

|A|B|Z|

ABZ DISEÑO & COMUNICACIÓN S.R.L.

<http://www.abzcomunicacion.com>

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# PURPOSE

## OF THIS DOCUMENT

SET DOWN A PRESENTATION OF ABZ DIGITAL AGENCY, WHICH SHOW DESIGN SERVICES, APPLICATION DEVELOPMENT, DIGITAL MARKETING CAMPAIGNS, TRAFFIC ANALYSIS AND RESULTS, DEVELOPMENT OF WEBSITES IN DIFFERENT TECHNOLOGIES, MOBILE APPLICATION DESIGN AND IMPLEMENTATION OF SEVERAL DIGITAL SOLUTIONS.



# WE ARE AN AGENCY OF DIGITAL SOLUTIONS

WE KNOW OUR BUSINESS. WE CAN HELP YOU IN YOURS.



## OUR APPROACH

We understand that the best way to achieve the desired objective is to work in a homogeneous program to meet the needs of short, medium and long term. We seek to maximize every communication support to successfully provide it to different audiences.

ABZ bring all its technological and creative expertise to accompany any project.

We understand Internet as an ideal for targeted, segmented and interactive communications support. As such, it offers many possibilities to explore to improve digital marketing communications.



## OUR EXPERIENCE

Experience is not just having done but having learned from what has been done.

In 1995 we made our first job for the Internet. Since then we have been growing and incorporating new technologies and concepts. Our experience translates into concrete improvements for those who entrust us with their products and communications.

We build applications and sites for USA, Mexico, Brazil, Spain and additional countries in Latin America.

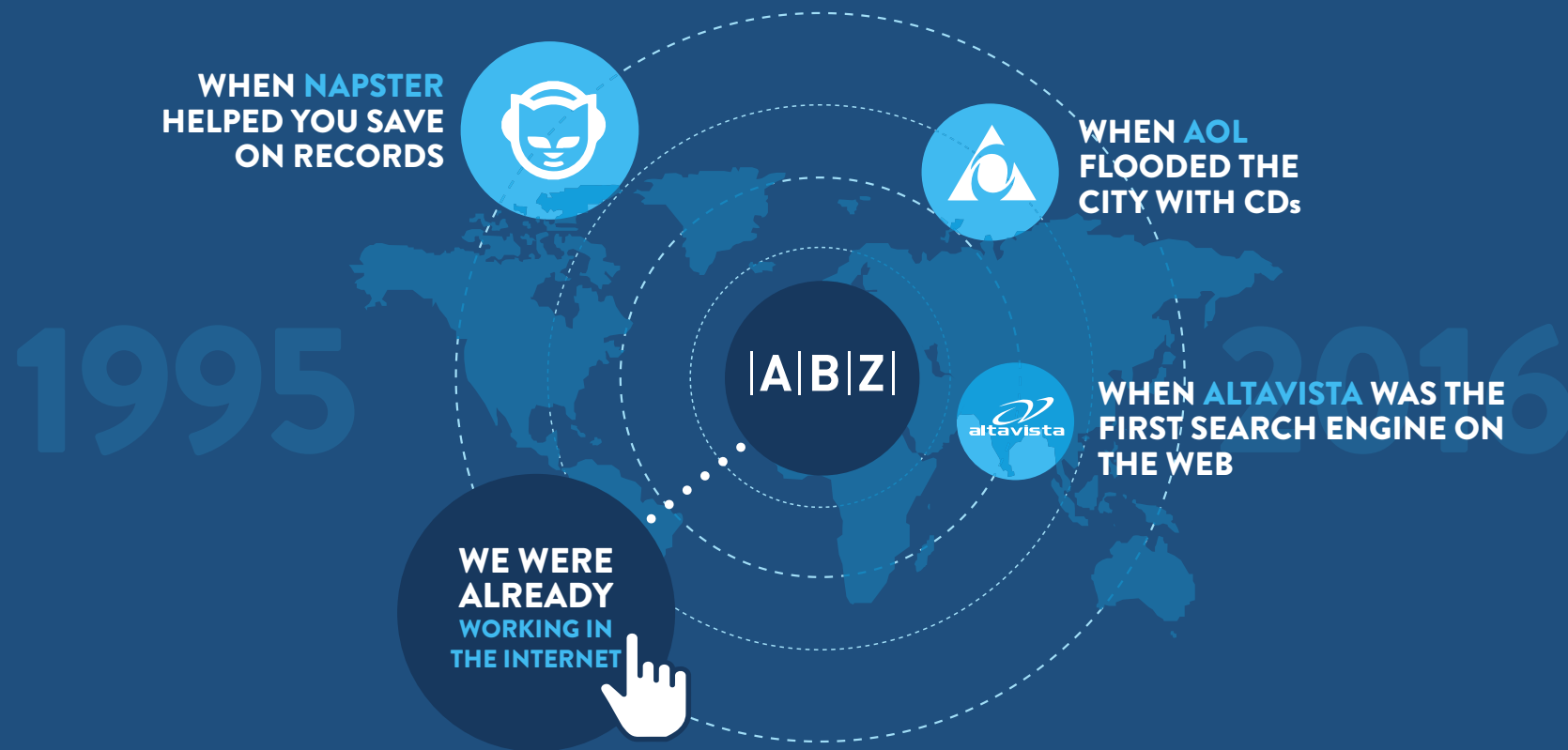
WE HAVE DESIGNED SITES THAT ENJOY THREE MILLION PEOPLE EVERY DAY  
**WE KNOW WHAT IS ABOUT**





# SERVICE

ABZ IS AN INTERACTIVE AGENCY FORMED BY A GROUP OF YOUNG PROFESSIONALS FROM DIFFERENT DISCIPLINES RELATED TO DESIGN, COMMUNICATION AND TECHNOLOGICAL DEVELOPMENT THAT OVER THE PAST TWO DECADES HAS WORKED ON MORE THAN 700 PROJECTS FOR DIFFERENT COUNTRIES, LEARNING FROM EACH ONE AND TURNING WHAT WAS LEARNED TO ADD VALUE TO PRODUCTS AND CLIENT COMMUNICATIONS.





## WE DEVELOP FOR ALL AD-HOC TECHNOLOGY

such as the main market CMS: Drupal and Wordpress; and Frameworks as Symphony, Zend, CodeIgniter and a Angular js.

We build using the latest technological standards generating cutting-edge solutions to manage MySQL databases, Oracle and SQL Server. Our obsession is pure and clean code.



## RESEARCH & ANALYTICS

Implementation of traffic measurement tools (Analytics / Comscore / Adobe Omniture) digital dashboards configuration, report suites creation, analysis and interpretation of data and behavior.

Given the technological advances of the network, constant optimization of the code of the sites is necessary to obtain more and better data. This makes research and analytics and invaluable tool to help grow the business online.





## WE CREATE, DESIGN AND DELIVER SOLUTIONS

used by millions of people every day, across multiple devices and platforms. We seek to maximize every communication support to successfully address different audiences. Our protocol design and layout is governed by pre-established rules of design as responsive, Bootstrap 3, Less, and Sass.



## WE PROVIDE CONSULTING SERVICE

We put all the experience of our multidisciplinary team to help our clients define the best digital marketing strategy, analyze functions according to the needs of their business and suggest alternatives we consider most appropriate.

We plan strategically, investigate and share with our clients our success stories and advice, based on our experience over more than 700 projects.





## ONLINE MEDIA PLANNING & ONLINE MEDIA BUYING

We develop online media plans that are driven by the brand strategy. Our picture is based on the behavior of the target audience and programmatic buying, based on business objectives.

Our online media plans provide immediate results and return on investment with online marketing intelligence.

We also do digital marketing campaigns, Deep Audience Segmentation, e-mail marketing and remarketing campaigns.



## SEO SEM & ONLINE POSITIONING

Through SEO, we help search engines to understand what your site is about. Hierarchy and proper labeling of content, code optimization, errors solution architecture and structures of the URLs. We constantly measure the ratios results to improve search.

With SEM we can increase traffic to your site through what is known as paid traffic. We Analyze, design and measure pay per click campaigns for Google Adwords to get the greatest ROI with the minimum investment possible.



## HARD USER EXPERIENCES IN AD SERVER IMPLEMENTATION

We implement and manage platforms like DoubleClick Ad Servers - DFP studio or Sizmek. Configure Pre rolls video, linked to video platforms like Brightcove and The Platform.

We create and monitor campaigns both as traffickers, as well as publishers, managing inventory via CPC or CPM.

In addition, we integrate and manage Google Ad Exchange accounts, Google Adwords and Facebook Ads.

## AT THE CUTTING EDGE OF TECHNOLOGY





## LIVESTREAMING

We have developed livestream feed, using different streaming platforms such as Brightcove Video Cloud and YouTube Live Events with Wirecast. This provides the ability to monitor in real-time audience and maximize the resources provided by the second screen.

The public has changed its routine and live events begin to adapt to mobile digital platforms.



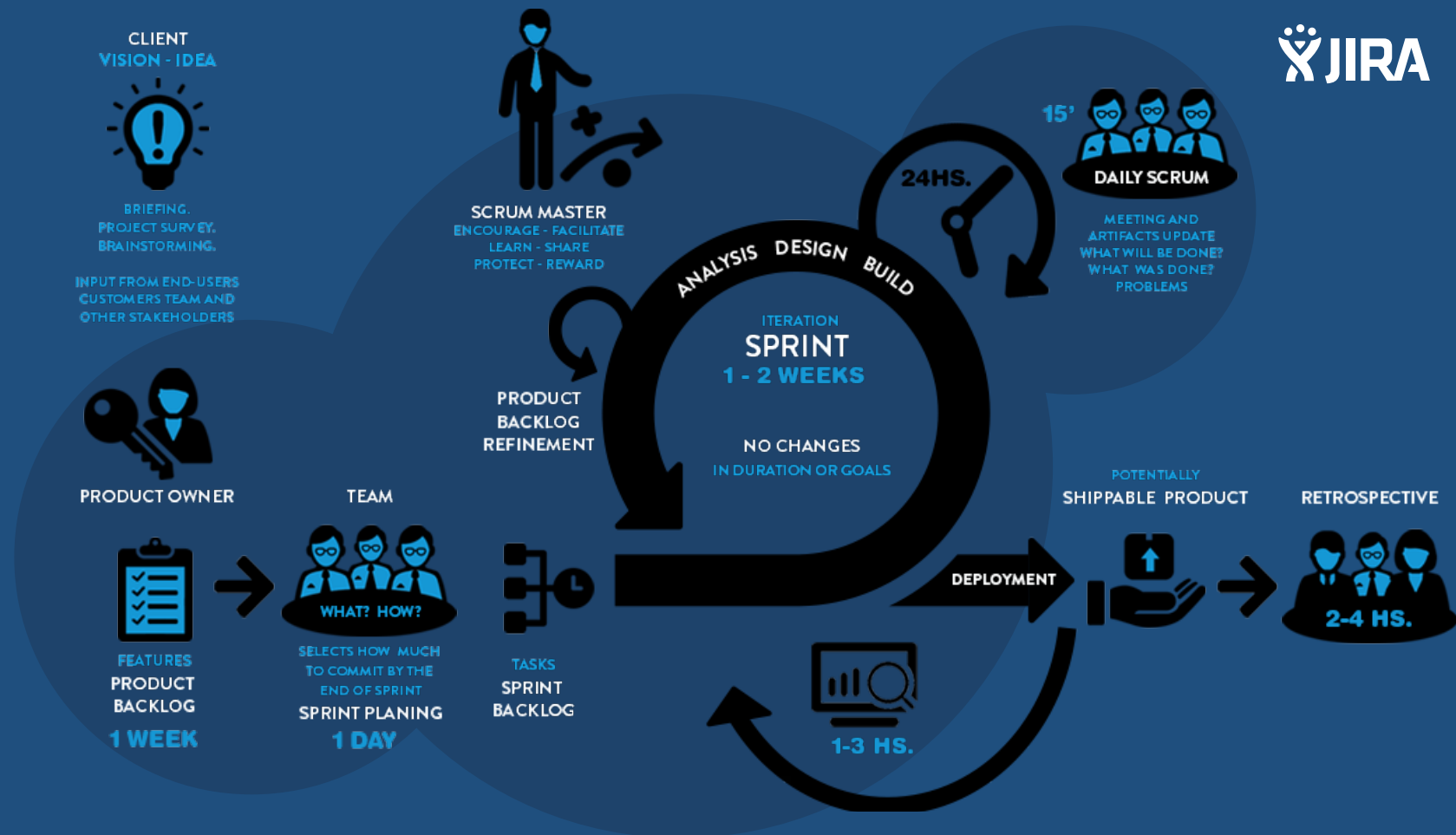
## FACEBOOK APPS

Facebook native applications. All technologies that make up a Facebook SDK, are available in applications on Facebook: Social Plugins, Open Graph API, dialogue platforms, Social Media Marketing, Community Management, Buzz Strategy and viralization strategies.



# OUR METHODOLOGY

METHODOLOGICAL WORK IS THE ONLY WAY TO ENSURE REPEATING POSITIVE RESULTS. IN ABZ WE HAVE DEVELOPED A METHODOLOGY THAT ALLOWS US TO INTEGRATE THE CLIENT, CREATING A REAL TEAM THAT ENHANCES ITS VIRTUES TO ACHIEVE THE OBJECTIVE. IN THE FOLLOWING CHART YOU CAN SEE AN OVERVIEW OF THE METHODOLOGY:





# THE DESIGN OF AN USER INTERFACE

THE DESIGN OF AN USER INTERFACE CAN BE SEPARATED INTO THREE BASIC STAGES: PERFORMING THE BRIEF TO GIVE ALL THE NECESSARY INFORMATION TO TEAM, THE CREATIVE - FUNCTIONAL DEVELOP AND IMPLEMENTATION OF THE PROPOSED SOLUTION. WHEN REMOTE WORKING, THE DIFFERENT MEMBERS OF A TEAM ACQUIRED ROLES FROM SPECIFIC GOALS TO BE MET, ALLOWING OTHER TEAM MEMBERS TO CARRY OUT THEIR DUTIES IN ACCORDANCE WITH SCHEDULES ESTABLISHED IN THE PROJECT.

## DESCRIPTION OF PHASES

### A BRIEF KICK OFF

A successful design and development necessarily kick off with a clear brief. If you can first set the time, scope, objectives and target of the site, proposals for creativity and functionality that arise, have much better chance of becoming the final project to the client satisfaction.

Understand that every good project is based on a clear brief is not a novelty. However, there is often the idea that the dynamism of the medium itself allows brief changes over the construction of a site or application and that these

changes do not affect the schedules of a project. That's why you must highlight the first concept that makes a good project, a good brief. Defined as one who expresses clearly and synthetically what's the purpose of the communication, defines the precise audience and establishes the functionality and the enunciating values .

Behind this concept a fundamental idea is chained. All elements placed on an interface means and, therefore, must work forming a visual and functional system that meets this brief. If the visual and functional

design is well done, the modification of a particular element generates the need to modify other elements in a chain, until get a new equilibrium in the system.

The assembly process of the brief should not exceed a period of one week. The project leader (Product owner) will meet with the client to gather all the necessary information and establish the necessary agreements to work following this methodology.



# DESCRIPTION OF PHASES

## B DEVELOPMENT OF CREATIVE AND PRACTICAL PROPOSAL

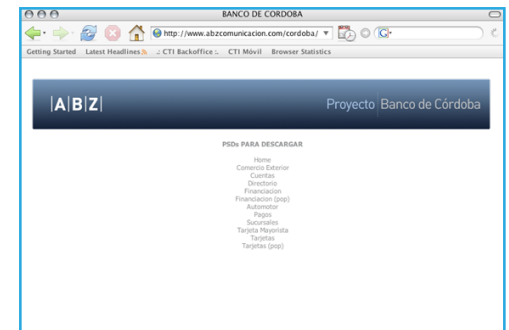
Once the brief is finished, the projective stage begins. This stage includes the analysis and understanding of the problem, as well the data collection and presentation of proposals for creativity by the team. Graphic layouts and functional flow diagrams starts with continuous feedback to the project leader, who will be in contact the client everyday.

For permanent control and monitoring of a project, in addition to the daily link with staff ABZ provides the provision of mockups and demos on our extranet, where we place the progress. This site will be restricted to members of the project and client access.

The first presentation of ideas will be shaped like a flat image file (.jpg or .gif), which can be seen through the development site. We pledge to submit at least two alternatives. The client will deliver his feedback, which should be helped by the project leader to accelerate definitions in the basics of functional design.

The team incorporates the concepts agreed on feedback and will resubmit screen images until all items are validated. Once you reached this agreement on the baseline, a final prototype will be performed, which has no interactivity but allows clearly show the different

layouts of screens that make it (static screens mounted on HTML pages). It concludes the formal validation of the prototype by the client, which definitely closes this stage.



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**WE BUILD AS WE IMAGINE**  
TO MAKE IT WORK AS WE WANT





# DESCRIPTION OF PHASES

## C IMPLEMENTATION OF DESIGN

Here you go to the implementation stage where it comes to technological development of the project. At this stage, the design team works closely with the development in resolving all the functionality of the site according to the guidelines established in the prototype agreed, to build it. At the same time these screens are integrated with the basic programming that the development team has been making.

A beta version is built in a development environment and project leader works with the testing of the same, according to the modality especially Scrum Process project.

Once achieved optimization beta passage, the optimizing production in the new environment is made.

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# ALL ABZ WORKS ALWAYS LEAVE AN IMPACT ON OUR CUSTOMERS

THIS IS OUR COMMITMENT



# DESCRIPTION OF PHASES

## D CODING AND DEVELOPMENT OF THE PROJECT

Our team of developers works under the Scrum methodology, a collaborative development process in different areas. This process aims to produce quality. All members are notified of the progress of the project and can make daily monitoring.

Scrum is ideally suited for projects in complex environments where you need to get results soon, where requirements are changing or shortly defined, where innovation, competitiveness and productivity are critical.

The aim of this process is to increase productivity, reduce time and minimize risks.

The first instance is a Product Backlog, is like the client brief based on product features.

**Sprint Backlog:** is a list of items within Product Backlog, and grouped by the scrum master and his team.

**Sprint Planning:** are pre meetings about Sprint planification

**Daily Scrum:** meeting takes place every morning by the team, defining what was done and all that remains to be done .

**Sprint Review:** checked the finished items and if any module is closed it presents to the client. In these Iteration stages, take place different resources of the team involved.

**Product Owner:** is the one who has daily contact with the client and has the leading voice of the client inside the agency, running the project and has a continuous feedback with the team.

Scrum Master, is the leader of the development team and coordinates the daily meetings

Our Scrum Team is the team of programmers, layout artists, designers and developers.

On the other hand our development team has Git development tool as protocol under version control repository. This tool allows to develop non linearly in different branches which allows each team performing merge with the different versions with the original code.

One of the keys to work as a pro is to have a professional environment and an important part of that environment is a repository version that gives us: Audit of the code, to know who touched what and when; control how our project has changed over time; quick way to roll back, merging and branching extremely efficiently.



# TRACKING

## A PROJECT.

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FOR EACH OF THESE INSTANCES OF ADJUSTMENTS AND CORRECTIONS BY THE CLIENT AND INTERACTIONS WITHIN THE ENTIRE TEAM, WE USE **TRELLO** A MANAGEMENT TOOL PROJECT THAT MAKES COLLABORATION SIMPLE AND ALLOWS RELIEVE BOTH SIDES THE STATUS OF DIFFERENT TASKS. THE CUSTOMER AND PRODUCT OWNER CAN SEE THE BIG PICTURE ABOUT THE PROJECT, WITH TASKS SURVEYED, SLOPES, DEVELOPING AND TESTING COMPLETED TO APPROVED AND IMPLEMENTED.



## CASE STUDIES



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GROWING UP  
TOGETHER

2010

45,000  
DAILY VISITORS

2013

230,000  
DAILY VISITORS

2015

700,000  
DAILY VISITORS



# CASE STUDIES



## SITE DESIGN AND DEVELOPMENT FOR E! ENTERTAINMENT IN ALL LATIN AMERICA.



## CASE STUDIES

## SITE DESIGN AND MAINTENANCE OF A&E, HISTORY CHANNEL & LIFETIME





# CASE STUDIES



# GAMES AND APPS SUPPORTING THE SHOWS

**CREATE YOUR OWN MASK**  
CUSTOMIZE EYES, NOSE, MOUTH, SHAPES AND COLORS

**WINDOW MATCH GAME**  
OPEN WINDOWS TO FIND THE COUPLES

**BARBAMATIC**  
LOOK LIKE THE SHOW STARS, WEAR THE CRAZIEST ACCESORIES



**HAMBURGER BUILDER**  
WORK WITH THE WHALBURGERS!

**TATTOO YOU**  
UPLOAD A PHOTO AND TATTOO YOUR SKIN

**MAGIC GAME**  
ANDREW MAYNE  
MAGICIAN SHOW

**SHOOTING RANGE**  
FIND THE CHARACTERS



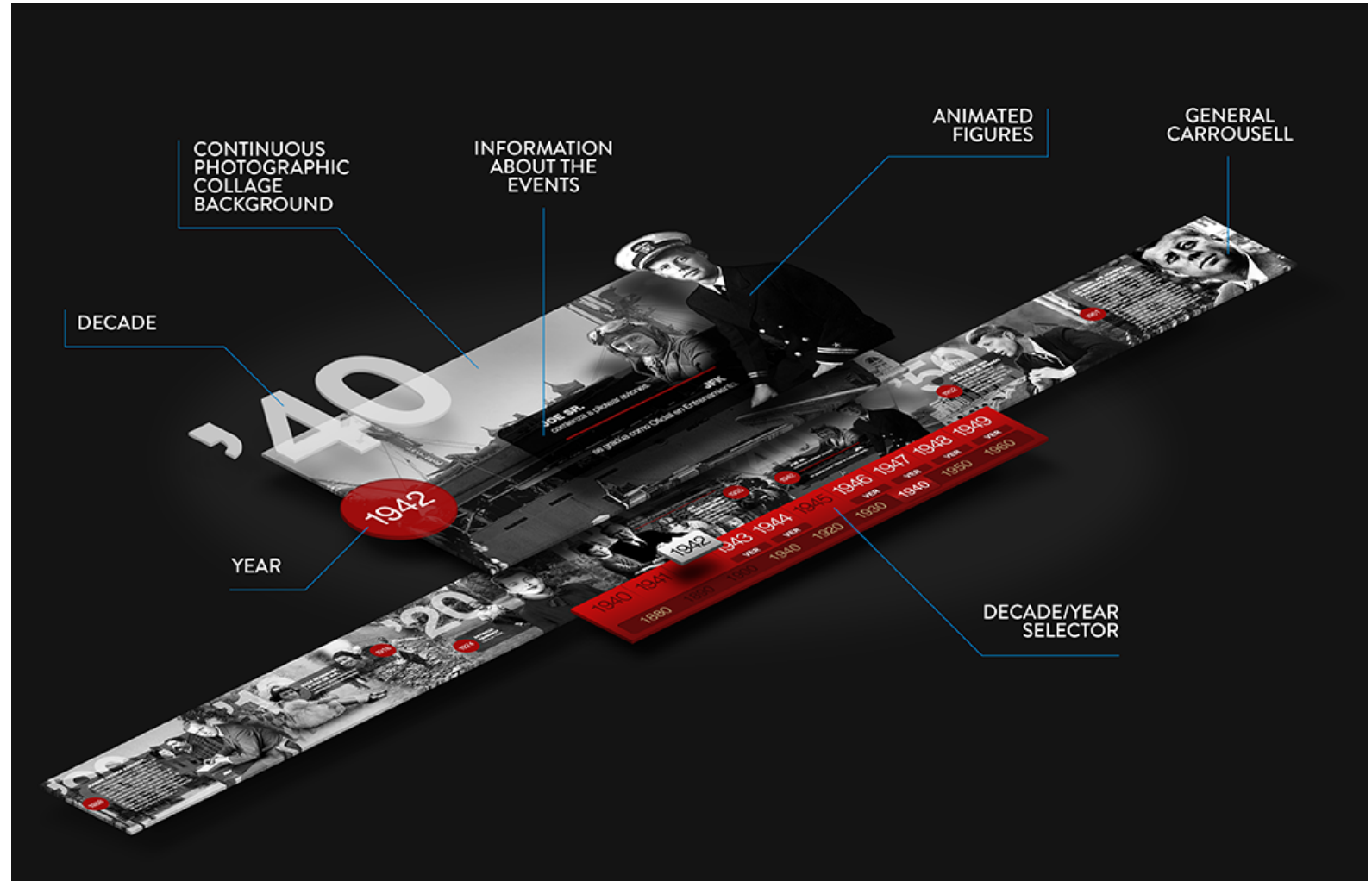
## CASE STUDIES



## GAMES AND APPS SUPPORTING THE SHOWS



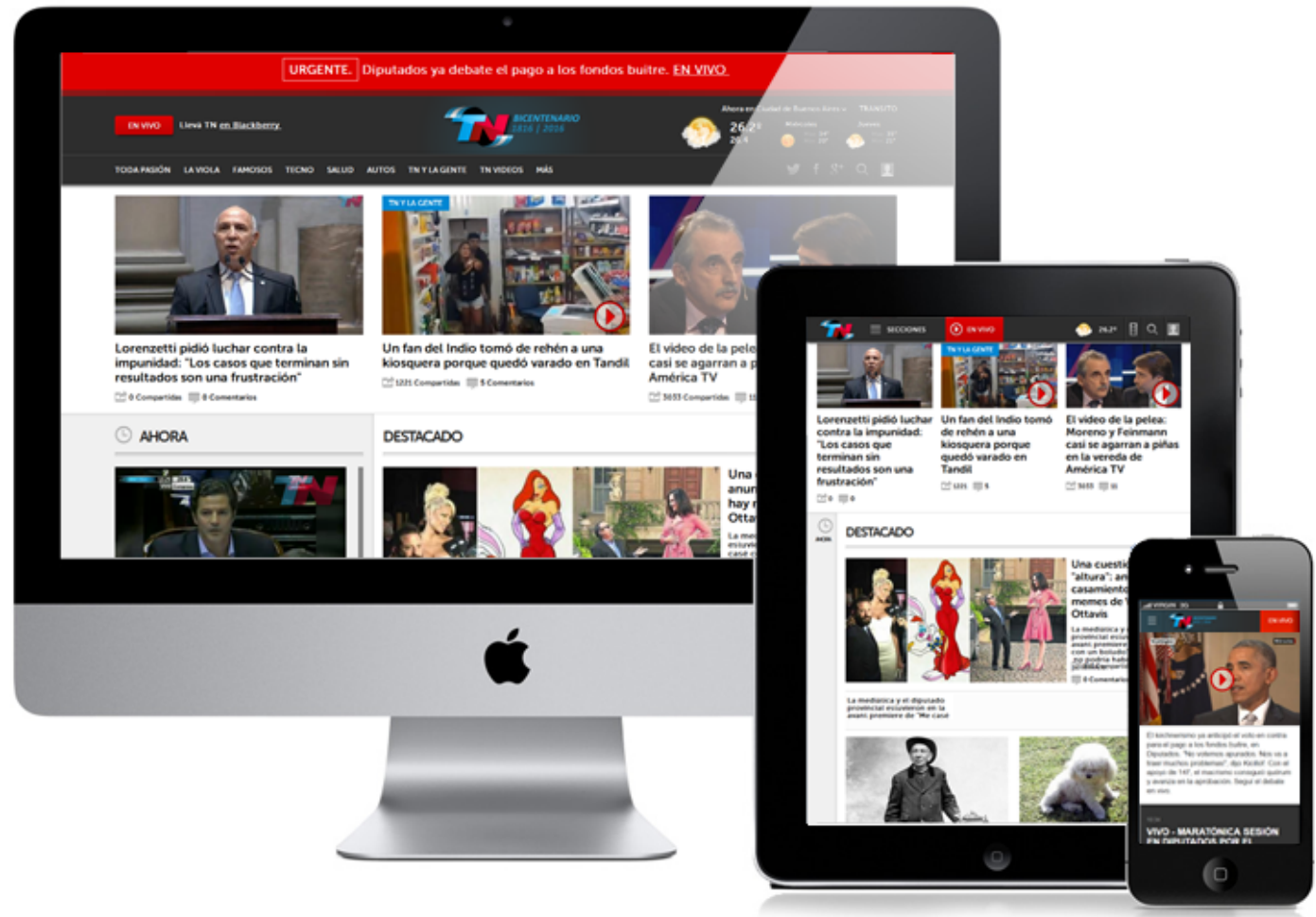




# CASE STUDIES



+ RESPONSIVE WEB DESIGN



# CASE STUDIES



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## DESIGN OF EXCLUSIVE SITE FOR FIAT CUSTOMERS



## CASE STUDIES

# DRUPAL DESIGN AND DEVELOPMENT OF CIUDAD.COM



## CASE STUDIES

# SITE DESIGN FOR TECHINT GLOBAL, ARGENTINA, BRAZIL, CHILE, ITALIA, MEXICO & PERU





# CASE STUDIES

## SITE DESIGN FOR TECHINT GLOBAL, ARGENTINA, BRAZIL, CHILE, ITALIA, MEXICO & PERU



### ARGENTINA



### BRASIL



### CHILE



### ITALIA



### MEXICO

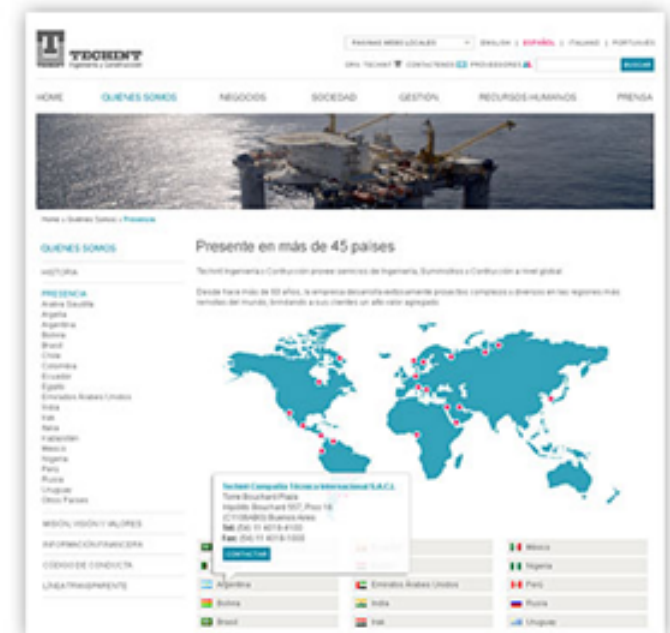
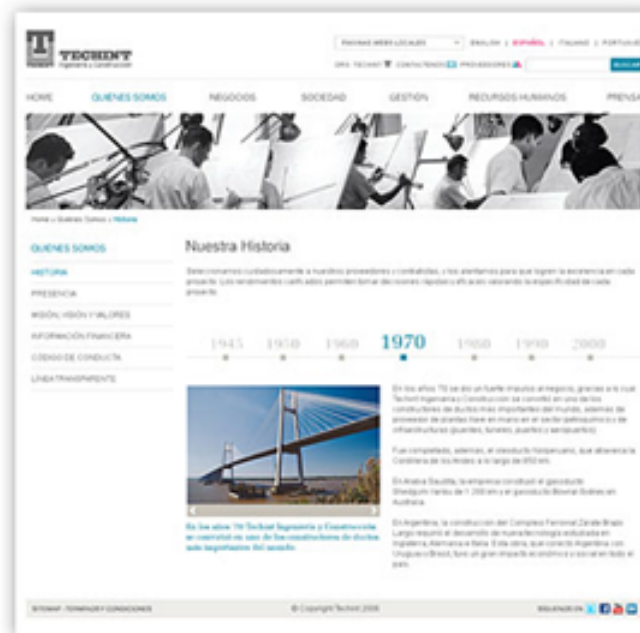


### PERÚ



# CASE STUDIES

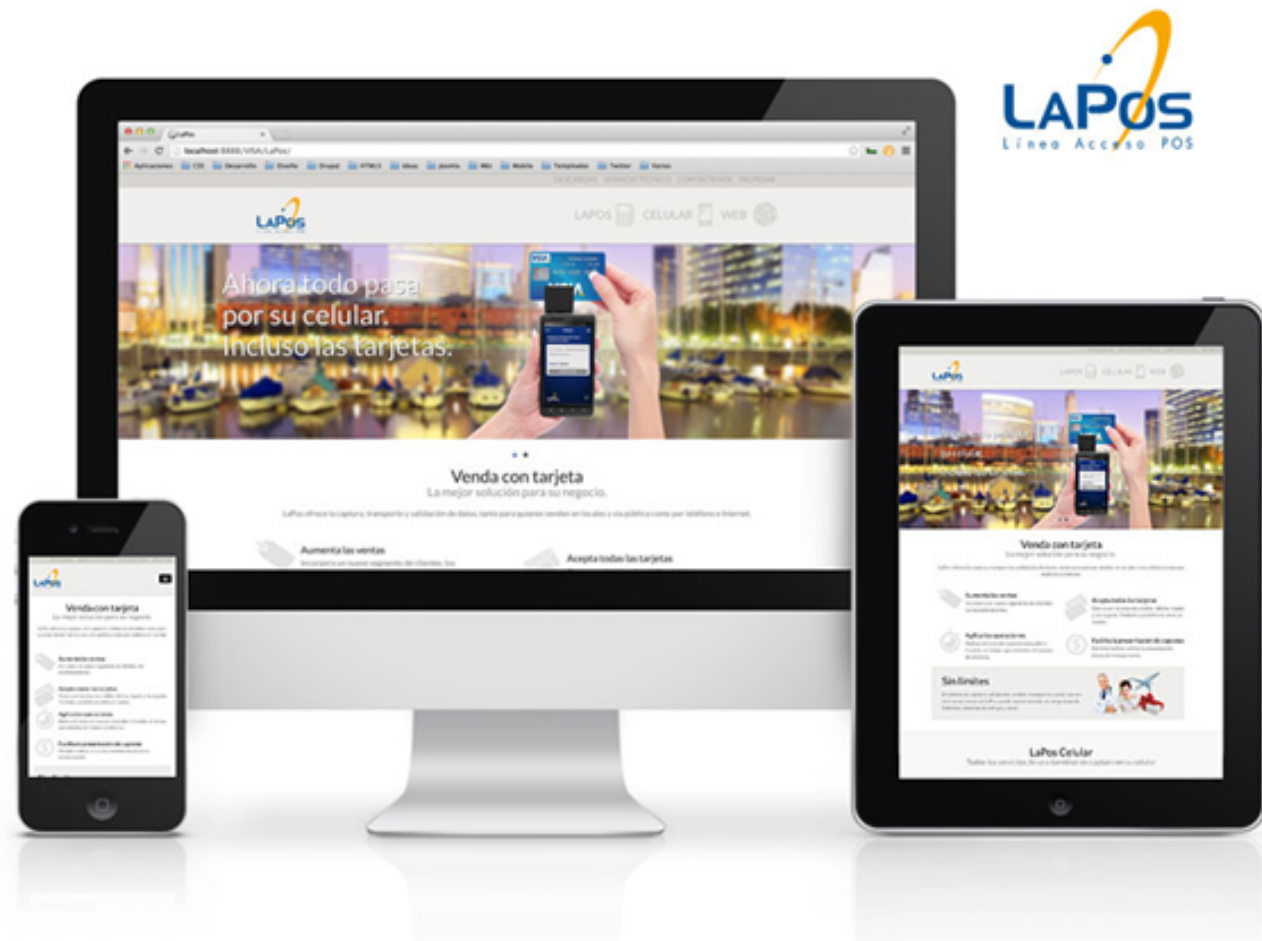
## SITE DESIGN FOR TECHINT GLOBAL, ARGENTINA, BRAZIL, CHILE, ITALIA, MEXICO & PERU



# CASE STUDIES

LAPOS

ABZ Design the new site LAPOS for their products, LAPOS, LAPOS CELULAR and LAPOS WEB. To do this we implemented a responsive design for optimal viewing in Desktop, Notebooks, Tablets and Phones.





## CASE STUDIES

## SUPERMERCADO DE FONDOS

We design Supermarket Capital Markets Fund to operate online, implementing a responsive design for optimal viewing in Desktop, Notebooks, Tablets and Phones.

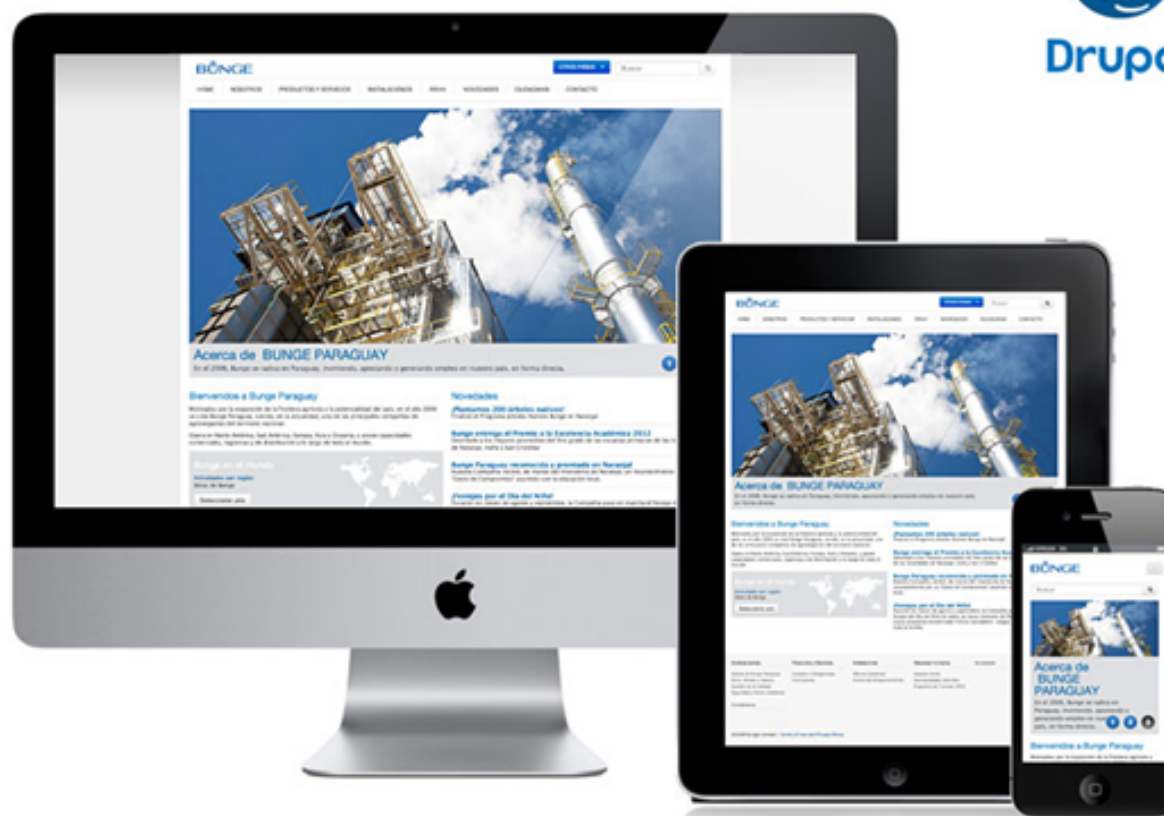


# CASE STUDIES

## BUNGE

BUNGE site design Paraguay implementing a responsive design for optimal viewing in Desktop, Notebooks, Tablets and Phones.

BUNGE



## BOLSA DE COMERCIO DE BUENOS AIRES

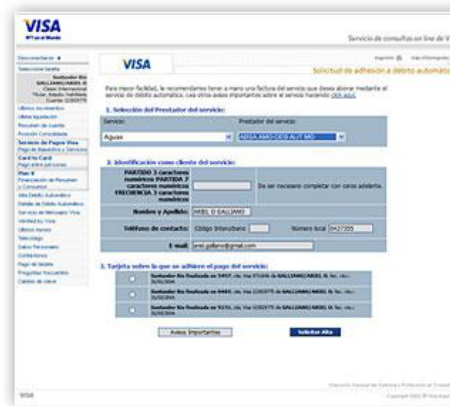
Year 2014/2015

Contact: Goldman Viviana (Vgoldman@bcba.sba.com.ar)

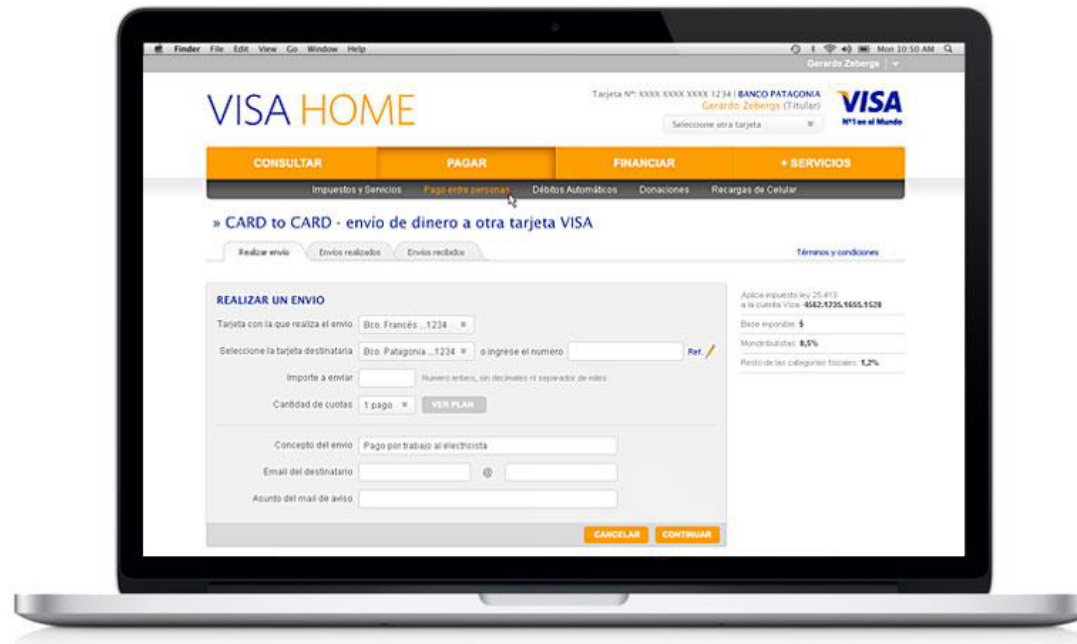


## CASE STUDIES

### BEFORE ABZ



### AFTER ABZ



# DESIGN OF VISA HOME

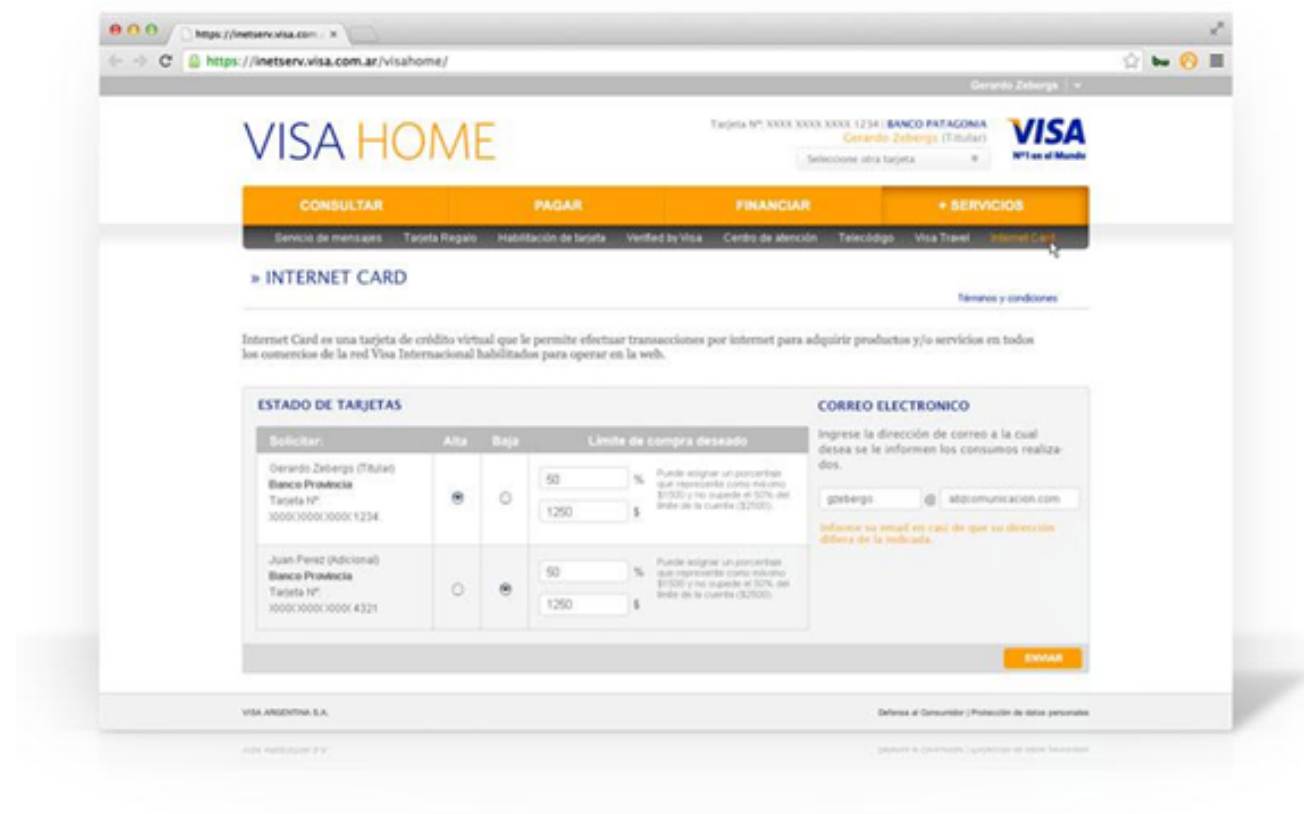
VISA

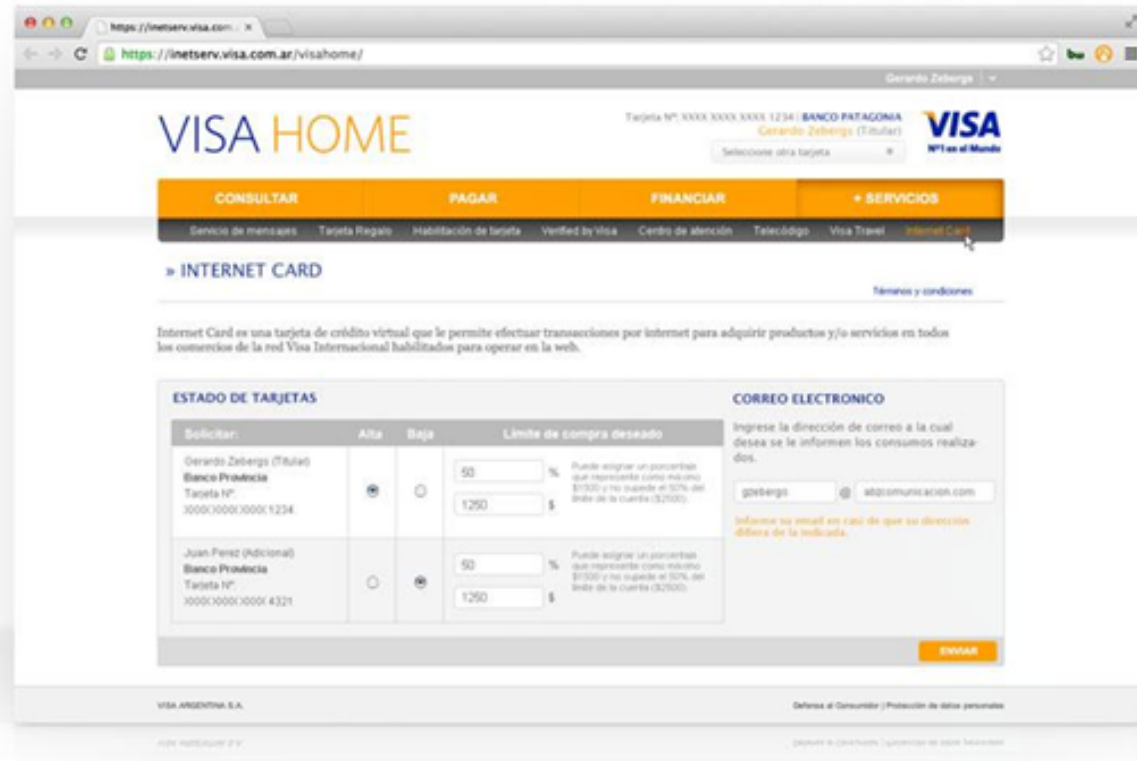
Design new VISA HOME, the home banking VISA. For this work the entire application interface for greater ease in operations was restated users.

Year 2011/2012

Contact: Alejandro Lezcano  
(Lezcano@visa.com.ar)







# ALGUNOS CLIENTES

CON LOS QUE HEMOS TRABAJADO

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