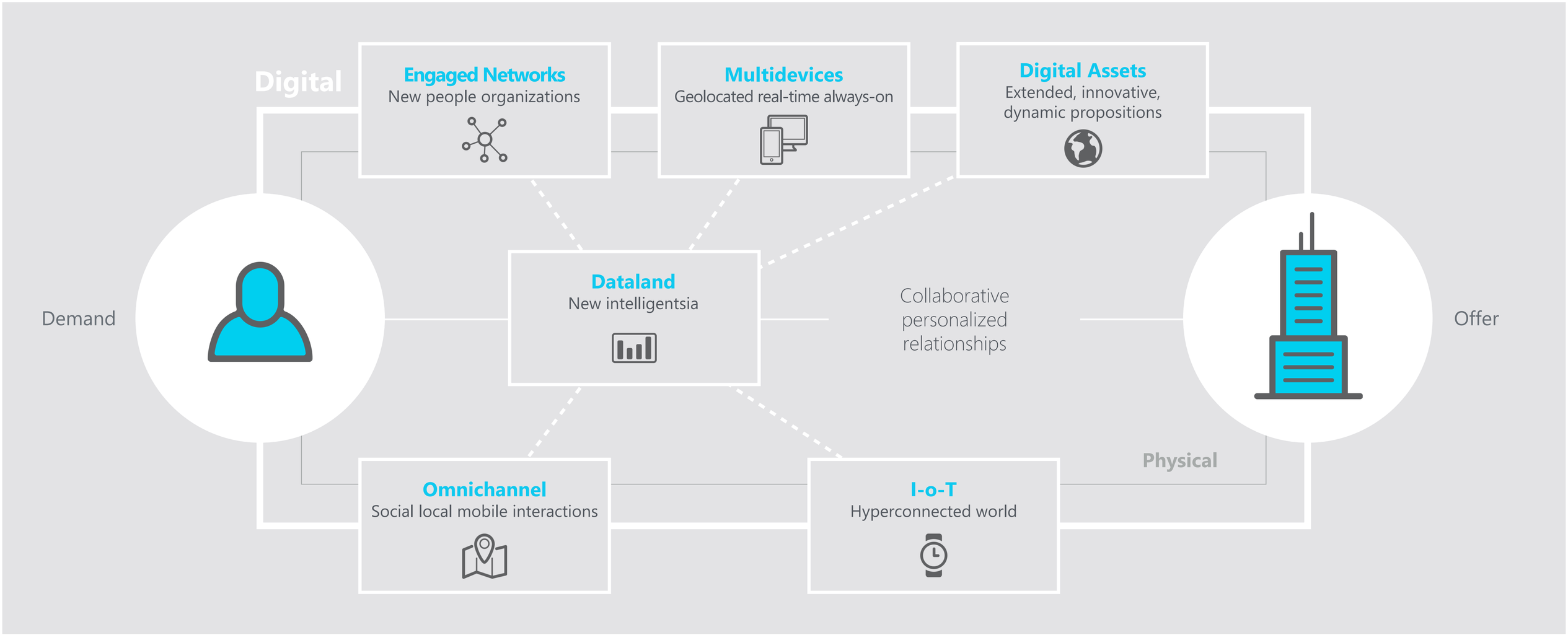
LIVING
THE
DIGITAL
WORLD

INNOVAGENCY

GROUPE LA POSTE

Corporate Presentation

O ecossistema digital impõe um novo ritmo de inovação e evolução das propostas de valor das marcas e dos seus modelos de negócio



Maximizar a utilização deste ecossistema digital é factor decisivo para o sucesso dos modelos de negócio

Cidadãos, indivíduos, comunidades, consumidores, participantes, contribuidores

Conveniência, facilidade, vantagens, comodidade, ubiquidade, personalização, colaboração, credibilidade

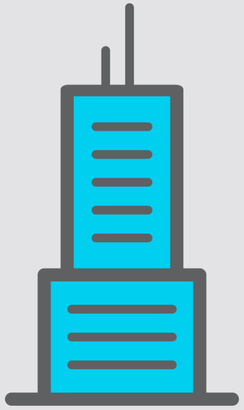
Empresas, marcas, instituições, investidores, organizações, administração pública

ROI, eficiência, fidelização, segurança, eficácia, segmentação, expansão

Vencer no contexto do digital exige uma verdadeira cultura digital, multidisciplinar e em dinâmica permanente

Targeting
Marketing automation
Virtual & augmented reality
Activação
Optimization
Interactivity
User Behaviour
Location based services
Social networks
Strategy
Transformation

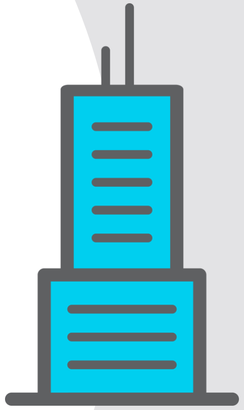
Beacons
Cloud
Geolocation
Design
User Experience
APPS
Intranets
E-commerce
Usability
Big data
Omnichannel



A Innovagency está focada na criação de valor para marcas, empresas e negócios a partir deste ecossistema digital

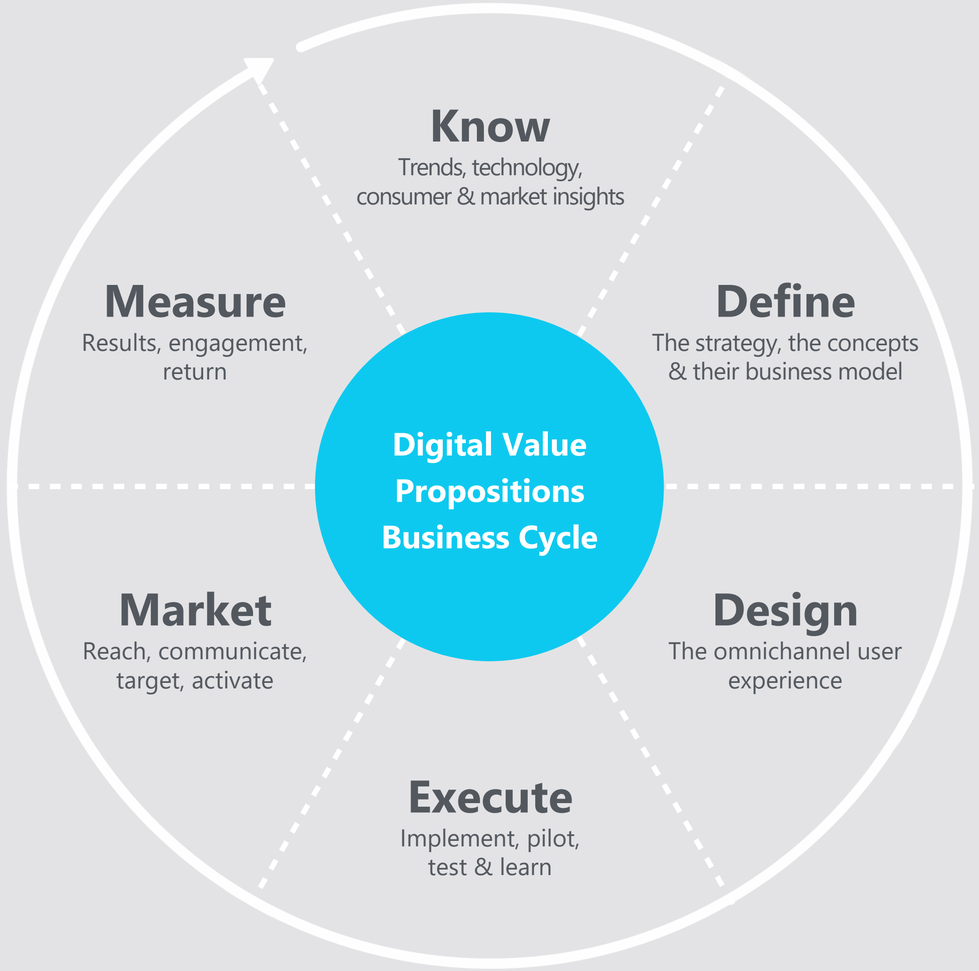
INNOVAGENCY

Strategy. Design. Technology.



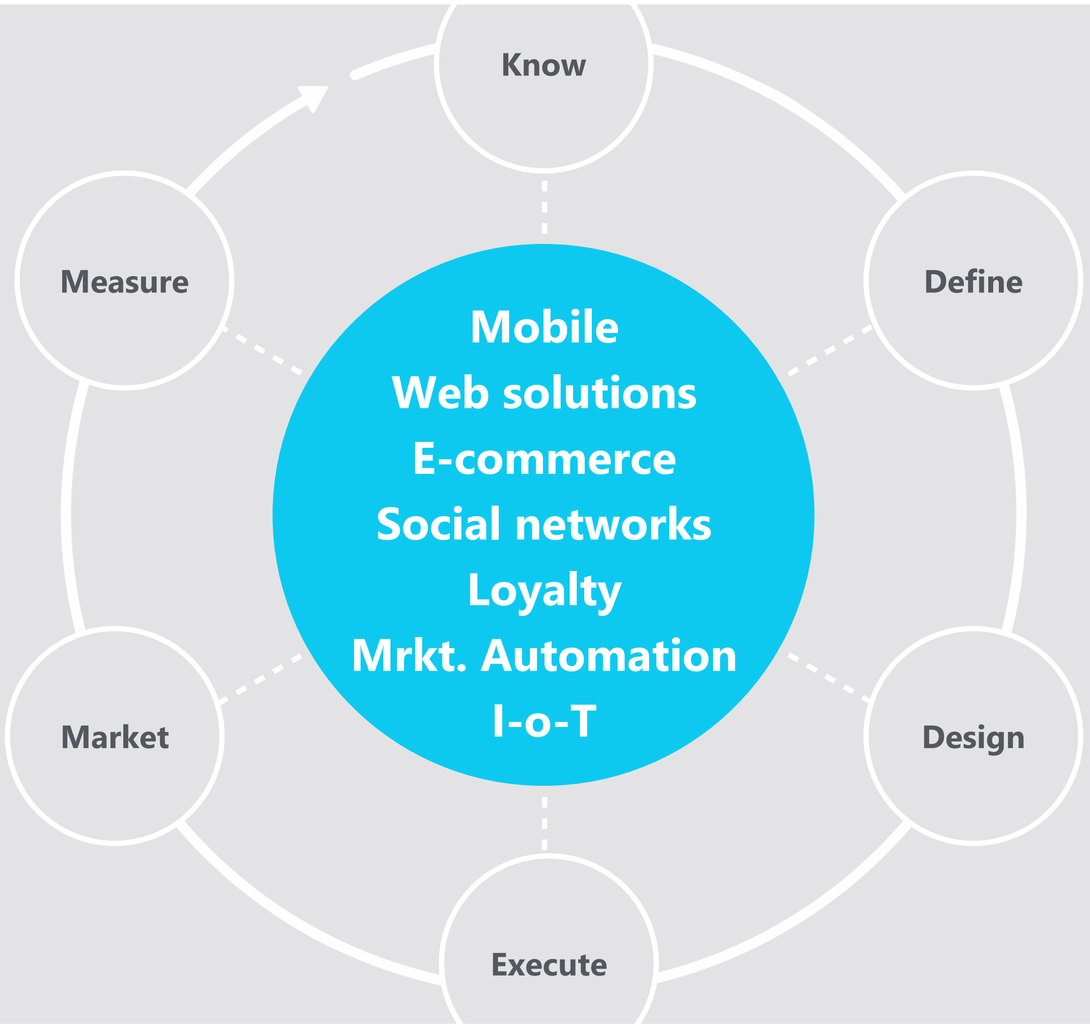
Desenhamos e implementamos soluções ao longo de todo o ciclo de negócio digital

INNOVAGENCY IS AN END-TO-END DIGITAL PARTNER



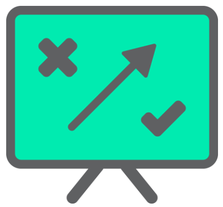
Desenhamos e implementamos soluções multidisciplinares congregando experiências de acordo com as necessidades de cada cliente

INNOVAGENCY
IS A
FULL-SERVICE
CROSS-COMPETENCE
DIGITAL ENABLER



Agregando 4 competências-chave, acompanhamos o cliente ao longo da transformação digital do seu negócio

Strategy



. Insights
. Digital Strategy & Innovation Digital Experiences Modeling
. Digital Content
. Digital Marketing & Activation
. Intelligence

UX/UI Design

. Ergonomic Wireframing
. User Journey
. Design UX & UI
. Design Usability Tests

Development

. Mobile Apps
. eCommerce
. Web Sites & Portals
. Intranets & Extranets
. InStore Marketing
. Automation Bots

Marketing Automation

. Strategy Definition
. Salesforce Marketing Cloud Customization
. Omni-channel automation
. Campaign definition

Experts

. .NET
. Sharepoint
. Mobile Developers
. Java
. Outsystems
. Frontend
. Software architects

Forte e sólida experiência em diferentes tecnologias e stacks

Microsoft .NET
Xamarin
salesforce marketing cloud
umbraco
SharePoint
Objective-C
REACT
php
sitecore
Java
ANGULAR
Laravel
Kentico
APACHE CORDOVA™
Magento™ Open Source eCommerce
outsystems
HTML5 + CSS3 + JavaScript
WordPress

A Innovagency tem concretizado a sua promessa de valor ao mercado em diferentes geografias

Escritórios

- Lisboa, Portugal

Outros mercados

- Suíça
- França
- Espanha
- Alemanha
- Norte da Europa
- Cabo Verde
- Angola
- Moçambique
- Brasil

Com uma sólida experiência de mais de 20 anos

Desde final de 2017, a Innovagency faz parte da divisão internacional do ***Groupe La Poste.***

60
especialistas

~3M
turnover

20
anos de experiência

50
média projectos / ano

Clientes & Portfolio

ANA Aeroportos de Portugal
galp energia
UNITED NATIONS HUMAN RIGHTS OFFICE OF THE HIGH COMMISSIONER
vodafone
BLUE TICKET
FFMS
SIBS
anf
Cofina media
Caixa Geral de Depositos
Brisa
multicare
FIDELIDADE SEGUROS DESDE 1808
LACTOGAL
Millennium bcp
BiG BANCO DE INVESTIMENTO GLOBAL
MIGROS
Delta CAFÉS
EMSA
fnac
ECOLE HOTELIERE LAUSANNE Since 1893
Abbott
Luis Simões
AdvanceCare Saúde
Banco Finantia
COTEC Portugal
redUnicre
ASA Aeroportos e Segurança Aérea
ADENE AGÊNCIA PARA A ENERGIA
INATEL
edp

PORTFOLIO ECOMMERCE

FNAC ONLINE TICKET OFFICE

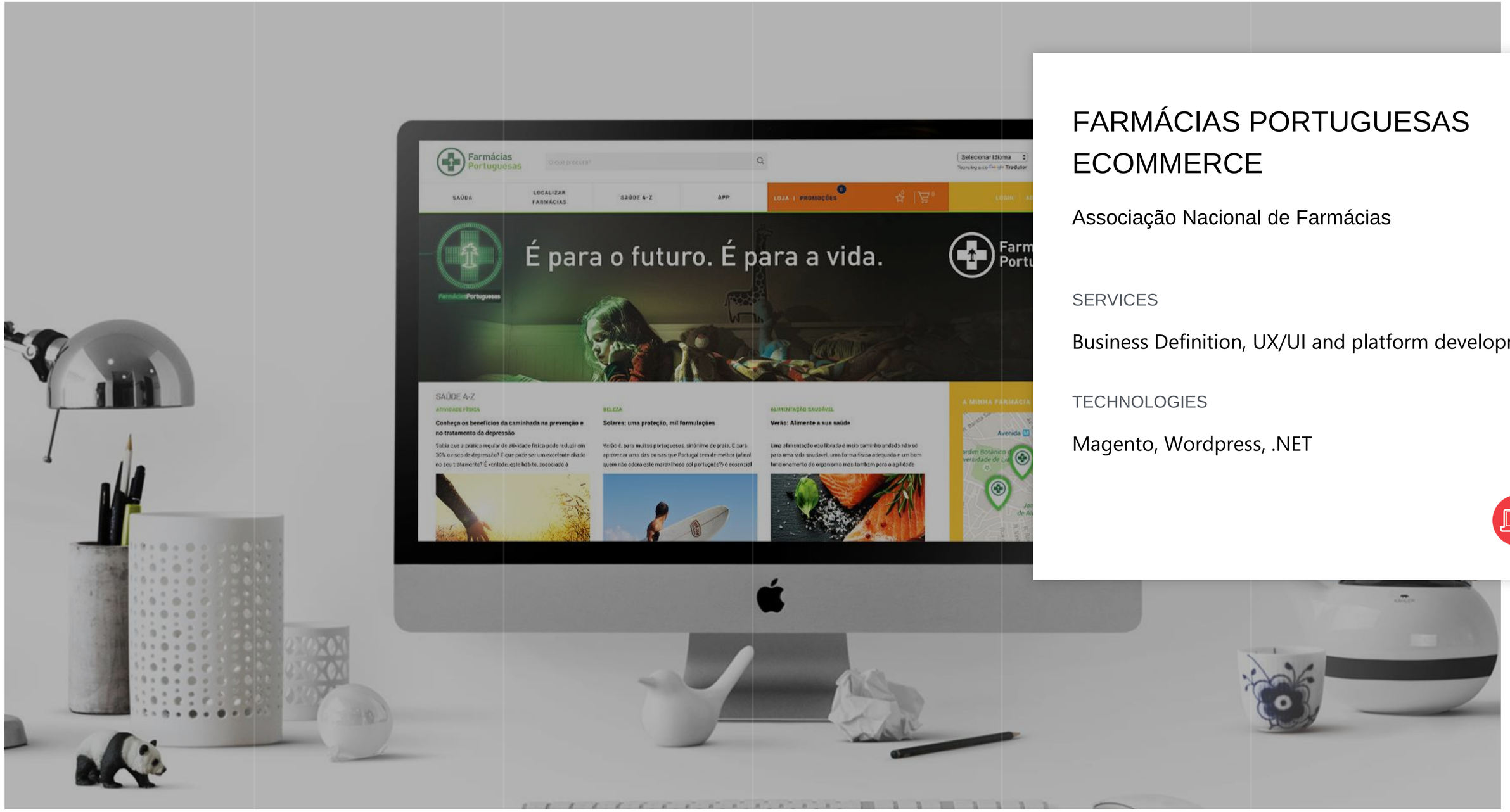
FNAC

SERVICES

UX/UI and platform development

TECHNOLOGIES

.NET



FARMÁCIAS PORTUGUESAS ECOMMERCE

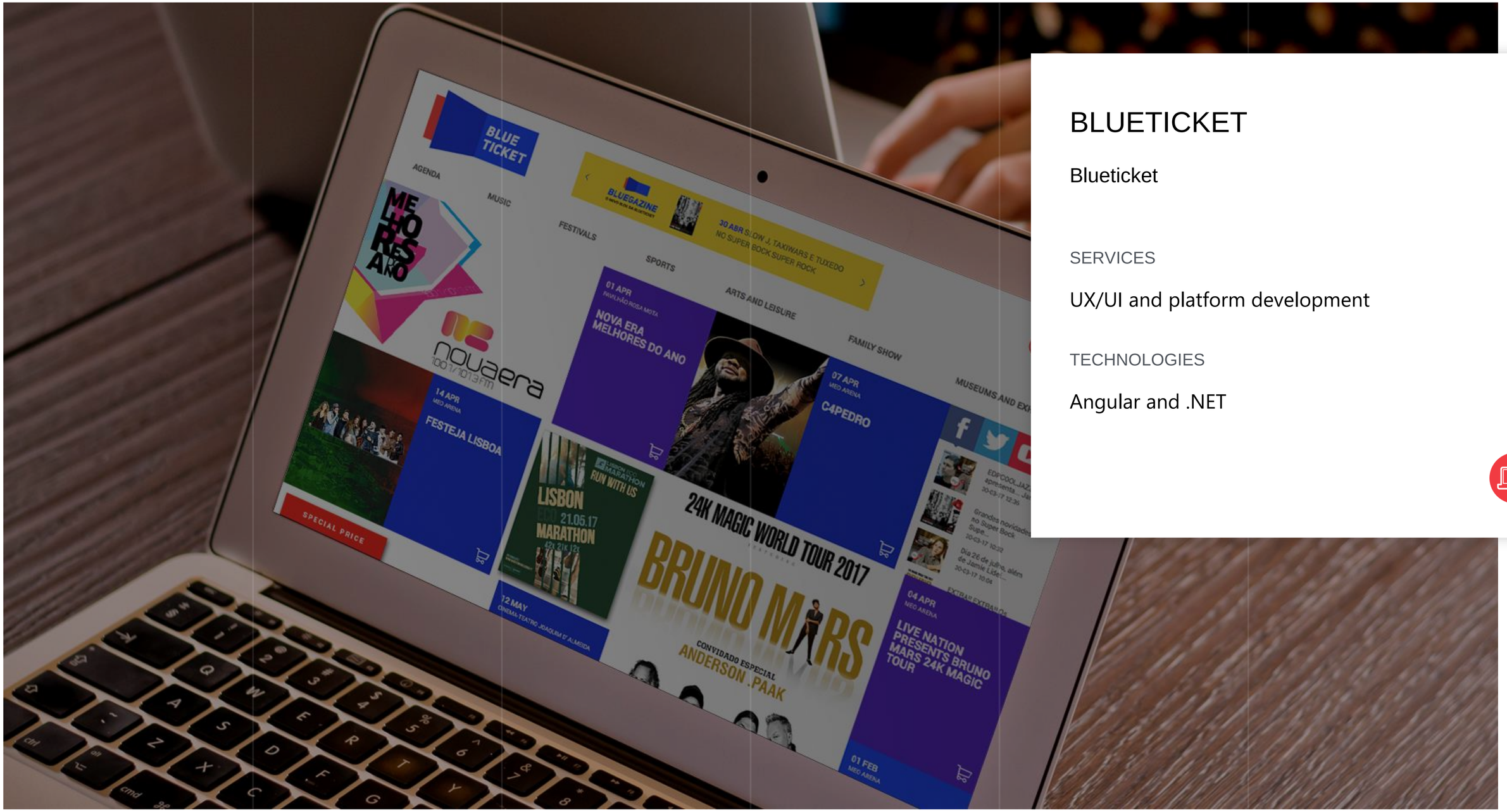
Associação Nacional de Farmácias

SERVICES

Business Definition, UX/UI and platform development

TECHNOLOGIES

Magento, Wordpress, .NET



BLUETICKET

Blueticket

SERVICES

UX/UI and platform development

TECHNOLOGIES

Angular and .NET

CLAUS PORTO ONLINE STORES

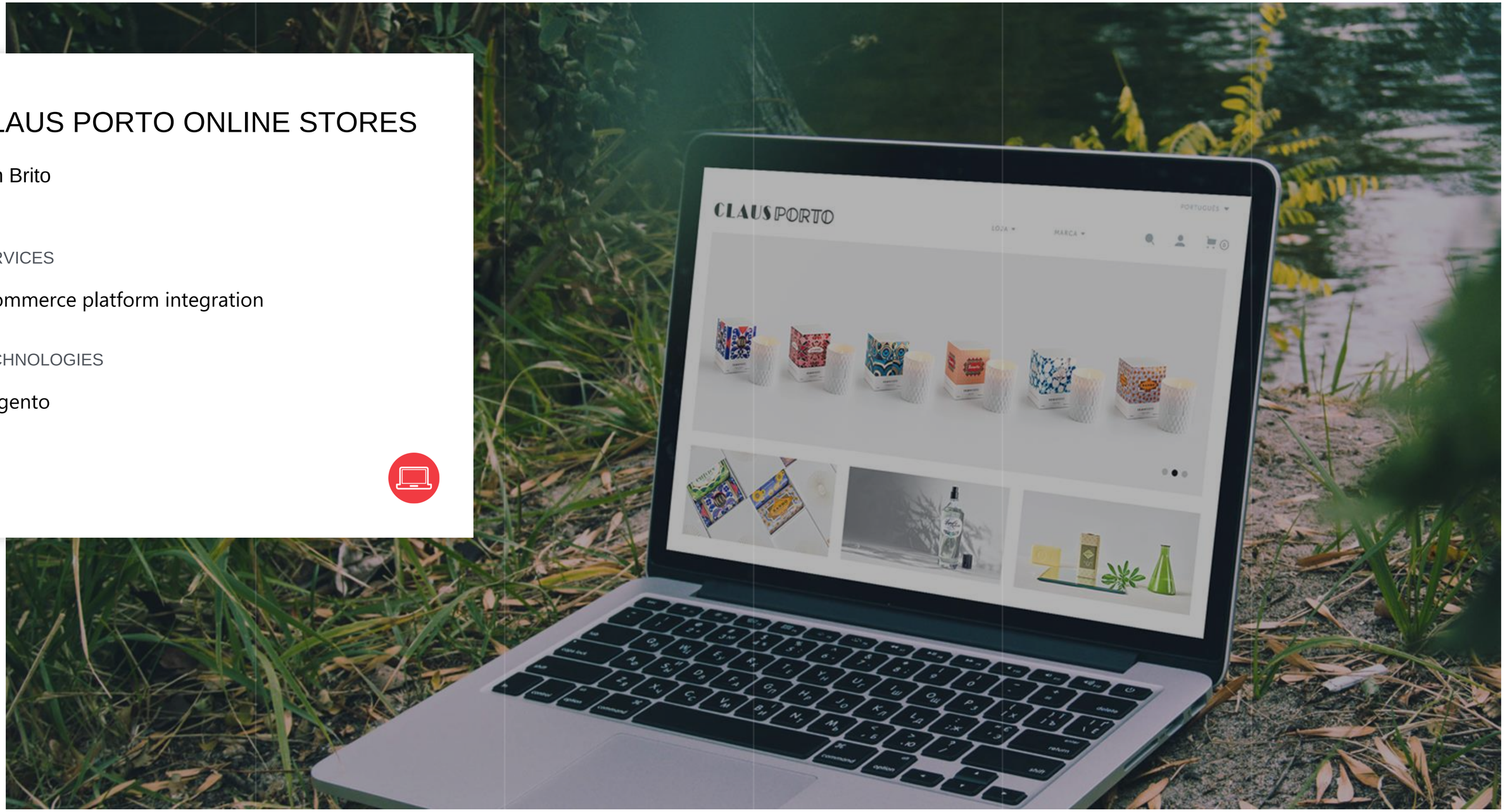
Ach Brito

SERVICES

eCommerce platform integration

TECHNOLOGIES

Magento



DELTA Q ONLINE STORE

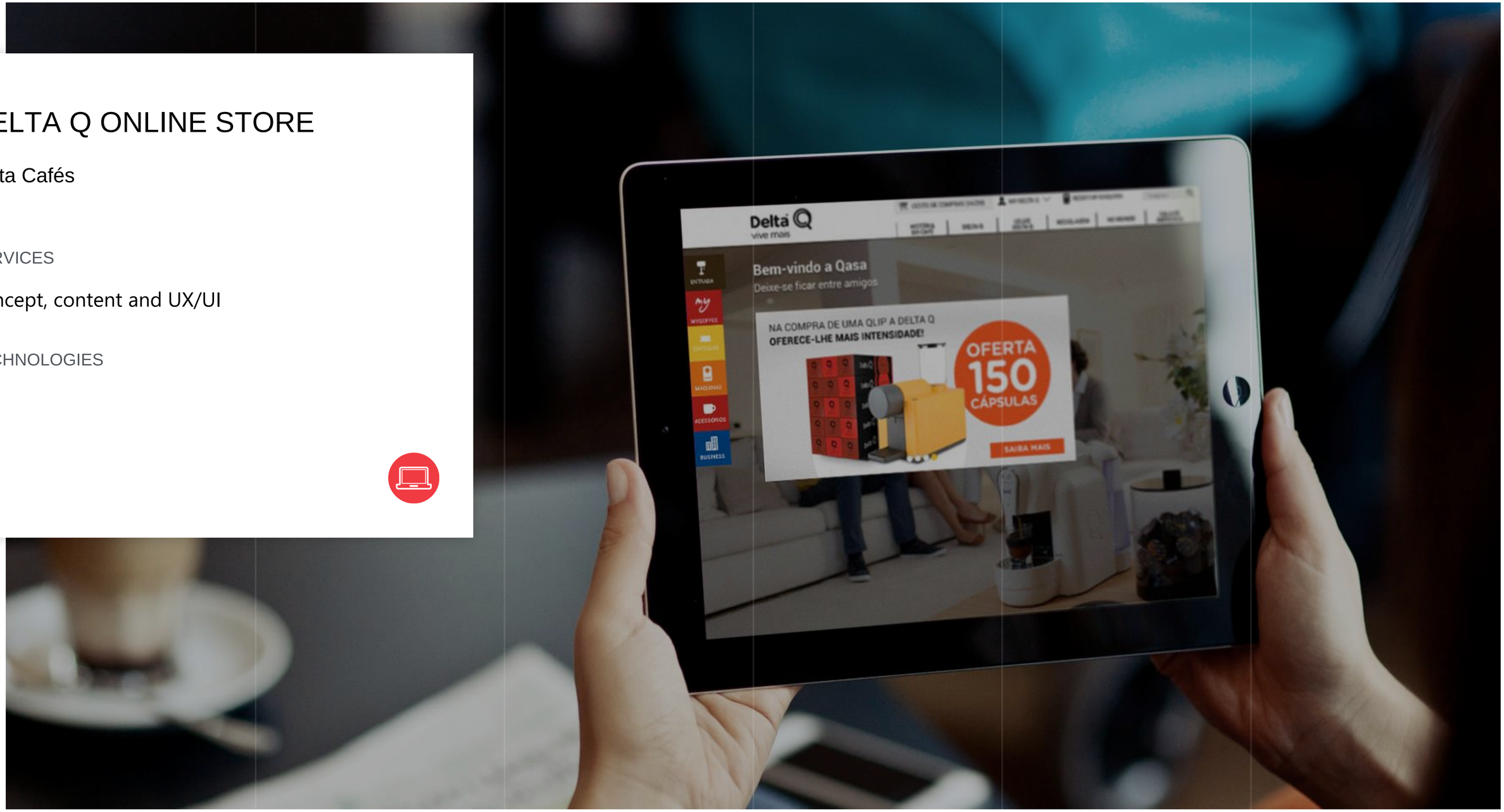
Delta Cafés

SERVICES

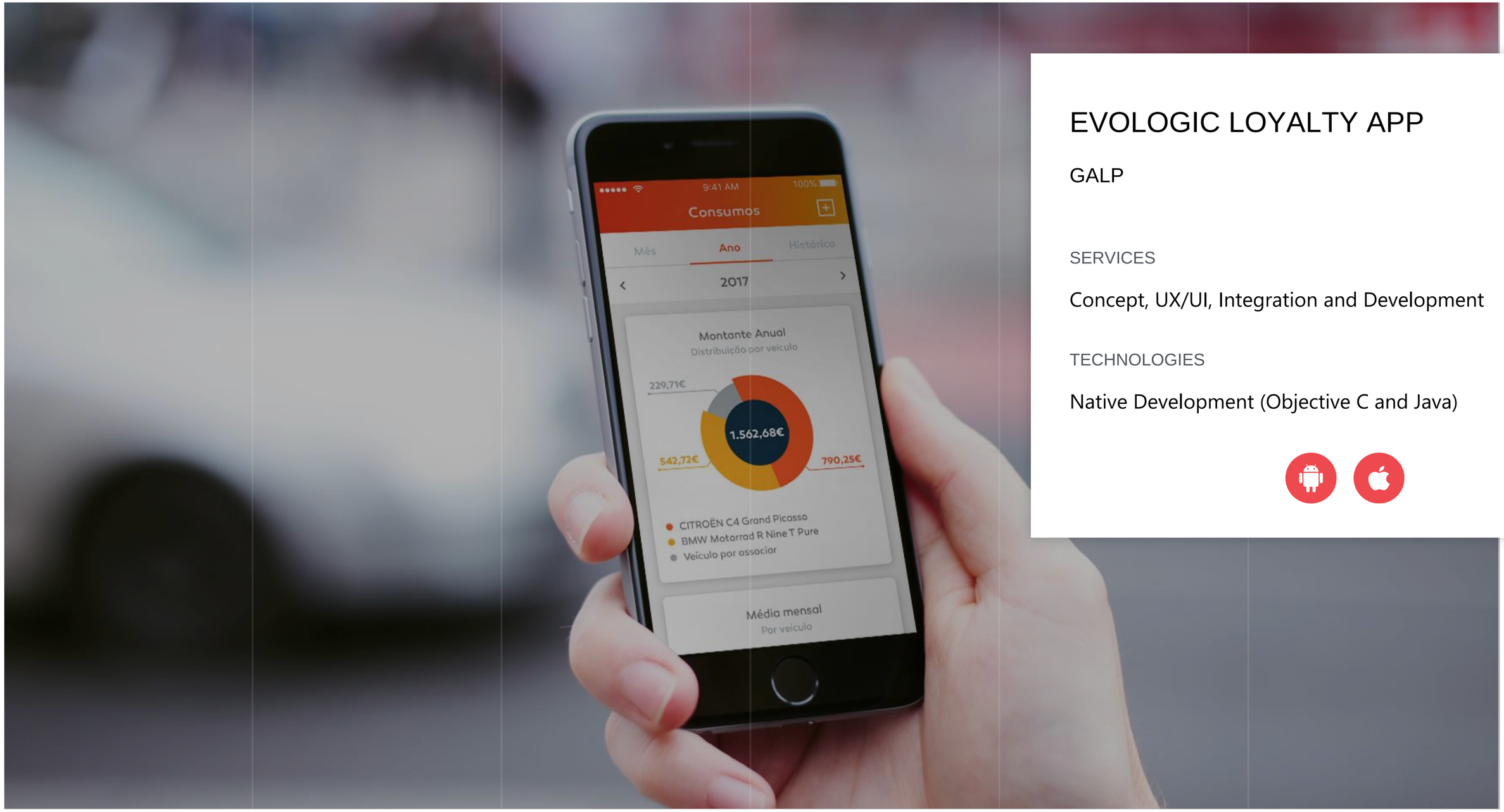
Concept, content and UX/UI

TECHNOLOGIES

n.a.



PORTFOLIO APPS



EVOLOGIC LOYALTY APP

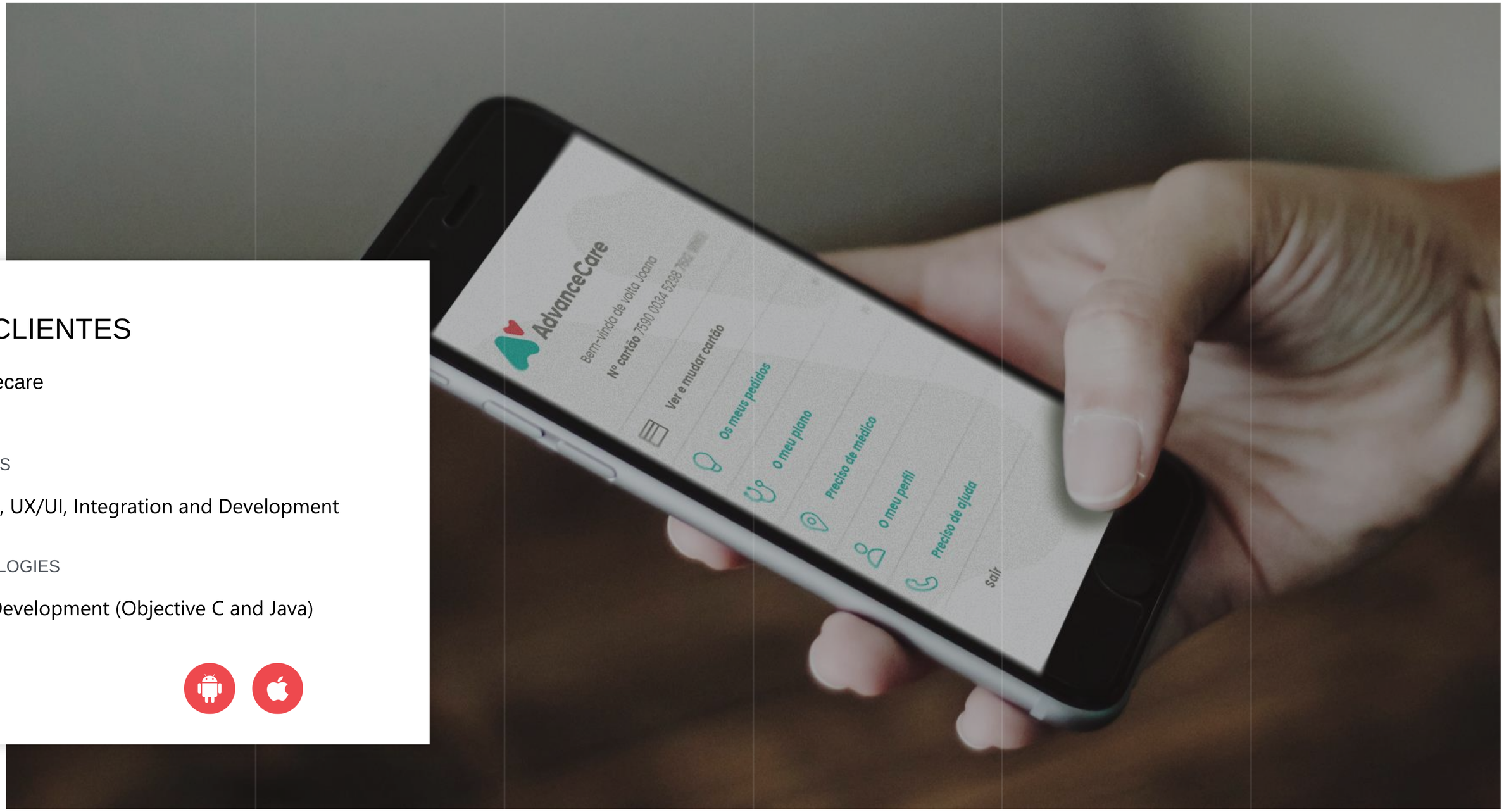
GALP

SERVICES

Concept, UX/UI, Integration and Development

TECHNOLOGIES

Native Development (Objective C and Java)



APP CLIENTES

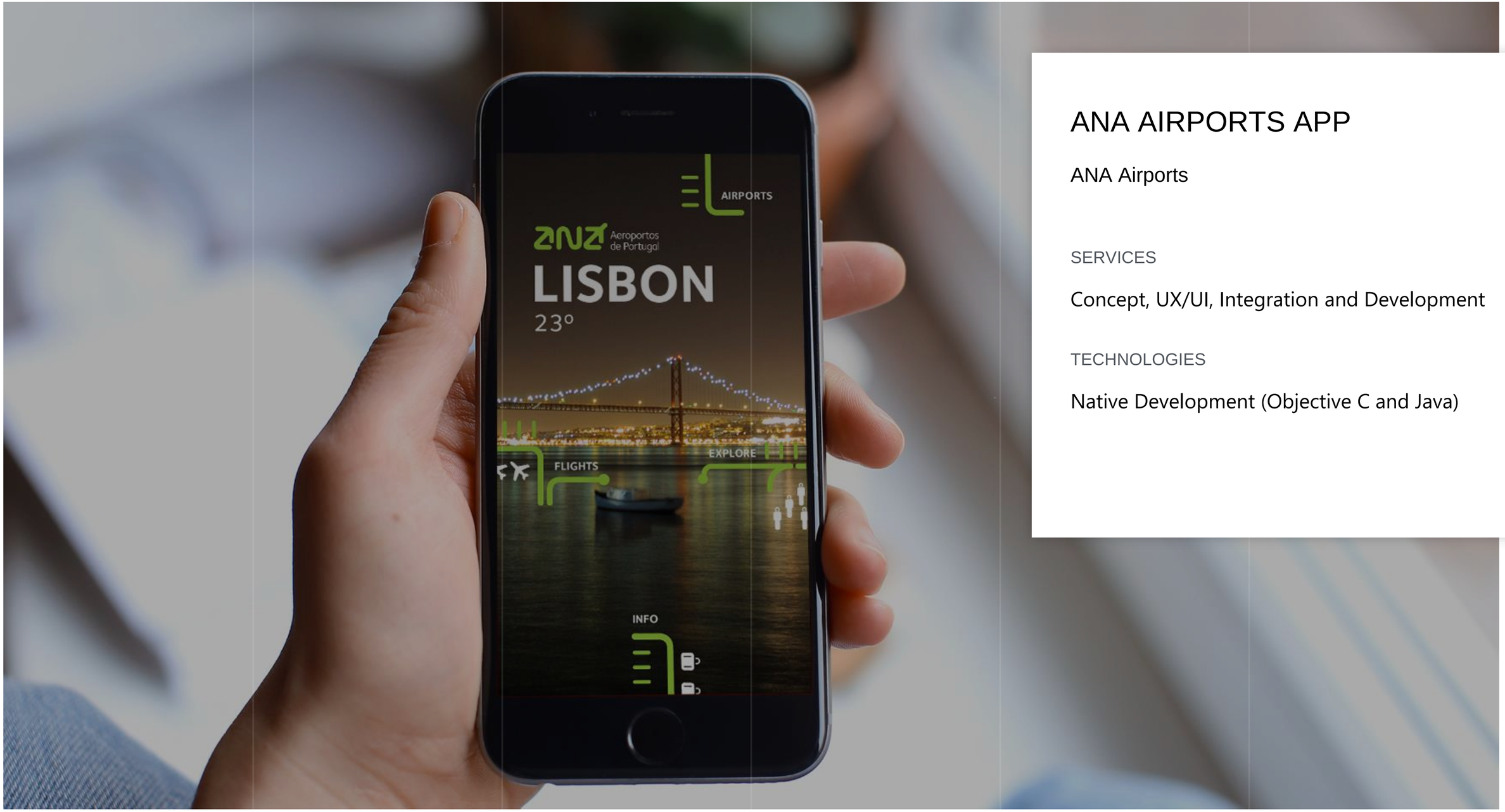
Advancecare

SERVICES

Concept, UX/UI, Integration and Development

TECHNOLOGIES

Native Development (Objective C and Java)



ANA AIRPORTS APP

ANA Airports

SERVICES

Concept, UX/UI, Integration and Development

TECHNOLOGIES

Native Development (Objective C and Java)

CAIXA DIRECTA HOMEBANKING APP

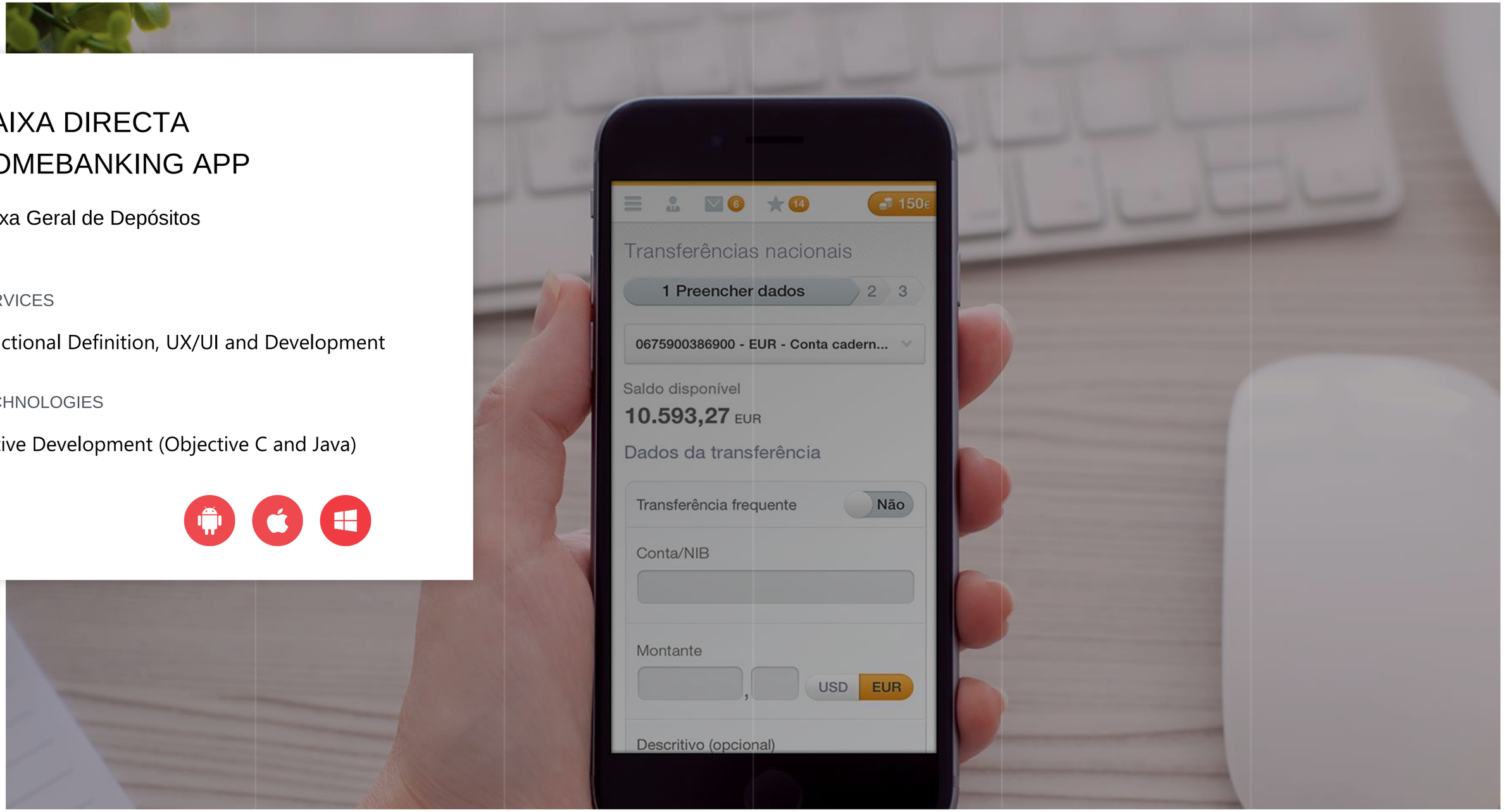
Caixa Geral de Depósitos

SERVICES

Functional Definition, UX/UI and Development

TECHNOLOGIES

Native Development (Objective C and Java)



EMSA MARITIME MANAGEMENT APP

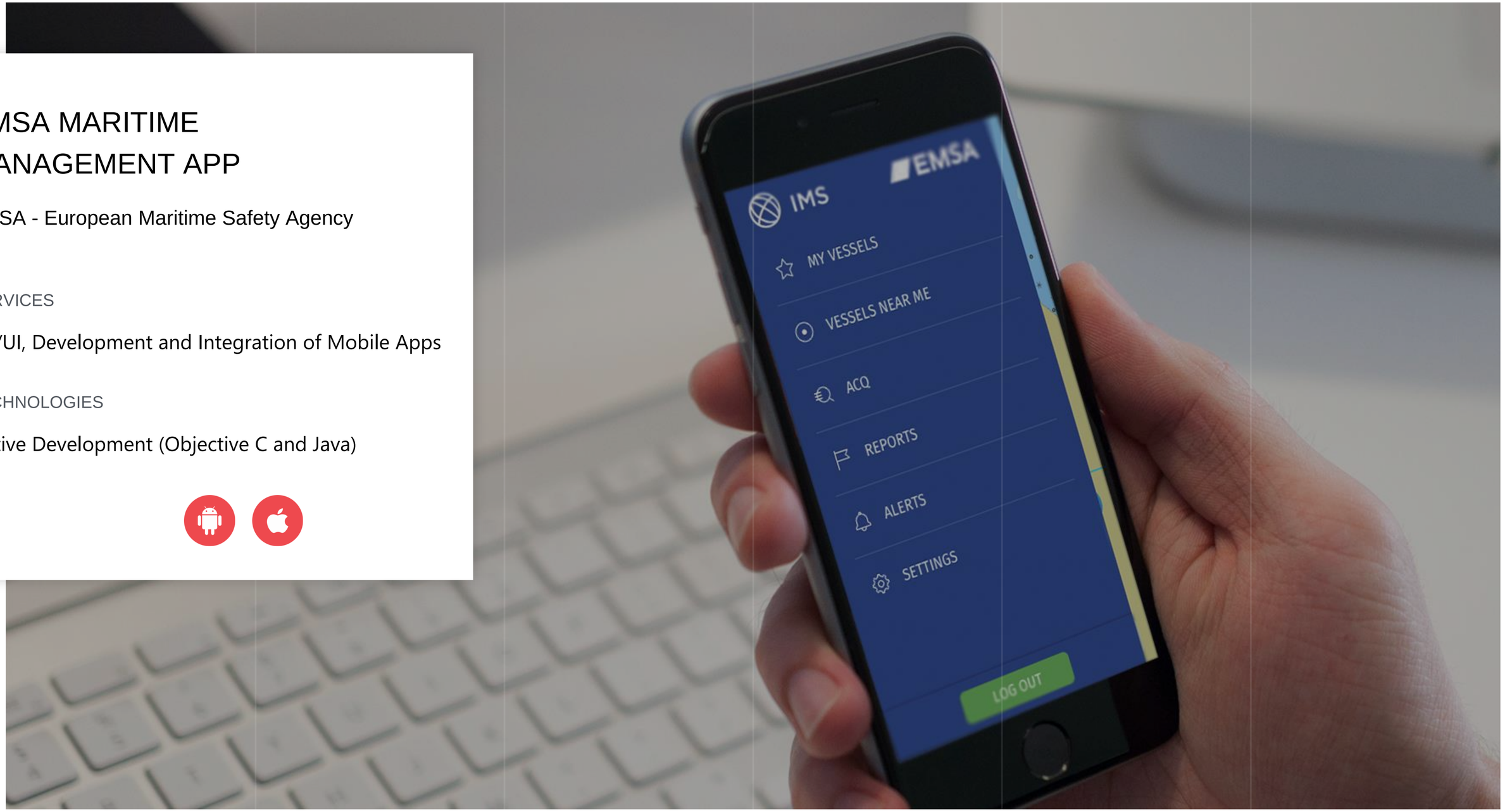
EMSA - European Maritime Safety Agency

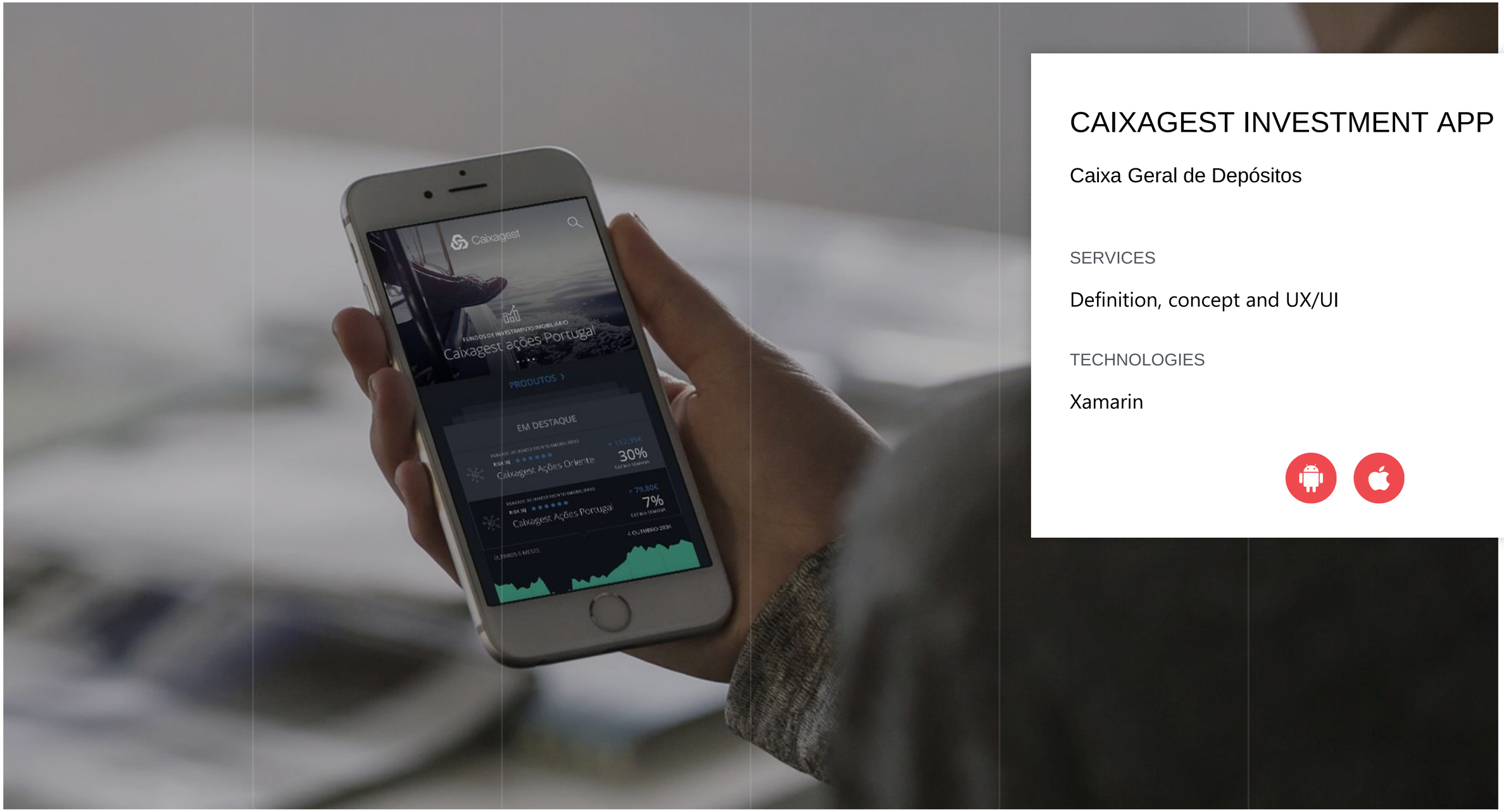
SERVICES

UX/UI, Development and Integration of Mobile Apps

TECHNOLOGIES

Native Development (Objective C and Java)





CAIXAGEST INVESTMENT APP

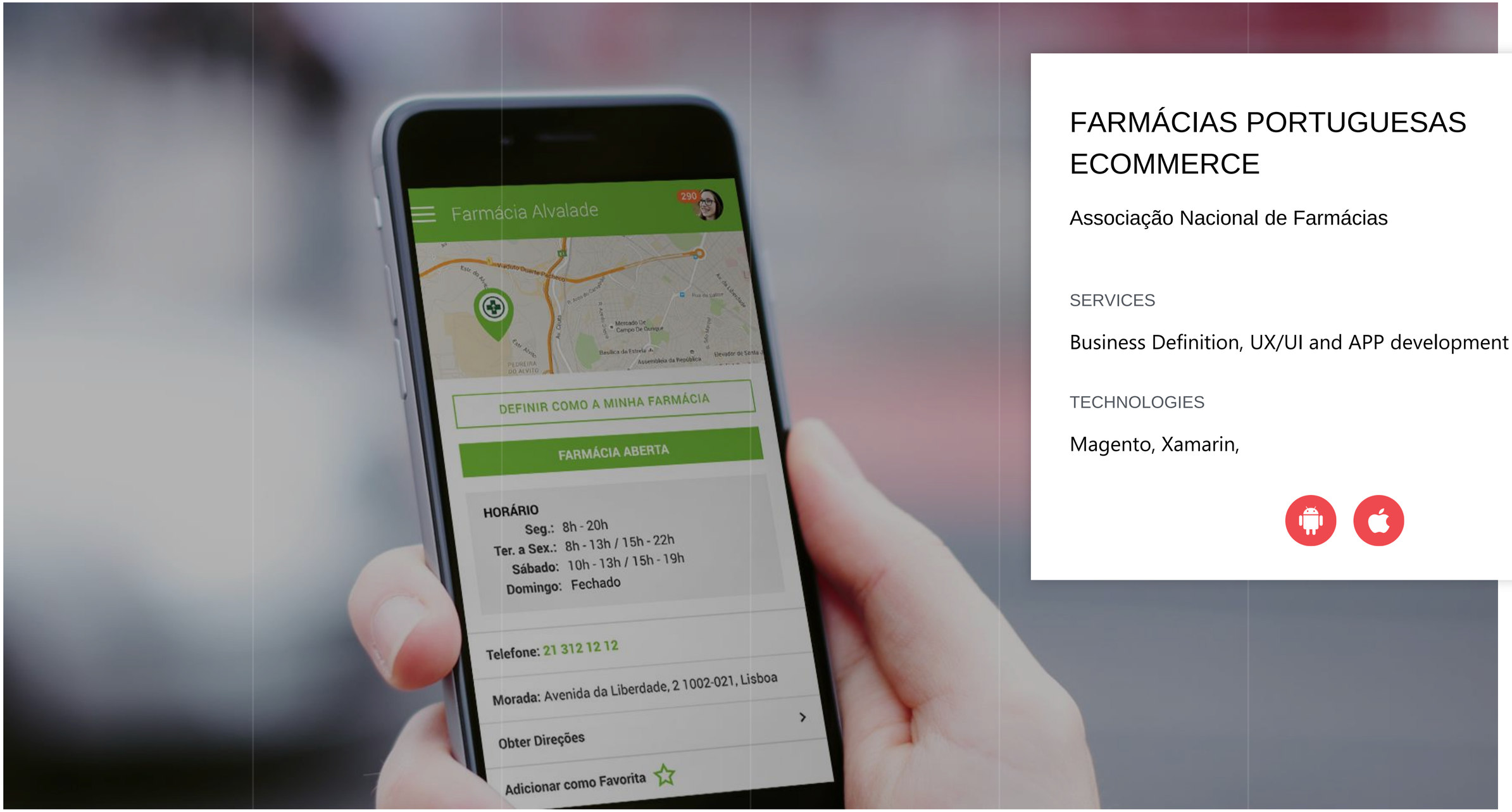
Caixa Geral de Depósitos

SERVICES

Definition, concept and UX/UI

TECHNOLOGIES

Xamarin



FARMÁCIAS PORTUGUESAS ECOMMERCE

Associação Nacional de Farmácias

SERVICES

Business Definition, UX/UI and APP development

TECHNOLOGIES

Magento, Xamarin,

RECORD APP

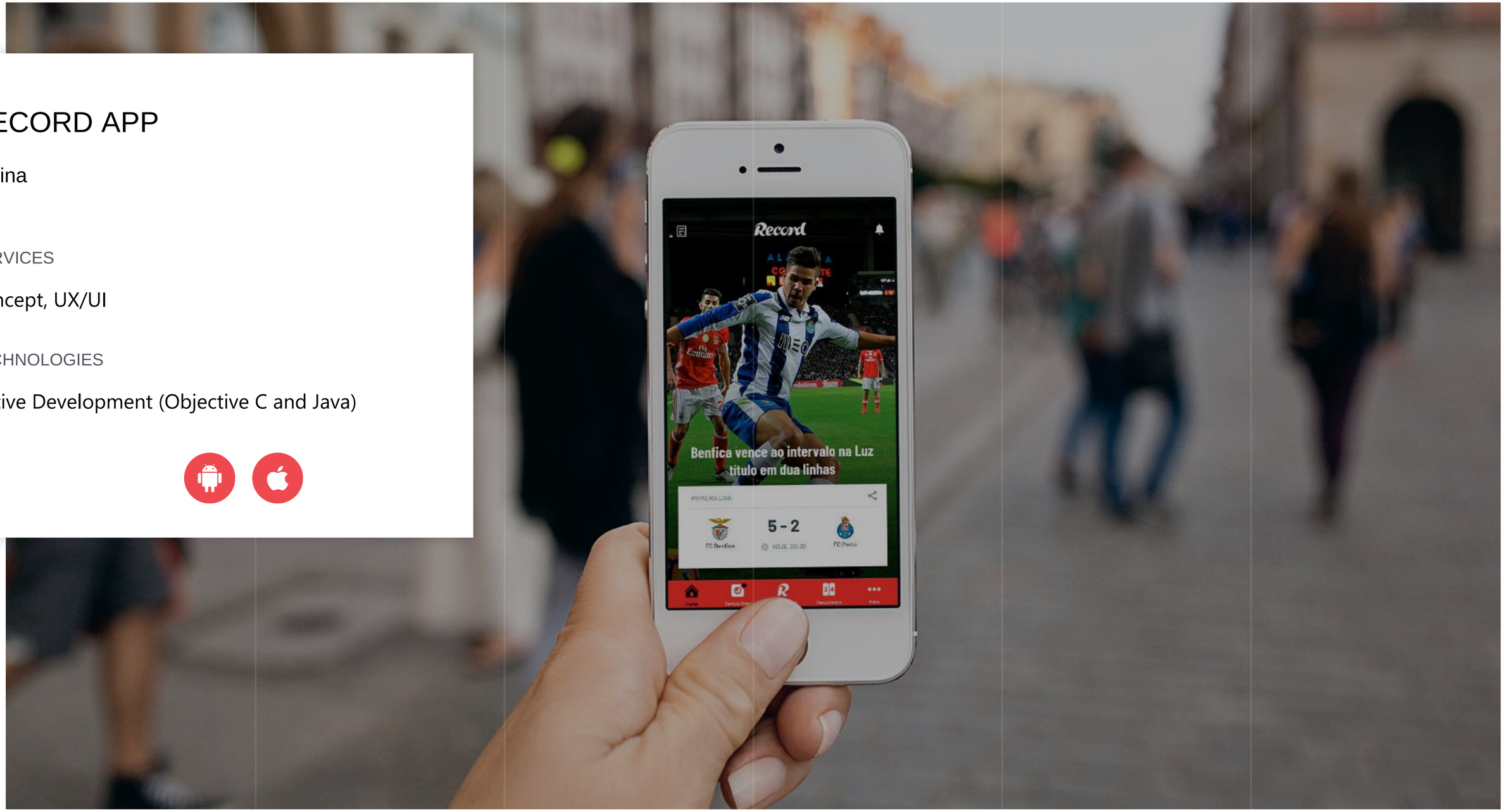
Cofina

SERVICES

Concept, UX/UI

TECHNOLOGIES

Native Development (Objective C and Java)



VODAFONE QUIOSQUE APP

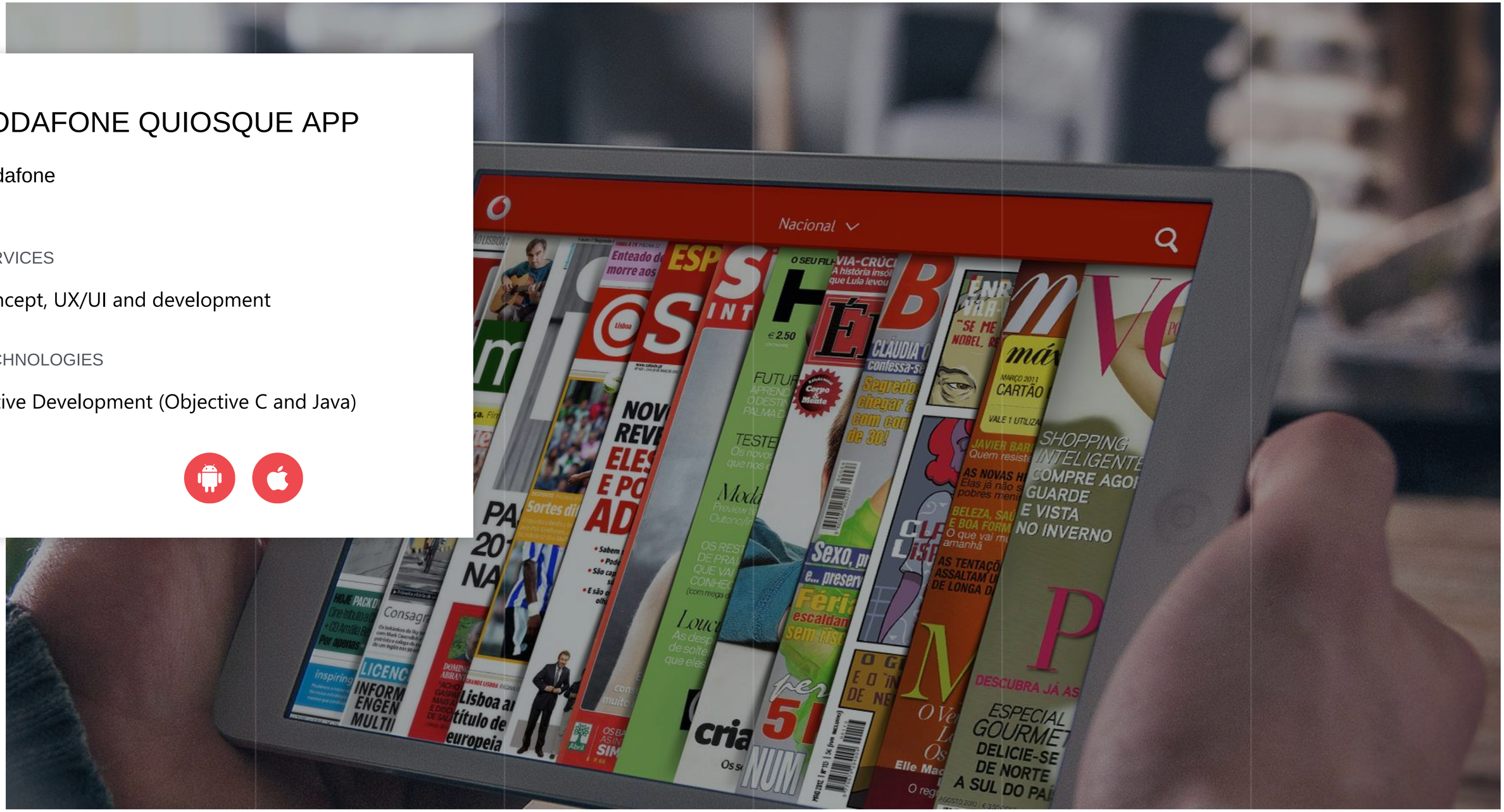
Vodafone

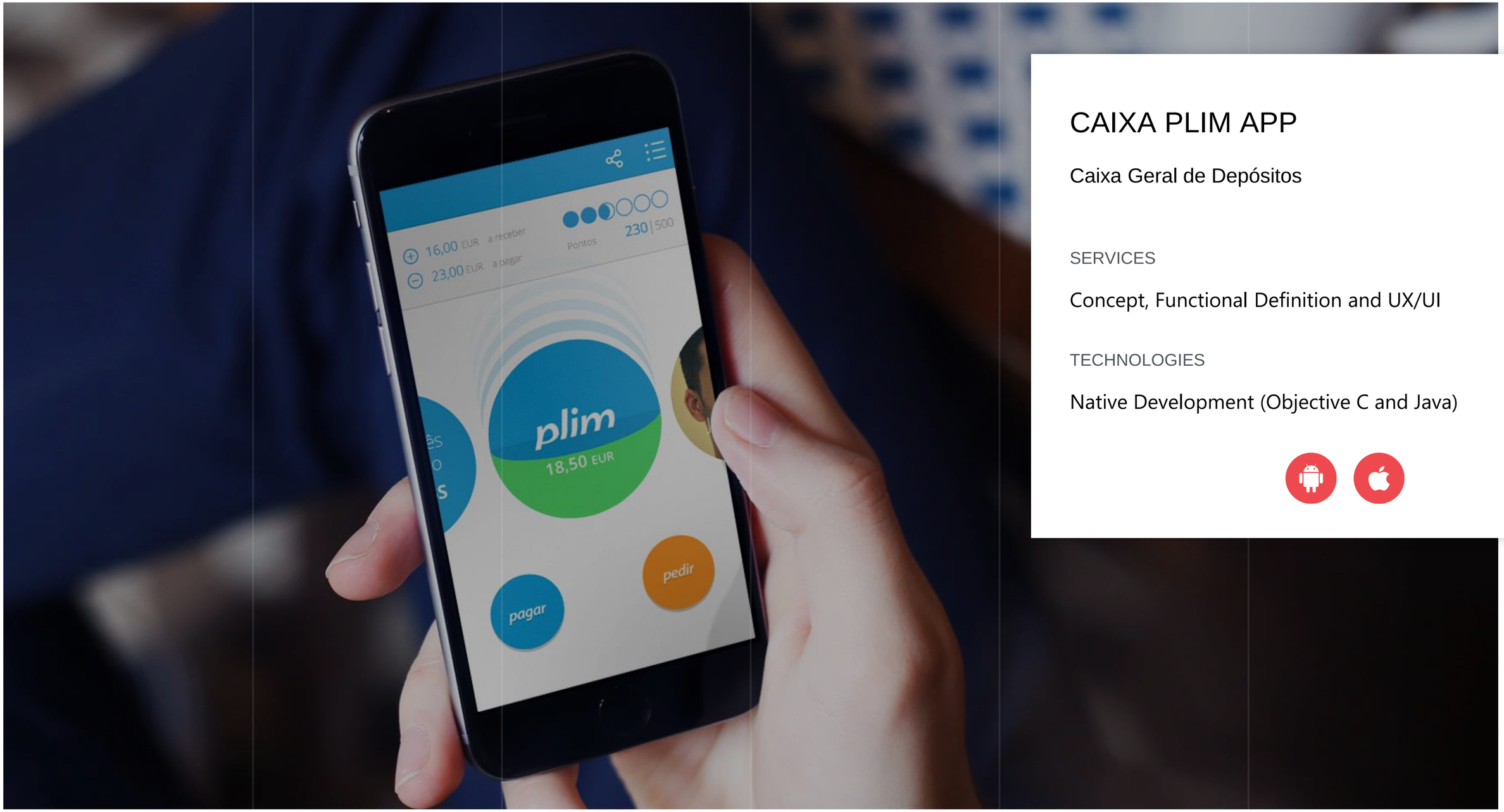
SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Native Development (Objective C and Java)





CAIXA PLIM APP

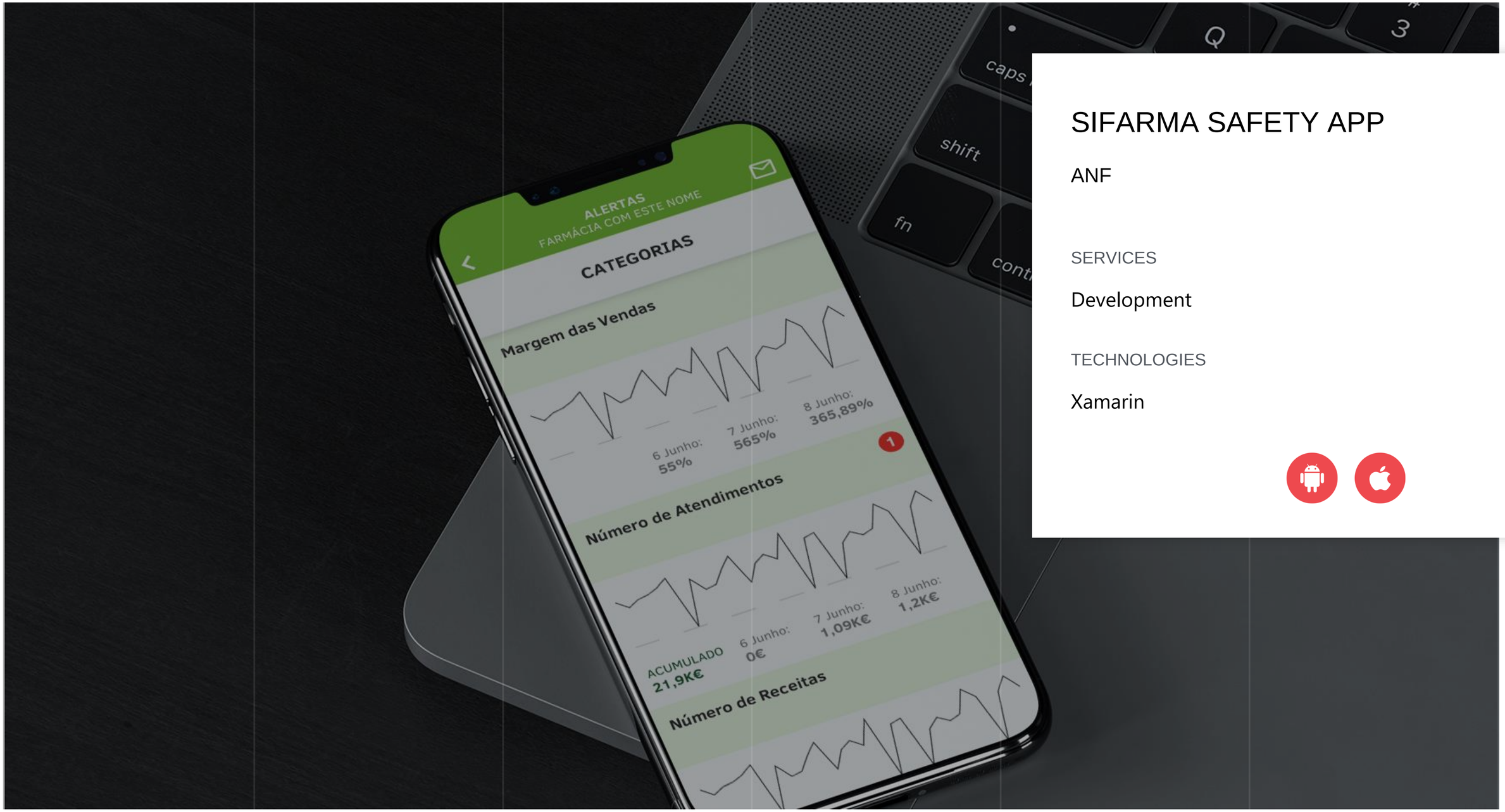
Caixa Geral de Depósitos

SERVICES

Concept, Functional Definition and UX/UI

TECHNOLOGIES

Native Development (Objective C and Java)



SIFARMA SAFETY APP

ANF

SERVICES

Development

TECHNOLOGIES

Xamarin

LUÍS SIMÕES B2B APP

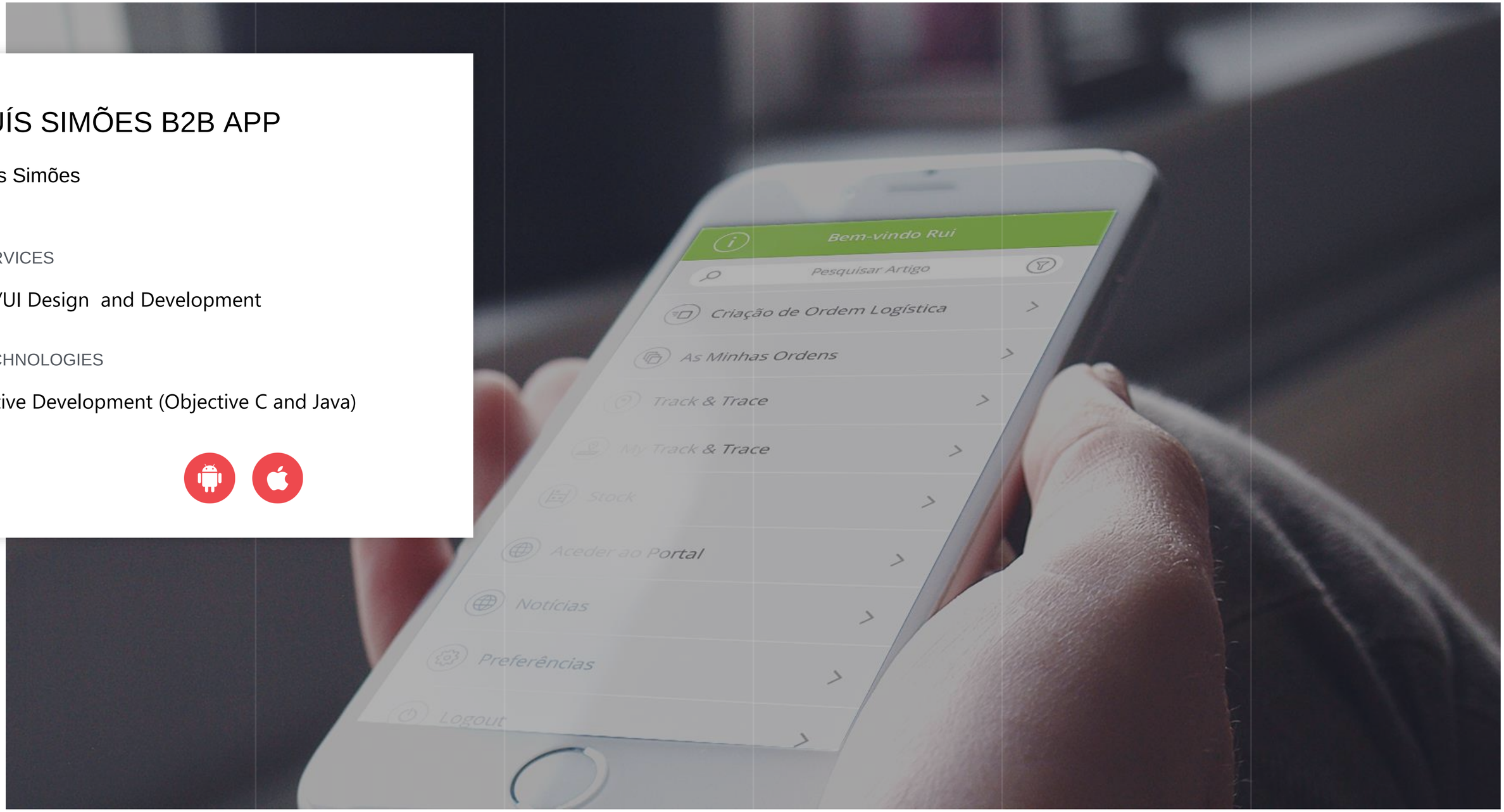
Luís Simões

SERVICES

UX/UI Design and Development

TECHNOLOGIES

Native Development (Objective C and Java)



PORTFOLIO WEBSITES

ADVANCECARE LIENT PORTAL AND WEBSITE

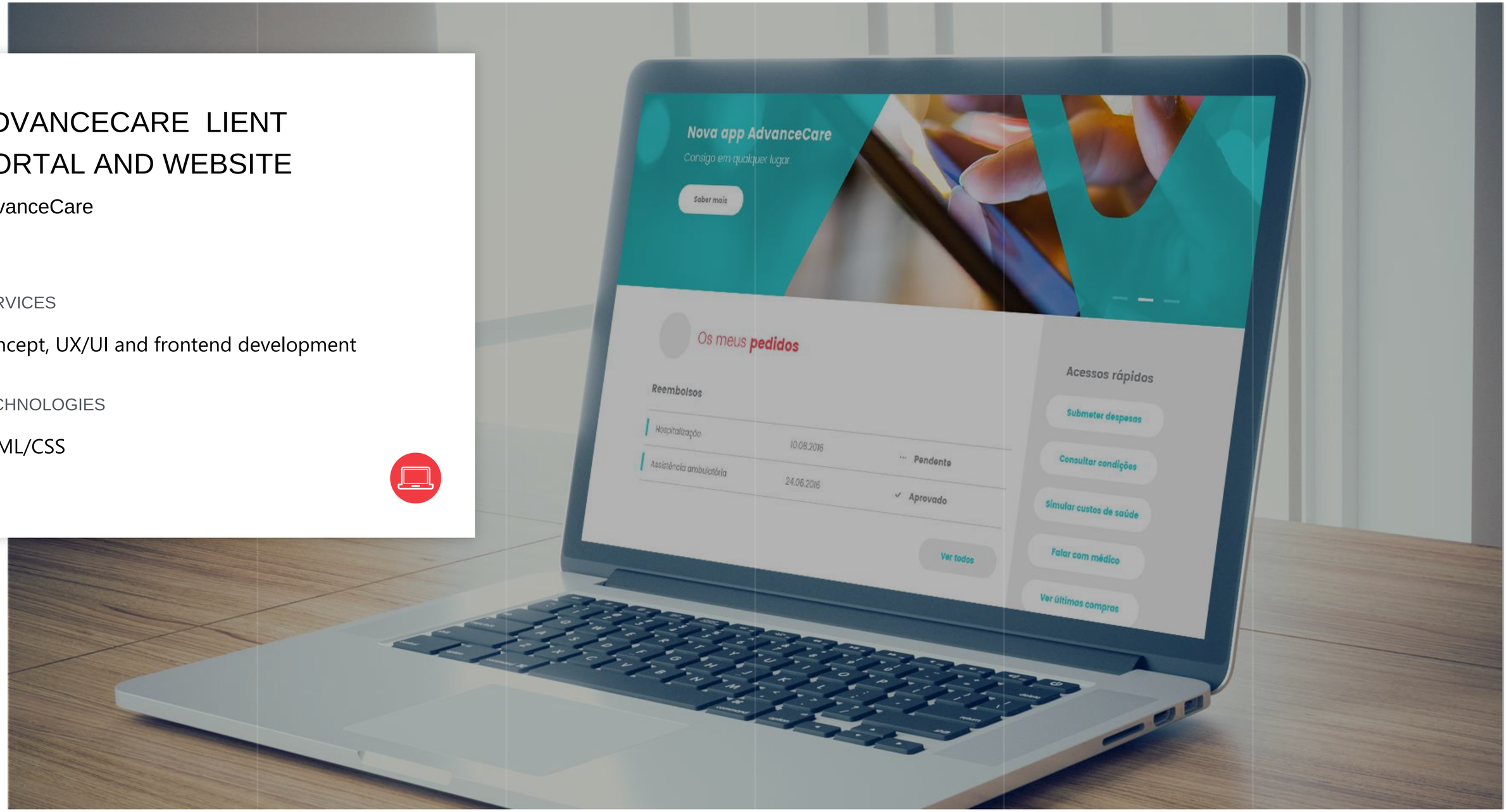
AdvanceCare

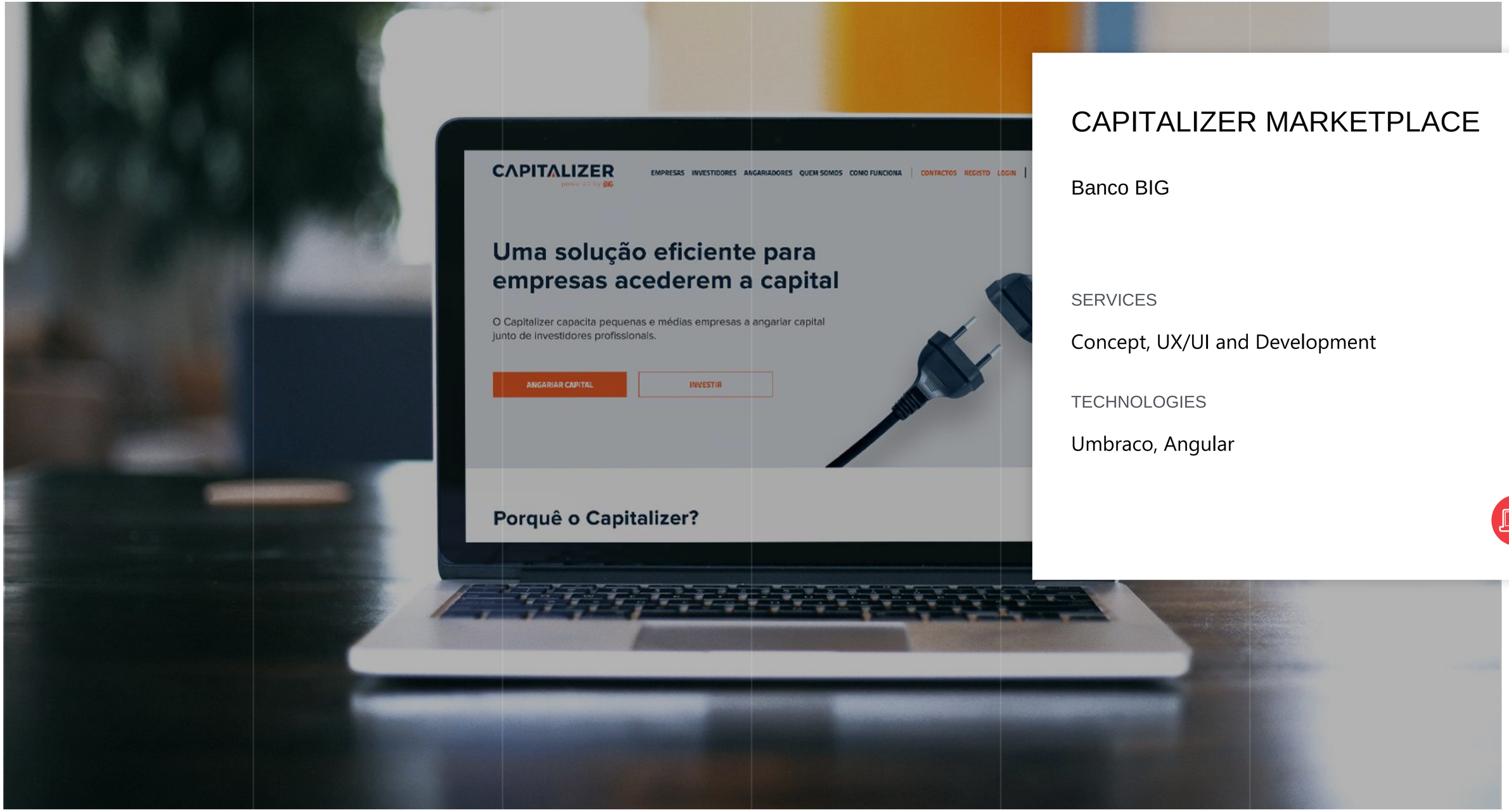
SERVICES

Concept, UX/UI and frontend development

TECHNOLOGIES

HTML/CSS





CAPITALIZER MARKETPLACE

Banco BIG

SERVICES

Concept, UX/UI and Development

TECHNOLOGIES

Umbraco, Angular

FARFETCH CORPORATE WEBSITE

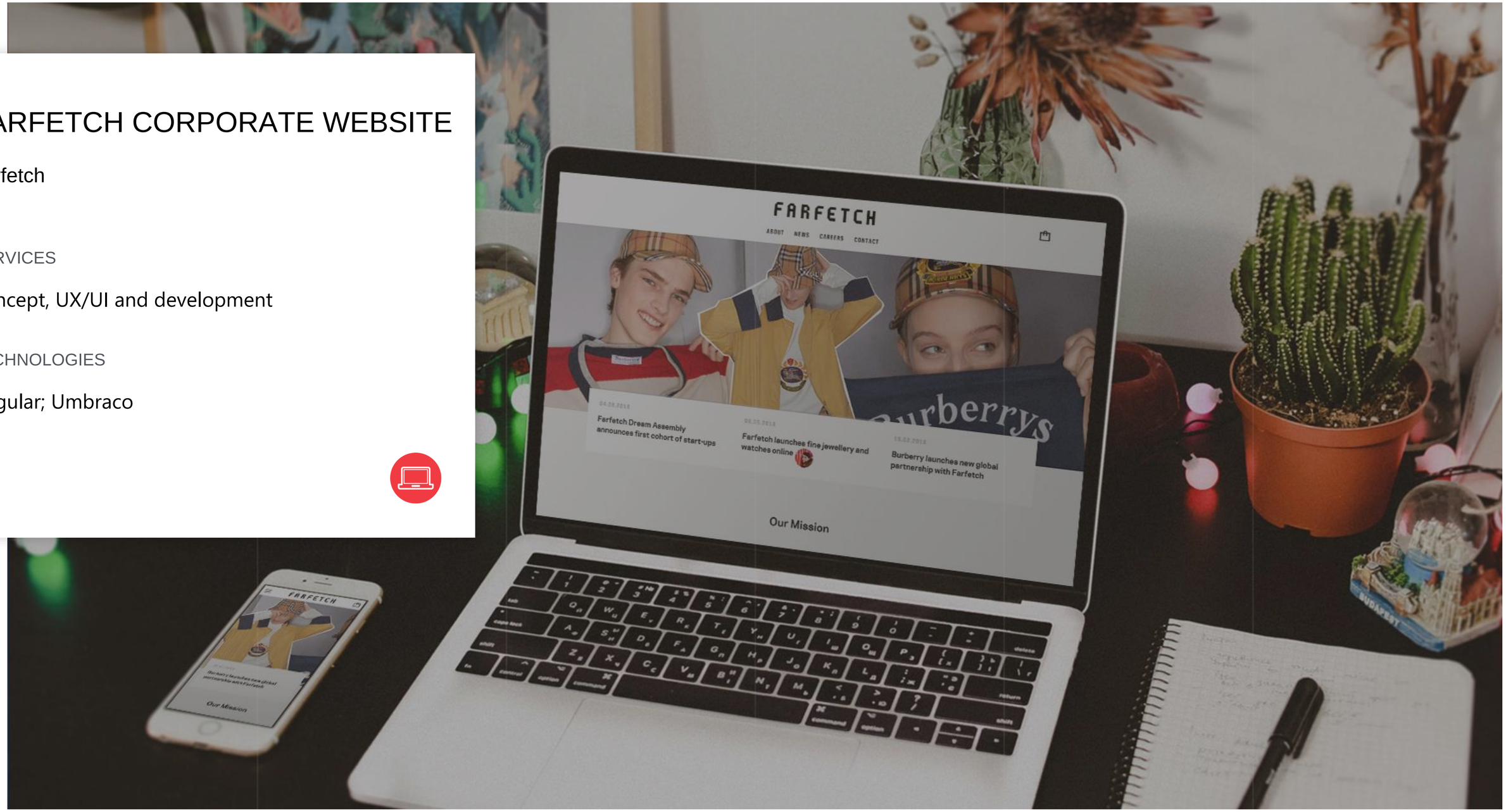
Farfetch

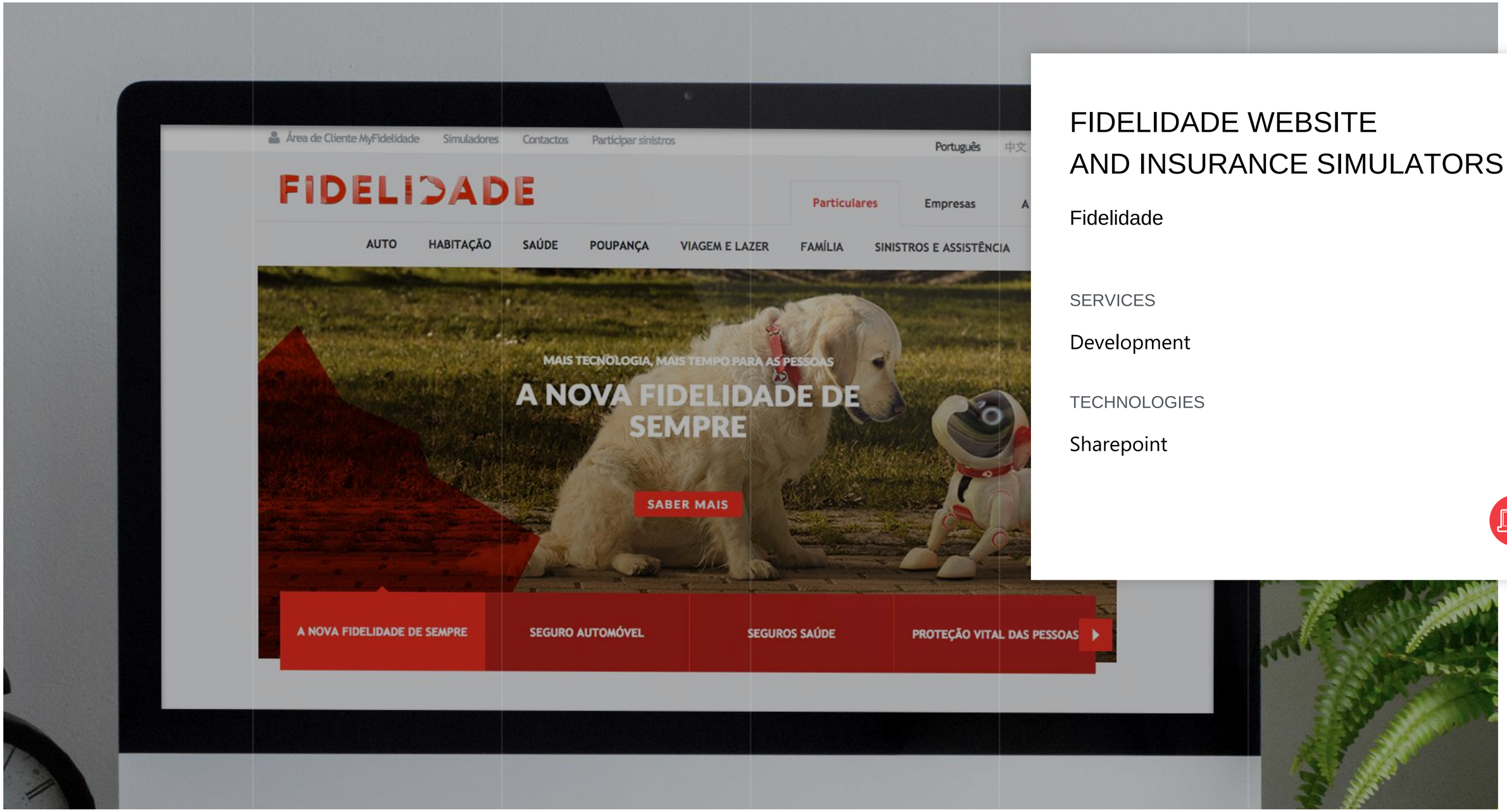
SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Angular; Umbraco





FIDELIDADE WEBSITE AND INSURANCE SIMULATORS

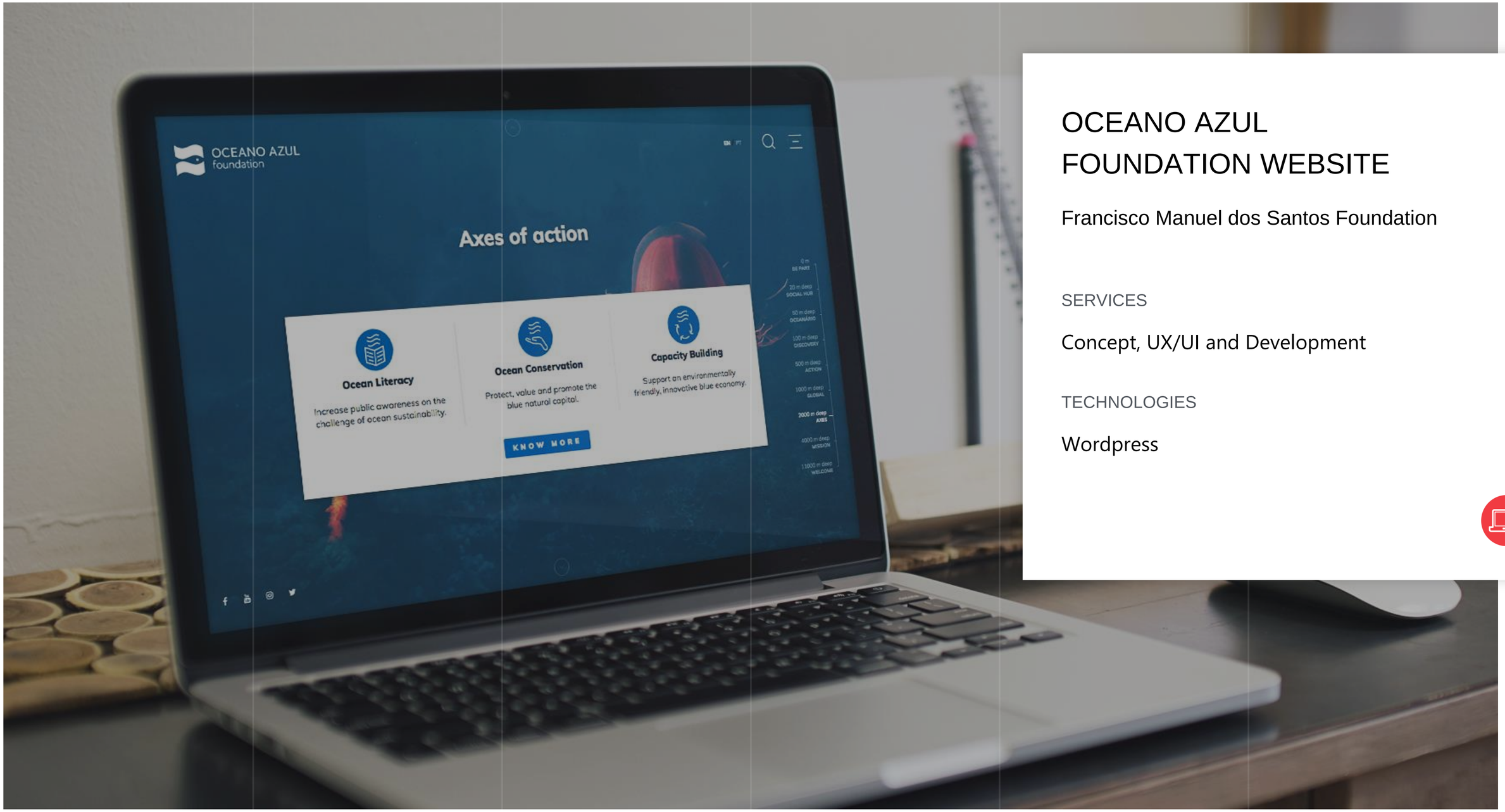
Fidelidade

SERVICES

Development

TECHNOLOGIES

Sharepoint



OCEANO AZUL FOUNDATION WEBSITE

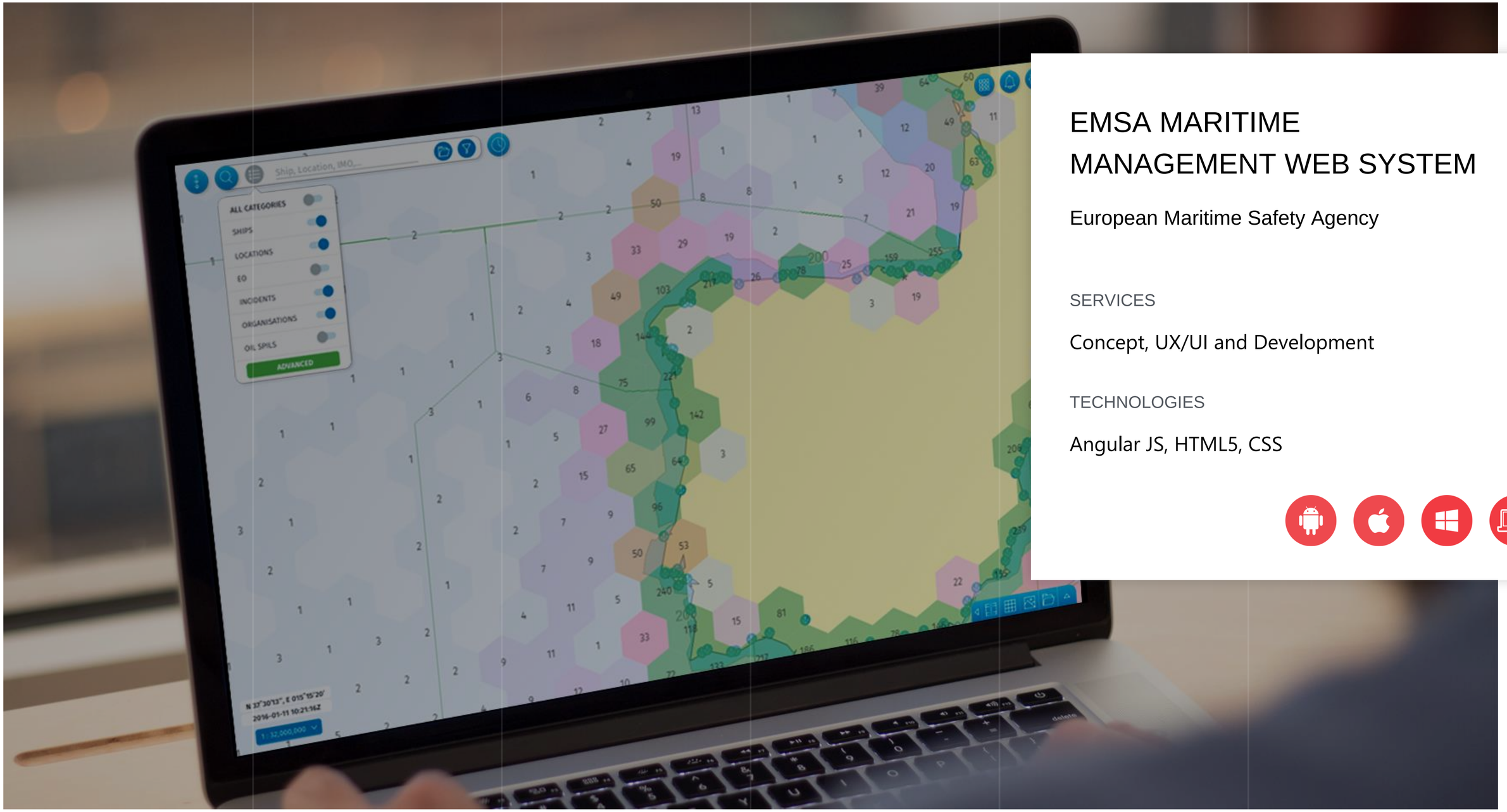
Francisco Manuel dos Santos Foundation

SERVICES

Concept, UX/UI and Development

TECHNOLOGIES

Wordpress



EMSA MARITIME MANAGEMENT WEB SYSTEM

European Maritime Safety Agency

SERVICES

Concept, UX/UI and Development

TECHNOLOGIES

Angular JS, HTML5, CSS

GLINTT CORPORATE WEBSITE

Glintt

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Sharepoint

FRONTEIRAS XXI WEB SITE

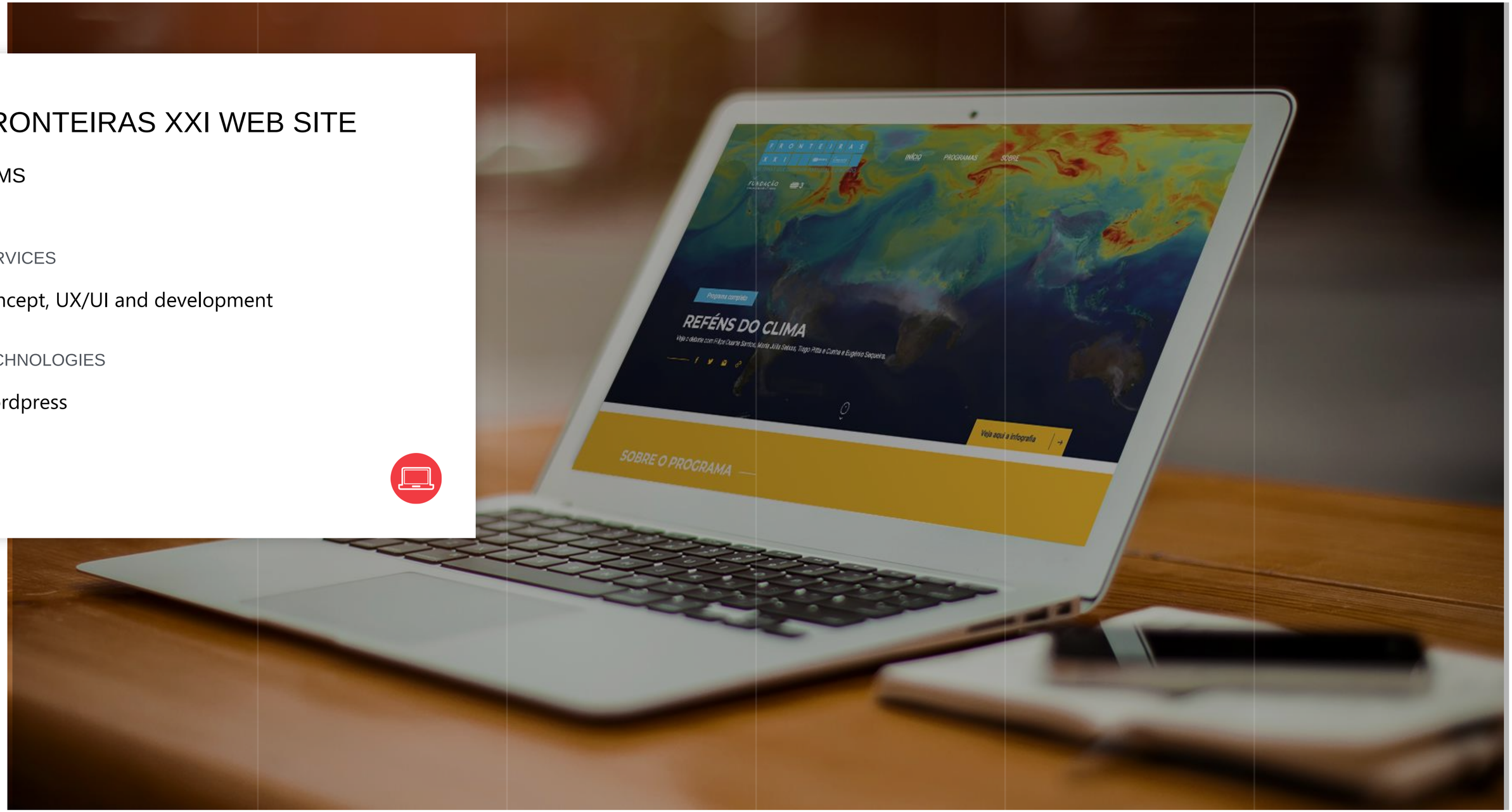
FFMS

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Wordpress



CORPORATE AND BUSINESS PORTAL

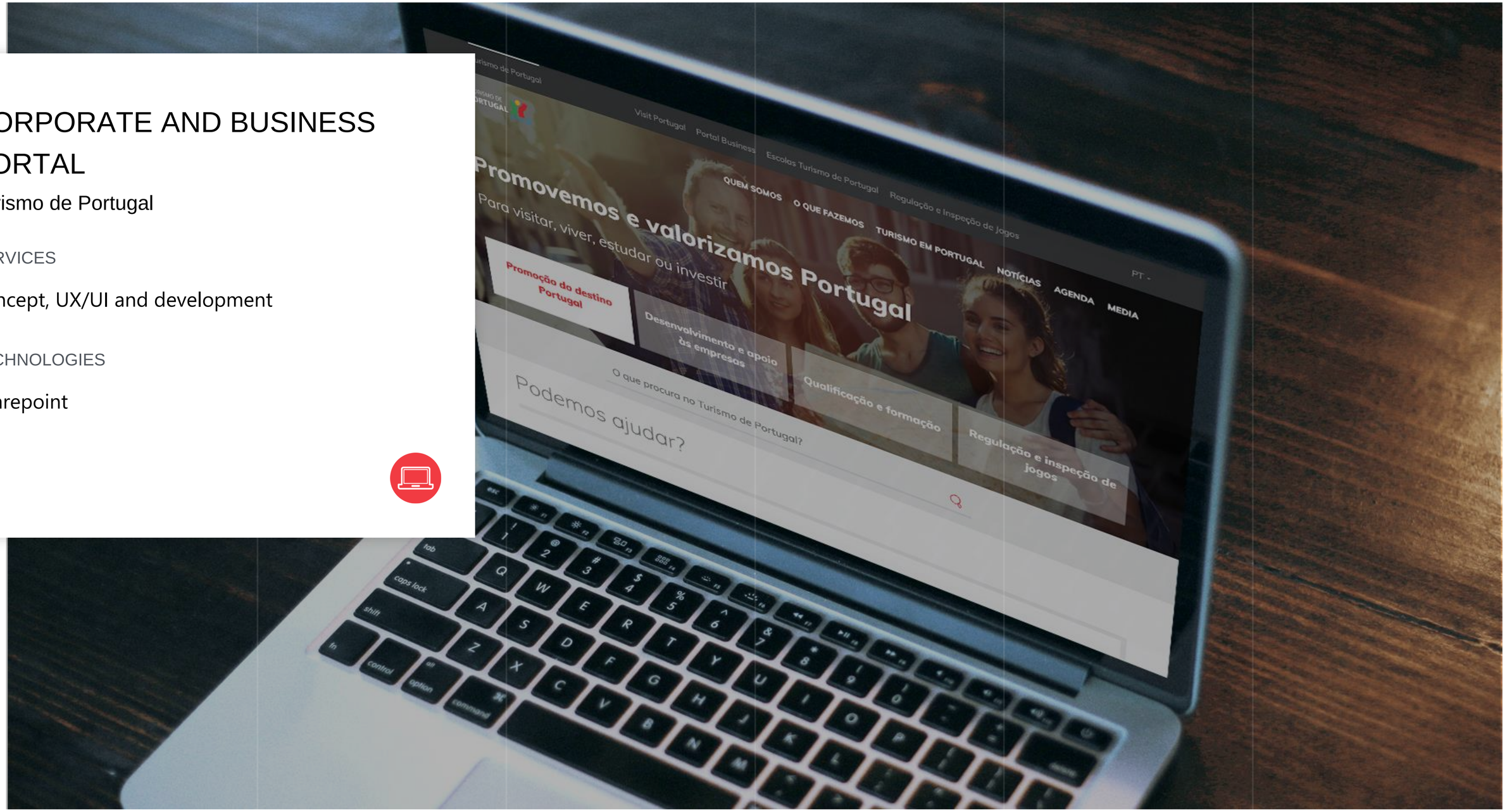
Turismo de Portugal

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Sharepoint



CAPE VERDE AIRPORTS WEB SITE AND APP

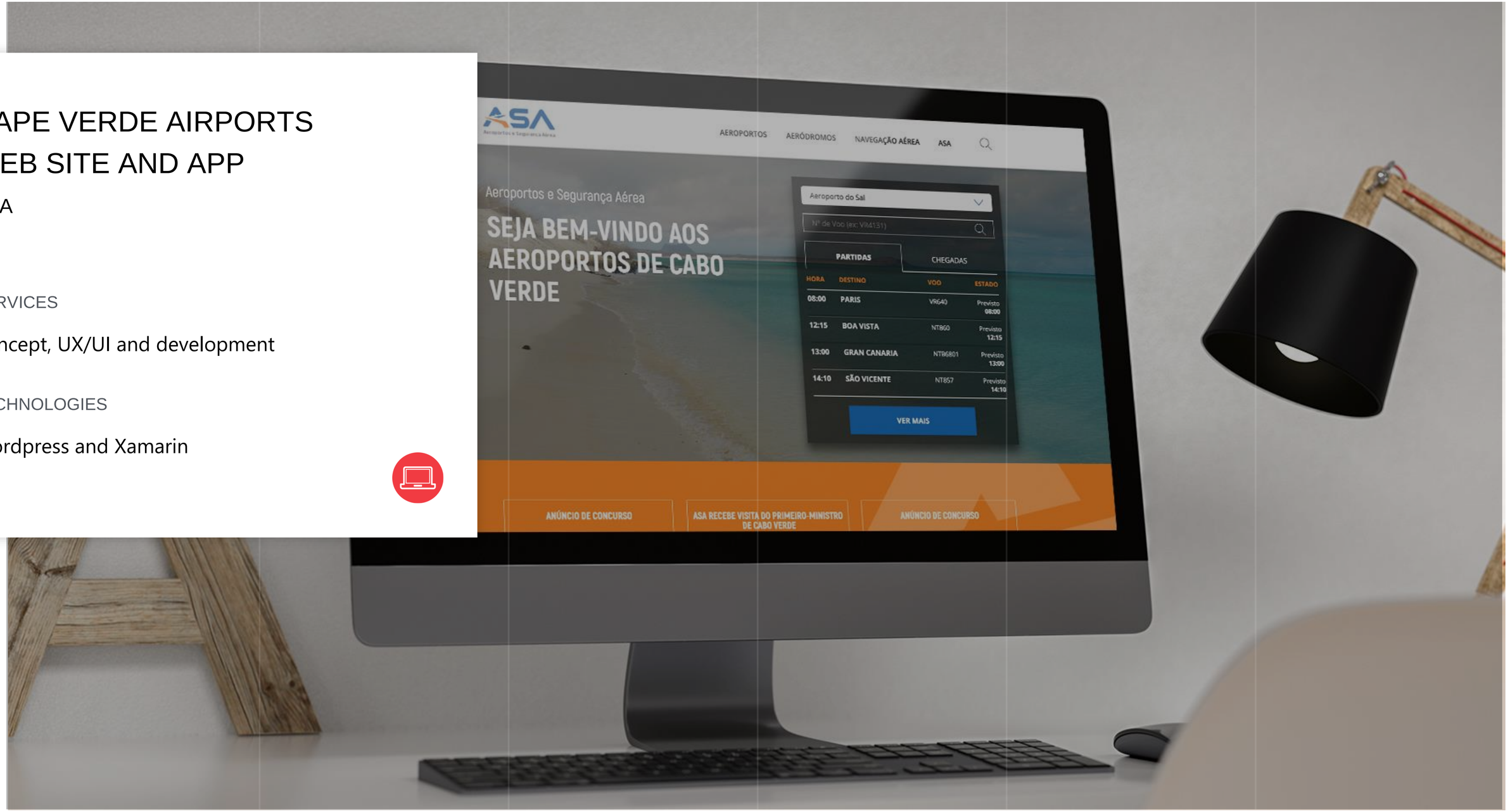
ASA

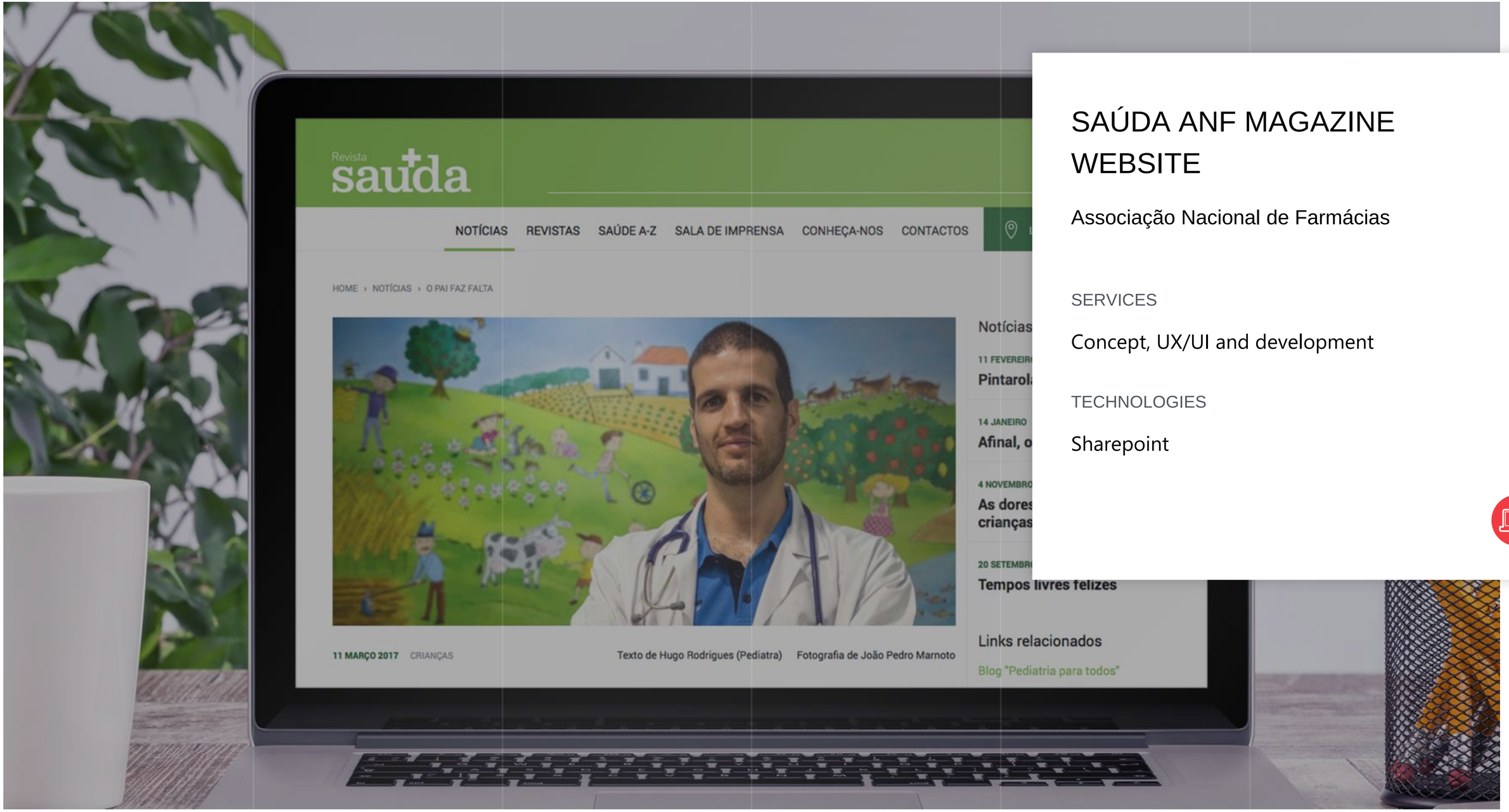
SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Wordpress and Xamarin





SAÚDA ANF MAGAZINE WEBSITE

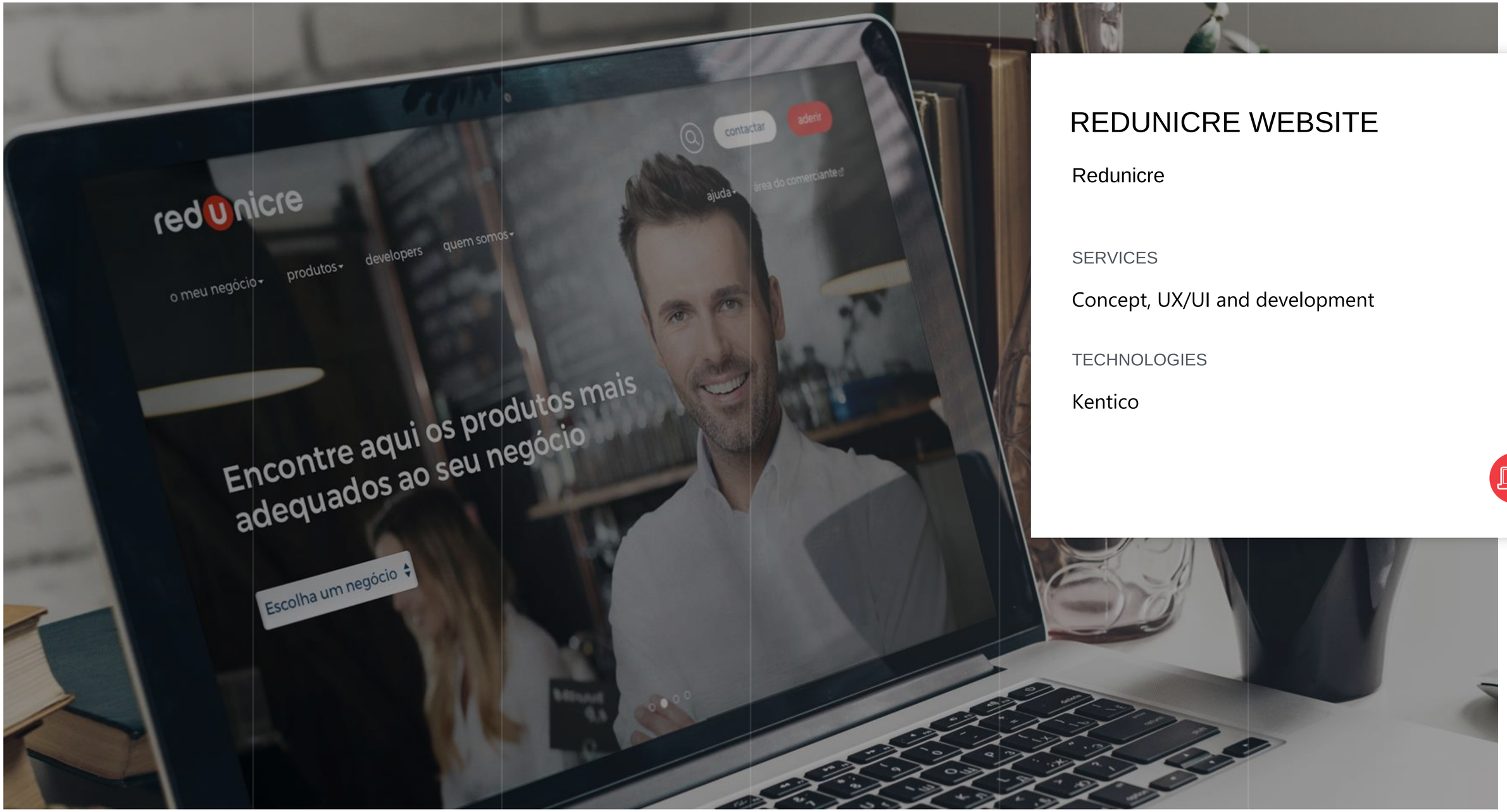
Associação Nacional de Farmácias

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Sharepoint



REDUNICRE WEBSITE

Redunicre

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Kentico

JORNAL DE NEGÓCIOS

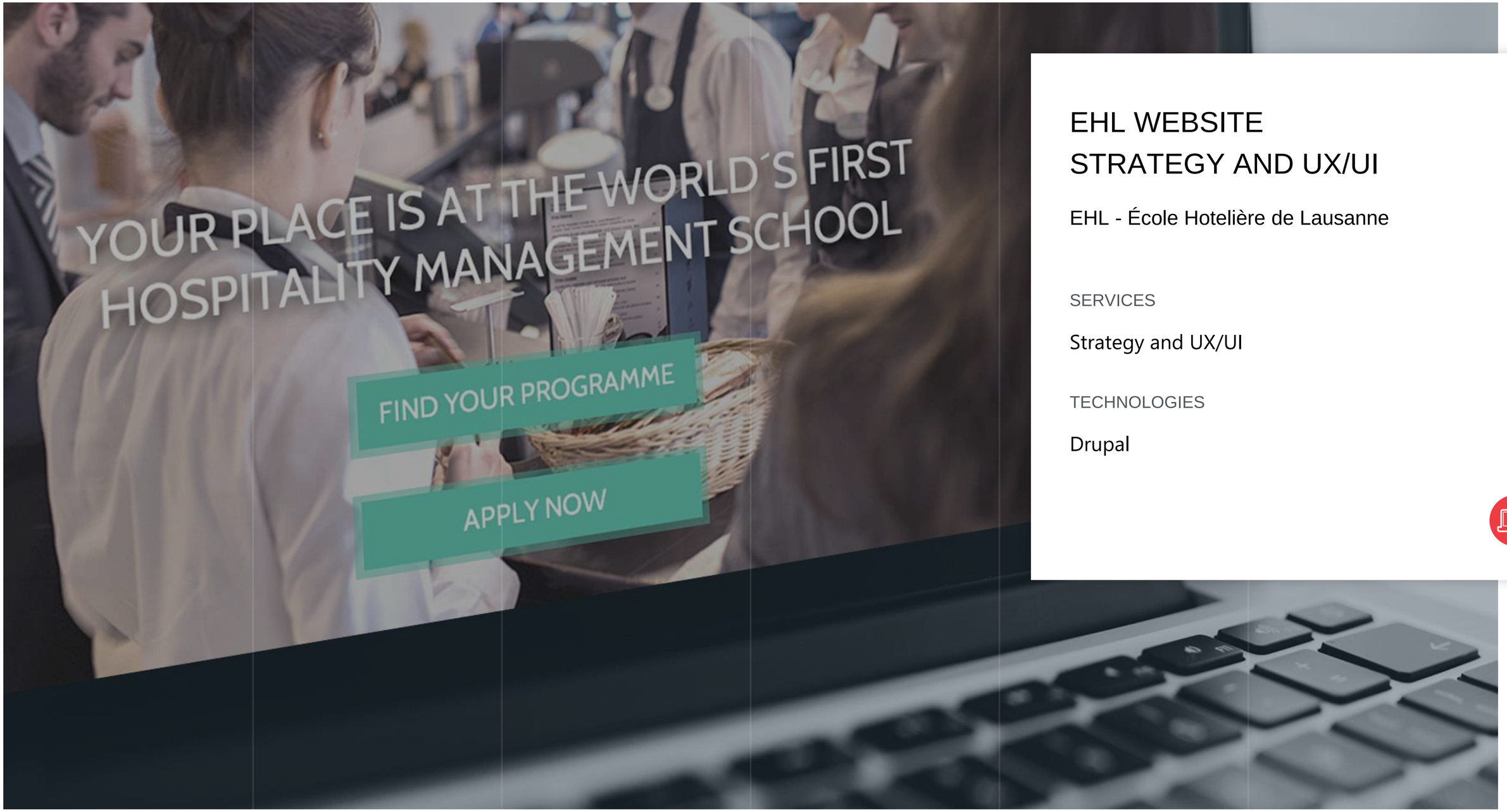
Cofina

SERVICES

Strategy and UX/UI

TECHNOLOGIES

n.a.



EHL WEBSITE
STRATEGY AND UX/UI

EHL - École Hotelière de Lausanne

SERVICES

Strategy and UX/UI

TECHNOLOGIES

Drupal

2050 EDP CARBON SIMULATION

EDP

SERVICES

Concept, UX/UI and Development

TECHNOLOGIES

Native Development (Objective C and Java)

PORTFOLIO INTRANETS

DNA PORTAL

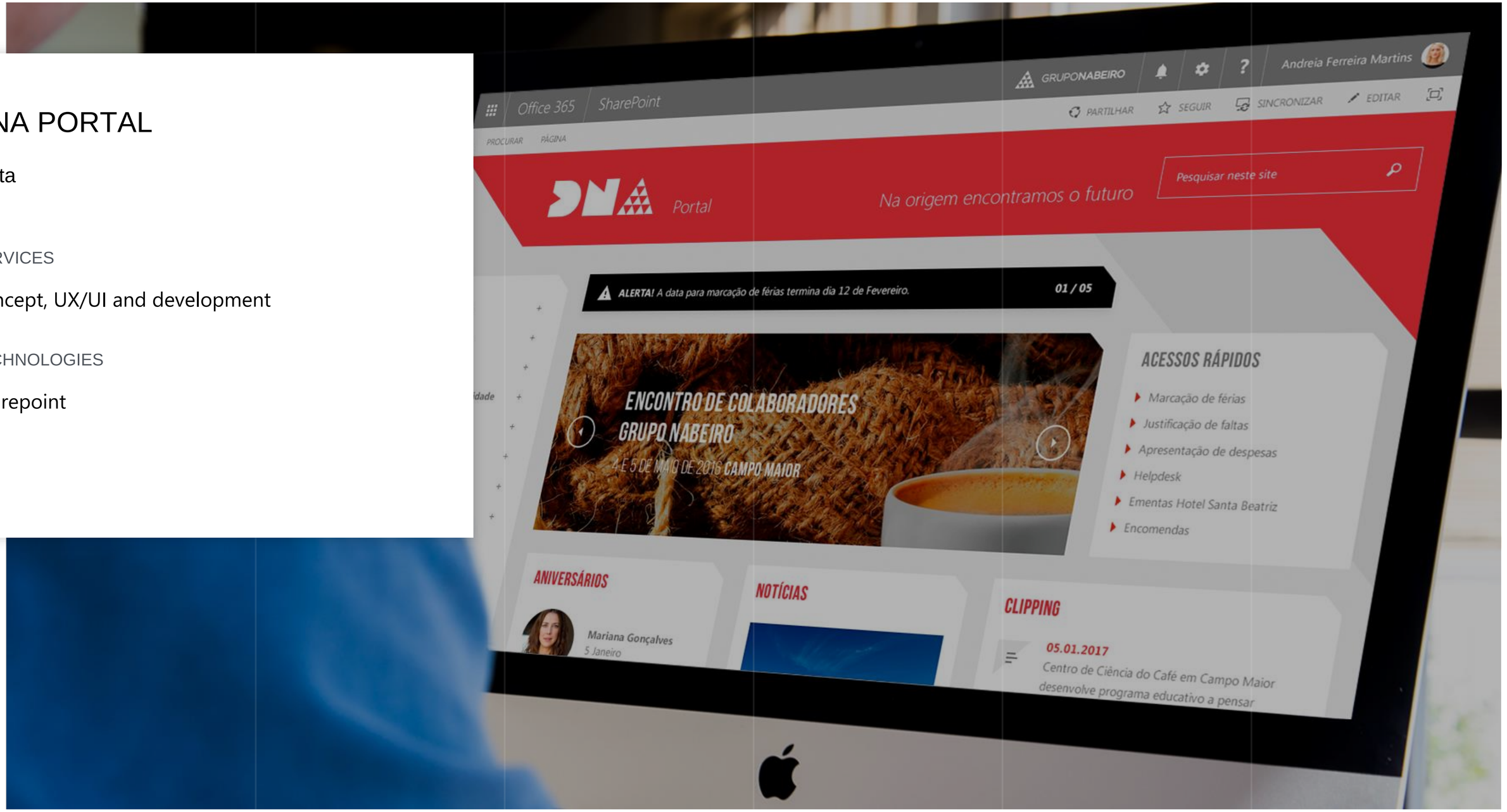
Delta

SERVICES

Concept, UX/UI and development

TECHNOLOGIES

Sharepoint



CONVIDA INTRANET

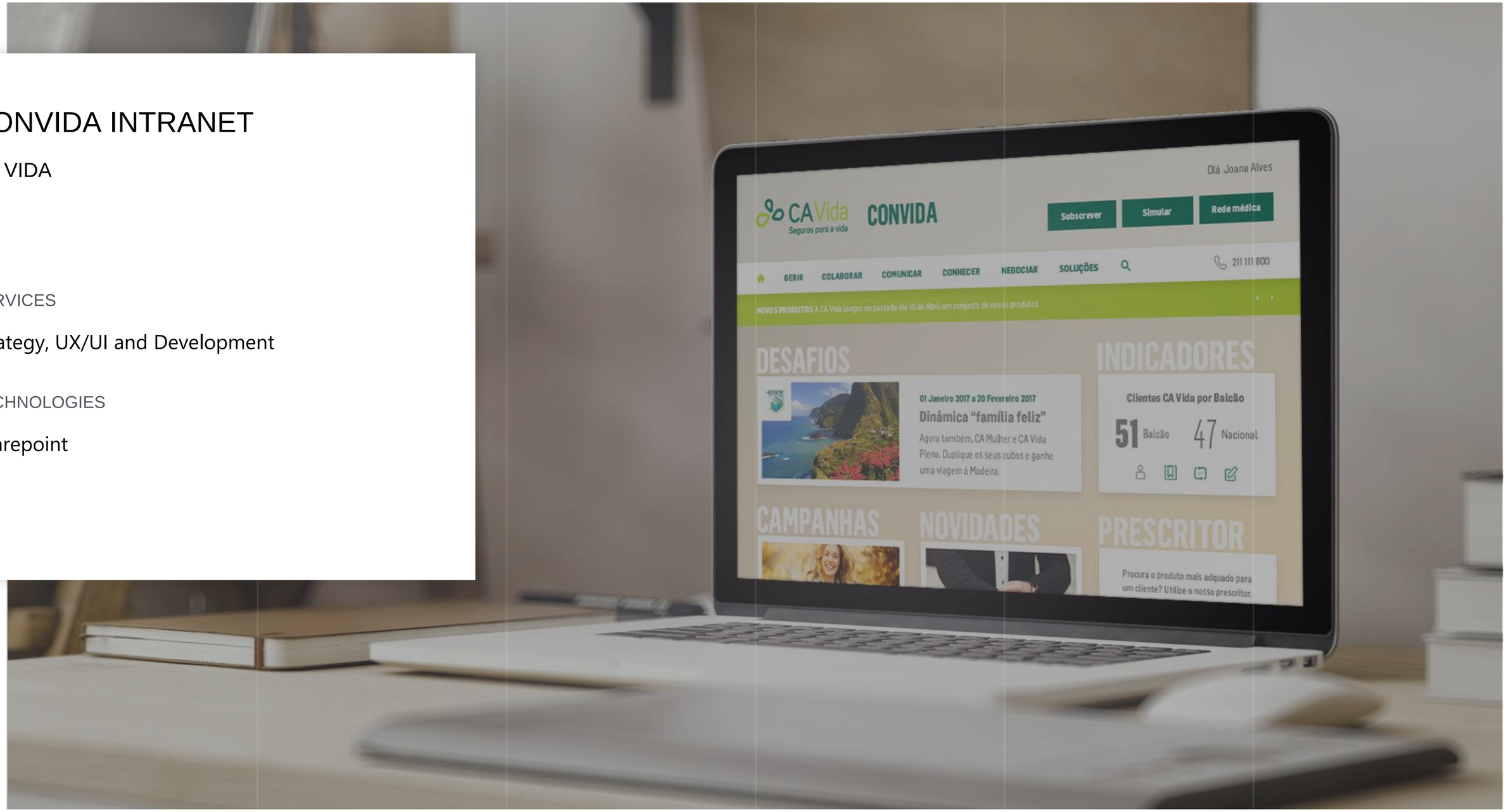
CA VIDA

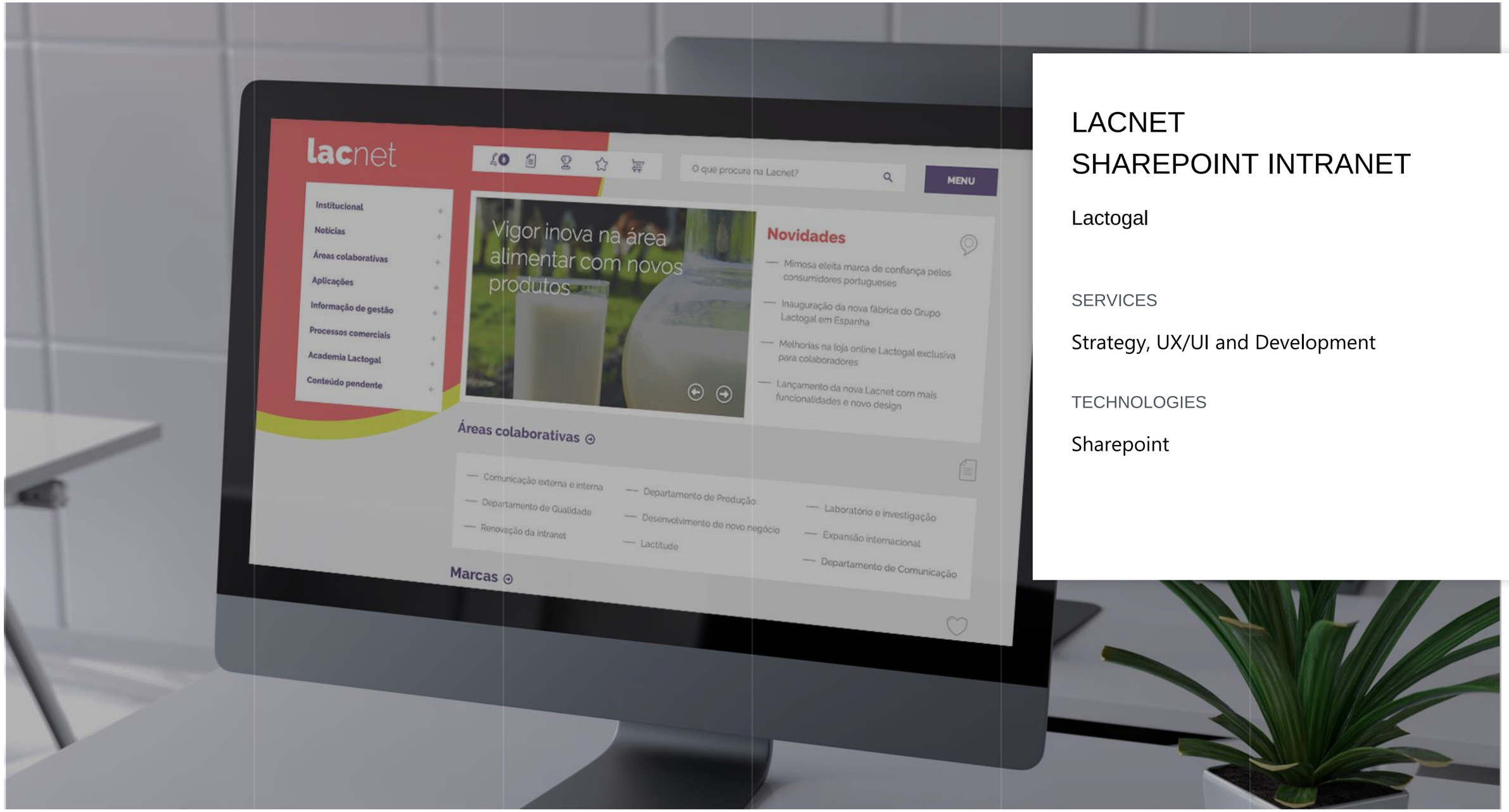
SERVICES

Strategy, UX/UI and Development

TECHNOLOGIES

Sharepoint





LACNET
SHAREPOINT INTRANET

Lactogal

SERVICES

Strategy, UX/UI and Development

TECHNOLOGIES

Sharepoint

UNITED NATIONS MIGRATION SHAREPOINT

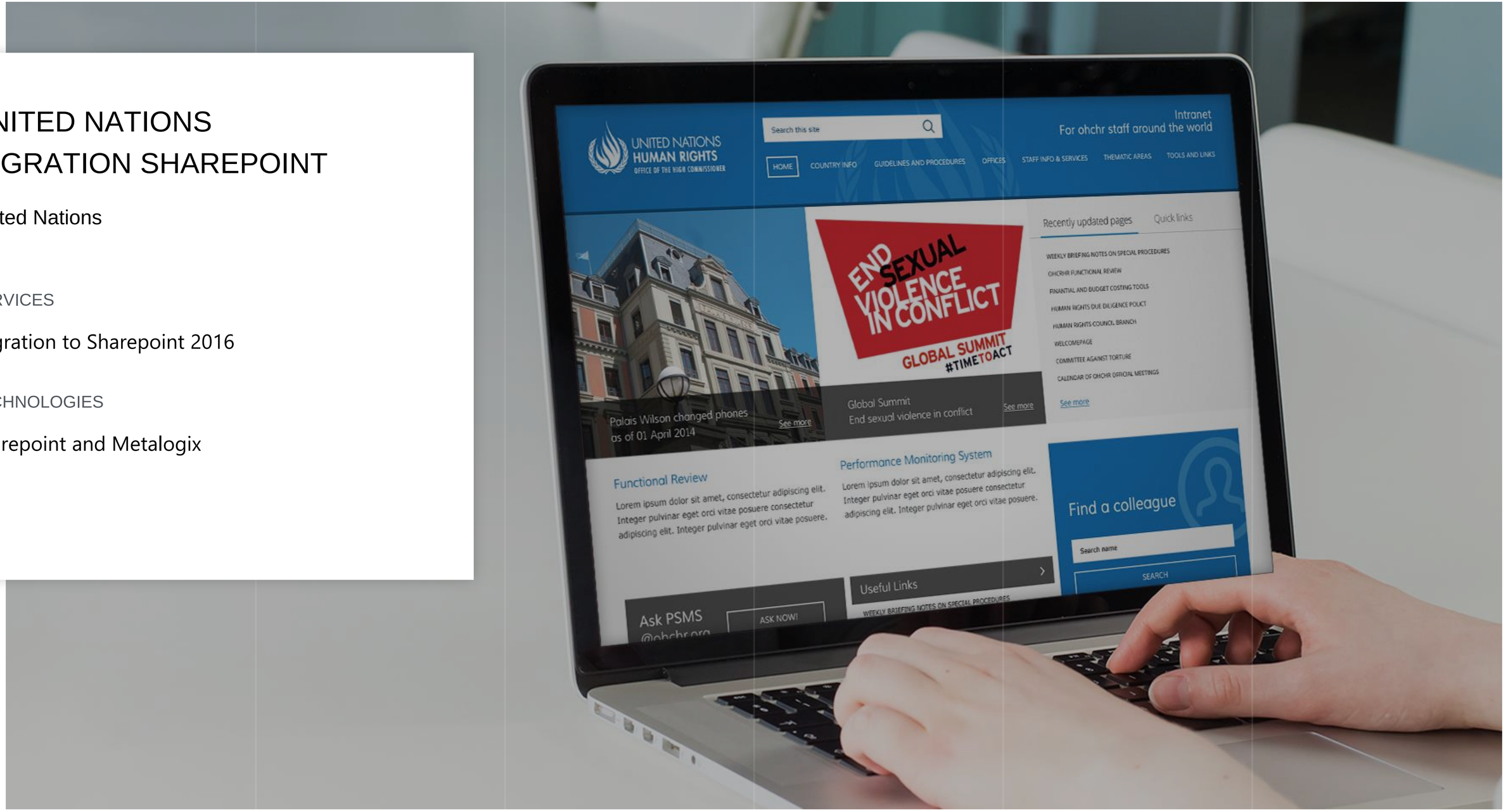
United Nations

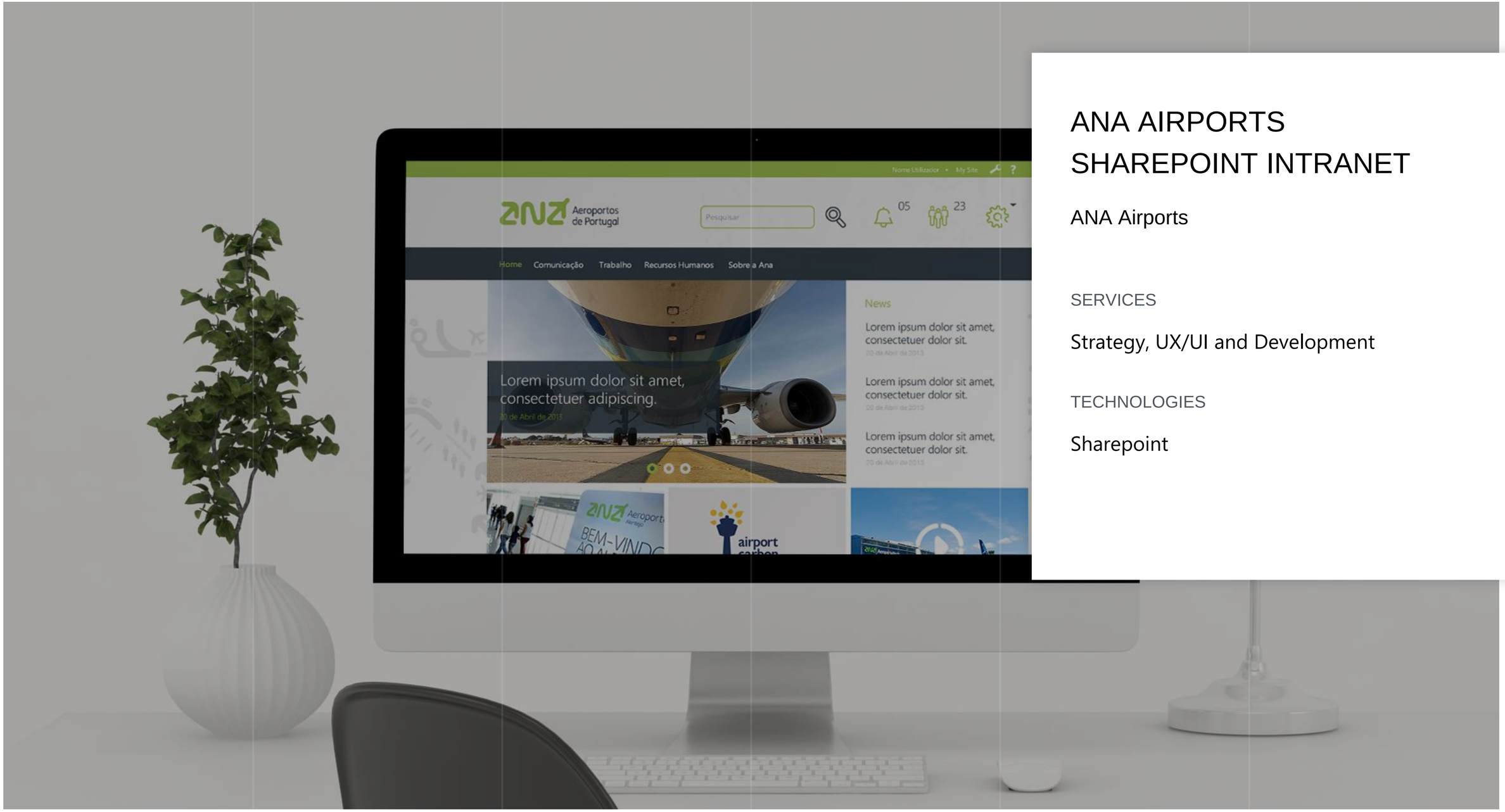
SERVICES

Migration to Sharepoint 2016

TECHNOLOGIES

Sharepoint and Metalogix





ANA AIRPORTS SHAREPOINT INTRANET

ANA Airports

SERVICES

Strategy, UX/UI and Development

TECHNOLOGIES

Sharepoint

PORTFOLIO MARKETING CLOUD

Portfolio

salesforce marketing cloud

acp AUTOMÓVEL CLUB DE PORTUGAL

PESTANA HOTELS & RESORTS

Pernod Ricard

BCook Sai da Caixa

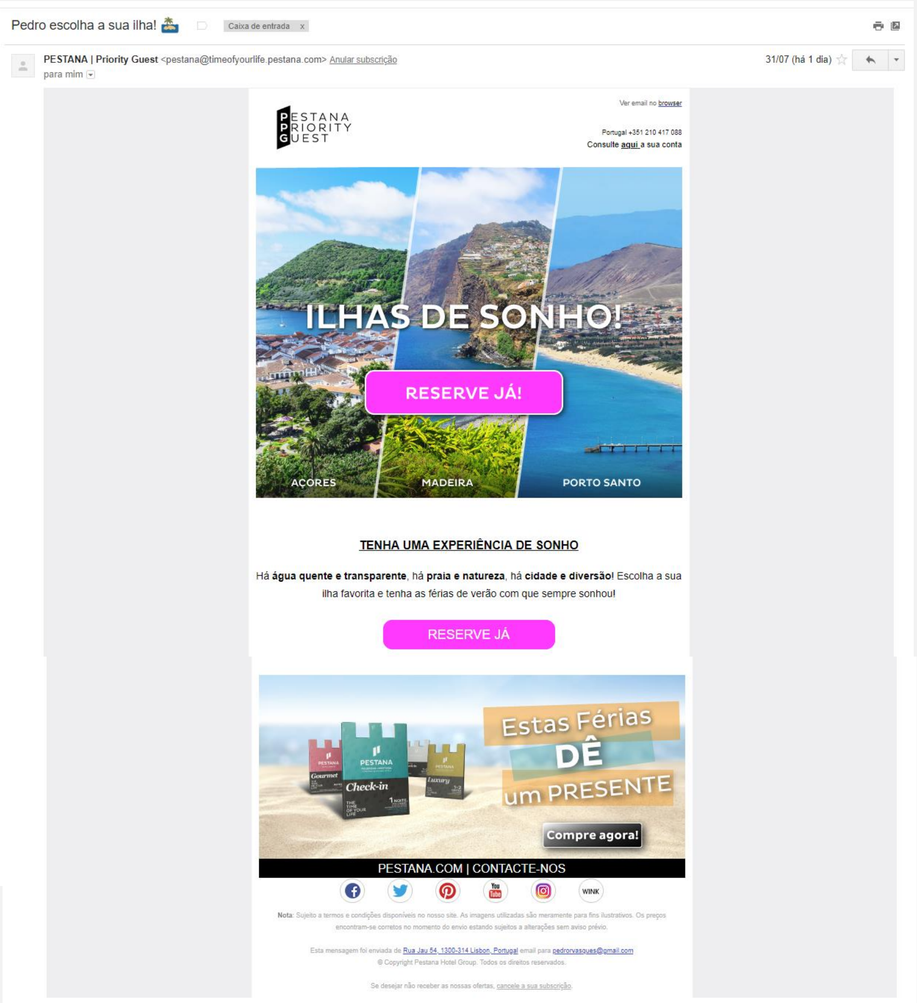
IQVIA™

PESTANA HOTELS&RESORTS

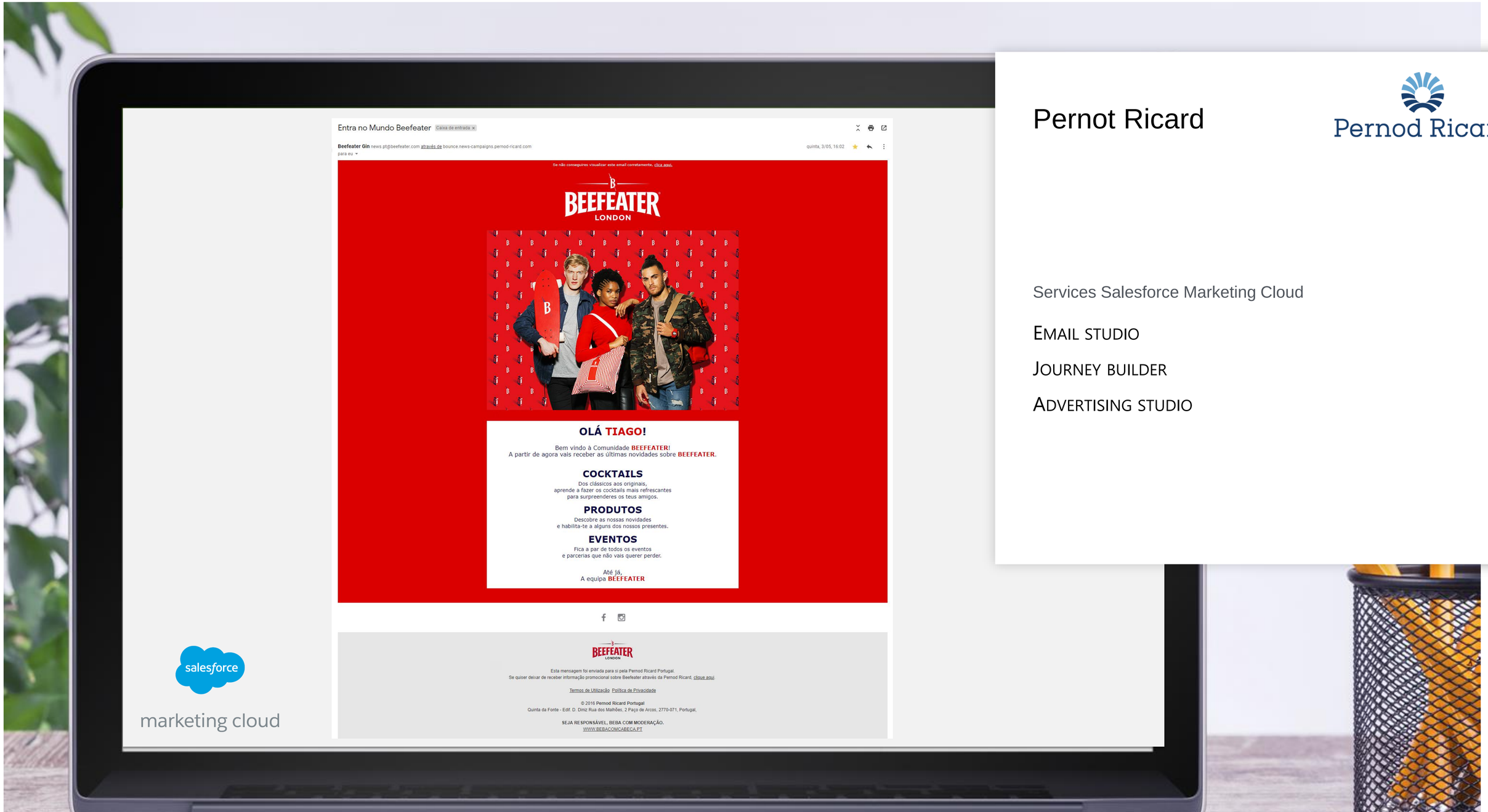
PESTANA HOTEL GROUP

Services Salesforce Marketing Cloud

- EMAIL STUDIO
- JOURNEY BUILDER
- SOCIAL STUDIO
- ADVERTISING STUDIO



salesforce
marketing cloud



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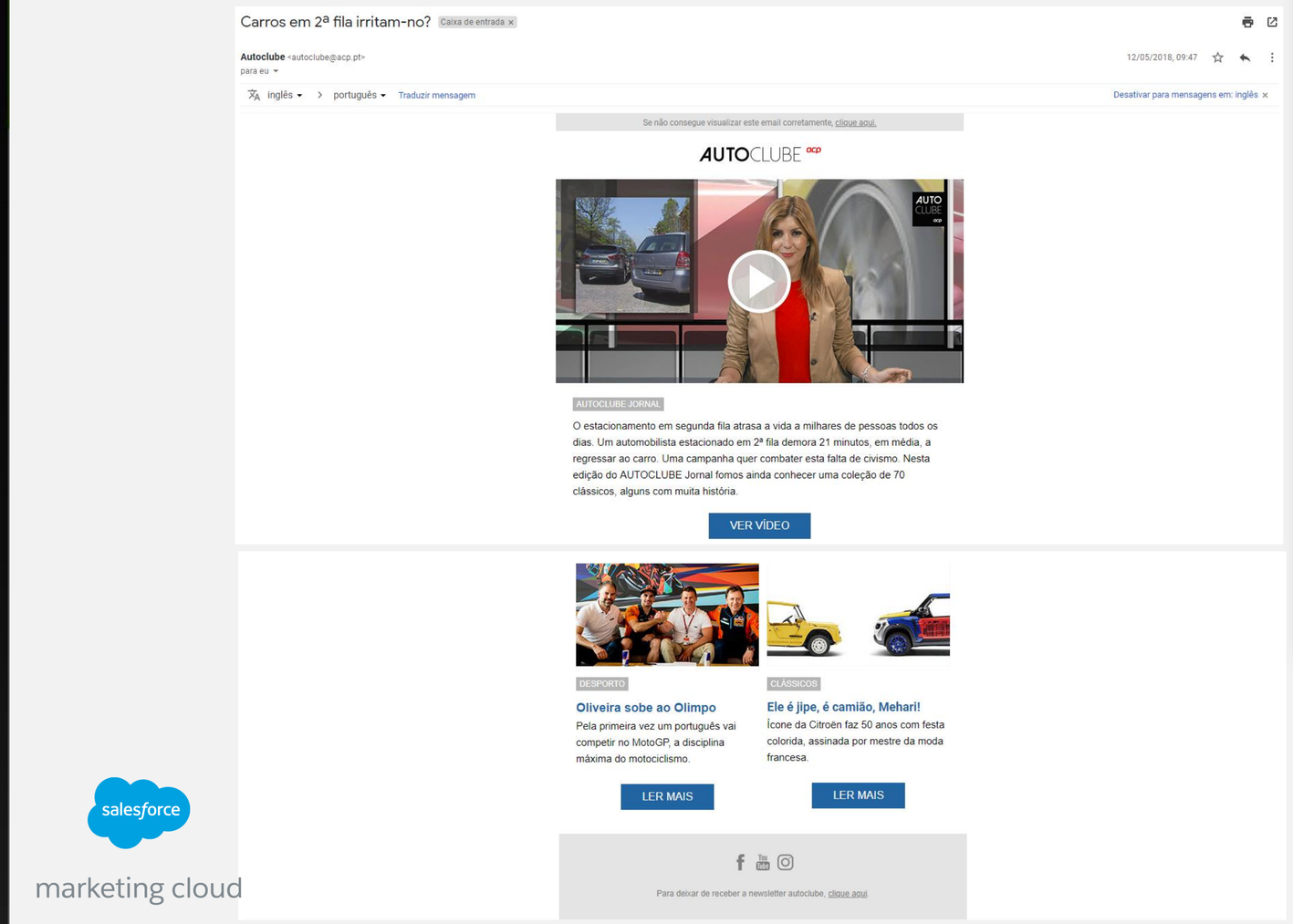
Pernot Ricard

Pernod Ricard

Services Salesforce Marketing Cloud

- Email studio
- Journey builder
- Advertising studio



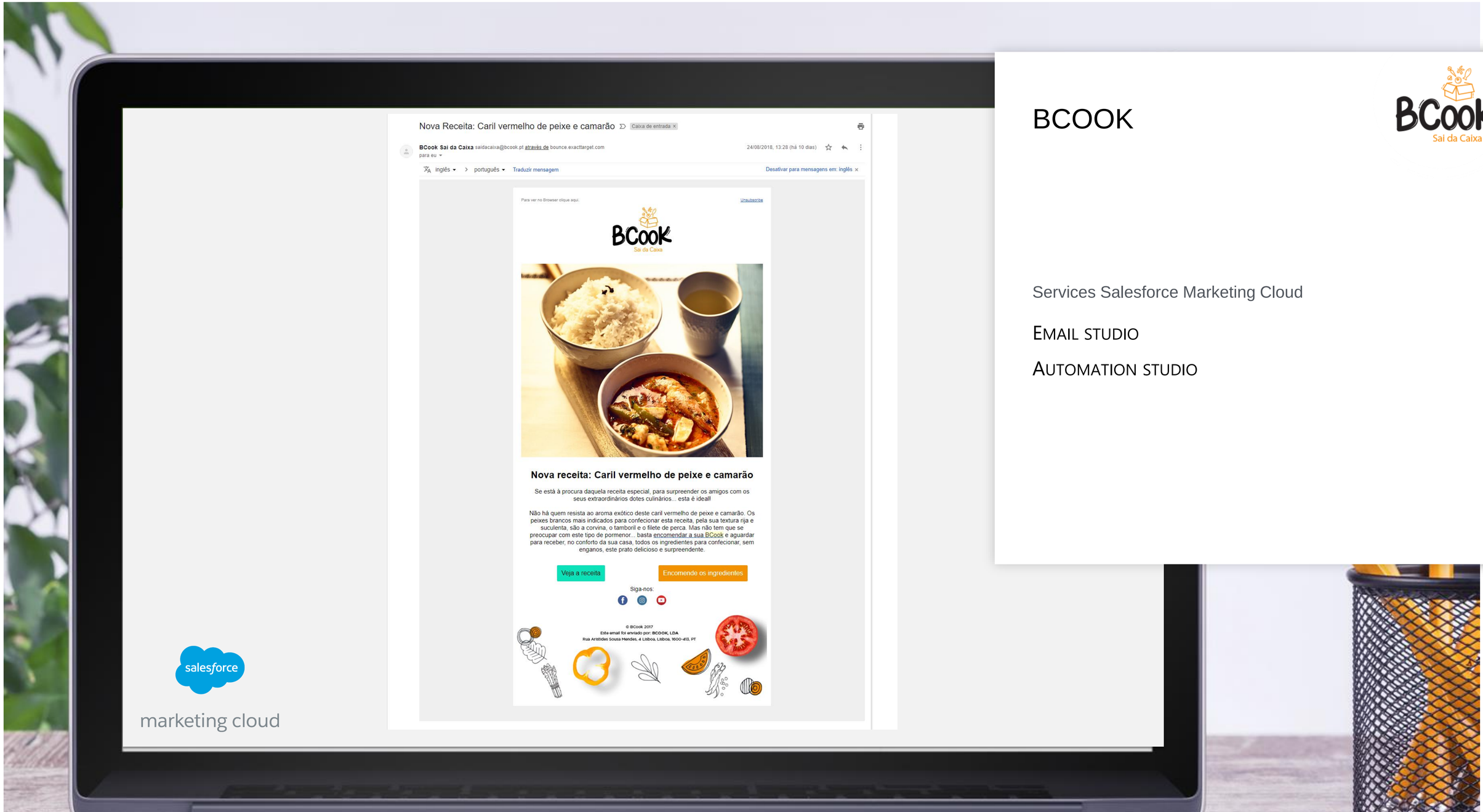
salesforce
marketing cloud

ACP
Automóvel Clube de Portugal

Services Salesforce Marketing Cloud

EMAIL STUDIO

AUTOMATION STUDIO



salesforce

marketing cloud

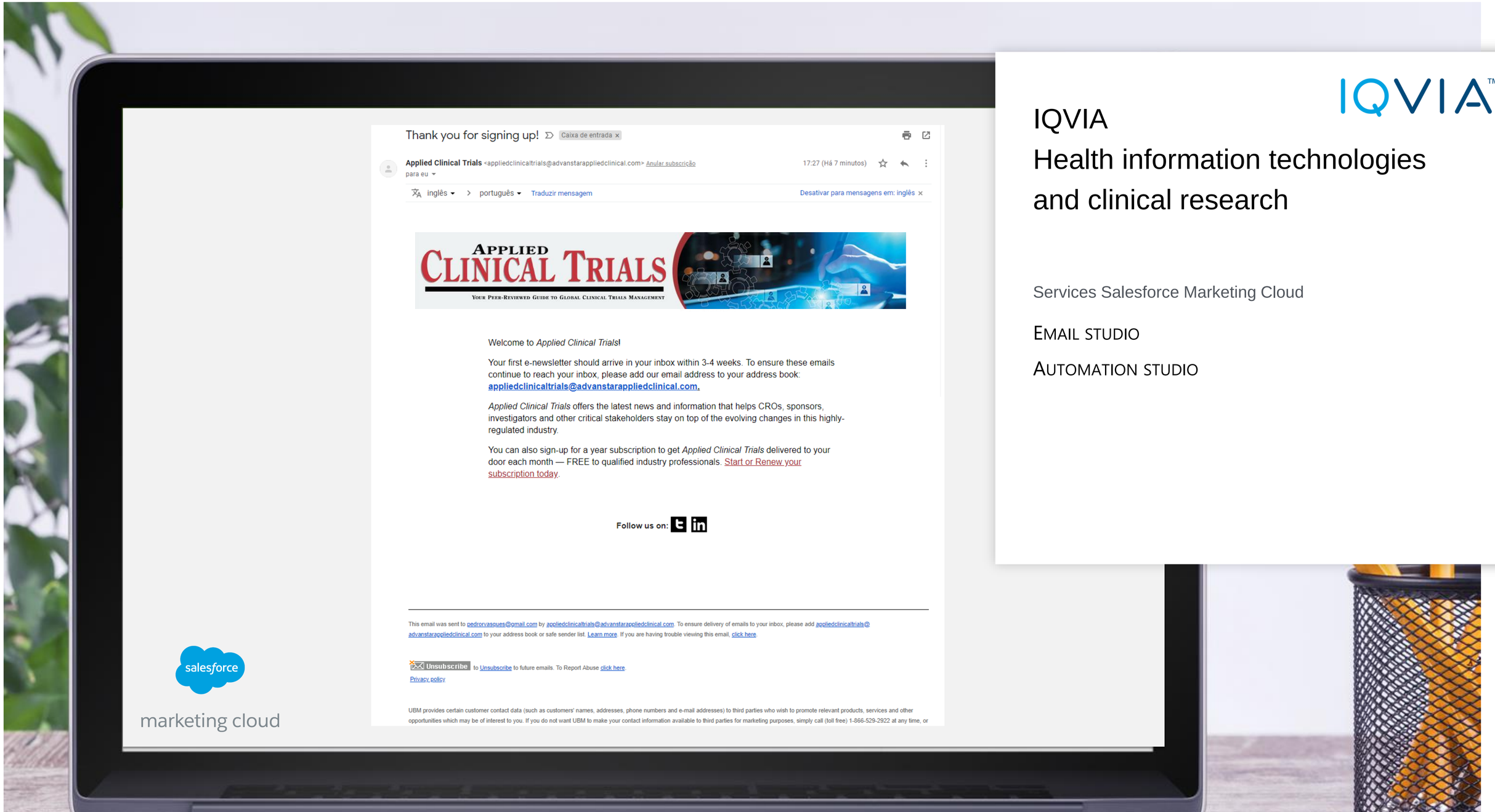
BCOOK

BCook
Sai da Caixa

Services Salesforce Marketing Cloud

EMAIL STUDIO

AUTOMATION STUDIO



salesforce
marketing cloud

IQVIA™

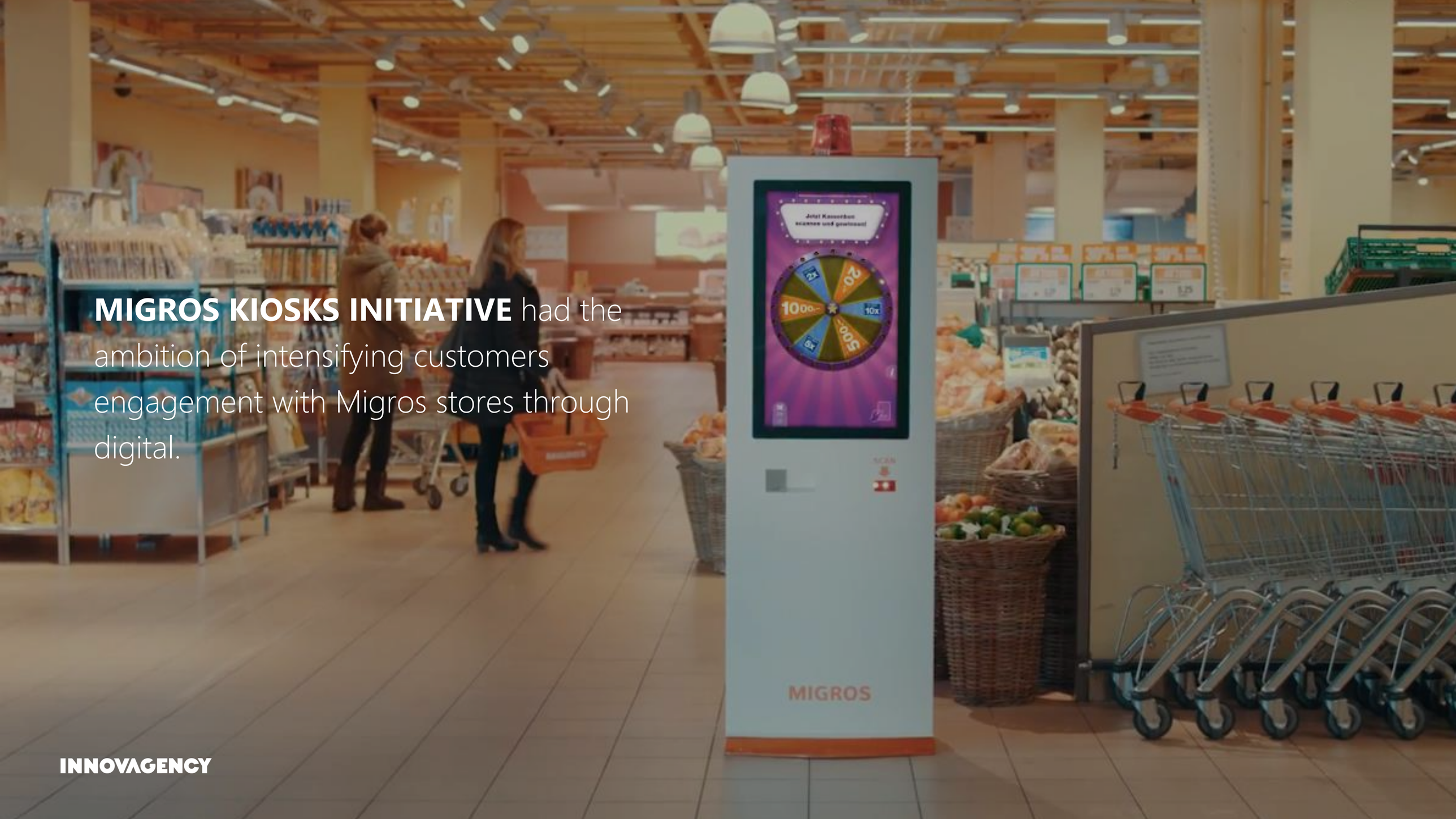
IQVIA
Health information technologies and clinical research

Services Salesforce Marketing Cloud

EMAIL STUDIO

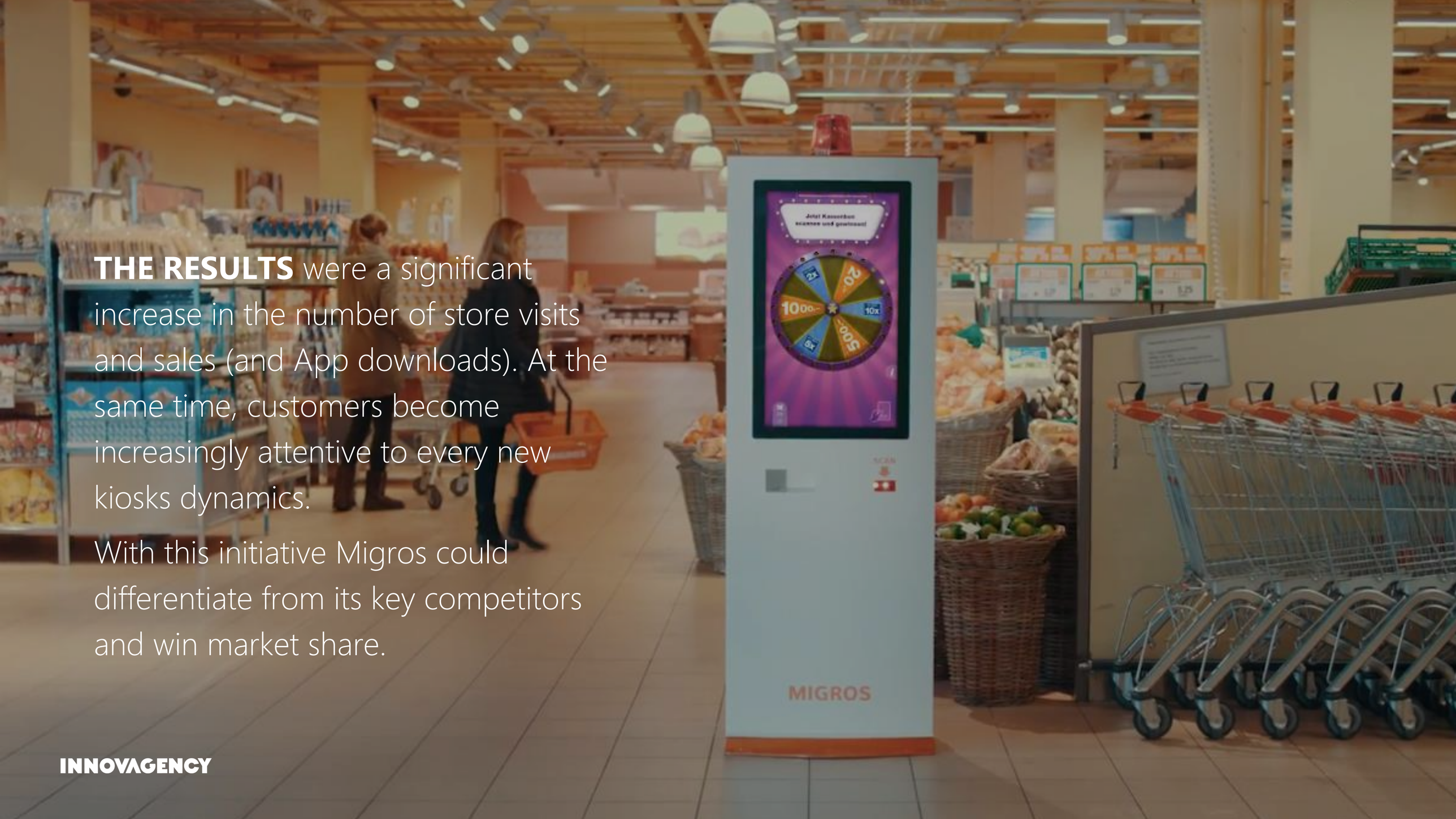
AUTOMATION STUDIO

ZOOM PROJECTO QUIOSQUES



MIGROS KIOSKS INITIATIVE had the ambition of intensifying customers engagement with Migros stores through digital.

INNOVAGENCY



THE RESULTS were a significant increase in the number of store visits and sales (and App downloads). At the same time, customers become increasingly attentive to every new kiosks dynamics.

With this initiative Migros could differentiate from its key competitors and win market share.

INNOVAGENCY

The platform

Migros' Solution

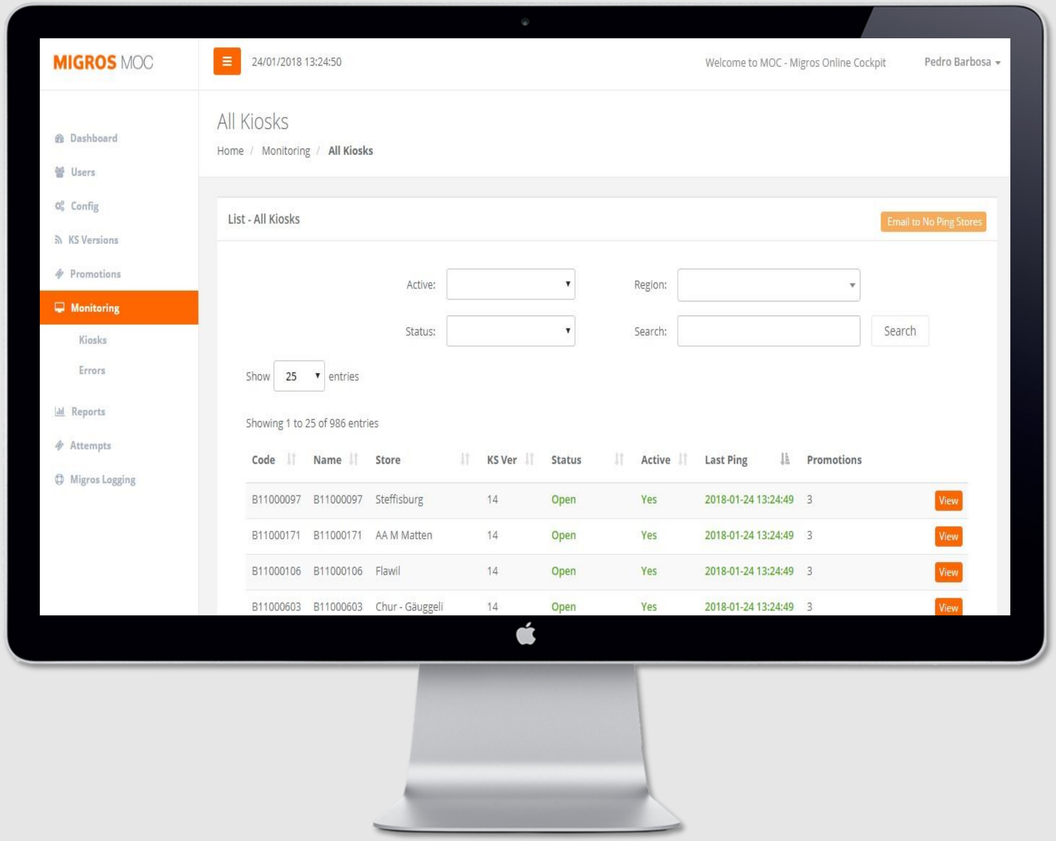
An instore loyalty platform supporting different gamification mechanics, managed through a centralized Back Office that controls each store content and performance.
A software that produces real-time management indicators.

Consumer's touchpoints

Instore Kiosks and Website and App as primary touchpoints, where Migros' clients can engage with promotional campaigns.

Back Office

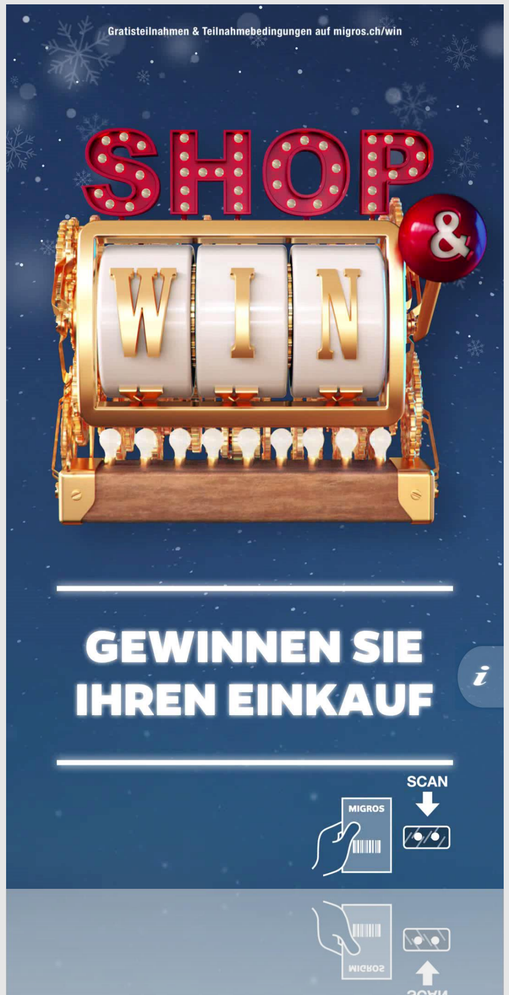
- Manage kiosks and website campaign content
- Create and manage campaigns
- Run the promotions' Software
- Launch campaigns for one or a group of kiosks
- Manage and diagnose kiosks issues
- Helpdesk tool (manage tickets for the operations team)

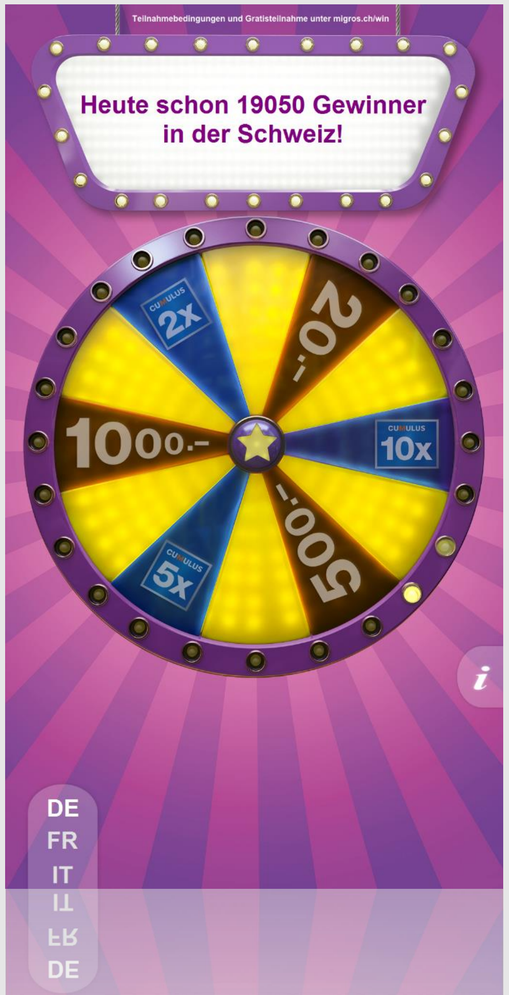


INNOVAGENCY

Activation campaigns

- Cashback
- Rewards
- Jackpot
- Cashback xfactor

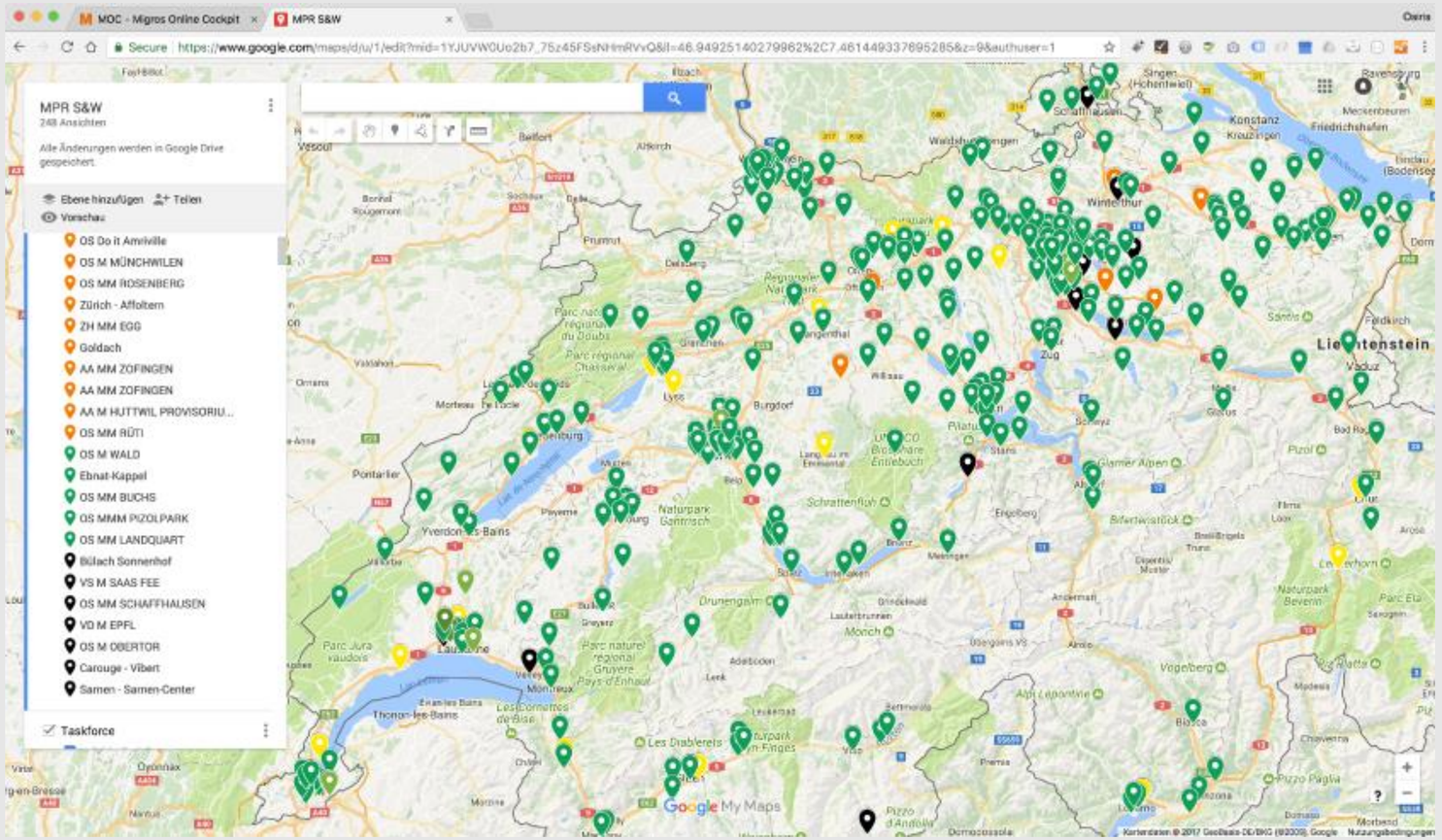




INNOVAGENCY

Geographical dispersion (@ Switzerland)

700 stores



LIVING
THE
DIGITAL
WORLD

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