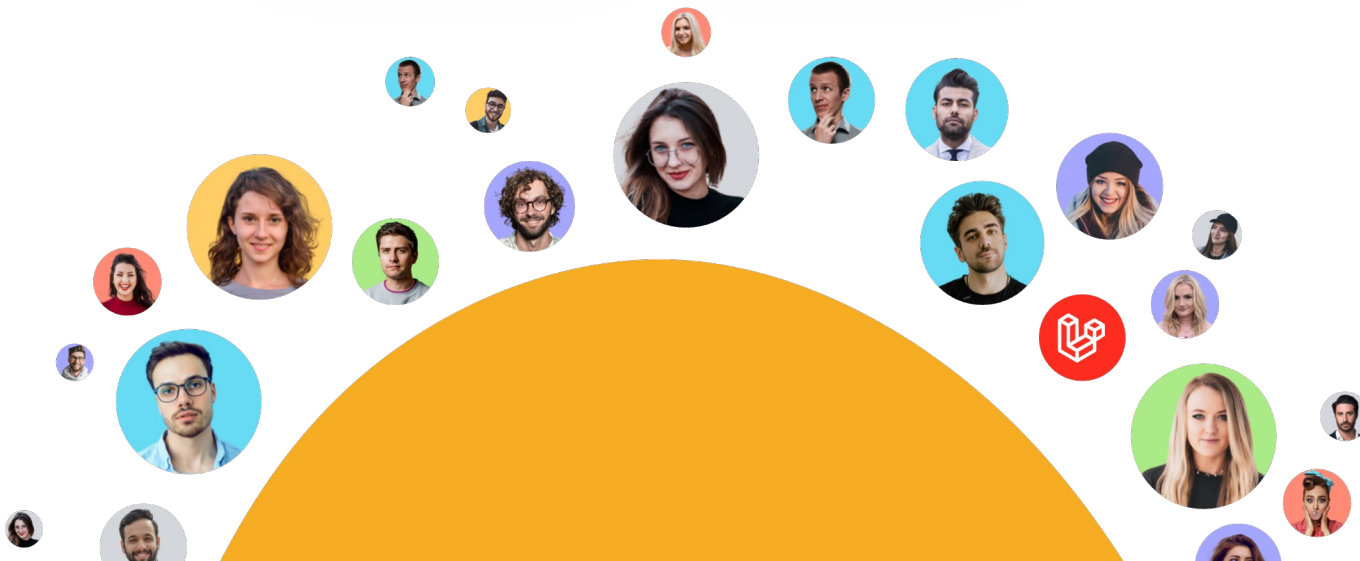Analysis & Requirements Specification

Laravel

React

tailwindcss

React Native

DigitalOcean

docker

PostgreSQL

elasticsearch

We share know-how.

As dev experts in CEE region, we organize **meetups for IT community**, share our experience and create **innovative tools**.

Craftable

Laravel Meetup

What we do.

Our Portfolio.

01 **AI & Automation** – Chatbots, Data extraction, Classification, ...

02 **Digital products** - Startups, Apps, SaaS, MVP development

03 **Customer zones** - B2C systems, Web portals

04 **Digitalization** - CRM, Back-office, B2B systems, B2E, Enterprise

01 AI & Automation.

How We Work.

We specialize in AI software development, helping businesses leverage the power of artificial intelligence to improve their operations and stay ahead of the competition.

Our approach concentrates on these essential steps:

AI Analysis & Consulting

AI Implementation & Integration

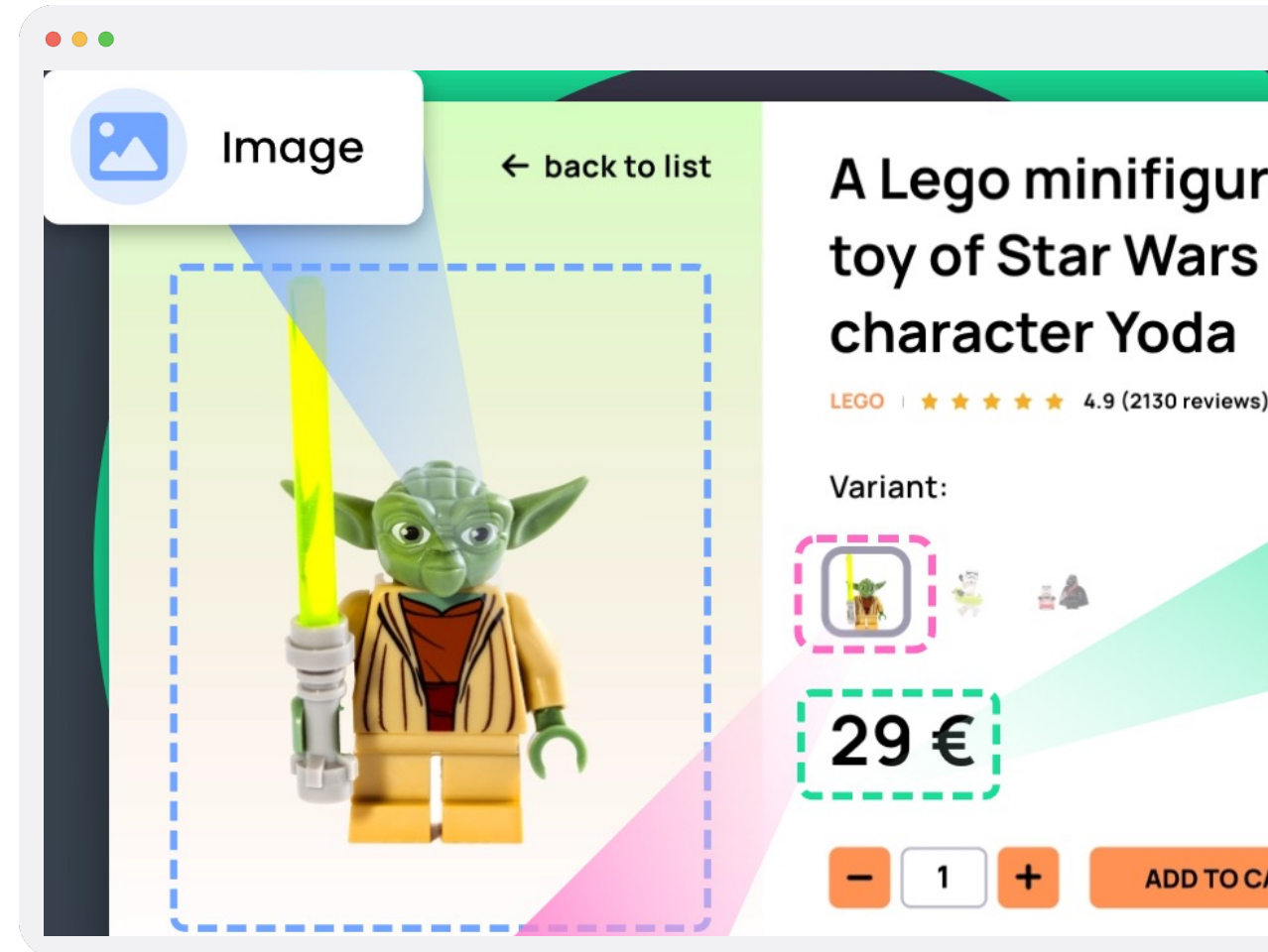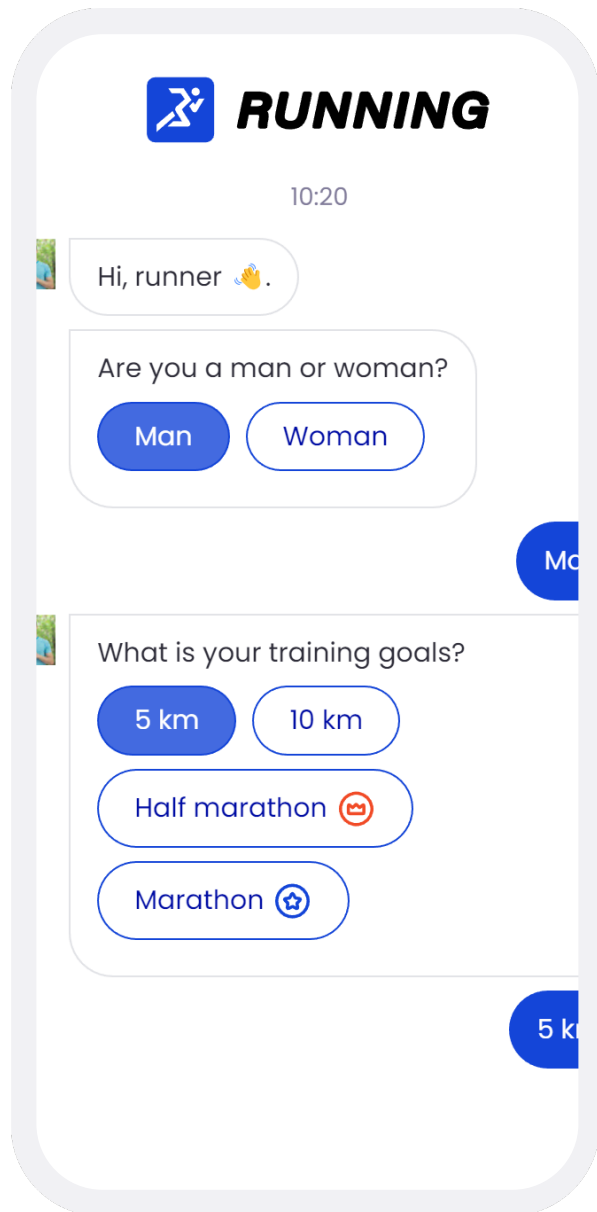AI Performance Evaluation & Optimization

How **AI** can
help your business

Analysis & Classification

- Image and text classification
- Information extraction from unstructured data
  - Emails
  - JSONs
  - No SQL databases
- Integrating with your infrastructure
- Automating your existing workflows

Chatbots & Virtual assistants.

- Provide better, faster, more personalized support

- We can train the AI to your knowledge
  - Internal Wiki data
  - Product portfolio
  - Documentation

- Great for internal HR tools, service support centers, helpdesks or many other use cases

Content Creation & Personalization

- Creating engaging marketing copywriting, headlines, articles
- Summarization, Tone of voice
- Content moderation

Lego mini figure of storm trooper wearing

Character lin

280

Choose a to

Frien

Words 42   Characters 280

variant 1

Introducing the Stormtrooper with Floating Duck Mini Figure, a delightful addition to you LEGO Star Wars collection. This whimsical 2-inch tall figure combines the iconic Stormtrooper design with a playful rubber duck twist, perfect for LEGO enthusiasts and Star Wars fans alike.

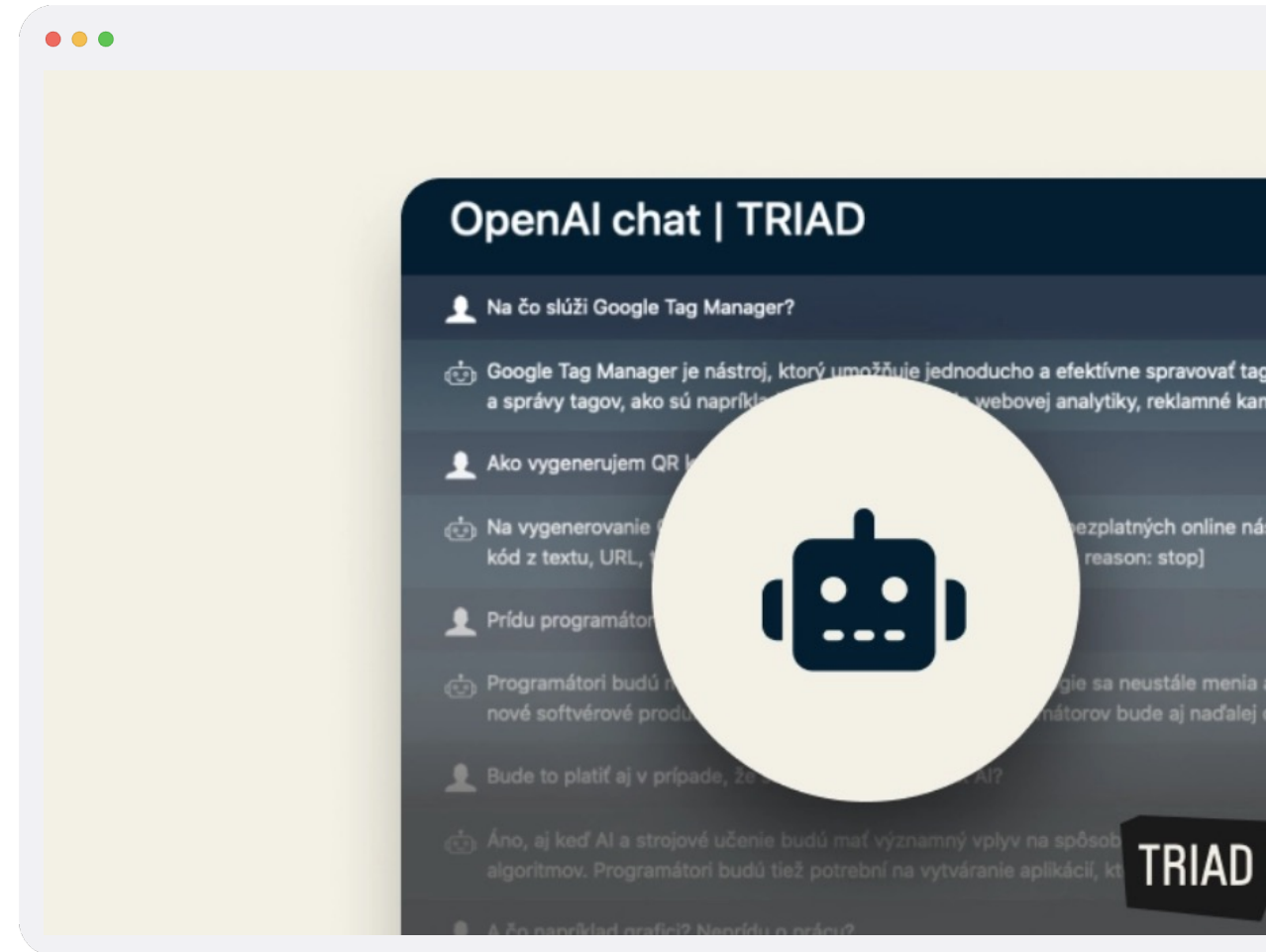Add keyword

Lego

Star Wars

Language

Our latest **AI** apps

Knowledge base AI assistant.

- Simple text-in, text-out interface

- Use plain language to describe your inputs and outputs

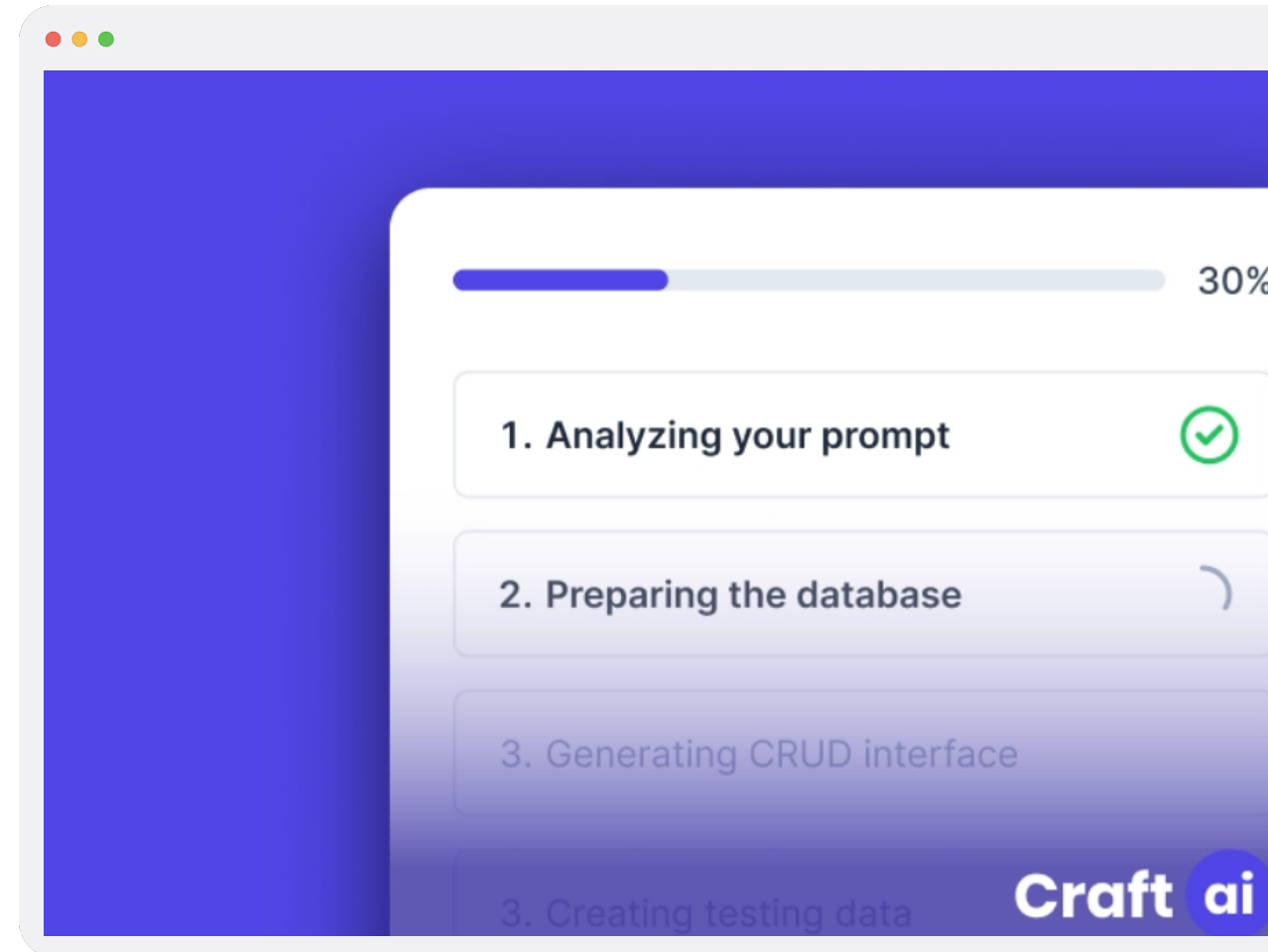- Saving time and effort for users, enabling them to quickly find the information they need
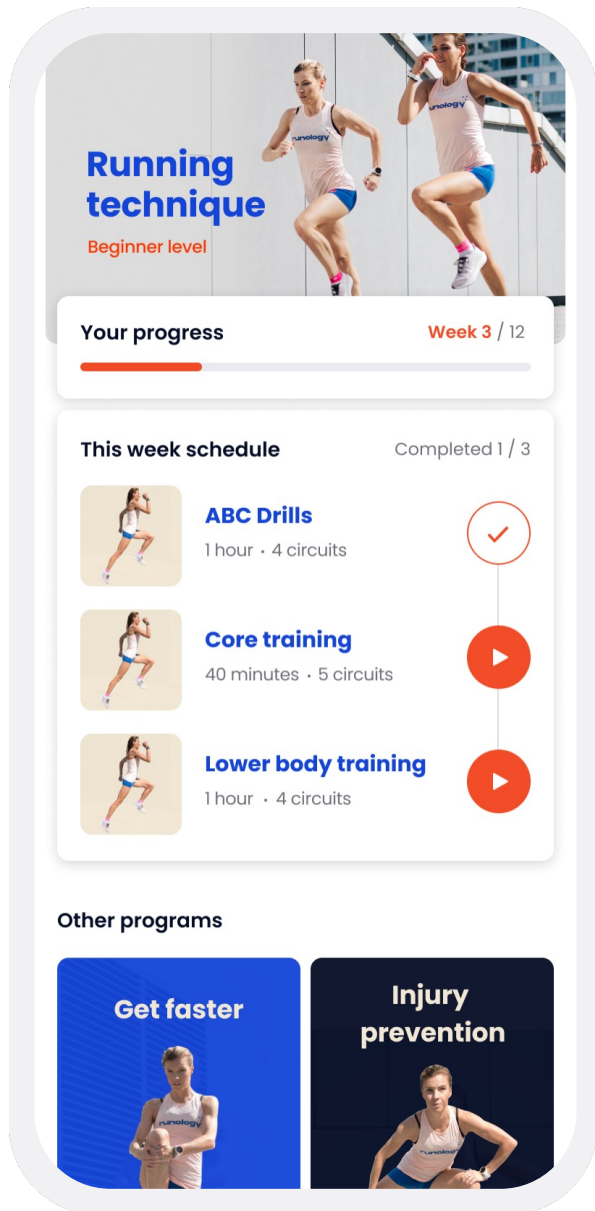
CraftAI.

No-code Software Development platform

- Create Admin Panel in 5 Minutes
- No coding required
- Supercharged with GPT-4

30%

1. Analyzing your prompt

2. Preparing the database

3. Generating CRUD interface

3. Creating testing data

Craft ai

Runology.

Automated analysis of running technique

Mobile app with a digital coach for hobby runners and video tutorials for training to prevent injuries and improve running form.

- AI-powered video analysis with skeleton tracking
- programmatic video editing
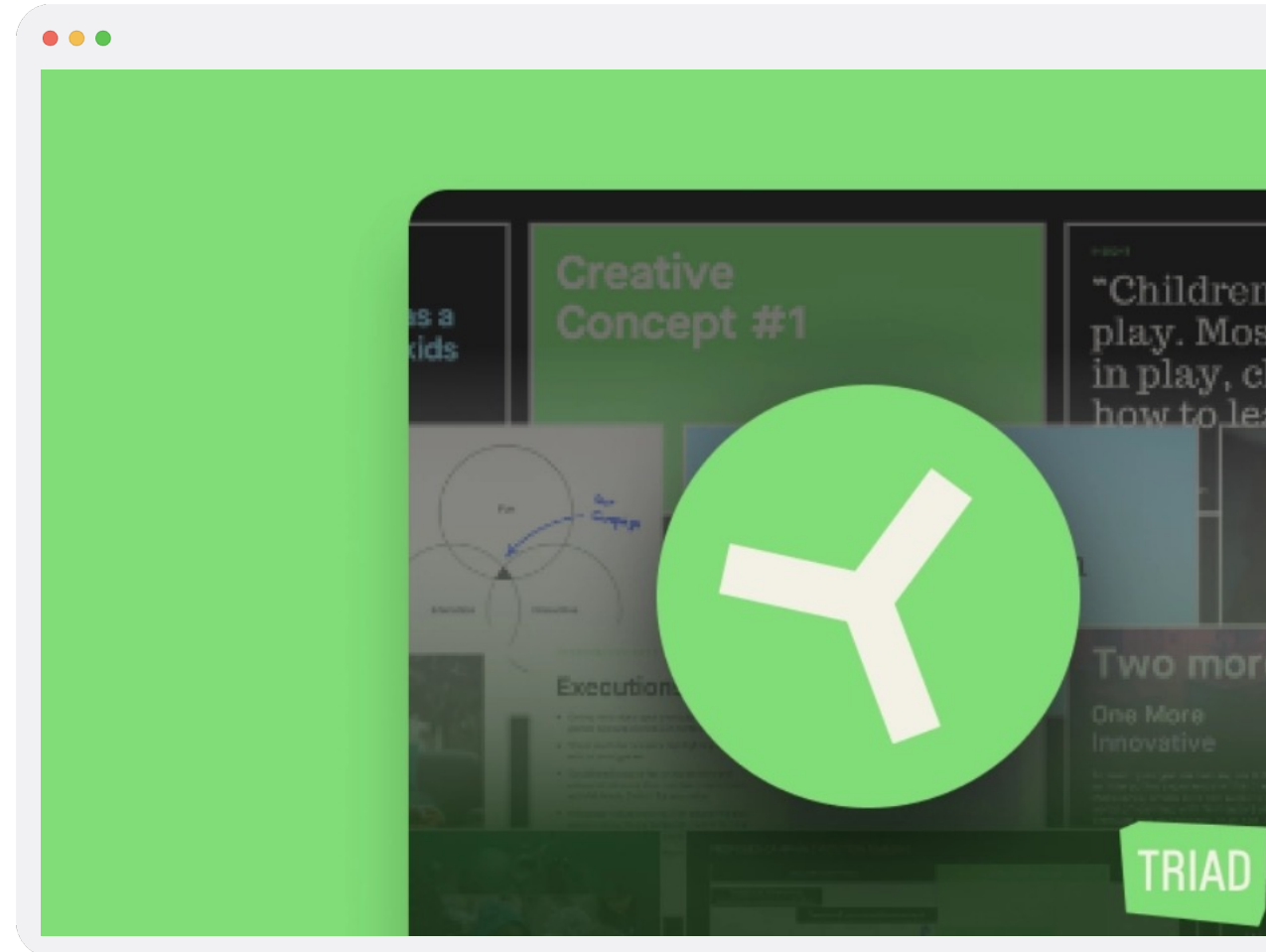- Personalized training plan

TRIAD.

Creative concepts generation for brands

- AI model trained on TRIAD's most awarded marketing campaigns in just minutes

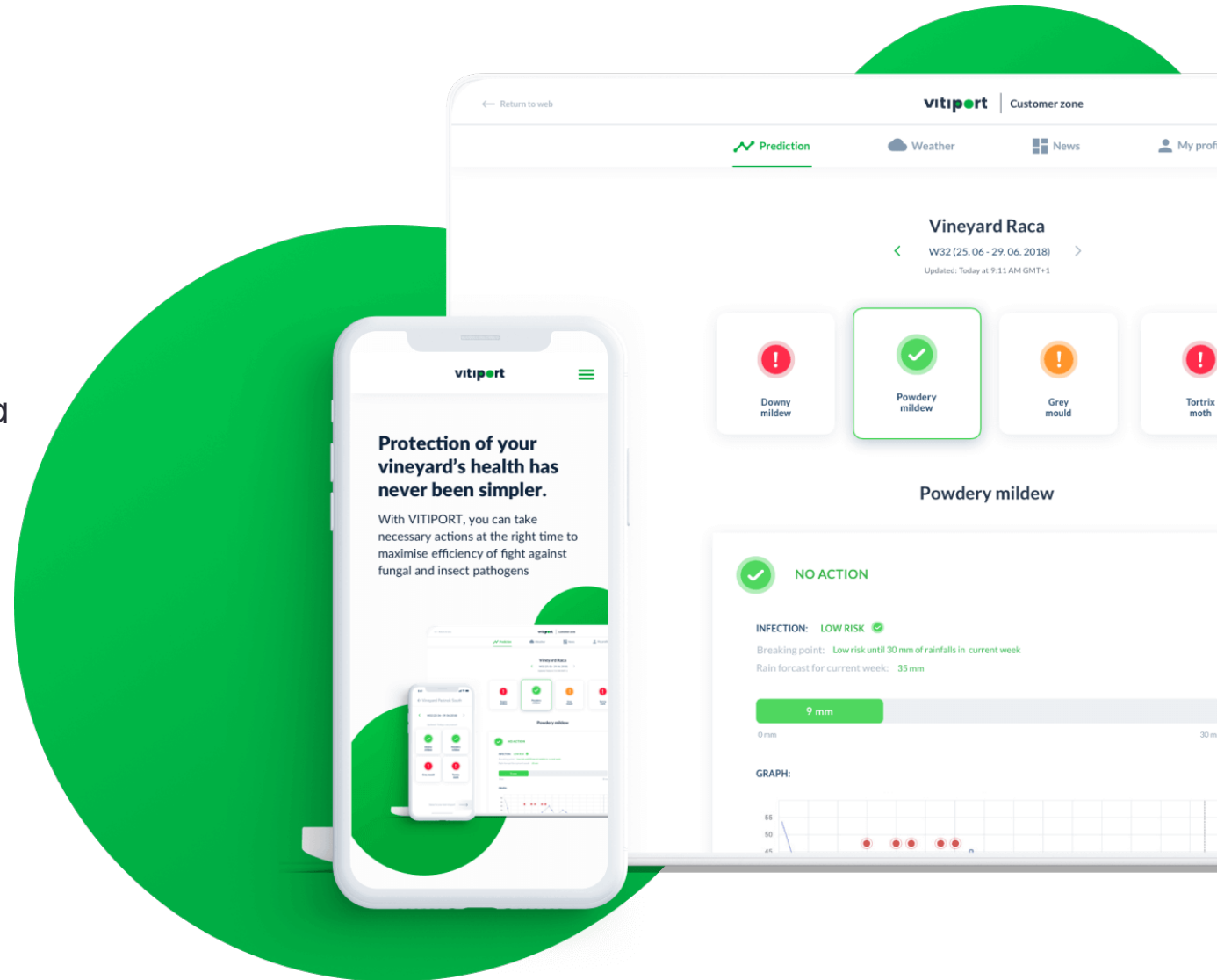- The content created without human intervention

Vitiport.

Revolutionary tool for vineyards

- AI-powered platform helping wine growers around the world to use data and proprietary weather predictions for efficient wine growing.

- Based on Microservices and APIs
  - Prediction engine
  - Customer zone with mobile app
 - Back-office
  - Weather Data integrations

02 Digital products.

Allfred.

Innovative finance and project management solution

- Situation: Core data are clustered in separate silos or not tracked at all. Managerial outputs are delayed.

- Solution: User-friendly managerial software with realtime data reports for managers.

- **80% improvement of speed and accuracy of finance results**, improved project management, automated invoicing, accurate planning and forecasting.
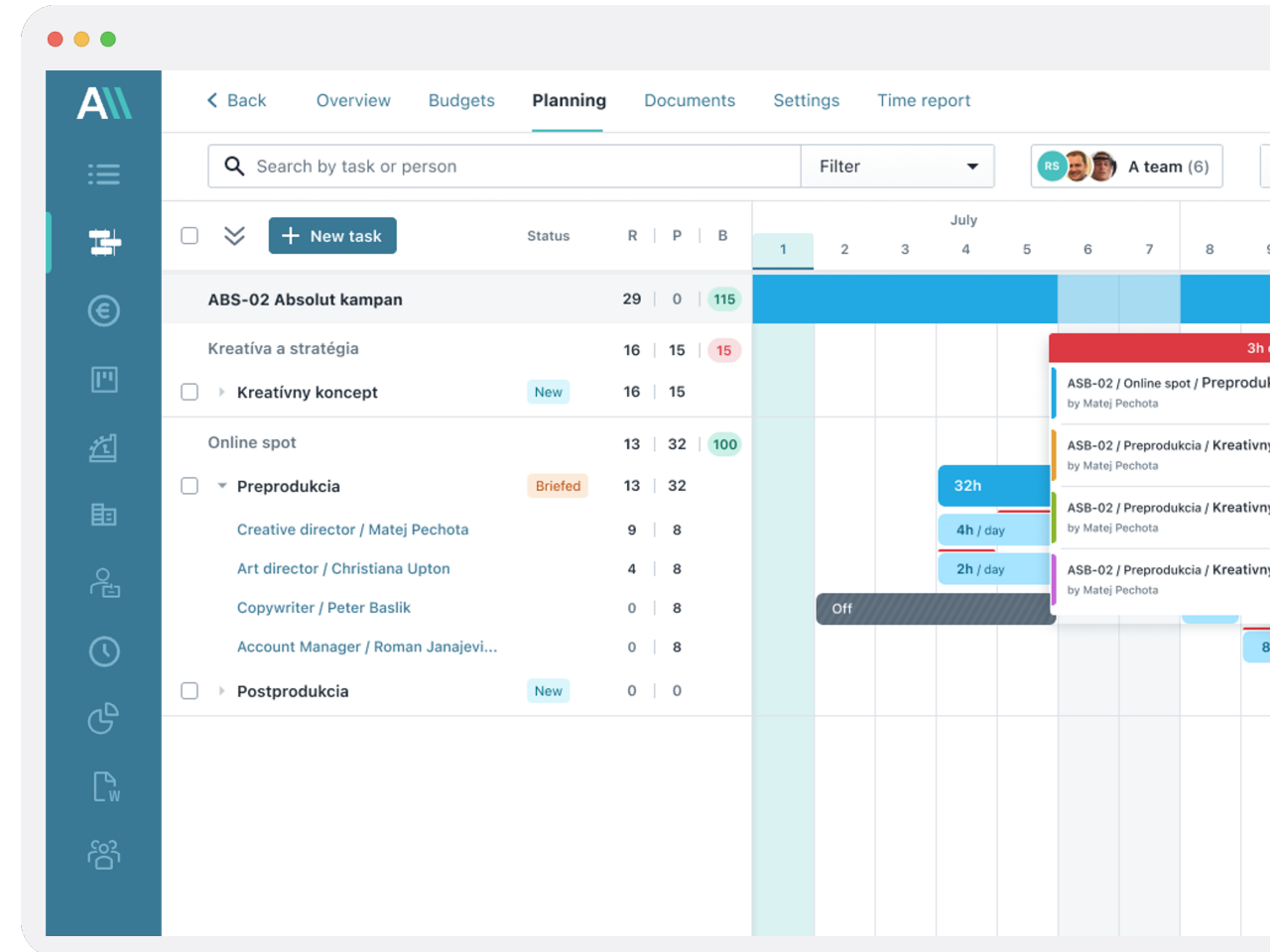
Kontentino.

Social Media Management Tool

- Challenge: lack of suitable solutions for content approval causing inefficiency and errors in communication

- Solution: easy to use yet powerful content management and collaboration platform for brands and suppliers

- **Saves 70% of time costs and enables focus on important tasks**
  - SaaS used by thousands companies worldwide
  - Devin Band Spin-off
 - From MVP to product launch
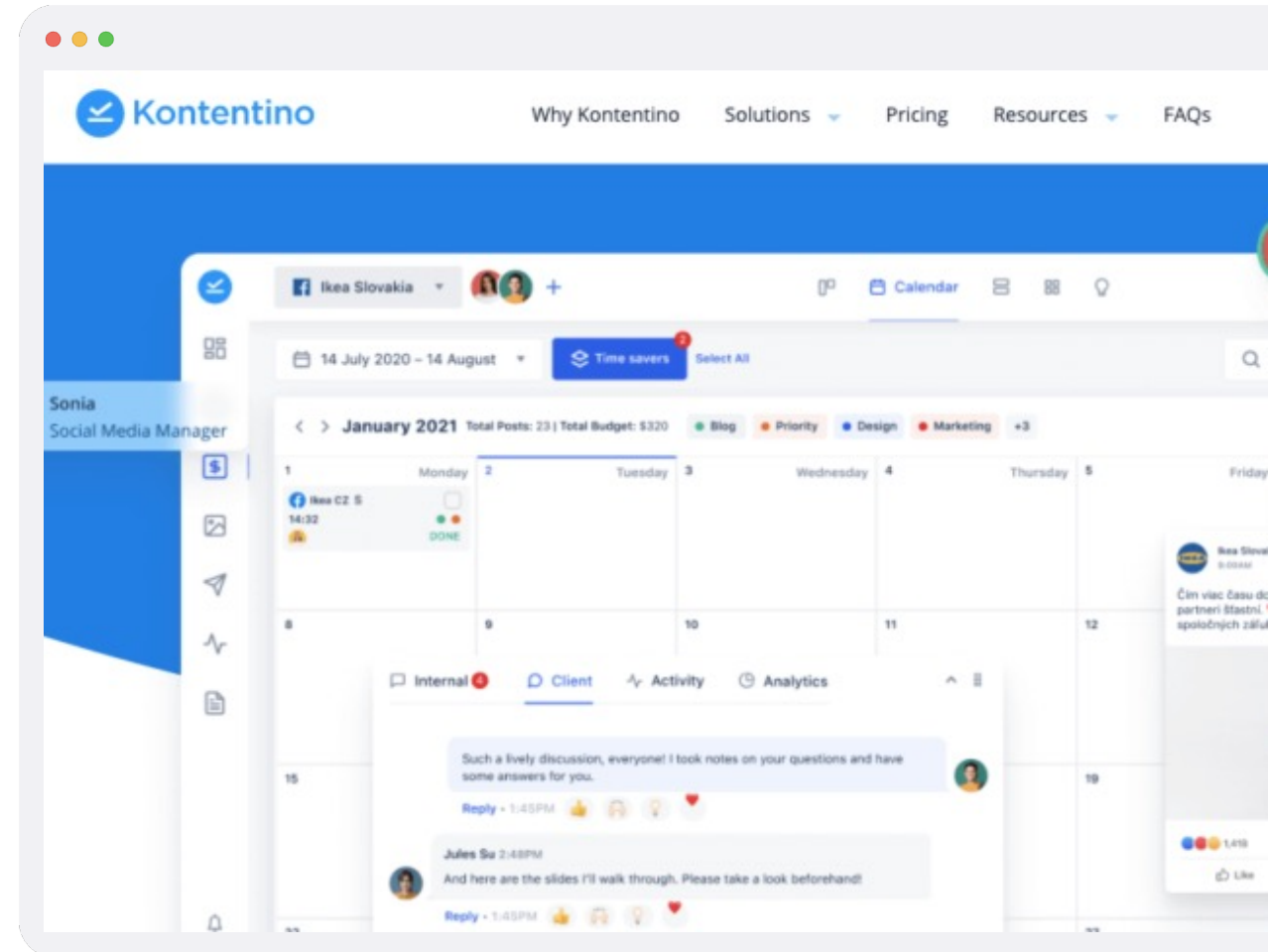
Smartvote.

Innovative voting system for municipalities

- Challenge: Covid pandemic forced municipal councils to remote and hybrid sessions - they were missing effective way of voting

- Solution: Mobile application which turned phones of council members into voting appliances. System for administrator to run the session and TV app for presenting the process to public.
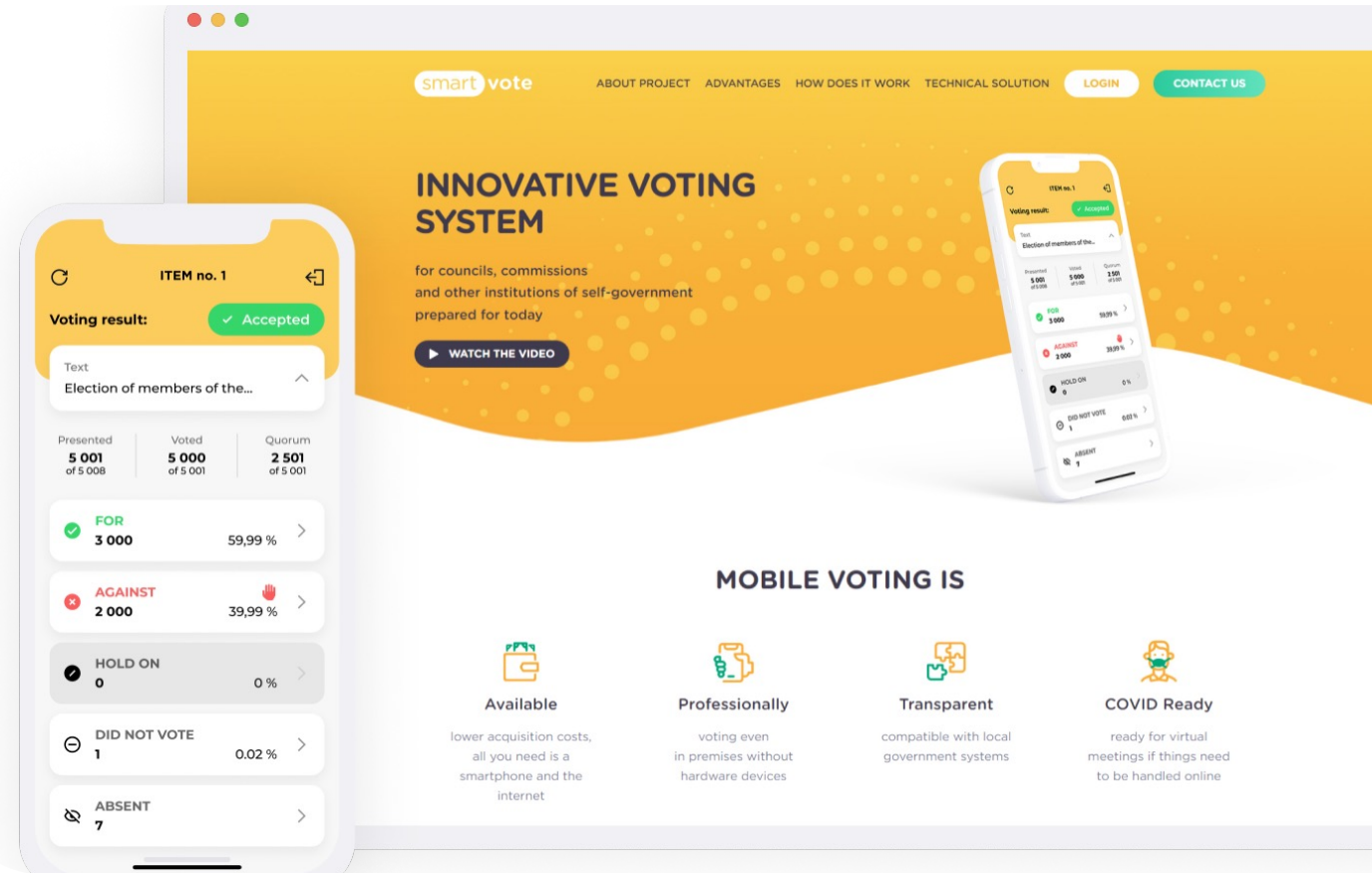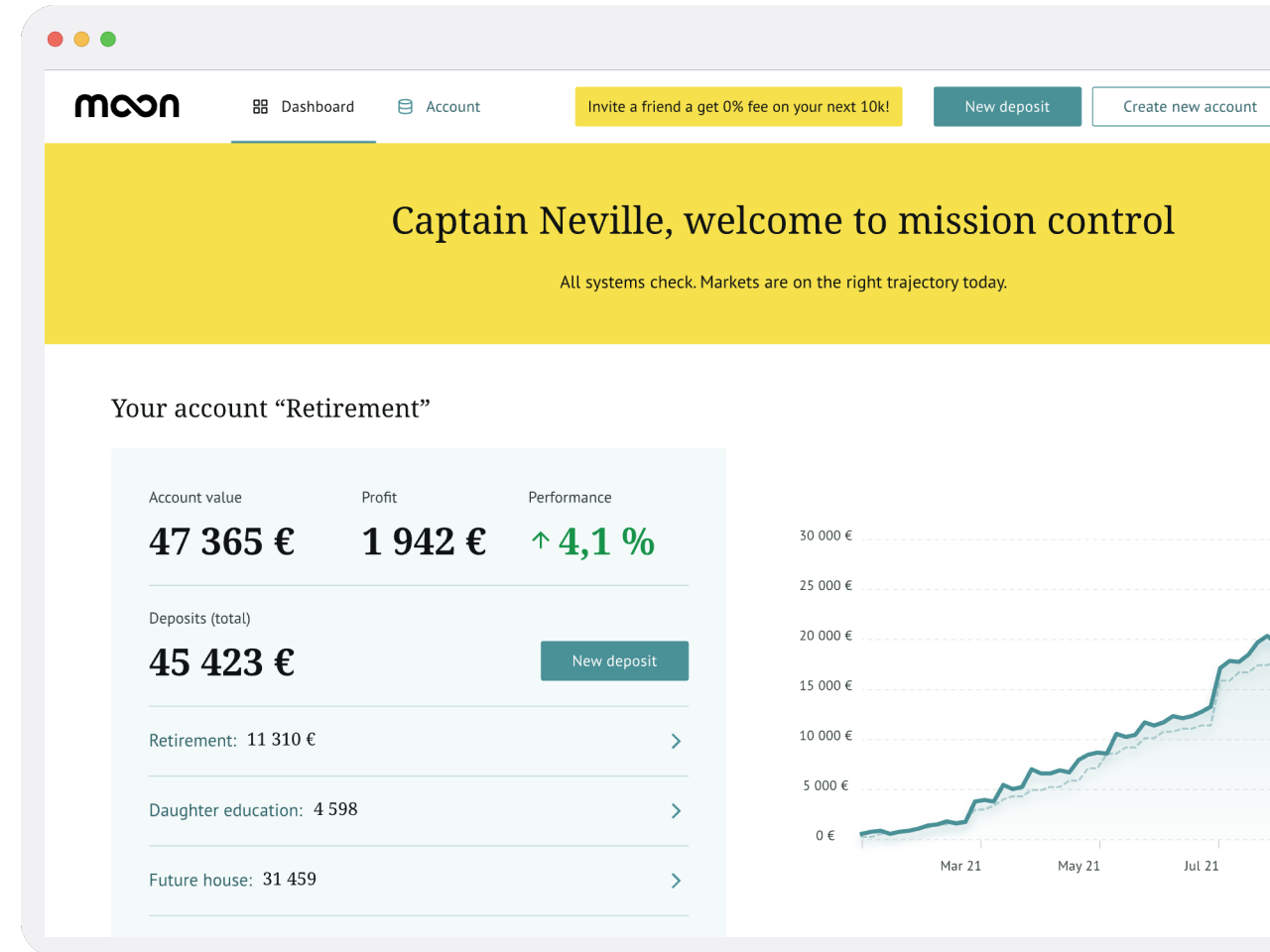
Moon.

Online investment platform for retail customers

- Challenge: Provider of financial services must sign new contracts with customers in person, customers don't have real-time access to their funds.

- Solution: Digitalized onboarding process and contract creation. Private online customer zone with portfolio overview .

- Complex integration with provider of financial services

moon

88 Dashboard   Account   Invite a friend a get 0% fee on your next 10k!   New deposit   Create new account

Captain Neville, welcome to mission control

All systems check. Markets are on the right trajectory today.

Your account "Retirement"

Account value	Profit	Performance
47 365 €	1 942 €	↑ 4,1 %

Deposits (total)

45 423 €   New deposit

Retirement: 11 310 €   >

Daughter education: 4 598   >

Future house: 31 459   >

30 000 €
25 000 €
20 000 €
15 000 €
10 000 €
5 000 €
0 €

Mar 21   May 21   Jul 21

Vitiport.

Revolutionary tool for vineyards

- **AI-powered** platform helping wine growers around the world to use data and proprietary weather predictions for efficient wine growing.

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  - Prediction engine
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  - Back-office
  - Weather Data integrations
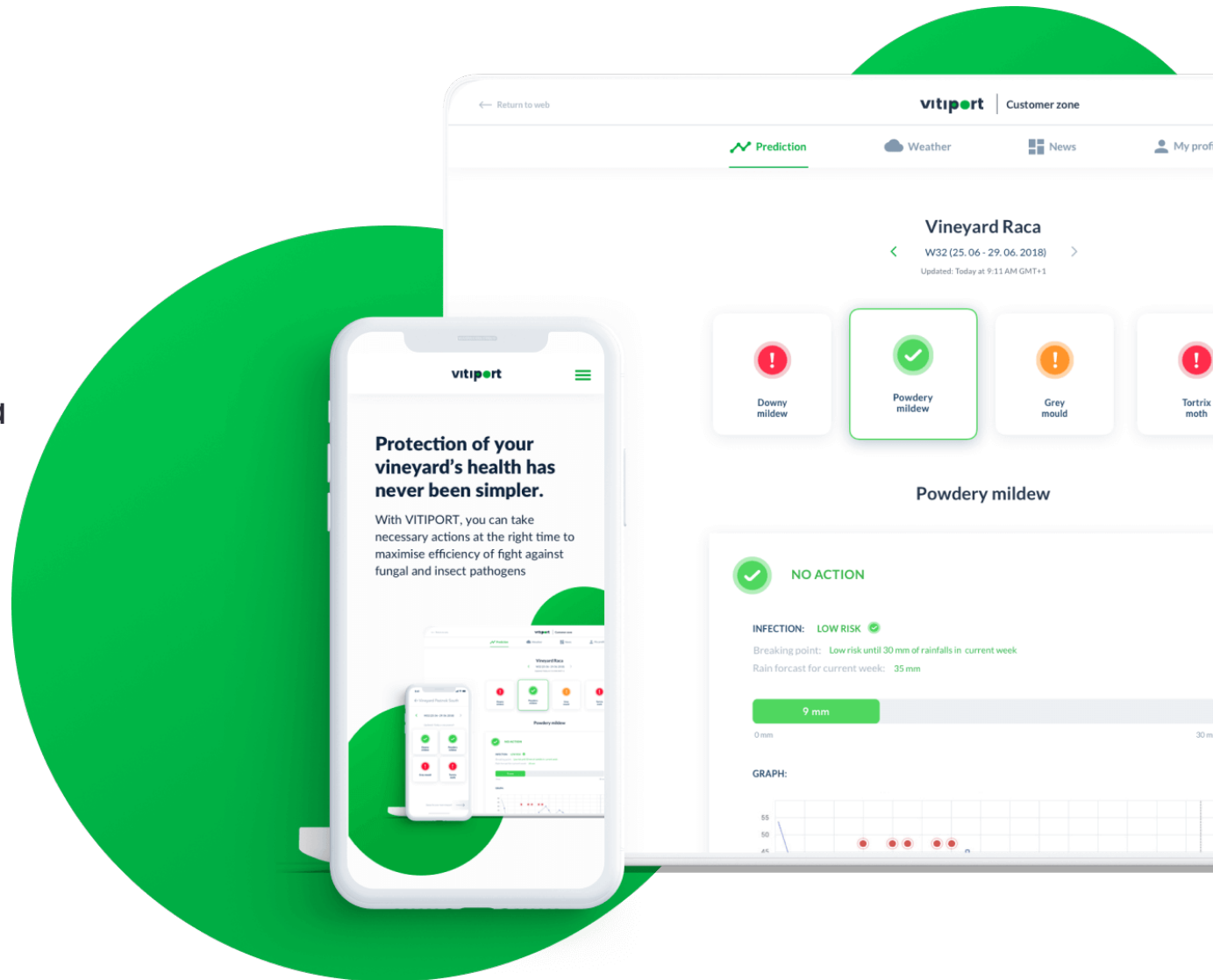
03 Customer Zones & Portals.

Mobile apps for Markiza - CME group.

- Challenge: Demand for native mobile experience from one of the largest TV broadcasters in Central Europe.

- Solution: Custom content distribution platforms enabling second screen experience

- Mobile apps – newscast app & video-archive app
  - Video streaming & articles Integration with existing web services
  - **Over 1M+ downloads** (iOS & Android platforms)

Digital marketing hub for Nutricia - Danone.

- Challenge: Growing demand of customers for online experience and education.

- Solution: Multi-channel advisory ecosystem providing personalized user experience.
  - On-line professional advisory center with articles, live chat and hot-line
  - Customer journey personalized accordingly to baby's stage of development
  - Helpful & engagement apps like Baby's diary, Growth charts, Allergy risk calculator
  - **400.000** satisfied mothers/fathers

Screen 1
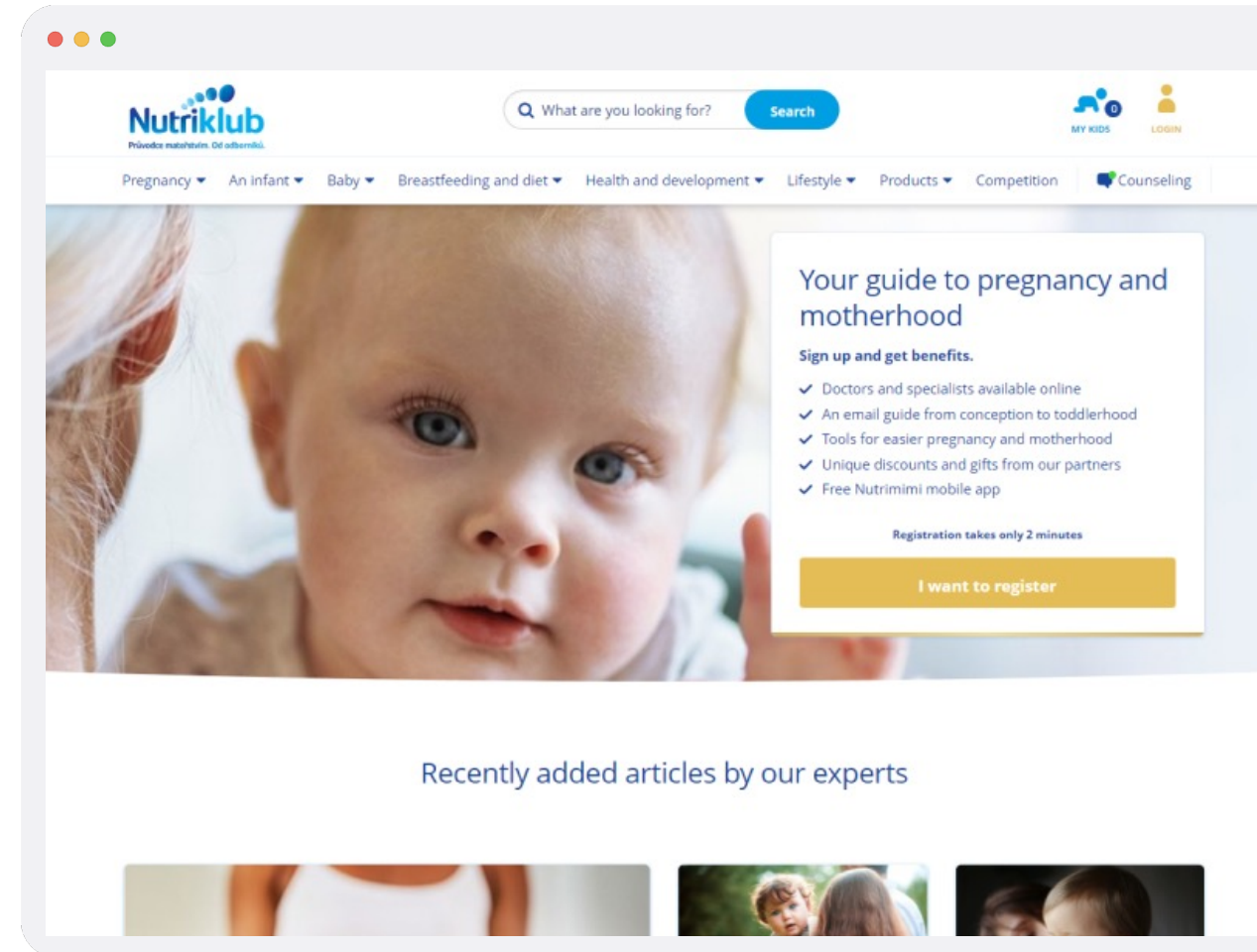
3. feburár 2021

Ahoj Dominika

24. týždeň
štvrtý deň

Veľkosť bábätka

Tvoje dieťa je
vo veľkosti **zajačika**

Orientačný termín pôrodu — **10. máj 2021** >

Aktuálne si tehotná
22 týždňov a 3 dni

Do pôrodu zostáva
17 týždňov a 4 dni

Screen 2

Strava v tehotenstve

Prečo dopĺňať kyselinu listovú v tehotenstve a v čom sa nachádza?
Kyselina listová by sa mala vo zvýšenom množstve užívať najmä v období...

Správna výživa v tehotenstve
Vzhľadom na to, že nastávajúca mamička nedodáva živiny len do svojho tela, ale aj do tela nenarodeného...

Začíname s výživou od úplného počiatku
Rané obdobie života je tou najdôležitejšou chvíľou, kedy môžete...

Prevenciou k zdravšej budúcnosti
Príčina mnohých našich zdravotných neduhov v dospelosti bola vysledovaná až do ranných rokov života...
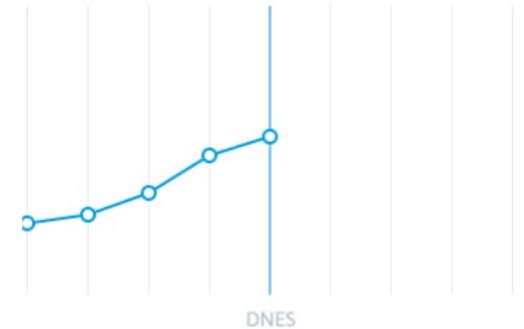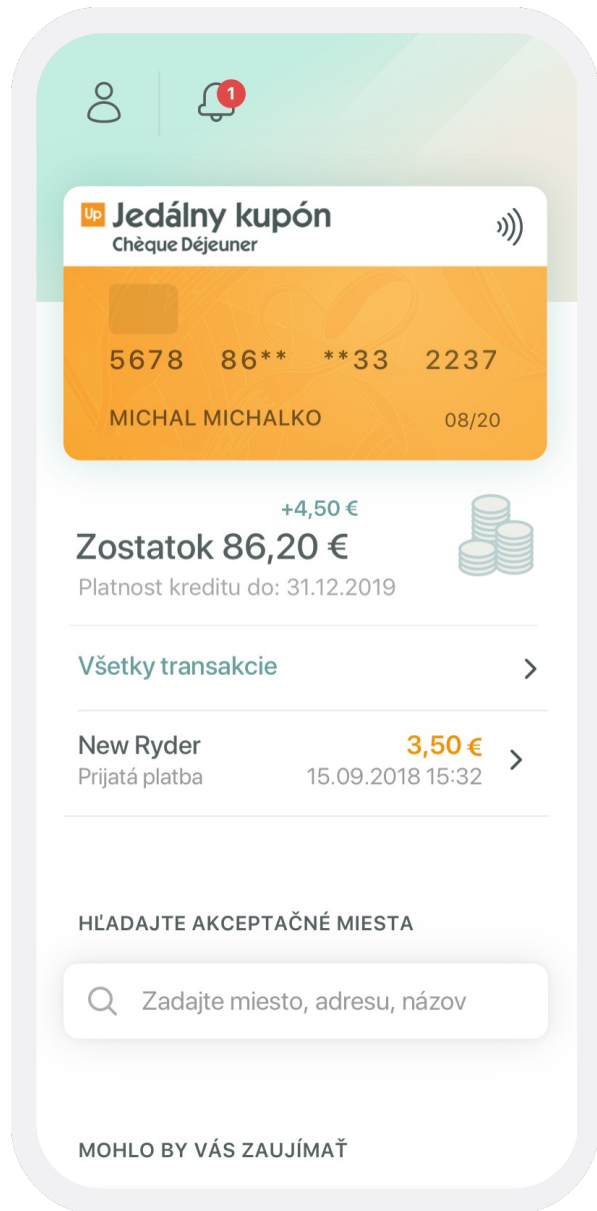
Screen 3

< **Rastový graf**

| Váha | Výška |

DNES

Pridať nový záznam

Záznamy veľkosti

Dátum	Týždeň	Zmena	Výška
14. 01.	23.	14.0 cm	**65.6 cm**

# Redefining customer experience for Up Déjeneur.

- Situation: hard to use platform for system of catering, motivation and remuneration of employees deployed without focus on CX.

- Solution: complete frontend redesign and development of complex platform including user journeys validation enhancing CX and UX.
  - Zones for companies, employees and partners
  - Integrated with core IT systems
  - Web & Mobile platform
  - More than 100k users a month

Co-working membership portal for HubHub.

- Challenge: New co-working space needed to build identity among customers.

- Solution: Seamless customer experience across all brand touchpoints (online and offline)

  - Focus on UX, design & visual identity

  - Individual experience in 5 cities in Europe

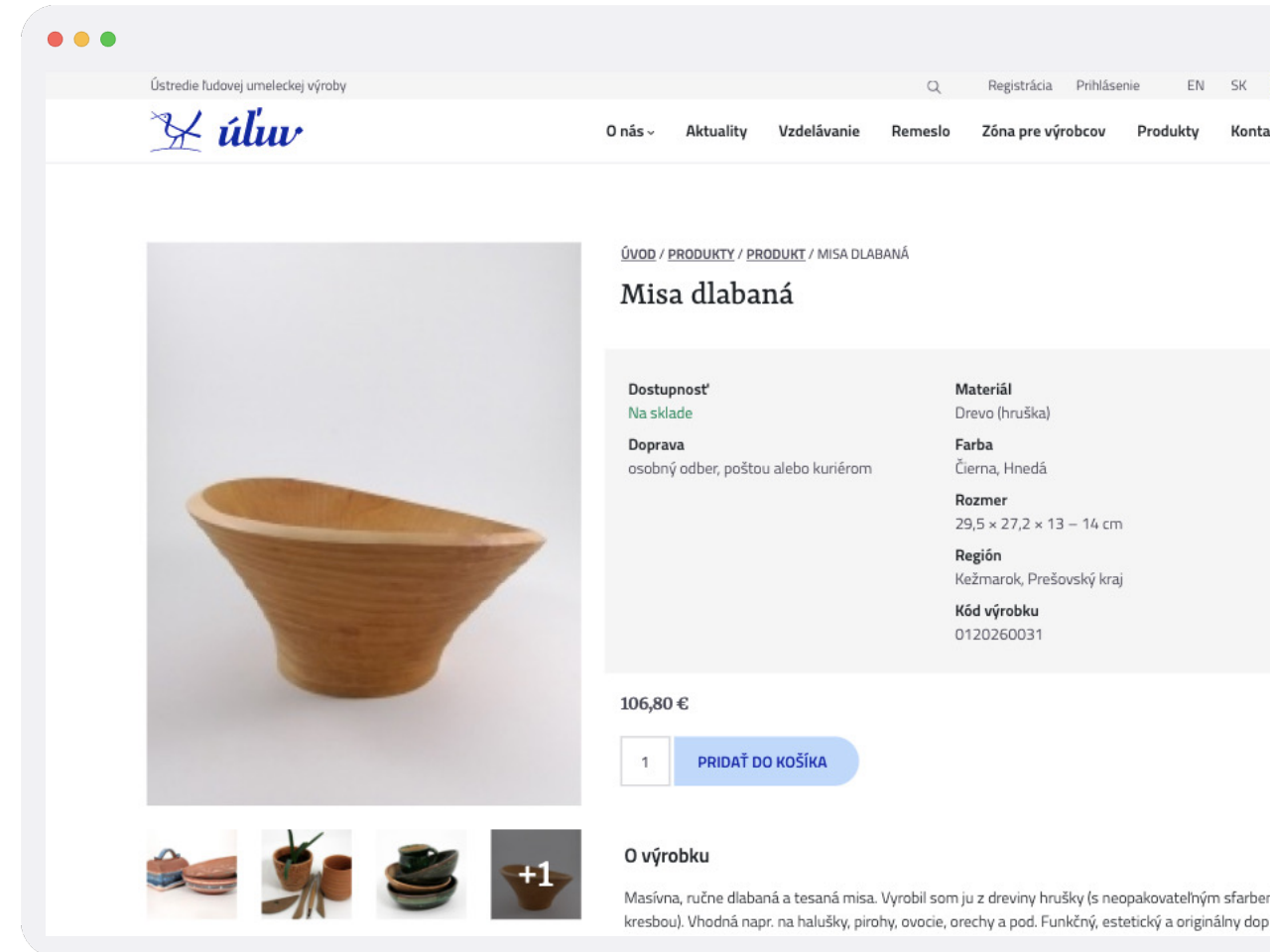 - Integration with coworking management software (Cobot)
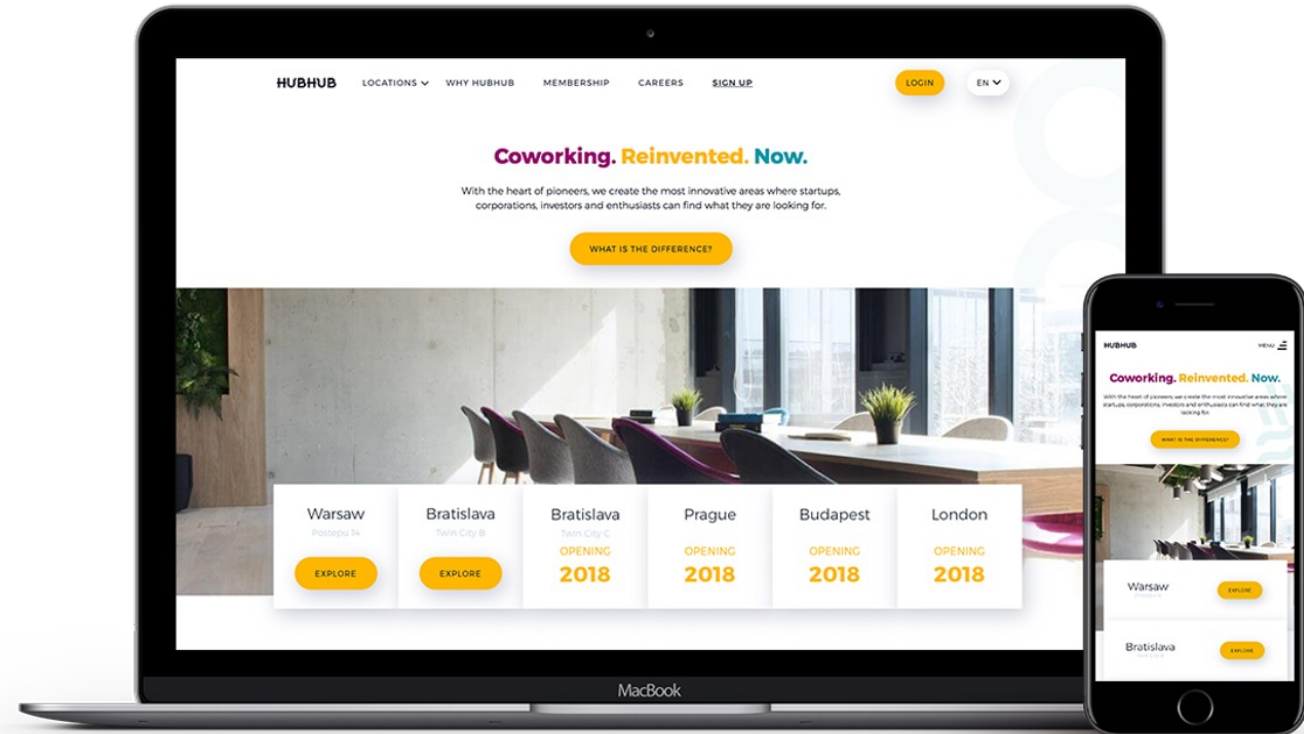
The Centre for Folk Art Production -
Ministry of Culture.

A unique e-commerce portal with art hand-made products

- Platform supporting sales of national heritage

- Specific features:
  Courses, education, craft

- Implementation of State payment gateway

Special ophthalmology e-commerce for Zita.

Exceptional customer experience turned into e-commerce

- Professional ophthalmologic services

- High quality glasses

- Specific tailor-made shopping process (with vision measurement booking)

- Integration with TISS (ERP for ophthalmologic clinics)

ZITA

Products   About us   Eye examination   My ZITA

Book an appointment

See the world anew
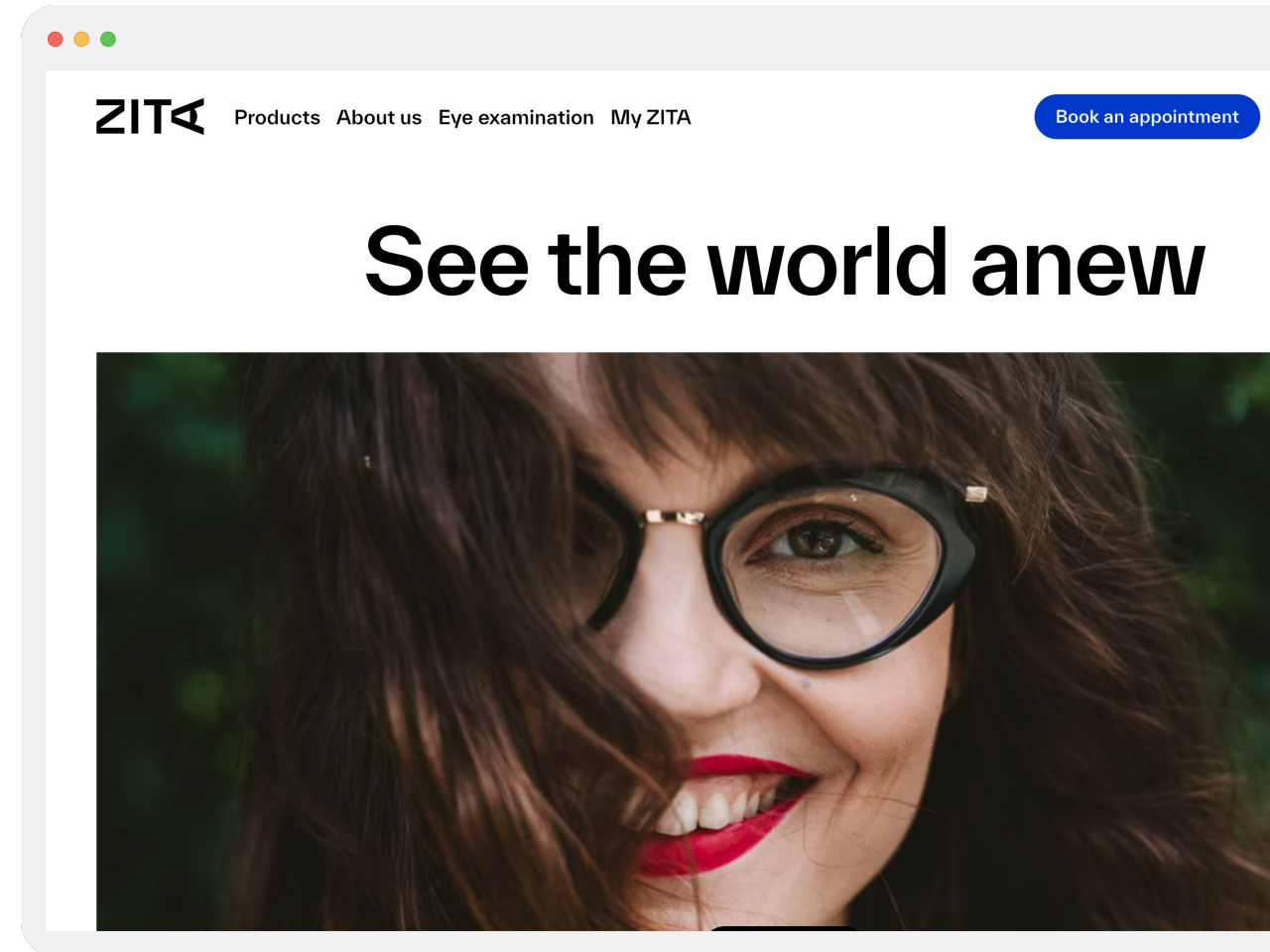
04 Digitalization.

IKEA Sales workflow optimization.

- Challenge: During Covid outbreak, IKEA's main sales channel - stores for face-to-face meetings with customers, had to be transformed in a matter of days to completely remote digital meetings

- Solution: Core system used to streamline workflow across departments, suppliers and customers

  - Frontend & Backend integrated with IKEA systems

  - Used across departments by IKEA in 8 stores in 3 countries (in 4 languages)

  - IKEA kept approximately 50% of the in-store sales compared with last year
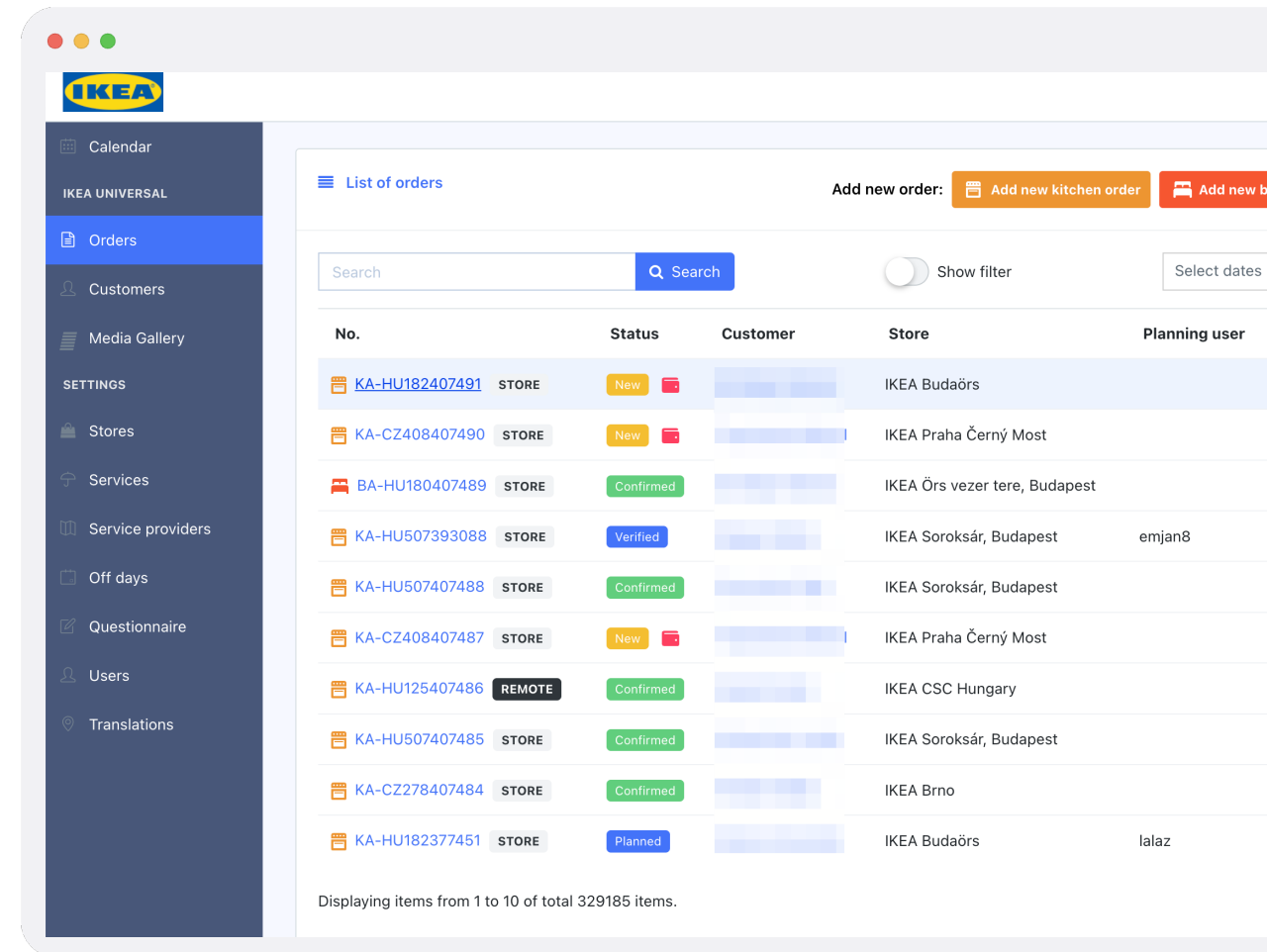
AR Mobile App for Semmelrock - Wienerbeger.

- Challenge: The client needed an app which would serve as a brand exposure channel but also a lead generation tool for the sales team.

- Solution: The app allows people to create visualizations of their home environment with their preferred paving design.
  - Android and iOS platforms
  - 12 countries, multiple language
  - 20K+ downloads

Tailor made CRM for Global Finance.

- Challenge: Need for digitalization and speed-up processes in Lead generation and Customer care

- Solution: Tailor-made CRM managing the entire workflow from collecting leads from various sources, client's financial analysis, portfolio proposal and automatic client's products management

- Complex mortgage-calculator with detail information from all Slovak banks
  - Customer care optimization and automatization
  - All financial products information in one place
  - 500+ salespeople use the CRM today
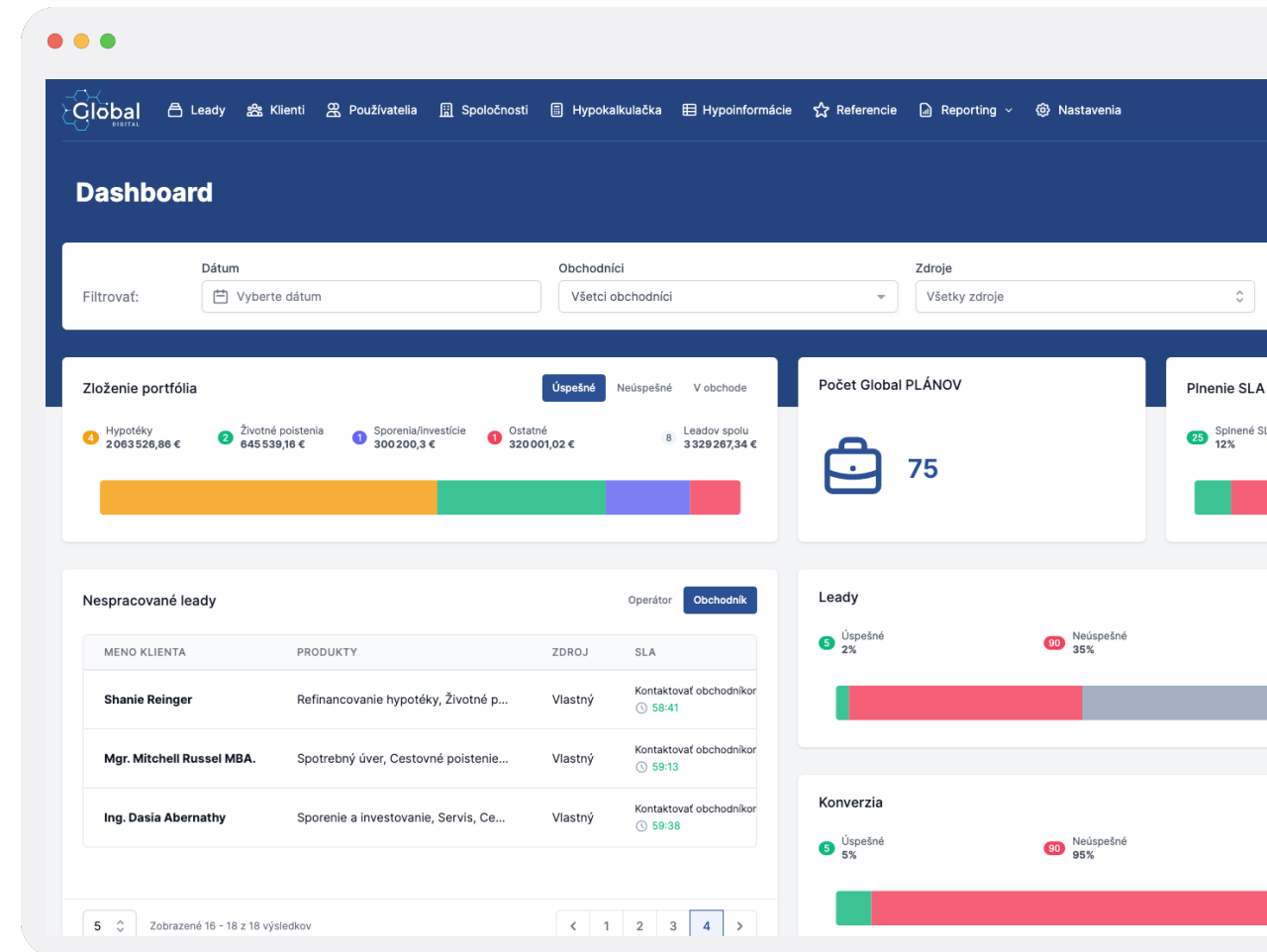
Speeding up team workflow in IKEA.

- **Challenge:** Fragmented communication across multiple channels.

- **Solution:** Digitalization of team workflow across 3 countries.

- Workflow management system & service desk improving efficiency, communication and EX.
  - Custom workflows, roles & Permissions management
  - Data outputs: Reports & Dashboard

Inovations.
Delivered.