XPAGE

DIGITAL AGENCY

Your business can do more

- We unlock the true potential and create a digital presence

- We merge the online & offline

- We speed your business up and enhance the power of management

- We develop complex corporate projects

- We show you the efficiency of investments in marketing and advertising

- We automate your sales and your business processes

1000+

projects

2003

working since
2003

100+

employees
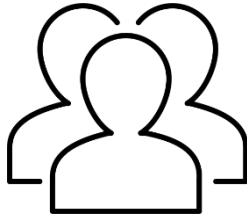
Our clients

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Complex development of high-load projects, integrated with key business processes of the company, its automated systems of accounting and management.
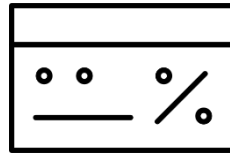
Client

Federal network of stores Red & White (Krasnoye&Beloye) – https://krasnoeibeloe.ru/ (Included into the Forbes list of 100 biggest Russian private companies)

Website

Daily traffic of more than 100 000 visitors

Loyalty system with over than 10 000 000 clients with personal accounts

Mobile version and application with a multi-platform availability

+ Local website (Intranet)

More than 5 000 employees use the system daily to perform their business tasks
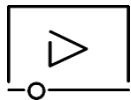
The system of automation and control of the purchasing process

The system of the workflow control with use of barcodes

Automation of logistics and SMS routing notifications

Automated system for monitoring the work of 4200+ stores and supervisors via photo and video feeds
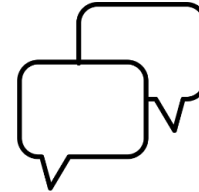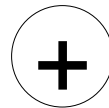
Results

Economy savings due to:

Automation of key business processes

Migration to cloud solutions and electronic document management (no licenses required)

Major transfer of customer relations to web&app

+

Significant increase in the level of customer service

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Automation of the company's business processes, communications and sales.
Implementation of Bitrix24 Enterprise Portal solution.

Client

The largest Russian pasta manufacturer "Makfa"
The largest Russian manufacturer of shoes "Unichel"
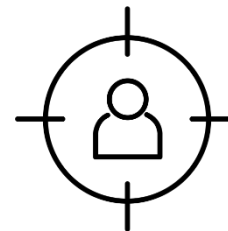A total of over than 50 projects has been implemented

High ratings of the product

In the TOP10 CRM according to PC Magazine (USA, CA) rating in 2016, 2017
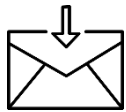
1 700 000 clients in 65 countries

Sberbank, MTS, Svyaznoy and others top companies in Russia and abroad as a clients.

How does it work?

Automation of the company's business processes: internal approvals, automated sales funnel

Own corporate messenger integrable with Viber, WhatsApp, Instagram, Telegram, Skype, Facebook, the web-site and other services

Mobile app and cross-platform availability without a specialised software

Chatbots, artificial intelligence, face-recognition – innovative instruments at your disposal

Reducing costs

Implementation cost is significantly lower than that of Sharepoint

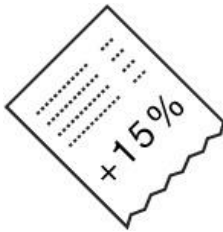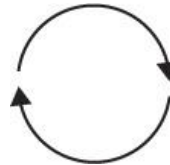**Shop&Loyalty**
Service for increasing the volume of sales in online and offline retail networks

What is Shop&Loyalty?

Shop & Loyalty — service for increasing sales
in retail networks. It is based on the mobile
and personalized approach to customers
for increasing sales according to three KPIs:

Increase in average
purchase volume

Increase in sales
frequency

Clients
retention

What is included in our service?

Mobile app for easy shopping and sending notifications about new promotions and personal offers

Recommendation system for the development of personalized offers and recommended products

Loyalty program for retaining and attracting customers

CRM — user-friendly control panel, statistics and analytics

Online shop

How does Shop&Loyalty work?

Mobile App

Offline shop

Registrations
Actions
Purchases

Online shop

CRM

Consolidation
Reports
Analytics

Recommendation system

Loyalty bonus program

BONUS

Personal offers
Recommended products
Promotions and gifts

Client
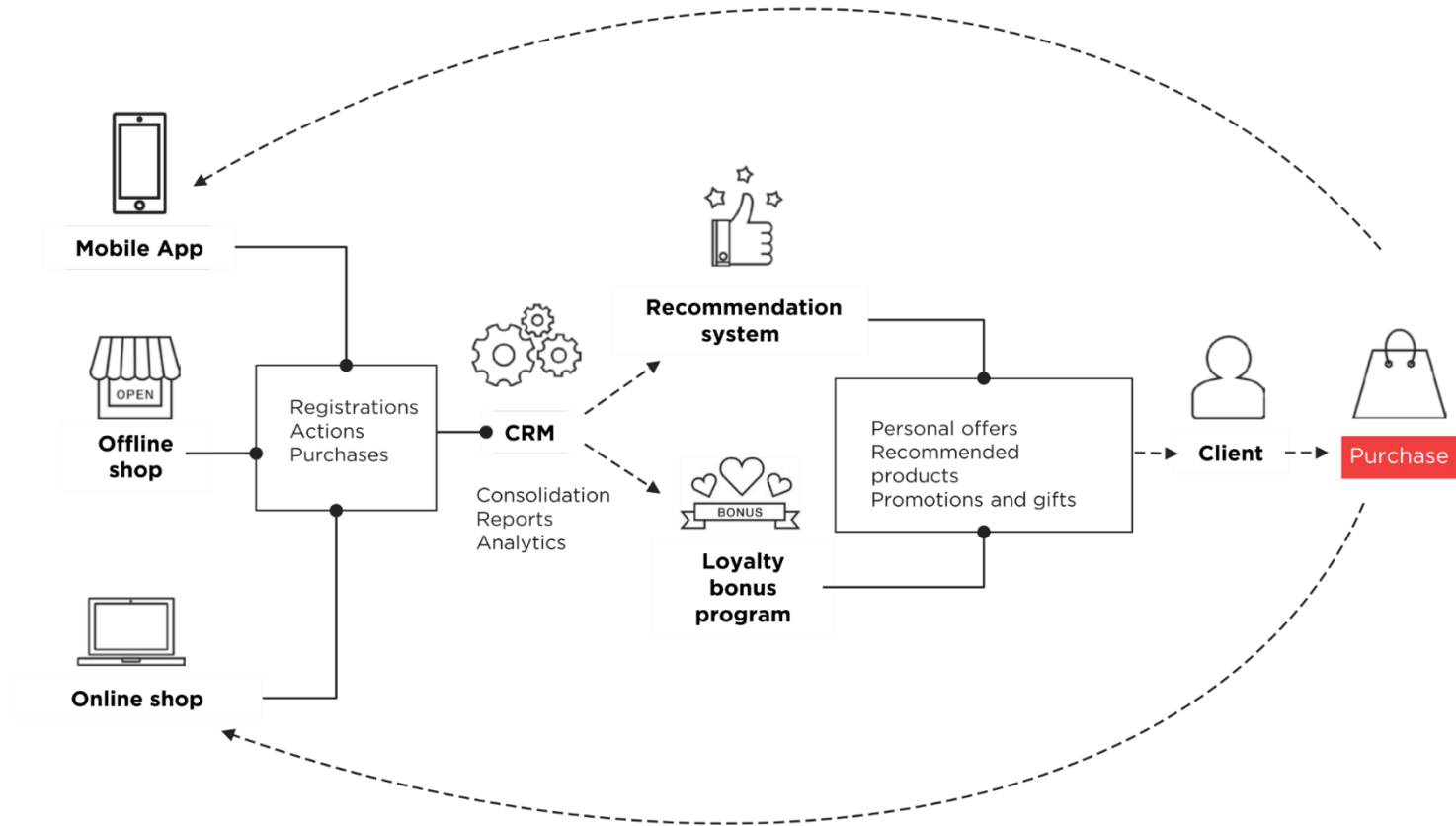
Purchase

Statistics on application users

Sociodemographic characteristics

Customer's preferences(choice of definite products)

Shopping history (including offline purchases)

Views history

User's category (active, inactive, sleeping, cold, new)
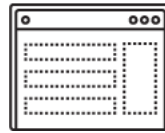
User poll results

Geographical location

Shop&Loyalty is integrated with:

Third-party CRM

CMS

Databases

Loyalty programs
external processing

E-mail, sms
and newsletter services

POS-systems
and terminals

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COMPANY

System of monitoring and analyzing
the prices of competitors

Problems

— Absence of unite automated system of
price-making

— Absence of the possibility
to monitor competitors' prices offline
and to modify own ones

— Prolonged reaction
to the changes of the prices
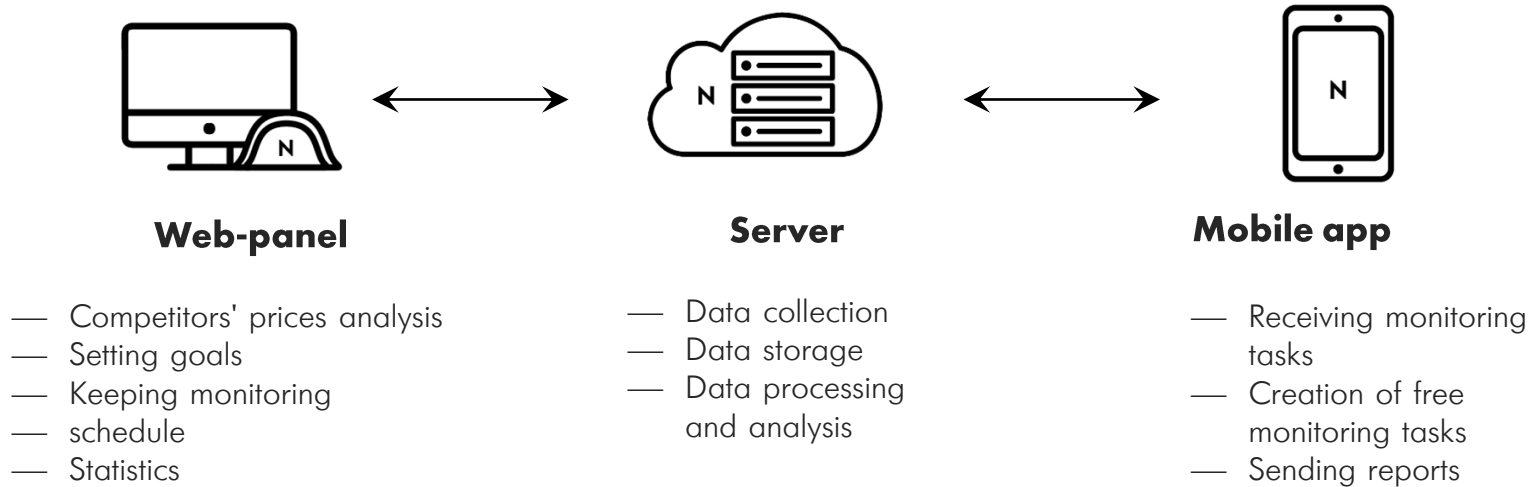on the market

Solution

System that allows:

— To systematize and automate
the process of tracking
the competitors' prices

— To compare the prices with
competitors' ones and modify them if
necessary

— To upload the data into the base

What is the system composed of?

The system is composed of a webpanel, servers and mobile app for iOS and Android.

The user is authorised by the system by receiving SMS with the confirmation code.

Depending on the user's role an access to the required functions is formed.

Web-panel ⟷ **Server** ⟷ **Mobile app**

Web-panel

— Competitors' prices analysis
— Setting goals
— Keeping monitoring
— schedule
— Statistics

Server

— Data collection
— Data storage
— Data processing and analysis

Mobile app

— Receiving monitoring tasks
— Creation of free monitoring tasks
— Sending reports

System users' roles

Field specialist

— Receives and fulfills the tasks

— Tracks competitors' prices

— Sends reports (description and photo)

Manager

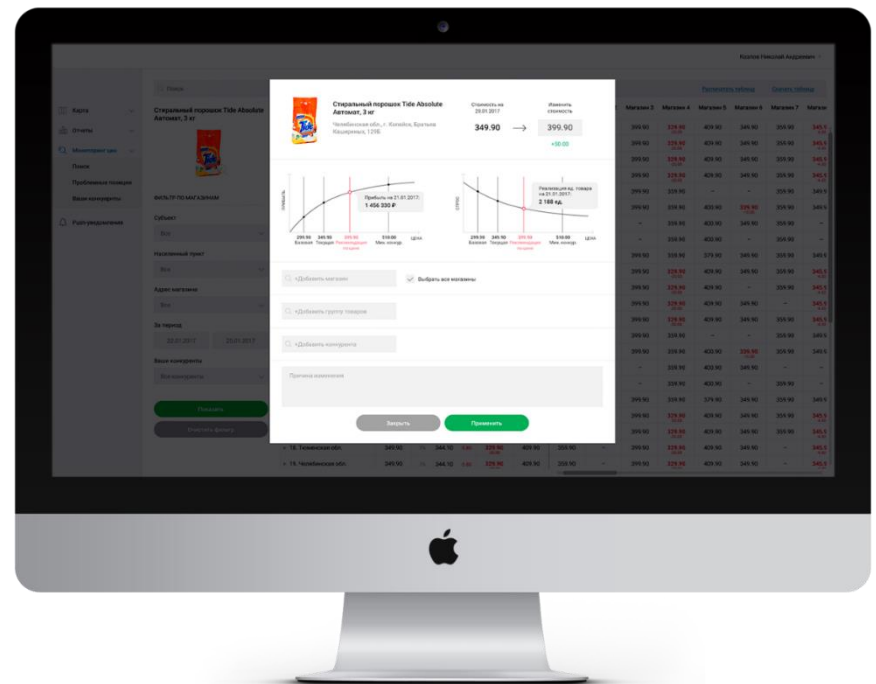— Analyzes reports and prices through a web-panel
— Creates reports and uploads

Automatic
price-making system

Automatic price-making system allows

— Optimizing prices based on demand elasticity and other external data..

— Selecting the best price strategy with consideration of recommendations..
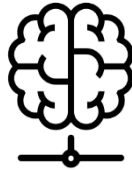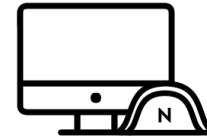
How the platform works

Competitors' websites

Competitors' shops

Prices →

Intellectual pricing system

- Data collection
- Data processing and storage
- Price-making recommendations

Control panel

- Prices monitoring and modification
- Reports view
- Uploading data into your ERP-system

Key elements of price-making

Best price

Building price demand elasticity

How do buyers react to price changes?
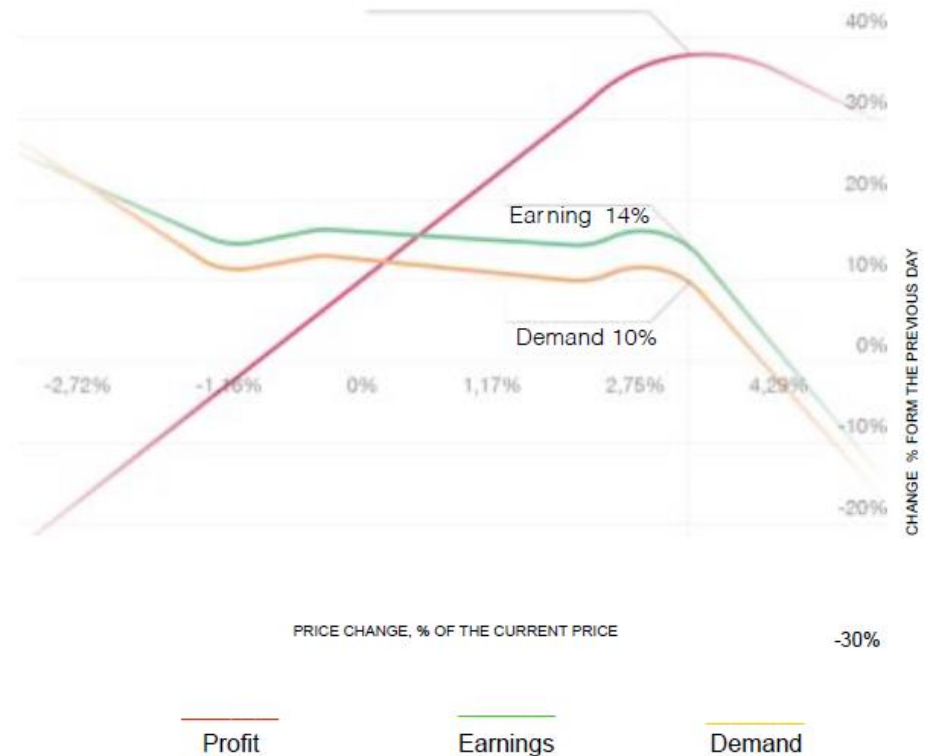
Applying price rules

What are limits for price changes?

Price strategy

What are the goals of product sales?

Price demand elasticity building

When setting the price, it is necessary to determine what level of demand, profit and revenue will be obtained with different price options

Data-in for analysis

Basic price

Residue

Promotions

Temporary features

Holidays and weekends

Competitors' prices

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Napoleonit Publisher
Platform for interactive magazine
development

What is Napoleonit Publisher?

This is the platform for the release and monetization of interactive magazines in App Store and Google Play, as well as:

— Detailed review of statistics on users and their behavior in the app.

— Extended opportunities for application monetization: field of special releases, field of advertising banners, subscriptions sales scripts.
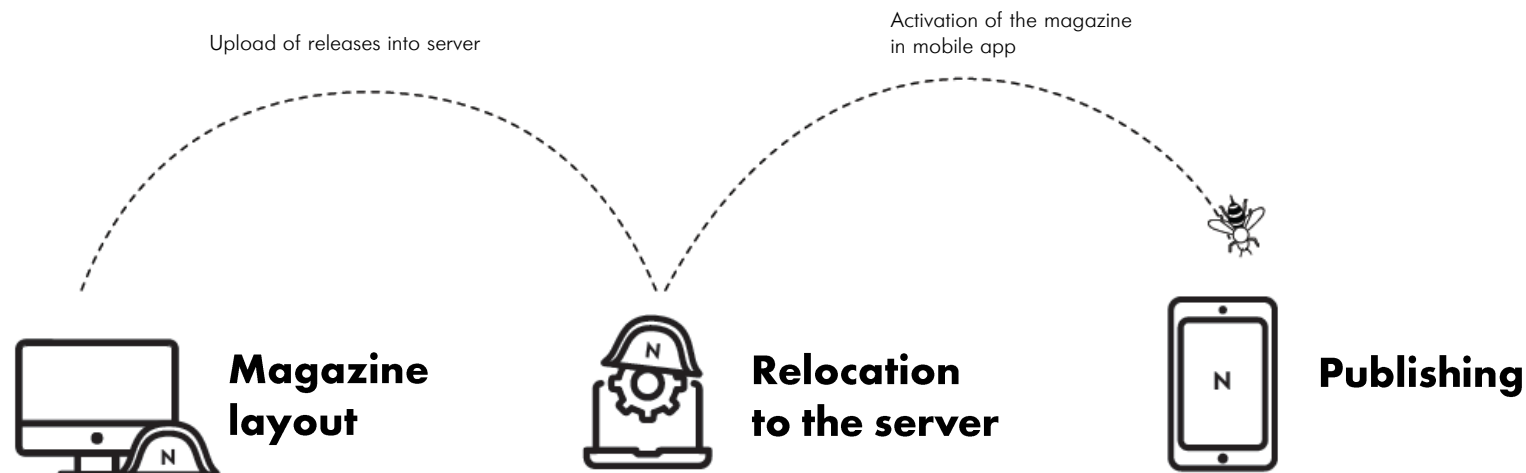
You will get branded app in 2 weeks after contacting us.

The main advantage of the platform is the support of more than 200 interactive elements.

Such diversity opens for publishers new formats, which are impossible in the printed version:

+   online-requests forms;

+   polls and tests;

+   interactive catalogues;

+   video and audio advertising;

+   panoramas;

+   html-elements.

How it works?

Upload of releases into server

Activation of the magazine
in mobile app

Magazine layout

Relocation to the server

Publishing

Our platform
supports all the
functions of interactive
layout provided
in Adobe InDesign.

The magazines made up
in InDesign are automatically
loaded to our server.
Through the user-friendly
cabinet you can manage
the content of the application.
For example, activate
the magazine.

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Newsfeed
news application

What is Newsfeed?

News app

Application design completely matches the style of your website

Push-notifications

The possibility of attracting users with new content and return them to the application

Chat-bot for news

The possibility of subscribing to news via messenger as well as of getting the popular question answered

Detailed statistics

You have an access to all the parameters for analyzing publishers' work efficiency

Technical support

Our specialists are ready to help with any problem
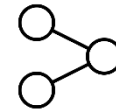
Why choose us

10

Instant launch of
application
(within 10 days)

Growth of audience and
maximal involvement due
to push-notifications

Integration with
advertising
networks

Attraction of readers
through social
media(sharing)

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