

Hipposoft
more than software.

We create to connect

Services

THIS IS US

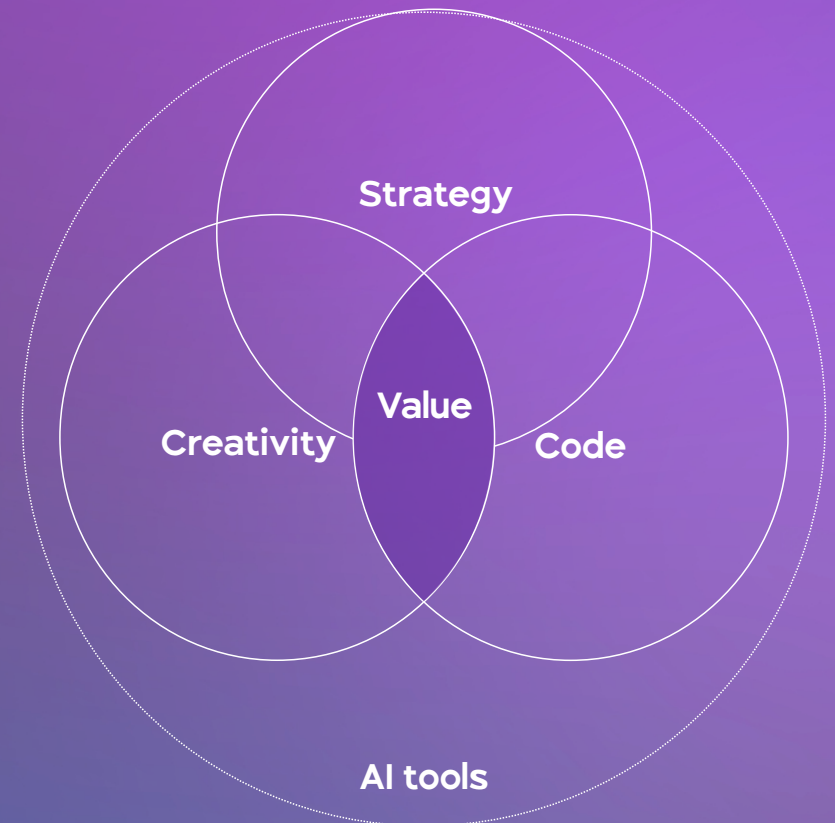
We are a creative technology studio driven by curiosity, craft, and meaningful partnerships.

We help companies elevate their digital presence through thoughtful design, technology, and strategy—creating experiences that connect brands with people in lasting ways.

We believe the best digital products are not built by following trends, but by combining creativity, expertise, and a deep understanding of real business needs.

To support our process, we leverage advanced tools, automation, and AI-powered workflows that help us work smarter, move faster, and focus our energy where it matters most: delivering exceptional outcomes.

Technology is part of how we work, not what defines us.

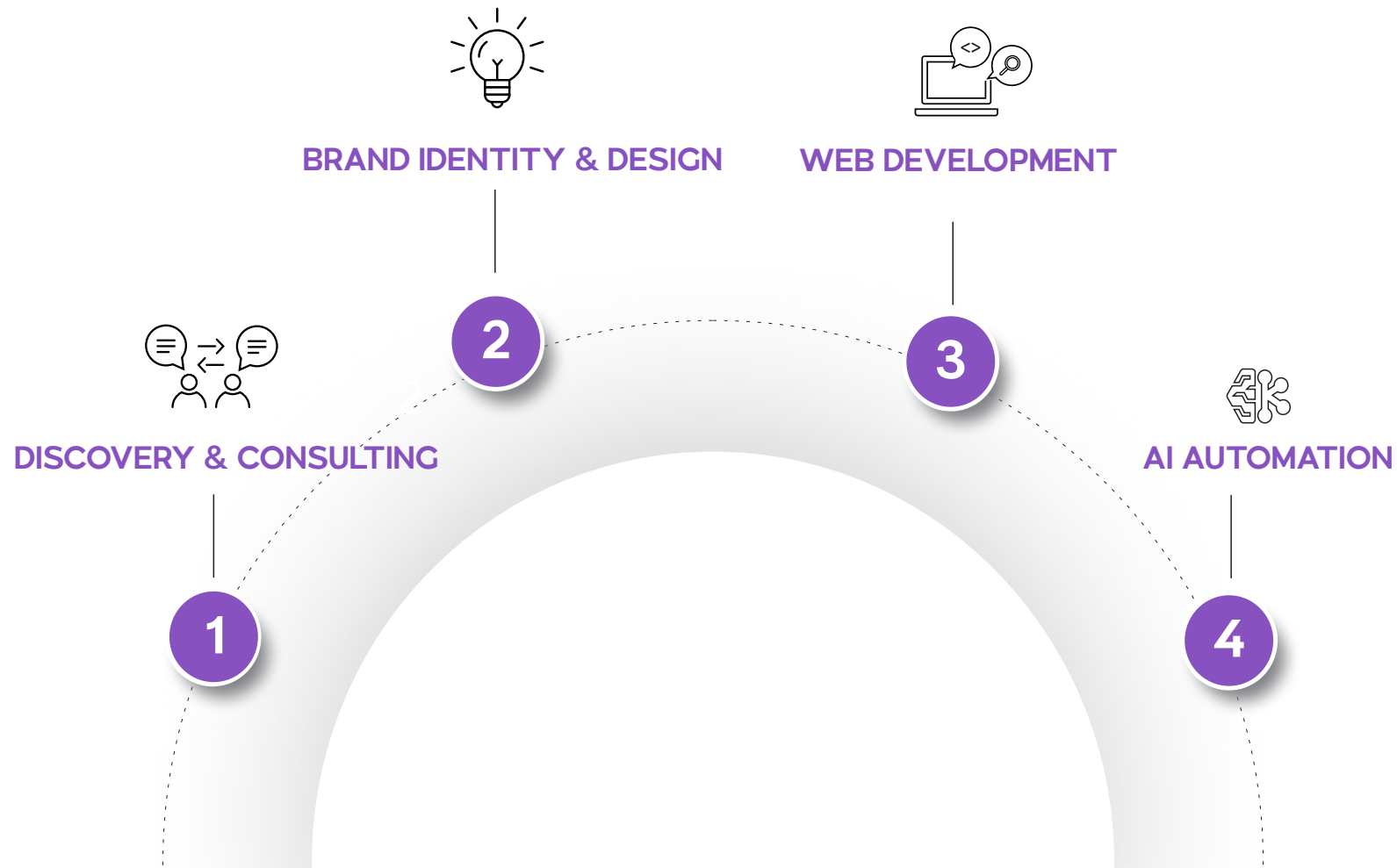


Our services

We help businesses move forward with clarity and confidence. Every successful digital experience starts with understanding. We take the time to learn about your business, your audience, your market, and the opportunities ahead.

By combining strategy, design, and technology, we create solutions that not only look great, but generate measurable value and support long-term growth.

Our role is simple: to help you make better digital decisions and turn ambitious ideas into meaningful results.





Discovery & Consulting

Our consulting process helps uncover opportunities, identify challenges, and align technology with your business objectives. We analyze your current digital ecosystem, evaluate workflows, and identify areas where design, technology, and automation can create measurable value.

The result is a clear roadmap that helps your organization make informed decisions, optimize resources, and build a stronger digital foundation for future growth.

- **Initial Assessment / Client Meeting**
This first meeting allows us to get to know your business, analyze your needs, and identify opportunities.
- **Objective Definition**
We work with you to establish clear technological objectives and develop a customized strategic plan.
- **Solution Development**
We propose tailored technological strategies and solutions, including graphic design, web design, SEO, development, and maintenance services.
- **Monitoring and Optimization**
We hold regular meetings with the client to discuss progress, address any questions, and adjust strategies as needed.





Brand Identity & Design

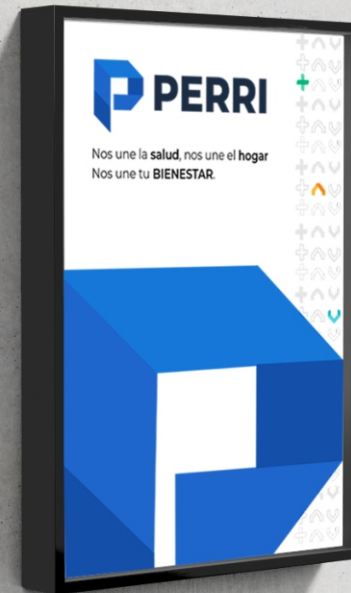
A brand is more than a logo—it is how people remember you.

We create visual identities that communicate purpose, build trust, and help businesses stand out in competitive markets.

Our work combines strategic thinking and creative execution to develop cohesive brand systems, including visual identity, brand guidelines, communication assets, marketing materials, packaging, signage, and digital experiences.

Every element is designed to create consistency, strengthen recognition, and support long-term growth.

- Design and redesign of brand identity
- Logo design and graphic concept
- Brand manual
- Institutional stationery design
- Posters Brochures Packaging
- Video editing
- Social media



Branding



Web Development

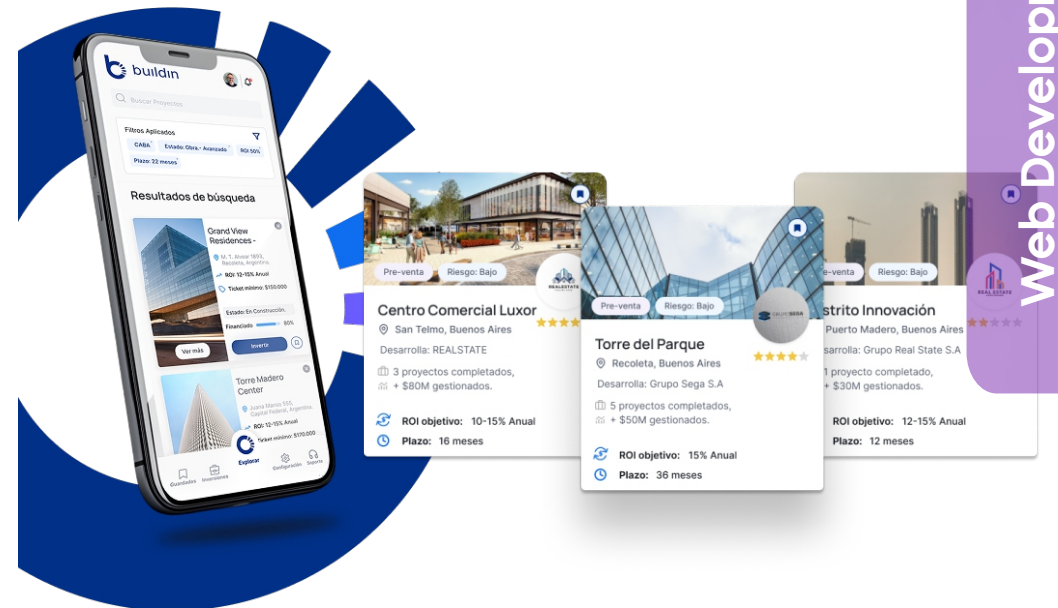
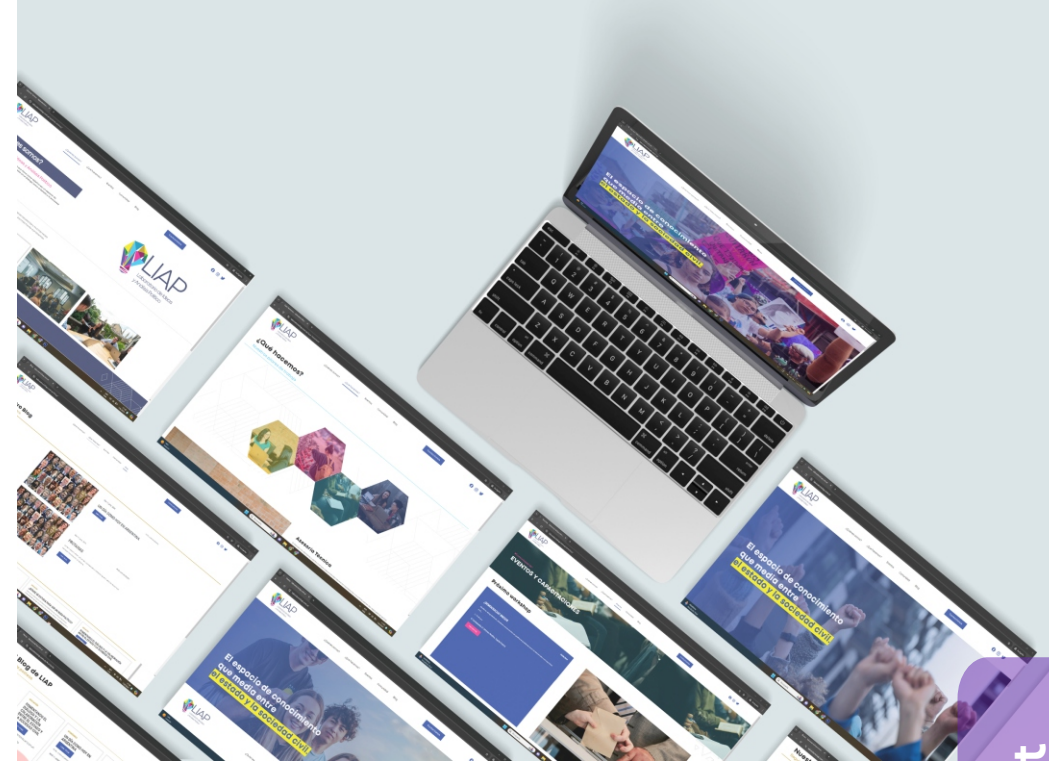
Your digital experience is often the first interaction people have with your brand. We design websites and digital products that combine functionality, performance, and thoughtful user experiences.

Every project is tailored to the unique needs of the business, ensuring that design decisions support both user expectations and business objectives.

From landing pages to complex digital platforms, we create responsive experiences that feel intuitive, engaging, and aligned with your brand.

Through collaborative design processes and interactive prototypes, our clients can validate ideas before development begins, reducing uncertainty and accelerating results.

- **Hosting domain search and configuration**
- **Design and prototyping of responsive websites**
- **Design of mobile apps**
- **Development of responsive sites**
- **Development of all types of apps**
- **Code with security standards**
- **Site maintenance**



Web Development



AI automation & Digital Solutions

We design intelligent workflows that automate repetitive tasks, connect disconnected systems, and streamline operations across your organization.

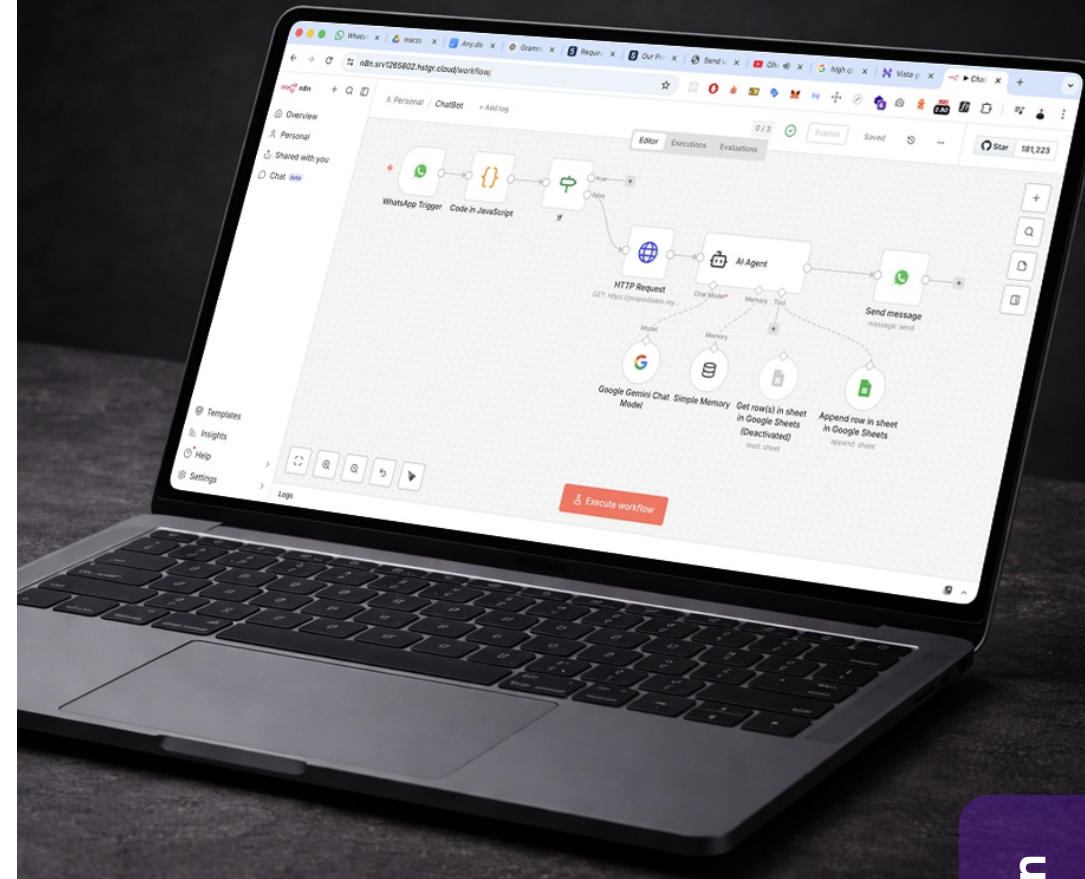
Many businesses rely on multiple platforms that don't naturally communicate with each other. We bridge those gaps by creating automated workflows that synchronize information, reduce manual work, and improve operational visibility.

Using tools such as n8n and modern automation platforms, we connect websites, CRMs, ERPs, databases, communication tools, and internal systems into seamless digital ecosystems.

We don't see AI as a product—we see it as a powerful tool that enhances how businesses work, helping teams achieve more without adding complexity.

We design WhatsApp-based solutions that connect directly with your business systems. From customer support and lead generation to appointment scheduling and automated notifications, we can integrate WhatsApp with CRMs, databases, internal platforms, and third-party applications to create seamless communication experiences.

- **WhatsApp Integrations**
- **Synchronize information across multiple platforms in real time**
- **Generate reports and notifications automatically**



We hope to hear from you soon



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