Hello
World

ant
pack
code+craft

we build technology that makes sense

A perfect and balanced way of working

code ✚ craft

It should look as amazing as it works

reliable

{ visionary technology

simple execution }

how we
do it?

digital evolution

and

disruption

we combine the power of disruptive technologies, creativity, and consulting to transform companies (digitally).

research & design

- User Experience
- User Interface
- Augmented Reality
- Virtual Reality
- Gamification

develop & test

- Platforms
- Web
- App
- APIs
- QA Automation
- No-Code
- AI+ML
- Robotics + IoT

optimize & amplify

- Social
- SEO
- SEM
- Tag Management
- E-Mail Marketing
- Landing Pages
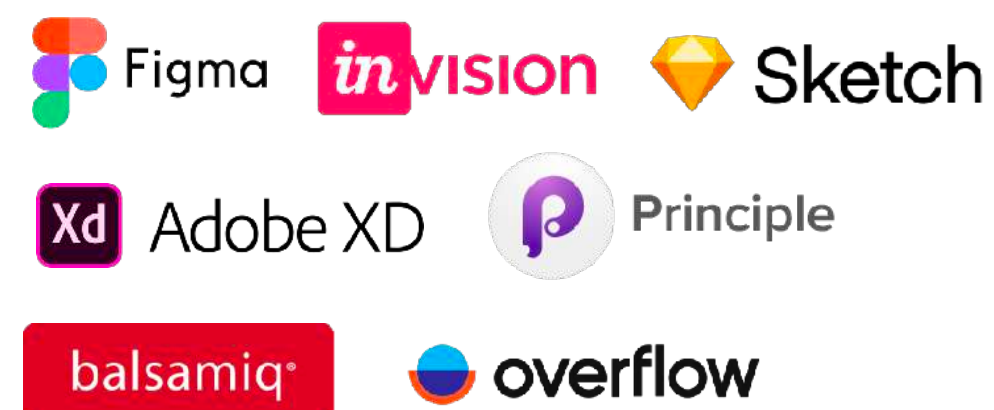- CMS
- CRM
- E-Commerce

automate & analyze

- Analytics
- Dashboards
- Data Mining
- BI
- Blockchain
- Cloud
- Cyber Security
- Hyper-Automation

partnerships and certifications

some of our tech

ux/ui & prototyping

Figma · InVision · Sketch · Adobe XD · Principle · balsamiq · overflow

seo/sem, data & bi

semrush · woorank · tableau · Power BI · Google Data Studio · Search Console · Google Analytics

languages & frameworks

HTML CSS JS · jQuery · python · Swift · php · Java · Laravel · CodeIgniter · django · RAILS · node js · React · ANGULAR · IONIC · R · Flutter · Dart · Vue.js · OPENCHAIN · unity

cms

WORDPRESS · Joomla! · Drupal · SQUARESPACE · strapi · Wix · SANITY · Directus

e-commerce

shopify · WooCommerce · Magento · VTEX

no-code

.bubble · glide. · webflow · zapier

infrastructure

aws · vmware · (mt) mediatemple · Google Cloud · DigitalOcean · bluehost · rackspace technology

database

MySQL · PostgreSQL · MariaDB · Cassandra · Firebase · mongoDB

methodologies

Scrum · agile · BUILD LEARN MVP MEASURE · DESIGN THINKING · LEAN Software Development

communication

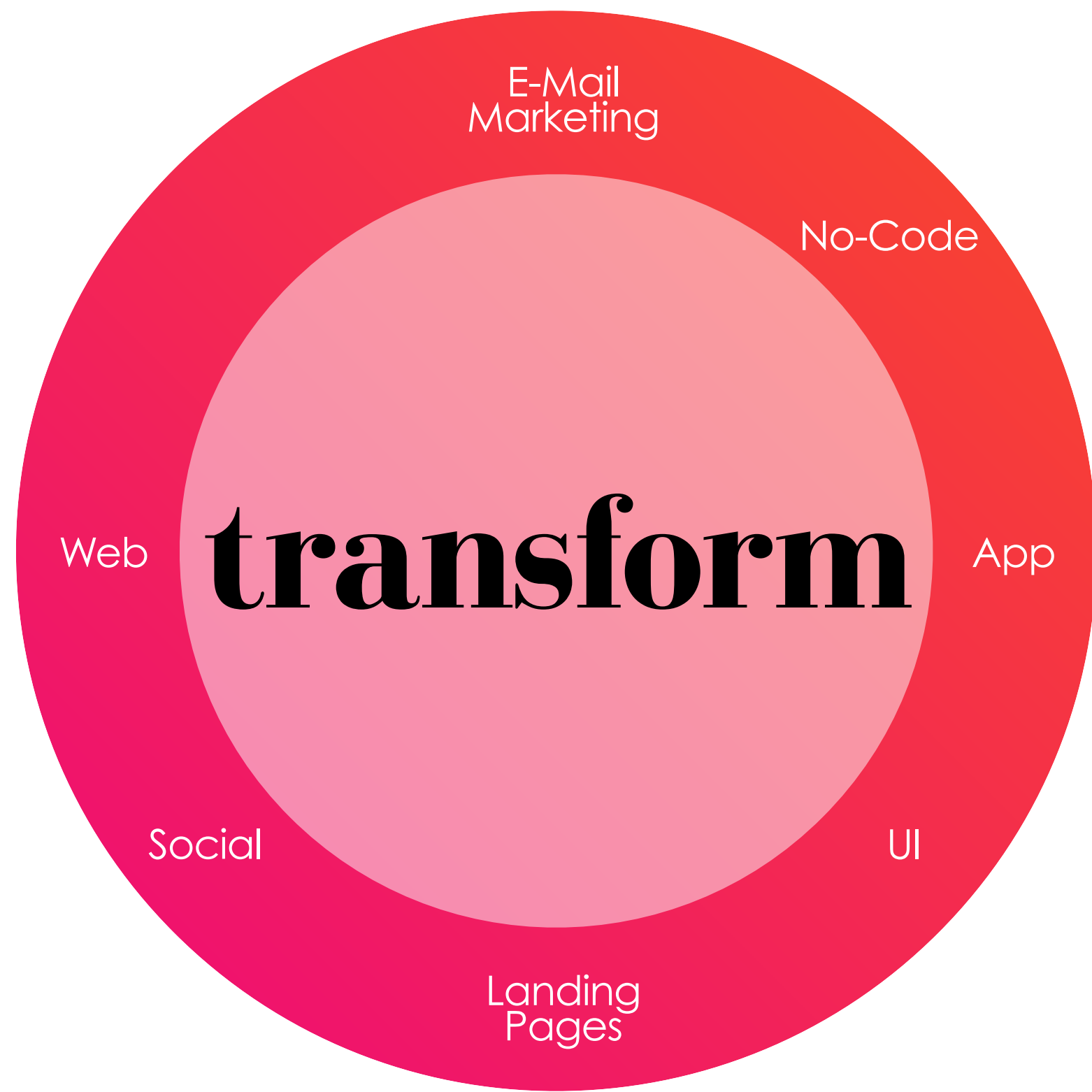mailchimp · ActiveCampaign · MANDRILL · GetResponse

our work

business objective

Seijiro Yazawa Iwai

AntPack role
01 Consulting
02 Web Development
03 CMS

Collaboration with
BRANDNEW

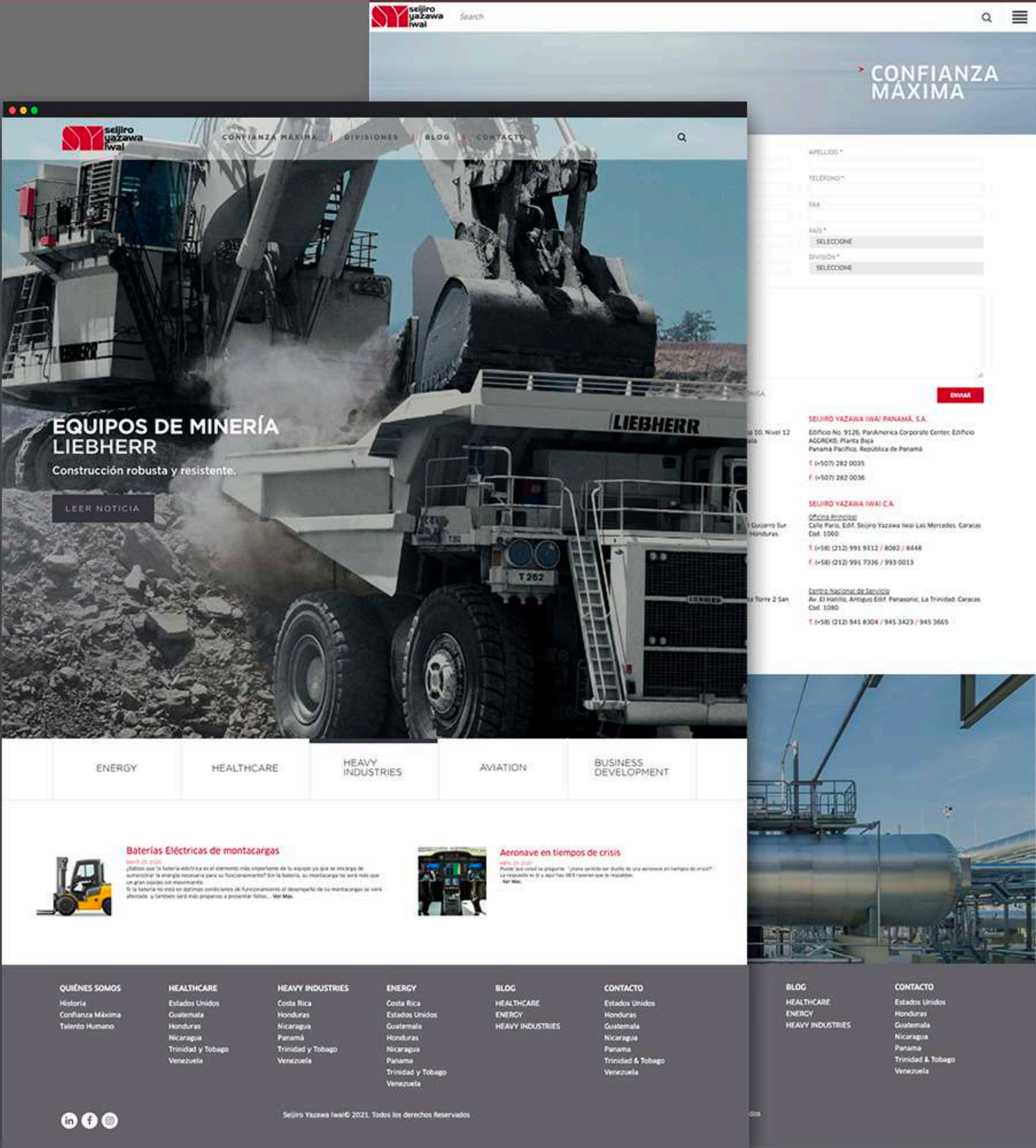**Technologies**
WordPress
MySQL
invision

Challenge: the Seijiro Yazawa Iwai organization has among the most diverse group of product offerings, ranging from Energy, Healthcare, Heavy Industries, and recently Aviation.
The organization has presence in all Central American countries, Venezuela and the United States.
The sub-site for each country should have its native tongue, including English, Spanish, and French.

Strategy: Develop an e-Commerce platform, without a payment gateway that allows the assignment of sections, sub-sections, and cross-sections to guarantee products are added once but shown in several locations.

Wordpress was used to leverage the language tools and e-Commerce capabilities.

The template was built from scratch based on a marvelous design from Brandnew.

Results: Simplified navigation, reduction in the amount of errors derived from having the product in multiple places, and a different but connected look and feel for each business unit.

Redflag

E-Commerce

AntPack role

01 E-Commerce

Technologies

Challenge: REDFLAG wanted to expand their brand presence into other cities, and countries.
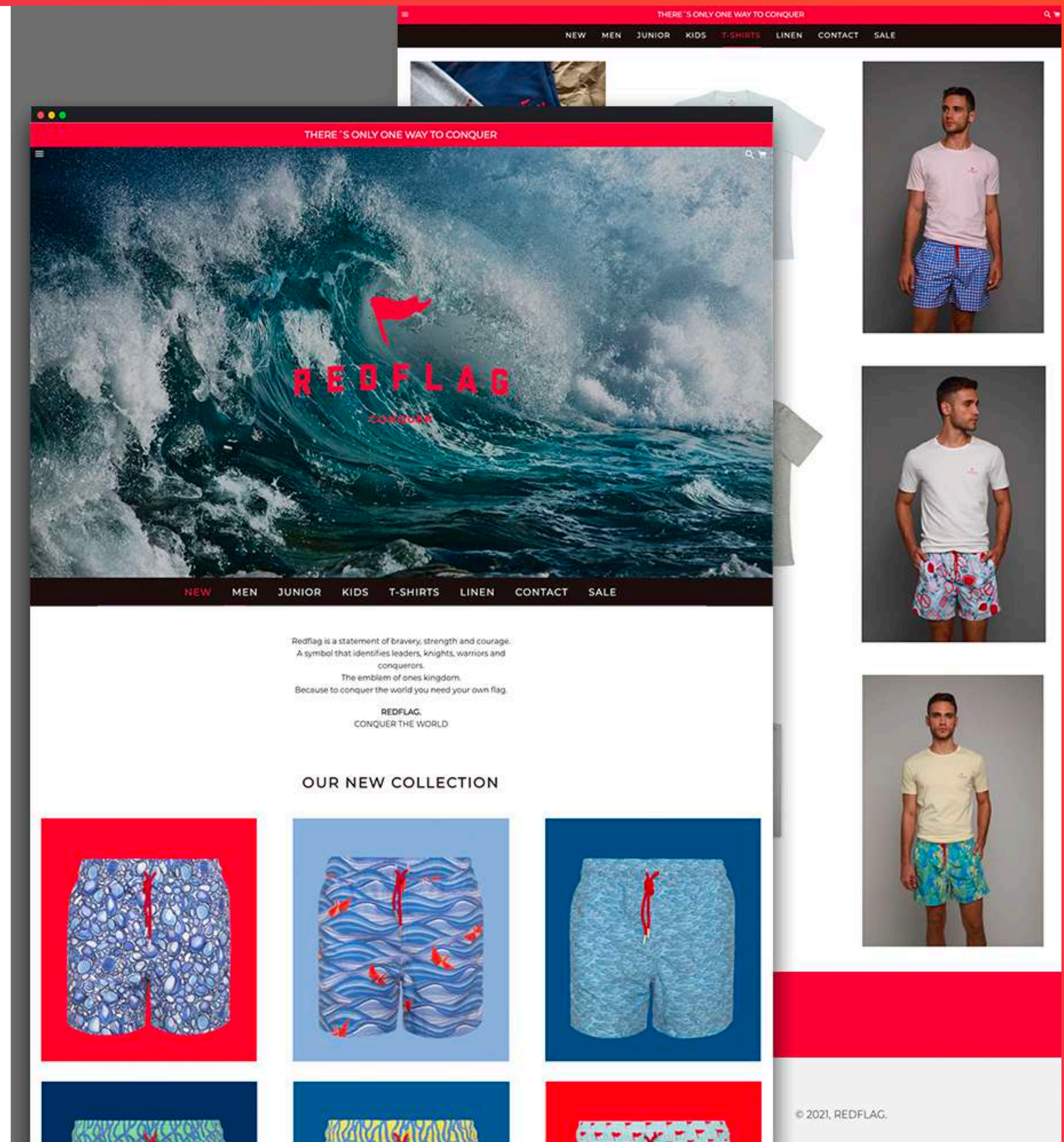
The brand needed a robust e-Commerce platform which could provide fulfillment solutions for their national and international markets.

Strategy: Develop the shopping platform in Shopify. Configure real-time reporting for in-site analytics.
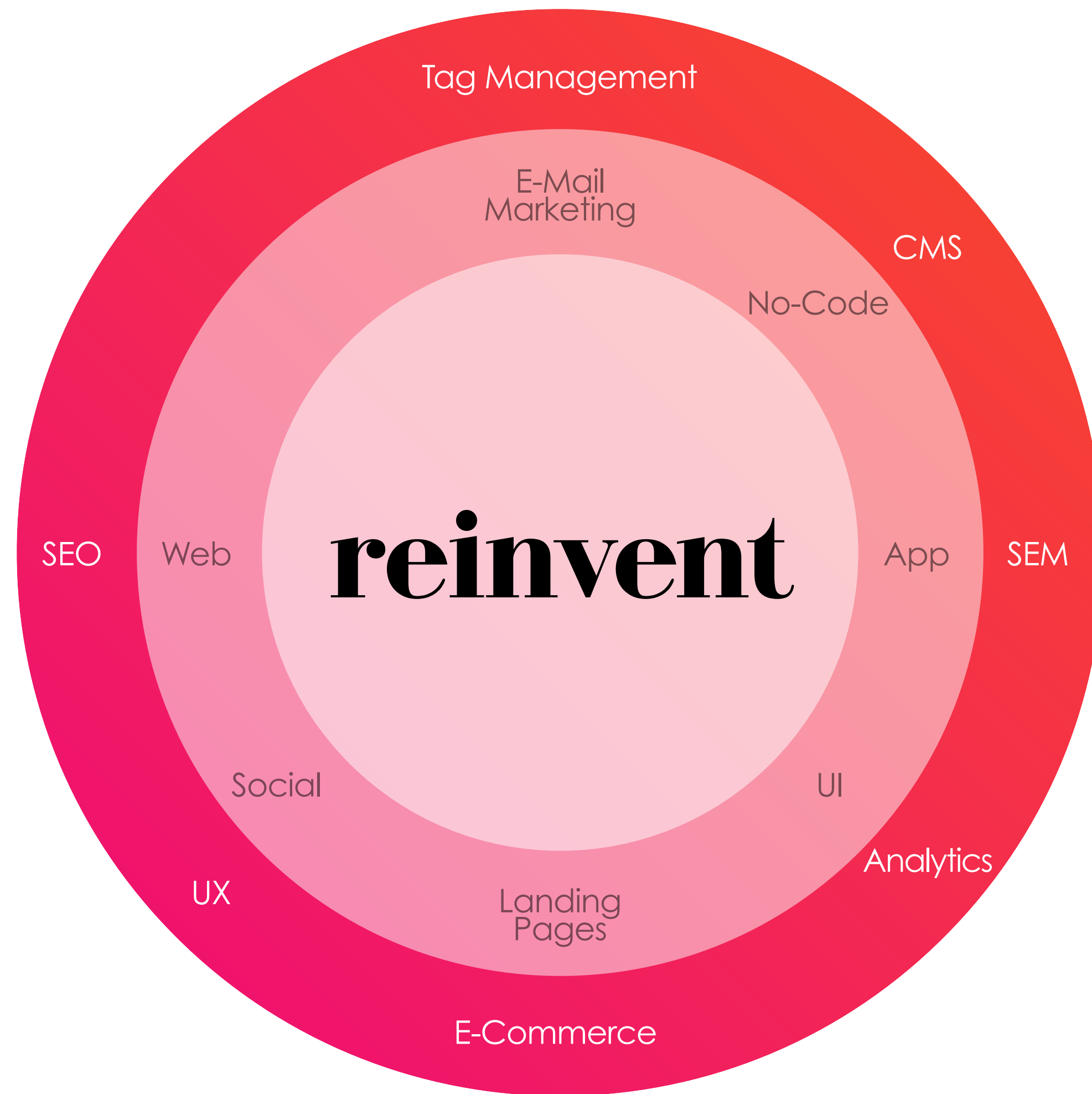
Automate the fulfillment operations with on demand quotes from shipping providers.

Easily track returns and refunds.

Results: 80% of international sales take place on the site. E-mail marketing campaigns for subscribers increase recurring purchases by 2x. Simple product and inventory management.

business objective

reinvent

Tag Management
E-Mail Marketing
CMS
No-Code
SEO
Web
App
SEM
Social
UI
UX
Landing Pages
Analytics
E-Commerce

Grupo Sura

Native Indigenous Culture Education

AntPack role

01 Strategy
02 SEO
03 Web Development
04 CMS

Collaboration with
brandHAUS

Technologies

WordPress
MySQL
inVISION
Sketch

Challenge: Grupo Sura needed to organize their ample catalog of indigenous educational offerings for school teachers. Additionally, they needed to showcase the work of different artisans, and the publications that have been printed on these subjects.

The client wanted their website to be found by teachers so they can have access to their training materials.

Strategy: Develop a custom-made CMS template which allows for different sections, sub-sections, and cross-sections to be linked together in a coherent navigation.

Our UX experts facilitated the user flow so teachers and visitors could easily navigate the different sections.

Keywords regarding indigenous education were identified and positioned.

Results: 95% of educators switched from book-based education to online resources. Top 5 keywords listed on the first page of Google.
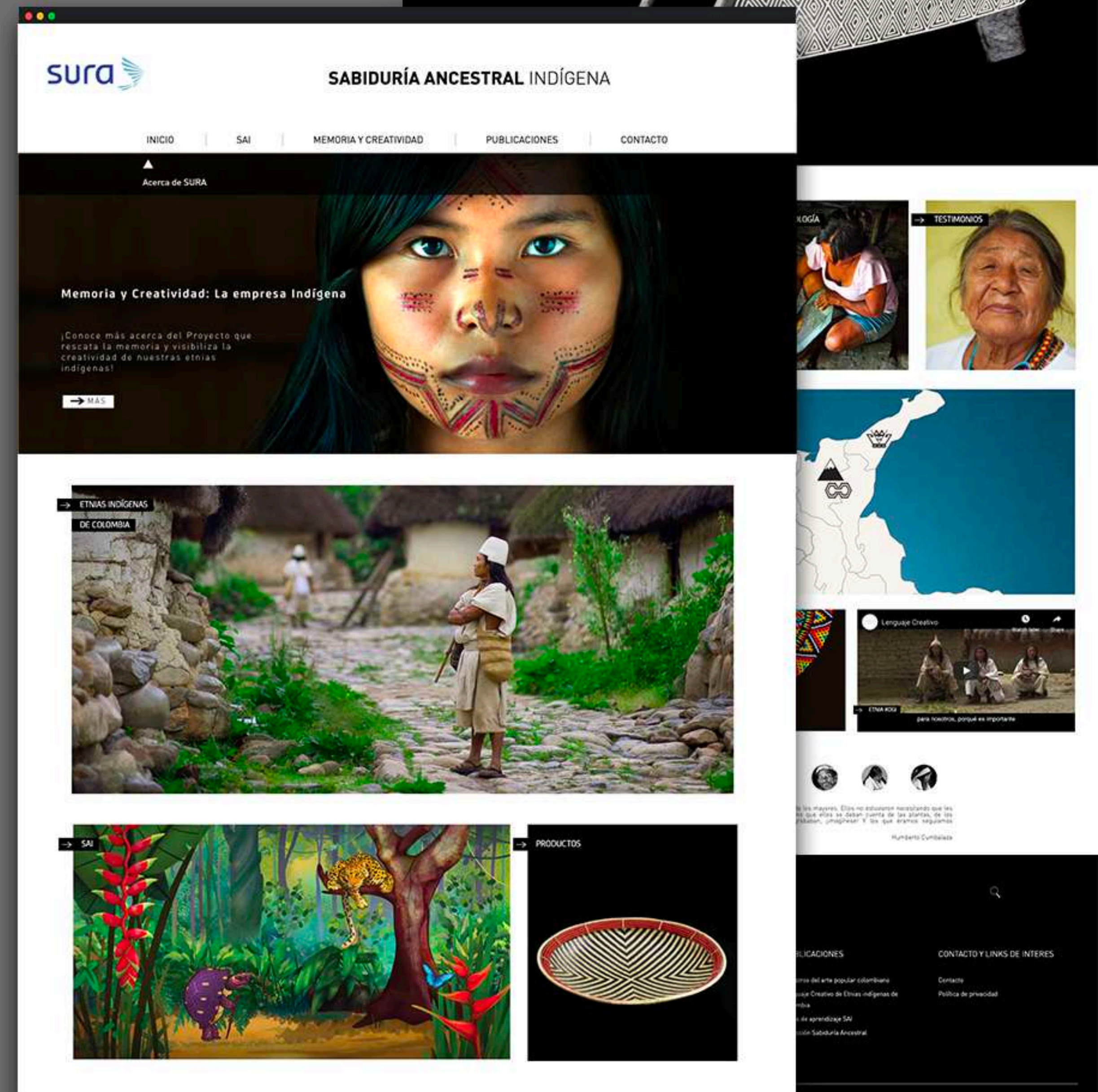
Teiket

App and e-Commerce

AntPack role

01 App Development

02 e-Commerce

Technologies

IONIC

PostgreSQL

aws

Challenge: Teiket had acquired technology that enabled a phone's camera to scan anything and read an "invisible ink".

The technology was provided as an SDK. The challenge was to make it profitable by attaching it to an e-commerce.

Strategy: We developed an application that connects an e-commerce platform with the scanning technology.

The application allows users to read magazines and simply point at a picture and purchase the item.

Results: The application premiered in Colombia Moda 2018. It allowed users to scan items on the Agua Bendita runway, and ordering the items directly from the App, proving the applications for the technology are endless.
This implementation reinvented the way people would tag, save, and buy swimsuits at a fashion show.

business objective
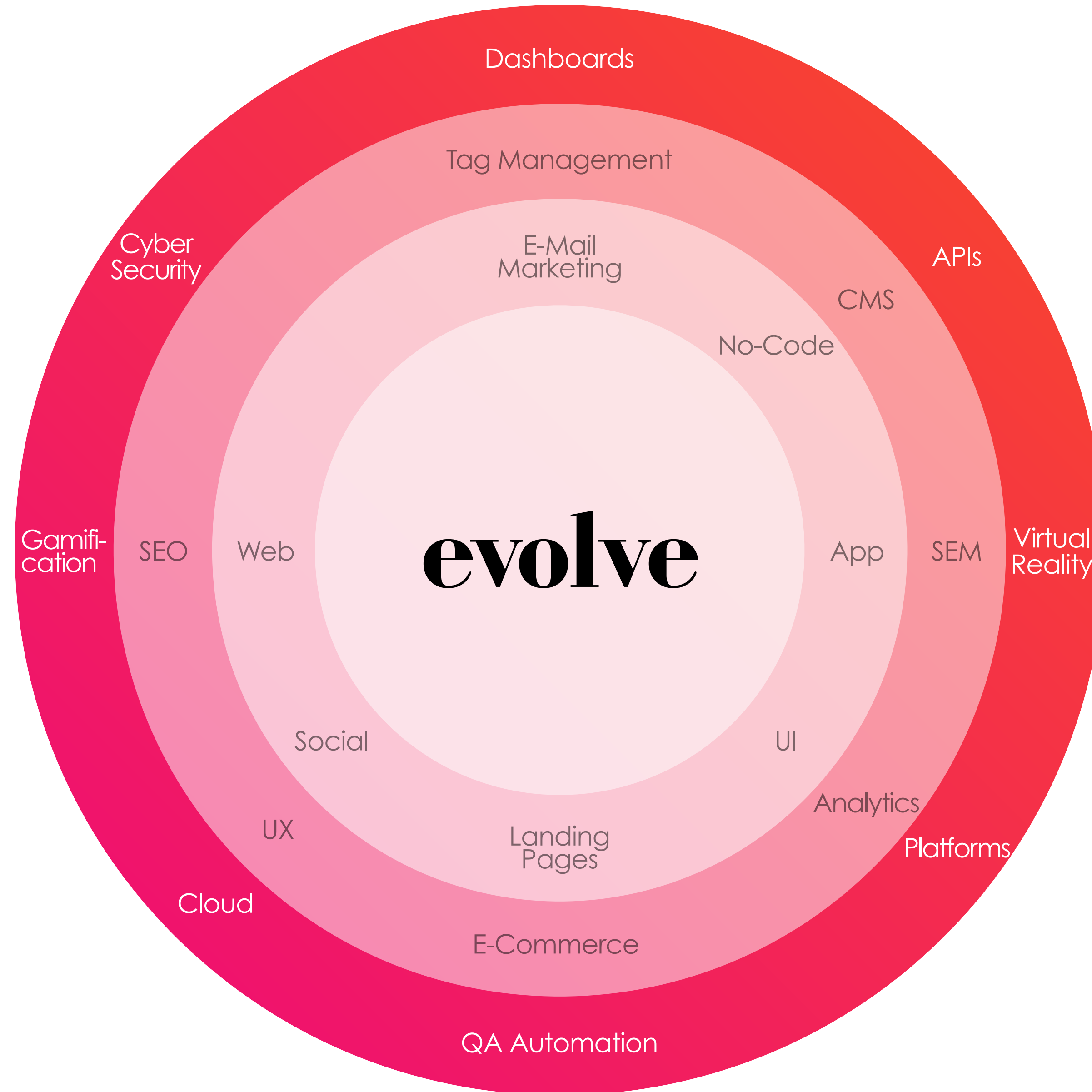
Tugo Proyectos

Website
Lead Generation

AntPack role

01 Strategy
02 Web Development
03 CMS
04 SEO
05 SEM
06 API Integration

Collaboration with

Buentipo | ANCHOR

Technologies

pipedrive

MySQL

Google Search Console

Google Analytics

Google Ads

Challenge: Tugó Proyectos is a company that designs and builds offices spaces, our goal was to create a custom website that showcase the company's projects and way of work to generate leads for the business.

Strategy: We developed a website focused on lead generation, the solution included a cms system to manage the project showroom among other contents, we also integrated Pipedrive as a CMR tool for the sales force to manage the website and store walk-in leads during the sales process.

To drive traffic to the new site an Always On Google Search Campaign was implemented.

Results: Tugo evolved their project capabilities from an in-person consultative sale to an online experience. The initiative resulted in a 40% increase in leads and 25% in sales during the first year.
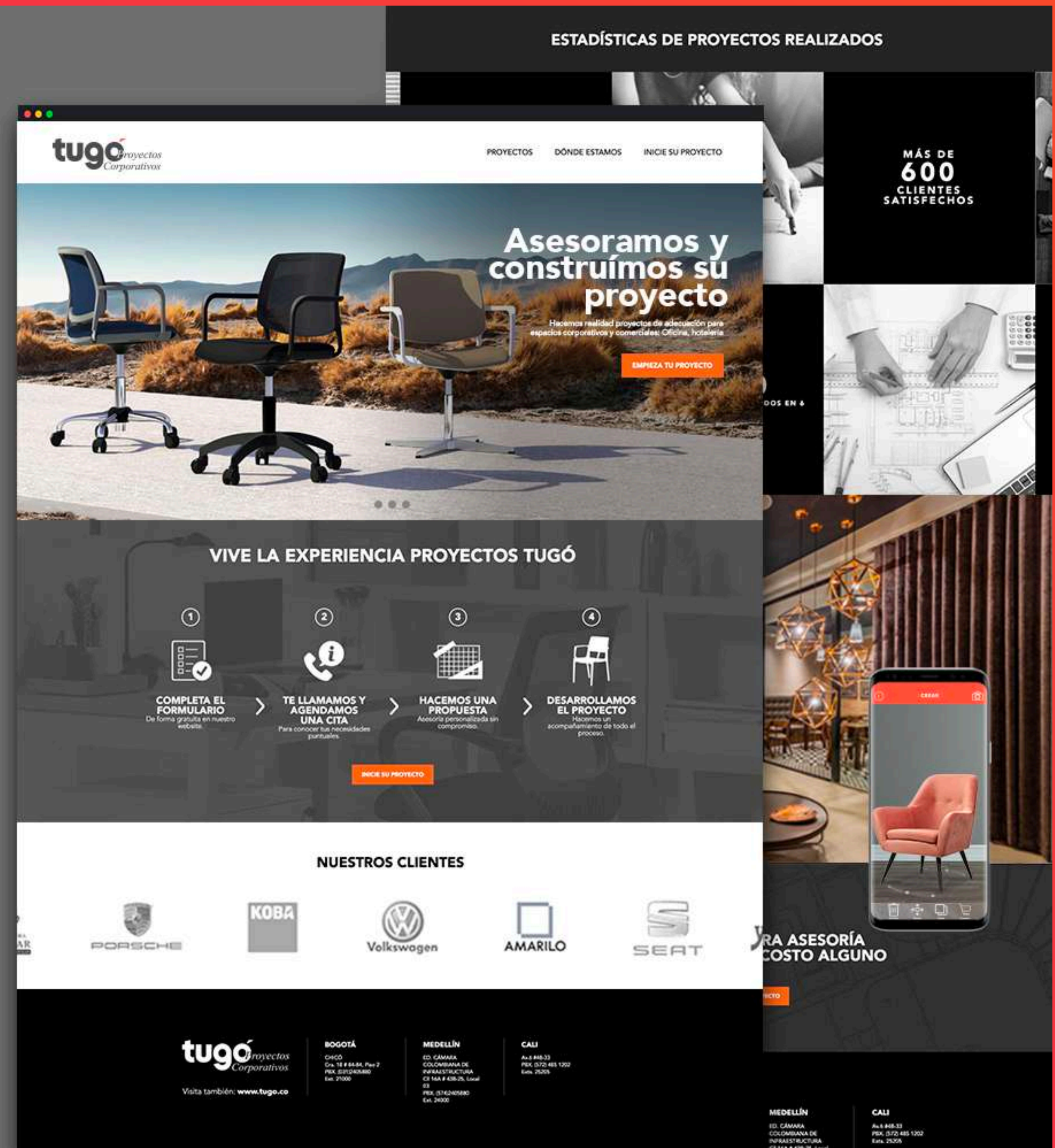
Shopping Mall

Experiences

AntPack role

01 Concept

02 Strategy

03 App

04 IoT

05 Beacons

Collaboration with

Buentipo | ANCHOR॥

Technologies

node JS

React

Firebase

ActiveCampaign >

Challenge: Provide an intelligent interaction system in a shopping mall that can be used to interact with shop-goers. An additional challenge is to leverage the hardware and development expenditures for the device.
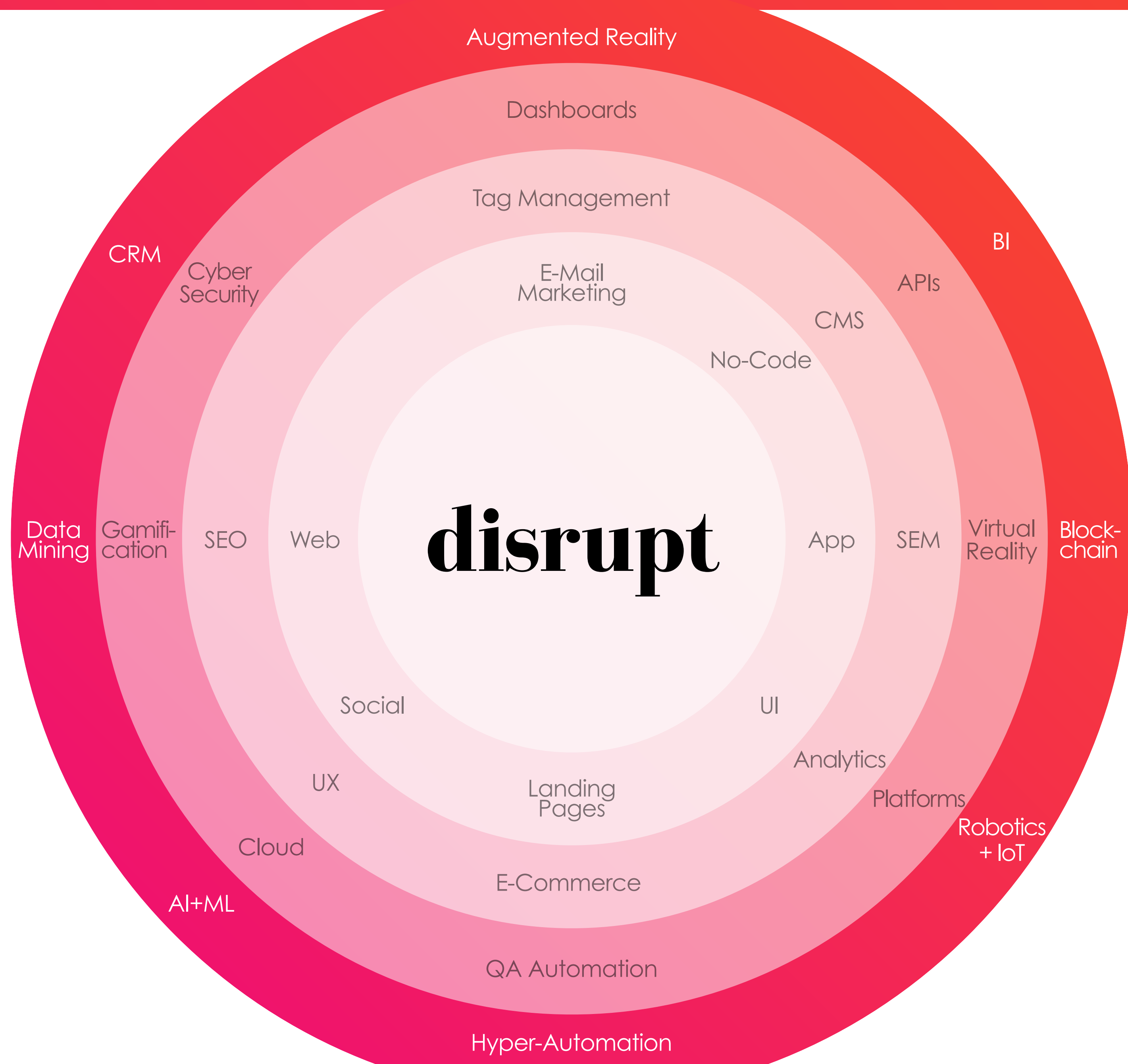
Strategy: Create a hardware IoT device and provide it with compute, internet, and interaction capabilities. Use this device to remotely upload enhancements for future interactions.

Results: Evolve the shopping experience by providing contactless interactivity complemented by an application. Combine facial recognition and voice-based chatbots to develop interactivity solutions.

Facial recognition capabilities can be used to guarantee users wear a facemark and do so properly.

business objective

disrupt

Augmented Reality
Dashboards
Tag Management
E-Mail Marketing
CRM
Cyber Security
BI
APIs
CMS
No-Code
Data Mining
Gamification
SEO
Web
App
SEM
Virtual Reality
Block-chain
Social
UI
UX
Analytics
Landing Pages
Platforms
Cloud
Robotics + IoT
AI+ML
E-Commerce
QA Automation
Hyper-Automation

Nidoo

Technology Leadership

AntPack role

01 Strategy
02 Web / Landing Dev.
03 App Dev.
04 API integrations
05 IoT Devices
07 UX/UI
06 SEO & SEM

Technologies

IONIC

Laravel ANGULAR

node Flutter

mongoDB.

ActiveCampaign >

aws WiX

DigitalOcean

Challenge: Nidoo has the ambitious mission of solving the headache of parking in Latin American cities.

Bogota has more than 20,000 parking facilities, of which the top 4 companies only represent 20% of the total market.

There are more than 5,000 different software providers for these facilities and they all need to work with the Nidoo platform.

Strategy: Developed parking software automatically integrated into the Nidoo platform. For larger technology providers, developed integration with their systems.

Invented an IoT hub which connects the parking software with the users mobile phone to provide simple access and in-app payment.

Results: Nidoo lead disruption of the parking industry by providing seamless access and payment for the largest shopping center and business centers in Bogotá, simply using the phone. 20% month-over-month growth on user base.
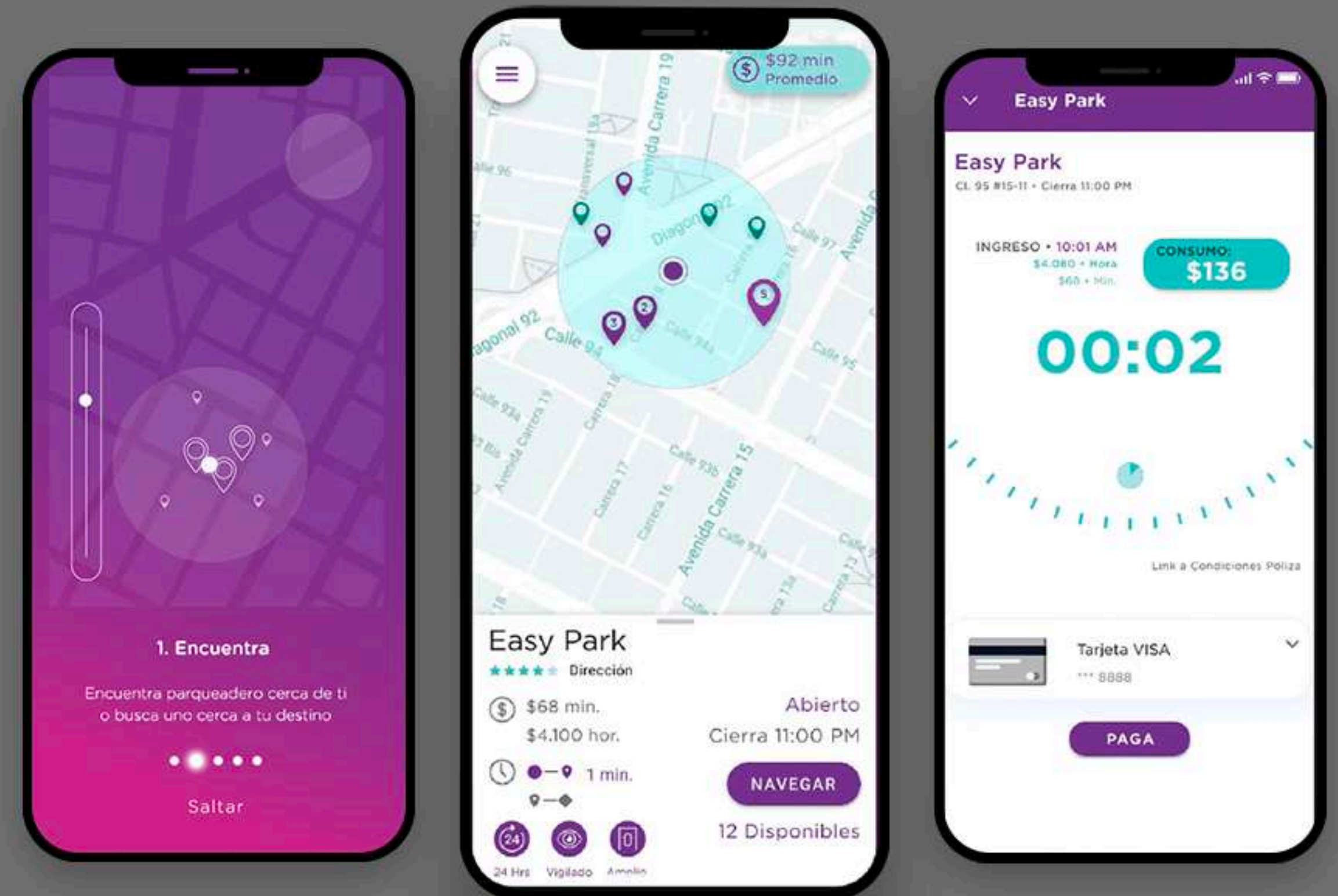
Avantel

Experiences

AntPack role

01 Strategy

02 Virtual Reality

Collaboration with

Buentipo | ANCHOR▣

Technologies

◆ unity

Challenge: Avantel required a strategy that created impact during their launch of the LTE technologies.

Strategy: To leverage the hipe from the World Cup and create an experience in a stand where users could kick a ball or become goalies of a soccer match.

Results: Avantel positioned itself as the industries' technical leader and disrupted traditional events with it's virtual reality capabilities.

Brand awareness and remembrance and objectives were surpassed and the event became a trending topic in social media.

and many more...

leadership

juan f. cubillos

Lead

Juan has worked with technology for 15+ years in 30+ countries. His experience ranges from corporations, to scale-ups and start-ups. Juan leads the AntPack team.

camilo otalora

Design

Camilo leads the UX and UI initiatives in AntPack. His 8 years of experience, impecable taste, and obsession with quality (which he imprints on his team) guarantees the highest standards for our deliverables.

gerardo riarte

Analyze

Gerardo can create and execute digital strategies with ease. His 15+ years of experience in Colombia, Argentina, and Perú and multiple certifications make him a well-versed data analyst.

andres fajardo

Develop

Andres' leadership skills in big-scale projects including migrations for Avianca and Accenture allow him to understand the big picture of technology and plan accordingly. He leads the development ants.

rosa asprilla

Execute

Rosa uses her PMP and Agile/SCRUM certifications to lead our teams to successful project completion on time. Her technical background allows her to understand the inner working of design and development.

curro pascual

Grow

Curro's consulting and business development background allows him to lead our international expansion initiatives in Spain and Mexico. He understands companies needs in depth and can adequately articulate a strategy.

make it
ant!

ant pack
code+craft

thanks

www.antpack.co

COLOMBIA | MEXICO | ESPAÑA