

CONTACTS

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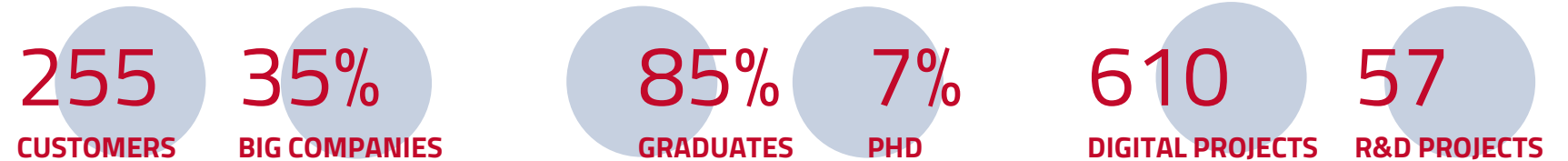
INFORMAZIONI SOCIETARIE

Innovative SME
Year of establishment: 2001
Enterprise development phase: growth
Share capital: € 469.500

TEAM

+ 65 Employees
4 Digital Project Manager
5 Concept Designer
2 Digital Researcher
4 UX/UI Designer
2 Service Designer
2 Content Creator
3 Digital Marketing Specialist
2 Social Media Strategist
2 System Engineer
2 Architectural Designer
2 Data Scientist
2 Data Analyst
19 Full Stack Developer
7 Mobile & App Developer
2 AR Software Engineer
5 DevOps Engineer

DIGITAL INNOVATORS, FROM THE BEGINNING.



KPI NAUTES 20 YEARS OF EXPERTISE

We are a DIGITAL DESIGN COMPANY.

A strategic Partner for DIGITAL TRANSFORMATION of business processes.

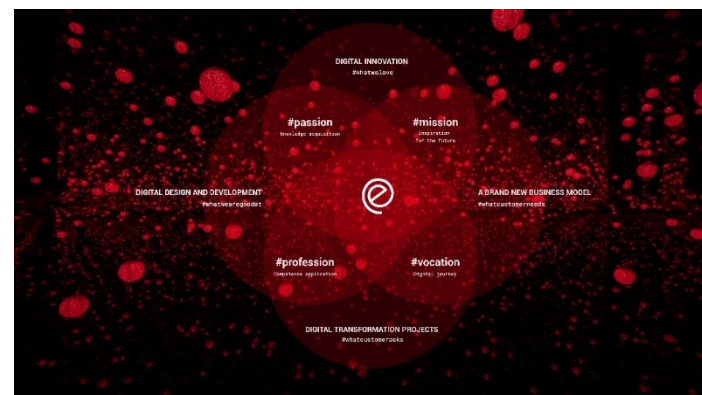
A creative laboratory that builds customized projects with a high innovation content, from the concept and design phase to development and engineering.

Founded as a university spin-off in 2001, we became a private research laboratory accredited by the Italian Ministry of Education, University and Research and certified as an Innovative SME in 2016.



«Digital focuses on human behaviour and language. Therefore the most effective design approach is that based on sensitivity, deep understanding of contexts and above all a culture based on the idea that beauty creates contamination. Having in mind the aesthetic vocation of Italian Design, I am convinced that Digital is an extraordinary opportunity for Design to reinterpret itself as it happened with the Industrial revolution.»

Marco Gialletti,
Ceo Nautes, Digital Designer



IKIGAI: OUR PHILOSOPHY

Ikigai ("iki", life, "gai", reason, goal) represents "something to live for".

It expresses the balance among passion, professionalism, vocation and mission, and defines the raison d'être of a company and its members.

DIGITAL DESIGN AND DEVELOPMENT

Transformation by Digital Design. This is Naut@s.

Our designed solutions are the outcome of Co-Design work with the client, who is led through the digital transformation process by a dedicated and multi-skilled team: a process of continuous comparison and mutual exchange that enables us to interpret business needs and transform them into Real Innovation. The method used is divided into 3 stages: Brief Definition, Design e Software Engineering. From an initial analysis and exploration phase in which client's needs are identified and project objectives are defined, we proceed to the «core» Design part (Concept, UX/UI ed Executive Design), and then hand the ball over to the Engineering team.

BUSINESS ANALYTICS SERVICES

We create data driven solutions that facilitate business decision-making processes.

Naut@s approach to Business Analysis aims at extracting value from data and their analysis in order to create Management Support tools that facilitate strategic and decision-making processes of enterprises.

We provide Data driven solutions, web and mobile apps (iOS / Android) that can be either totally custom or integrated with third-party technologies to optimize the services offered. We adopt a four-step methodology with increasing level of depth: Data Lake architecture, KPI design, Data Presentation Big Data & Analysis.

HR TECHNOLOGIES

We digitize relationships in Human Resource Management processes.

We interpret the evolution of HR needs by combining a human-centric approach with a digital mindset: we introduce enabling technologies for the management and development of employees within Digital Organisations.

Each resource is at the centre of an ecosystem of relationships - with the Company, with the Workplace, with its colleagues and with itself- that generates data and Human Metrics.

This paradigm is the basis of our measurements and the Naut@s method in HR Tech.

DIGITAL R&D

We deliver research and technological innovation projects, from concept to experimentation.

Naut@s was accredited by the Italian Ministry of Education, University and Research as a private research laboratory and then recognised as an Innovative SME. We work as an Observatory on the state of art of technology, experimenting software and device aspects: Augmented Reality, Wearable Devices, Predictive System, Image Recognition, Machine Learning, etc. Each research project is not an end in itself, but becomes a subject for industrial development and Real Innovation. We promote Digital Research both to fulfil the client needs and to increase our knowledge and the value of the services we provide.

E-COMMERCE

We connect digital and physical in one omnichannel system.

We have the tools, skills and technologies to design and build a virtual store in synergy with the different customer touchpoints.

We work with solid and reliable platforms such as Shopify and Magento, both at the online monobrand and marketplace level, guiding all the implementation phases of the online business.

The integration with CMS systems (Wordpress, Joomla, Drupal), CRM (Salesforce), payment gateway, WMS, etc. is central to ensuring the success of the online store.