Pragmema S.r.l.

www.pragmema.it

Company profile

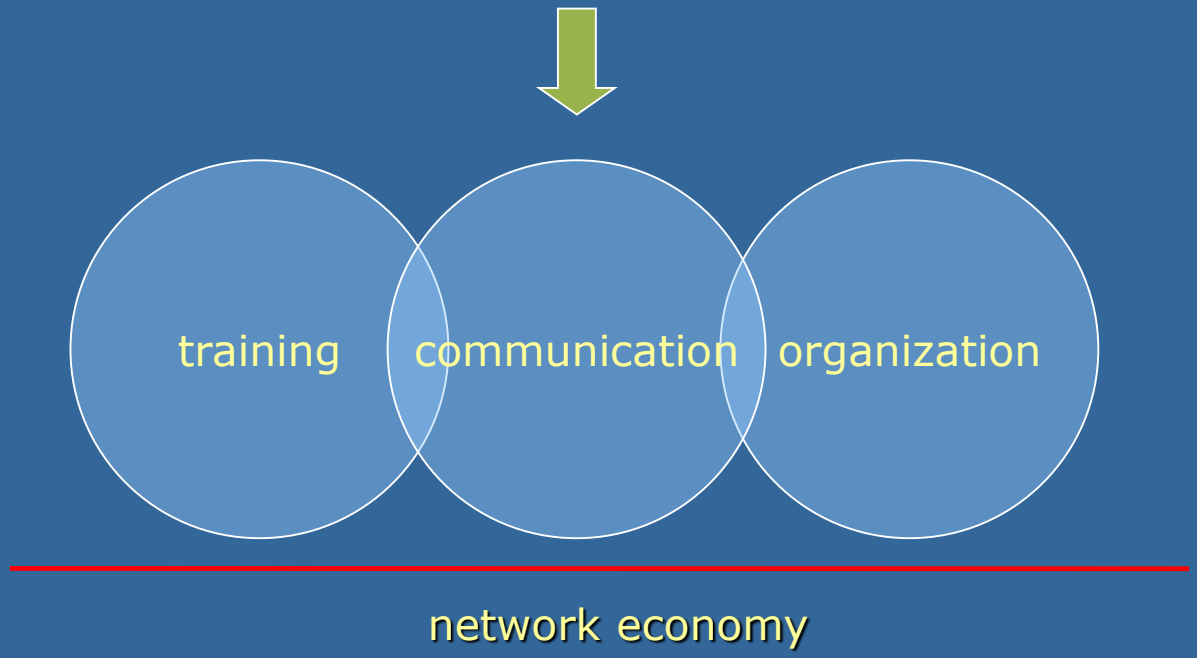
Rome, February 2017

mission

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

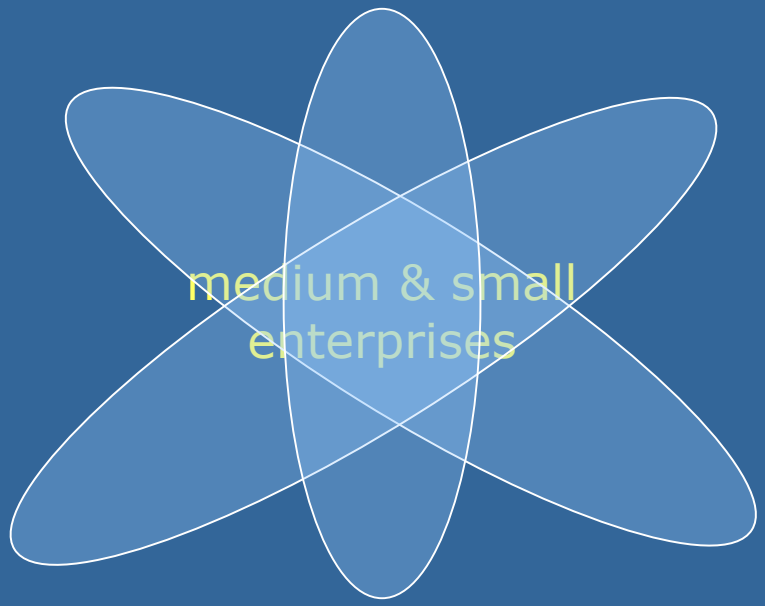
strategy

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



market

institutions



government

enterpreises

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

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

- applications for the new generation of web services

IT training ECDL
proprietary platform

open university
(fiscal law and electronics commerce
system administration)

TRIM
on line journal
services
search engine

VIS
(very interactive sites)
usability evaluator

VIS ACCESS
accessibility evaluator

domain ontologies

big data analytics/AI

search engines
banks,water/energy
Liferay iconanalytics
Liferay cybersecurity ontology
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, IEEE, user/usage centered development

econtent development and use as applied to

production | storage | processing | management

software applications for institutions and companies

workflow/search engines | sector ontologies | AI 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
- sector ontologies
- AI platforms

the effect of intelligent architectures on ROI

added value of usability, ontology modelling, big data analytics

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

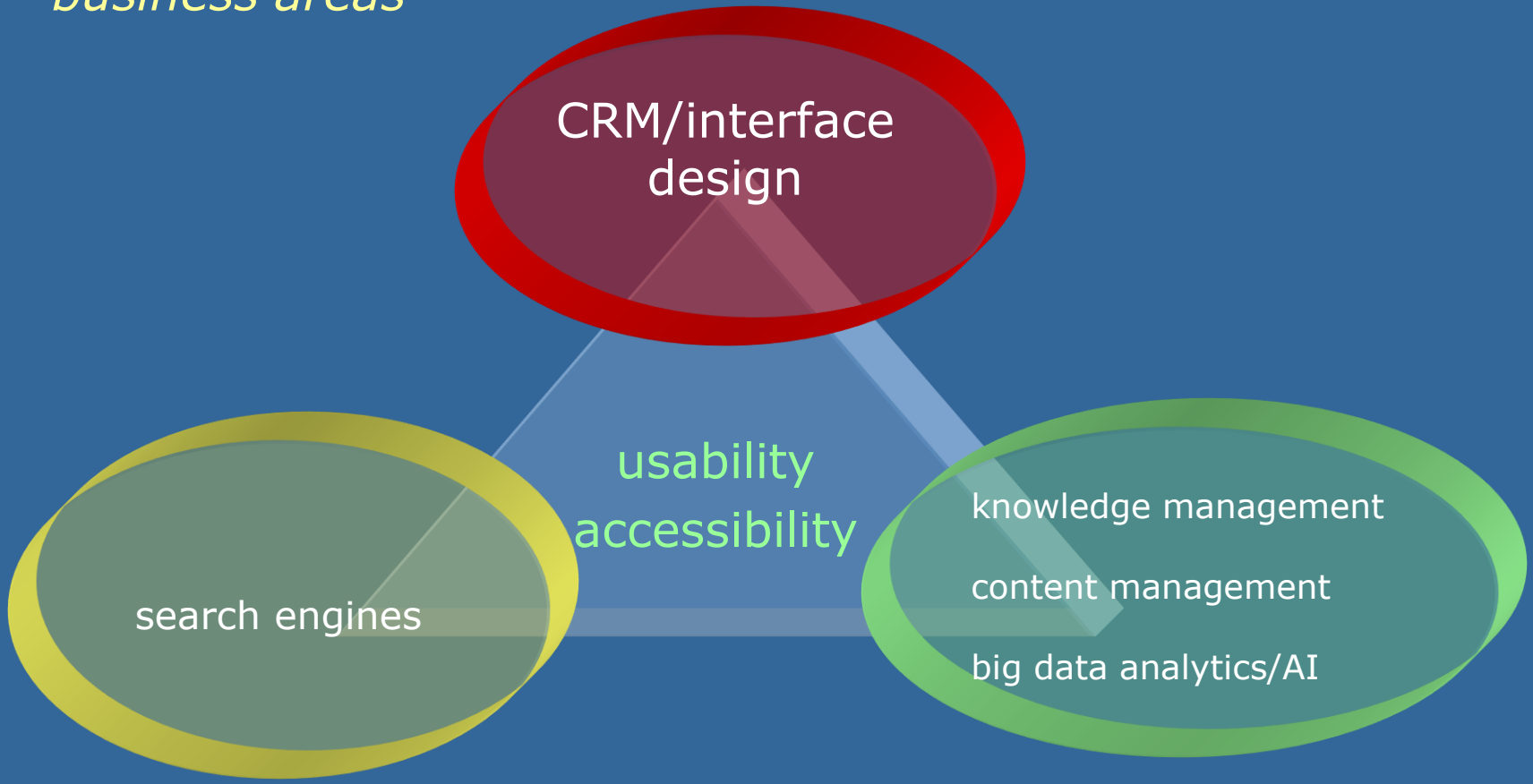
- capability for quality project design by means of software "suite" (VIS VIS access VIS search) which uses an innovative approach (VIS method) for the development of content software products

- 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

- capability to analyze and structure big data by means of AI approaches

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

enterprise applications

new VIS architectures prototypes (1/3)

competitive advantage: lowest production and operating costs for enterprises

-applying human factors to the initial architecture design can reduce redesign, maintenance and customer support/can provide high added value services

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

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

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

new VIS INTERFACE solutions (2/3)

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

high added value applications

workflows, search engines, intelligent platforms (3/3)

VIS method allows for the development of improved workflows, search engines, intelligent platforms through the elaboration of ontologies and metadata/the application of big data analytics and AI modelling

VIS method can be applied to finely redefined Web programming languages

VIS method products are competitive with international markets

Pragmema

web hy*per-interactive solutions*