



[www.pragmema.it](http://www.pragmema.it)

## **Pragmema Company Profile January 2014**

### Mission

Pragmema srl was founded in november 2000 by its present President, prof. Elisabetta ZUANELLI, with a permanent innovative R&D mission for the deploying of online intranet/Internet market.

Pragmema's team consists in an **interdisciplinary pool of researchers, technologists, experts** of varied skills in digital communication, computer and Internet science.

Its mission is to allow customers to interact in Internet 3.0 to the maximum of their possibilities.

### Strategy

**Pragmema's strategy aims to create, develop and consolidate multi-interactive systems in order to perform co-operative tasks in digital communication, training , organization for the network society.**

Today's business software suppliers **do not have** a scalable business model and have a low quality offer of innovative functional interactive software for different institutional and business purposes.

At present there are lots of suppliers, without international leaders, in the field on intelligent platforms and search tools.

Key trends for web applications: stress on econtent

**The future of computer and Internet science relies heavily on added value quality products & services.**

Context market guidelines ( IEEE, e-Europe, i-Europe, 3WC/WAI, ISO/IEC, user/usage centered design, etc.) stress econtent quality development and use as applied to production, storage, processing, management in all contexts.

In a business perspective, innovative R&D software for public and private institutions and companies includes:

- workflow/search engines
- front end CRM/interfaces

- intelligent intranet/Internet platforms
- web marketing
- IIR

## Competitors problems

Competitors problems in both generalistic and domain portal/sites consist in low quality, poor accessibility and bad usability of online products and services, with a negative impact on market.

**In particular, present business and trade software for competition on the Web is not extant or unfit for a world's global market place.**

New perspectives for **innovative products** concern knowledge/content architecture, intuitive graphical user interfaces, structure and navigation of portals/sites, intelligent semantic databases and internal/external search engines for intranet/Internet purposes.

## Improvement of innovative software gives companies high return on investment (ROI)

Improvement drivers for companies include:

- reduced costs of:
  - development
  - maintenance
- increased revenue:
  - increased product sales
  - increased traffic (size of audience)
  - retained customers (frequency of use)
  - increased market share (competitive edge)
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- increased efficiency/productivity

## Competitive advantage

Lowest production and operating costs for enterprises can be achieved:

- **by applying human factors disciplines and innovative Internet science to the initial software design; this reduces redesign, maintenance and customer's support**
- **QFD (quality functional development) focused on customer requirements (ease of use, ease of learning, user satisfaction, productivity) is now a pre-requisite**
- **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**

## Success and business value

Competitive added value on equivalent products signals out:

- **increased revenue on usage/transactions as much as 225%**
- **attraction and retentionship of users/customers; repeat customers are most valuable**

Highest market impact of Pragmema's products as compared with competitors can be summed up by three key factors: **ease of use, ease of tailoring, ease of learning**

## Main products

So far, Pragmema's products and services software development has touched on:

**internal and external communication software**  
**intelligent platforms**  
**innovative approach to content**

Proprietary Pragmema's software includes:

- **an online training proprietary platform**
- **ECDL: 500 hours online training content**
- **Flecsa open university modeling/structure:** (fiscal law and electronics commerce and system administration)
- **TRIM on line journal with innovative services: modelling and structure**

**applications for quality, accessibility and usability analysis and evaluation of interactivity: metrics of sites and portals:**

- **VIS (very interactive sites) usability evaluator proprietary software**
- **VIS ACCESS accessibility evaluator proprietary software**

**applications for the new generation of web services:**

- **domain ontologies: VIS method**
- **data bases & data sets architecture**

**search engines:**

- **TRIM, proprietary modeling and structure prototype:** fiscal and economic database and search engine ( internal search engine )
- **Searchlink, Internet portal search engine software prototype** for Internet banks information search and retrieval
- **Aquasearchportal ( [www.aquasearchportal.it](http://www.aquasearchportal.it) ) the water information Internet portal and first Internet water search engine**

Pragmema's competences and business areas

Pragmema can compete with national and foreign software developers and suppliers in:

- ❖ **capability for quality project design by means of VIS method, a multifaceted, interdisciplinary modelling and 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 intelligent structure and semantic language optimization**

VIS method” is the natural evolution and implementation of VIS functions.

The overall aim was to allow for a structured evaluation of web sites accessibility, usability and quality through the analysis of a systematic list of specific architectural elements.

Software evaluation products include **VIS** and **VIS ACCESS**, online software for sites accessibility /usability evaluation

**VIS search is a design prototype for search engines modeling** whose result is the optimization of:

- sites and portals structure and navigation
- interfaces
- knowledge and content management architecture  
(workflow/search engines)

Pragmema has designed and developed the **first search engine on fiscal legislation** for the Istituto Poligrafico e Zecca dello stato, **IPZS**.

Software proprietary search engines are **Search Link**, the first **Internet bank search engine** and **Aquasearchportal**, the first Internet international portal on water institutions, water documents, water initiatives as well as the first market place of water companies ( **release 4.0, see Annex 1**).

**Pragmema allows for the development of improved CRM's, workflows, platforms and search engines through the elaboration of ontologies, architectures and metadata.**

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