

80% WYSIWYG



20% Magic

WHO WE ARE

Meet the tools, skills, and people you need to achieve digitalization goals and build resilience for the future.

Our cutting edge solutions

Team as a service

Align your IT initiatives with your business goals and skyrocket your delivery by our seasoned developers, architects, analysts, testers, DevOps engineers or agile facilitators.



DevOps

We drive enterprise digital transformation with agile, DevOps and cloud native solutions.



Zenith DXP

Zenith is a customizable, secure, and modular digital experience platform (DXP).



Atlassian

Transform shared work into smooth workflows with a tool designed for your development, operations, and support teams.



Pulze Digital

Level up digital capabilities together to shape the future.



Custom Solutions

When boxed solutions fall short, custom software development provides the flexibility to bridge digital workflow gaps –even using LC/NC environments.



Understand your customers' needs!

Why digital experience matters?

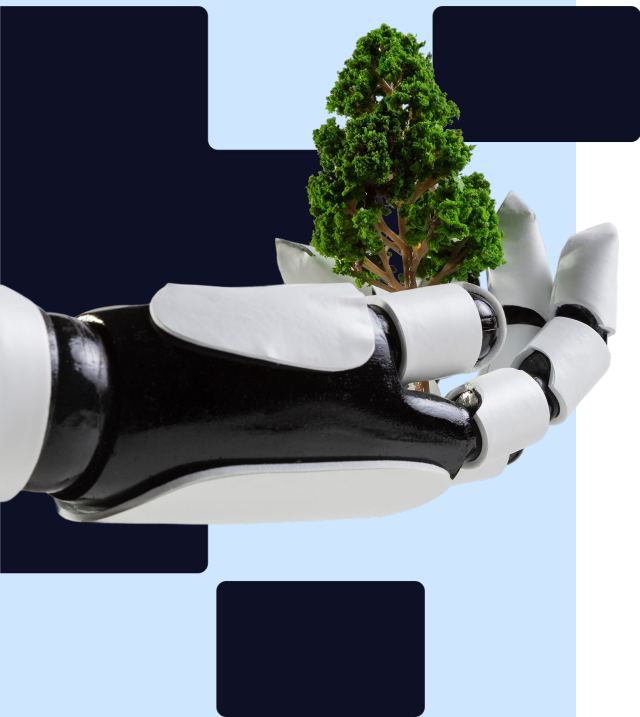
Brand, reputation, customer loyalty and the bottom line are also in danger.

Customer expectations are continuously rising, boosted by cutting edge patterns of global digital service providers. CX became top priority across all industries.

Today's users have more options than ever, and they are open to change platforms. There is no patience to "learn" your way.

In a fast paced environment, **long-term success depends on ability to respond right an quick** as market demand shifts.





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86% of buyers are willing to pay more for a great customer experience.



Experience is everything: Here's how to get it right



The price premium is real - and it's big: 16%+



Bad experience drives customers away fast.



Companies need to get the must-do's right.



Human interaction matters now more.



Give up Gen Z fixation - convenience is a baseline.

How to create business value?

ROI is the king, but user needs are diverse, as well as the business goals.

Optimizing the customer experience is a complex challenge that affects the entire organization.



Users

expect smooth, secure, and personalized experiences.



Marketing

needs a flexible and innovative creative tool.



IT

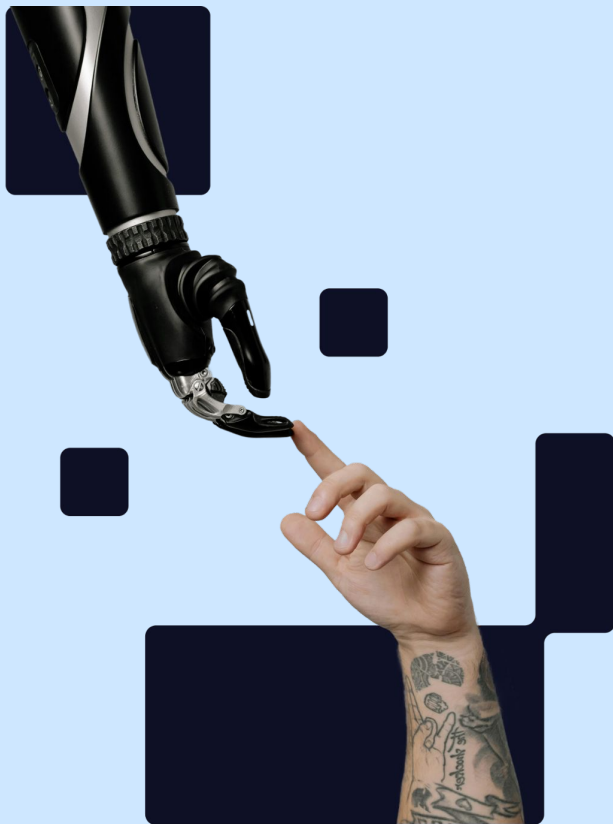
seeks a highly secure, scalable platform.



Business leaders

want to see measurable ROI and low costs.

How can all this be achieved on a single platform?





**Let's look at
5 crucial aspects!**

I. Privacy and security

Security is no longer just a requirement; it's become top priority (above costs)!

Building trust is a challenge...

Secure and safe portals are key to loyalty.

Reliability and stability are essential for IT.

AI changed the scale in finding vulnerabilities.

Users have more awareness while sharing (or not) their data.

NIS2 and DORA directive.



Decoupled architecture



Flexible deployment options



Content approval process



Auto-scaling



Brand-safe content creation





II. Platform modularity

Structure for flexibility - answer all business needs.

Composable, **modular DXP** enables companies to build exactly the **features and services they need** into their digital platform.

Cost-effective - Pay only for the modules that you need!

Easily Scalable - Keep performance and costs tightly matched to demand!

Future-proof - Build a stable framework that lasts for the next 4-5 years!

Faster go-to-market - Do not miss the moment of your market!

Customizable Differentiate yourself!



According to Gartner's 2025 Magic Quadrant, **by 2026, at least 70% of organizations will be mandated to acquire composable DXP technology**, as opposed to monolithic DXP suites, compared to 50% in 2023.



Gartner

(2025) How cybersecurity services can help you

III. Omnichannel, mobile-first, accessibility

Customers expect a fast, consistent, accessible and seamless experiences across all digital channels,
-especially on mobile devices - 7/24.

72% of customers expect an immediate response.
According to Zendesk research

Omnichannel integration is now essential.
44% of Generation Z interacts with brands exclusively on mobile. -Magnolia

European accessibility act is in the pipeline!





IV. Simple Content Creation

Make your DXP able to unleash creativity of marketing.

A modern **DXP** enables marketing teams to create contents, manage campaigns and deliver outstanding experiences quickly and easily, without the involvement of developers.

Intuitive WYSIWYG visual editor – no coding required-

Drag-and-drop simplicity

Pre-built templates and modules

Multiple website editing from a single interface

Seamless creation media-rich pages with full layout control.

V. Efficient collaboration

Fast learning curve, easy access, quick deployment.

A DXP only delivers true strategic value when technology is combined with expert knowledge transfer—empowering marketing, IT, and business teams together to fully leverage the platform.

Key factors for a successful DXP implementation:

Strategic alignment: The DXP is in line with business goals and processes.

Specification based on a **deep understanding**.

Receive **ongoing support and guidance** throughout the implementation process.

Education and training to support all teams.



Zenith DXP

A customizable, secure, and modular digital experience platform



Forward-thinking support



Enterprise-grade security

Powerful modules

Omnichannel digital experiences

Simplified content creation

Easy-to-learn & easy-to-use editor



Let's talk

More Shiwa stories and solutions:

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