



DIGITAL TRANSFORMATION STRATEGIES THAT WORK



WE DELIVER

Mobile Apps and Cloud Solutions for > 12 Years

Our goal is to guide you from an idea to a sustainable digital product strategy

WHO WE ARE

A team of passionate professionals who are responsive, flexible, and deliver on time no matter what.

HOW WE WORK

We collaborate with our customers, we understand and embrace unique needs, and we develop strategies based on objective data and insights

Our Services

Engaging cross-platform solutions, from conceptualization to success

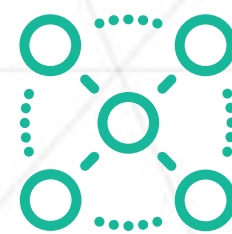


UI/UX Design

Business requirements

User journey design

Mockups & flows



AI & IoT Applications

Proof of concept

AI features design



Cross-platform Development

iOs & Android

Web applications



CRM & Operations

Customer management

Automations & integrations

Operational workflows

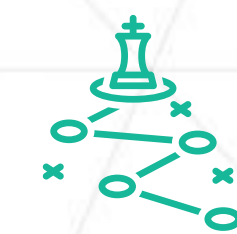


Market Research & Analysis

Demand analysis

User & customer personas

Extended user journey



Digital Strategy

User journey optimization

KPIs & go-to market

Content marketing strategy

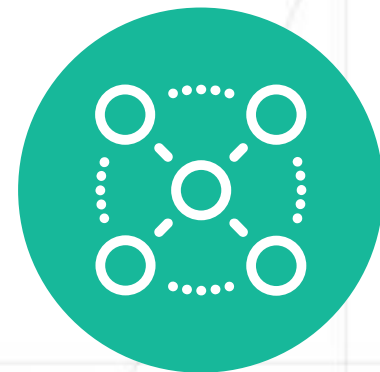
Specializations

Proven track record in **use cases** & **industries**



SaaS

Cost-effective and scalable applications for subscription-based services



AI

Enhanced efficiency, task automations and data-driven insights for better decision-making



Loyalty Systems

Customer retention, repeat purchases and long-term relationships with customers



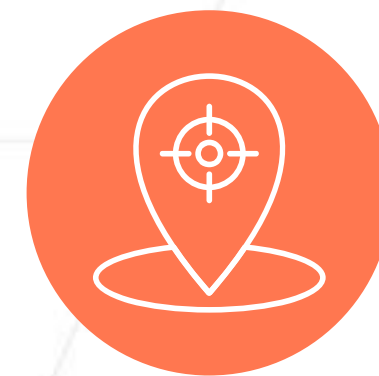
News & Entertainment

Tailor-made solutions for instant access to information and media consumption



Food & Beverage

Applications supporting convenient dining via easy access to information and ordering



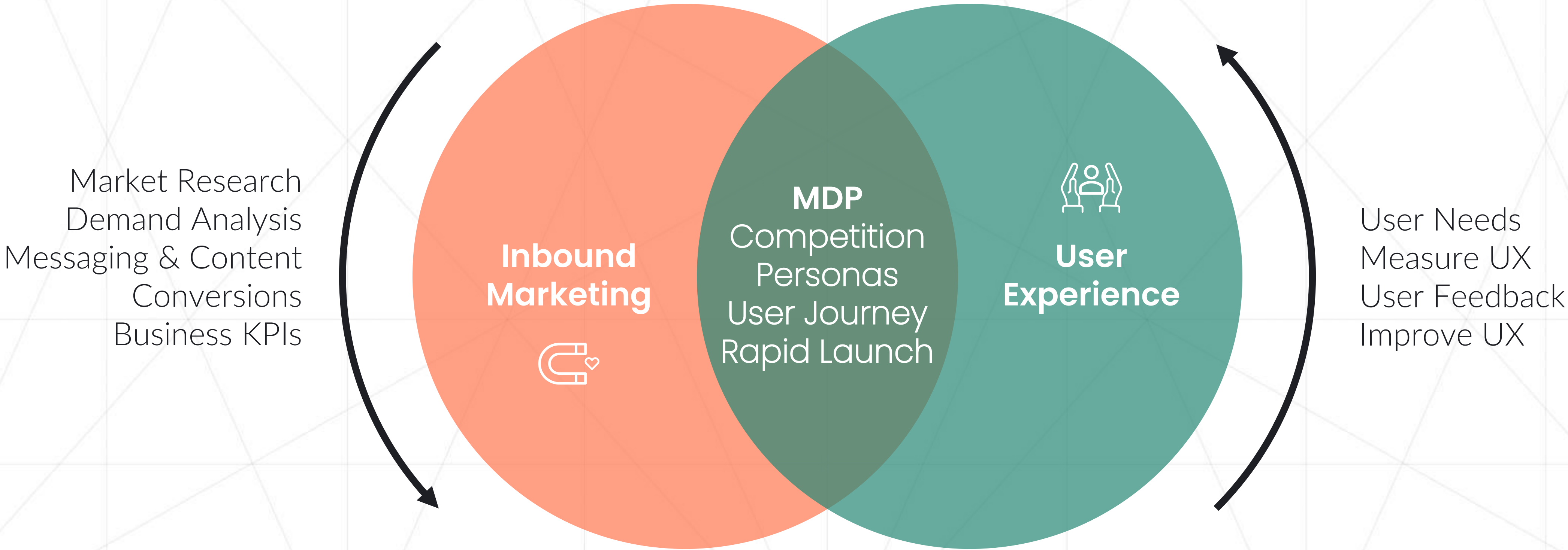
Geolocation Services

Integrated solutions helping professionals effectively manage and visit their points of sale

We focus on creating **Minimum Desired Products**

Minimum Desired Product (MDP)

Blending UX Marketing, Lean UX principles, and Rapid Prototyping to **deliver exceptional user-centric** mobile apps and products, exceeding the customers' expectations.



SMARTUP MOBILE SOLUTIONS

Minimum Desired Product

Empowering **Product Design** with **Marketing**

- ✓ Objective demand data extracted from smart market research
- ✓ Business requirements and KPIs
- ✓ Optimal user experience

Our Holistic Approach

1. Product Value Definition
2. Market Research
3. Demand Analysis
4. User Journey Design
5. MDP Features
6. MDP Development
7. Rapid MDP Launch
8. Go-to Market
(strategy and business KPIs)
9. User Feedback
10. Analytics & KPI Tracking
11. Digital Strategy
(effective strategies for the promotion and adoption of digital products and services)

A man in a light blue shirt stands in the center of a modern office, pointing at a large digital screen. The screen displays various data visualizations, including a donut chart, a bar chart, and a line graph. Several people are seated around a long wooden table in the foreground, looking towards the screen. The office has large windows on the left, letting in natural light, and modern pendant lights hang from the ceiling. The entire image is overlaid with a semi-transparent teal filter.

SMARTUP COMMERCIAL SOLUTIONS

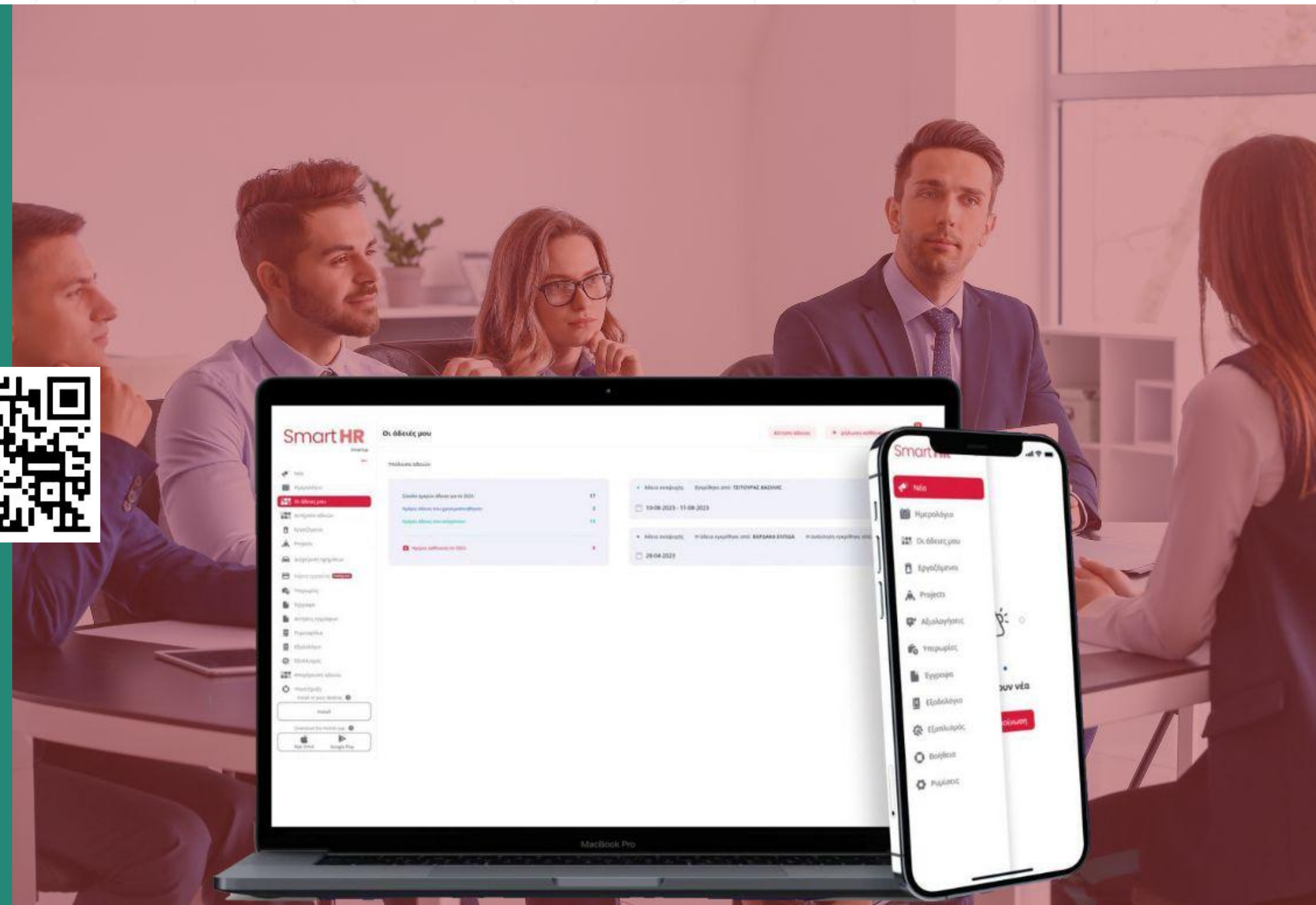
Lightweight & Affordable HR Solution

People, Equipment, Projects, Requests

Smart HR ERGANI

A lightweight SaaS HR management tool for companies that doesn't break the bank account.

- ✓ Web, and iOS / Android apps.
- ✓ Role-based structure with managers, supervisors and employees
- ✓ Employee requests
- ✓ Time-off calendar
- ✓ Salesperson's travel expenses management / receipts
- ✓ Employee-project mapping
- ✓ Company news and announcements



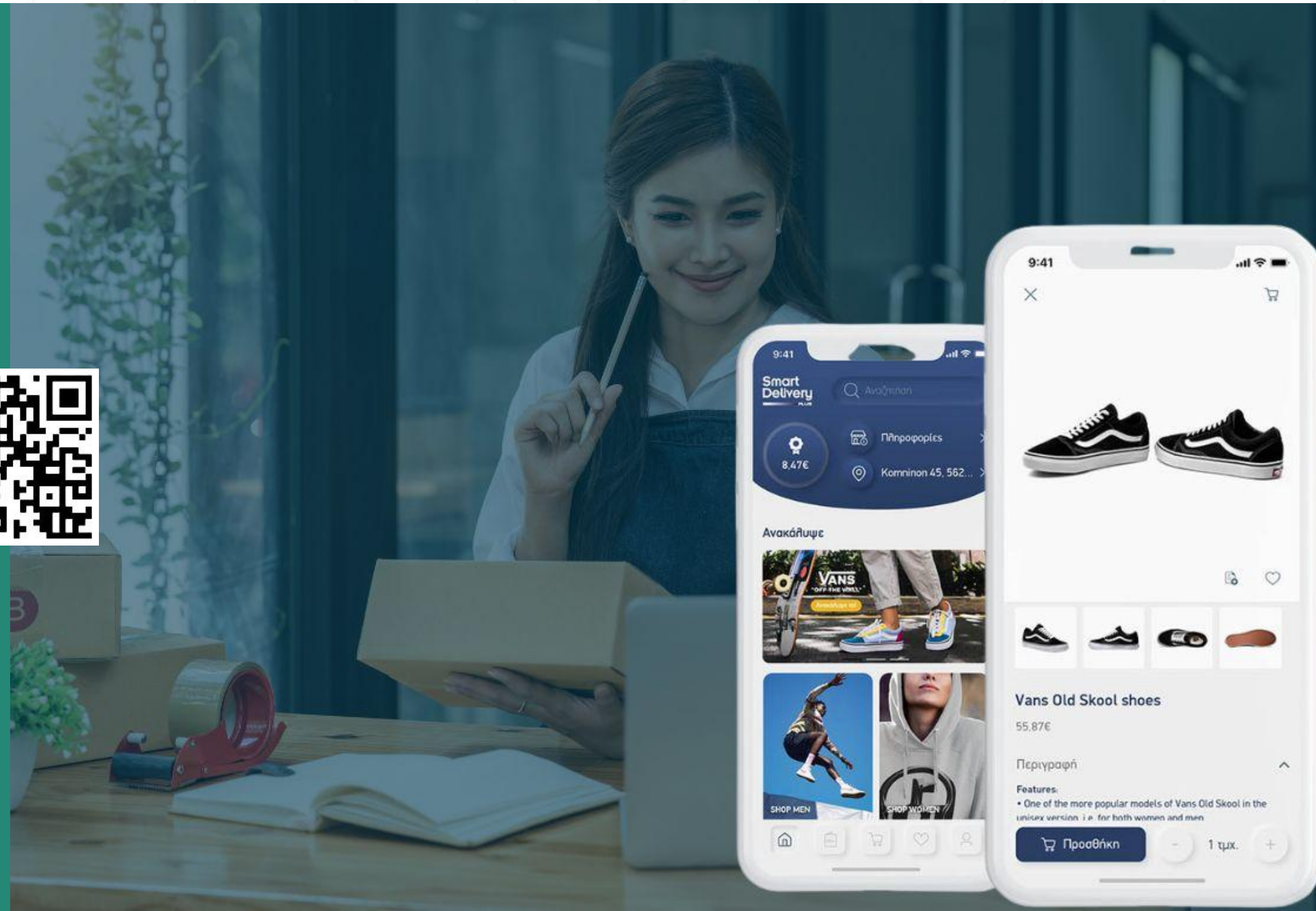
All-in-one eCommerce Platform


eShop, Mobile App & Loyalty Program

Smart Delivery PLUS

Effective, easy and fast-deployable cross-platform eCommerce solution with the following main features:

- ✓ Rich catalogue (web & mobile)
- ✓ Retail and wholesale sales
- ✓ Loyalty programs
- ✓ Delivery fleet management
- ✓ Digital signature
- ✓ ERP bridge
- ✓ Food & beverage ready



A photograph of three business professionals in a modern office setting. Two men and one woman are shaking hands, all smiling. The man on the left is wearing a suit and glasses. The woman in the center is wearing a blazer. The man on the right is wearing a suit and glasses. The background shows large windows with a view of a city. The image has a teal overlay.

SMARTUP TRUSTED PARTNERSHIPS

We Design Solutions For

diverse business sizes, industries and needs.



#news #radio



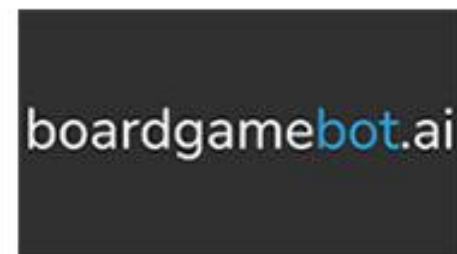
#BI-system #CRM



#delivery #C2C #geolocation



#HR



#AI #training #forum



#news #radio



#performance-tracking #community



#property-management #CRM



#AI #IoT



#radio



#news



#geolocation



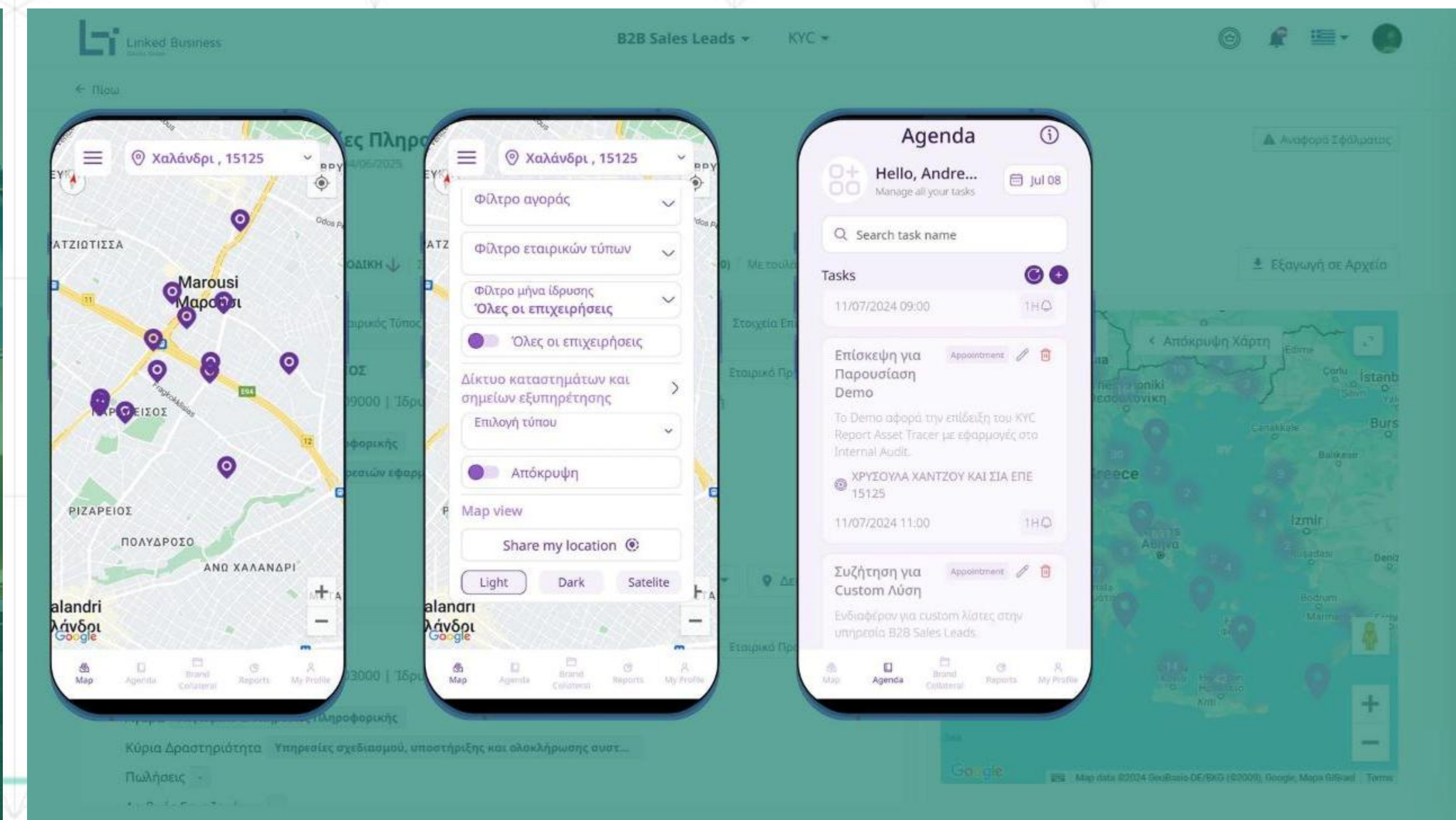
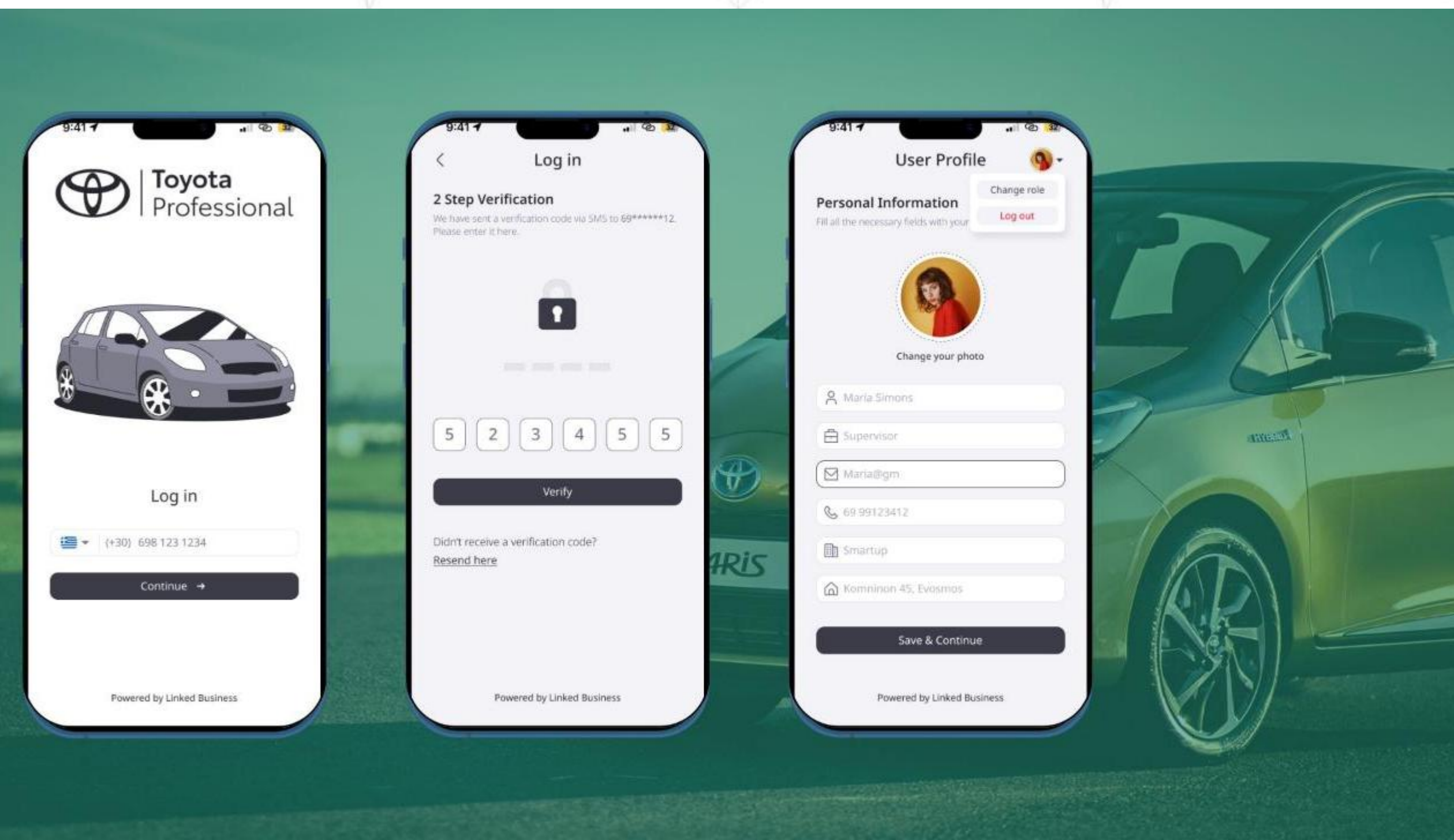
Large Enterprises

We implement solutions for large enterprises, digitally transforming complex processes to operational ease of mind



Small & Medium-sized Companies

We develop innovative applications for startups and medium-sized companies, accelerating their journey from ideas and daily operations to value



Got an idea and don't know where to start?

Contact us at team@smartupweb.com for a free consultation.
We'll assist you discover the best fit for your objectives, timeline, and finances.



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