

planidea

How do we think?

Someone once said: "all it takes to learn is to make mistakes" and probably this person was right. But this sentence was right in the past, a time where analysis, forecasting, and interpretation did not exist.

Today we have data, a universe with thousands of possibilities that gives us more and more information every day, while brings us closer to diagnoses and offers us solutions.

These solutions are achieved because there are people behind them. People who are able to see in a number an opportunity, who know that they can turn a figure into a celebratory hug, that can transform a fact in something that will revolutionize the world, and this excites us.

We are delighted to promote prosperity in each company or business that we work with, where work-life balance will be the most important, where the data supported with human interpretation could make the difference.

We are **PlanIdea** and that is why we are here, to humanize the interpretation of the data focus offering solutions rather than diagnostics.

Our Company

PlanIdea is a software house and global provider specialized in software services and technology solutions, with more than 15 years of knowledge experience.

In this way, helping companies in all their strategic and technological implementation processes, data prediction, automation, software development, consulting and technology purchases, supporting management processes and optimization of their software assets. Solving needs that arise in the day-to-day of companies in any sector.



OUR PROCESS

The company borns in Medellín (Colombia) the knowed software valley. By the hand of two software engineers, that wanted to contribute its country development.

PlanIdea searched to expand its business and the best way of supporting its European customers. That's the reason of Intertech global solutions foundation. A company based in Spain that support European companies.

PlanIdea foundation

2016

New company foundation

2022

2013

2020

Company development

New goals, new adventures

The company started to develop a software developers team looking for the expansion in new countries and continents.

PlanIdea counts with 15 software developers that provide support to companies worldwide. Our goal is to increase this number by 30 software developer by the end of the year.



Services portfolio



01

DATA SCIENCE

Data engineering (BI/Big Data)
Data Visualization
Data Science & AI



02

SOFTWARE DEVELOPMENT

Web Applications
Mobile apps
APIs/Software Integrations / Middleware



03

SOFTWARE AUTOMATION

Robotic process automation & AI
BPMS & Workflows

Services portfolio



04

E-COMMERCE

Own e-commerce sales platform.
Integration with online stores /
social networks / payment citadels
/ marketplaces / physical stores.
Stock management.
Logistic system and SEO.



05

CYBER-SECURITY

Risk prevention
Entry barrier software development
Servers
Password management
Cloud

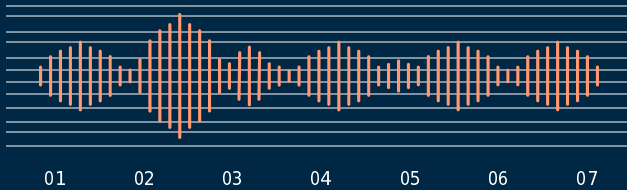
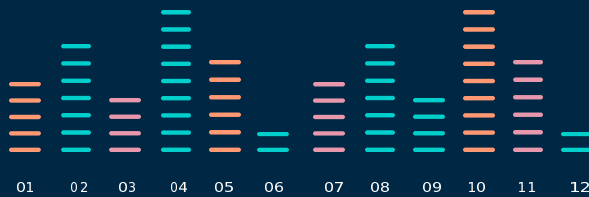
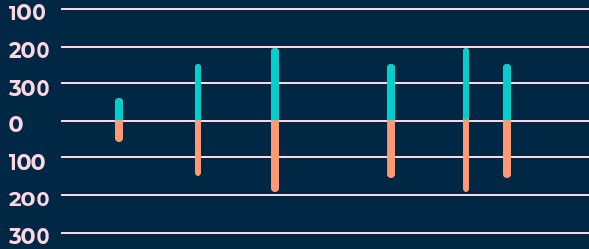


06

LMS SYSTEM

Open LMS/Blackboard/
Moodle
Integrations
APP development
User management
Training and features education

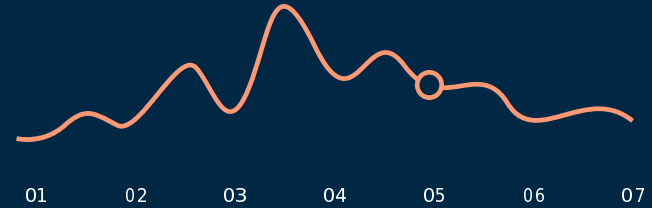
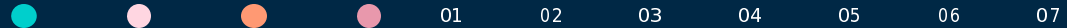
1. DATA DEVELOPMENT



PlanIdea is a NEARSHORING provider that helps companies with projects implementation of BI & Analytics with an experience and methodology sample.

We offer 2 different modalities: project based or talent adaptation:

1. Structured / unstructured source ingestion and data transmission
2. Data Warehouse (BI) & Data Lake (Big Data) building and management
3. Data integration



*Nearshoring: the practice of transferring a business operation to a nearby country, especially in preference to a more distant one.

1. DATA INTERPRETATION

USER EXPERIENCE

Friendly interface (UX&UI)



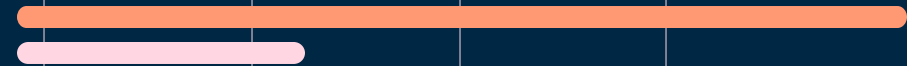
BUSINESS KNOWLEDGE INTERPRETATION

Q&A – KPI'S



DASHBOARDS / REPORT IMPLEMENTATION

Power BI, Tableau,
Microstrategy-



INSIGHTS & RESULTS MODEL

Mobile Experience



1. AUTOMATION

GO FROM DATA TO ACTION

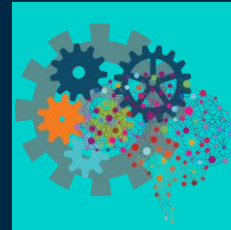
We bring solutions for real business problems using analytics models and AI.

1. AI – ARTIFICIAL INTELLIGENCE

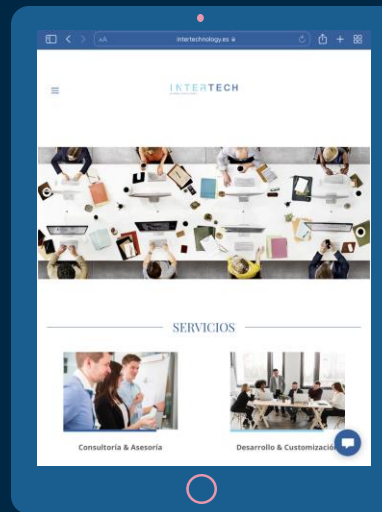
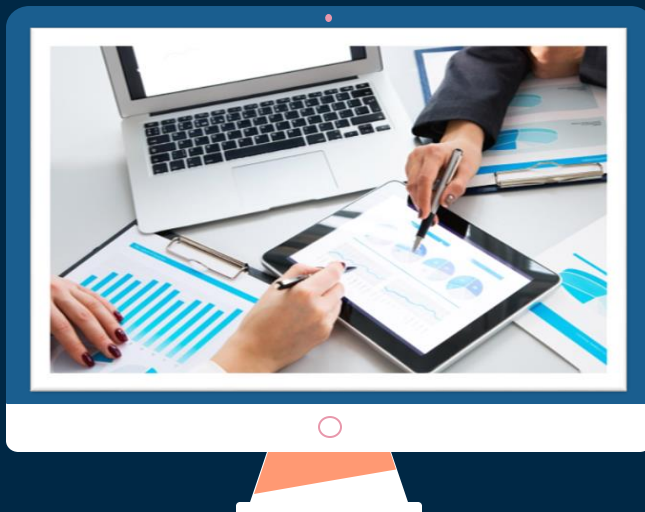
Recommendations, fraud detection, automation decision, natural language process, video and IoT analytics.

2. PREDICTION/MODELS LOGARITHMS-FORECASTING

Interest, preferences, purchases, behaviors, market trends, customer satisfaction, challenges, changes, human trends and much

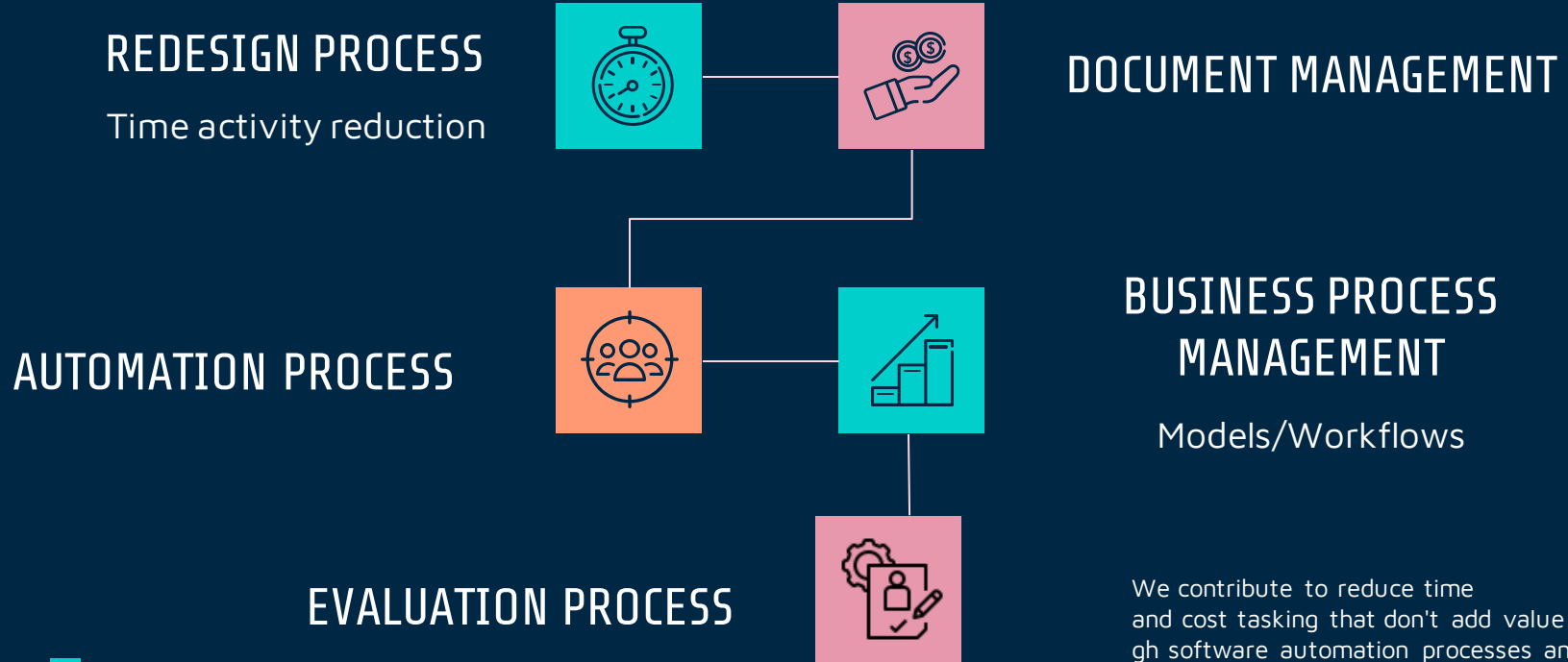


2. SOFTWARE DEVELOPMENT



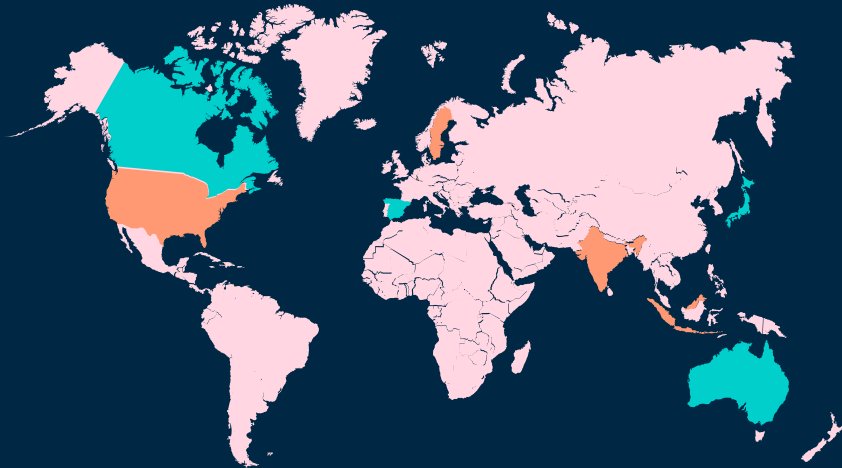
Web Applications: Frontend & backend
Mobile apps
Software integrations & middleware
Developers Outsourcing

3. SOFTWARE AUTOMATION



We contribute to reduce time and cost tasking that don't add value through software automation processes and solutions.

4. E-COMMERCE



Shopping owner ecommerce platform, customizable by yourself.



Shopping websites integration/ socialmedia/ payment citadels / marketplaces/physical shop.



Integrated services of: logistics, accounting, stock management.



SEO Management.



Reports: visits, purchases, clicks & much more.



Integrated CRM for users management.



Import/export leads.

5. CYBER-SECURITY

Predictable cyberattack,
constant multi-testing.

RISK PREVENTION

CLOUD

Safe cloud services.



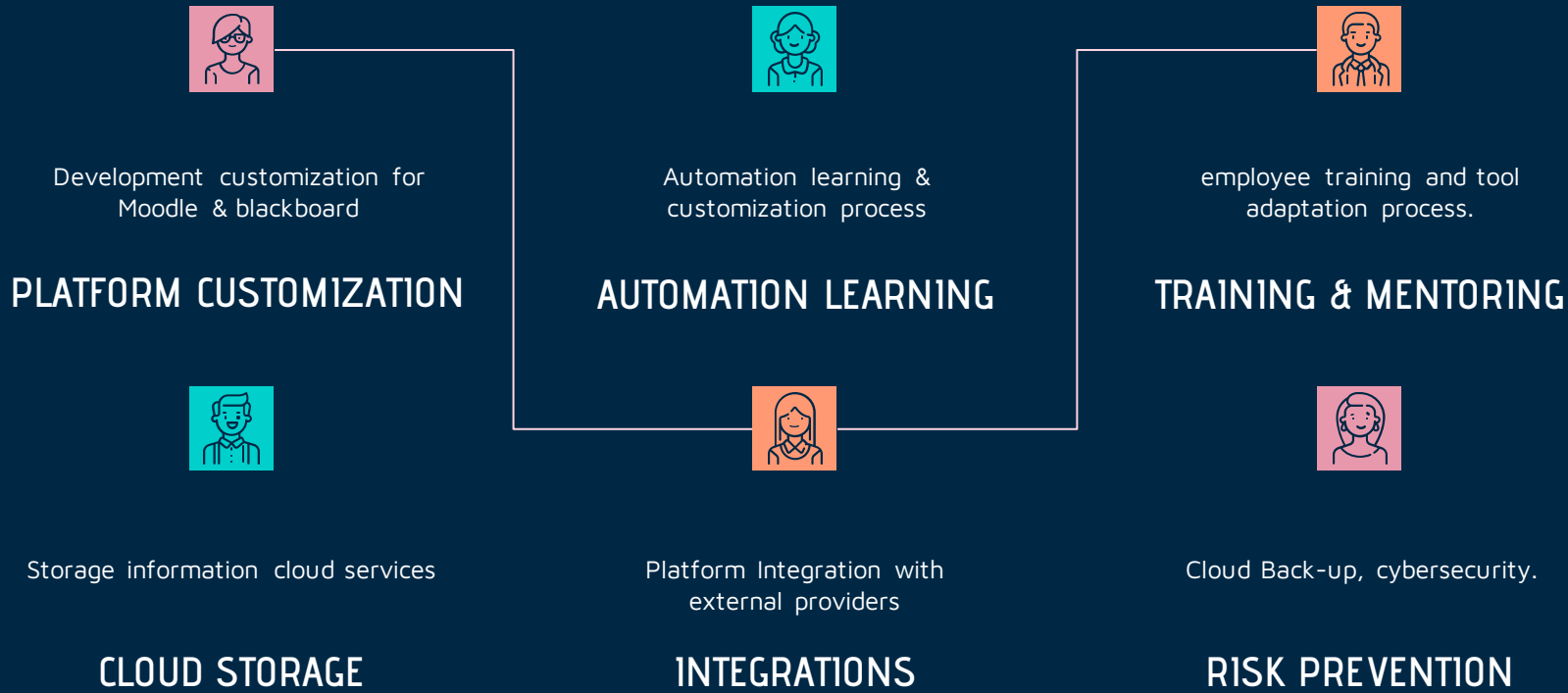
Software development:
Information breakout
division in a different server
location.

ENTRY BARRIERS

PASSWORD MANAGEMENT

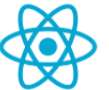
Lastpass password management /
one key password for multiple
entries.

6. LMS – Learning Management System





TECH RESOURCES





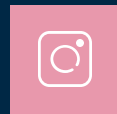
SOME OF OUR PARTNERS



Do you have any questions?

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THANKS



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