

# BUSINESS NETWORKING APPLICATION

Naša mreža is the first business platform for connecting companies in Serbia and is available on web, desktop and mobile as well as a standalone mobile application. The platform is designed to give relevant support primarily to small and medium sized businesses in order to help their business grow. In this sense, the platform will offer useful business information, the ability to connect and expand it's business network as well as other business benefits for VIP customers.



USECASE



# BUSINESS NETWORKING OVERVIEW

Most comprehensive and large-scale digital networking application

The first business platform that connects companies in Serbia and gives them new opportunities to raise their business through a dedicated platform.

With this platform, companies have: the possibility to create new business contacts, access to large business systems, new markets and expand their business potential, therefore profits.

Interesting and relevant business content and tools that could be useful for small/medium business and their development.

We offer access to new business partners and knowledge free of charge from their smartphones.



## From start up to **2.2 million users**

VIP Mobile is the largest ever greenfield investment in Serbia with an investment of nearly one billion euros.

VIP Mobile is a part of the A1 Telecom Austria Group, which enables to share experience, knowledge and expertise.

Their journey is over a decade, starting in 2007 from zero. In just two years, VIP Mobile reached 1 million users and has doubled this number up until now.

# SUPPORT BUSINESS

New business opportunities for desktop and mobile users

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Interesting and relevant business content and tools that could be useful for small/medium business and their development

We offer access to new business partners and knowledge free of charge from their smartphones

Grow your business by finding new opportunities and tap into knowledge



## EDUCATE

This part of the platform consists of educational articles, videos, infographics and specific business tools for daily work, aiming to inform and advise users on how to develop their business. This component will significantly increase the visibility of the VIP platform. This module is available to all companies in Serbia, regardless of whether they are or not VIP users. VIP will contact existing customers in order to suggest them to create their own profiles on the platform and use it for their purchases.

## CONNECT

This is the central part of the platform. Its role is to connect members based on their interest and field of work so they can further collaborate. Each company has its own profile based on general company info. Registered companies have possibility to create purchasing that should be visible for all customers on the platform. Other companies should apply for open purchases, with prior connecting with the company. This module is available to all companies in Serbia, regardless of whether they are or not Vip users.

## SUPPORT

This section consists of special offers and benefits that are sponsored by Vip partners. This component is intended for acquisition of new Vip business users and give on top benefits for existing Vip business customers. That means that module is available to all companies in Serbia, but benefit is available only for Vip users. Vip benefits: Significantly improve Vip preference in business segment becoming truly relevant partner supporting small/medium business development; outcome increase Vip awareness and indirectly market share.



### **Jelena Jovanović**

Director of the Department for International Economic Relations

Serbian Chamber of Commerce

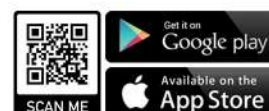
Through an efficient digital transformation process, SMEs will have more opportunities to improve business, communication and connections with business partners. We want to help these companies carry out the process as much as possible and be more competitive.



### **Branka Pudrlja Durbaba**

Senior Market Director  
VIP Mobile

Digitization is no longer a matter of choice but matter of survival for SMEs. Our network is designed to help companies to grow their business and make new business alliances through functionalities such as digital procurement, as well as communicate without language barriers.

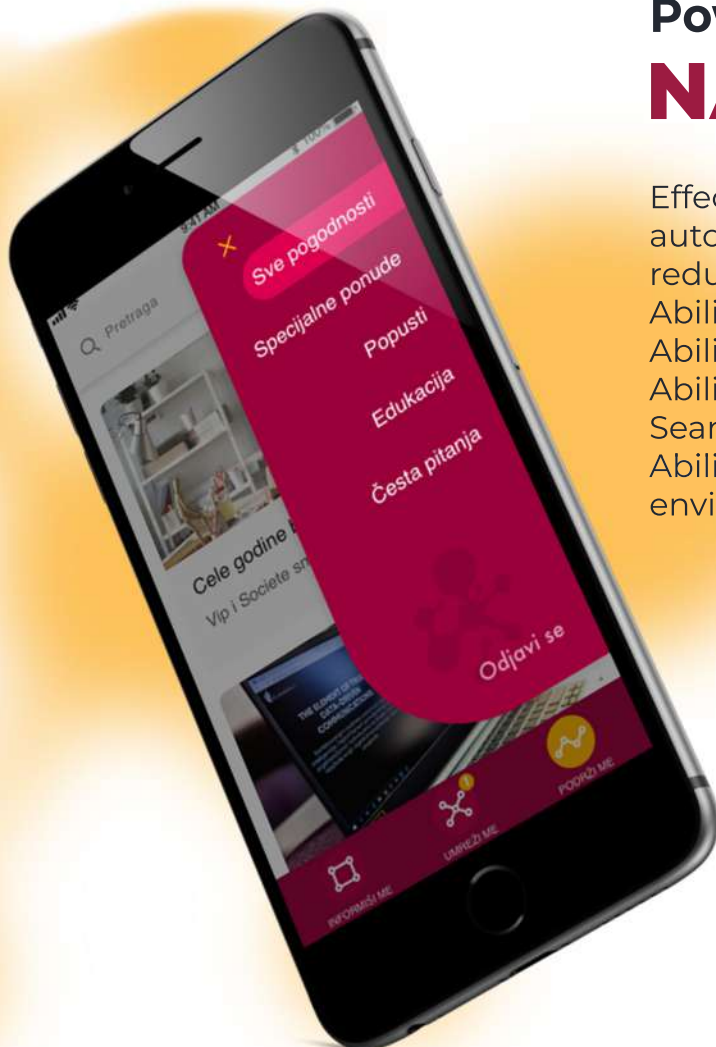


## PARTNER IN **DIGITAL TRANSFORMATION**

Positioned as Partner in Digital Transformation, alignment of business and IT is at the heart of Softech's way.

As soon as the initial idea of a mobile app came to fruition, VIP Mobile needed a digitalization solution, so both VIP Mobile and Softech's teams began working together to find suitable concept, user journey and technological solution for the project.

To design a user-friendly customer journey, Softech's talented user interface team created a' prototype. This helped VIP Mobile foresee and prevent any possible issues in the new app, and ultimately do better user experience and optimal UX/UI solution. Used Technology PHP, React Native, MSSQL, React, Angular, JS.



## Power of **NAŠA MREŽA**

Effective usage of resources through automated processes and subsequent cost reduction

Ability to evaluate KPIs instantaneously

Ability to store data in one place

Ability to deliver personalized campaigns

Seamless campaign process for customers

Ability to reduce risks in the control environment

## POWERFUL MARKETING AND ANALYTICS

# TOOLS

By integrating powerful marketing and analytics tools, we ensure that investment in marketing and promotion of the project will be 100% efficient.

User-friendly interface that puts customers first and learns from their actions

Ability to communicate promotion-related activity within the apps

Facebook SDK integration with deep linking allow to target users efficiently and get relevant content

Marketing API integration help to track Google campaigns and achieve best results

Firebase analytics and Google analytics provide instant reports on user's behavior

Instant reports on campaign progress

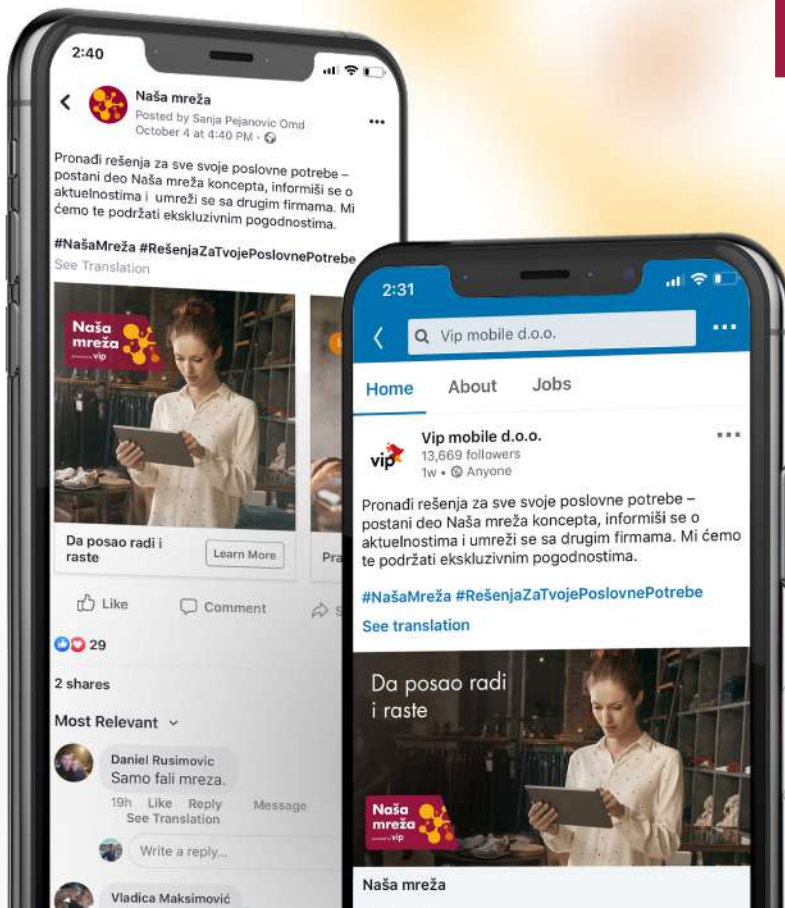
## 7-DAYS KICK OFF CAMPAIGN

# RESULTS

**373** Registered companies

**1.7K** Mobile app downloads

**10K** Web app sessions




# CUTTING EDGE DIGITAL SOLUTIONS

Trusted Software Development  
Service provider

We are a digital transformation and software development company that provides cutting edge engineering solutions. Since 2012 we have been a visionary and a reliable software engineering partner for world-class brands.

Team of experienced, award-winning talents, have worked and delivered projects on almost all major web and mobile technology platforms. Driven by passion and innovation, our work has been recognized for high standards of excellence by numerous industry experts.

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