Protofy

Where Technology meets *Impact.*

Agency Credentials

Hello

We are Protofy. Nice to Meet You!

Protofy is a Full Service Digital Agency.

We create impactful digital products –
our team are specialists in **Strategy**,
Technology & **Innovation** and **Development**.

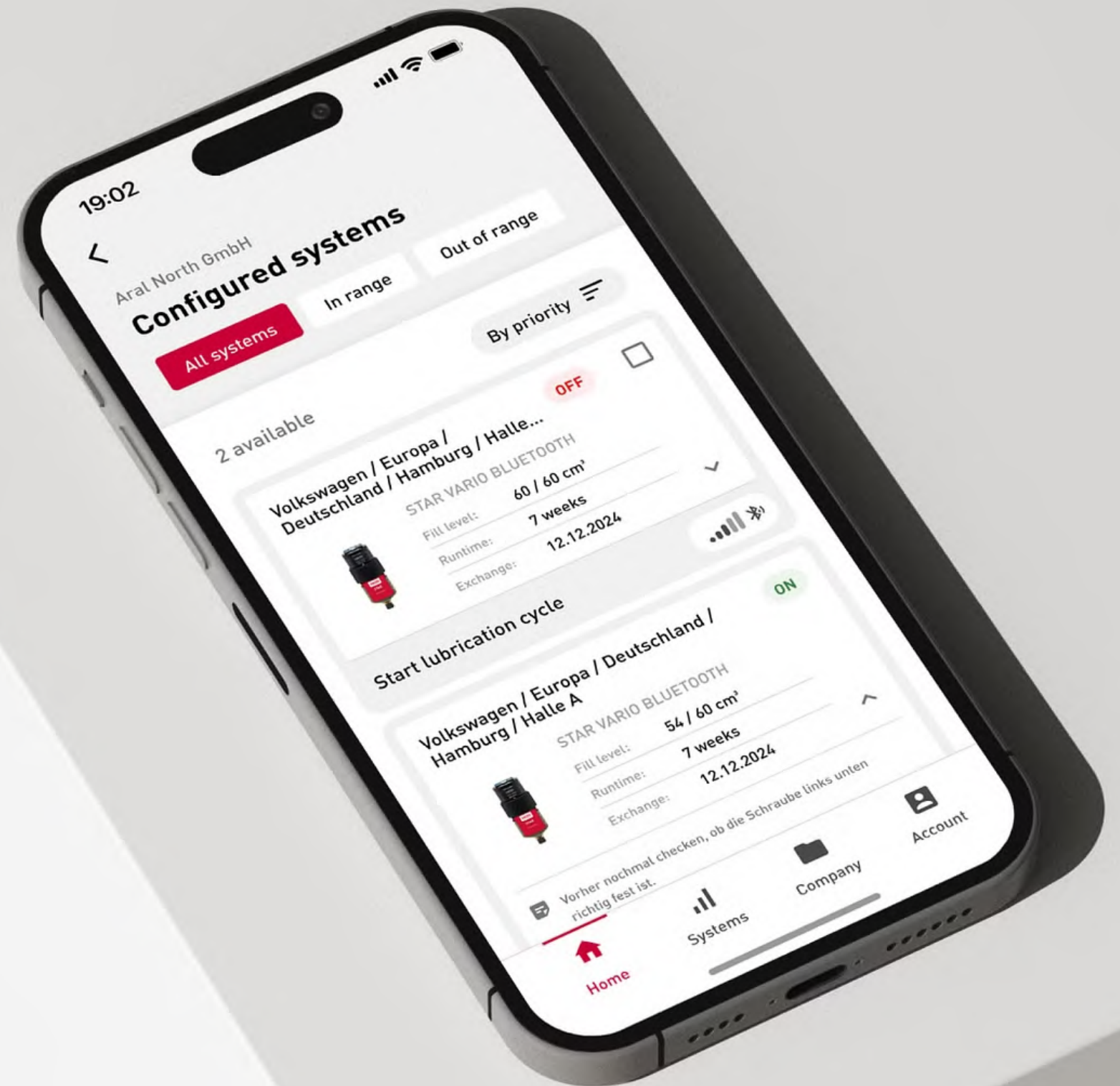Let's take a look at some cases.

perma

Challenge

Perma is world market leader for single-point lubrication systems. Together with Perma, we have completely redesigned the existing CONNECT app from scratch to enable a safe and convenient way of remote maintenance and operation of lubrication systems. This allows early detection of fault conditions and prevents costly defects in equipment.

Role

Strategy, Design, App Development

Success

Replacement of the existing legacy PHP infrastructure and database, redevelopment of the existing app using Flutter. Integration with the existing custom ERP system.

Challenge

About You Outlet is an extension of the well-known online store, where special deals are available for a limited time. Based on the SCAYLE Backend and Protofy App Suite, we were able to implement a mobile app in Flutter and launched it in 2022. A high-performing app, since!

Role

Backend-for-frontend, App Development

Success

AppStore Rating: **4,8**

Playstore Rating: **4,7**

EDITED

Challenge

Edited by About You: Your go-to private label blending E-Commerce and in-store experiences for the latest in fashion, footwear, and accessories. We created a mobile app, where unique design meets exclusive brand vibes and omnichannel functionality.

Role

Backend-for-frontend, App Development

Success

AppStore Rating: **4,5**

Playstore Rating: **4,6**

BABY JAHRE

Challenge

We re-created the best-selling book "Babyjahre" by icon Remo Largo with a digital experience. The app was designed to give full access to the book, along with bookmarks, search, a journal and – super useful for young parents – a hands-free audio experience.

Role

Strategy, Design, App Development

Success

AppStore Rating: **4,2**

Playstore Rating: **4,4**

Tchibo

+15% Conversion

Challenge

We completely redesigned the e-commerce mobile app for Tchibo - a new concept that takes into account existing features, integrations, and new requirements. The result was an international mobile app and our biggest project to date in terms of platform revenue and traffic – and raising the conversion rate by 15%!

Role

Strategy, Design, Backend-for-frontend, App Development

Success

AppStore Rating: **4,8**

Playstore Rating: **4,7**

Challenge

Porta already had a well-running online store, but as yet no mobile app. The first question we asked ourselves together was: "Do you need a mobile app, and if so, with what features? How can we create added value here?" The answer to this question: "Inspo, omnichannel, 3D planning tools, geofencing and push notifications!
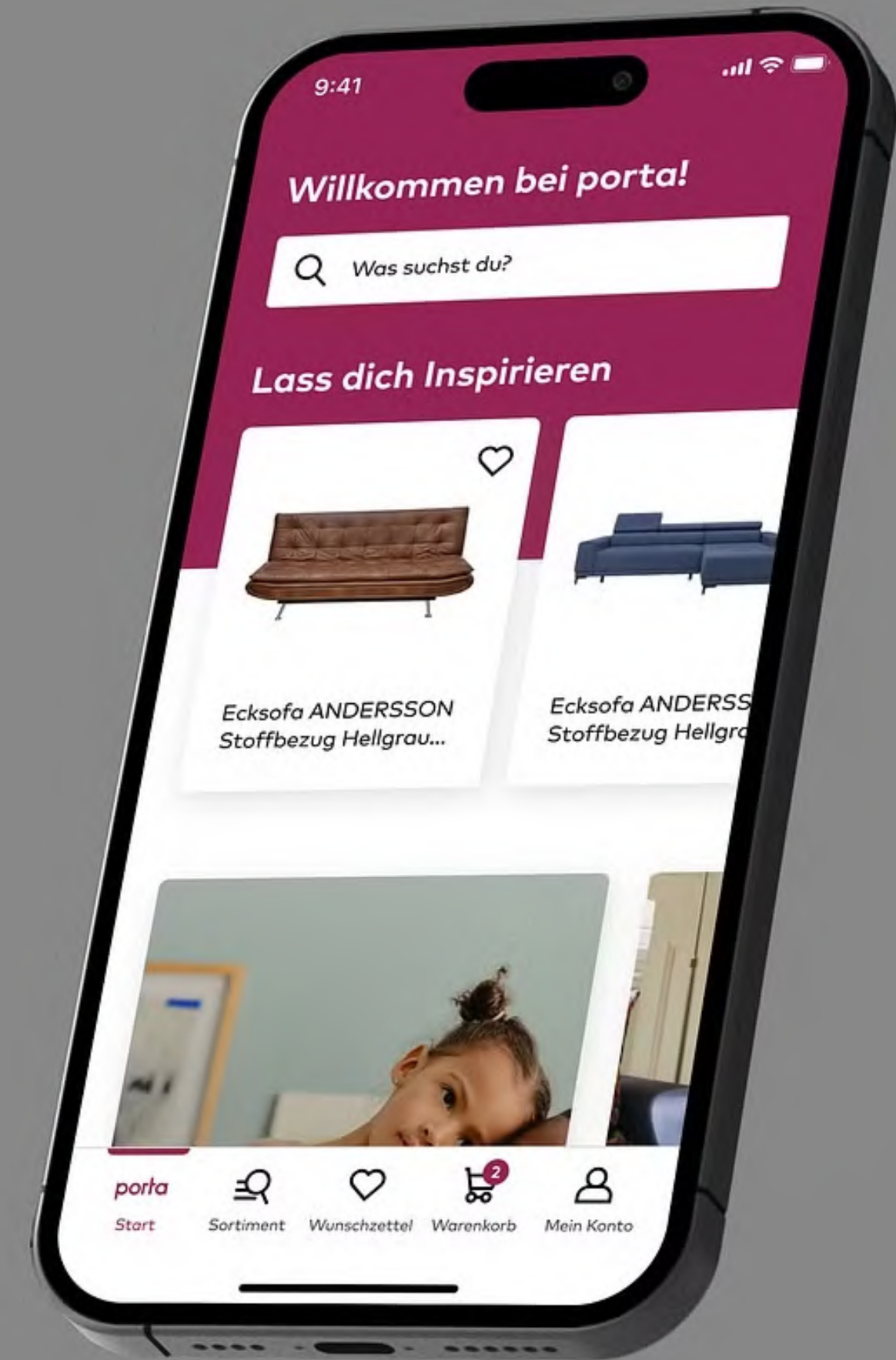
Role

Strategy, Design, App Development

Success

AppStore Rating: **4,4**
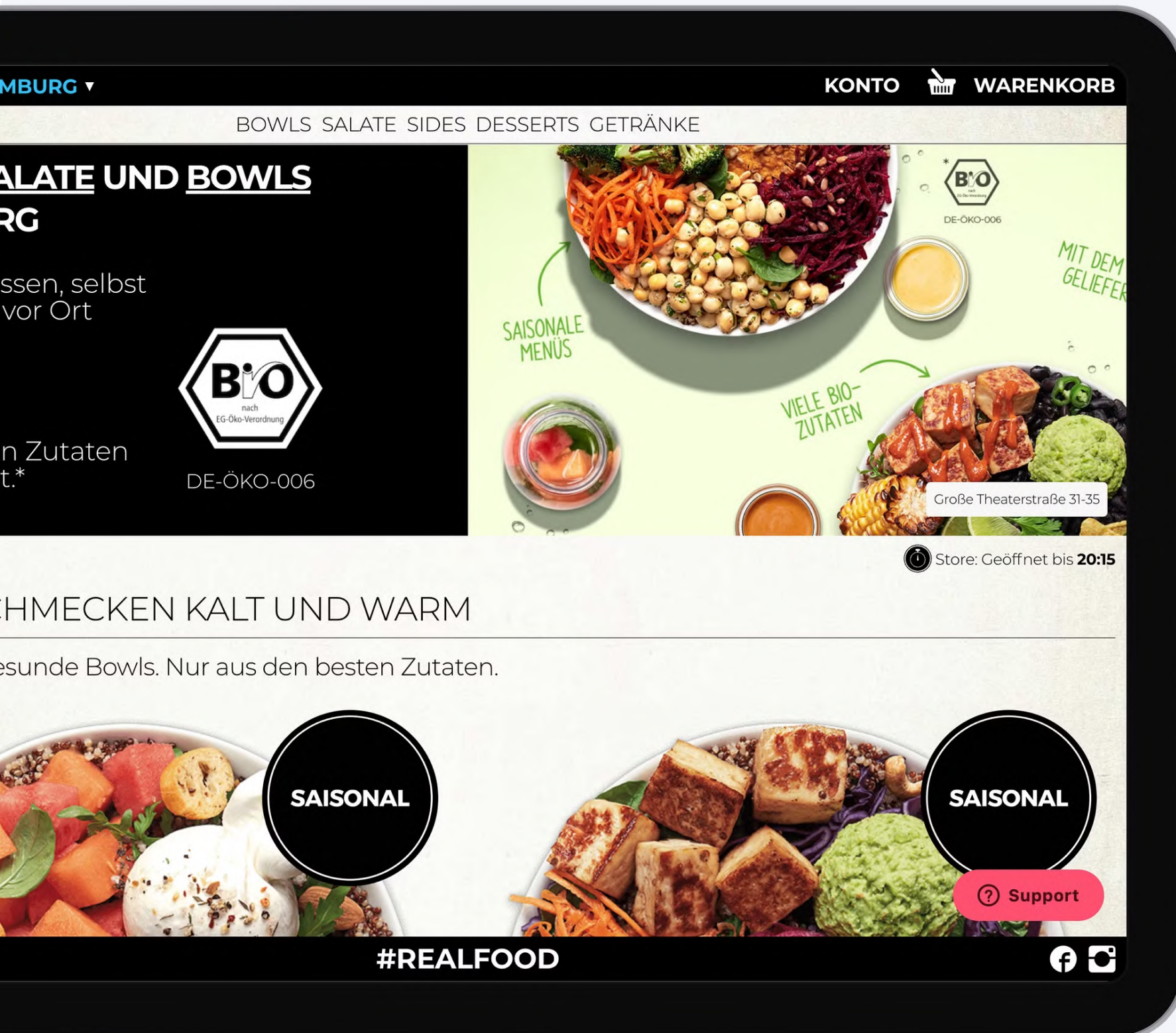
Playstore Rating: **4,5**

Beyond Agency Services

Assets and Innovations

STADTSALAT

Challenge

In 2015, Protofy founded STADTSALAT – premium bowl food as a delivery service and with our own flagship stores. Today, we are the largest salad bar and most digital food chain in Germany. We started with a shop prototype and continuously developed the company and technology.

Role

Strategy, Concept, Tech Development

Success

Market and digital leader with an NPS of 70 and successful expansion from Hamburg to Berlin, Frankfurt, Cologne, Düsseldorf.
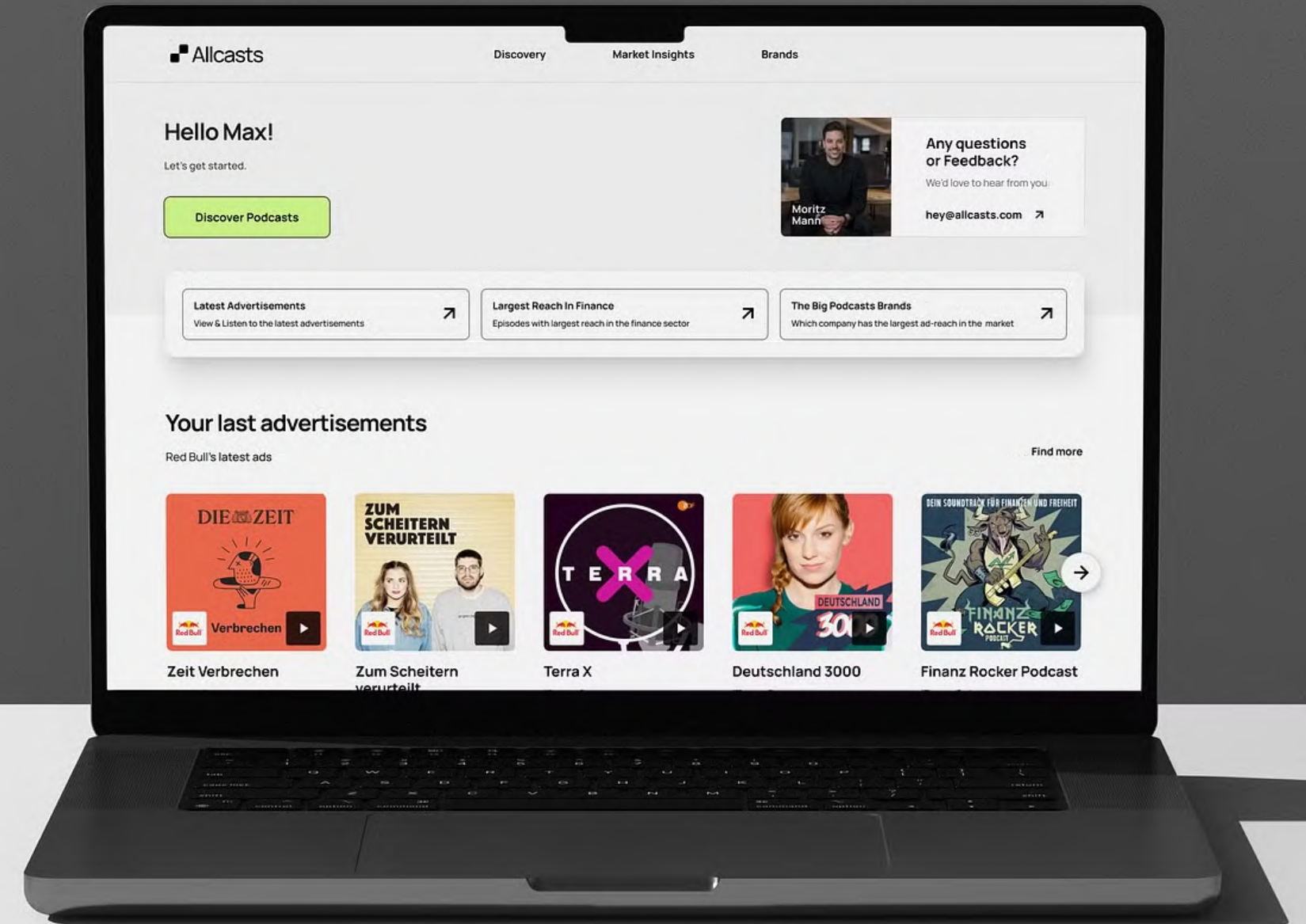
Allcasts

Challenge

The podcast advertising market is currently "wild, wild west". There is no process or platform for advertisers to book and analyze their campaigns (à la Google Ads). Allcasts creates transparency in this market crawling the entire German- and English-language podcast market, transcribing each and every episode, analyzing text & audio with respect to topics, advertising opportunities, the brands mentioned and their share of voice.

Role

Strategy, Design, Backend & Infrastructure, AI

Success

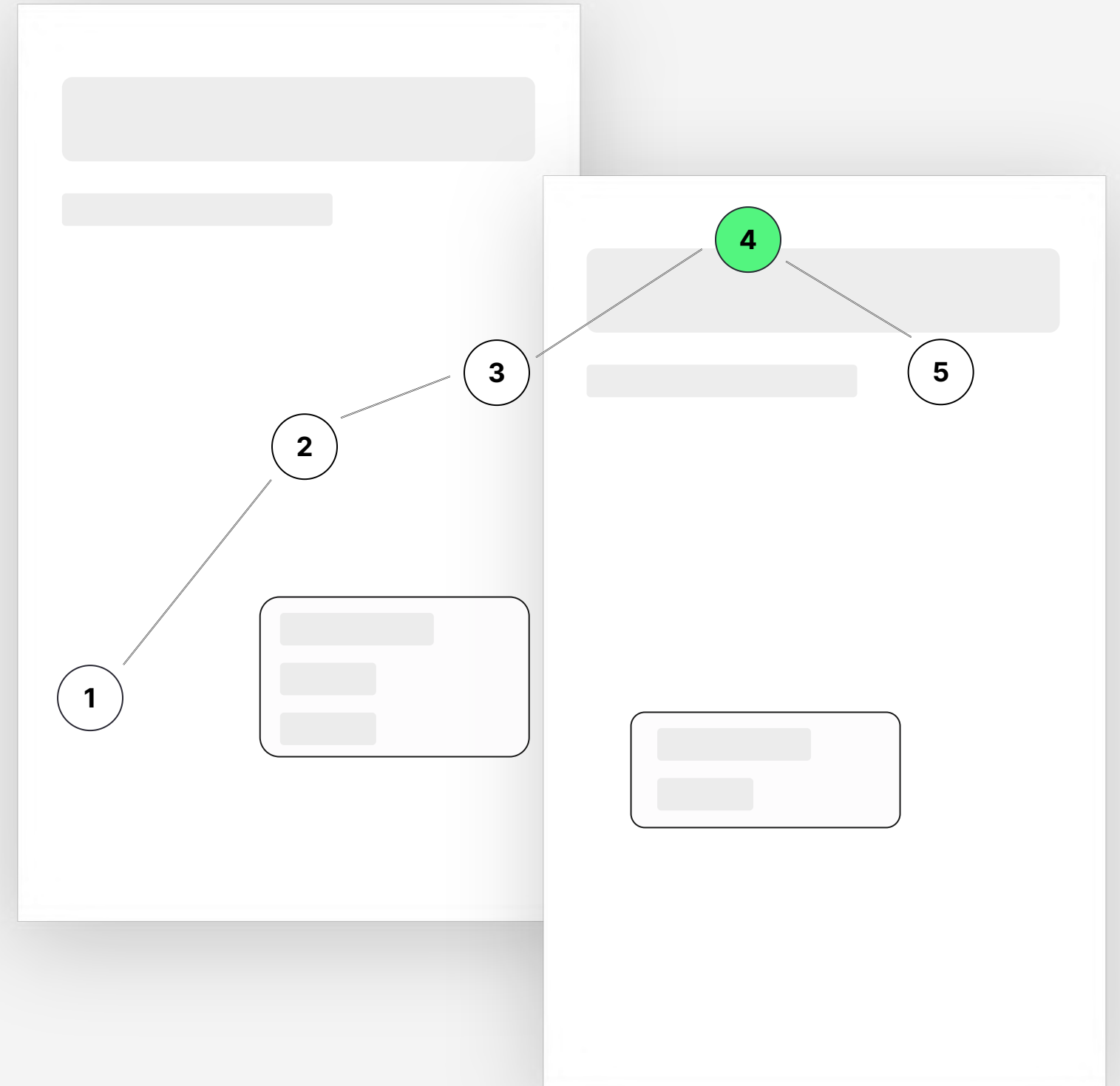Topic, brand and ad detection for 228k+ podcasts / 1.4M+ episodes.

Protofy

8 weeks time-to-market for Apps, accelerated by *Protofy App Suite.*

Brands demand authentic, tailor-made interfaces that resonate with their target audience.

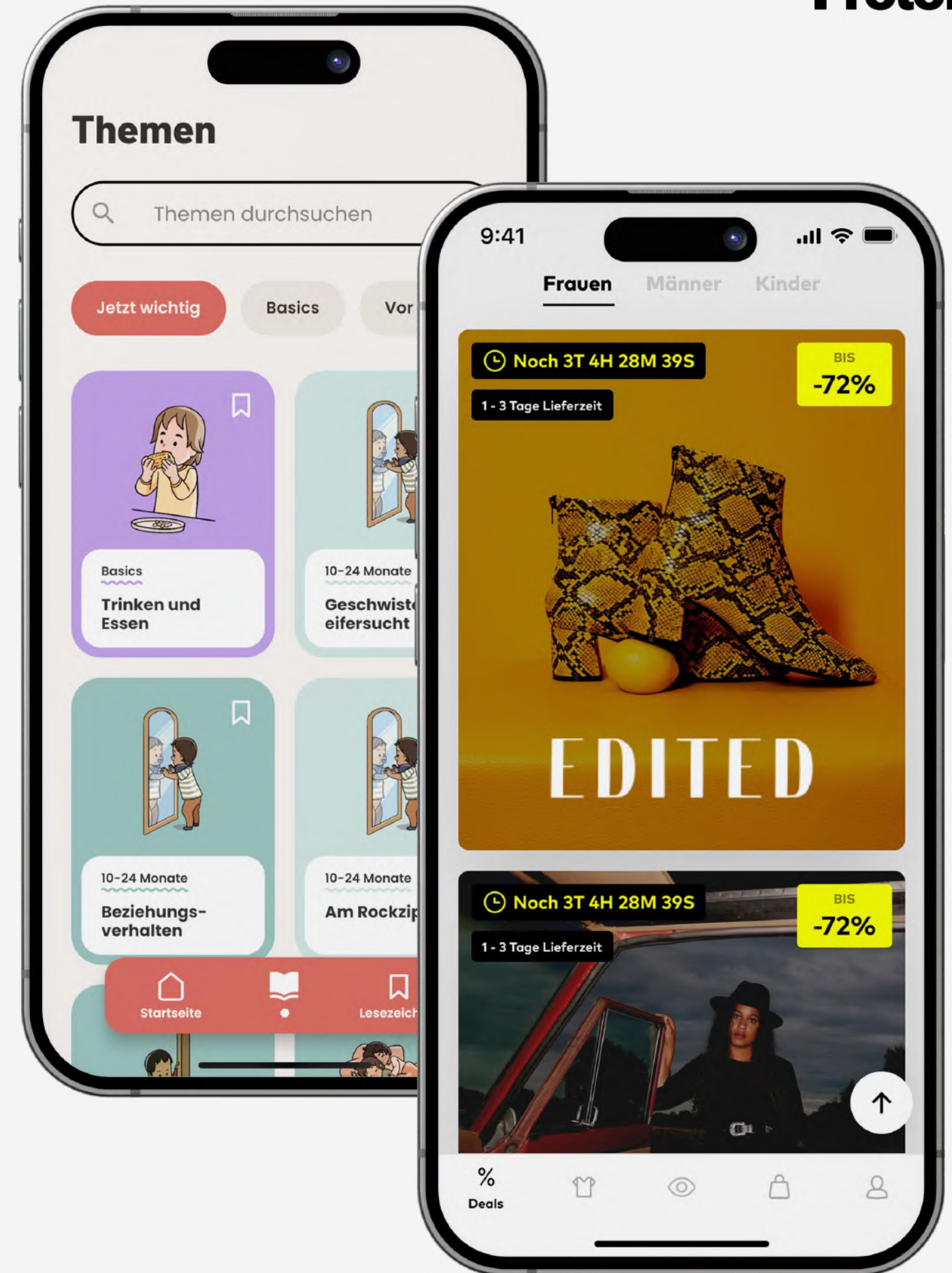Under the hood, however, we don't need to reinvent the wheel and rather make use of proven best practices.

That is why we built *Protofy App Suite.*

Protofy

Creating brand value:
Designed for full customization, performance and delivery.

Protofy App Suite is a comprehensive toolkit featuring app infrastructure, E-Commerce connectors and adaptable interface components designed for brand distinction and efficiency:

Variety of UI components · Headers · Loading States · Navigation Frameworks · Automated Store Deployments · Build and Test Pipelines · Force-update Abilities · User-based Push Notifications

Who We Are

Behind the Screens

Protofy

Digitalisierung ist ein People's Business.

Protofy ist a team of **51 people** (growing).

40% Female

34 Years, average
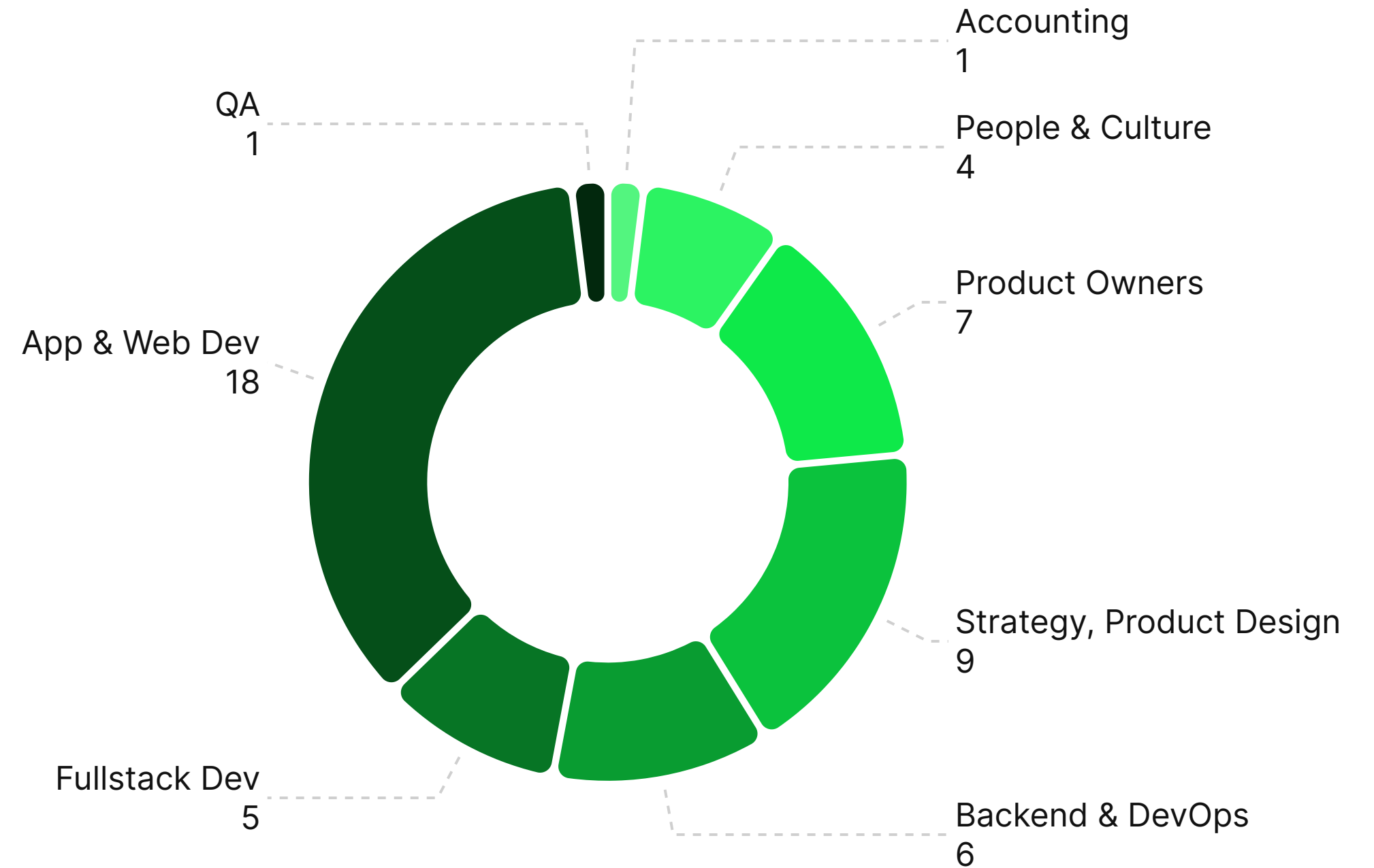
8.6 / 10 Employee Net Promoter Score

At Protofy, we invest heavilty into our Team:
Personal Coaching, Leadership Training & Professional Education.

Team by Discipline:
Tech Natives

When we founded, we were 6 engineers and 1 person for business/product.

Over the years, we have maintained our **tech native culture** and are a hands-on team with little overhead that continues to professionalize every year.

QA
1

Accounting
1

People & Culture
4

App & Web Dev
18

Product Owners
7

Strategy, Product Design
9

Fullstack Dev
5

Backend & DevOps
6

Positive Change for a Digital World.

Let's build something *great* together!

Protofy

Protofy

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