



PRODYNA 

COMPANY
PRESENTATION

2019-04-11



PRODYNA

AGENDA

1. GENERAL INFORMATION
2. CUSTOMER PROJECTS
3. WORKING AT PRODYNA
4. BENEFITS
5. EVENTS
6. PRODYNA FOSTERING TALENTS



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PRODYNA

WE CREATE
CUSTOM SOFTWARE
SOLUTIONS



PRODYNA

WE COMBINE
CREATIVITY WITH INNOVATION
WITH TECHNOLOGY



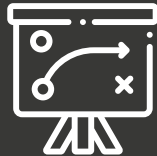
PORTFOLIO

PRODYNA IS COMPOSED OF THREE BUSINESS AREAS:

CONCEPTION



DEVELOPMENT



TRAINING



DRIVERS OF DIGITAL BUSINESS

FOCUS ON THE 5 DRIVERS OF DIGITAL BUSINESS



USER EXPERIENCE

To create user facing software that works



AI AUTOMATION AND TOOLS

To reduce effort for people and businesses



DATA SCIENCE AND BIG DATA

To generate insights for making decisions



MICROSERVICES AND API

To deliver and consume digital services



STRATEGIC APPLICATION PLATFORMS

To orchestrate and scale enterprise software



OUR TECHNOLOGY PARTNERS

THE 5 DRIVERS OF DIGITAL BUSINESS



LIFERAY

- Enterprise Portal Server
- Digital Workplace
- Social Intra- / Internet



MAGNOLIA

- Enterprise WCMS
- Internet sites
- E-Commerce



ADOBE

- Enterprise CMS
- Analytics, Marketing & Advertising
- Creative & Document Cloud



COGNIGY

- Conversational AI
- Omni-channel
- Natural Language



ITYX

- AI Platform
- Automation
- Virtual Agents



STARMIND

- Knowledge Management
- AI machine learning



MULESOFT

- API Management
- Enterprise Integration
- ESB



TABLEAU

- Visual analysis
- Insight generation
- Self service BI



NEO4J

- Graph Database
- For highly semantical data
- Large data volumes



MONGO DB

- NoSQL Database
- For structured data
- Large data volumes



KUBERNETES

- Container Orchestration
- Application Scaling
- Deployment Automat.



RED HAT

- Middleware
- Linux Platforms
- Virtualization & Cloud



MICROSOFT

- Azure Cloud
- Office 365
- .NET Platform



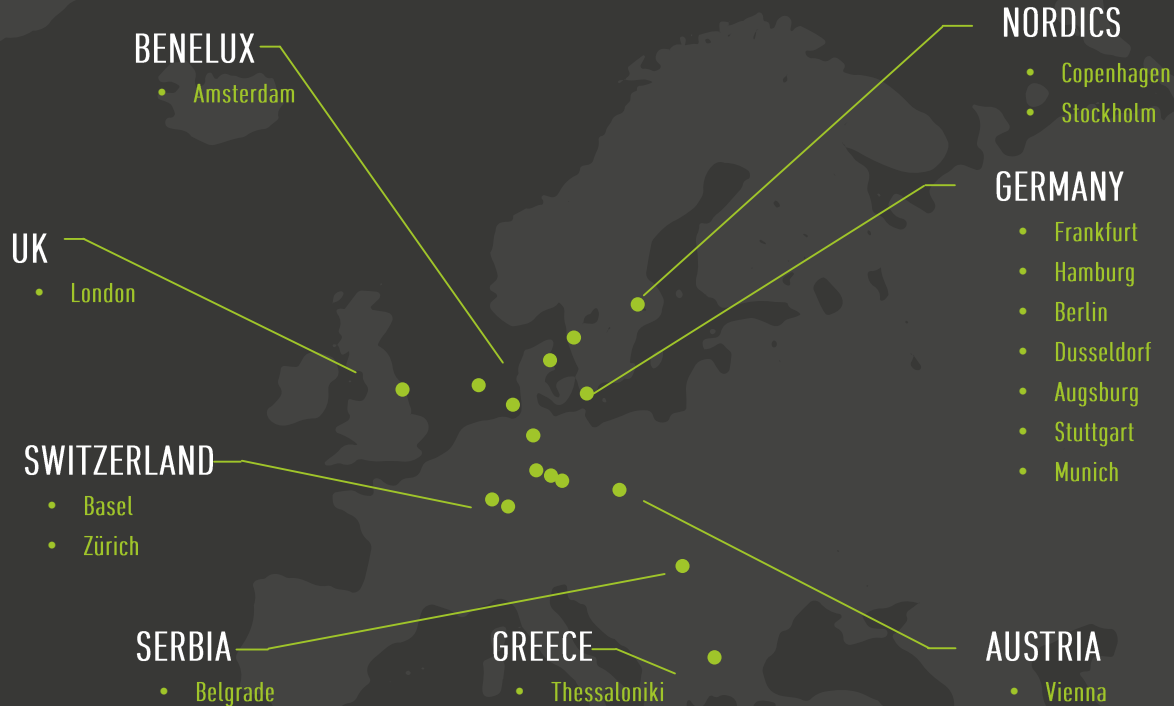
AMAZON AWS

- Cloud Server
- Cloud Storage
- Cloud Services



CLOSE TO OUR CUSTOMERS

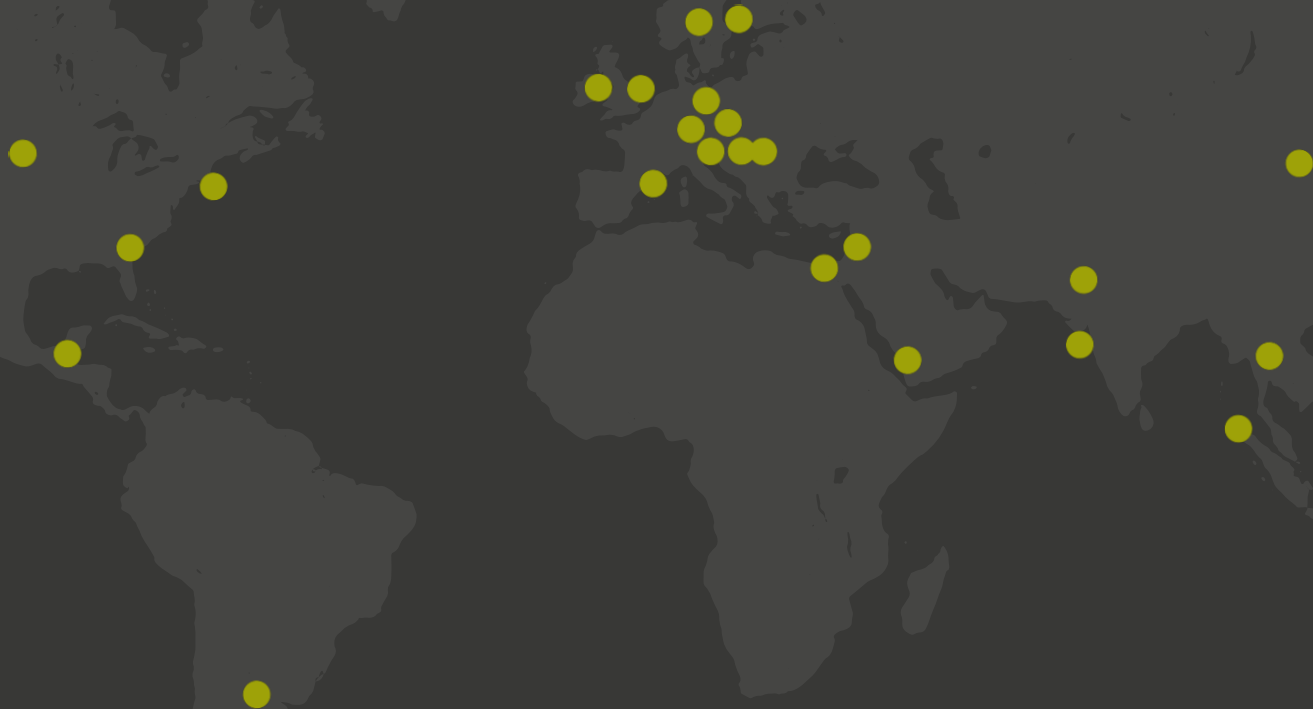
FOCUSED ON THE MAJOR EUROPEAN REGIONS





WE ARE A GLOBALLY ACTING COMPANY

FOCUSED ON THE MAJOR EUROPEAN REGIONS - WITH PROJECTS AROUND THE GLOBE





PRODYNA: KEY FACTS

POSITIVE ORGANIC GROWTH



FINANCIAL

FY18/19 expected 42 million EUR

Zero venture capital

Employee owned



EMPLOYEES

360 employees

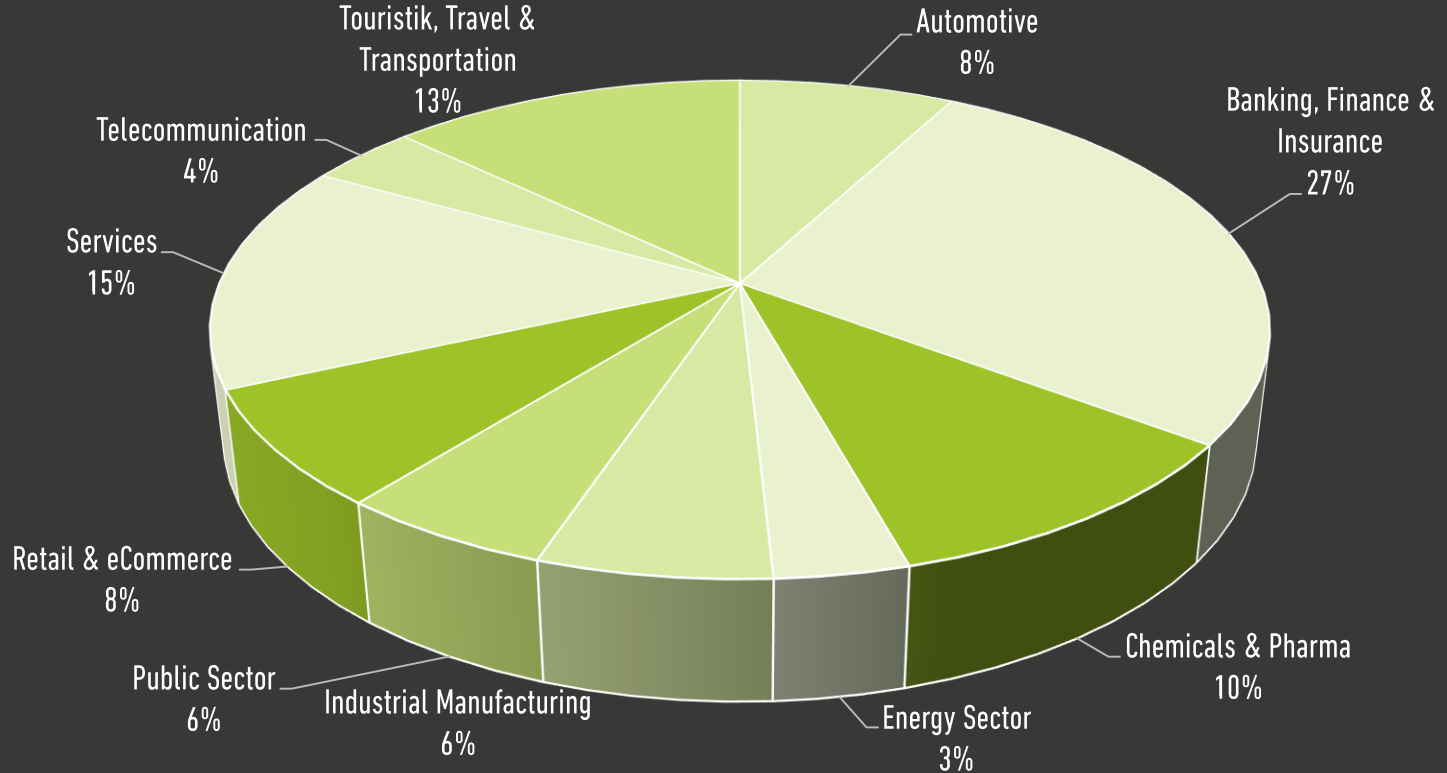
Lean back office

Zero freelancers



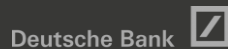
BRANCHES

REVENUE FY 2017/2018 BY SECTOR





SOME REFERENCES





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An aerial view of a city skyline at sunset, with a warm orange glow from the sun. The image is overlaid with a digital interface consisting of numerous blue, semi-transparent rectangular shapes of various sizes, some with rounded corners, scattered across the scene. In the top left corner, the word "PRODYNA" is written in a bold, black, sans-serif font, followed by a green circular icon containing a white right-pointing arrow.

PRODYNA 

WE REVIVED THE BRAND DIGITALLY STARTING WITH A MODULAR WEBSITE

AVALOQ – RELAUNCH WEBSITE



AVALOQ

RELAUNCH WEBSITE



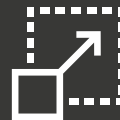
CUSTOM MADE



HIGH
AVAILABILITY



RESPONSIVE



SCALABLE



AVALOQ

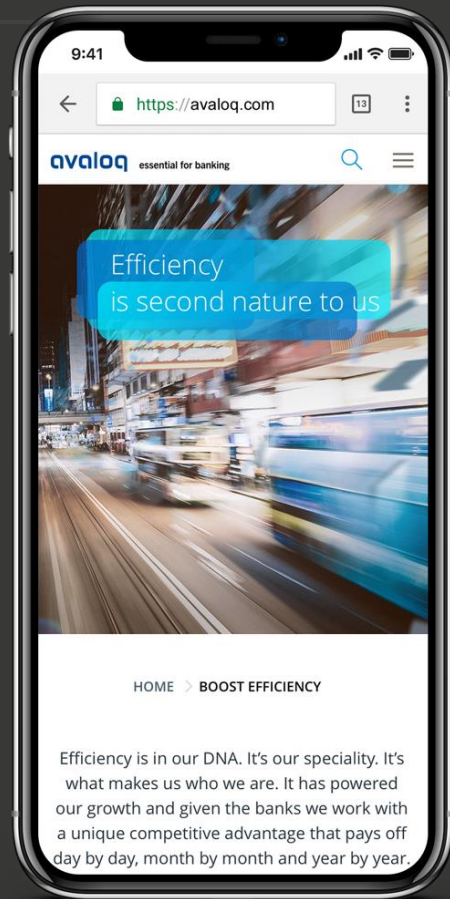
RELAUNCH WEBSITE

Goal

Conception and custom made design of the new public website based on the technical platform (Liferay DXP). The information architecture has been developed and implemented from the scratch as well as fully and extensively implemented in the new system (incl. commissioning, live deployment and hosting support).

Solution

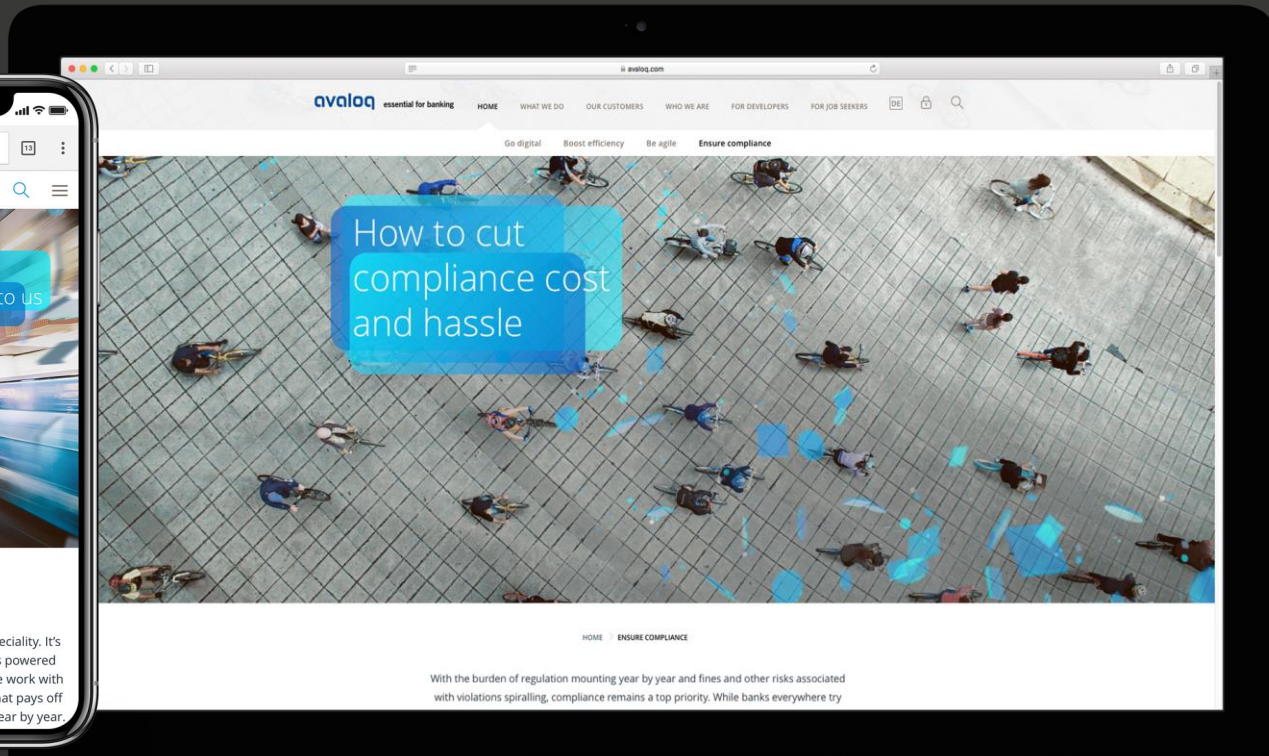
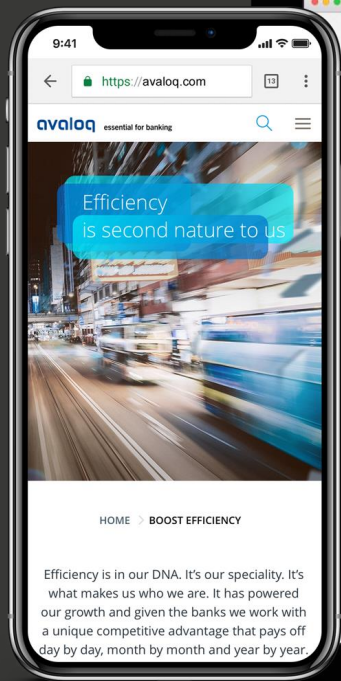
Avaloq.com was completely redesigned in Liferay DXP, nothing was taken from the previous website. The content structure has been redeveloped and the custom modules have been designed in Liferay in such a way that editors can maintain content autonomously.





AVALOQ

RELAUNCH WEBSITE





AVALOQ

RELAUNCH WEBSITE



KEY FACTS

Innovative responsive web design
Custom made modules
Individual page & infographics design
Multilingual website
Image purchase incl. retouching
Project coordination with click-dummies



TECHNOLOGY

Liferay DXP
Javascript
HTML5
Custom Portlets



PROJECT EXECUTION

Time:
16 Consultant Months
4+1 Consultants + 2 AM Consultants

Project Phase(s):
PoC - Design - Implementation
- Delivery - Support & Maintenance

Role(s):
Software Architect - Software Engineer

PRODYNA 



WE CREATED A GLOBAL INFORMATION LANDSCAPE

ADAMA AGRICULTURAL SOLUTIONS - KNOWLEDGE HUB



ADAMA

KNOWLEDGE HUB



UX / UI



Conception



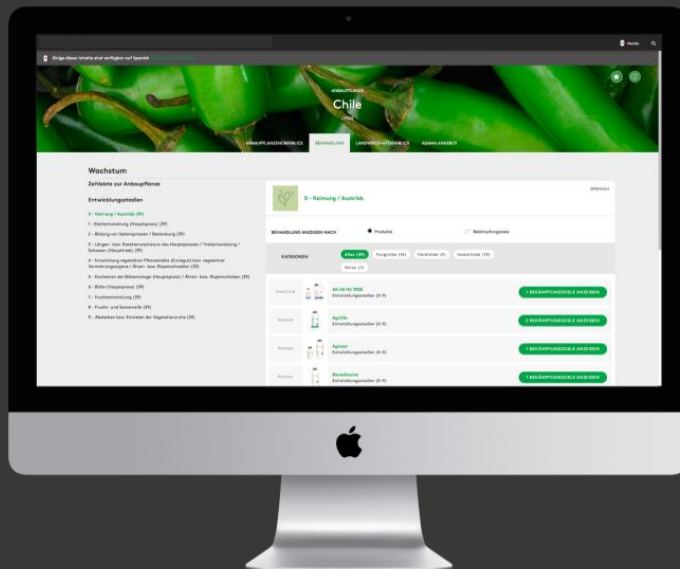
Project Plan



Architecture

Goal:

Make global knowledge accessible to customers and experts throughout the workforce. Reduce product development cycles and boost worldwide registration processes. Allow for an strategic planning of target markets and products.



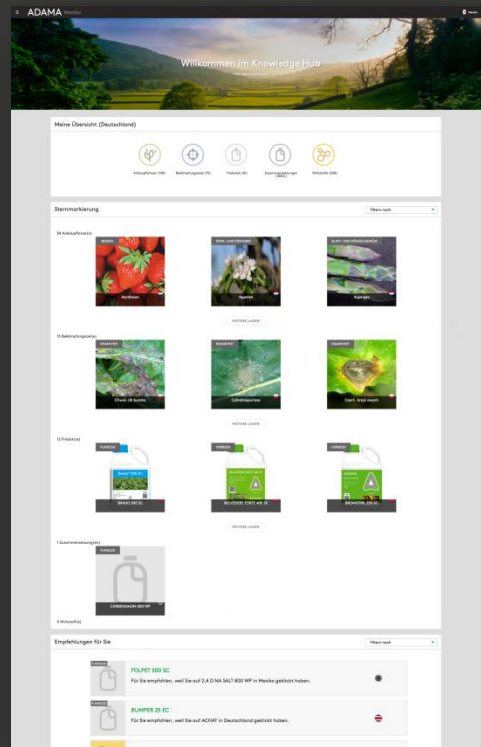
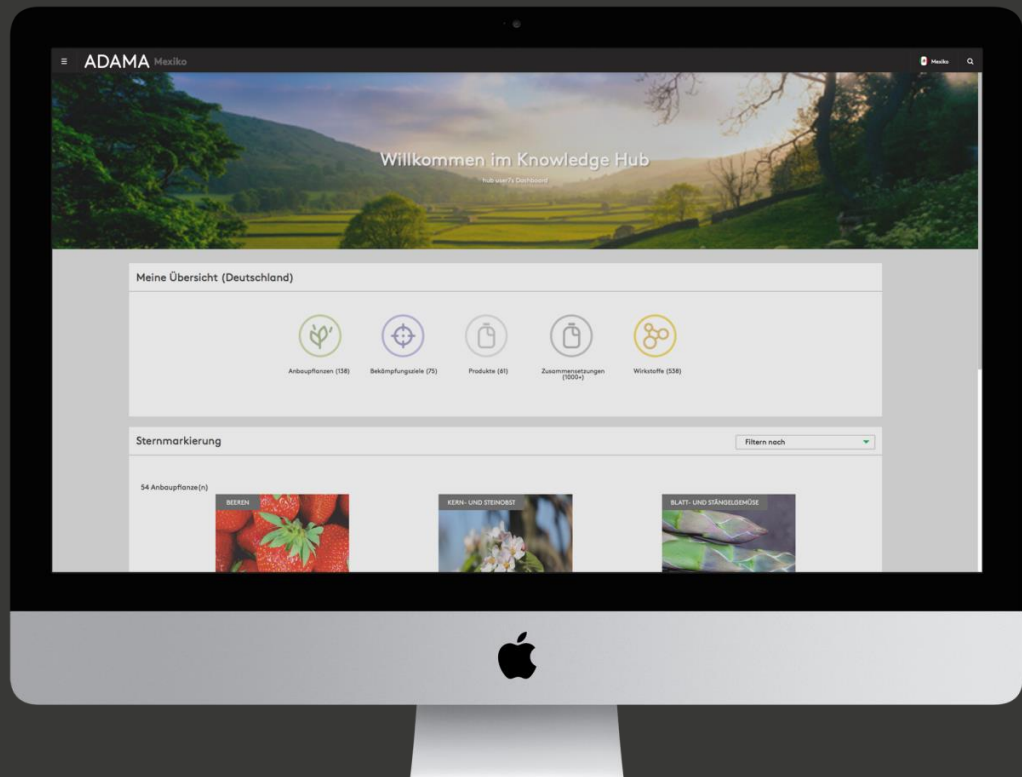
Solution:

PRODYNA provided a simple way of evaluating and processing complex data in real-time, based on an ergonomic web-portal. Products, formulas as well as targets can be selected by markets and registration status and strategic decisions can be triggered in real time.



ADAMA

KNOWLEDGE HUB





ADAMA

KNOWLEDGE HUB

ADAMA México

México

CULTIVO
Papa
SOLITU

DESCRIPCIÓN GENERAL DEL CULTIVO TRATAMIENTO INFORMACIÓN AGRÍCOLA OFERTAS ADAMA

Crecimiento

Línea temporal del cultivo

Etapas de crecimiento

- 0 - Germinación / Brotación (43)
- 1 - Desarrollo de las hojas (43)
- 2 - Formación de brotes laterales (43)
- 3 - Crecimiento longitudinal (brotes principales) (43)
- 4 - Desarrollo de las partes vegetativas cosechables (43)**
- 5 - Aparición del órgano floral (43)
- 6 - Floración (43)
- 7 - Formación del fruto (43)
- 8 - Maduración de frutos y semillas (43)
- 9 - Senescencia (43)

VER TRATAMIENTO POR Productos Objetivos

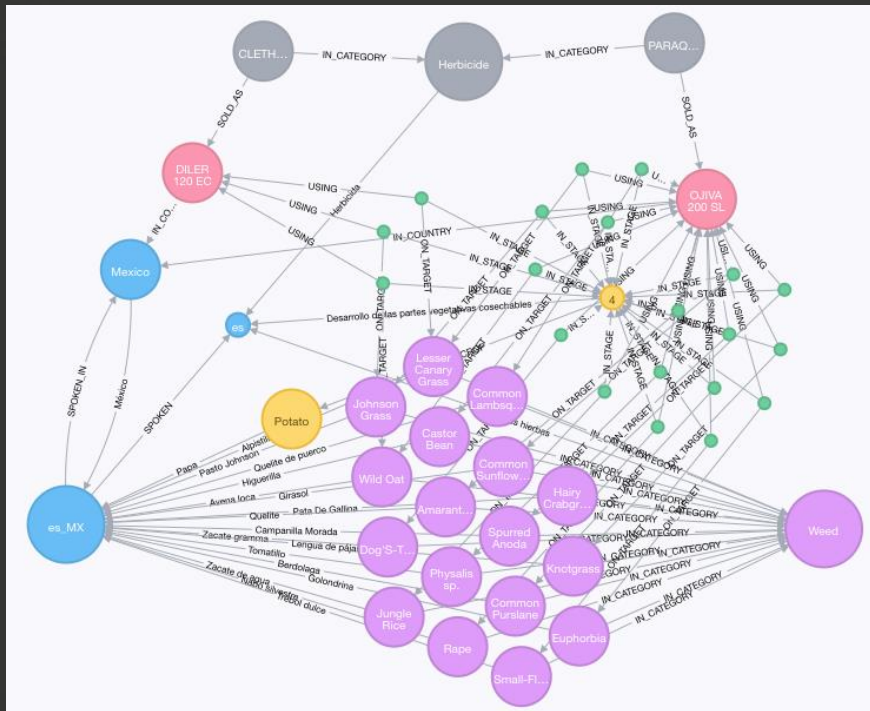
CATEGORÍAS

Todos (49) Enfermedad (18)

Males hierbas (17)

POR DETERMINAR (5) Plaga (17)

Males hierba...		Alpistillo Relevancia -	VER 3 PRODUCTOS
Males hierba...		Avena loca Relevancia -	VER 2 PRODUCTOS
Males hierba...		Berdolago Relevancia -	VER 1 PRODUCTOS
Males hierba...		Campanilla Morada Relevancia -	VER 1 PRODUCTOS





ADAMA

KNOWLEDGE HUB



KEY FACTS

5000 users

60 Countries

27 languages

Responsive Design

Data Migration

International Team



TECHNOLOGY

Liferay 6.2

Neo4j

Java 8

JavaScript

Spring

Git / Bamboo / Sonar



PROJECT EXECUTION

Time:

100 Consultant Months

8 Consultants

Project Phase(s):

Pre-study (MVP) and Design

Implementation

Roll out and Support



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WORKING AT PRODYNA MEANS

PRODYNA PRINCIPLES

- Flat hierarchies
- Close network
- Open communication
- Teamwork
- Transparency
- Motivation
- Events



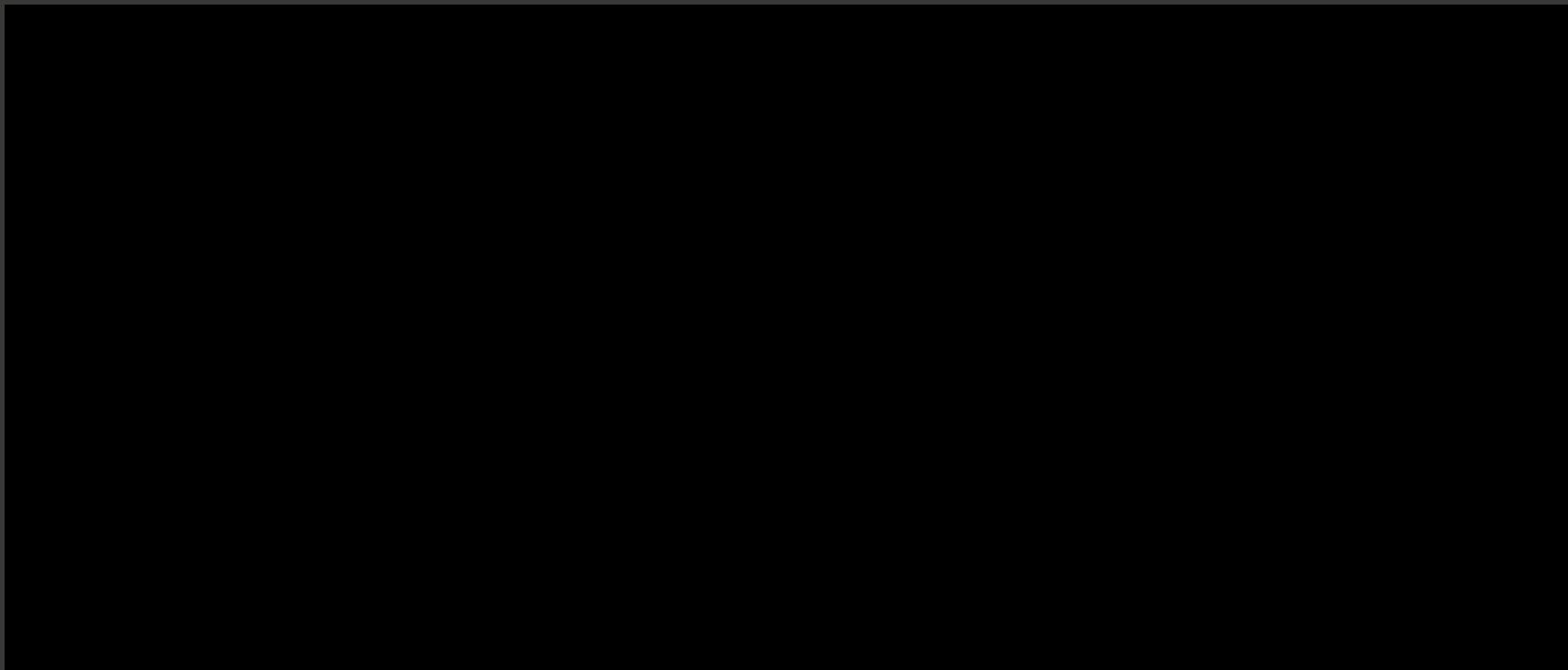
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EVENTS













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BENEFITS



Home Office



Fruits & Drinks



Company Car



Railway tickets



Company pension arrangements



Childcare allowance



Employee discounts



Internal Academy



Free choice & use of hardware



Flexible working hours



Employee events



Mentoring program



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PRODYNA FOSTERING TALENTS

CAREER AND DEVELOPMENT THROUGH



Mutual career planning - Various core competencies - Individual development -
Numerous qualification activities - Assumption of responsibility



THANK YOU FOR YOUR ATTENTION!



ANY QUESTIONS?