

# SAGRA TECHNOLOGY

About itself



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# 01. MISSION, VISION, MOTTO

## **MISSION**

We create with passion solutions that free your time, thoughts and place.

## **VISION**

We constantly feel the need for constant change, improvement and progress. We are driven by the desire to understand people and their needs, the processes in which they participate in. By harnessing the newest technologies, together with passion we support as well as improve the quality of work of our professionals. Our desire is to create solutions, which reach beyond the horizon, create new styles of work and allow us you to see what is invisible.

## **MOTTO, SLOGAN**

Business, wherever you are. The efficient communication in space is the basis of business success. Present times, require from us making quick decisions, rapid reactions. It is valid, to be able to change the rules of work and the type of collected information day by day. That is why, our solutions support to overcome so far barriers and rapidly provide suitable information. With us: wherever you are – you always know, what you do.

## 02. VALUES, WE BELIVE IN

### **PASSION**

Diligence , which is a result of our emotional engagement in company, results in the idea that our work provides us with joy and inspires each one of us to create- voluntarily and spontaneously. Together with enthusiasm as well as energy we unceasingly we seek for the implementation of unconventional ideas, to our own joy and satisfaction of our customers.

### **What passion means to us:**

- **INTENSITY**
- **JOY**
- **SELF-DEVELOPMENT**
- **DETERMINATION**
- **CURIOSITY**
- **EXCITATION**
- **PERSEVERANCE**
- **CREATIVITY**
- **PATIENCE**





## **RESPONSIBILITY**

It is a catalyst for positive change for us. We take responsibility for our actions. We know what should be done and we do it honestly. We attach great importance to both providing real benefits to our customers and caring for the company's interests. We constantly optimize the quality of our solutions and services. We strive for long-term relationships with clients based on a mutual trust.

### **What responsibility means to us:**

- **HONESTY**
- **TRUST**
- **FAIRNESS**
- **WISDOM**
- **EMPATHY**
- **COMMITMENT**
- **BONA FIDES**
- **MATURITY**



## FREEDOM

The mobility manifestoes. It is a prerequisite for creativity and development, providing free access to applications, services, and data from anywhere, at any time, on any device. It facilitates integration into social and business life. It facilitates the comfortable selection of all available options. Overcomes boundaries and barriers.

### What freedom means to us:

- MOBILITY
- CHOICE
- INDEPENDENCE
- LACK OF BOUNDARIES
- DECISION- MAKING
- LATITUDE
- OPEN-ENDEDNESS
- RESPECT
- UNDERSTANDING
- ACCEPTATION



# 03. SAGRA IN A NUTSHELL

**Company's name:** Sagra Technology Sp. z o.o

**Company was funded in:** 1988

**Target:** IT services and software

**Solution delivery model:** cloud computing

**Software class:** SFA ( SALES FORCE AUTOMATION), FFA (FIELD FORCE AUTOMATION), mCRM (CUSTOMER RELATIONSHIP MANAGEMENT), BI9 BUSINESS INTELLIGENCE).

**Target audience:** companies operating on the basis of a network of mobile representatives.

**Industries served:** pharmaceutical, food, cosmetic and chemical, building and decorative materials, others.

**Number of employees:** 80

## Headquarters:

22 Piastów Avenue, 71-064 Szczecin Poland

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## 04. ABOUT ITSELF

Sagra Technology was established in 1988. We are provided with mobile solutions supporting sales, marketing, and analytics. Our customers sell in a variety of models, in a wide variety of markets, which are also subject to frequent changes.

At Sagra, we know that no two entrepreneurs are the same, and that every businessman has his own beliefs and habits at work. We perfectly understand that an adaptive approach to changing business circumstances requires careful observation of changes, identification of opportunities and threats and making optimal decisions. We make every effort to ensure that all new initiatives and urgent changes can not only be planned, but also implemented in a short time. We provide clients with an unprecedented scope of independence in shaping all areas covered by our solutions. In other words, we pro-

vide them with tools, services, and knowledge, thanks to which companies can independently shape and efficiently implement adopted business strategies. Over 250 successfully implemented mobile solutions allow us to construct universal and flexible process definitions.

We are happy to share the acquired knowledge and insights, thus increasing the quality of management in entire sectors of the economy. We consciously shape market standards and transfer best practices between various industries. That's why we program opportunities. Thanks to this, our clients can plan, act, and analyses as and where they want. They are integrated with distributors. They have access to up-to-date and secure databases. They create, monitor, and carry out numerous sales and marketing activities. We support them in building lasting relationships with clients.

We don't do business at any cost. We invest the acquired capital in new solutions. We have our own unique place in the industry space. The role of technolo-



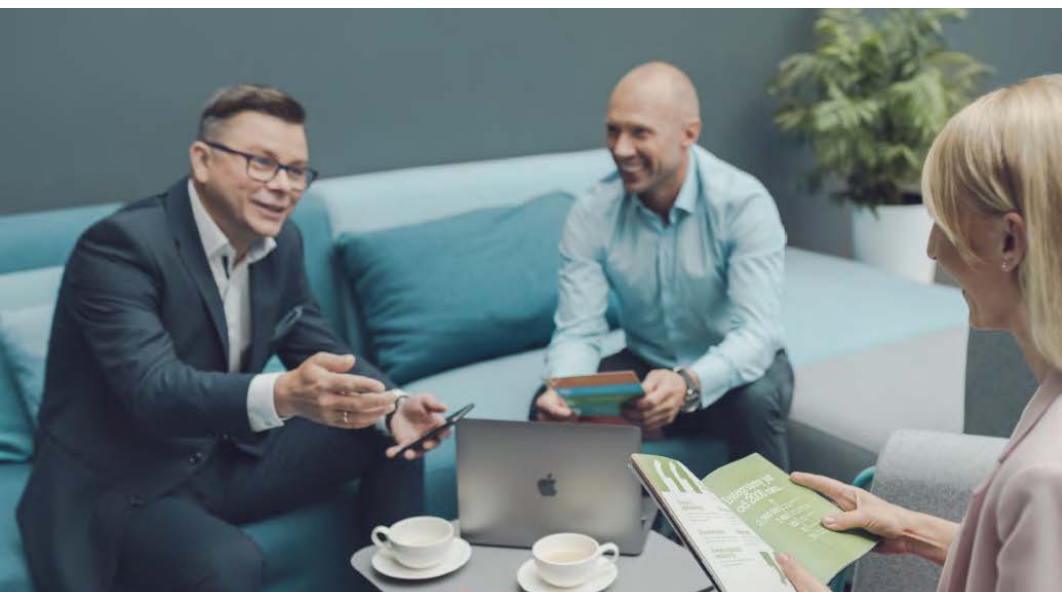
gy is to serve man. Make him free and independent. It is human thought that changes reality. That is why our solutions reflect the way people think. They are tailored to his needs, expectations, and ideas. If you think you want to do something - just do it. We will provide the appropriate tools. The world belongs to people who are open, creative, and active.

Today, the key to success is information and the ability to process it. The competitive advantage is mobility and responsiveness. We know this at Sagra Technology. The commitment of our steampunks, partners and customers has made us a leading provider of an ecosystem of mobile solutions offered in the cloud. Using the latest, innovative mobile technologies and devices operating in the cloud, our clients can - like never before - stay in constant contact with their contractors. We give freedom of action.

We give you a choice, and you can choose mobility, order and, at the same time, freedom in action. We use outsourcing. Our clients do not need their own IT

infrastructure. This is important because the amount of sales information collected by our customers that passes through our system requires security. Therefore, we introduced what is now called the cloud very early on. Moving in the space of modern technology is dancing on thin ice. It requires experience, knowledge and humility. After all, today's IT solutions become obsolete so quickly.

Therefore, our wealth for the future are people: their knowledge, skills and qualifications acquired at work. Our past and our achievements prove that we can create solutions that are ahead of time. Intuitiveness, security, integration with environments and applications, multi-layer architecture, independence from the platform and database producer - this is the result of years of work. We are closely watching the development of science. When the next breakthrough comes, we'll know it sooner.



## 05. OUR TEAM

Sagra Technology is a team of nearly 80 people. A well-chosen group of specialists. Among us there are consultants, analysts, programmers, advisers, specialists in the field of business and IT. Technology is a natural working environment for us. We move in it with many years of experience, passion, meticulous and in a consistent way. We are a strong mix of diverse temperaments, views and competences that are harnessed into common ideas (or easily transformed into a common idea in the process of creating a product). Each of us has extensive knowledge in our field and we are constantly discovering its new dimensions. We complete each other. We are passionate about the challenges faced by our clients and together with them we create solutions for them that we constantly improve.

## 06. STORY WRITTEN IN A CODE

Our story is a story that we program all the time. About how we absorbed inspirations and how we composed them for others. We can approach great matters with a child's imagination, but also with seriousness and diligence. We are solution charmers, we focus on design thinking. This means that we are stepping into the shoes of our contractor. We create an ecosystem for him, within which he can efficiently manage his business.

### **Year 1988**

In Poland, „late Rakowski”, but freedom is through the skin. It won't be long anymore. The gray streets must finally take on colours. Sagra Sp.z.oo is being built in Szczecin. There is so much to do. We have so many great ideas. Today we remember those days saying „pioneering times”.

Every day we felt as if we were leaving the first human footprints on an unspoiled beach.

### **Brand new world**

- It started in Japan. I was there thanks to scientific contacts between the Szczecin University of Technology and the Japanese company Akiro Fujimoto - says Janusz Pribulka, president of the board of Sagra Technology - It was a completely different world. Remarkable, modern, bursting with freedom. Tokio surprised me with a frenzy of colours: there were lots of light outdoor advertisements everywhere. It was then that I decided to do something like that in Poland .... I came back from a research trip in Japan, where I noticed movable LED displays, which became common in Poland much later, e.g. in exchange offices, and I came up with the idea to produce and sell such displays in Poland. With my friends from the university, we set up a company and with LED strips we went to the now non-existent Pomeranian Credit Bank. On the

bank's side, however, there was an expectation that we would not be delivering stripes, but whole rectangular signs measuring from one meter by one meter to two meters by three. The bank was to display information for customers on them.

We delivered the boards and in this way we displayed the first large-format advertisements in Poland in Szczecin. In the 90s, a large board displaying real-time information about air pollution was hung at the Brama Portowa in Szczecin. It was also our work. We imported the components from Taiwan. After all, there were so many of them that we had a bonded warehouse at Berlin's Tempelhof airport. When we started out, only red leds were available. Then green came, then blue, which made it possible to display the full color palette. But then we withdrew from this industry. In 1993, new LED technologies, projectors and other expensive solutions appeared. The market could only come into existence by acting on a huge scale. And we didn't have any money for that.

## **A key to knowledge**

- I have always been hungry for knowledge. Since I was a child I have been drawing it from all possible sources, from every available publication. It is emotional when I recall such titles as „Młody Technik „ or „Horyzonty Techniki“. These were my windows to the world. Magic places. Then, thanks to my research work at the Szczecin University of Technology, I kept in touch with scientists from Japan and the United States.

I had access to knowledge about the latest solutions, research results, information about modern technologies. Knowledge is the key to reality. Thanks to modern solutions, we have managed to store and systematize it.

In 1998, a historic undertaking took place in Szczecin, in which a dozen or so regional institutions, offices, public services and enterprises participated. They were connected by Sagra, inspiring them to create the first geographic information system (GIS) in Poland based on the company's proprietary technological solutions. Each institution

in the same space has introduced data about its activities that are important for everyone. As if on the same surface - e.g. a city map - many decals were applied. When they are placed on top of each other and firmly connected with each other, a rich, diverse, multi-coloured mosaic of information, events, places, objects and meanings will be created. In this way, the Szczecin Economic Information System was created, which proved to be perfect during the memorable flood. A year later, we published the first geographic collection of information and statistical data about our country, called „Poland 1999”. Many of our geographic information systems have been developed since then. And we have been passing the view on Poland to this day.

## **Mobility is a challenge**

- In 1998, we made one of the most important decisions in the history of Sagra. We decided to build the first mobile solution. At the beginning of the 1980s, there was

neither a company in Poland that could create a mobile IT system, nor a customer who could buy and implement it. There was even no awareness that something so unusual could be created. Ten years later the first handheld computers appeared and everything changed. We have entered a new dimension of communication.

In the early 1980s, Janusz Pribulka built a portable electronic measuring cup with a meter for counters in the port of Hamburg. For port workers, it was only a tool for determining a freight rate by measuring the volume of the cargo. For the president of Pribulek - then a researcher at the Szczecin University of Technology - the solution that laid the foundations for the creation of the first mobile information systems. The people of Hamburg only needed a good working tool.

Efficient and modern. They got an excellent tool: built in 1981, the device was equipped with a microprocessor, printer, keyboard, retractable ruler, measuring handle and it could fit in the palm of your hand! It was ahead of



its time. A few years later, Sagra specialists - inspired by the boss - started working on a pioneering solution that would combine software, for example in a PDA, with software inside the company. The solution integrating both systems (internal with external, handheld computer) could be used in the work of enterprises employing field salesmen. It was possible thanks to the fact that from the beginning of our activity we produced both hardware, i.e. computers that controlled displays, and software, i.e. software that allowed to display content and manage this device. These skills allowed us to create Emigo, used by hundreds of modern companies in Poland.

The solutions used in Emigo change the world. The new dimension of communication allows companies to sell not where their headquarters are, but where their customers, partners and employees are. Productivity is increased, costs are reduced and employees can complete their tasks efficiently. But this is only the first step. In the future, mobile applications such as Emigo will be used by virtually every modern mobile phone owner.

## **Power of integration**

In 2005, an idea appeared to integrate the manufacturer's systems with their counterparts on the distributor side. Earlier, representatives on the market were employed by wholesalers and sold various products. The manufacturer had no knowledge of its own resale. It was not possible to plan production, deliveries, and study the results. The first step to change was the appearance of a new sales method - preselling - indirect sales by manufacturer representatives. These were the initiatives of big players on the market, such as Colgate and Henkel. In the beginning it was a mixed system, the representative was a warehouse employee, but he had the manufacturer's system on the terminal. Sometimes he could work with two terminals, collecting orders even for competing companies. Changes were necessary. Communication revolutionized on the market - the manufacturers' systems were superordinate systems. Now the manufacturer had knowledge of selling and reselling. He could counteract abuses, plan production, introduce marketing activities. Integration discovered

many inaccuracies, indicated further areas for changes and improvement. During the data exchange through the Integra channel, numerous doubles appeared in the manufacturers' files. There was an idea to build a customer base to minimize errors.

### **Database of good address (2008)**

The pharmaceutical market exerted the greatest pressure on the creation of database services. The first extract prepared for customers was the Ipokrates Apteki database. It was an extract of data that was easiest to verify - there were many sources to rely on. Another excerpt is the Doctors' Register. The pharmaceutical industry is very orderly and formalized - thanks to which a good product could be created.

The derivative is the Winpoint database - a more difficult sentence, because all verification of customer records had to be carried out by collecting information directly from the market.

### **Spoivo**

Knowing that the role of data in business is becoming crucial, in 2019 we started working on a solution that would allow manufacturers to become true „data driven organizations“. To make this happen it was necessary to create a tool which would connect sales and purchase data from various sources with our customer's data. That's how, a year later, we presented Spoivo - a comprehensive integration platform. It was design as a set of services from which a client can choose the right set for his needs. Data Integration from Retail and Pharmacy Chains, Sales Identification Service, Discounts Settlement, Category Sales, Sellout and Stock - these are just some of them, and the Platform is constantly developing.

### **Stories written in data**

Our solutions brought manufacturers, distributors, and retailers closer together. We covered more and more sales areas through digital, automated channels. This resul-

ted in huge amounts of data flowing between cooperating entities. Therefore, it is time to organize your data. This provided our clients with an insight into hidden, inaccessible, and important information. This is how the Biqsens analytical platform was created. The uniqueness of this solution is the possibility of bundling data coming from virtually any source, system, in real time into one whole. This allows for a perfect overview of the current business situation of the enterprise in a very broad perspective. This gives you the ability to make business decisions faster than ever before.

## **Power Translate**

In 2021, we presented our latest solution, which was born not only from the market needs, but also from our own experience. Like every company that operates in an international environment, we had to find a way to overcome language barriers in our daily work - especially in the area of data analysis. Manual translation of reports made in

Power BI turned out to be extremely time-consuming. That's why we have created a simple, but very effective tool that can translate the visual elements of the entire report in a matter of seconds, when a person needs several hours to complete that. Power Translate not only automatically translates phrases in reports into almost all languages of the world, but also allows you to use your own nomenclature. In this way, we help organizations operating in many countries to improve the flow of information and speed up work - so users can focus on what is most important in the data - acquiring knowledge.

## **Many years have passed**

We're part of the Microsoft generation. We are technological peers. For many years we have been developing based on the same knowledge, experience, and information as the great global giants of the IT industry. We benefit from the same achievements of science thanks to contacts with the same scientists. Our products are pio-

neers in the industry. Only that we have been introducing modern technology into the Polish reality for many years. Into a space that needs our help. That is why Microsoft provides us with its official, partner, technological support. We use this support actively, which has resulted not only in many years of cooperation with Microsoft, but also in honoring our efforts with awards (2005 Microsoft SQL Server Award, 2009 Mobility Solutions Business Applications Partner of the Year, 2016 Partner of The Year Applications, 2017 Country Partner of The Year) We have many years of experience behind us. Our reality has changed. We participated in these changes: we gave them direction; we were ahead of their time. We are still in Szczecin. We have a good team, an amazing offer, great ideas. We have a rich history and a promising future. And times are always pioneering in our industry. We go our own way. We are distinguished by the way we create solutions. Our products were created thanks to work and creativity. We keep improving them. We offer training, service, consul-

ting, we integrate the system with others, we dedicate studies to individual customer needs. The number of implementations of our mobile system in Poland is growing dynamically. Our success is a matter of speed. We often work differently from the trend. We are one step ahead of the market by technology.



# 07. WE PROGRAM POSSIBILITIES

## **EMIGO PLATFORM**

### **Emigo Core SFA**

It supports and automates daily tasks. Improve efficiency and productivity of sales teams. Organizes and manages the work and relations. Helps to plan, act, and analyze, thereby makes achieving goals easier.

### **Emigo Smart Workflow**

It ensures optimization of sales processes. Without the need for programming, Smart Workflow Processes allow users to manage the most important areas of sales strategy. Perfect Store, Coaching, Discounts and Exchanges, Local Actions. Everything adjusted to specific needs.

### **Biqsens**

It uncovers the data, allowing to gain knowledge which was hidden or available only to a part of company.

Creates a comprehensive source of information. Everyone in the company draws conclusions from the same picture of reality and makes informed decisions in line with the existing challenges, opportunities, and goals of the organization.

### **Integra**

It integrates manufacturer with distributors. Automatically transfers orders from the manufacturer's Emigo system to its distributors' warehouse systems. Provides information about stock levels. It confirms the realization of each order item. All information flows in real time.

### **Ipocrates**

Provides an up-to-date list of pharmacies, pharmaceutical wholesalers and health care centers as well as specialist



data on doctors, dentists, pharmacists, nurses and midwives. It allows you to perform various activities, for example related to the promotion of a drug or the delivery of current clinical trials.

## Winpoint

It contains up-to-date contact details of retail outlets, allowing you to reach them quickly and without errors. Constantly updated, it reduces unnecessary costs. You can select a specific customer at any time and take the desired action: make a phone call, send an e-mail, or place an order.

## SPOIVO PLATFORM

It integrates sales and purchase data from various sources with the manufacturer's data. The data is reduced to the format and dictionary you use, and above all, ready for in-depth analysis.

## Power Translate

A tool for instant translation of visual elements of reports made in Power BI. In matter of seconds, it automatically translates titles and headings, buttons, names of measures and columns, page names etc. of the entire report. It allows you to specify your own nomenclature. It improves the flow of knowledge in the organization and reduces the time of translation.<sup>08</sup> We support many companies' business

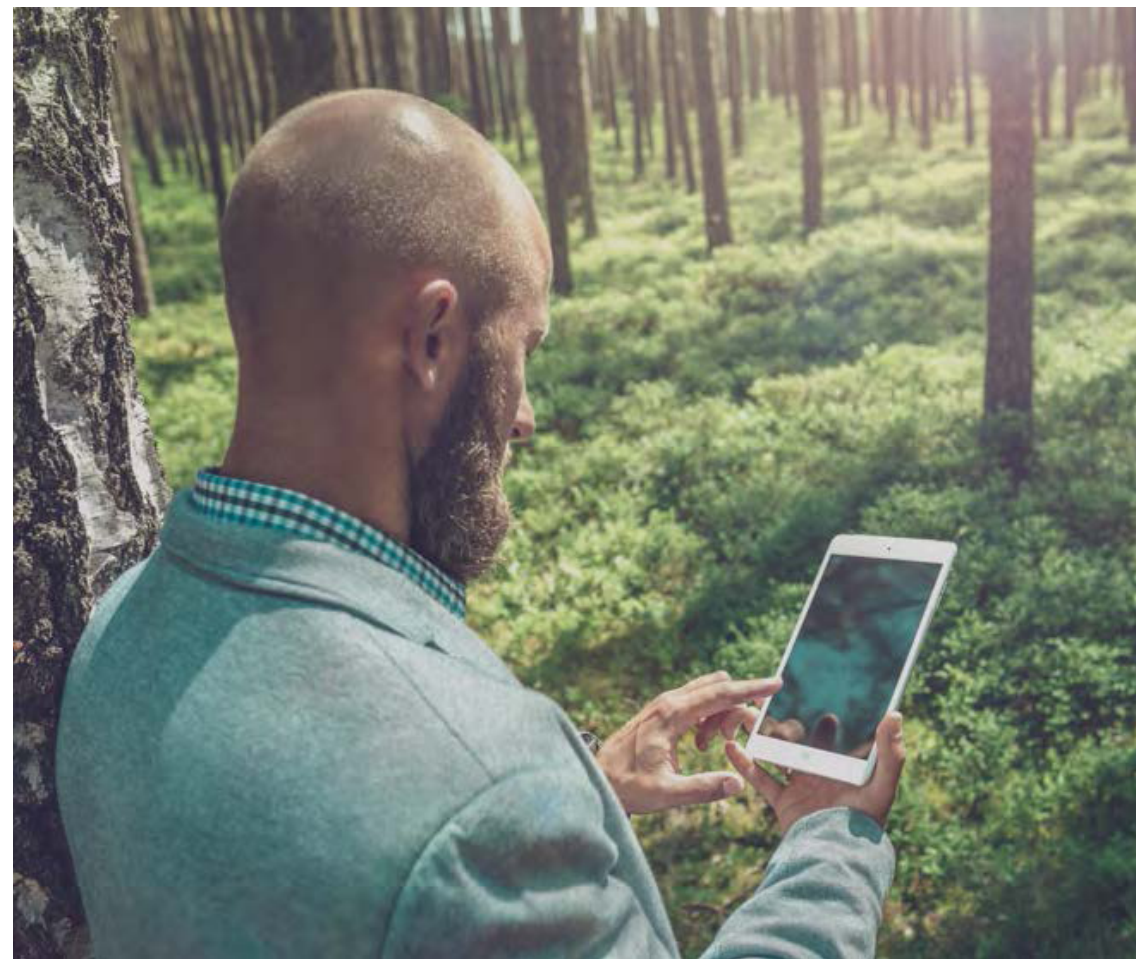


## 08. WE SUPPORT BUSINESSES OF MANY COMPANIES

We are engaged in acquiring satisfied business partners. We implement our solutions in companies looking for freedom, mobility and technology that supports people and increases efficiency. Our clients are companies with an established position in the industries. Their success and satisfaction are the best references. We also care about the development of our region, cooperating with other companies from the West Pomeranian IT cluster with the Economic Council appointed by the Mayor of Szczecin and creating a team for modern services. We know that taking joint actions aimed at promoting Szczecin as an attractive labor market will enable all of us to develop in the future.

The full list of clients is available on our website

[www.sagra.pl](http://www.sagra.pl)



## 09. WE ARE AWARDED, AND WE RECEIVE MANY CERTIFICATES

- Godło Jakości - 2021 r.
- Best in Cloud - 2021 r.
- Gazele Biznesu - 2021 r.
- Złota Innowacja - 2020 r.
- Best in Cloud - 2020 r.
- Gold Data Analytics - 2019 r.
- Biznes pod banderą sukcesu - 2019 r.
- Certyfikat ISO - 2019 r.
- Gold Cloud Platform - 2018 r.
- Factory of the Future - 2018 r.
- Store of the Future - 2018 r.
- Country Partner of the year - 2017 r.
- Partner of the year Applications - 2016 r.
- Gazele Biznesu - 2016 r.
- „Diamentowy Matrix” - 2015 r.
- Microsoft Gold Certified Partner - 2015 r.
- Certyfikat wiarygodności biznesowej - 2012 r.
- Gazele Biznesu - 2012
- Złote Anteny Świata Telekomunikacji - 2012 r.
- Certyfikat wiarygodności biznesowej - 2011 r.
- Microsoft Gold Independent Software Vendor - 2011 r.
- Windows 7 Compatible - 2011 r.
- Certyfikat wiarygodności biznesowej - 2010 r.
- Diamenty Forbesa - 2010 r.
- Gazele Biznesu - 2009 r.
- Pierwsze miejsce w kategorii Mobility Solutions Business Application Partner of the Year - 2009 r.
- Gazele Biznesu - 2007 r.
- Microsoft Gold Certified Partner - 2006 r.
- Zwycięzca programu Microsoft SQL Server 2005 r.
- Microsoft Certified Partner - 2003 r.
- Wyróżnienie w ramach Inicjatywy .NET - 2003 r.
- Certyfikat Designed for Microsoft® Windows® for Pocket PC - 2003 r.
- Certyfikat zgodności Systemu Jakości z normą ISO 9001: 2000 - 2003 r.

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