



**ISPRO – Internet Solutions**  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: [office@ispro-company.com](mailto:office@ispro-company.com)  
NIP: 496-015-13-78  
REGON: 121007451

## The offer

ISPRO - Internet Solutions |

# Table of contents:

ISPRO – Internet Solutions  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

Our mission	01	... a few introductory words
The offer	02	... what we can do for you
The birth of your success in the Web	03	... how the creation process looks like
Our clients	04	... the list of satisfied clients
Contact us	05	... we are waiting for you

# 01

**Our mission |**  
We create with passion

# 01

## Our mission

**ISPRO – Internet Solutions**  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451



The search for ideal solutions equals the search for the simplest solutions. Our products, although each time completely different, are always intuitive, flexible and perfectly refined.

**Piotr Potiopa**  
owner

**Market research indicates** that a significant proportion of Polish companies does not know how to effectively use **the Internet network**. Many of them do not even have their own website, which prevents their further development. The global network is the **most important source of information** for the entire Western civilization. More interesting, more transparent and functional website attracts attention of new customers and investors.

Internet carries risks, which is the reason why companies decide to make use of the internal safer networks – intranet and extranet. **ISPRO helps to professionally use the aforementioned platforms** and ensures an effective

information management. A well-conducted needs analysis, a well thought out image and a correct implementation of IT tools are the absolutely crucial steps to take for a company which wants to be successful.

### **It is our task!**

Every day, millions of Internet users browse through the thousands of websites. They leave most of those sites after less than a minute and quickly forget about them for good. Why? The very fact of having a corporate website does not guarantee success. **You must know how to attract attention and, at the same time, convey the most important information** in a friendly and transparent way.

Our mission is to provide services which will help our clients to dramatically increase the interest in their brand, multiply profits and build competitive advantage.

We always have in mind the advice of **Steve Krug**, who, in his book „**Don't make me think**“, explains how to create the Internet environment which is easy to use for any consumer.

# 01 Our mission | the rules

ISPRO – Internet Solutions  
infolinie: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

## Success is the result of the right decision.

Euripides

### Team work

In our company, we take care of the continuous development and we are happy about each and every individual success as well as all joint accomplishments. We want an every single employee to feel appreciated and have a possibility of constant self-realization.

### Flexibility and individualization

Each and every implementation is carefully prepared and adjusted to the individual needs of our clients. We create new features on request and/or advise our clients on the optimal solutions, all custom-built. Our offer lacks something you are currently looking for? All you need to do is ask and we'll do it for specially for you!

### Full safety package

The completed projects include a six-month warranty. We provide support and emergency technical assistance in the case of problems with functioning of the implemented solutions.

# 02

**The offer** | Decide what we are to do for you. If you do not know, leave it to us.

# 02 The offer



We can be proud of the fact that so many companies from all across Poland have successfully implemented our solutions. They are currently supporting the maintenance of websites, portals and intranets. They also help communicate with business partners. Working with our CMS system is intuitive

and simple. What's more, it does not require a broad technical knowledge. A modular structure of the system guarantees the ease of implementation of the proposed solutions.

**Piotr Federowicz**  
programmer

**ISPRO – Internet Solutions**  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

## The analysis and optimization of solutions

Knowledge and experience constitute our invaluable capital, which we provide our clients with. After conducting a detailed analysis and recognizing the essence of the problem, we develop e-marketing and e-business strategies in such a way as to successfully fulfill our tasks and convey the message to the target group.

## Web 2.0 websites

The creation of functional websites requires knowledge, commitment, passion and taste. Based on our experience, we reach for state-of-the-art technologies and we effectively combine them with creative ideas and eye-catching graphic solutions. As a result, distinguishing portals and sites, which appeal to whole bunches of Internet users and advertisers, are created.

## Positioning and sites promotion

The website, which a search engine does not display on the top position cannot count on high ratings. Thanks to our specialist knowledge on the systems such as Google, Yandex, Baidu, Bing, AOL, Ask, etc., we are able to provide websites with an optimal positioning in the browser.

# 02 The offer



**Albert Einstein** said once: "It is easier to break an atom than to destroy entrenched views". We wondered why it is like this and how to successfully reject this typically human frailty. For this very reason, we introduce the newest technologies to our web developers and make them "work together". However,

we are perfectly aware of the fact that a product which only a month ago conquered the market, may as soon as tomorrow be obsolete and unappealing. Day by day, we follow new trends and upgrade our qualifications.

**Paweł Kaźmierczak**  
programmer

**ISPRO – Internet Solutions**  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

## Workflow systems

A complex electronic **document management system** together with the lack of an appropriate strategy of its circulation can cause chaos in the company. Our original ISPRO DMS system allows to prevent such a situation and improves the process in question to the maximum, boosting employee productivity.

## Online sale systems

**Online sales** is an everyday activity which facilitates trade in goods and services and eliminates the need to maintain a complicated and costly logistics network. By providing a functional system tools for the Internet sale, we enable our clients an efficient distribution of goods, and we offer the people, who make use of our services, an interesting and pleasant way of spending time.

## Systems for photo labs and printing-houses

We have been designing the **prints ordering systems** and photo gifts ordering systems for photo labs for 6 years. We implement solutions, which allow you to effectively manage this kind of sale on the Internet. We boast considerable experience, which translates into real profits and satisfaction of our clients.

# 02 The offer

**ISPRO – Internet Solutions**  
infolinie: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

The Internet is the most important invention for a marketer since the creation of the post.

Fredrick Newell

## Our services:

- save time,
- enable cost-cutting,
- are innovative,
- build competitive advantage.

## Our applications

- are easy to use,
- are flexible,
- are scalable,
- are cost-effective.

**ISPRO CRM** (Customer Relationship Management) platform is an original, multi-user, complex, and flexible system for managing sales and resources, adjusted to a client's individual needs. It was created for small and medium-sized companies. It enables a more efficient and easier relationship management with clients. It also allows, thanks to the universal IT solutions, to efficiently manage most of the processes connected with online sales.

## ISPRO CRM:

- gives a possibility to manage the process of online sales,
- enables to efficiently manage the history of cooperation with the client,
- gives a chance to manage the data and settings
- enables to generate reports and statistics from the sales,
- guarantees an easy and quick website update,
- has an intuitive and universal user interface, which enables the people responsible for the contents of the website to be in constant control over it,
- is so easy to use that it eliminates the need of a webmaster's help.

# 03

**The birth of your success in  
the Web | The creation process**

# 03

## The birth of your success in the Web

ISPRO – Internet Solutions  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451



It may seem surprising, but most people, when starting to plan their house, first decide about its décor, i.e. the colour of the walls and perfect furniture, completely forgetting about the fundamentals. It's similar in our line of business – many companies start the discussion about their future website from the colour of the graphics and the amount

of the contents, omitting the most important issue, i.e. return on investment. We work the other way round. We always begin with the development of information architecture and the interaction model. The font colour you can change any time.

**Marcin Biegaj**  
Designer

He who is equally prudent at the end and at the beginning of his work will not suffer defeat.

Laozi

# 03

## The birth of your success in the Web

ISPRO – Internet Solutions  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

### 1. Needs analysis

We begin the **cooperation from questions** that we try to answer together with the client: What is needed?, Who is it supposed to be designed for?, What is the purpose of the product?, How to achieve what we need most effectively?

### 2. Information architecture

It is the most crucial phase in all **designing process** – we create an outline of information architecture which will be guiding us until the very end of the programming process.

### 3. Graphic design

Basing on the personal preferences of the client and the newest **stylistic trends**, we create together the graphic design of the website. In order to be successful it is important to not only work well but also look well..

### 5. Launch of the site/application

If the tests have been **successfully completed**, we launch the web application. Depending on the requirements, we offer our own efficient hosting or we transfer the website to the hosting pointed by the client. However, our cooperation does not end at this point – the warranty includes our help and support for **the period of next six months**.

### 4. Production begins

After the client has accepted a functional and graphic design, the **programming process** begins – we develop the website and build a content management system (CMS). After that we test everything in relation to its functionality, interface usability, and efficiency.

At the end we realize **SEO audit** so as to meet the online service and any criteria related to its excellent accessibility on search engines.

04

Our clients



# 04

## Exemplary implementations

ISPRO – Internet Solutions  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451

### Design

<http://www.papajastudio.pl>

company's website for a branding studio

<http://www.janton.pl>

company's website for the main manufacturer in wine industry in Poland

<http://www.digartfolio.pl/>

a website enabling to create portfolio for computer graphics and photographers

### E-commerce & B2B

<http://eestudio.architeekt.pl>

a system for 3D interior design simulation programmed in Flex technology

<http://www.fotogle.pl/>, <http://www.foto4u.pl/>, <http://www.fotoprint.pl>

websites enabling the order of prints, photo gifts and calendars, and sending photos to photo labs

<http://www.stampler.pl/>

a website for stamps ordering; it enables to design an online stamp quickly and easily

<http://www.kolba.pl/>

a very complex online militaries shop

<http://www.forumgliwice.pl/>

a website of a shopping centre in Gliwice with a loyalty program "KLIK"

<http://www.mystic.pl/>

Internet music shop + CRM system

### Facebook

[http://apps.facebook.com/konkurs\\_mystic/](http://apps.facebook.com/konkurs_mystic/) - quiz application for Mystic Production company

[http://apps.facebook.com/ispro\\_papaja\\_site](http://apps.facebook.com/ispro_papaja_site) - test quiz application for Papajastudio

[http://apps.facebook.com/konkurs\\_spa\\_magazine](http://apps.facebook.com/konkurs_spa_magazine) - test quiz application for Spa Magazine

### SEO & SEM

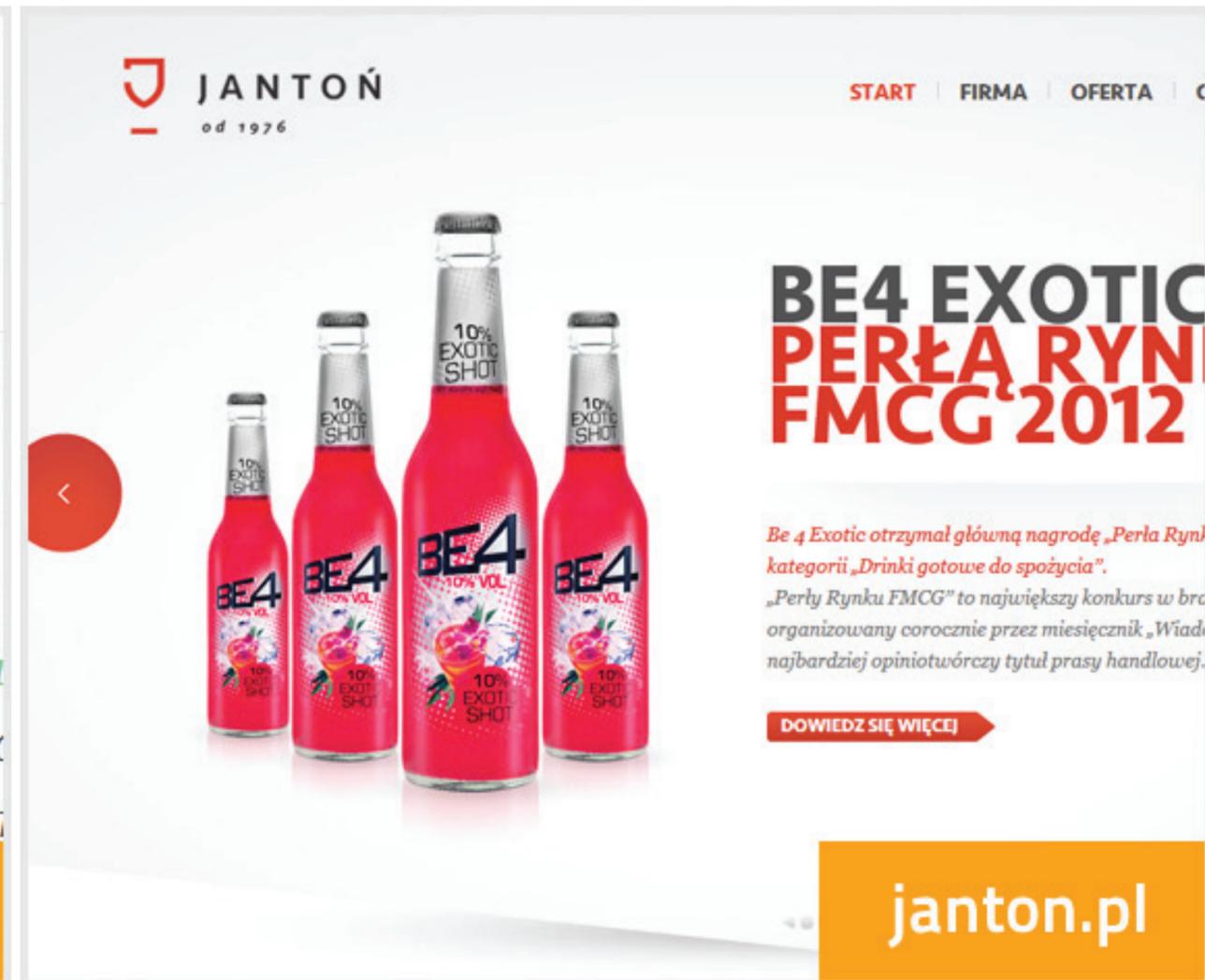
<http://www.luxoft.com> - help with the promotion of the company on the Internet, SEO activities, PPC campaigns

<http://www.immofinanz.com> - help with the promotion of the company products on the Internet, PPC campaigns

<http://www.foto4u.pl> - SEO activities, PPC campaigns

<http://www.fotoprint.pl> - SEO activities, PPC campaigns

<http://www.stampler.pl> - SEO activities, PPC campaigns



We create websites for the clients from various thematic areas, trying to adjust a website's graphics and colouring to its subject matter and application.



We create online sale and e-services tools. We also provide consultation and technical assistance in the case of newly developed systems.

# 04

## Mobile applications

ISPRO – Internet Solutions  
infolinia: +48 (12) 350 29 04  
www.ispro-company.com

e-mail: office@ispro-company.com  
NIP: 496-015-13-78  
REGON: 121007451



We develop mobile applications for iOS (Apple) and Adroid (Google). We are able to adjust the solution to the client's needs and ensure the promotion of a product.



We organize Facebook contests with a large turnout, offering loads of fun and, very often, attractive prizes. In this way, we also promote our clients' products and brand.

# 05

## Welcome to contact us

**ISPRO – Systemy Internetowe**

ul. Mogilska 25/1023

31-542 Kraków

e-mail: [biuro@ispro.pl](mailto:biuro@ispro.pl)

phone (+48) 12 350 29 04

fax. (+48) 12 350 26 94