Soft Tehnica®

Solutions & Services

COMPANY PROFILE

www.soft-tehnica.com

About Us

Vision
Soft Tehnica aims to become the go-to company for the development of integrated and innovative software solutions that support companies in their digital adoption and transformation processes.

Soft Tehnica team is today, almost two decades after its starting date, the result of a mix between business experience, eagerness to learn, pursued opportunities, constant curiosity to discover new approaches on things and openness to the latest technologies. Our customers have always been our main drive and the pinpoint of our efforts, as they have always challenged us to find solutions to support their businesses. Whether working for small companies or the public administration, each time we transformed the projects we embarked on into products that can be easily scaled-up. No matter if we created generic solutions or developed "turnkey" solutions, the team's efforts were always focused on identifying the elements that can become differentiators on the market.

We are a team of developers, designers, marketers, consultants and dreamers

We provide services for both the public and private sector, as the company's portfolio includes solutions for HoReCa & Retail, developed under the Freya brand, e-commerce, electronic signature, business management software, mobile applications, e-learning, as well as bespoke solutions for the public administration, custom application for any type of business based on the new AR, VR and AI technolgies

Soft Tehnica

Areas of expertise

Our colleagues are passionate about technology and how it can become the best friend for companies of any kind - from requirements analysis and specification creation to cost estimation, project management and consulting aimed at shaping the best financing solutions, the Soft Tehnica team is close to the client from the beginning until after the successful completion of the project, as the solutions are delivered.

18 +
Years
the experience

2.300 +
Customers and
partner

50 +
Employees

1.200 +
Completed and
delivered projects

Types of businesses we support

From startups to major companies, we helped enterprises reach their business goals by developing the required software and delivering additional services.

We are creative and goal oriented, in order to provide a solution that fits all your requirements.

Hospitality and HoReCa companiesof all sizes

Small and medium-sized retail companies

Small and medium-sized companies across multiple industries

Public administration institutions

Services - our approach

1. Iterate & Design

2. Validate & Develop

We untangle complexity and connect dots. This is where we bring the design vision to life - by uncovering and overcoming blocking points that could interfere with successful implementation. Our 360-degree focus on customers and tech-agnostic approach allow us to develop flexible solutions that scale with your business needs.

3. Optimize & Deliver

We deliver anywhere in the world, as our global operation model allows us to implement best practices and meet clients' needs practically everywhere. From implementation to analysis, we go beyond solution launch and seek out continuous improvement for our clients and ourselves.
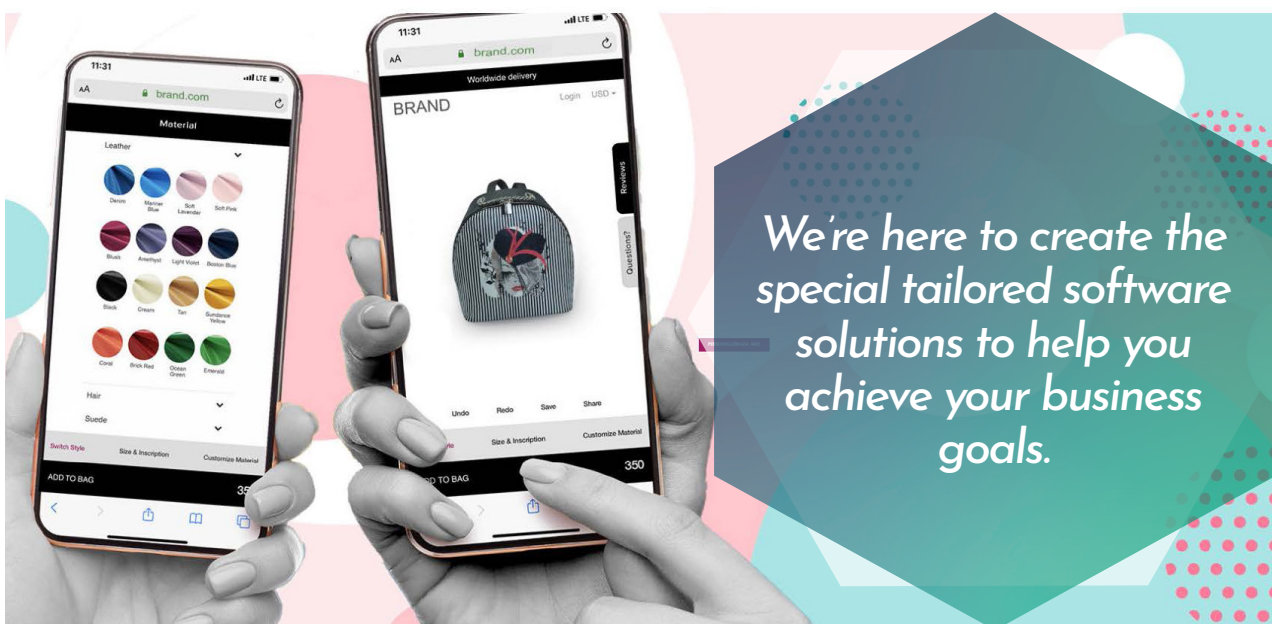
Services & Solutions - what we do

1. Custom software tailored to your business needs

When creating your bespoke software solution, we are taking into consideration all your business needs through a deep analysis and we're putting together all the elements in order to provide a solution that fits all your present and future requirements. In order to build a custom software just for you, we are using a mix of business knowledge and latest technologies - Artificial Intelligence, Augmented Reality, cloud-based, analytics and mobile technology.

Our team is highly oriented on creating the best customer experience and value for our clients and is permanently searching for solutions to achieve that.
Our development teams have worked for different types of businesses, from a wide variety of industries - hospitality, e-commerce, insurance, beauty, travel, and have created custom solutions to help them acquire more clients as well as achieve growth.

We're here to create the special tailored software solutions to help you achieve your business goals.

2. Innovative HoReCa & Retail solutions

HoReCa software solutions

For the past 16 years, we have channeled our efforts towards helping HoReCa companies in their digital transformation and business growth efforts. We have created software solutions that have become not only tools, but also reliable business support partners for our clients. Focused on daily activity management and business reporting, Freya HoReCa solutions are now used by over 2500 clients that have developed their activity and grown their businesses, whether it's restaurants, bars, pubs and clubs, hotels or motels. During the 2020 pandemic, our team has adapted to the new challenges and developed features to help the HoReCa sector during difficult times: we have focused on improving our Delivery solutions, that have become the most valuable asset for restaurants and pubs that needed to keep their location closed to on-site customers during the lockdown, we have created modules to ensure online presence and swift communication with customers, features that connect the restaurant/pub/bar website with Freya Delivery and

the restaurant management system, we have created a digital menu solution enhanced with AR features to help restaurants create their digital menus, and added partnerships with international solutions providers for creating a safe work environment for hospitality companies.

We speak business and we're focused on results by using new technologies – with this approach, we have added new important features to help our clients stay open: the WordPress module and the applied Augmented Reality for restaurants.

The WordPress module helps the restaurant team to have all the products, prices, descriptions, orders, payments etc. connected on the website, menu and the management program. This way, all orders can be received and fulfilled in a more efficient way, offering also a plus for the customer.

With the Augmented Reality features developed by our in-house team, it is very easy to integrate the restaurant's menu with the website, by transforming the products into an immersive experience for the customers.

Also, this feature allows the restaurant/bar/pub to personalize their products before offering them in an online menu, available for their clients. With this feature, a restaurant owner can change colors, components, also add multiple texts, images etc.

Freya Solutions

Trust Soft Tehnica to deliver solutions tailored to the business and technology challenges all HoReCa and travel companies face.

Freya Restaurant

The comprehensive and powerful turn key software solution. You get everything in one place: all your data related to business performance, stocks, sales, reports, financial status, clients, so that you have full control.

Freya Delivery

The intuitive interface provides you with access to complete information about your current order details - client, payment, discount, date and time, time interval from order placement. It is also supported by comprehensive order dedicated services - Call Receiver or Freya Dispatcher, as well as fleet monitoring features for owned or affiliated delivery couriers.

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Freya Shop

Freya Shop delivers a simple, fast, easy to understand sales experience. It tracks stock, it's integrated with a variety of software and hardware solutions, it's mobile ready on Android and we're constantly improving it by adding new features.

Freya Hotel

Freya Hotel is the one of the best software solutions on the market. All your business is highlighted in one place and with just a few clicks: check your rooms, staff, reservations, check-ins, offers, vouchers and much more.

Freya Cloud

We offer you the solution both decentralized, for a single store, but also for multiple locations through Freya Cloud, the software solution that allows you to manage all operational processes in multiple locations, with real-time synchronization in the back office of the head office. Each POS (Point-of-Sale) is based on a secure local database, offering the advantage of being operational, even in situations where there is discontinued Internet services coverage.

3. AI and AR based software solutions

We truly believe cutting edge technologies are here to help us transform the way we interact and do business. The relentless learning and testing processes our cross-functional teams are conducting enable us to develop high end solutions especially designed to support our clients in better managing and growing their businesses, no matter how challenging the times are.

Due to our state-of-the-art research and development AR lab, one of a handful of locations of this complexity and investment scale in Europe, we are able to create facial Motion Capture for production, as well as real-time animation by using special costumes, gloves, sensors and cameras.

Our capabilities, covering every aspect of the AR Development, 3D Modelling, Animation and Computer Vision, have provided us with the versatility to explore multiple brand development use scenarios, from Retail & E-Commerce, to Gaming, Entertainment, Healthcare, Marketing and Education. How does this type of application work? Our

team moves all the equipment from our studio into the restaurant, creates a local studio, scans every dish and product, then works on creating the holograms and publishes them into the menu application.

We are also using AI and AR technologies to develop bespoke solutions for various industries, such as: virtual tours and 3D video presentations for real estate properties, hotels and restaurants, or e-learning and training solutions in holographic format, aimed at training both companies and professionals.

Recently, we have brought to market a mix of solutions based on Virtual Reality that help implement digital menus for restaurants, pubs and other Hospitality businesses. Furthermore, starting from holograms for the dishes, we are able to generate full holographic menus.

4. Retail & e-commerce software solutions

In a changing world, as the one we live in today, you need strong solutions to adapt to all challenges

5. Mobile applications development

Mobile is the present and the future - everybody knows that; if you're not mobile, you will definitely lose over half of your potential customers.

We have understood this very important business aspect and started to create mobile applications for our clients almost a decade ago. Since then, our team has created native and hybrid mobile apps across iOS, Android and Windows platforms.

We have proudly supported the growth for a variety of clients, from startups to large companies, in different industries such as hospitality, insurance, retail or public administration.

Moreover, during the difficult times of the pandemics, we have adapted our activity to the market challenges and created mobile applications for restaurants that want to transform their menu into a digital one, so that they can keep their hospitality businesses open despite the pandemics.

Also, we've created applications that use technologies such as Augmented Reality to transform their menus and offer their clients a full immersive purchasing experience.

Solutions

Trust Soft Tehnica to deliver solutions tailored to the business and technology challenges a 21st century competitive company is facing

6. E-learning solutions

Our team has an extensive experience in developing and bringing to market complex e-learning solutions.

As e-learning has become one of our main business lines, our capabilities have evolved accordingly: from Consultancy in identifying the best custom solution, through Design and Customization via development of multiple media content, to Deployment and Operation, our team of experts has got it all covered.

This allows us to explore multiple methods that fully embrace the 21st century technology and maximize the coverage our products have by addressing multiple scenarios and satisfying a wide plethora of needs: Microlearning, Video-based learning, Social learning, Adaptive learning, Blended learning and Personalized learning.

We are embarking our client's team in the development process throughout all its four main stages - Design, Storyboard, Build and Validate - thus making sure all our solutions are perfectly adapted to their needs in terms of content, targeting, user experience and performance.

We've embarked on our e-learning online platforms journey almost 10 years ago, and nowadays we're developing the next generation SCORM application.

SCORM stands for "Sharable Content Object Reference Model" and defines a specific way of building Learning Management Systems (LMSs) along with custom training content, so that they work seamlessly with other SCORM systems. "Shareable Content Object" indicates that SCORM is all about creating units of online training material that can be shared across systems. SCORM defines how to create "shareable content objects" or "SCOs" that can be reused in different systems and contexts. By using this mix of technologies, any trainer can create content that can be shared with virtually anybody, making the most of the online environment's growing capabilities.

Furthermore, by embedding the latest technology into the learning process, whether it's Immersive, AI assisted, Game-based or Augmented Reality-based, we're taking the e-learning experience to a whole new level.

7. UI, UX & 3D design

We're developing custom solutions for a wide array of industries, which require multiple inputs and various complexity levels, therefore User Interface, User Experience and 3D Design services have become part of our core expertise.

Our extended range of services tackle all the business needs around defining and achieving the fittest approach for user interaction, whether it's Web UI/UX design, Mobile UI/ UX design, Visual design, Interaction design or Animation and Motion design, all in-line with the client's business identity.

The entire go-to-market process we've put in place revolves around crafting and delivering a memorable UI/UX experience that generates customer satisfaction, while successfully covering product design, usability, as well as technology-specific designs.

Starting from User Personas, moving forward with User Flows and the Experience Map, we shape the customer journey, then continue building the solution with the help of Use Cases, further develop it using Competitive Analysis, then move to Design by deploying mood boards, sketches, wireframes and prototyping, and refine it all in the extensive Testing phase.

8. Consulting services for digital transformation processes

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How we work:

Step 1.

We begin by analyzing your business needs: what are your business objectives and how technology can help you achieve them - we will talk with all your departments, so we can have a fully integrated overview of your business, in order to provide you with the best solution.

Step 2.

Next, we create a strategy and find the right tech solution/s for you - by using the results of this analysis, we are creating a plan with steps and processes of implementation and also suggest the solutions we find that best fit your needs. Whether we choose solutions that already exist and adapt them to your specifications, or we create custom ones for your business, during the entire process we keep a close contact with your team, so that you can have an overview on our activity at all times.

Step 3.

After creating the plan and choosing the right solutions for your business, we continue by implementing them, working closely at the same time with your team in order to create the best processes.

Step 4.

Once the entire process is finalized, we will continue to stay close to your business and make sure everything is going as planned.

9. Hardware equipments & solutions

We offer full support and services in shaping your hardware infrastructure by delivering an extensive range of equipment: servers, printers, network components, laptops, pc etc. Also we assure the post-delivery services.

Soft Tehnica®

Hands on Intelligence

We are Soft Tehnica. Big goals an boundless skills. We started în 2004, with a small team of specialists, motivated by our clients challenges. Let us take care of all your software needs.

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