



DigiTAB

OUR COMPANY

Pragmatic Software was founded by a group of technology enthusiasts in 2013 with the focus on providing high quality solutions independently of the technology we use.



Our initial aim was to create a professional software company in Albania, which for us means:

Customer centric


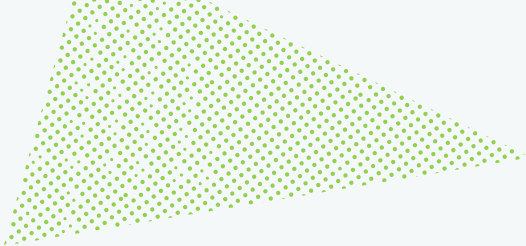
Our job is to provide pragmatic, working solutions that meet customer needs.

Highly innovative

We are the first Microsoft Certified Partner company in the country and one of the first companies to embrace agile methodologies and processes.

Continuously learning

We believe that continuous learning is the only way to succeed in the current world. We try hard to always be on the leading edge and invest continuously in improving our skills and processes.



After **10 years of experience**, we believe that we have achieved those initial targets. On the other hand, we are humble enough to always be looking for ways to improve all aspects of our work.

50+



With more than 50 projects that we have worked on



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What we offer?



Software Services

- **Custom web applications** - We have developed tens of web applications in different sectors used by thousands of users. Many of them support companies with turnover of 1M+ euro
- **Mobile apps** – We have created a variety of user-friendly apps for a variety of target audiences in industries including banking, business, and agricultural.
- **System Integrations** – We have integrated existing or custom-made systems with more than 30 different third-party/other systems such as Navision, Stripe, Criteria Corp, Power BI etc.
- **Database Development** – Our combined experience of 40+ years of developing with SQL Server enable us to maintain the security, integrity, and consistency of the data we are working with.
- **IoT Solutions** – Offering complete IoT Solution along with Cloud Services, we have effectively included IoT in our projects in the field of healthcare

Cloud Services

- **DevOps** - As the first company in Albania to offer DevOps as a service, we pride in our ability to helping you achieve your business goals by assisting you in attuning the delivery, deployment, security, and support of any system.
- **Cloud migration** - We ensure the successful migration of your valuable data. For manual and automatic data extraction, purification, testing, and deployment, we employ risk-averse migration strategies.
- **Consulting** - With a clear perspective of the future of business, our consulting services will assist you in identifying opportunities to improve your business processes using IT systems.
- **Hosting** - We provide the technologies and services required for the webapps or webservices to be viewed on the Internet.
- **Cloud-Native applications** – with international experience in building cloud-native apps we guarantee optimal solutions with high availability and scalability.

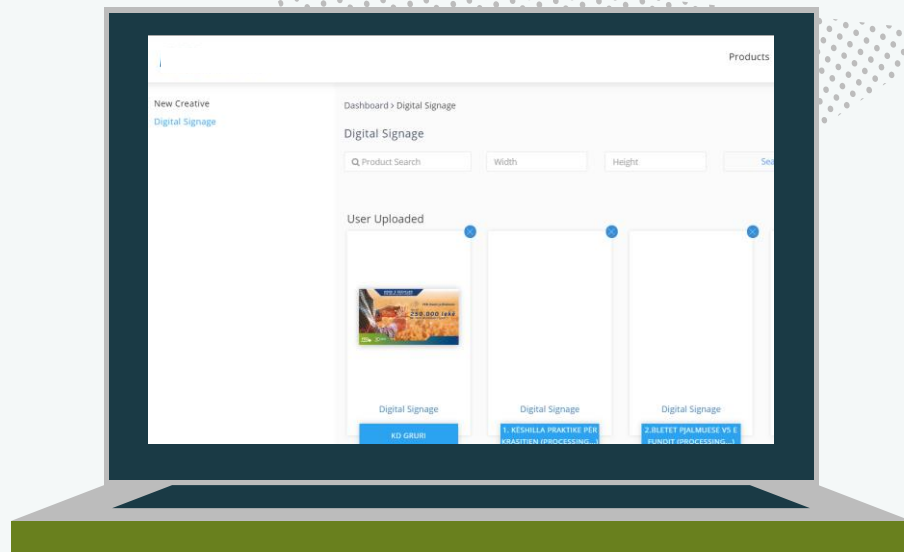
Web & graphic design

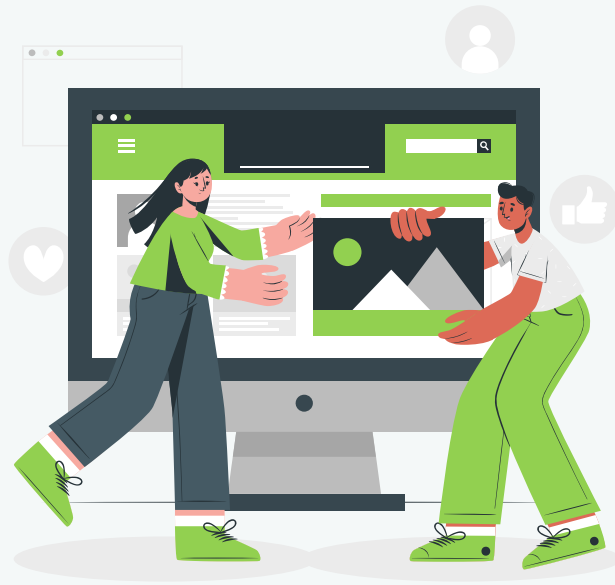
- **Web site design** – Customize your website design using our fully qualified CMS or custom developed CMS.
- **Custom mockup design** - We create mockups using the best tools such as Figma, Balsamiq and Adobe XD and guarantee complete involvement on the process of product development.
- **Product/Ad Design** - We help turning your ideas to reality by designing your products and ads for your business advertisement and for digital platforms.

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What is DigiTAB?

DIGITAB is a platform that puts you in complete control of the marketing production process by assisting you in designing and controlling the presentation of ads on digital displays.





DigiTAB allows you to personalize and customize an ad and have it running in all your branches in seconds.

You will be able to cross-sell additional products and change marketing messages instantly in order to stay ahead of the competition.

Target Audience



This application was developed taking into consideration the needs of businesses who conduct their operations simultaneously across many settings such as banks, gas stations, medical laboratories and any other sort of company that operates in several environments.



ADVANTAGES (1)

01

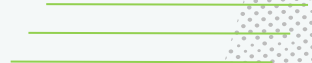
It allows you to effortlessly generate digital advertising from current layouts without the need for a designer using our WYSIWYG editor.

All layouts can be fully customized to promote your products and communicate with your customers.

With proven marketing materials, our digital signage layouts provide your branches a professional image.



Create digital ads
through ready-
made forms



ADVANTAGES (2)

02

Manage how the ads will be displayed in each branch.

Our technology enables you to provide diverse material to your clients in several branches.

Using our platform, you will be able to control your communications with your consumers based on their branch location from your device.



Target the
audience based on
the branch location



ADVANTAGES (3)

03

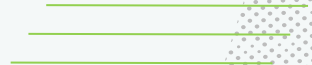
Whether your digital sign is in the next room or across the country, your ad will appear on screen within seconds.

The platform allows you to fully customize and control the display order and screen time for each of the ads.

You can combine the content of ads showing videos and posters on split screen.



Schedule ads in
advance



04 What is needed to use DigiTAB

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DigiTAB PLATFORM

02

DIGITAL SIGNAGE DEVICE

03

MONITOR

04

INTERNET CONNECTION





DigiTAB PLATFORM

DigiTAB

Our web-based platforms allows you to schedule and fully control the order and screen time of your ads. It gives you full control to the content displayed on each of your branch locations and allows you to customize your ads easily without the need of a professional designer.

DIGITAL SIGNAGE DEVICE



Digital signage players are physical devices that play content on your screens. While not software, these players function in tandem with your digital signage software and are often linked to your digital signage content management system (CMS).

By connecting the two, you are able to manage content and display it in your monitors in real-time.

DigiTAB

MONITOR

DigiTAB

The monitor is required in order to display the content, whether it is a video or an image. A monitor is any output device that allows you to display content to the target audience.





INTERNET CONNECTION

Internet connection is necessary in order to get up-to-date information regarding the content that will be displayed. If the internet connection is unavailable, the device will continue to display the content it has already received and will start displaying the new content as soon as internet connectivity is available.

DigiTAB

05 Using the application



Step 1. Choose your layout

Our layouts create a professional look for your branch.

Step 2. Customize Your Ad

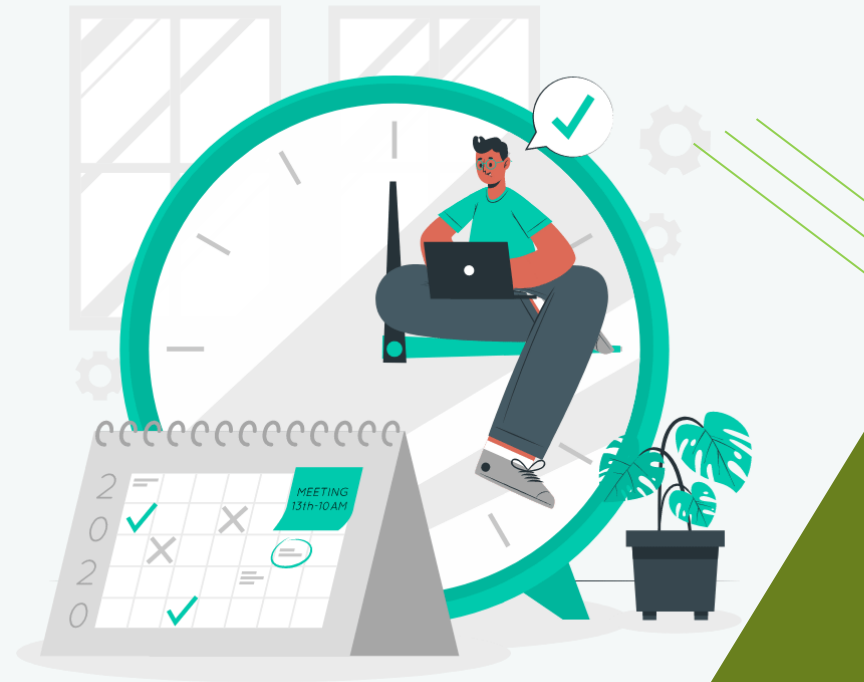
Our layouts can be fully customized.

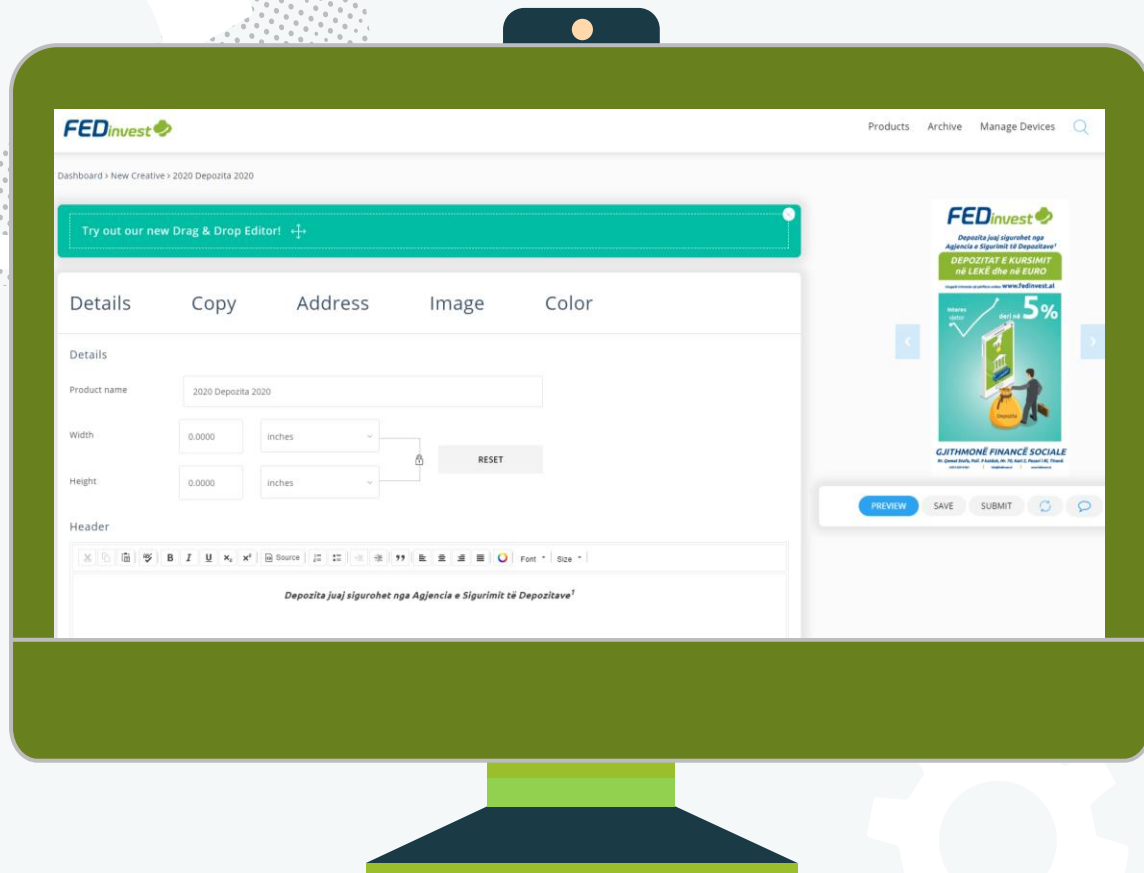
Step 3. Schedule Your Ad

Whether your digital sign is in the next room or across the country, your ad will appear on screen in seconds.

...AND MORE FEATURES

- ▶ Manage all devices
- ▶ Manage the content that will be displayed
- ▶ Reschedule or edit products
- ▶ Approval layers





Edit products:

- name
- width
- height
- header
- texts
- image
- colors

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Technology behind DigiTAB
is used in several platforms
in hundred of companies in
US and is piloted with FED
Invest here in Albania.



Play Video



THANKS!

Do you have any questions?

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