

Pragmemma S.r.l.

Company profile

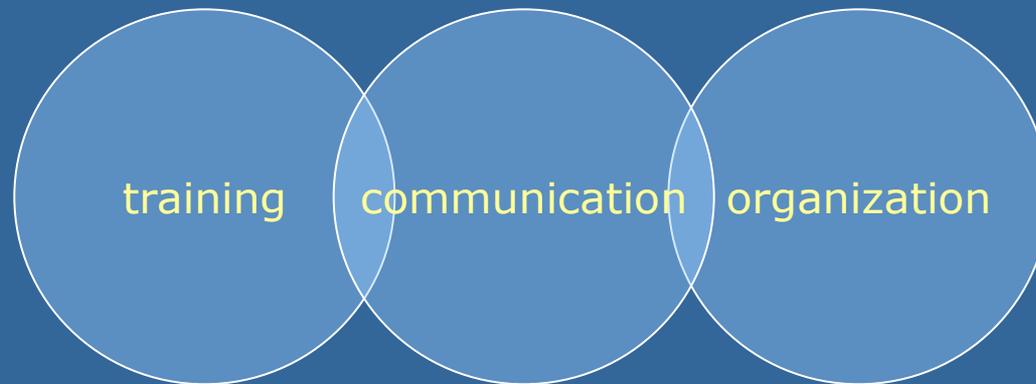
Roma, January 2014



to allow customers to interact
in Internet 3.0
to the maximum of their possibilities

strategy

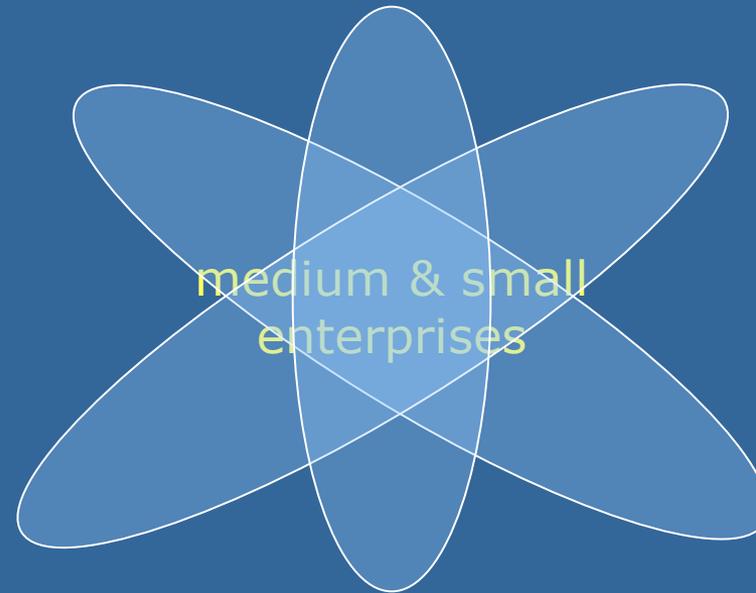
to create, develop and consolidate multi-interactive
systems in order to perform co-operative tasks



network economy

market

institutions



government

competitors

...today's business software suppliers
do not have a scalable business model...

....more suppliers, without international leaders....

products

- internal and external communication
- intelligent platforms
- innovative approach to content

IT training ECDL
proprietary platform

open university
(fiscal law and electronics commerce
system administration)

TRIM
on line journal
services
search engine

- applications for quality, accessibility and usability
- interactivity metrics of sites/portals
- web analytics/web sentiment

VIS
(very interactive sites)
usability evaluator

VIS ACCESS
accessibility evaluator

- applications for the new generation of web services

domain ontologies

data bases & data sets

search engines
water/energy

www.aquasearchportal.eu

key trends for web applications

stress on econtent

added value quality products & services

market context guidelines: e-Europe, 3WC/WAI, ISO/IEC, user/usage centered development

econtent development and use as applied to

production

storage

processing

management



*software applications for institutions
and SME's*

workflow/search
engines

front end
CRM/interfaces

intranet/Internet
platforms

competitors problems

- *low quality*
- *poor accessibility*
- *bad usability*

negative impact on

knowledge/
content architecture

GUI (graphical user
interfaces)

structure & navigation



negative effect on

software applications

workflow/search
engines

front end
CRM/interfaces

intranet/Internet
platforms

the effect of usability on ROI

added value of usability



improvement of software applications return on investment (ROI)

improvement drivers:

- reduce costs of:
 - development
 - maintenance

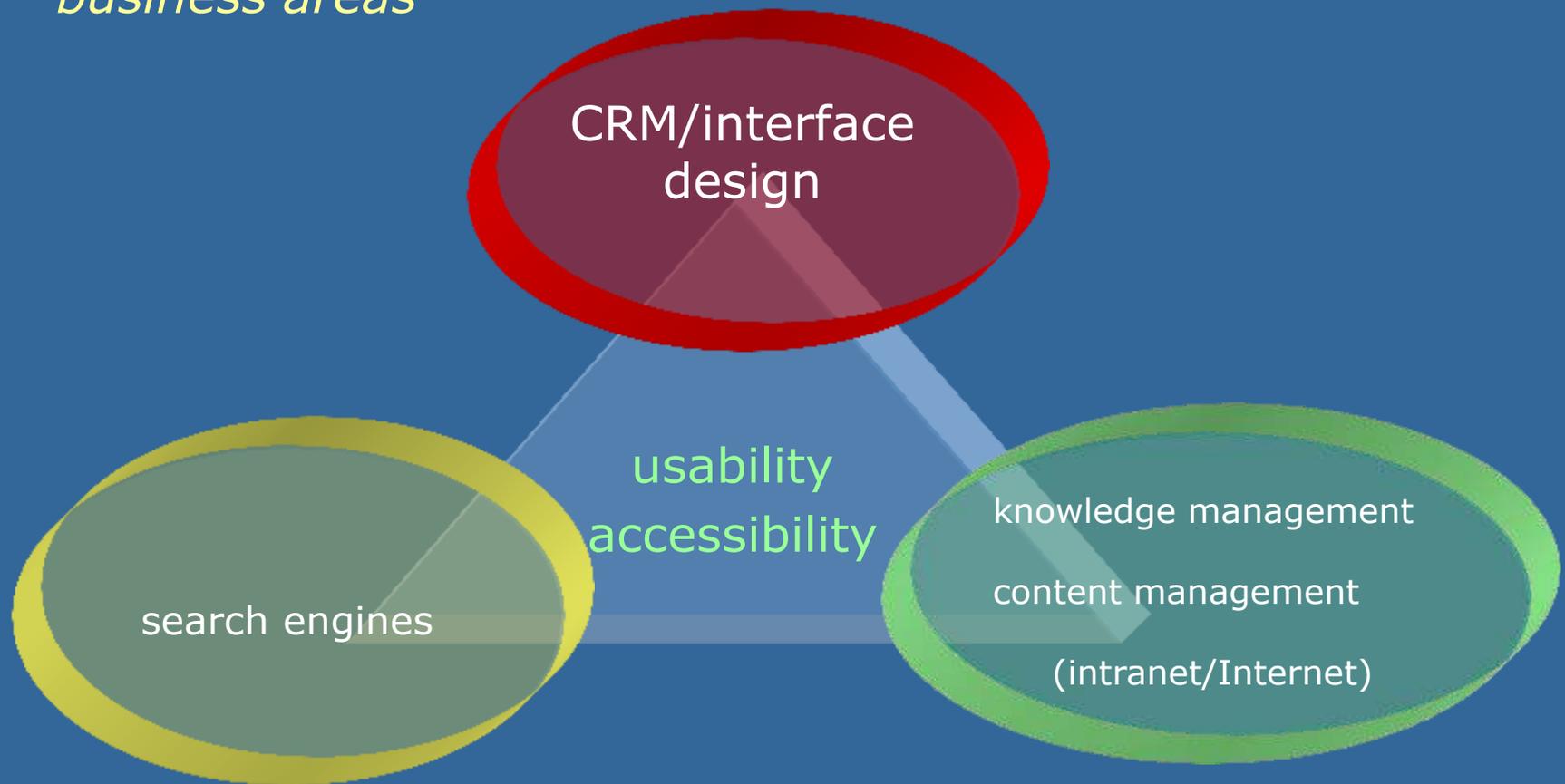
- increase revenue:
 - increase product sales
 - increase traffic (size of audience)
 - retain customers (frequency of use)
 - increase market share (competitive edge)

- increase efficiency/productivity

Pragmema's competences

- ❖ capability for quality project design by means of software "suite" (VIS VIS access VIS search) which uses an innovative approach (VIS method) for the development of content software products
- ❖ capability to build friendly interfaces which have maximum product usability
- ❖ capability to build knowledge and content management systems/search engines through structure and language optimization

business areas



VIS (very interactive sites)

- ❖ VIS access is the first software for automatic evaluation of sites and portals quality/usability

- ❖ “VIS method” is the natural evolution and implementation of VIS functions .The overall aim is to allow for a structured evaluation of web sites accessibility, usability and quality through the analysis of a systematic list of specific architectural elements
- ❖ VIS search is a design prototype for search engines modelling
- ❖ the result is the optimization of:
 - sites and portals structure and navigation
 - interfaces
 - knowledge and content management architecture (workflow/search engines)

Pragmema innovative solutions: VIS method and VIS software

1. front end enterprise applications

new VIS CRM INTERFACE prototype (1/2)



competitive advantage: lowest production and operating costs for enterprises

-applying human factors to the initial CRM design can reduce redesign, maintenance and customer support

-QFD (quality functional development) focused on customer requirements (ease of use, ease of learning, user satisfaction, productivity)

-the cost of 63% of large software projects overran their estimates due mainly to usability engineering

- most maintenance costs are associated with unforeseen usability problems: 20-30 billion dollars worldwide on maintenance

new VIS INTERFACE prototype (2/2)



success and business value : competitive added value on equivalent products

- increase revenue on usage/transactions as much as 225%
- attract and maintain users/customers, repeat customers are most valuable

highest market impact of VIS architecture as compared with competitors

- key factors : ease of use, ease of tailoring, ease of learning
- customisation: improved user productivity and avoidance of managing errors

1. high added value applications (1)

workflow and search engines



VIS method allows for the development of improved workflows and search engines through the elaboration of new ontologies and metadata

VIS method can be applied to finely redefined Web programming language (empowered (X) HTML)

3. further applications (2)

VIS software diagnostic, prognostic, suite



VIS software diagnostic: in its present state VIS software allows for an automatic usability evaluation of 16 usability parameters as realized in Internet/intranet sites and portals.

A new release can lead up to 50 usability parameters to be included for automatic evaluation/validation (together with accessibility parameters available in VIS access software)

VIS software prognostic can be applied as success indicator of online enterprises/platforms

VIS can be furtherly developed into a **suite of tools** to be used by software developers and be released through platforms (such as Google) or licence

Pragmema

web hyper-interactive solutions

