



Welcome to IdeaPort Riga

**Your trusted CRM and  
Agentic AI  
implementation partner**

# Ideaport Riga in a nutshell

Ideaport Riga was established in 2007 and ever since has been growing as a strong CRM partner in Europe. We are official implementation partners of Oracle Siebel and Salesforce.



# Salesforce focus

## Analysis

- User research
- Analysis and UI Design
- Clickable prototype development
- Methodology for two week-long UX mini projects

## Customization

- Configuration using declarative programming
- Lightning Web / Aura Components
- Apex, Visualforce
- Javascript, CSS

## Integrations

- Integrating Salesforce with 3<sup>rd</sup> party on-demand, on-premises and legacy applications
- Design-develop-expose APIs
- MuleSoft



Sales Cloud



Service Cloud



Experience Cloud



Marketing Cloud



Communications Cloud



Financial Services Cloud



Agentforce

# Magnet AI in a nutshell

Free, open-source, low-code **Gen AI enablement platform** for CRM professionals with premium implementation and support services are available.

## Supported Use Case

- Prompt-based
- Vector Embeddings-based
- Conversation Agents

## Integration with CRM Systems

- API for main configuration objects
- AI App Panel as iFrame and LWC
- Custom API-based LWC

## Low Code Configuration

- LLM Models
- Knowledge Sources
- Prompt Templates
- Retrieval, RAG & API Tools
- Agents & AI Apps

## Evaluations & Usage Analytics

- Prompts & RAG evaluation
- Comprehensive Traces (incl. also cost, latency, error rate)
- RAG & Agents Usage Analytics capturing Q&A, user feedback, response quality

# Your trusted CRM implementation partner

Most of our experience comes from Oracle Siebel CRM and Salesforce

APOTEK  ICA

TELE2

Renaissance<sup>®</sup>  
insurance

reckitt 

KONECRANES<sup>®</sup>

 Lyse

 DeLaval

 Länsförsäkringar

 P&G

 GOLDENKEY

 airmalta

tet

 RBC  
Wealth  
Management

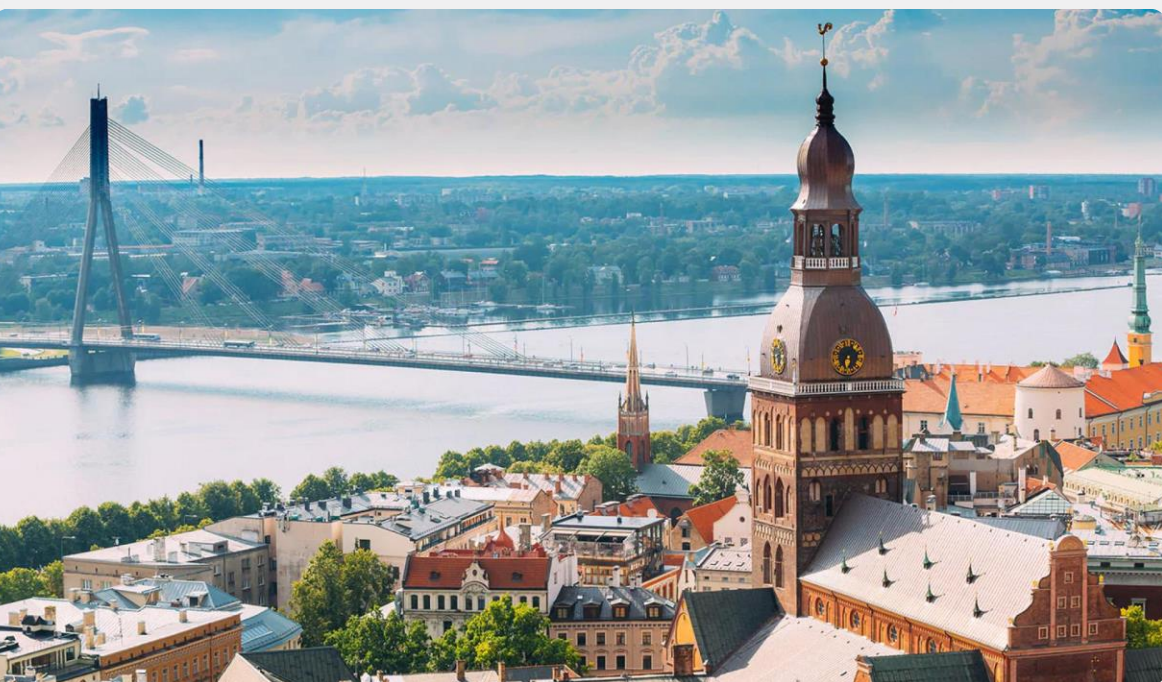
juro

  
Primekss

ORACLE

altum

# Riga and Latvia in a nutshell



## Most well-connected metropolis of Baltics

- Daily flights across Europe and beyond
- Quality rail and bus routes connecting Riga, Tallinn and Vilnius
- Well operated port connecting Riga to 50 ports across the world

## Thriving ICT and investment environment

- Growing talent employment in ICT (DESI Index 2022-2025)
- Multi-lingual (Latvian, English, Russian) talent with >50% of the working population holding professional secondary education or higher education degrees
- High quality living conditions with reasonable cost of life

## Proximity is key

- Geographical
- Cultural
- Work ethic

# Get your free consultation!



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