

# Software Development Platform



FO Platform as a Backend Service under a PERN Architecture



# A History of 8 Years in Development

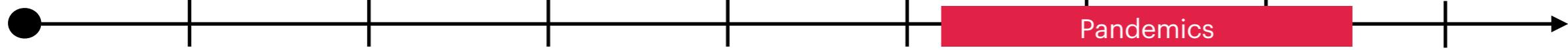
Eight years of continuous development and improvement



## Functionalities Built in:



First tests with companies to put proximity technologies and digital instructions into use through a CMS, in the same way they begin with formats



**2015**

**2016**

**2017**

**2018**

**2019**

**2020**

**2021**

**2022**

**2023**



Hovup is founded, a company focused on digital and proximity marketing designed for the entrepreneur



Hovup's identity is changed to the current one and we begin implementations of payment methods, artificial intelligence and Business Intelligence



Loyalty project begins integrating all the previously built functionalities and real-time monitoring of data coming from formats in the field is tested



Functionalities continue to be added to the platform and smart formats. The BIP platform for points of sale begins



The Hovup platform is renamed as FO after a JV agreement with Kio Networks, it is enabled as a Multi-client platform and functionalities of bi-directional, intelligent formats and integration with Mastercard are added. And we expanded to the Dominican Republic



Pandemics



With all the experience and what we have built in these last 7 years, we seek to bring the FO solution, hand in hand with Kio Networks, to SMEs and Medium Enterprises, as well as continue with large corporations.





# Exposure of Our Backend Through API Services

API services to get functionality on the customer-owned front-end:



Web

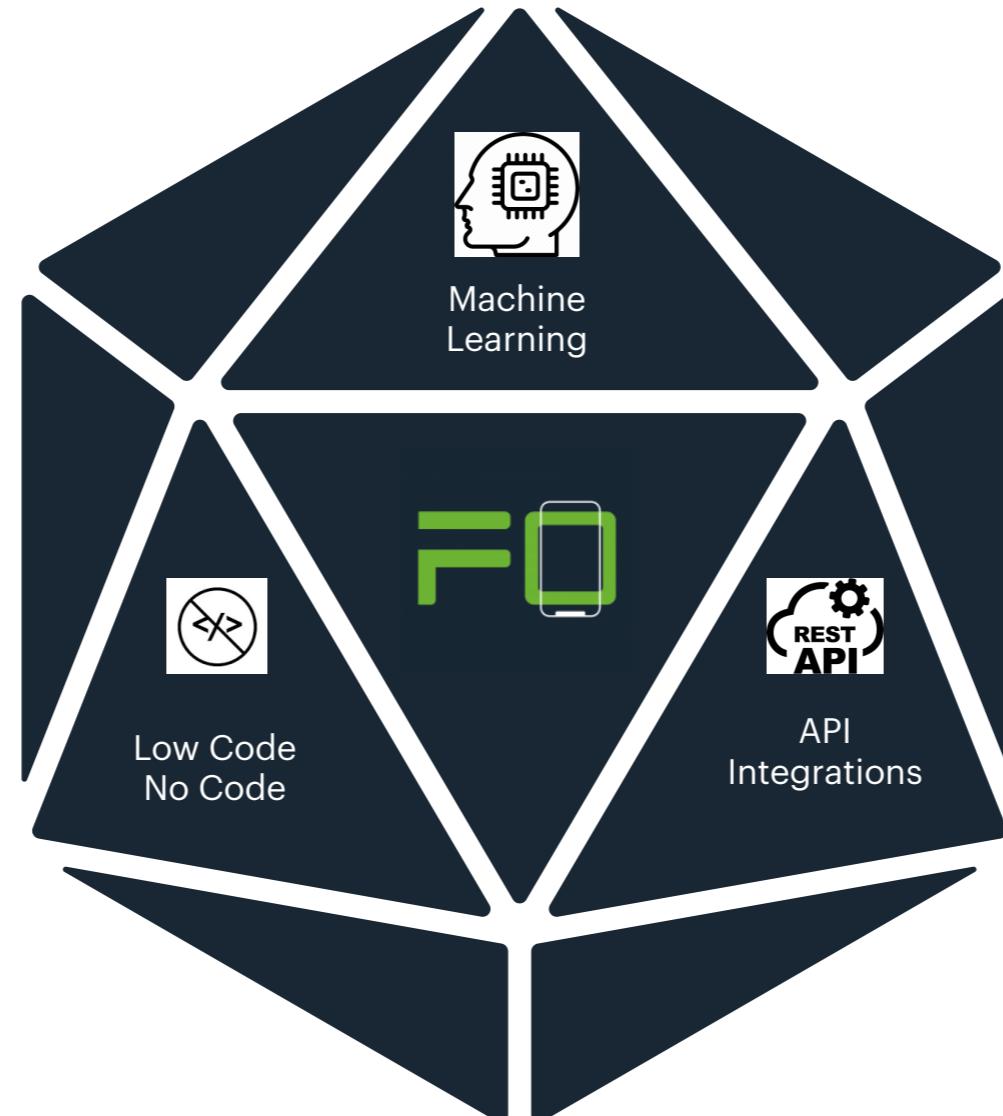
On boarding, Enrollment or KYC

iOS

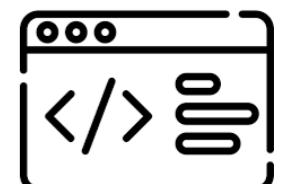
Apple

Redentions

CMS



Android



Front-end Source Code

# What is PERN?

Technologies already consolidated in the world of programming



**P** PostgreSQL

**E** EXPRESS JS

**R** REACT JS

**N** NODE JS



PostgreSQL is a relational database that is reliable and secure. This makes it ideal for storing data that must be related to each other, such as customer data, product data, and order data.



Express JS is a forgiving web framework (Cross-Browser Compatible), written in JavaScript and hosted within the NodeJS runtime. The module explains some of the key benefits of this framework, how to configure your development environment and how to perform common tasks in web development and publishing.



React.js is used to make web pages and works with virtual DOM elements, while on the other hand React Native uses native Android and iOS UI elements to create applications for both platforms.



Node JS is an open-source, cross-platform, runtime environment that allows developers to create all kinds of server-side tools and applications in JavaScript.

# What Companies Use PERN?

Technologies already consolidated in the world of programming



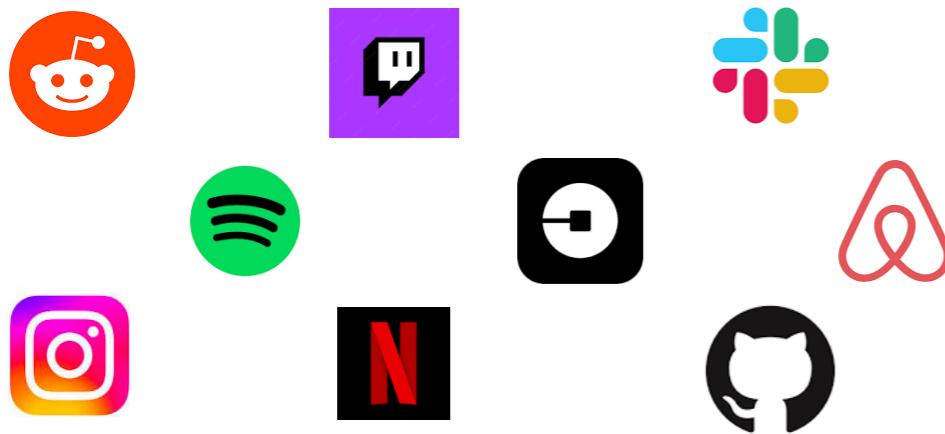
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## PostgreSQL



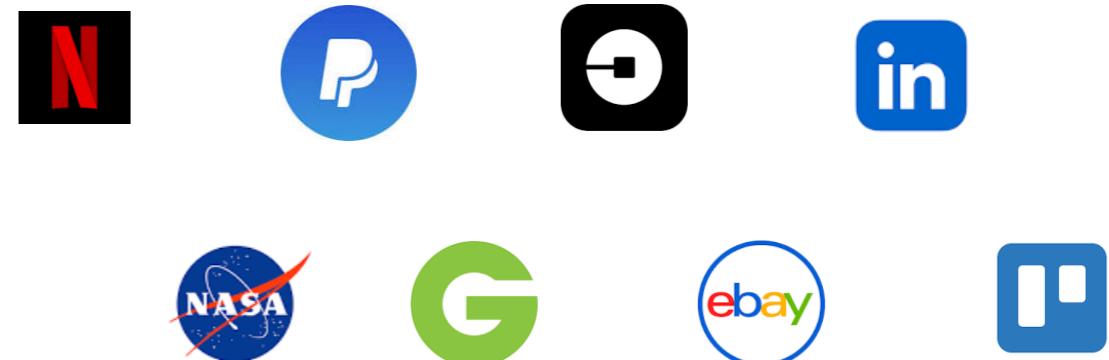
## express



## React



## node.js

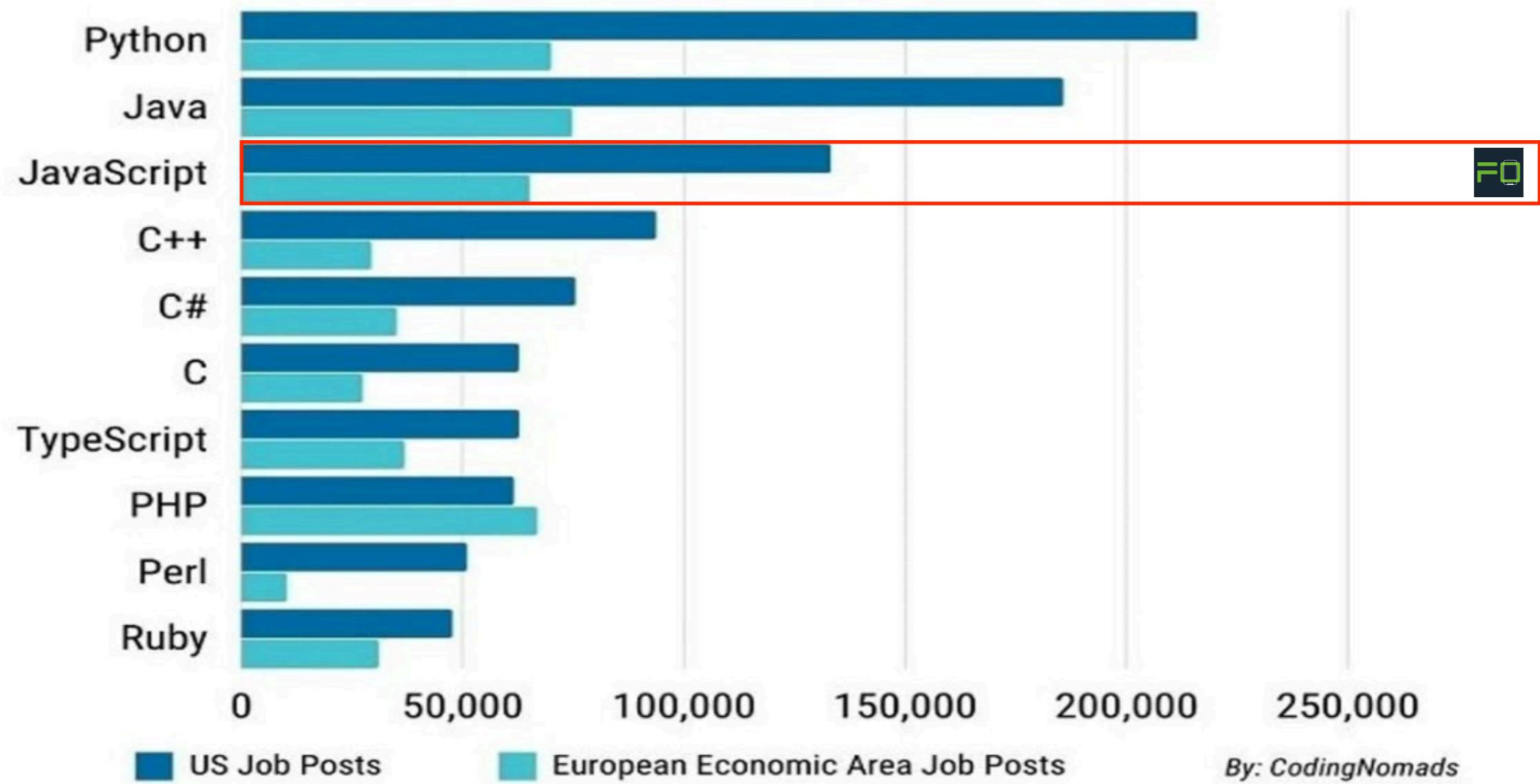


Fuente: Bard de Google



## Most in-demand programming languages of 2022

*Based on LinkedIn job postings in the USA & Europe*



Source: Bard de Google



## 23 - End Points

Address	Multimedia	Segment
Answer	Notification	Section
Batchcard	Oxxo Pay	Store
Container	Prizes	STP Balance
Department	Product	User
Group	Question	
Invite	Quiz User Log	
Login	Quiz User	
Membership	Quiz	

Login

1

User

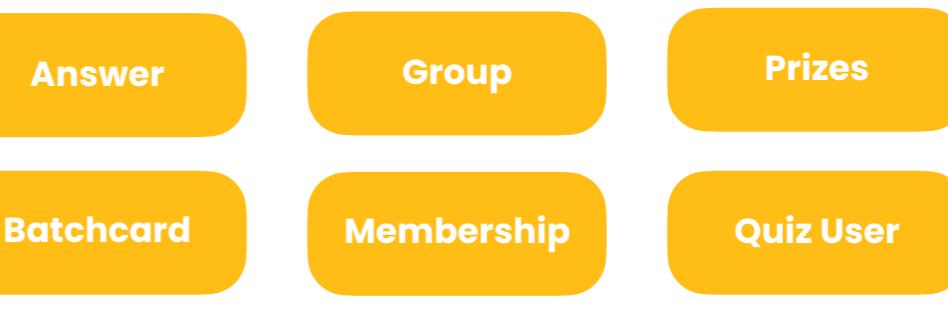
Global to the USER



M

Segment

LOCAL to the SEGMENT PER USER



1

Container

1

Store

M

Section

M

Department

M

Multimedia

M

Quiz

M

Product

M

Question

# Step by Step Instructions

1 - 2 - 3 / Set-up



## Step 1

**Create you ADMIN USER and unlock all the padlocks in our swagger interfase**

## Step 2

**Create and Address**

## Step 3

**Create a Segment**



**Gracias**

<https://foplatform.com>