Nexus

ADVANCED TECHNOLOGIES

COMPANY PROFILE

DI COSA PARLEREMO

1. Il Gruppo Links
2. Nexus Advanced Technologies
3. System Integration & Development
4. Salesforce
5. Digital Marketing

Chi Siamo

Nexus Advanced Technologies e il Gruppo Links

NexusAT fa parte del gruppo Links Management&Technology, uno dei principali player italiani di servizi di consulenza, tecnologia, prodotti e outsourcing per Aziende, Banche, Pubbliche Amministrazioni.

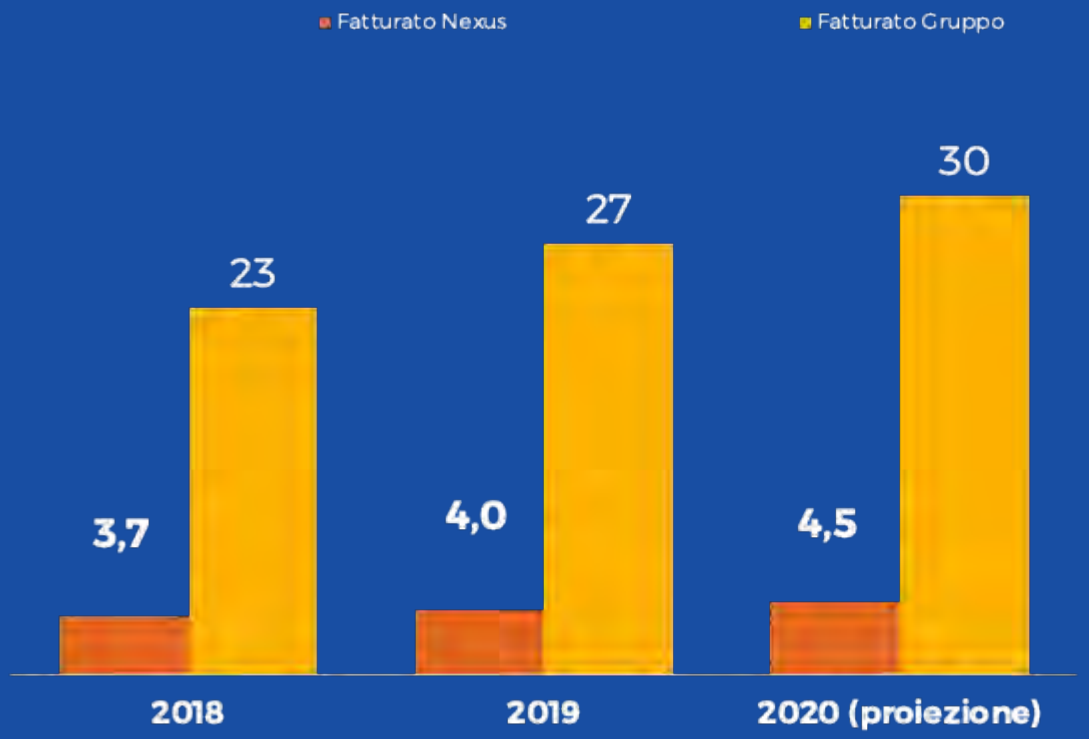
Oltre 500 professionisti

6 linee di business

6 sedi: Lecce, Bari, Milano, Roma , Firenze, Sondrio

IL GRUPPO LINKS MANAGEMENT AND TECHNOLOGY

FINANCIALS



62%
Banking

15,5%
Salesforce + Digital

12,5%
Pubblica Amministrazione

10%
Energy + Telco

IL GRUPPO LINKS MANAGEMENT AND TECHNOLOGY

LINEE DI BUSINESS

Software Development

- Enterprise 2.0
- Service oriented architecture
- Open source technology
- Mobile technology
- Business intelligence
- Workflow management
- Document management
- Business process management
- Big Data Analytics
- Cloud computing
- Geographic Information System

IT Infrastructure Services

- System Administration
- Security management
- Cloud computing
- Server farm
- Control room
- ICT Infrastructure Management
- Application management
- Desktop Management
- Disaster recovery
- Remote monitoring and management
- Help desk

Consulting

- Open Bank
- Digital Bank
- Bank Loan
- PSD2
- Smart Cities solutions
- Quality
- Compliance Management
- IT Services
- Business Continuity
- Information Security
- Risk Management
- Customer satisfaction
- Continuous improvement
- GDPR
- BPR

IL GRUPPO LINKS MANAGEMENT AND TECHNOLOGY

LINEE DI BUSINESS

Research and Development

- Machine learning
- Internet of things
- Multi-channel & omni-channel
- Software as a service
- Big Data Analytics
- Open data
- Open Source Technology
- Cloud computing
- Enterprise collaboration
- Augmented Reality
- Geographic Information System
- Semantic web

Salesforce

- CRM
- Sales Automation
- Digital Customer Experience
- Salesforce Marketing Tools
- Salesforce Internet of Things
- Customer Service
- Field Service

Professional Training

- IT Service Management
- Project Management
- Digital Innovation
- Agile methodologies
- Programming languages
- Software testing
- Modeling business Requirements
- Software architecture and design
- Digital bank
- BI & Big data
- Mobile-Technologies

IL GRUPPO LINKS MANAGEMENT AND TECHNOLOGY

ALCUNE CERTIFICAZIONI

IL GRUPPO LINKS MANAGEMENT AND TECHNOLOGY

TECNOLOGIE

Chi Siamo

Nexus Advanced Technologies

L'orientamento dell'azienda è **costruire soluzioni di qualità** integrando le migliori tecnologie per specifici ambiti minimizzando gli sforzi economici attuali e futuri dei nostri clienti così da aiutarli a **raggiungere alte performance** nel loro business.

NEXUS ADVANCED TECHNOLOGIES

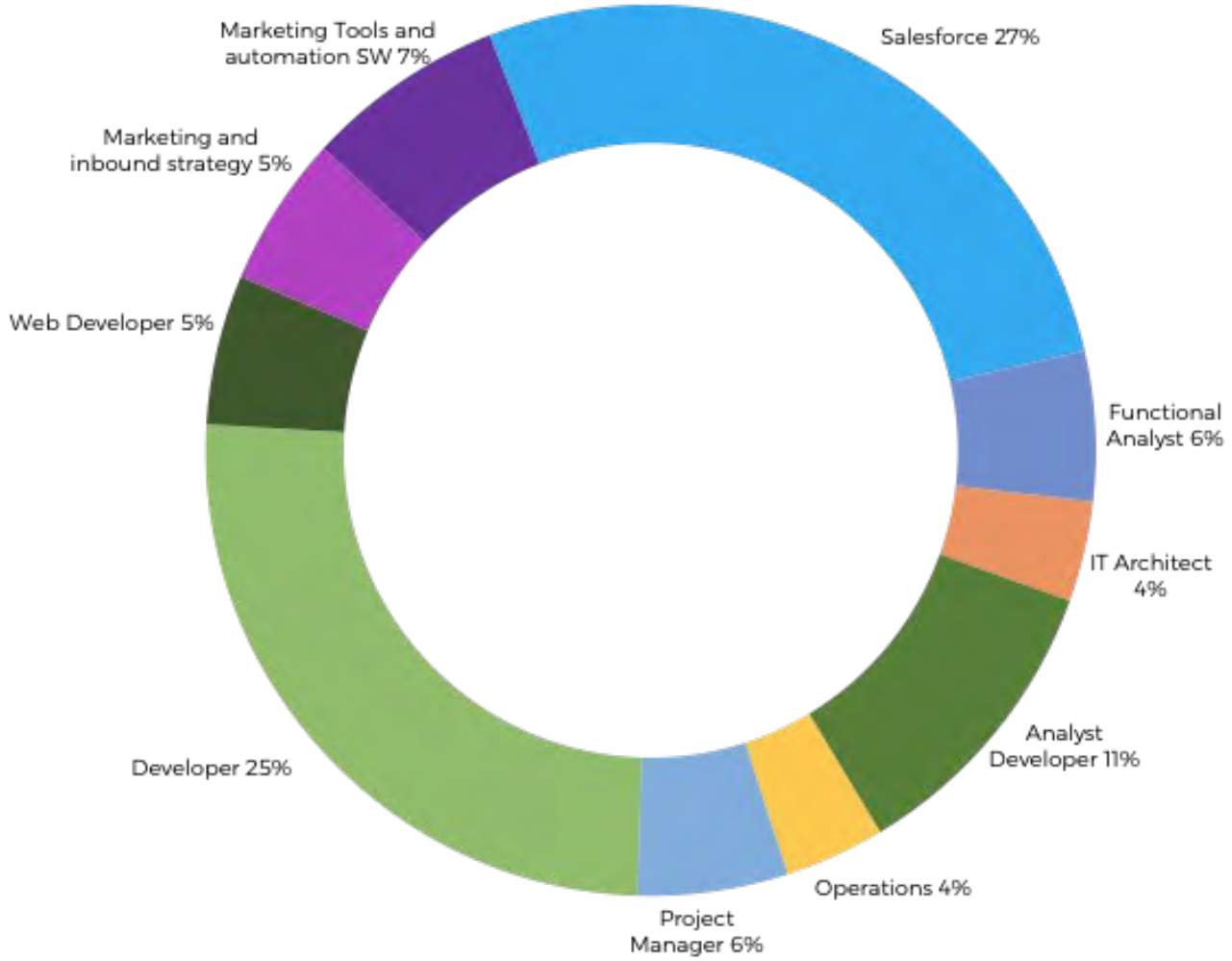
AREE DI SPECIALIZZAZIONE

- System **Integration**
- **Consulting**
- Mobile and Web Application **Development**
- **Salesforce** products consulting, customization e training
- Digital **marketing**, brand and content strategy

NEXUS ADVANCED TECHNOLOGIES

I NOSTRI TEAM

6% FUNCTIONAL ANALYST
4% IT ARCHITECT
11% ANALYST DEVELOPER
4% OPERATIONS
6% PROJECT MANAGER
25% DEVELOPER
5% WEB DEVELOPER
5% MARKETING AND INBOUND STRATEGY
7% MARKETING TOOLS AND AUTOMATION SW
27% SALESFORCE



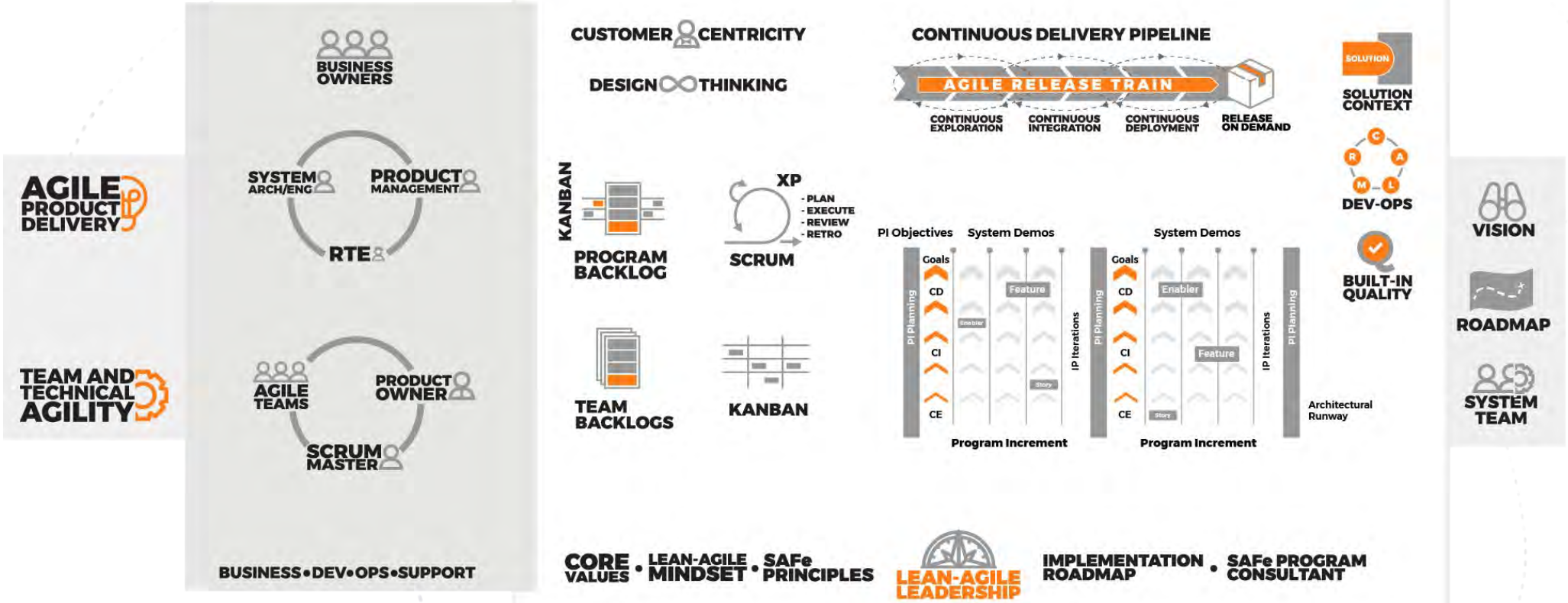
NEXUS ADVANCED TECHNOLOGIES

SYSTEM INTEGRATION & DEVELOPMENT

- **Portals**, **CMS**
- Cloud e OnPremise **ERP** Integrations
- Cloud e OnPremise **CRM** Integrations
- Service Oriented Architecture (**SOA**)
- **System Integration**: Consulting e Servizi
- **Data Management**: architecture, design e implementazione
- Custom Software Development
- **Mobile Application Development**: soluzioni Full Stack

SYSTEM INTEGRATION & DEVELOPMENT

METODOLOGIA



SYSTEM INTEGRATION & DEVELOPMENT

ALCUNI PROGETTI

App Banking

Home Banking

Booking System

QArc

ECTS (Customer Service)

Web App for HR Services

Business intelligence and collaboration system

NEXUS ADVANCED TECHNOLOGIES

SALESFORCE

- **BU dedicata** a CRM, Sales Automation e Customer Experience (CX) e Customer Service dal 2014
- **Clienti enterprise level**, tra i quali aziende di medie e grandi dimensioni pubbliche e private
- **Partner Salesforce** dal 2016, **Mulesoft** e **ServiceMax** dal 2020
- Management con un **background in ISVs e Global System Integrator**, lavoriamo con Salesforce dal 2012
- **Specializzazioni** in:
    - Salesforce core Clouds – Sales / Service / Communities / Field Service Lightning
    - Salesforce Marketing (Salesforce Pardot e Marketing Cloud)
    - Salesforce Internet of Things (IoT)
    - Mulesoft API Integration
    - Asset Management

salesforce PARTNER

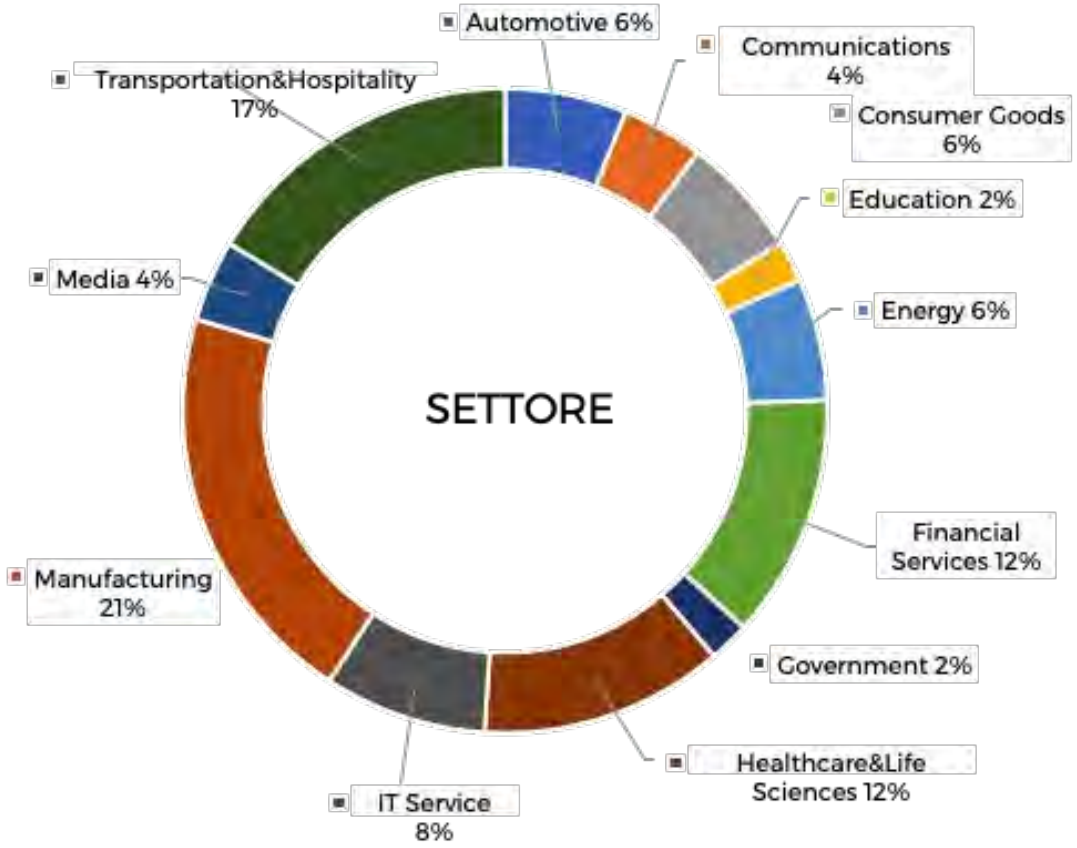
MuleSoft

SERVICEMAX ASSET 360

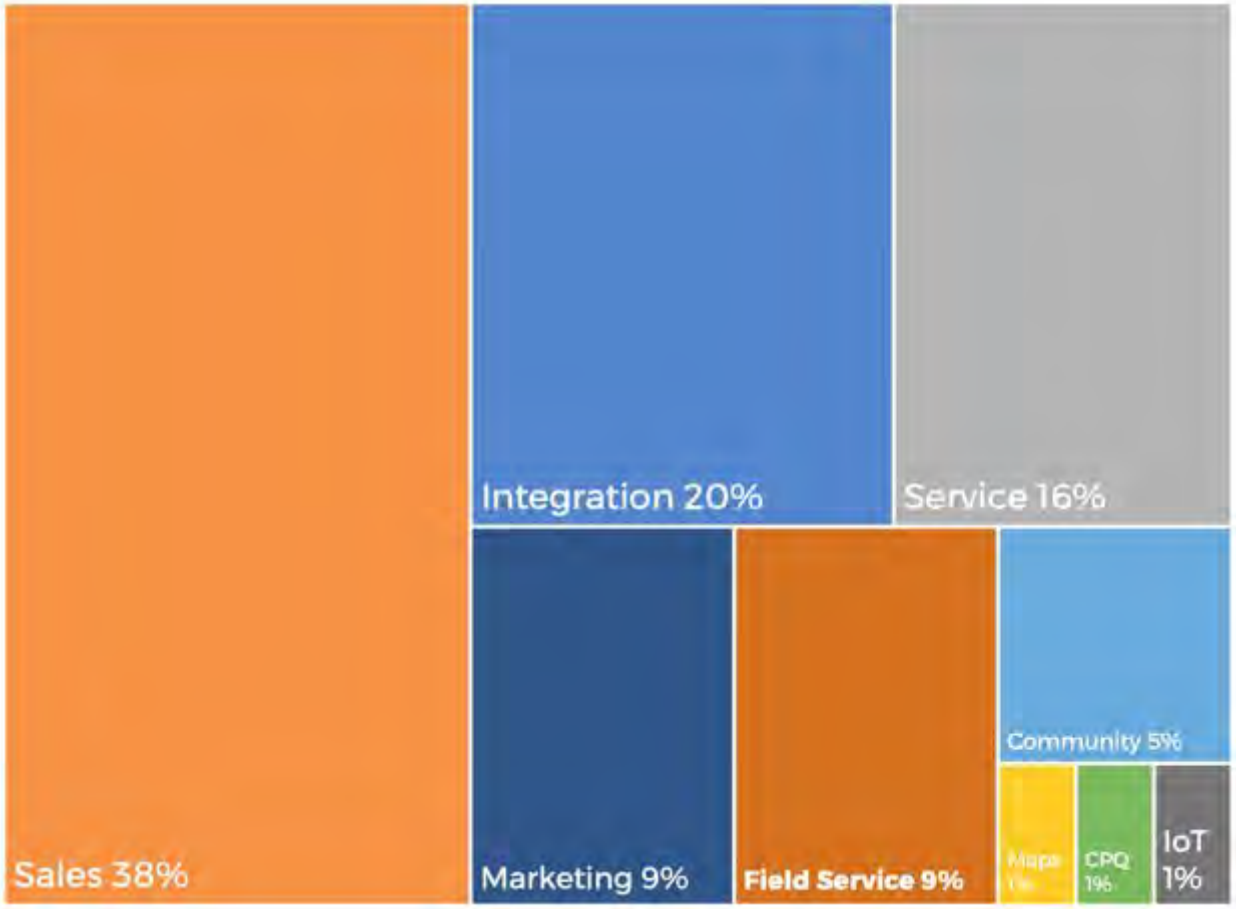
SALESFORCE

ESPERIENZA

INDUSTRIES



CLOUD



NEXUS ADVANCED TECHNOLOGIES

DIGITAL MARKETING

- BU **dedicata** al Digital Marketing dal 2015
- Clienti enterprise level, tra i quali aziende di medie e grandi dimensioni pubbliche e private
- Specializzazioni in:
  - Inbound Marketing
  - Content strategy, SEO e copywriting
  - Brand design e Art direction
  - Social media marketing
  - Data analysis
  - Media planning
  - Marketing e Mail Automation tools
- **Certificazioni marketing** (attuali e in corso):
  - Inbound Certification
  - Google Analytics
  - Salesforce Pardot
  - Salesforce Marketing Cloud (in corso)

DIGITAL MARKETING

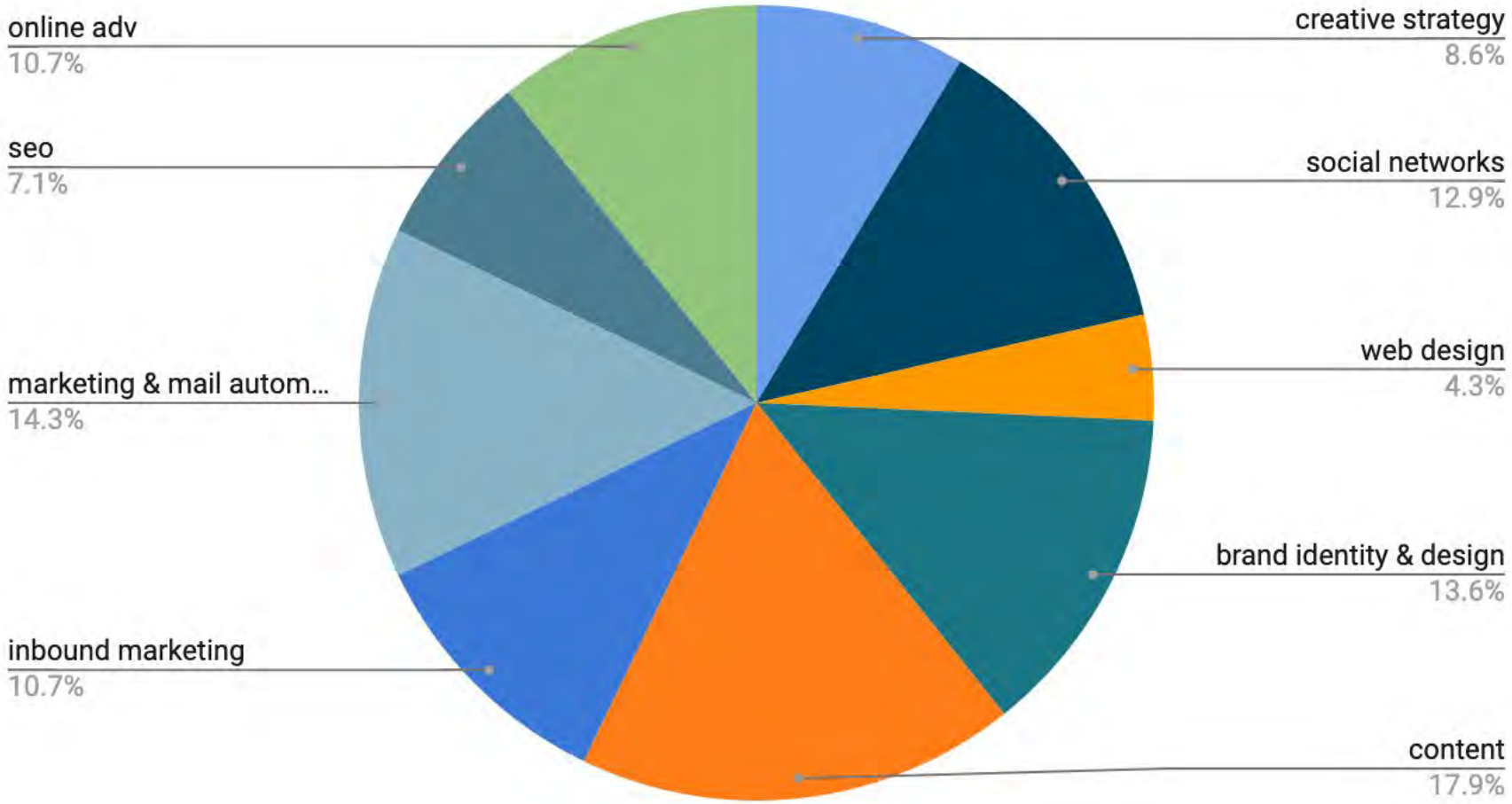
TEAM

Mettiamo a disposizione dei nostri Clienti consulenza ad alto livello grazie alla presenza nel team di figure professionali interne e consulenziali quali Art Director, UX Designer, Copywriter, Creative Strategist, Social Media Marketer, Data Analyst, Media Planner, Digital marketer.

Lavoriamo con team interni ed esterni, in affiancamento al Cliente per avviare le attività, impostare le strategie e metter mano anche all'operatività in una logica di collaborazione e formazione.

DIGITAL MARKETING

SPECIALIZZAZIONI



PORTFOLIO

SCOPRI TUTTI I PROGETTI

CLICCA QUI

Contatti

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Portfolio progetti
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