



All from one hand

# meda - IT

## Terminal Server

Centralized work environment – your applications and data no longer run locally on each PC, but centrally on a server.

- **Benefits:** Employees can access their “virtual workplace” from anywhere – whether in the office, at home, or on the go.
- **Typical example:** A tax consultancy uses a terminal server to ensure all staff work with the same version of DATEV – securely and centrally managed.
- **Offers:** Setup, license management, user administration, protection via two-factor authentication.

## Data Center (Rechenzentrum)

Highly available, globally accessible, and secure IT infrastructure – operated in our own or a certified external data center.

- **Benefits:** Maximum uptime, physical security, energy efficiency, and professional maintenance.
- **Typical example:** A large enterprise stores massive amounts of data – the data center ensures security, backups, and legally compliant retention.
- **Offers:** Redundant systems, access control, monitoring, uninterruptible power supply, backup concepts, regular maintenance.

## Cloud-Server

Centralized file storage accessible to authorized employees – with controlled access rights.

- **Benefits:** Eliminate data sprawl – structured storage, versioning, and protection against data loss.
- **Typical example:** A creative agency uses a file server to exchange large image and video files internally without relying on third-party cloud services.
- **Offers:** Setup, access control concepts, encryption, backup integration, VPN access.

## File-Server

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## IT-Security

Protect your IT systems from cyberattacks, data loss, and unauthorized access – technically, organizationally, and legally secured.

- **Benefit:** Sensitive data remains protected – even in case of ransomware, phishing, or internal mishaps.
- **Typical example:** A mid-sized company receives a customized firewall configuration, antivirus protection, email filtering, and employee security training.
- **Offers:** Firewall solutions, antivirus, zero-trust architecture, access controls, penetration testing, and security policies.

## IT-Infrastruktur

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## IT-Backup

Protect your IT systems from cyberattacks, data loss, and unauthorized access – technically, organizationally, and legally secured.

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- **Offers:** Firewall solutions, antivirus, zero-trust architecture, access controls, penetration testing, and security policies

# meda-Soft

## Custom CRM Systems

Structured customer communication, streamlined sales processes, and centralized data management – tailored precisely to your business operations.

- **Benefits:** You maintain full visibility over customer interactions, sales pipelines, support requests, and internal processes – automated, scalable, and accessible on all devices.
- **Typical example:** An internationally operating sales organization implements a multilingual CRM system with custom dashboards for field staff and administration. Automated alerts, role-based access, and mobile access speed up workflows and enhance opportunity management.
- **Offers:**
  - Development of fully customized CRM platforms or seamless integration with existing systems
  - User-friendly dashboards for agents, sales, and admins
  - Multilingual interfaces, notification systems, and fine-grained permission control
  - Scalable, mobile-ready architecture for desktop and on-the-go use
  - API integration for connecting external applications and data sources

## Open Source LLM-Based AI Solutions

Enterprise-grade language AI at your command – locally hosted, custom-trained, and fully under your control.

- **Benefits:** Your data stays secure, your AI adapts precisely to your industry, and all processes run independently of external providers – fully GDPR-compliant and scalable.
- **Typical example:** A marketing team uses a locally hosted language AI connected to the CRM. During VoIP customer calls, the AI provides live suggestions for phrasing, objection handling, and response strategies. It becomes more accurate with each call – a learning assistant for your sales force.
- **Offers:**
  - Secure, self-hosted AI based on powerful open-source models (comparable to GPT-3.5)
  - Custom training with industry-specific data and terminology
  - Fully tailored language models – no generic out-of-the-box solutions
  - Continuous improvement through scenario-specific fine-tuning
  - 100% local deployment – no reliance on third-party clouds

## AI-Powered Lead Generation & Customer Acquisition

Grow your customer base with intelligent automation – a dedicated AI system scans, qualifies, and engages new prospects.

- **Benefits:** Your sales team saves time on research, targets only relevant leads, and benefits from a continuously improving system that directly boosts revenue.
- **Typical example:** A growth-focused company uses AI to pull targeted leads daily from Google, LinkedIn, and Instagram. The AI filters prospects, sends personalized emails, places initial VoIP calls, and books meetings in a connected calendar – all while optimizing its tactics through ongoing feedback.
- **Offers:**
  - AI-based scanning of public data from search engines, networks, and business platforms
  - Precise targeting through training on your internal customer profiles
  - Fully automated email outreach and VoIP cold calling
  - Smart calendar integration for hands-free appointment scheduling
  - Self-learning loop for performance tracking and continuous sales optimization

## AI-Powered Assistants

Conversational AI systems that engage customers, schedule appointments, answer questions, and collect data – intelligently, personally, and GDPR-compliant.

- **Benefits:** Your customers get instant responses anytime, enjoy personalized service, and can book appointments independently – while your team focuses on critical tasks.
- **Typical example:** A service provider integrates an AI assistant into its website and WhatsApp channel. Clients inquire about availability, schedule appointments, and receive personalized replies – even in Arabic or English. The AI remembers previous interactions and escalates complex requests to the appropriate staff.
- **Offers:**
  - Voice- and chat-enabled AI assistants for websites, WhatsApp, and internal systems
  - Automated scheduling, FAQ responses, and structured data collection
  - Personalized replies with memory of previous conversations
  - Fully GDPR-compliant data handling
  - Multilingual support including German, English, Arabic, and more



## Smart Automation Systems

Digitally streamline your internal operations – document generation, notifications, and escalations run automatically, exactly as you define.

- **Benefits:** Routine tasks are handled faster and without error, freeing up your team for strategic work – with measurable increases in operational efficiency.
- **Typical example:** A mid-sized company uses automation for invoice approvals, payment reminders, and internal escalations. Invoices are created and sent Automatically, overdue notices go out via email and WhatsApp, and critical issues are forwarded to support – fully tracked and documented.
- **Offers:**
  - Automated creation and distribution of documents (invoices, reports, approvals)
  - Flexible notifications via email, SMS, and messenger apps
  - Intelligent escalation workflows with handover to responsible staff
  - Custom approval and status workflows adapted to your processes
  - Seamless integration into existing internal systems and tools

## Mobile App & CRM Integration

One connected platform for your entire operation – from mobile apps to web-based CRM, tailored for your industry and fully scalable.

- **Benefits:** All departments – from sales to HR – collaborate on one central system. You stay in control, improve process efficiency, and gain actionable insights in real time.
- **Typical example:** A field service company uses an integrated solution: technicians track time on-site, manage quotes, send automated invoices, and access all client data through mobile apps – supported by real-time dashboards for management.
- **Offers:**
  - Unified platform combining mobile apps and web-based CRM
  - Industry-specific modules for customer relations, sales, HR, and admin
  - CRM features: communication history, quote management, audience segmentation
  - Invoicing: automated creation, dispatch, and tracking
  - HR tools: vacation requests, approvals, performance reviews
  - Employee tracking: timekeeping, shift scheduling, analytics
  - Sales analytics with interactive KPIs and live dashboards
  - End-to-end workflow management – fully customizable to your needs.

# meda - Web

We design modern, user-friendly, and target-oriented websites that represent your brand perfectly in the digital space.

## Logo- & Corporate-Design

A strong brand starts with a clear visual identity – developed professionally and deployable across all media.

- **Benefits:** Your brand is instantly recognizable – visually consistent across your website, business cards, and social media channels. This builds trust and reinforces your professional image.
- **Typical example:** A B2B start-up receives a tailored logo, a well-defined color and typography system, and complete templates for presentations, documents, and the web. The result: a strong, cohesive brand presence across all platforms.
- **Offers:**
  - Development of unique logos that reflect your brand values and target audience
  - Design of professional brand assets: color palettes, typography, icons, layouts
  - Delivery of complete corporate design guidelines for digital and print media
  - Assistance with integration into existing marketing materials and online presence
  - Optional expansion with style guides, templates, and branded assets

## User-Centered Web Design

Websites that captivate – visually modern, easy to use, and tailored to the expectations of your audience.

- **Benefits:** Your website becomes a digital calling card that not only impresses visitors visually but also guides them intuitively through your content – regardless of the device.
- **Typical example:** A mid-sized company commissions a full website redesign. The result: faster load times, full mobile compatibility, and intuitive navigation that leads visitors directly to contact forms, services, and offers – reducing bounce rates and increasing conversion.
- **Offers:**
  - Responsive design – optimized for smartphones, tablets, and desktop screens
  - UI/UX concepts tailored to your audience with clear, modern visuals
  - Intuitive navigation structures for effortless user flow
  - Optimized performance through clean coding and fast load speeds
  - Seamless integration of existing brand identity and design elements

## SEO (Search Engine Optimization)

Great design alone isn't enough – we ensure your website is also found by the right people.

- **Benefits:** Your website is better understood by search engines like Google, correctly indexed, and displayed in relevant search results – giving you a clear competitive edge online.
- **Typical example:** A regional service provider optimizes its new website for search engines. With structured data, improved speed, and targeted keyword strategy, their Google ranking rises significantly – and so do qualified inquiries.
- **Offers:**
  - Technical on-page optimization: meta tags, performance, sitemaps, robots.txt
  - Early SEO integration during the web design process
  - Consulting on keyword strategy and content planning
  - Support in writing search-engine-optimized content
  - Setup of analytics tools for ongoing monitoring and success tracking

## Custom Admin Panel

Manage your website content independently – without any technical knowledge, using an intuitive, expandable system tailored to your needs.

- **Benefits:** You're no longer reliant on agencies or developers – easily update text, images, and services yourself at any time, even across multiple languages.
- **Typical example:** A globally active company uses a custom content panel to post regular updates, news, and product info in several languages. The internal team manages all updates directly, without needing external assistance.
- **Offers:**
  - User-friendly content management for blog posts, news, services, and media
  - Multilingual content support with simple language switching
  - Expandable modules for forms, galleries, event calendars, and more
  - Intuitive interface with role-based access and editorial approval workflows
  - Optional integration with existing systems or CRM platforms