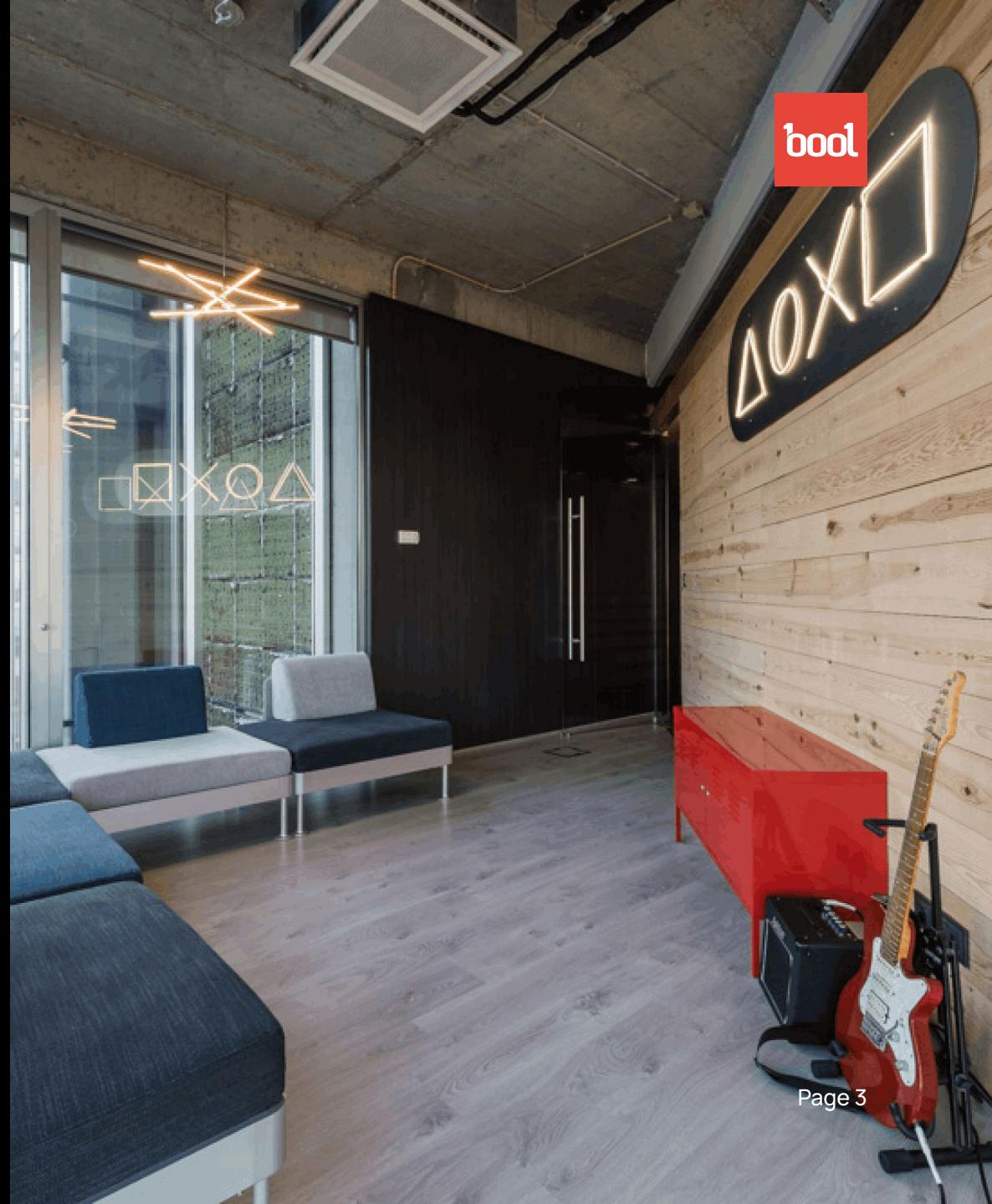


KICK OFF 2024

bool

Agenda ↴

- 1 Code For All Group & About us
- 2 Salesforce
- 3 ServiceNow
- 4 Cybersecurity
- 5 Power Platforms
- 6 Mendix
- 7 OpenSource



The <Code for All_> group



ubbu is a learning and teaching solution for teachers and students. ubbu is a curriculum game-based platform made for the classroom and ages 6-12. We're all about making young minds ready for the future by turning them into logical thinkers, problem solvers, and skillful, conscious citizens — all while having fun. With more than 200.000 active users, 650.000 activities per month, with a global track record, ubbu is now recognized as world reference being recently award as the European Digital Skills Awards 2023.



The winning 14-week Full-Stack Software Development bootcamps have an employment rate of 98% in less than 3 months after its conclusion. Since 2015, we changed more than 2000 lives: Former chefs, personal trainers, shoemakers, horse instructors, call center operators, undertakers, musicians && architects (amidst many other professions) - whether from Portugal, The Netherlands or Cape Verde - that have found their way into programming through us to become the next generation of junior Devs/DevOps/Cyber Security analysts.



We are a custom software development and consultancy company, with offices in Lisbon, the Azores (PT and The Hague (NL)) we have a team of truly dedicated individuals who love what they do. Since 2013, at BOOL we are all about outside-the-box thinking and innovative solutions. A Team of passionate People, committed to overcome our clients biggest challenges, with innovative and disruptive solutions.
We bring the future into the present. We push IT forward.

The <Code for All_> group



Resulting from a strategic partnership of Code For All group and TRH, we are now presenting to the market a new player for outsourcing capabilities. Mootiva is a joint venture between Code For All and TRH that brings a new perspective to the market by consolidating the best of breed of both companies: **talent as a service**.

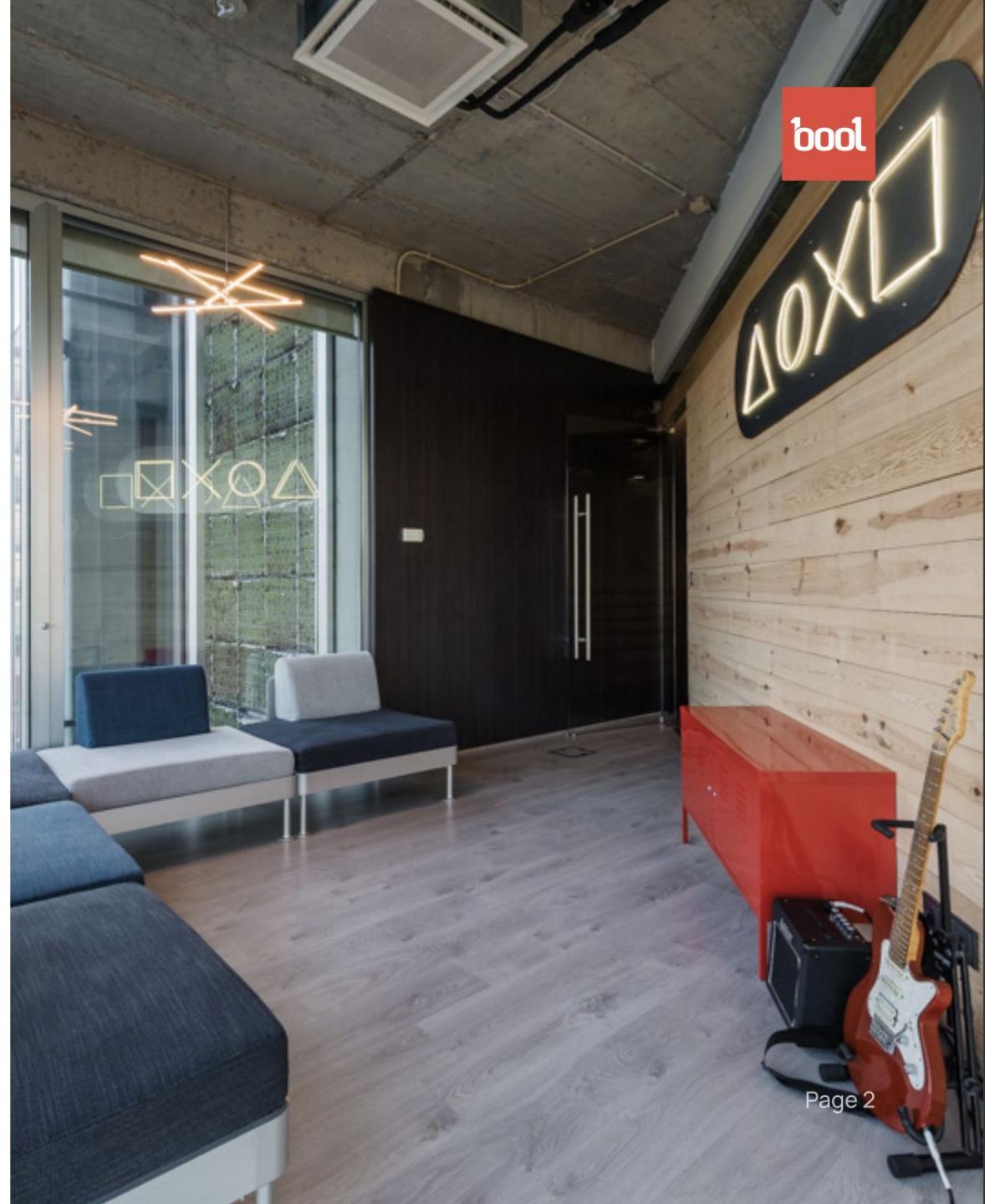
Who we are

We are a custom software development and consultancy company, with offices in Lisbon, the Azores (PT), and The Hague (NL) we have a team of truly dedicated individuals who love what they do.

Spreading that magic since 2013, at BOOL we are all about outside-the-box thinking and innovative solutions. A Team of passionate People, committed to overcome our clients biggest challenges, with innovative and disruptive solutions.

We bring the future into the present. We push IT forward.

**We are faBOOLous,
we are Bool.**



Our 5-star System



We have a team fully focused on delivering the best possible outcome, because we have standards, extremely high ones.

Truth is, we don't have clients, we have teammates. And in a team, we don't just know people by their names - we know their children's names!

**RH
Customer Relations
Store Management**

**Retail
Aviation
Healthcare
Telcos
Financial Services
RH**

**Digital
Signatures
Portal**

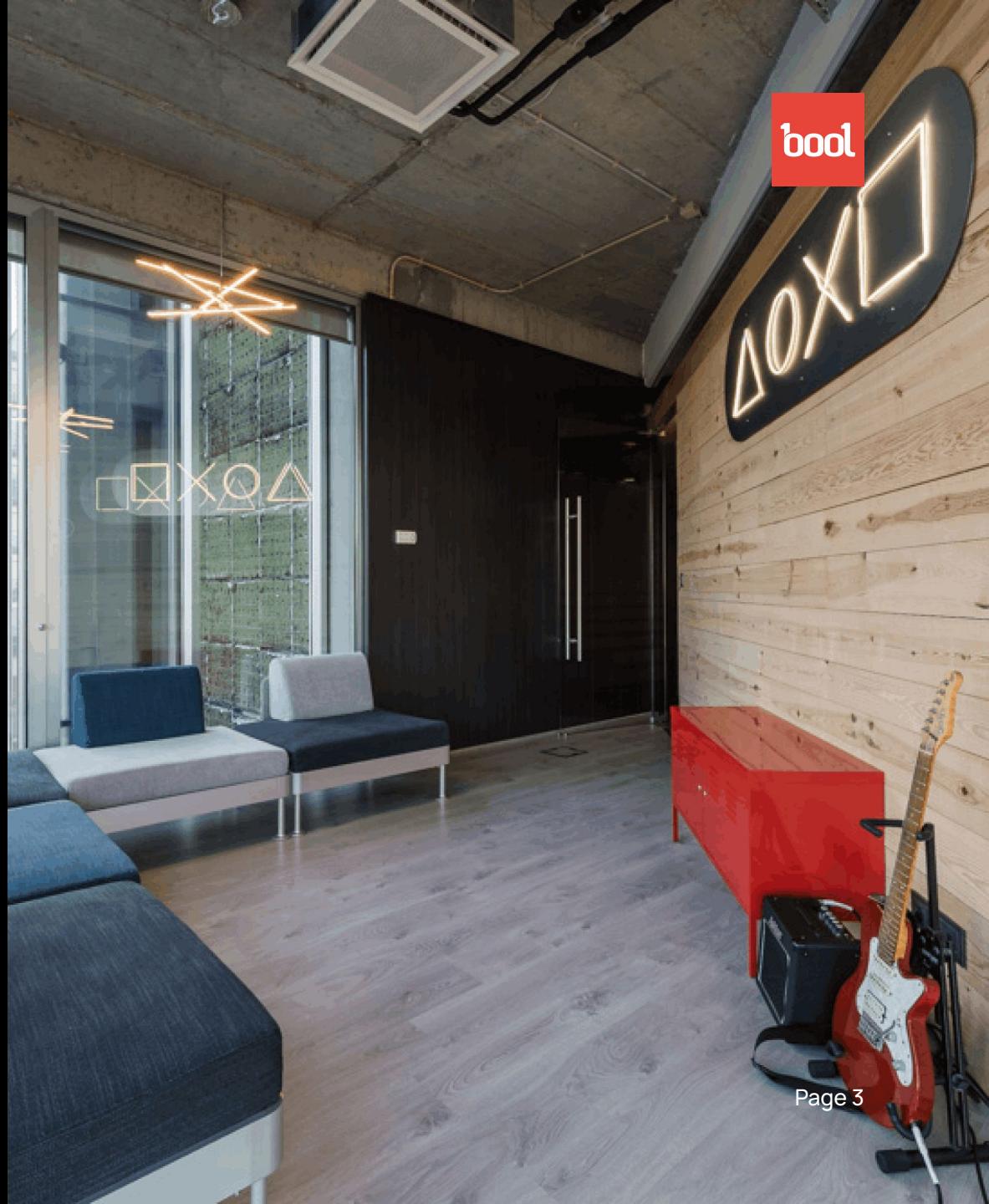
**Vouchers
Management
Engine**

**Employee
Performance
Appraisal**

**We are a group of people building
software with a purpose.**

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- 6** Mendix
- 7** OpenSource



TRH specialists combine industry knowledge with deep technical expertise to help clients re-imagine their business



SALESFORCE CERTIFICATIONS

150

Certifications

100

Certified Professionals

Some of the most relevant certifications we have:

- Application Architect
- CPQ Specialist
- Data Architect
- Development Lifecycle and Deployment Designer
- Sales and Service Cloud Consultant
- Tableau CRM and Einstein Discovery Consultant
- Marketing Cloud Administrator
- Marketing Cloud Email Specialist
- Commerce Cloud Administrator

INDUSTRY EXPERTISE



Telecom
& Media



Industry &
Logistics & Retail



Government &
Municipalities



Energy



Pharma



Financial
Services

Our portfolio and capabilities cover a large spectrum of Salesforce technologies and showcase the projects developed by TRH specialists



Capabilities per Role and Cloud



<u>Role</u>	Sales	Service	Marketing	Commerce B2B	Commerce B2C	Communities	Platform	Analytics, Einstein & Gen AI	Integration	Industries (Comms & Media)	Industries Financial / Pharma / Government
Technical Architect	+++	+++	+	+++	++	+++	+++	++	++	++	++
Solution Architect	+++	+++	+++	+++	++	+++	+++	++	++	+++	+++
Business Analyst	+++	+++	++	+++	++	+++	+++	+++	+	++	+++
Tech Lead	+++	+++	++	+++	++	+++	+++	++	++	++	+++
Senior Developer	+++	+++	+	++	+	+++	+++	++	++	++	++
Developer	+++	+++	+	++	+	+++	+++	+	++	++	+++



Some examples of our team of Salesforce experts, a group of highly skilled professionals dedicated to driving success for client's business

**A**

Sales and Service Solution Architect, it has 22 years of work experience, 20 dedicated to Salesforce and currently holds **7 Salesforce certifications**

**B**

Sales and Service Technical Lead, it has 7 years of work experience dedicated to Salesforce and currently holds **8 Salesforce certifications**

**C**

Sales and Service Technical Architect, it has 15 years of work experience, 9 dedicated to Salesforce and currently holds **13 Salesforce certifications**

**D**

Data & Integration Team Lead, it has 15 years of work experience, 7 dedicated to Salesforce and currently holds **5 Salesforce / MuleSoft certifications**

**E**

Industry Solutions Team Lead, it has 9 years of work experience, 7 of those with Salesforce and currently holds **4 Salesforce certifications**

**F**

Industry Solutions Solution Architect, mainly Telco & Media, it has 14 years of work experience and currently holds **9 Salesforce certifications**

**G**

Commerce Cloud Team Lead with 14 years of work experience, 8 of those fully dedicated to Salesforce, allocated to **complex international projects**

Our team of experts has been recognized by Salesforce as a valuable and trusted partner



Salesforce Rising Partner of the Year 2023

Salesforce Consulting Partner Recognition – TRH was awarded the **Rising Star Partner** of the Year



PORTUGAL CONSULTING PARTNER RECOGNITION
Rising Star Partner of the Year FY23

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Technology Partnership



Great experiences

Delivered to employees and customers

Mobile



Web



Conversational



Our unique differentiation

Powered by Workflows

Built on the Now Platform



Technology Workflows



Employee Workflows



Customer Workflows



Creator Workflows

Now Platform

A single, unifying platform to digitize your business



Workflows and integrations



Machine Learning, AI & Analytics



User Experience & Feedback



Now Platform®



Reusable Data Model



Security and Compliance



Administration and Configuration

Seamless integrations

Integrate and communicate across any systems and data

IT



Infrastructure



Customer service



Sales



Marketing



ERP & Finance



HR



Supply Chain



ServiceNow Capabilities

Evolute Roadmap



Functional expansion

Technology Workflows

ITSM + ITOM

ITAM

Project Portfolio Mgmt.
+ DevOps

IT risk □
Integrated risk mgmt.

Employee Workflows

HR Service Delivery

Workplace

Legal

ESG

Customer Workflows

Customer Service

Field Service

Creator Workflows

AppEngine

IntegrationHub

RPA

Domain Expansion

servicenow®

End-to-end platform for digital business

ServiceNow Partnership



Professionals by Role & Certifications

113

CERTIFICATIONS

MICROCERTIFICATIONS

ACCREDITATIONS



Certified Implementation Specialist - 9

Certified Application Developer - 3

Certified System Administrator - 12



ServiceNow Micro-certifications - 63

Sales & Presales Accreditations - 30



+13
**SERVICENOW
PROFESSIONALS**

TRH & Team Experience



01

ITSM SPM DevOps

IT Service Management in a real estate company from one of the biggest Portuguese groups

02

AppEng

App Engine Custom Application in an Automotive & Pharmaceutical company

03

HRSD

HR Service Delivery in one of the biggest Portuguese IT company

04

HRSD

HR Service Delivery in one of the biggest Portuguese retail companies

05

CSM ITSM ITOM

Customer & IT Service Management and IT Operation Mngt in public sector organization

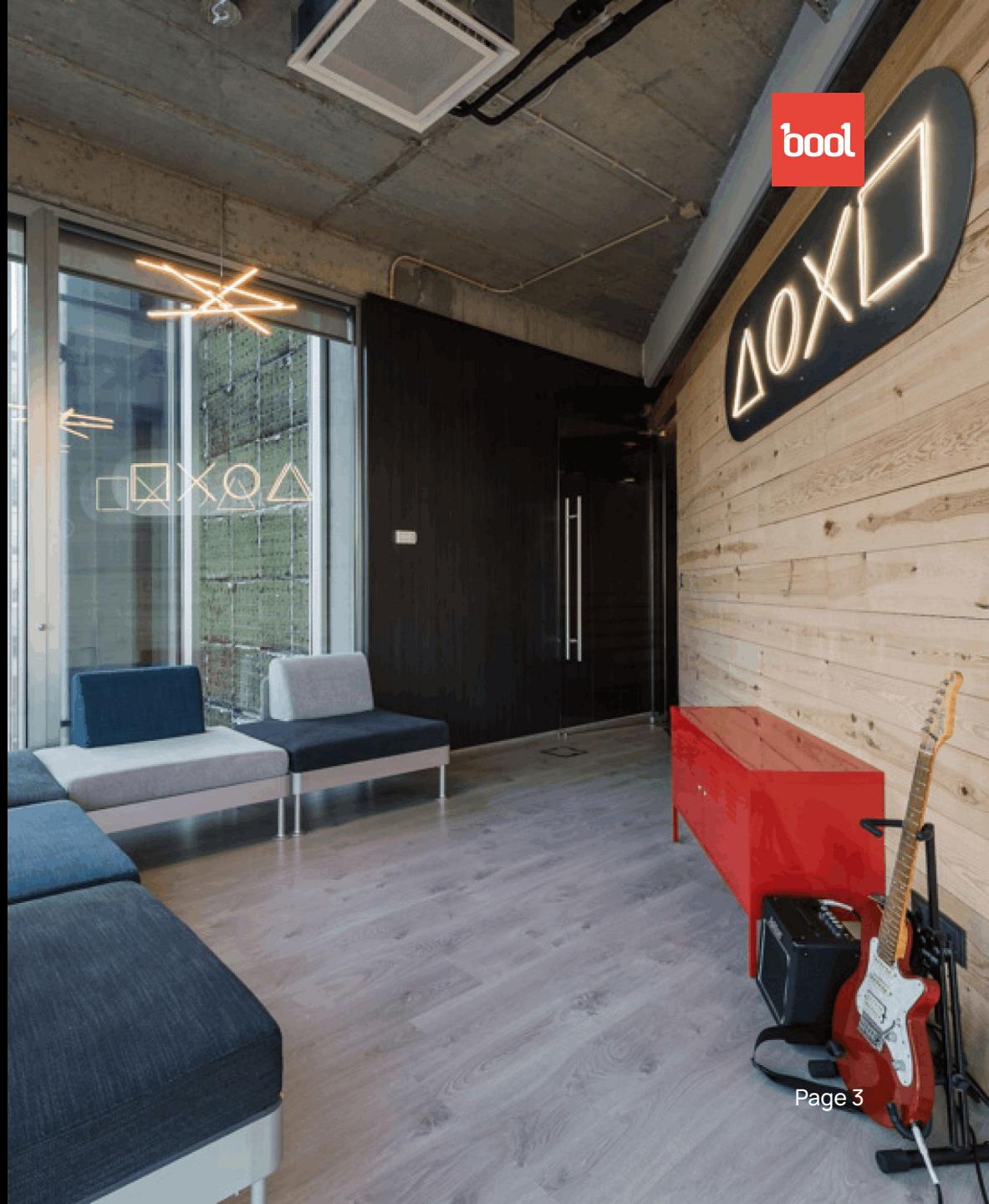
06

Capacity Extension

Capacity Extension in Big 4 consulting firms in Portuguese market for EMEA region.

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Numbers?



\$10.5 trillion

According to Cybersecurity Ventures, damages from cybercrime are projected to exceed \$10.5 trillion globally by 2025.

AI-Based Predictive Social Engineering

Expected an annual growth rate of 37.3% between 2023 and 2030, as reported by Grand View Research.

Phishing Attacks

According to Elevate Security 8% of users are causing 80% of security incidents

Ransomware

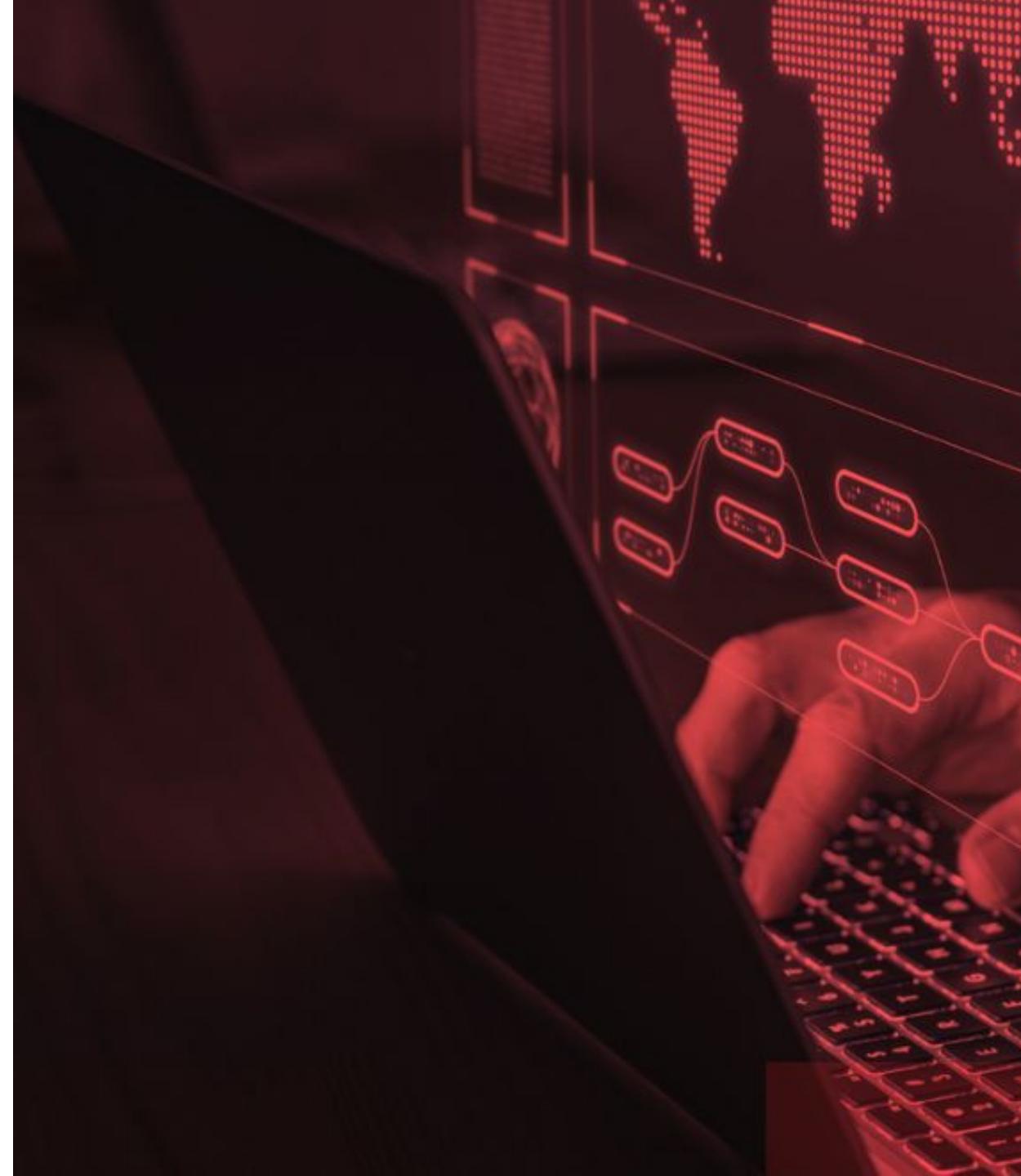
Organizations will need to prioritize good cyber hygiene as a baseline to keep up with these cybersecurity trends.

No need for more numbers.

We need to protect!



Cybersecurity Solutions



Cyber Exposure

bool

Starting point

Provides an in-depth analysis of an organization's exposed assets and breached credentials, offering insights into the potential risks and impacts associated with each.

Asset Analysis

Identify and categorize assets that are vulnerable to cyber threats, including those that are exposed to the internet and accessible to potential attackers.

Darkweb Monitoring

Unique service that monitors mentions on interest groups.

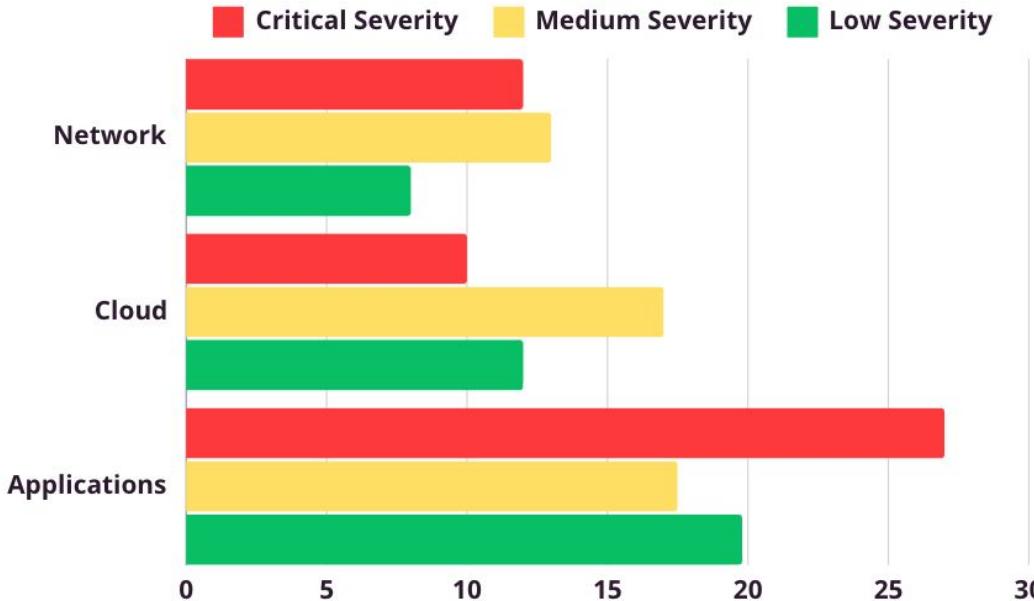
We have your passwords!

Yes, we do. And threat actors do too.



Vulnerability Assessment

bool



Identify Attack Vectors

identifying and addressing potential weaknesses in an organization's cybersecurity defenses

Risk Analysis

Designed to systematically test an organization's systems and networks for vulnerabilities and provide insights into the potential risks and impacts associated with each one.

Compliance

Tailored to assess and monitor compliance needs.

We're not tool runners. We're the tool.

We use the most reputable tools available and more.



Nikto



Penetration testing

bool

Expert Operators

Simulated cyber attack designed to identify potential vulnerabilities and security weaknesses within an organization's network, systems, and applications.

Reducing costs of cyber incidents

Reduce the likelihood of a costly cyber incident, such as a data breach or ransomware attack.

Meeting compliance requirements

Penetration testing can help organizations meet industry compliance and demonstrate compliance to auditors and regulators.



Phishing Campaigns

bool

Tailored Software

In house custom software to perform simulated phishing attacks and responses in real-time.

Tracking

Evaluation system that tracks employees progress and identifies areas for improvement.

Compliance

Enable a training program to address specific weaknesses and ensure continuous enhancement of their cybersecurity skills.

Dedicated infrastructure

Protect sensitive information.



Why Bool?

bool

Hackers at heart!

We keep a close relation with the heart of the hacking community.

Your reputation is our reputation.

Not sharing is caring.

We create dedicated software and infrastructures.

All data with actionable mitigations.

We deliver all tooling output. All deliverables contain actionable non generic remediations.

Manufacturing Line?

We don't build cars. We protect you.

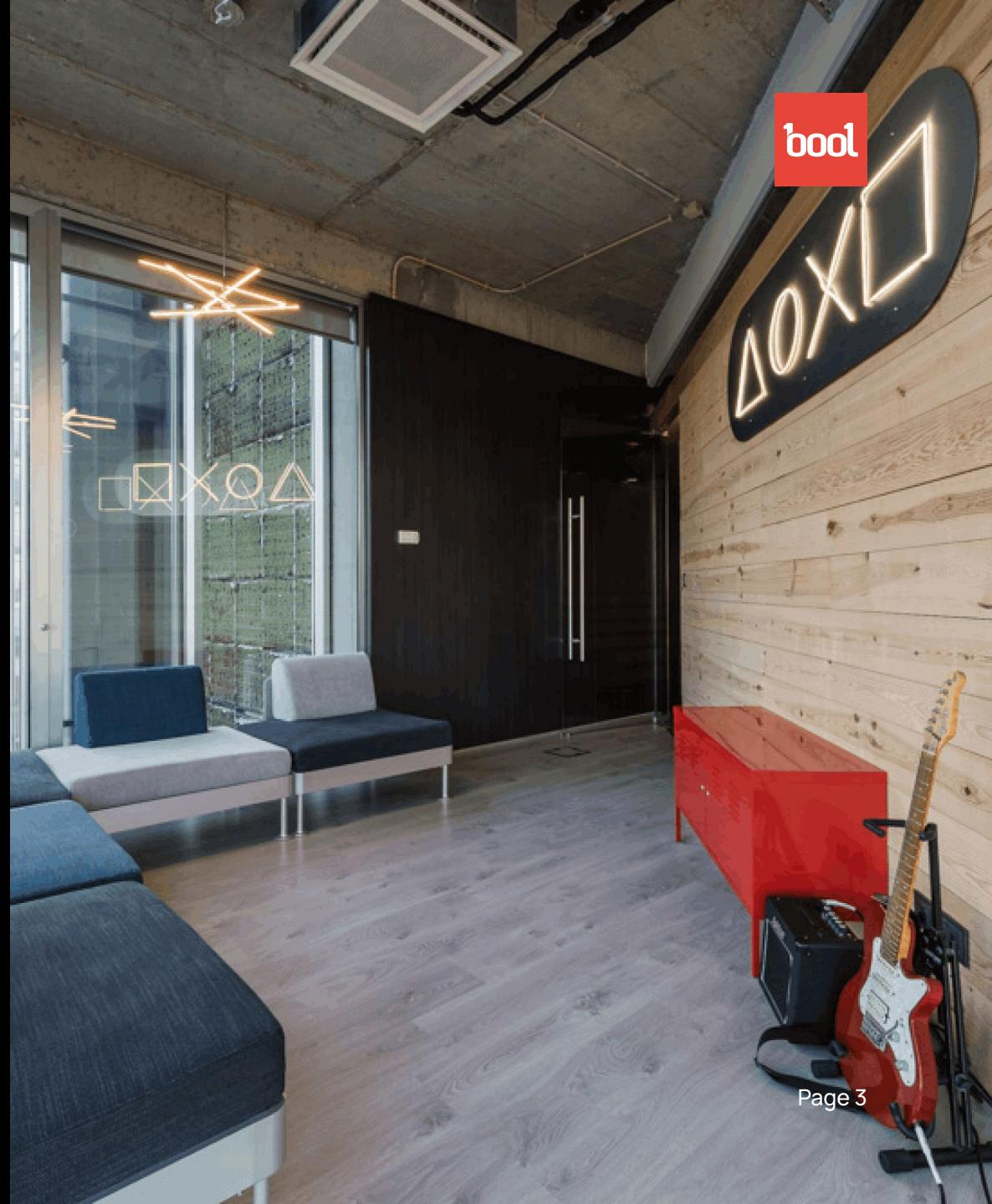
Mandatory cybersecurity presentation hacker stock photo for dramatic effect.



We look good in suits, not hoodies.

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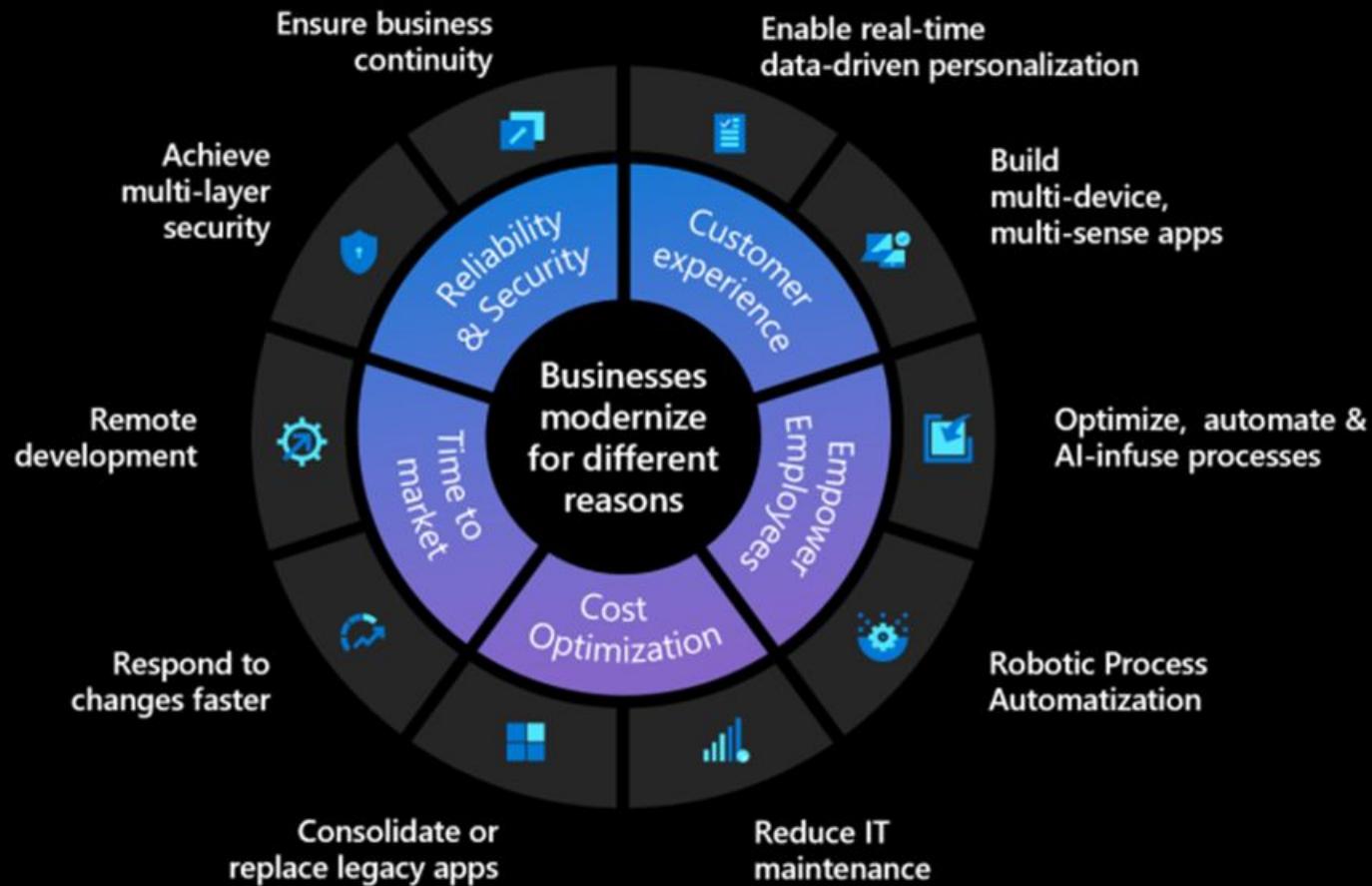


This screenshot shows the Microsoft Power Platform builder interface. On the left, a sidebar menu includes Home, Create, Learn, Apps, Tables, Flows, Solutions, Connections, More, and Power Platform. The main area features a large banner with the text "Let's build an app. What should it do?" and four buttons: Collect RSVPs, Track sales leads, List inventory, and Manage inspections. Below this is a text input field with placeholder text "Use everyday words to describe what your app should collect, track, list, or manage ...". A note below the input says "This feature uses generative AI. [See terms](#)". To the right of the input is a large, abstract purple and white shape. At the bottom, there are three cards under the heading "Other ways to create an app": "Start with data" (Create a table, pick an existing one, or even import from Excel to create an app.), "Start with a page design" (Select from a list of different designs and layouts to get your app going.), and "Start with an app template" (Select from a list of fully-functional business app templates. Use as-is or customize to suit your needs.).

What is Power Platform

Power Platform – Digital Transformation

Businesses modernize for different reasons



Why Power Platform

What are potential outcomes?

Power of Power Platform

Empowerment:

- Up-skilled and more 'future-ready' workforce
- Opportunity to continue to 'give back' locally
- Improve employee and business productivity
- Prevent Privacy Risks

Engagement:

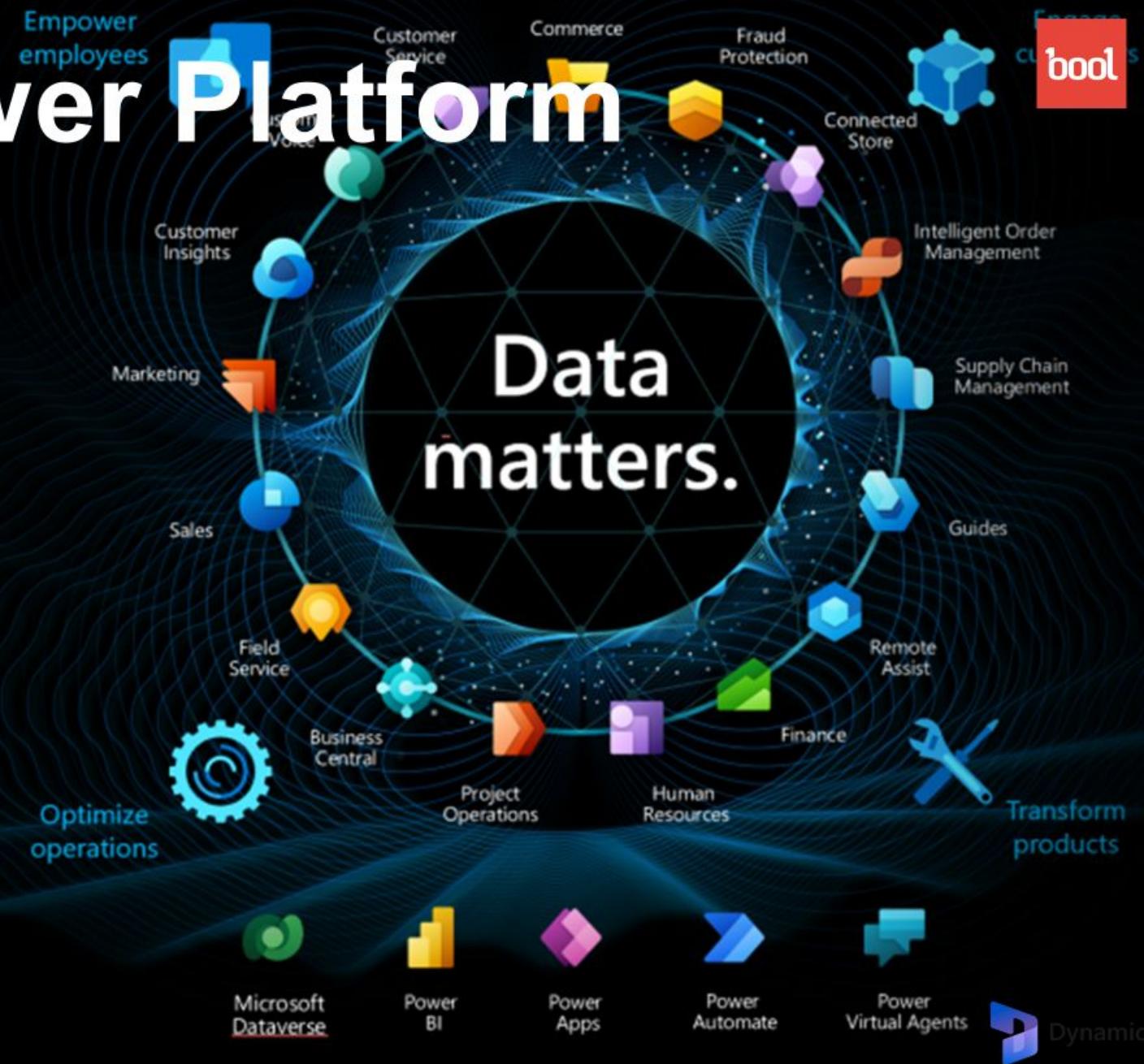
- Increase Sales of New Services
- Increase Market Share
- Increase Positive Social Impact
- Force multiplier for digital research
- Increased productivity and faster time-to-market/value

Operations:

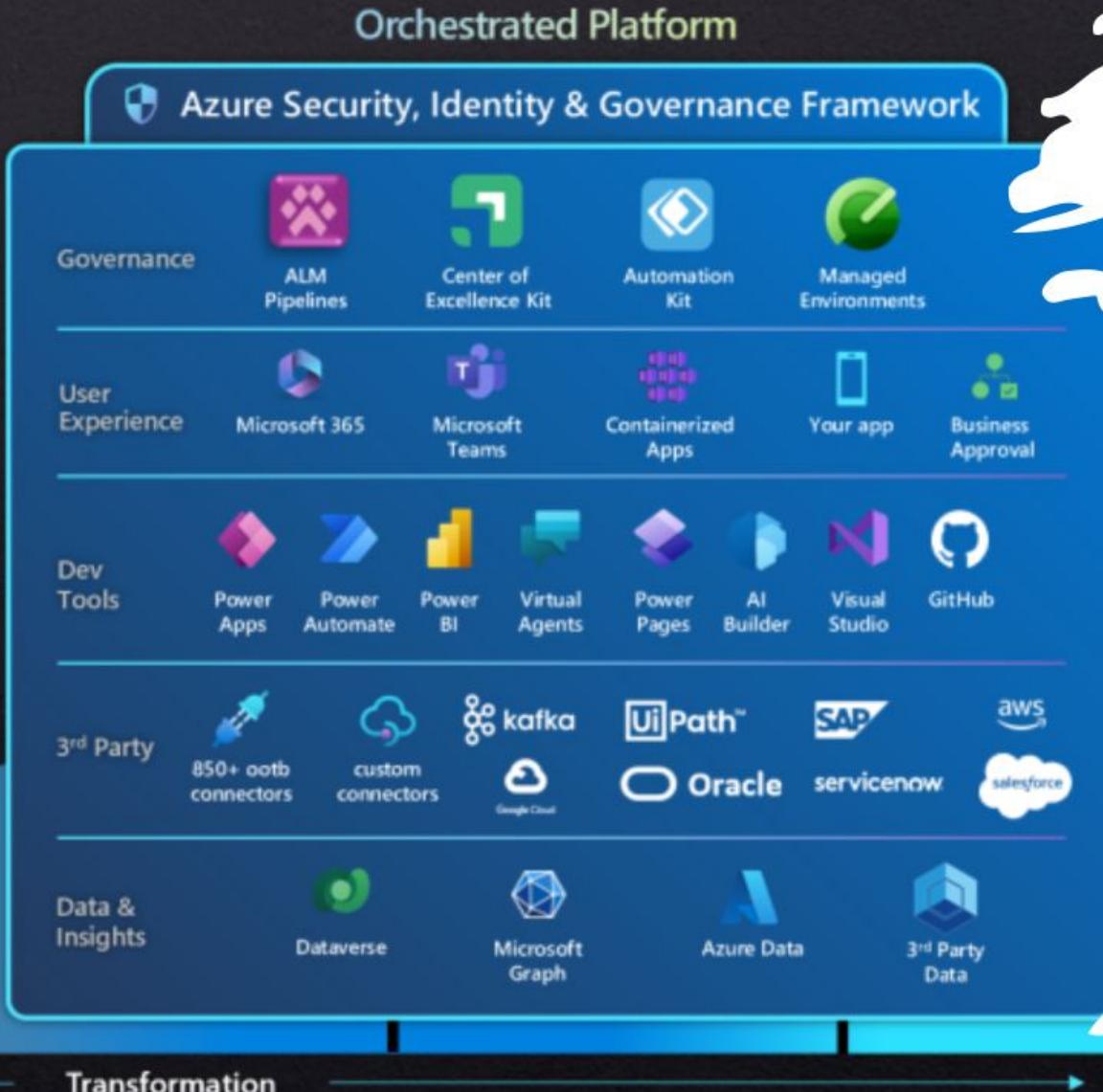
- Reduced overall IT Cost to Run
- Reduced IT effort for apps & process development
- Reduced costs of data management due to common data model
- More frequent and faster deployments
- Mitigate risks and prevent security incidents
- Lower manufacturing operating costs
- Increased profitability

Transform:

- Reduced carbon footprint with transparent reporting
- Reduce CO₂ Emissions, reduce Waste, reduce Utilities consumption



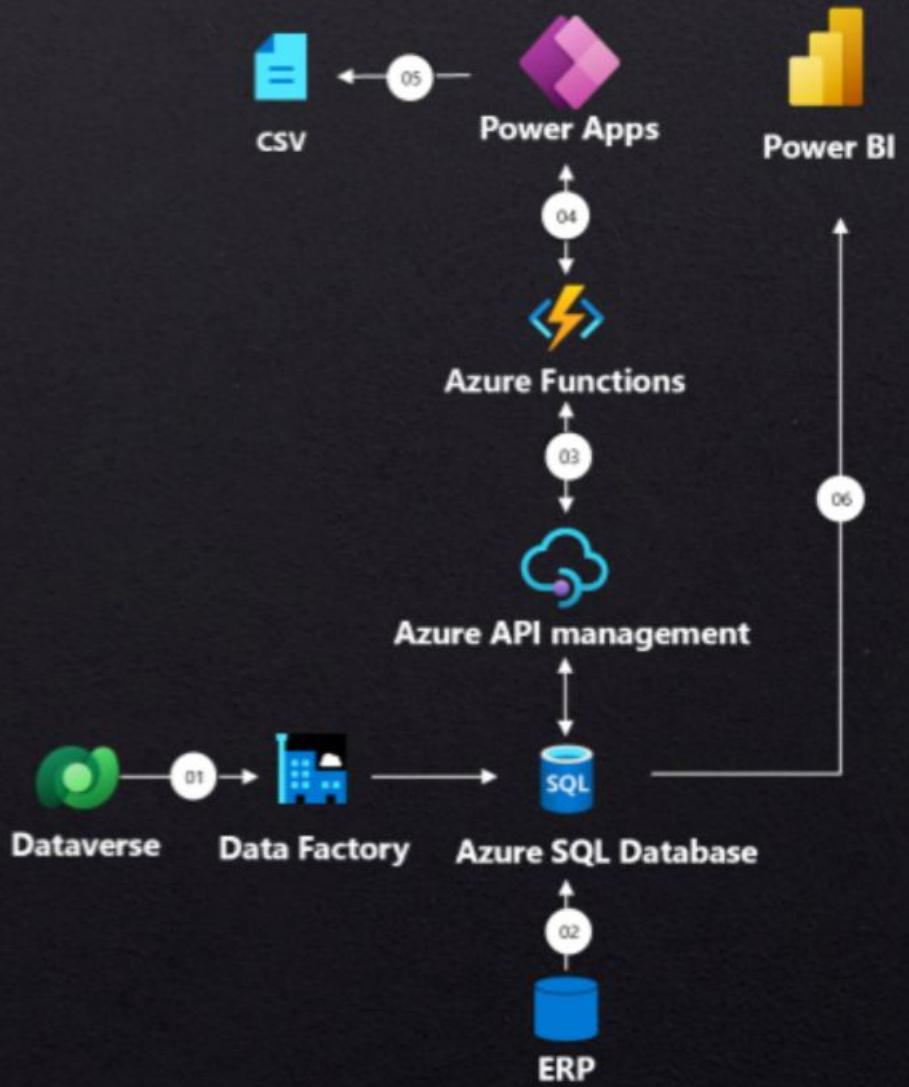
Orchestrated use of multiple technologies, tools, and platform



bool

Example how low- and pro-code comes together

- 01 Supplier data stored in Dataverse is moved to SQL via Data Factory.
- 02 Purchase order (PO) data stored in ERP system is sent to Azure SQL database.
- 03 Azure Functions uses API to surface PO data monthly and creates a task for user to review.
- 04 Power Apps retrieves data from Azure SQL Database through API.
- 05 User reviews and updates POs in Power Apps and sends this data to suppliers through CSV export.
- 06 Power BI reports trends in supplier status.



Power Platform Partnership



+10
**PowerPlatforms
PROFESSIONALS**

Team Experience



Invoice Approval system for financial department



Sales & Customer service App for Engineering company



Audit and customer service app to a multinational professional services network



Project Material request management for an manufacturing and technology company



Project Idea Refinement with chatGpt integration for a canadian pipeline and energy company



Sales and Money laundering system for one of the biggest Portuguese banks



Desk reservation app for Portuguese bank



Employee collaboration with MS Teams usage

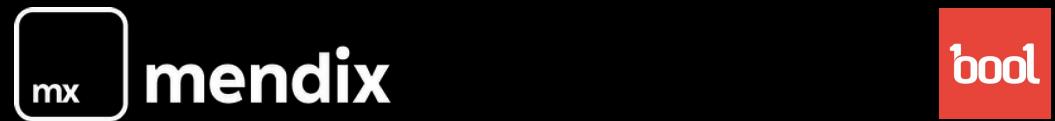
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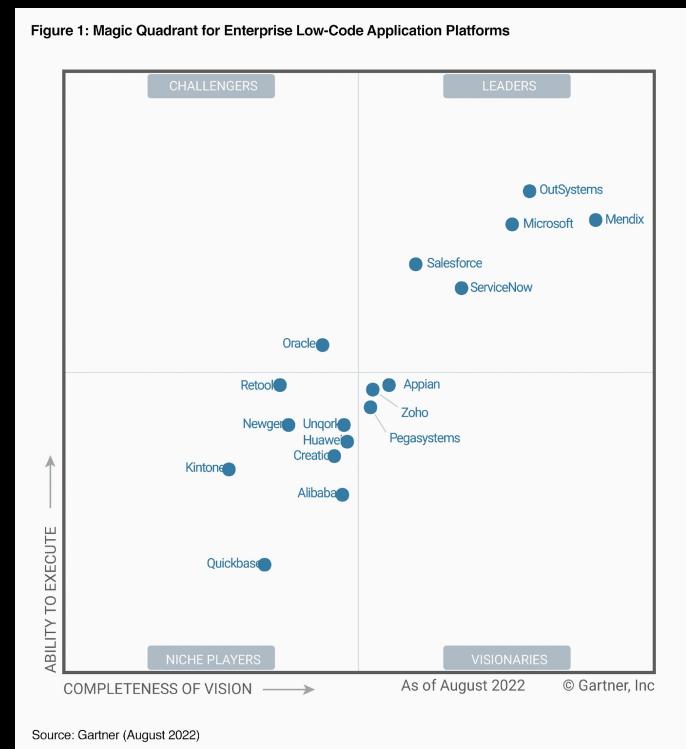


What is Mendix?

Mendix is an industry leading, all-in-one, **low-code application development platform** that helps organizations **build multi-experience**, enterprise grade applications at scale. The platform is designed to accelerate the **entire development lifecycle, from ideation to deployment and operation**, while enabling collaboration at each step. Developers of varying experience levels can create multi-experience applications, without writing a single line of code, to help address the demand for solutions across the organization.



2023 Magic Quadrant™ for Enterprise Low-Code Application Platforms by Gartner® Recognizes Mendix as a Leader for Fourth Consecutive Time



<https://www.mendix.com/platform/#support>

Unmatched Mendix Expertise & Know-how



- We are proud to house **1** of the **official 48 Mendix MVPs globally recognized**. This distinction signifies our team's exceptional **technical skill, product knowledge**, and **commitment to community leadership** within the Mendix ecosystem.
- Our team also includes **2 Mendix Expert Certified** and **12 Advanced certified**. Our experts have demonstrated superior proficiency in applying the principles and methodologies of the Mendix platform, providing solutions of the **highest quality**.
- We have developed a **unique proposition** within this region, offering local businesses direct access to **world-class Mendix expertise** from South of Europe.
- With our large business experience combined with **Mendix expertise**, we are uniquely positioned to drive a Mendix journey forward, delivering unrivalled value, **efficiency**, and **innovation**.



Our Mendix Journey - From Partner to Pioneers



Every journey has its moments that define and refine. Our partnership with Mendix started with the regular initiation into the ecosystem, but it was the combined vigor of our teams and our unyielding commitment to excellence that took us to unexpected avenues.

From Being a Mendix Partner:

Our early days with Mendix were rooted in building our knowledge base, understanding the platform, and ensuring we deliver top-tier solutions.

MOM Partners Day Invitation:

Our expertise didn't go unnoticed. We were one of the few to be invited to the MOM Partners Day, reflecting Mendix's trust and belief in our capabilities.

Mendix Speaking Engagements:

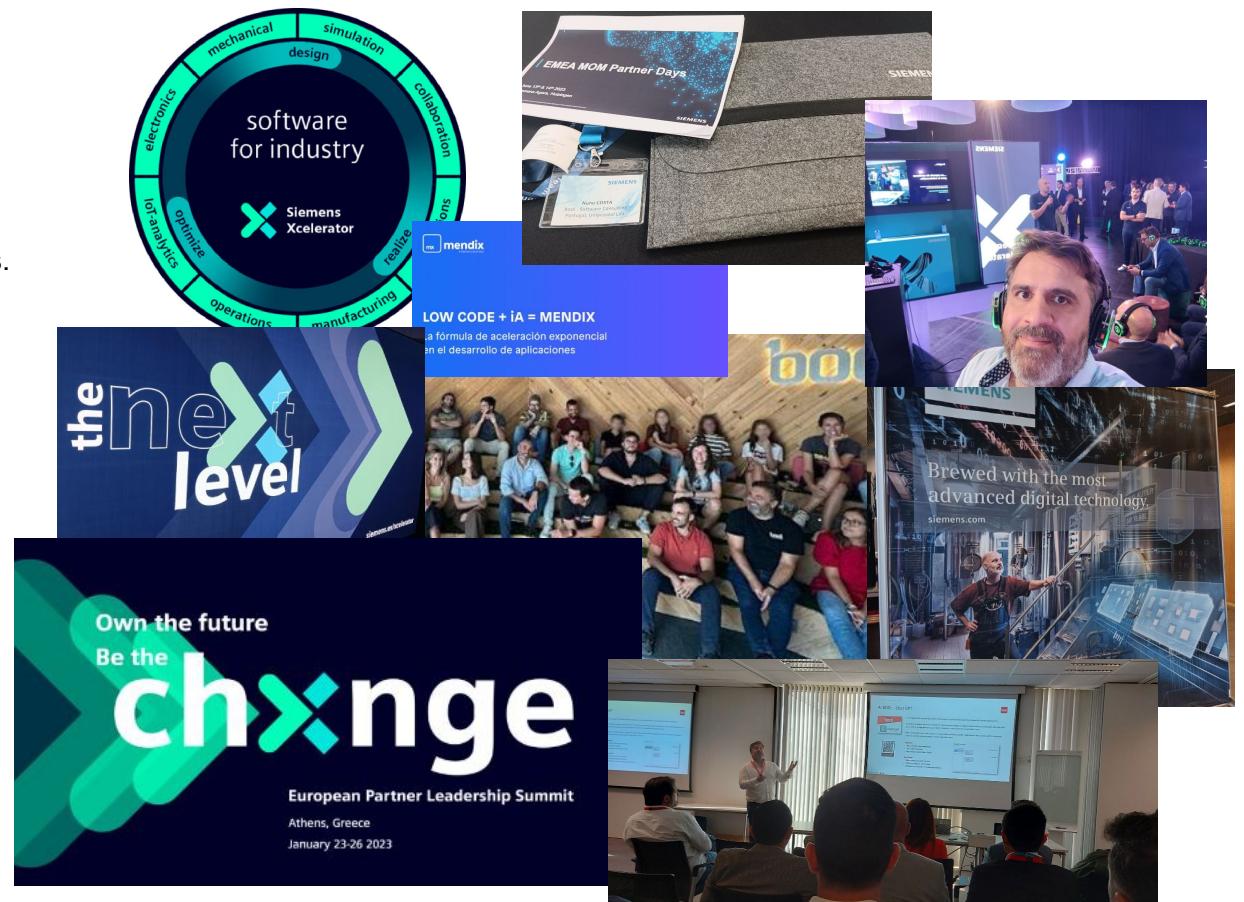
The event in Madrid was particularly special. Discussing Mendix's synergy with AI in front of a rapt audience made us realize the potential of this partnership.

Mendix Community Events:

Mendix isn't just a tool; it's a community. At their behest, we started monthly community events in Portugal, fostering a culture of knowledge sharing and collective growth.

Schwarz / Lidl Hackathon:

Being on the jury of an internal Schwarz hackathon was an honor, more so seeing two of Bool's teams participate and winning.





Expertise Development Services:

Leverage our unique blend of in-depth knowledge and technical proficiency. We architect, build, and deploy bespoke Mendix solutions that align with your business objectives, delivering quality and innovation.



Support and Maintenance:

We provide exceptional support and maintenance services for Mendix applications. Our team is committed to ensuring the smooth operation and optimal performance of your applications, offering quality assistance when you need it most.



Enablement:

Our goal is not only to empower your business to fully leverage Mendix but also to provide a unique capability to swiftly scale up a team. We offer comprehensive training, ensuring a seamless integration of newcomers with our experienced professionals for rapid, high-quality delivery. This approach helps to foster self-reliance, driving digital transformation effectively within organizations.



Expertise Development Services

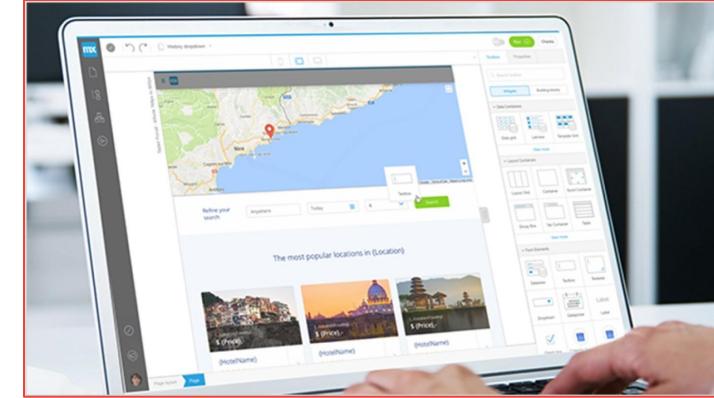
Time & Materials - Scope flexibility

Fixed team allocation with a continuous pipeline of development for a team to work on.

During this time, **bool** provides technical support to the developers allocated, based on the knowledge pool we have from our Mentors.

Fixed Price Project - On Time On Budget

On a project basis, we can support at different stages of your app development, such as gathering requirements with business, app implementation, and maintenance, and app factory support.



Diverse and Skilled Team

- ✓ Solution Architecture Experience
- ✓ Certified Mendix Developers
- ✓ UX/UI dedicated designers
- ✓ Scrum Master
- ✓ Business Analysts
- ✓ Testers

Mendix Services

bool



Enablement:

We empower businesses through our unique enablement services. Our model allows us to rapidly scale teams while ensuring seamless integration of newcomers with our experienced professionals. We provide comprehensive guidance and support for swift, high-quality deliveries. Experience swift growth with us as we take your business to the next level.

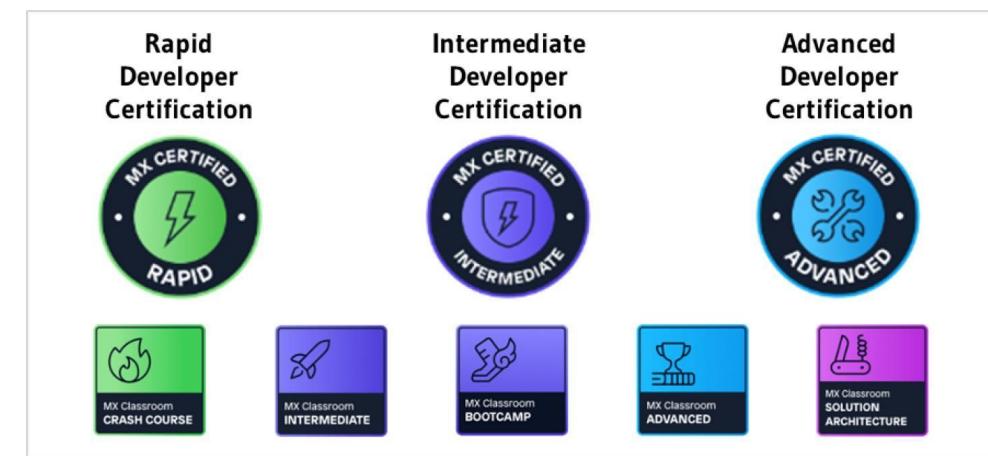


► A dedicated academy

<https://www.academiadecodigo.org/>

We can train teams!

From Rapid to Advanced certification.



Organization

bool

Our Mendix team structure is meticulously crafted to ensure efficiency and expertise in every facet of the application lifecycle, from support to full-scale development. Here's a summarized layout of the team composition:

-  **Support Team:**
 - Dedicated personnel proficient in troubleshooting and addressing user issues.
 - On-hand to ensure application uptime and swift resolution of any disruptions.
 - Constantly trained on updates to provide first-line support.
-  **Maintenance Team:**
 - Adept at routinely checking the health and performance of the applications.
 - Responsible for periodic updates, patches, and ensuring longevity of the applications.
 - Collaborates closely with the support team to pre-emptively identify and rectify potential issues.
-  **Development:**
 - Comprises Mendix certified developers ensuring the highest standards of application creation and enhancement.
 - Tasked with developing new applications or introducing novel features to existing ones.
 - Adheres strictly to Mendix best practices and regularly undergoes training to stay updated.
-  **DevOps Team:**
 - A specialized unit trained to work seamlessly between development and operations.
 - Prepared in the background, always ready to intervene, ensuring continuous integration, and continuous deployment (CI/CD) processes.
 - Handles infrastructure concerns, scalability issues, and ensures the robustness of the application environment.

Collaborative Approach

bool

In every successful venture, collaboration is the key.

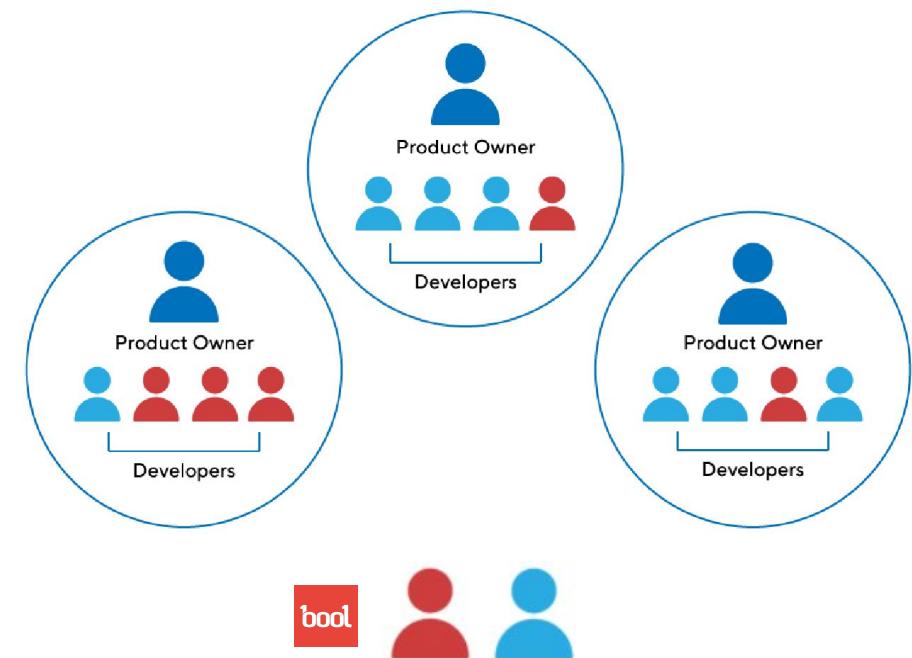
As we navigate the journey of managing and innovating the diverse application landscape, the combination of our client rich history and deep domain knowledge with Bool's agile dynamism promises unparalleled synergy. Our proposal isn't about 'taking over'; it's about 'coming together'. A collaborative attempt where objectives become our shared mission, and where every challenge is met with double the expertise, double the passion, and double the solutions.

Collaborative Model:

Our proposal isn't about Bool taking over applications, but about creating a symbiotic ecosystem with a collaborative team. By working together, we can leverage collective expertise, ensuring that every application is managed with the depth understanding and the breadth of Bool's experience.

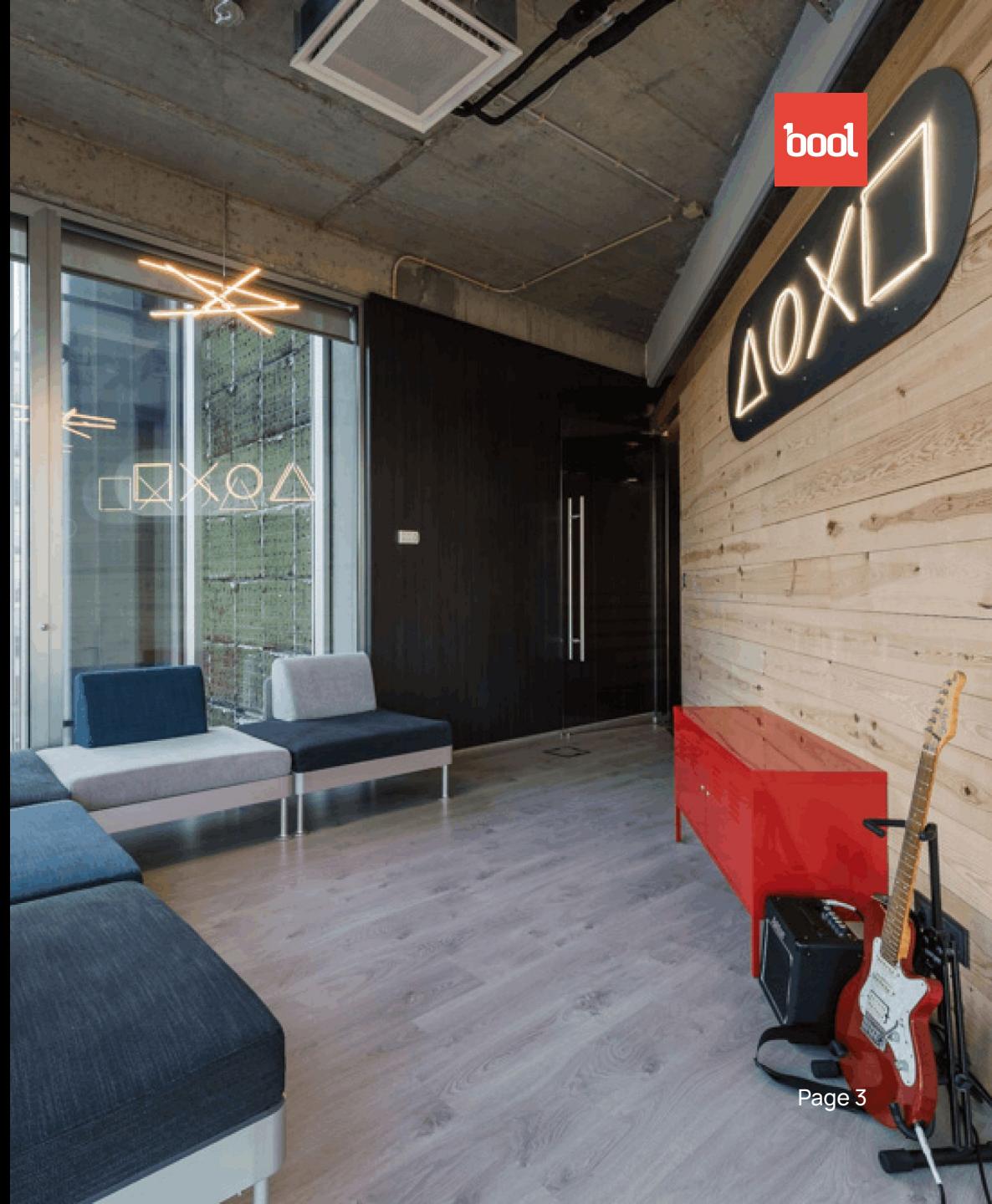
Shared Backlog:

We believe in the power of collaboration. A shared backlog ensures that priorities are jointly set, efforts are synchronized, and knowledge flows bidirectionally. This not only streamlines operations but also fosters a culture of shared responsibility and achievement."



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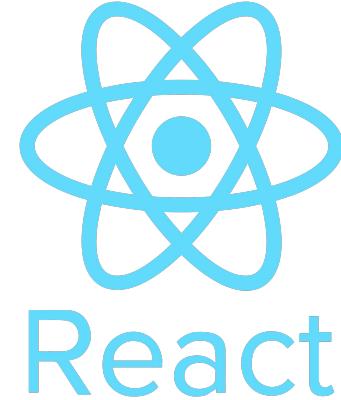
Open Source Expertise

Empowering Innovation with Leading Open Source Technologies

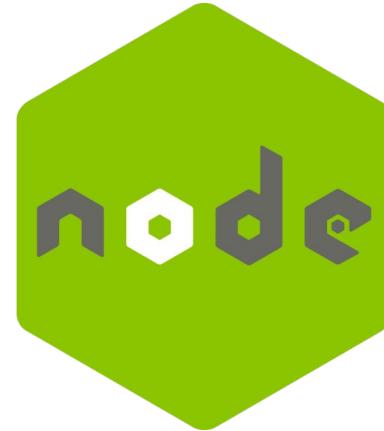
Reducing costs with powerful, license-free technologies



Mature, versatile, and secure platform for building high performance applications



Development of interactive user-centric web and mobile applications



Efficient and lightweight runtime for building fast and scalable network applications



Flutter

Natively compiled applications for mobile, web, and desktop from a single codebase.



elixir

Scalable, maintainable and high-availability applications with real-time capabilities

Cloud and DevOps

Accelerating Transformation with Advanced Cloud & DevOps Solutions



Cloud computing platform providing IaaS, PaaS and packaged SaaS.

Containerization tool, enabling consistent deployment and scalability across any environment.

Automating deployment, scaling, and management of containerized applications.



Infrastructure as Code (IaC), safely and efficiently manage and provision infrastructure.

Thank you

How to find us

Natura Towers

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1600-012 Lisbon, Portugal

(+351) 218 142 285

sales@bool.pt