



VIRTUAL
SOFTWARE
FACTORY

Co.

Whatever you want, whatever you need,
we can make it happen

Digital and Professional Services Presentation



By:



GERRYSPINCH
Social & business



We are a company that was born at the end of 2019 with the aim of promoting MSMEs by helping them find their way in different areas of specialization with highly experienced teams in different branches.

Passing through the pandemic, our objective was strengthened, and we continue to provide the best strategies in digital, development, operational and social areas to grow our clients with tailor-made solutions.





OUR PHILOSOPHY

WE VALUE THE EFFORT OF OUR CLIENTS WHILE THEY ARE OPERATING THEIR BUSINESSES.

Honesty



Honesty in our solutions governs us, we will always give you the best proposal.

Work



Work feeds us, helps us build our creativity and provide better solutions.

Solution



We care about analyzing your requirements and giving you the best solution options according to your needs.

Enthusiasm



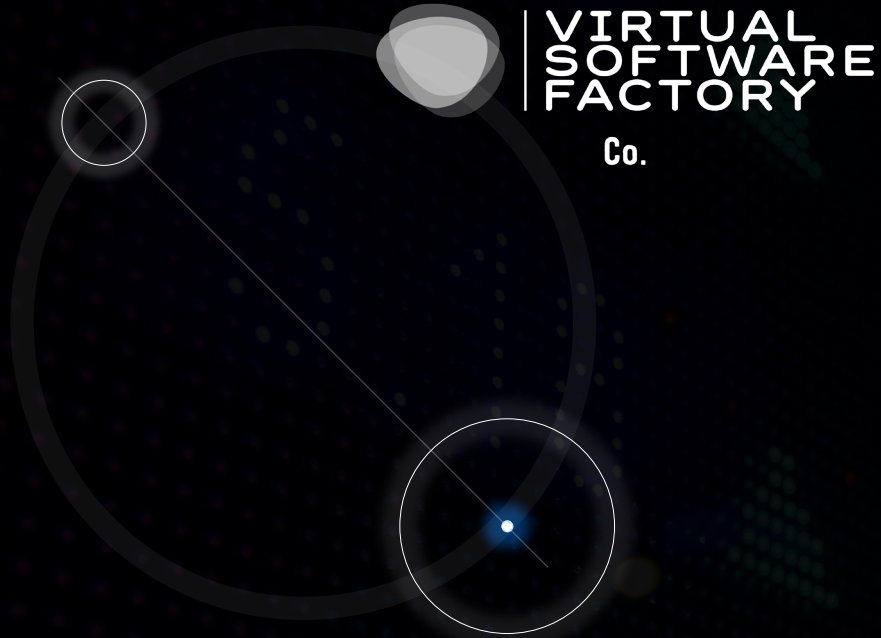
Optimism and good humor always characterize us, it is part of our work methodology.

DIGITAL TRANSFORMATION



What do we do?





SOLUTION TYPES FOR WEB DEVELOPMENT & E-COMMERCE

Design Thinking

We handle WEB designs made to measure, modifiable in content and colors, 100% adaptable to the needs of the company and the design that is required. Designs generated by our Special Design team.

Web Architect

We also develop directly from code, using different frameworks such as HTML, PHP, JAVA, with our Web Architect team, consisting of Back End and Front End developers and specialized designers.

Development Methodology

Through the acquired experience we have developed our own work methodology based on project management methodologies. From requirements gathering, through analysis, development and testing to putting your application into production.

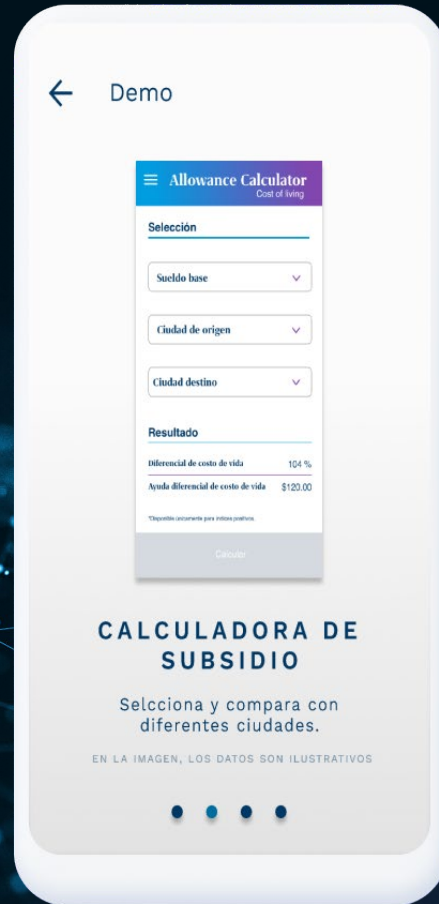
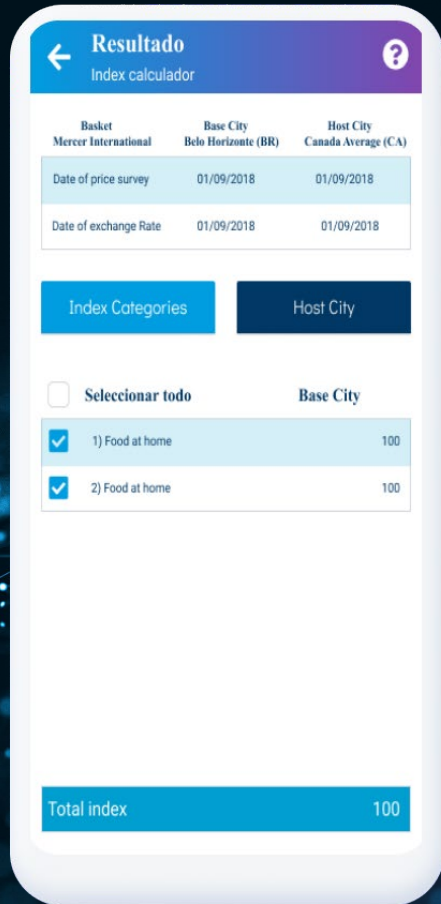
Development Process

Through repositories and versioning, we make development a version and change control process to always have the necessary support. Using means like GitLab and different frameworks like PHP, JAVA, LARAVEL among others.

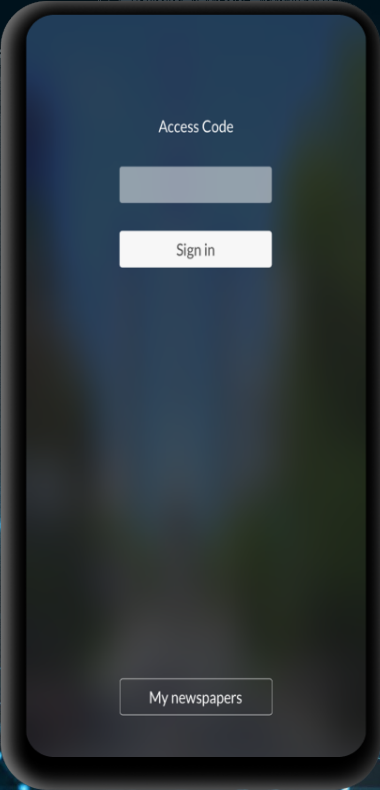
SOLUTION TYPES FOR APPLICATION DEVELOPMENT

SOME OF OUR APPS

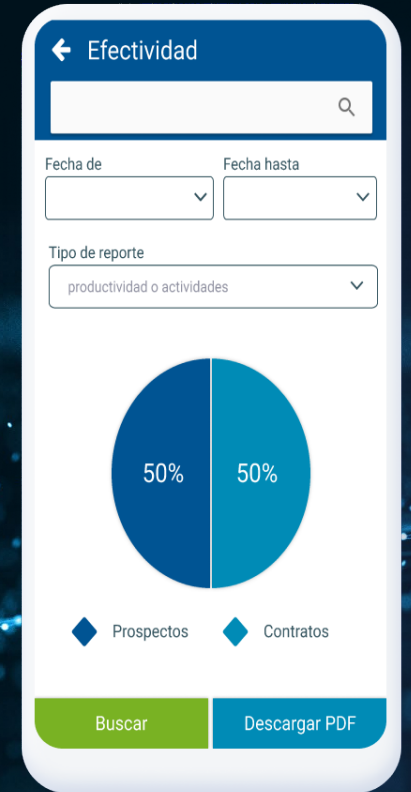
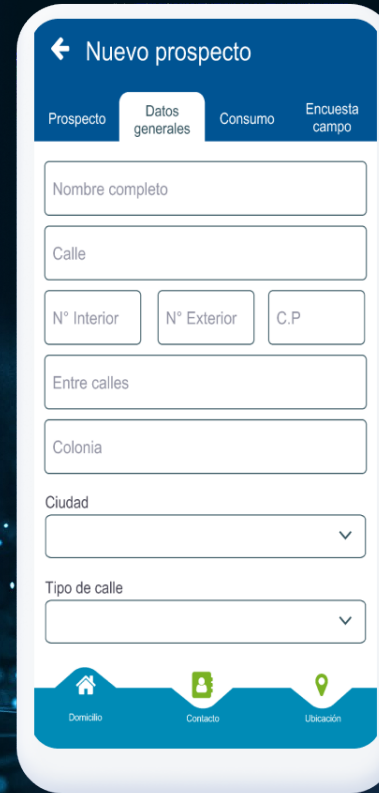
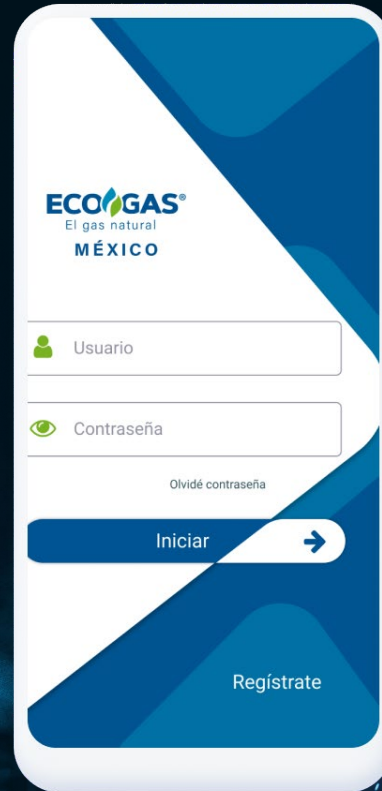
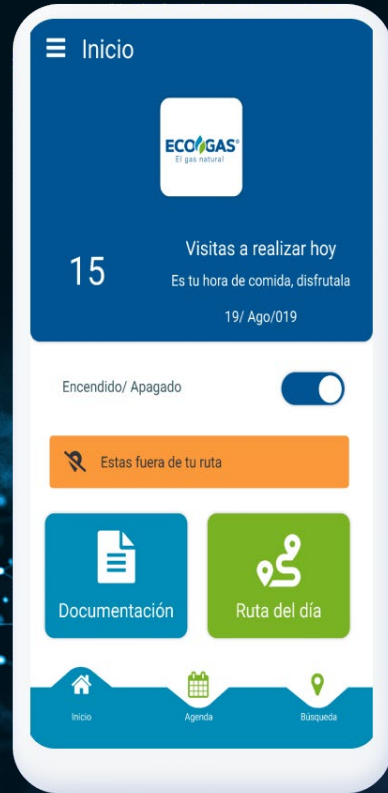
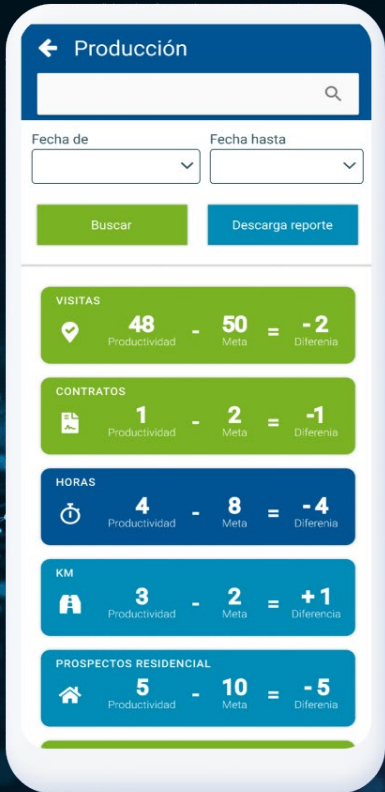
Mercer



Prime Guest



Ecogas





WE WORK WITH A LARGE NUMBER OF FRAMEWORKS AND SOLUTIONS IN THE CLOUD



ADVANTAGES AND VALUE ADDED

WITH THE IDEA OF GENERATING A GREAT SERVICE, WE EMPHASIZE ON THE FOLLOWING POINTS:

GENERATION AND DEVELOPMENT OF THE NECESSARY LANDINGS.

A. GROW YOUR WEB TO YOUR NEEDS

Without limits but with recommendations

UNLIMITED EXCHANGES FOR 1 MONTH.

B. PHOTOS, COLORS, TEXTS, MODULES

Always with the recommendation of our designers and developers

PLATFORM PREPARED FOR FUTURE CHANGES.

C. FUTURE INTEGRATIONS AND NEW FEATURES MAY BE INTEGRATED

Galleries, administrative systems, employee records, e-commerce etc. they may be integrated in the future.

Our personalized service + 1 month warranty + the necessary development documentation, makes the Project an excellent experience.

PROJECTS

01

Initial Stage

The conditions and scope of the project are established, and designs and domain are decided.

02

Planning Stage

Information, texts, images will be requested (format to be filled out) with certain times and structure as functionality will be planned

03

Execution Stage

The mock-up of the website is made with the information presented and the different functionalities are developed and integrated.

04

Review an Testing Stage

Internal tests of applications, integrations and platforms are carried out and a test league is generated. Test league is delivered to client for testing and review. Customer must provide VoBo of website.

PROJECTS EXECUTION

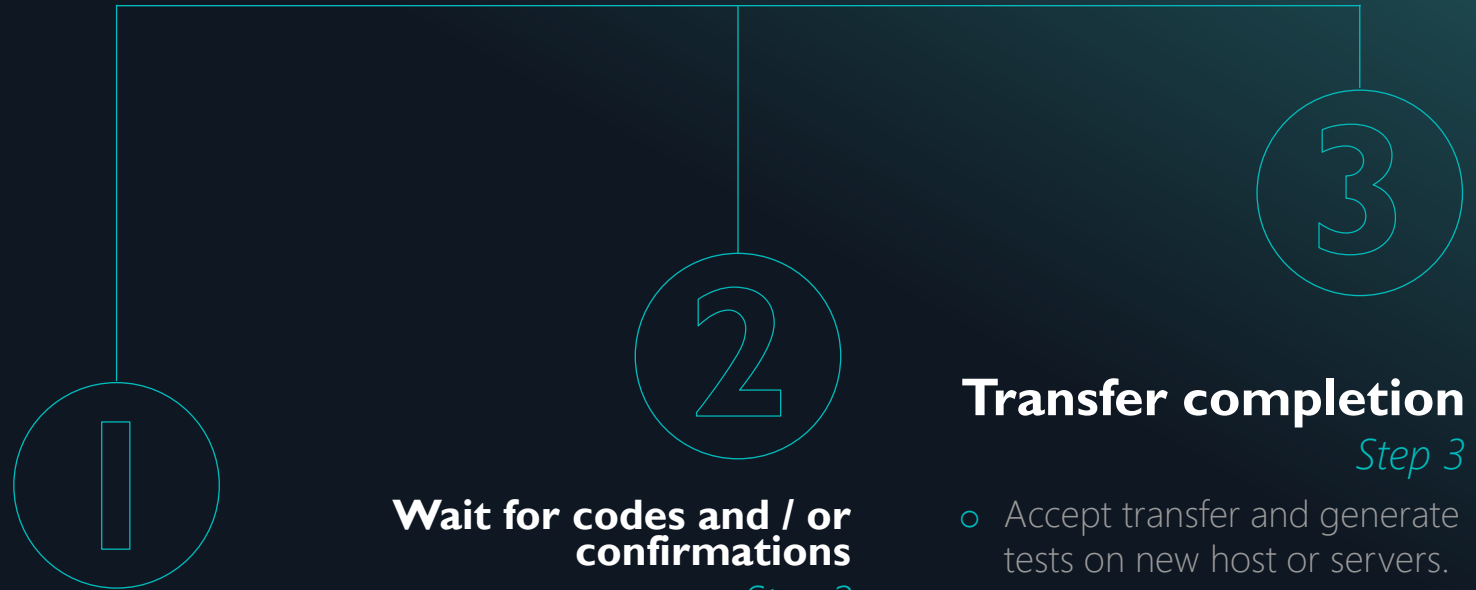
Our seriousness about projects is the key to our success.

05

PRODUCTION

Service Migration

In case of changing the provider of the WEB page or Cloud Services by Web



Unlocking domains *Step 1*

- Unlock domain to migrate
- Make the request on the current host and configure DNS on the new service.

Wait for codes and / or confirmations *Step 2*

- Wait for security codes.
- Start domain transfer or migration

Transfer completion *Step 3*

- Accept transfer and generate tests on new host or servers.
- Service migration is generated, and tests are performed.
- Estimated Transfer Time: 7 to 15 days

Algunos de los sitios que hemos hecho...



<https://www.gerryspinch.com>

Publicize the digital services that the company offers, with a basic, friendly and easily accessible online store.



<https://www.sanusmedcare.com.mx>

Website of a company of medical services and special care at home.



<https://www.lanuevahaciendacdmx.com>

Website of a steakhouse east of Mexico City, with a country theme, cozy and interesting.



Diseño y estrategia Digital

Website of a medical endoscopy unit, with facilities for equipment transfers and adaptation in hospitals.

Social Network

- ✓ Generation of the **analysis of the digital situation** of the company or the enterprise at present, both for the web part and for the social networks with the greatest impact such as FB, TW, IG, LinkedIn or the networks that already exist.
 - ✓ In case of not having social networks, an analysis of the possible presence and competition in the networks and possible scenarios is carried out.
- ✓ The **TARGET** definition is generated, that is, who we want to reach and in what way; Primary and secondary audiences are established and the possible areas where the publication strategies would be generated as well as the emerging public are analyzed.
 - ✓ **A recognition strategy is carried out**, which is the way in which we will attract the attention of our target audience and the general public. The tone and the form of harmonization in communication are studied.
- ✓ Examples of possible publications with content and objective information are generated to give an example to the client of the types of publications that will be handled
 - ✓ The complete strategy is integrated so that the client analyzes it and knows the form of the publications in order to manage the digital strategy.
- ✓ Through our **community manager**, the how and why of the publications will be established, in order to maintain the expectation of the services of the company or the undertaking.
 - ✓ It is through a **work plan** that we are going to organize ourselves together with the company or undertaking to maintain the necessary times and deliveries that correspond to the work plan.
- ✓ **Content grids** are created to generate a guide of what is going to be published and at what time or time.



Objetivos de la Estrategia



Quality

Generate interesting and quality content to the target audience



Knowledge

Publicize the services in a comprehensive and simple way to generate a simple reminder



Generate Recommendations

Request, generate and provoke recommendations through social networks.



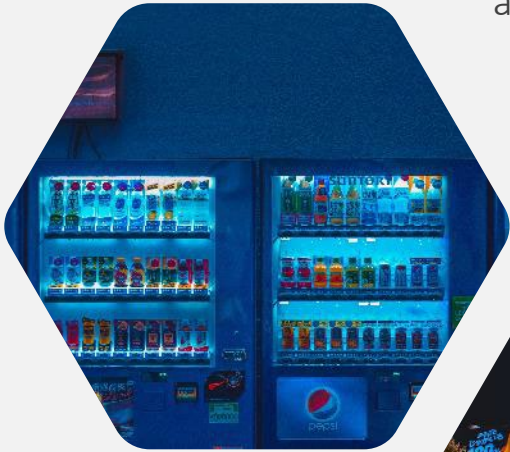
Cross borders

Offer services beyond the main objective and cross borders with new services.



BAG OF HOURS FOR DEVELOPMENT AND MAINTENANCE

If it is considered to generate constant or periodic changes, after the month of unlimited changes after launch, we recommend contracting the Hours Bags for any change of content, images, links, buttons, new landings within the same domain, generation of subdomains, configurations, mail maintenance, storage or any type of maintenance, changes or development within the general scope according to your needs.



&

EQUAL MONTHLY FOR SOCIAL NETWORKS BY AMOUNT OF CONTENT

Equal Monthly for publication of 8 to 32 contents, Includes: programming grid, designs, Illustrations and community manager for monitoring.

Sales

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SOME OF OUR CUSTOMERS



Dr. Antonio Zamorano



CDM



Curriculum Digital Mexicano





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THANK YOU

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