

# PORTFOLIO

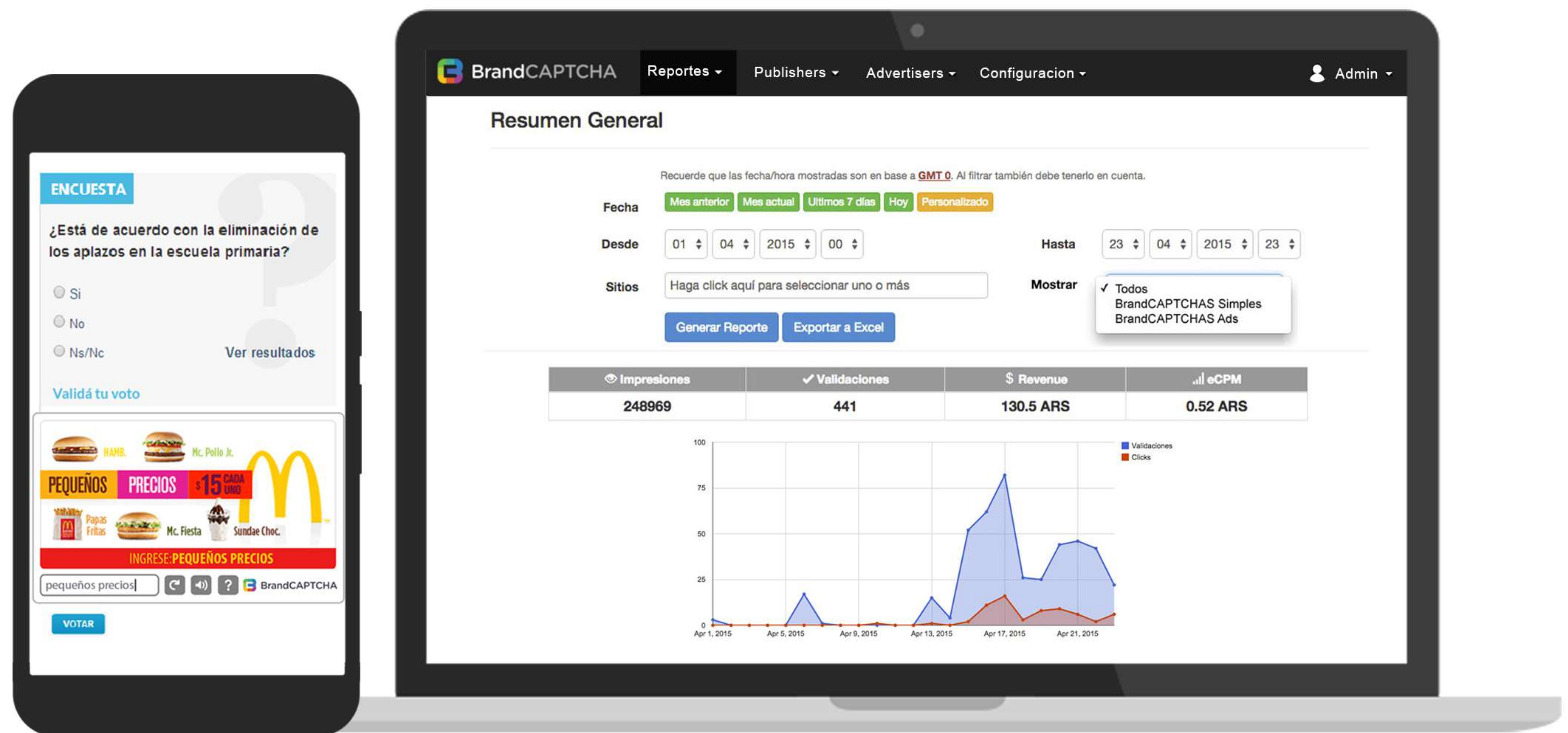


We turn great ideas into reality



## PONTAMEDIA / BRANDCAPTCHA

+ innovative CAPTCHA advertising platform for Latin America markets



## + Challenge

PontaMedia creates innovative digital marketing solutions.

They need a technological partner to help them build BrandCaptcha, a CAPTCHA AdServer Platform that provides services for Publishers and Advertisers, in order to connect brands with users.

Instead of having to decipher illegible codes, users must enter a brand message in the "Answer" field. Thus they validate that they are human and not bots.

Zarego became a main actor and finally took over full management and development process.

## + Key Features

- Branding & WebSite
- Web Management Interface for Admin, Publishers, Advertisers and Agencies.
- API Services
- Asset Monetization, Geotargeting, Fraud Protection & Security Engine
- Reporting, Tracking & Analytics Engine
- Multi-level User account management
- Publisher's SDK and Plugins (PHP, ASP, Java, C#.NET, Wordpress)
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

**Working continuously side by side for over 18 months, today more than 30 agencies, 80 brands and 500 publishers are using BrandCaptcha services, solving 10 million daily CAPTCHA Challenges.**

## + Services

Strategic Consulting, Software Development, Agile Project Management, Startup Tech Partner

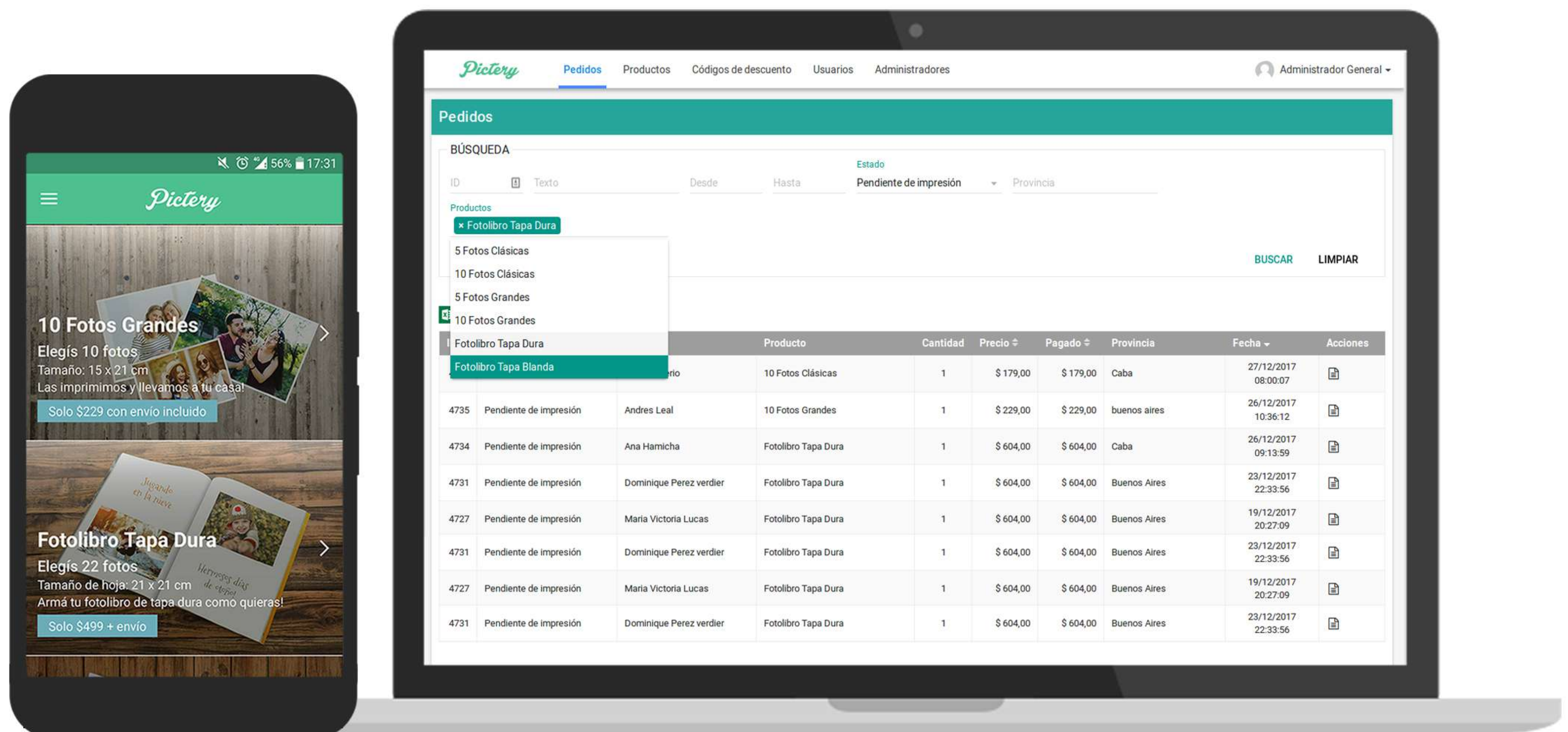
## + Technologies





# PICTERY

+ Photo Printing & Delivery Platform



## + Challenge

Pictery was born as an idea to find the fastest and easiest way to print smartphone and social network photos.

Pictery was looking for a technological partner to help them build an Android & iOS app, to allow users to choose between different pre-build products, customize photos for printing, prepare and pay orders for delivery to a specific location in Argentina.

For Order Management, Printing & Delivery, they also need a Web Management Platform to manage all workflow process.

Zarego became a main actor and finally took over full management and development process.

## + Key Features

- Branding & WebSite
- Web Management Interface for Admin, Productos, Orders & Payments
- API Services
- Reporting & Analytics Engine
- Multi-level User account management
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

Working for over 4 months, today more than 3000 active users are buying photo prints and photobooks through both apps.

## + Services

Strategic Consulting, Software Development, Agile Project Management, Startup Tech Partner

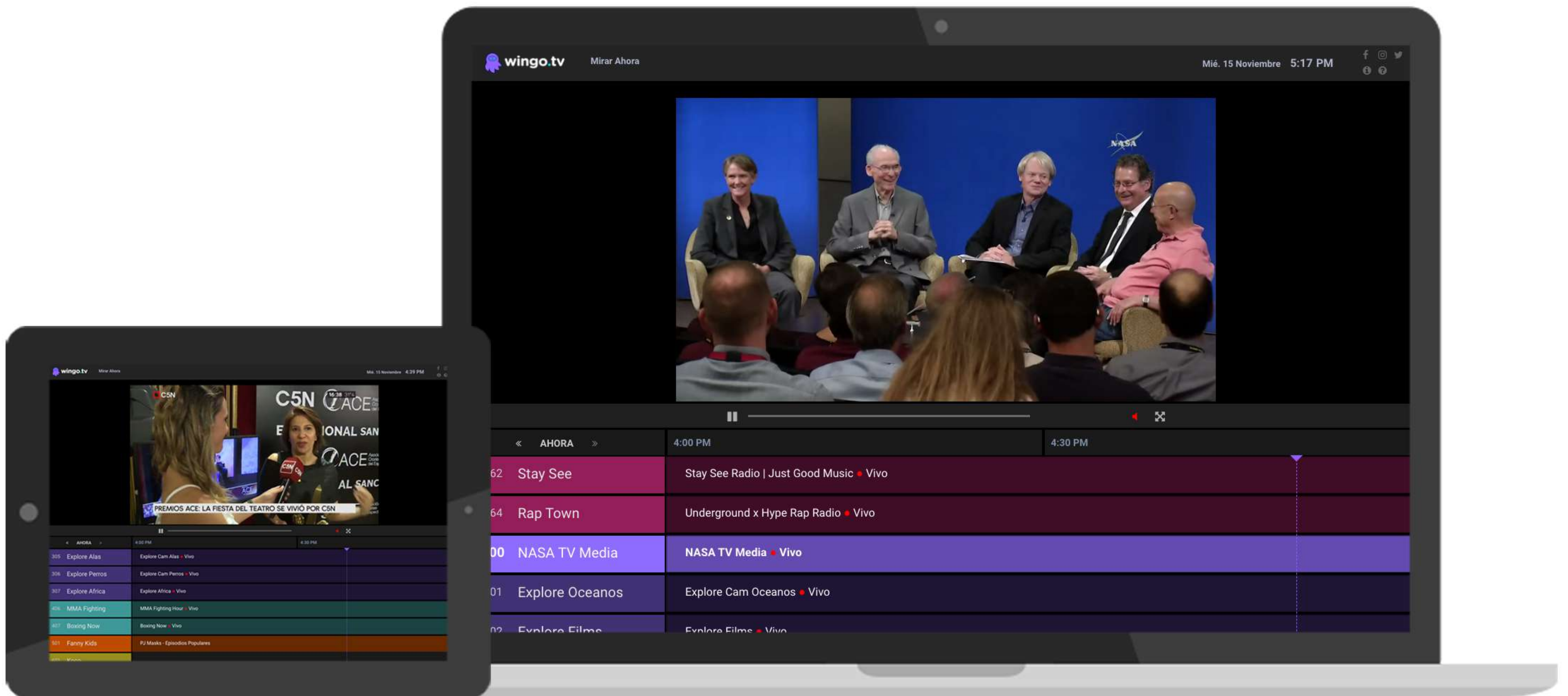
## + Technologies





## STARKUS / WINGO.TV

+ Multi Platform Video Aggregator for Spanish speaking audience



## + Challenge

Starkus was looking for a technological partner to help them build a Multi Platform Video Aggregator as an MVP, with exclusive and curated third party video content for Spanish speaking markets.

Wingo.TV was born for that purpose, allowing advertisers to promote related and demographic campaigns using advertisement placements. Also, Wingo.TV offers a subscription membership plan providing access to exclusive and Ads free content.

For channels administration, content curation & advertisement features, they also need a Web Management Platform to manage all tasks involved.

Zarego became a key player for development process.

## + Key Features

- Branding & WebSite
- Web Management Interface for Admin, Channels, Episodes, Video Content, Categories & Tags
- API Services
- Reporting & Analytics Engine
- Multi-level User account management
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

## + Services

Strategic Consulting, Software Development, Agile Project Management, Startup Tech Partner

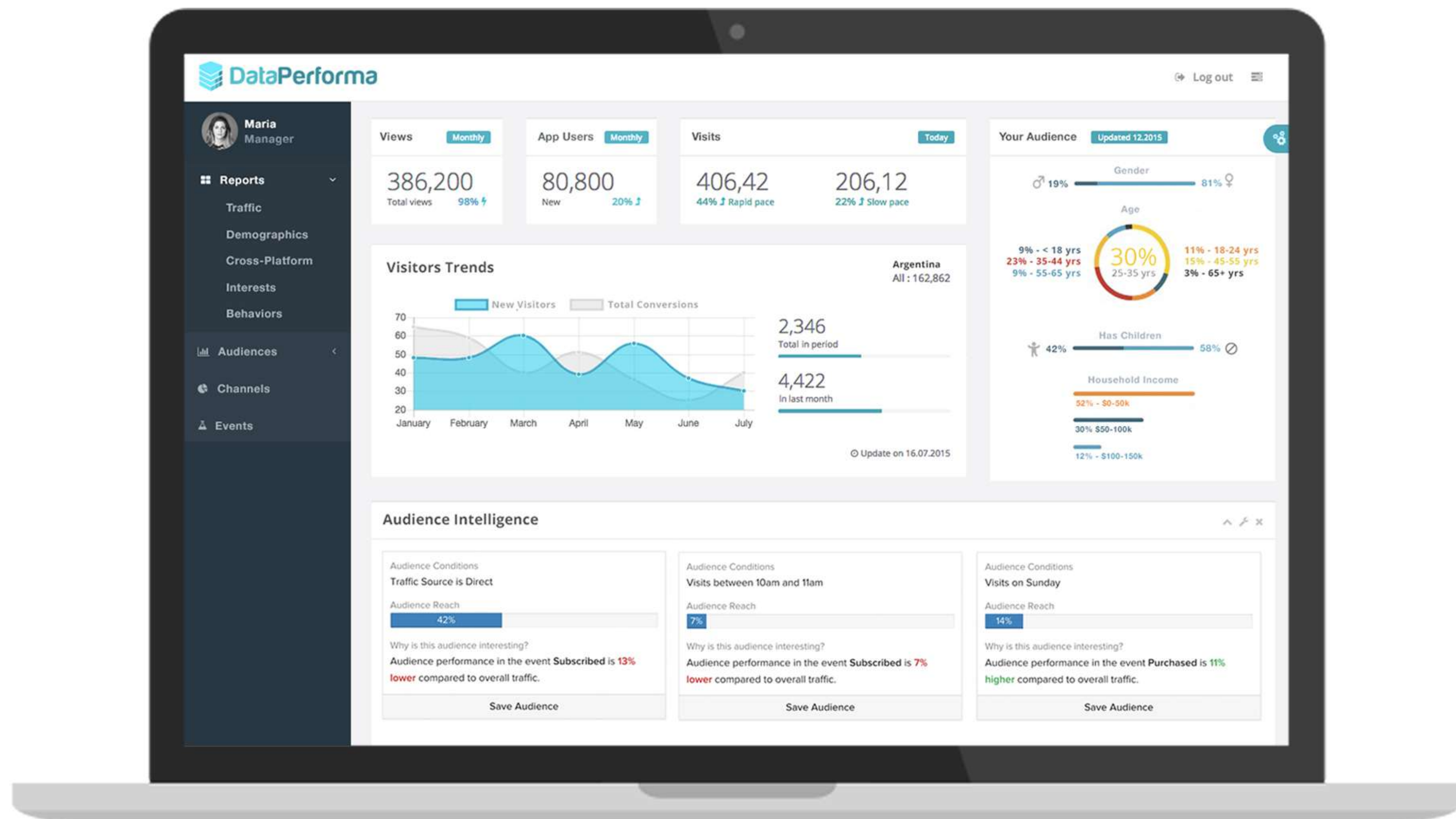
## + Technologies





# STARKUS / DATAPERFORMA

+ Data Performance platform for Publishers



## + Challenge

Starkus is a Startup Studio, focused in creating innovative technology companies.

They need a technological partner to help them build DataPerforma, a Data Management & Performance Platform. This platforms are used to create rich, custom data sets and more effectively target users for online advertising.

DataPerforma store and analyze data, providing information and services for Demand Side Platforms, Publishers and Marketers.

Zarego became a main actor and finally took over full management and development process.

## + Key Features

- Web Management Interface for Admin and Publishers
- API Services
- Reporting, Tracking & Analytics Engine
- Performance & Audience Engine
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

**Working continuously side by side for over 12 months, today DataPerforma collects and process more than 1 million daily user's information.**

## + Services

Strategic Consulting, Software Development, Agile Project Management, Startup Tech Partner

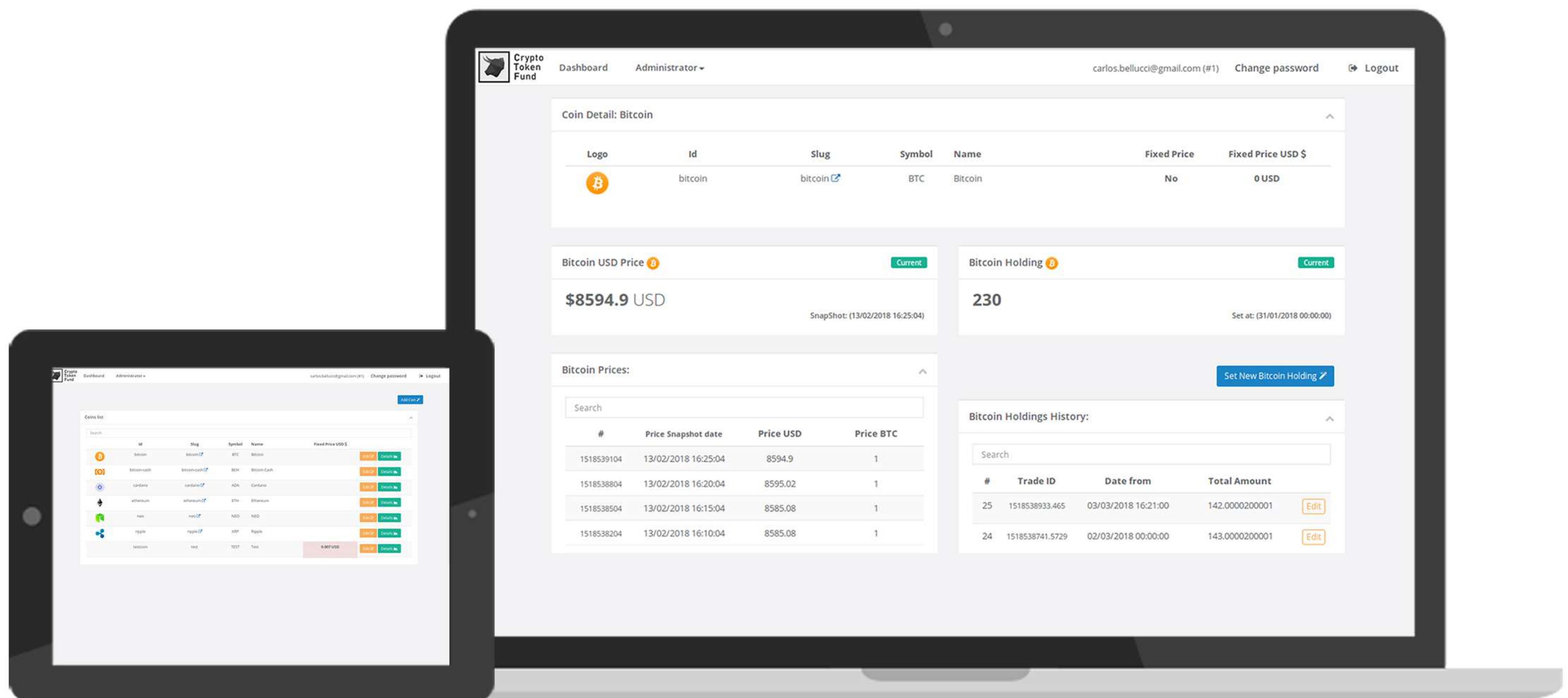
## + Technologies





# CRYPTO TOKEN FUND

+ Crypto Assets Index Fund Platform



## + Challenge

Crypto Token Fund was looking for a technological partner to help them build a crypto assets index fund platform, with exclusive access for crypto investors.

Crypto Token fund provides a way to track the performance of the crypto markets as a whole by holding a single crypto asset, 24/7 and with full transparency.

Zarego became a key player for development process.

## + Key Features

- Branding & WebSite
- Web Management Interface for Admin, Crypto Assets, Transactions
- API Services
- Reporting & Index Fund Engine
- Multi-level User account management
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

## + Services

Strategic Consulting, Software Development, Agile Project Management

## + Technologies





## AVATAR / THE WALT DISNEY COMPANY

+ Video Quiz Contest Platform



### + Challenge

Avatar was looking for a technological vendor to help them build a Video Quiz Platform for Disney, The main objective for this project is to provide a rebranding solution for multiple campaigns.  
Ex: Marvel Universe / Disney Mundo Violetta.

For video, questions and possible answers, they also need a Web Management Platform to manage all tasks involved.

Zarego became a key player for project management & development process.

### + Key Features

- WebSite
- Web Management Interface for Admin, Questions & Answers
- API Services
- Reporting & Analytics Engine
- AWS Production Environment Design for High Concurrency
- IT Monitoring Services

Working for over 3 months,  
more than 40000 users  
participates in both campaigns,  
usign web or mobile views

### + Services

Strategic Consulting, Software Development, Agile Project Management

### + Technologies





## AVATAR / NATURA

+ Co-Creando Learning Playbook Platform



## + Challenge

Avatar was looking for a technological vendor to help them build a learning playbook for Natura. The main objective of this project is to provide a learning & certification solution for Natura's sales executives.

For users, questions, answers and achievements they also need a Web Management Platform to manage all tasks involved.

Zarego became a key player for project management & development process.

## + Key Features

- Web Management Interface for Admin
- User Auth Natura's environment
- API Services
- Multi-level User account management

Working for over 3 months, every day users from Natura use this learning & certification platform in order to get updates about products and sales process

## + Services

Strategic Consulting, Software Development, Agile Project Management

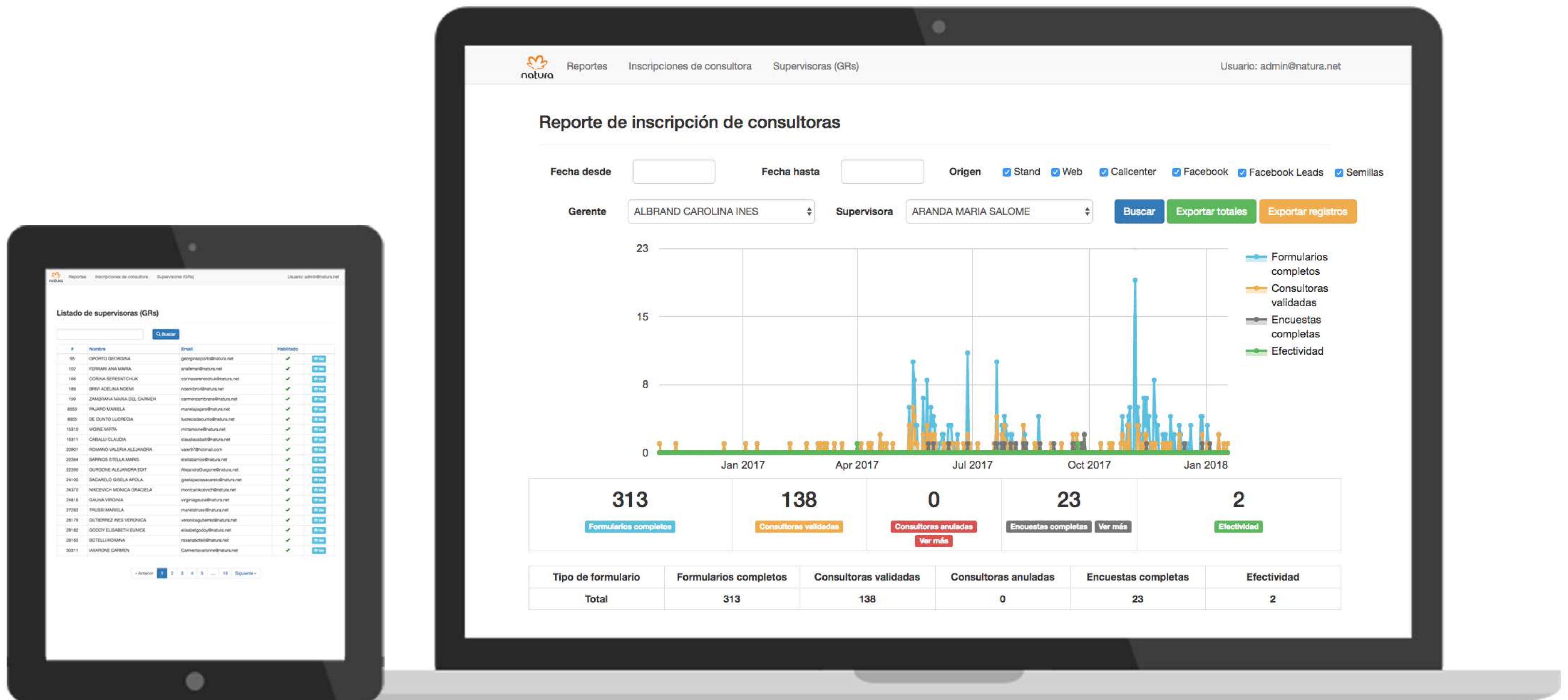
## + Technologies





## AVATAR / NATURA

### + Team Assignment & Reporting Platform



## + Challenge

Avatar was looking for a technological vendor to help them build an Assignment & Reporting Platform for Natura. The main objective of this project is to assign sales representatives to specific team for Natura's supervisors.

For users creation, subscriptions, assignment & reporting they need a Web Management Platform to manage all tasks involved.

Zarego became a key player for project management & development process.

## + Key Features

- Web Management Interface for Admin
- User Auth Natura's environment
- API Services
- Multi-level User account management

Working for over 5 months, every day users from Natura use this platform in order to assign sales representatives to supervisor's teams and to create performance reports.

## + Services

Strategic Consulting, Software Development, Agile Project Management

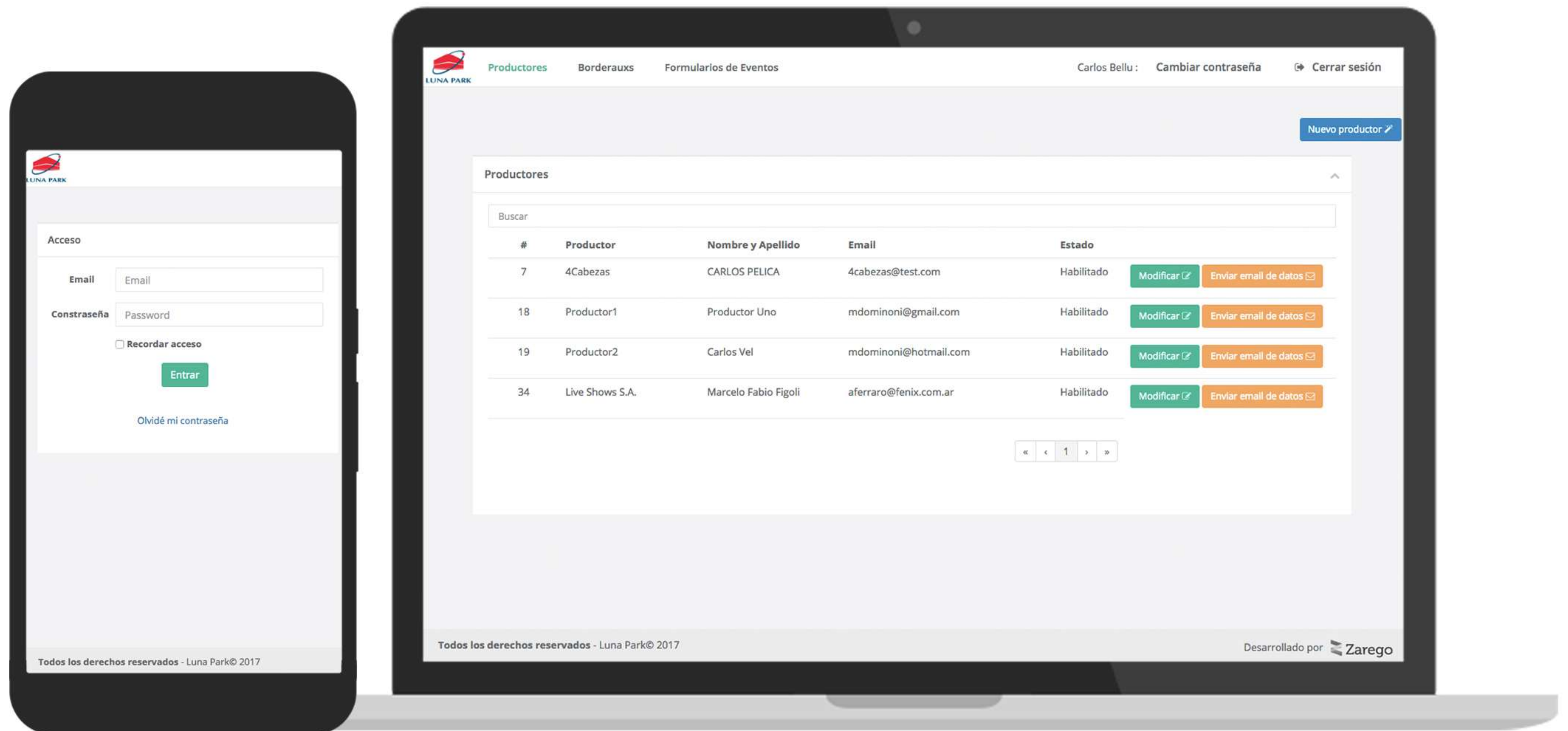
## + Technologies





# LUNA PARK

+ Event Management Platform for Producers



## + Challenge

Luna Park was looking for a technological partner to help them build an Event Manager Platform, to allow producers to create events and choose between different pre-build map configuration of the stadium.

Luna Park employee's uses a predefined workflow, validate all information needed to approve and publish all these events.

For accomplish this, they need a Web Management Platform to manage all workflow process.

Zarego became a main actor and finally took over full management and development process.

## + Key Features

- Web Management Interface for Admin, Form Event Data, Approval Workflow.
- API Services
- Multi-level User account management
- Cloud Production Environment Design for High Concurrency
- IT Monitoring Services

**Working for over 5 months, today all Luna Park Producer's are using this platform for event management.**

## + Services

Software Development, Agile Project Management, Strategic Consulting

## + Technologies







We make great ideas into reality

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