



Technology That Connects Your Business

Technology & Engineering Partner for Modern Businesses



WHO WE ARE | ABSTERCO

Make technology work better for your business.



Technology & Engineering
Partner for Modern Businesses



**Absterco helps businesses build, improve
and automate the technology behind their
operations.**



We work across digital solutions, business process automation, data, AI, IoT, digital marketing and customer engagement technologies to solve practical business challenges.



We believe technology should do more than simply support a business. It should help businesses work more efficiently, make better decisions, reduce unnecessary work and create better experiences.



Our approach combines technology and engineering with an understanding of how businesses actually operate.

OUR GOAL IS SIMPLE

Make technology work better for your business.



Every business has different challenges. We identify where technology creates the most value.



01 Build Something New

We design and develop digital solutions around your business requirements, from websites and e-commerce to web applications, AI Chats Bots, portals and custom systems.



02 Improve Business Processes

We look at how work is done, identify bottlenecks and use automation and AI to improve processes, reduce manual work and help your team work more efficiently.



03 Automate Repetitive Work

We use automation, APIs, workflows, AI and custom technology to reduce repetitive tasks, improve consistency and save valuable time.



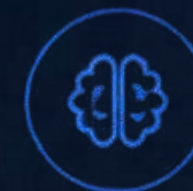
04 Make Better Use of Data

We help businesses organize, manage and transform their data into useful dashboards, reports, analytics and AI-powered insights.



05 Improve Digital Visibility

We help businesses improve their online presence, search visibility, lead generation, conversion and customer engagement.



05 Apply AI to Business

We help businesses identify practical opportunities to use AI for analysis, prediction, content creation, decision support, automation and customer experiences.



06 Support & Optimize

We provide ongoing technical support, maintenance and improvements to keep your technology reliable and aligned with your business needs.

Seven key areas of business technology

1

Websites & Digital Solutions

Digital solutions built around your business.

Corporate & e-commerce websites, web applications, CMS, portals, booking systems, redesign, performance and security.



2

Business Process Automation

Reduce manual work and improve operations.

Workflow, API and webbook automation, approvals, notifications, automated reporting, document processing and lead automation.



3

Data Management & BI

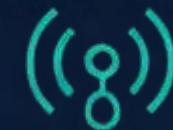
Turn business data into useful information and insights.

Data collection, migration, integration, cleaning, dashboards, reporting, business analytics, AI-powered and predictive analytics.



5

IoT & Connected Systems



6

Digital Marketing Technology

Build visibility, generate opportunities, improve conversion.

SEO, AEO, technical and local SEO, SEM, conversion optimization, marketing automation, lead generation, AI-assisted marketing, MarTech consulting.



4

AI Solutions

Apply AI where it creates real business value.

AI integration, AI-powered BI, predictive analytics, machine learning, AI assistants, document processing, AI search, recommendation systems, NLP, AI automation and custom AI applications.



7



Gamification & Engagement

Create digital experiences that encourage.

Points, rewards, badges, levels, leaderboards, challenges, loyalty programs, customer and employee engagement.





Where we create the most value

Focused, high-impact solutions that drive efficiency, strengthen your digital presence and turn your data into confident decisions.



Business Process Automation

For businesses spending too much time on repetitive work.

If your team repeatedly enters information, prepares reports, sends notifications, checks data or performs the same administrative tasks, there may be an opportunity to automate the process.

- ✓ **Less manual effort · Faster processes · Fewer errors · Greater operational capacity**

We analyze how work gets done, identify where time and effort are being lost and design a more efficient digital process.



Websites & Digital Solutions

For businesses that need a stronger digital presence.

Your website or digital application is often the first interaction a customer has with your business.

We create professional, responsive and business-focused digital solutions, whether you need a corporate website, e-commerce platform, custom web application or digital service.

- ✓ **Better digital presence · Better customer experience · Improved accessibility · Digital growth**



Data, BI & AI

For businesses that have data but want more value from it.

Data becomes more valuable when businesses can understand it, act on it and use it to anticipate what may happen next.

- ✓ **When businesses turn their data into better visibility · Faster reporting · Deeper insights · Improved decision-making**

OUR APPROACH

Understand. Design. Build. Improve.

01



Understand

We learn about your business objectives, processes, users and challenges.

02



Design

We define the right technology approach based on what your business actually needs.

03



Build

Our engineering team develops and implements the solution with usability, security and scalability in mind.

04



Improve

We provide ongoing support, maintenance and improvements as your business evolves.



Practical Technology. Better Processes. Measurable Improvement.



A practical, business-focused technology partner



Business-Focused

We start by understanding your business challenge and objectives before deciding on the technology.



Technology & Engineering Expertise

Our capabilities cover digital solutions, automation, data, AI, IoT and digital technologies, allowing us to approach business challenges from different technical perspectives.



Built Around Your Requirements

We design solutions around your processes, objectives and users instead of forcing your business into a predefined solution.



Practical & Scalable

We focus on technology that creates practical value today while providing a strong foundation for future growth.



Long-Term Technology Partner

Our relationship does not have to end when a project is delivered. We can continue supporting, maintaining and improving your technology as your business grows.

Let's Make Your Technology Work Better

Whether you are looking to build something new, improve a business process, automate repetitive work, make better use of your data, apply AI or strengthen your digital presence, Absterco can help.

We work alongside your business to turn technology into a practical capability that supports your growth.



Websites



Automation



Data & BI



AI



IoT



Digital Marketing



Gamification

LET'S HAVE A CHAT

ABSTERCO

Technology That Connects Your Business



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