

ARGO α

The crew for digital adventures

COMPANY OVERVIEW



Who We Are

Our brand found its inspiration in Jason and his Argonauts' famous journey through uncharted seas to bring back a golden fleece to their country with glory. We see a parallel in today's information age where companies are on their own digital journeys seeking the golden fleece - be it customers' hearts and minds, or simply more effective business. Our armoury consists of smart web and mobile products based on the latest technologies and proven online strategies.

We're the Argonauts of the digital are, ready to set-sail on your next great adventure.

Relied upon by major corporations (like E.ON) every day, EOS is available to any organization requiring digitization.

Our Story

We started as a small and flexible team of skilled software developers in **2010** in the heart of Europe, Czech Republic.

Our first client was **Ayima**, an innovative Tech Track 100 digital agency based in London, UK.

Since then, we've been helping ambitious companies all around the globe achieve their goals in digital business.

We developed a unique performance marketing tool called Octoppa that helps companies acquire new customers.

We were excited to receive the Czech Contact Center Award for our innovative product called EOS.

We entered the young and exciting online market in the Philippines and started a whole new chapter of our adventure.

We are proud of our history, amazed and grateful for our clients and always excited about the next challenge.



AYIMA

e-on



cestujlevne.com



OCTOPPA

TERMS

CUBESIX



What We Do

WEB & MOBILE APPLICATIONS

Software development has always been our passion and remains the core of our business. We will guide you through the whole process of creating a digital product that will become a positive game-changer for your business.

PRODUCT STRATEGY & BRANDING

Our skilled visual and user-experience designers will help you set the right product strategy and create a memorable brand that addresses your target market.

ONLINE MARKETING & PROMOTION

To provide you with the comfort of an all inclusive package, we will help you bring the product to market and find its way to the hearts of new customers.

If you can imagine it,
you can create it.

Our Team



LIBOR SUCHY

Founder & CEO

Former SW Architect at Ayima
Former SW Developer at bwin.party
17 years of experience in software
and web development



MARTIN PEKA

Lead Software Developer

8 years of experience in software
and web development
PHP & MySQL Specialist
Affiliate Marketing Specialist



ONDREJ MACHART

Creative Director

Ambassador of Czech User
Experience Designers Association
Member of Interaction Design
Association



EDISON SAMPANG

Business Developer for
Philippines



JAN GAL

Creative-minded Visual
& UX Designer



MARTIN VONDRASEK

Experienced Senior
Software Developer



PAVEL RAMPAS

Talented Software
Developer



STEPAN KOSTRUNEK

Talented Marketing
Specialist



MARTIN DLOUHY

Data-driven Online
Marketing Specialist



EOS^α

CASE STUDIES

EOS

THE CLIENT

E.ON is one of Europe's leading energy companies.

THE CHALLENGE

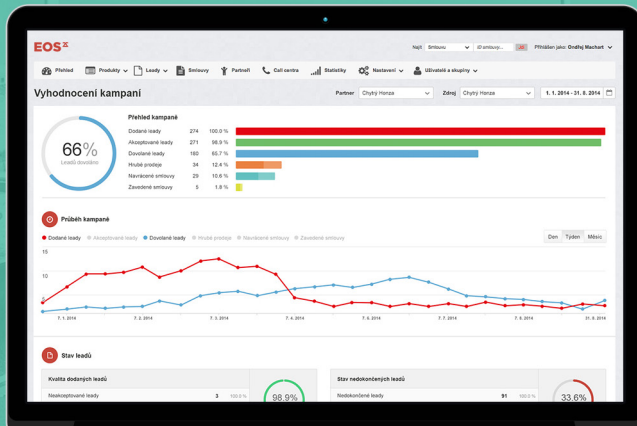
To completely digitize the current customer acquisition process and increase its transparency for future optimization.

OUR SOLUTION

After a thorough business process analysis we designed and developed a tool that connects and streamlines the whole acquisition process, from lead generation to contract signing, integrating all 3rd party partners including printing office, call center and couriers.

“EOS integrates and digitizes our whole acquisition process, allowing us to take valuable and precise KPI measurements.”

- Tomas Vostal, Head of Sales strategy at E.ON Energie





FULLY STREAMLINED

From setting up a campaign to signing a contract with a new client, EOS digitizes the whole process and makes it 100% transparent.



INSIGHTS THAT MATTER

EOS provides valuable insights about partners performance, call center quality, couriers return rate and deep campaign statistics.



CCC AWARD 2014

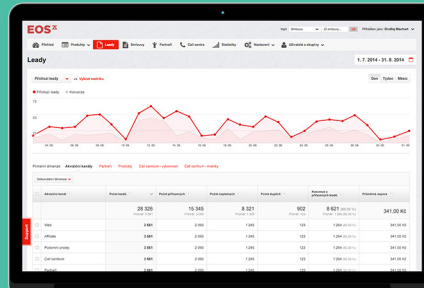
EOS was awarded as the best outbound project in 2014 by Czech Call Center Award for the lead and contract management features.



PRODUCT-READY

Relied upon by major corporations (like E.ON) every day, EOS is available to any organization requiring digitization.

EOS^α



EOS collects all data and lets employees from various departments work with them based on user roles and permissions

Set up product
Set up campaign
Monitoring
Evaluation

Manage partners
Performance

Leads collection
Quality control
Lead history
Attached docs

Call centers
Performance
Listening sessions

Contracts
Printing

Post / Courier
Contract status
Performance

Contracts collection
Quality control

CAMPAIGN

PARTNERS

LEADS

CALLS

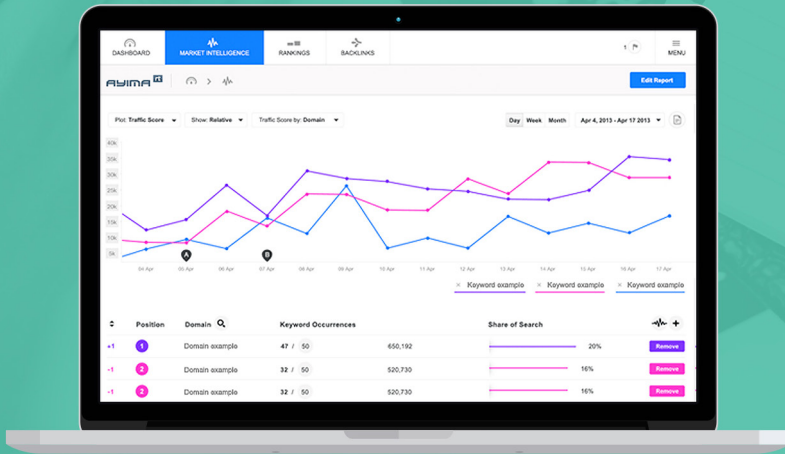
PRINT

COURIERS

BACK OFFICE

NEW CUSTOMER

AYIMA^{rt}



CASE STUDIES

Ayima RT

THE CLIENT

Ayima is an innovative Tech Track 100 digital agency based in UK.

THE CHALLENGE

To provide Ayima's consultants a tool for advanced SEO reporting that goes beyond Google Analytics.

OUR SOLUTION

Ayima Reporting Tools equips consultants with a wide range of otherwise hidden metrics and insights about online performance of Ayima's clients (e.g. Verizon, O2, British Airways) and about their competitors.

"Thanks to Argo22 we gained a tool that pushes our SEO abilities forward and enables us to professionally present the results of our work to our clients."

- Mike Nott, Group Operations Director at Ayima Ltd.

FLIP 100

by One Mega Group



CASE STUDIES

FLIP100

THE CLIENT

One Mega Group is at the forefront of the media industry in the Philippines.

THE CHALLENGE

To offer magazines digitally through a custom tailored mobile app that outperforms competition.

OUR SOLUTION

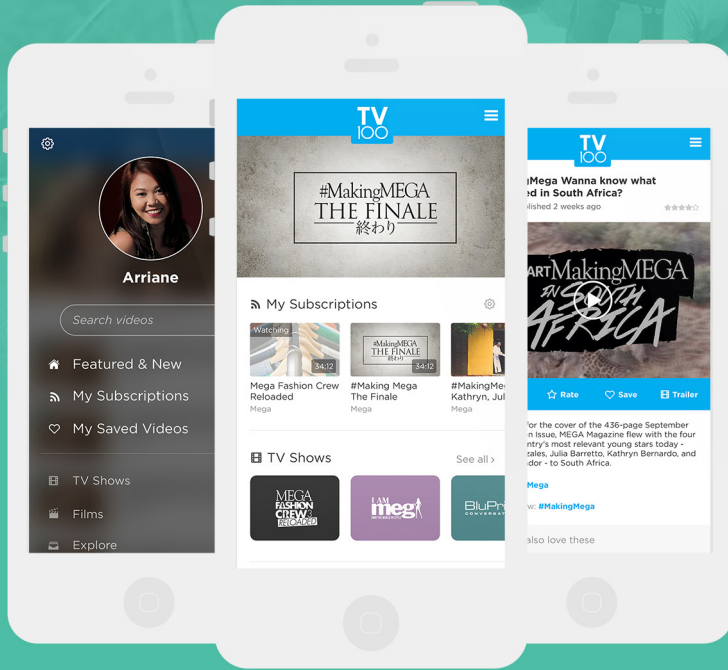
FLIP100 is a digital newsstand that offers comfy reading experience and easy-to-buy subscription plans supported by a credit-based system that motivates users to share the app and acquire new readers.

“With digital publishing apps crafted by Argo22, we are more connected with our readers by giving them a great new tool to enjoy the content they love.”

- Anne Bernisca, Head of Digital at One Mega Group



by One Mega Group



CASE STUDIES

TV100

THE CLIENT

One Mega Group is at the forefront of the media industry in the Philippines.

THE CHALLENGE

To give fans of OMG's TV Shows and documentaries a customized 'YouTube' experience on their mobile devices.

OUR SOLUTION

Every day TV100 showcases the newest videos made by One Mega Group. It also enables users to set up their own stream of preferred content, subscribe to favorite TV Shows or browse the whole archive of OMG's amazing content.

"With digital publishing apps crafted by Argo22, we are more connected with our readers by giving them a great new tool to enjoy the content they love."

- Anne Bernisca, Head of Digital at One Mega Group



POWERFUL CMS

One Mega Group employees can easily change all the content of TV100 with just a few clicks in the app administration.



CURATED LISTS

The ability to curate lists for app users enables One Mega Group to promote certain content.



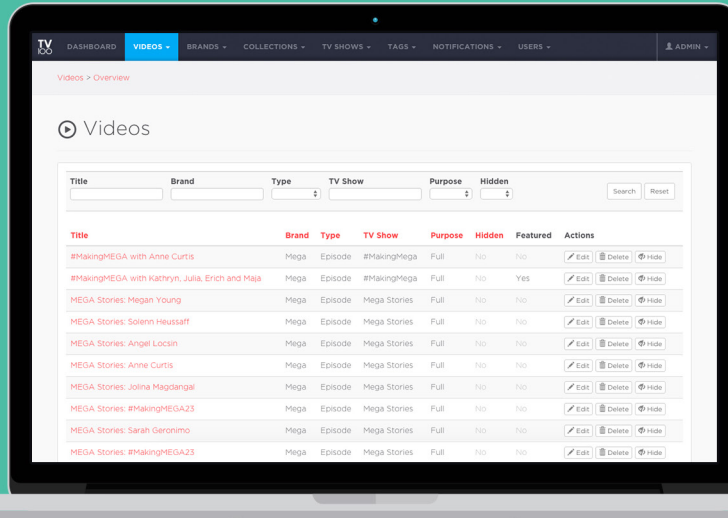
RATINGS

To ensure feedback from users and to provide users with video leaderboards, we added user rating feature based on stars (1-5).



SUBSCRIPTIONS

Users can subscribe to their favorite TV Shows and get notified about new episodes. This also adds their own video stream on personalised home screen.



powerful cms

instant updates



lovable features & content

SALE RADAR

by One Mega Group

CASE STUDIES

Sale Radar

THE CLIENT

One Mega Group is at the forefront of the media industry.

THE CHALLENGE

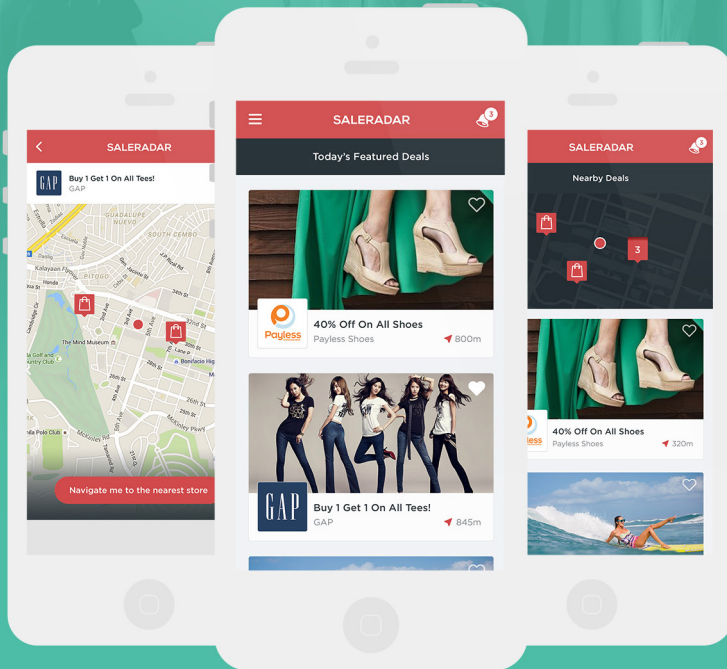
To give fans of OMG a location-based app that lets them discover great nearby deals.

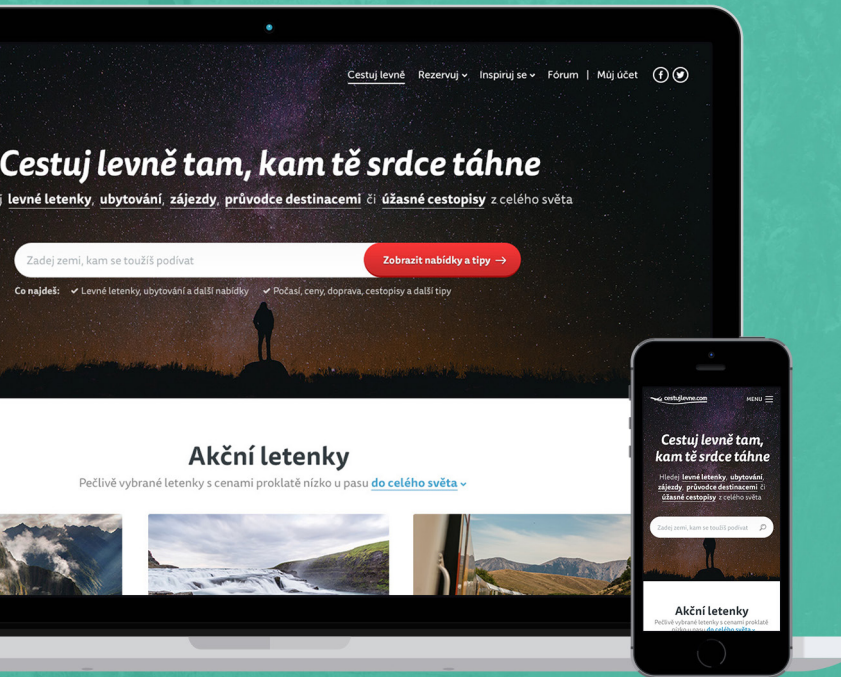
OUR SOLUTION

We've created an app that uses an always up-to-date database of current deals in all kinds of stores. Users can browse the deals either by current location or by easy to use search mask. They also get recommended picks from the One Mega Group curators.

"With digital publishing apps crafted by Argo22, we are more connected with our readers by giving them a great new tool to enjoy the content they love."

- Anne Bernisca, Head of Digital at One Mega Group





CASE STUDIES

CestujLevne

THE CLIENT

CestujLevne.com is the most popular and visited travel website in the Czech Republic.

THE CHALLENGE

To add valuable features, increase number of customers and strengthen their loyalty.

OUR SOLUTION

We started with market research that discovered new functions and content opportunities. Complete redesign of the portal brings a unique travel blogging experience, smart destination profiles for trip planners and increases revenue by optimizing the conversion funnel.

“On a half-year journey with Argo22 we discovered wishes hidden in our users minds. Analysis, designs and testing leads us to creating a revolutionary travel platform.”

- David Eiselt, CEO & Founder at CestujLevne.com



RESEARCH

We started with research to find out how people decide upon their next destination, buy flight tickets and plan their vacation.



NEW LOOK

We've completely redesigned the website to better use the power of images as a persuasive element throughout the whole portal.



PLANNING MADE EASY

As a new product we added interactive travel guides and personal itineraries that will help travellers with planning of their own adventure.



RESPONSIVE DESIGN

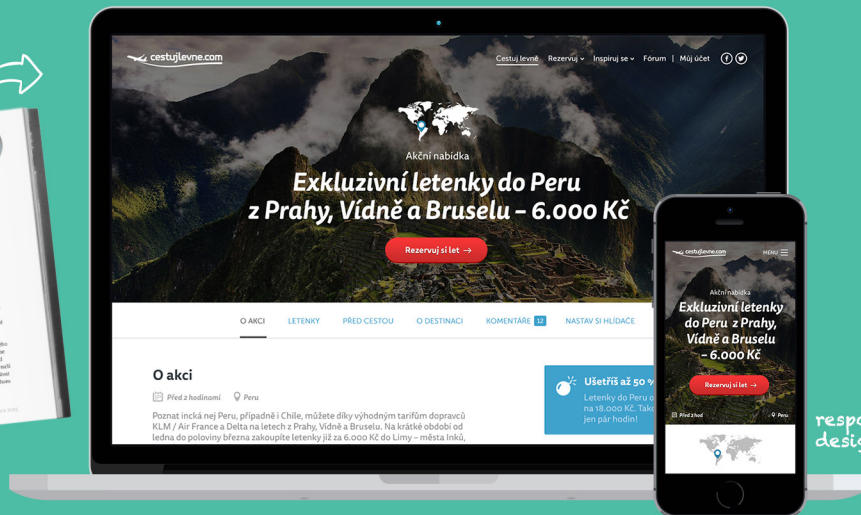
Website is usable and easily accessible from any device including smartphones, enabling users to use all features without any limits.



usable design & engaging content



market research



responsive design



CASE STUDIES

Octoppa

THE CLIENT

Our own product.

THE CHALLENGE

To create a platform for all performance marketing activities.

OUR SOLUTION

Octoppa makes collaboration between company and its promotion partners more effective. Partners are equipped with promotion material and get rewarded for every completed sale. Companies get a tool that handles payments to partners and provides valuable insights about their performance marketing activities.

“With Octoppa we launched our affiliate program within few days. We love the comfortable reporting, easy partner management and unlimited reward schemes options.”

- Milan Pleva, Online marketing specialist at Terms a.s.





ALL PARTNERS ABOARD

Octoppa is suitable for all kinds of partnerships, including affiliate marketing, referral programs or commission based partners.



SMART COMMISSIONS

Octoppa lets you set just any commission scheme for rewarding partners that fits your needs and works best for your business.



INVOICING SOLVED

As part of the performance marketing solution, Octoppa offers an integrated invoicing platform that will do the math and paperwork for you.



PRODUCT-READY

Trusted by major corporations (like E.ON) Octoppa is available to any company in search of new customers and sales.



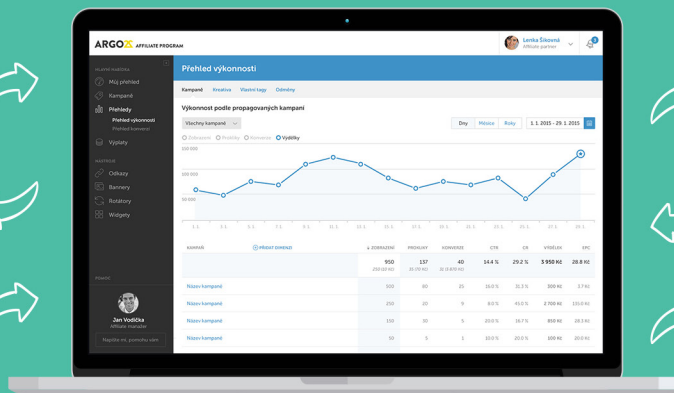
1. Company provides product information, sets reward schemes & uploads ad creatives



5. Company can see how many sales were generated by partners



6. Company rewards partners for completed sales



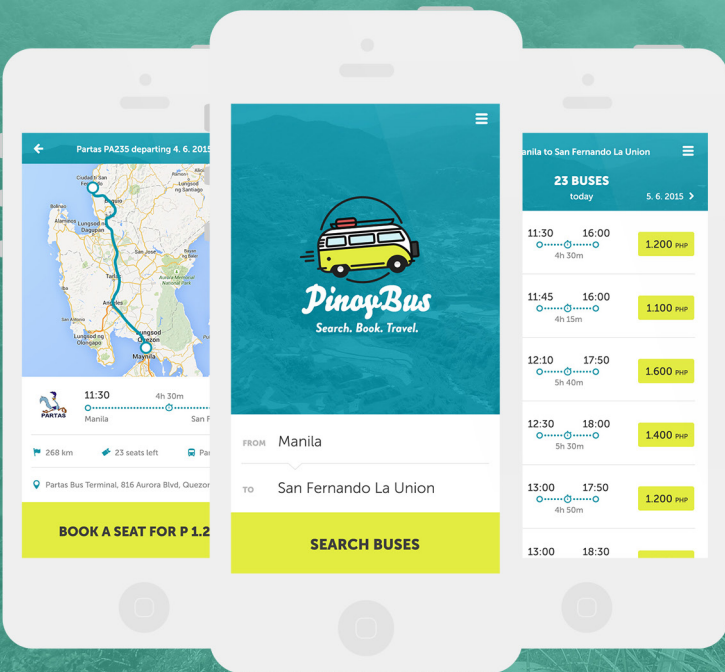
2. Partner chooses products he will promote and uses provided ads



3. Clicks on ads (displayed on partner's site) are tracked



4. When referred users make a purchase, partner is rewarded



CASE STUDIES

PinoyBus

THE CLIENT

Xitesource Inc. is an online marketing agency based in Manila, Philippines.

THE CHALLENGE

To start an online booking revolution among bus companies in the Philippines.

OUR SOLUTION

PinoyBus is a prototype of a future mobile and web application that will get rid of the hassle when booking a bus trip in the Philippines. It enables tourists and commuters to quickly find the best bus route and instantly book it to avoid standing in queues or missing better connection options.

“With PinoyBus prototype we can better promote our vision and find investors that will help us push the project farther.”

- Mikael Andre Degilla, CEO of Xitesource Inc.

ARGO22

The crew for digital adventures

Let the Journey Begin

The crew of Argo22 is ready
and eager to set-sail for you on your
next digital adventure.

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