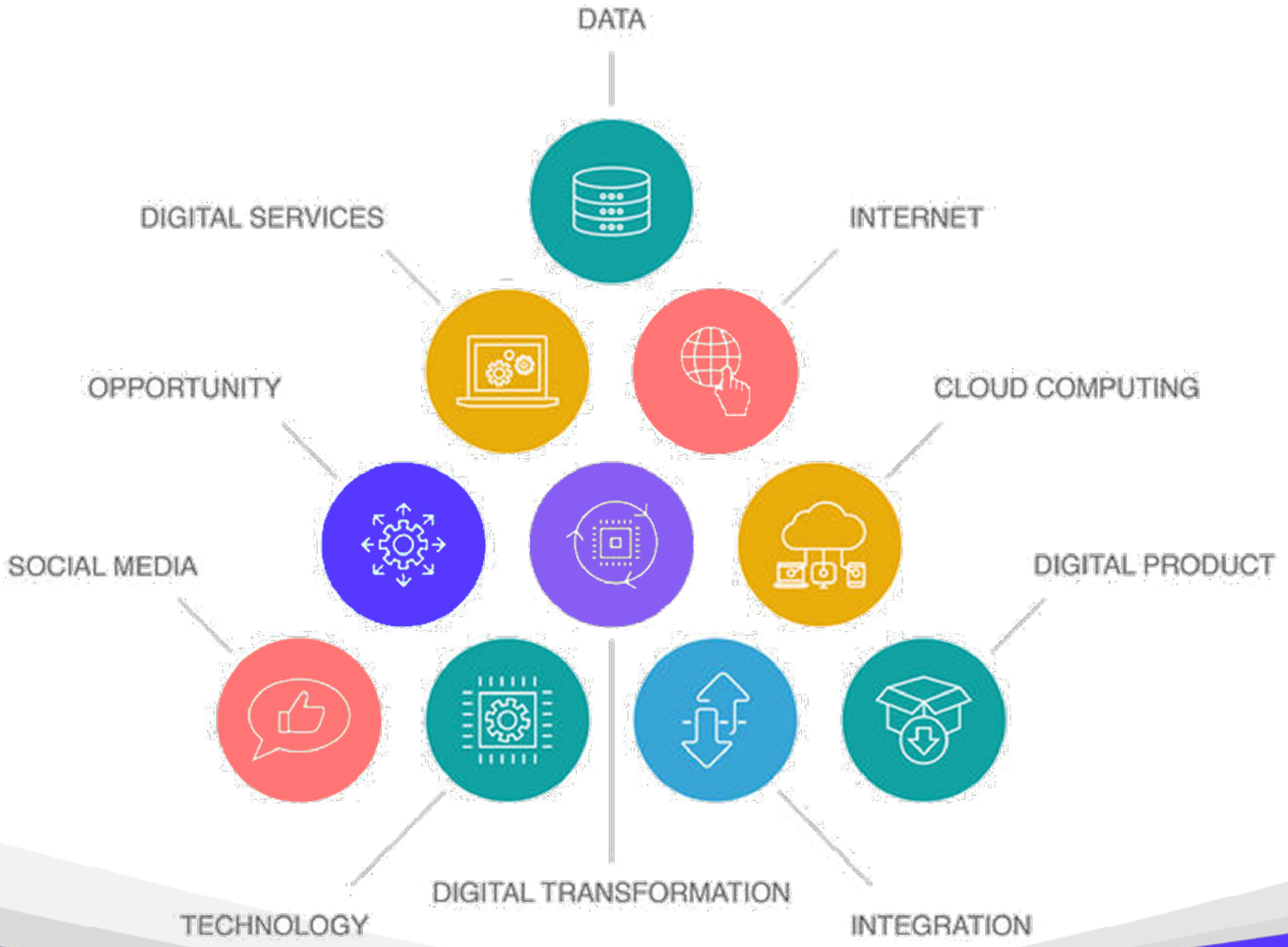
<FrankHood/>

#WeAreCodingHeroes

who we are - what we do - why we dream big

About Us

Frankhood is a fast-growing Tech-Company that operates in IT industry to provide services with the aim to guide customers in the Digital Transformation Era boosting their business



Timeline

Founded in Bari (Apulia, Italy) in 2011, Frankhood provides its customers with innovative technologies in Custom Software Development, AI & Machine Learning, Processes Automation, and Digital Marketing.

May 2012

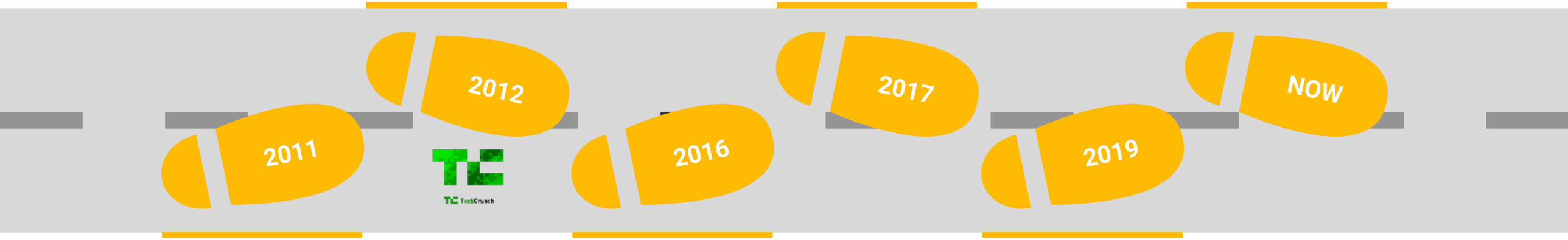
Frankhood launches a new Startup, presents 2 mobile apps in San Francisco and gets shortlisted to attend the first edition of the TECHCRUNCH event in Rome.

February 2017

Frankhood becomes Technical Partner of Juventus Football Club SPA.

January 2021

Frankhood 10'th birthday is nearby and after years of solid collaborations with a wide range of Italian Firms, it's time to expand Worldwide. The Team becomes explosive and a new service is integrated to the Core Business: AI & ML.



December 2011

Frankhood date of birth is December 2011, where a focused group of IT professionals made up together sharing proactively their ambition to succeed thanks to their different backgrounds and skill sets.

May 2016

Frankhood's Portfolio Management increases daily, managing complex projects for any type of Organization, from Startups and SME to Multinational firms and develops a fundraising platform for lastminute.com

April 2019

Frankhood becomes Technical Partner of AC Milan Football Club & Enel.

Vision

Technology is disrupting the world

Technology is revolutionizing the world and during the age of Digital Transformation, we have instant access to an infinite amount of data, and our ability to analyze, evaluate, and use them constantly improves with the evolution of the tools designed to do it.

A heritage of innovation that redefines the boundaries of learning, redraws the perimeters of the feasible and opens our mind to new horizons and new possible future scenarios.

Vision

#WeAreCodingHeroes

We aim to express our Servant Leadership with the scope to troubleshoot old problems with new methodologies, to enhance sustainability living in a better world and to facilitate people's dream catching.

That's the reason why exploring the overwhelming opportunities of technology is what feeds the passion for our work every day.

Services

We look to the future. Having the ability to anticipate and predict is absolutely important and productive, and it represents constant inspiration that drives us to approach our role as innovators with passion and audacity. With this in mind, these are the services we offer to our customers

IT STRATEGIC CONSULTING

DIGITAL MARKETING SOLUTIONS

PROJECT & PRODUCT MANAGEMENT

WEB DEVELOPMENT

MOBILE DEVELOPMENT

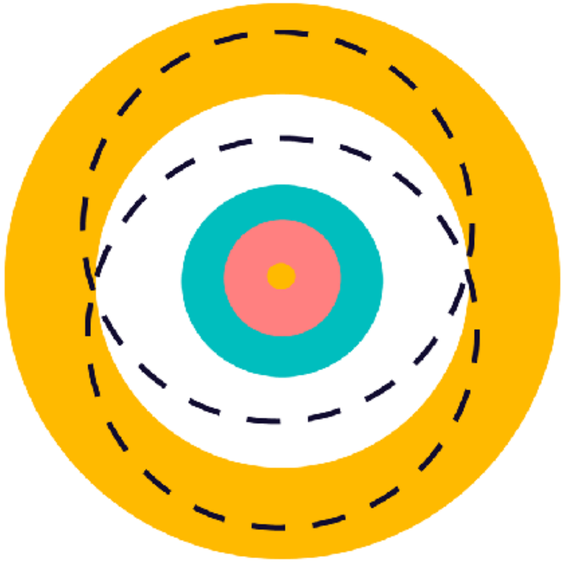
QUALITY ASSURANCE

AI & MACHINE LEARNING

CLOUD SERVICES

Services

IT STRATEGIC CONSULTING

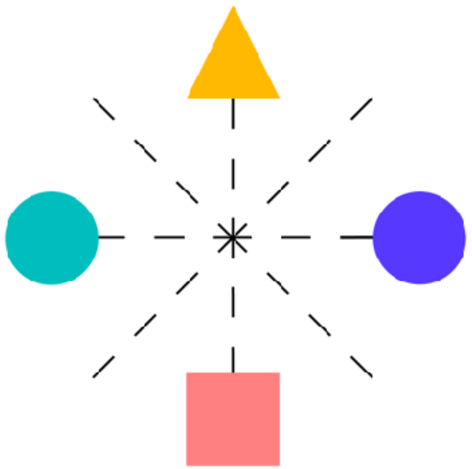


Analyzes business practices and goals by process optimization increasing revenue and making key decisions from data information.
Define markets and identify trends roadmapping with expertise in both business and technology.

- Digital Transformation Mentorship
- Product to Market Strategy
- Tech Stack Advisory
- Certified Business Coaching
- Tailored Target Market Penetration Strategy
- Software Audit
- Lean Startup

Services

DIGITAL MARKETING SOLUTIONS



Develops Software managing Digital Activation to engage users with the best current Marketing trends. Enhance a solid digital presence improving Brand Awareness and Customer Loyalty.

- CMS & CRM Solution
- Machine Learning service applied to Digital Marketing
- Computer Vision Image Processing
- Advergame
- Web Magazine
- Immersive Website & Storyscape
- Instant Win Contest
- Intelligent Chatbot (AI)
- Advanced Software for your Digital Campaign
- Gamification System
- Timeline Contest Tools
- Digital Activations

Services

PROJECT & PRODUCT MANAGEMENT

Integrates Scope, Schedule and Cost, the “Triple Constraint” of any Project, to transform an idea into a unique quality product to be developed and launched successfully into the market.

- Project take over
- Certified Professional Scrum Master
- Backlog Grooming
- Sprint Leadership
- Business Analysis
- The 5 stage of Product Development Process
- Agile software development
- Post-Sale Support
- Roadmap Creation
- Product to Market Strategy
- Product scale-up
- Resource Management

Services

WEB DEVELOPMENT

Everything that transforms a graphic manifesto into a usable and accessible product at any time and with a wide variety of devices.

- Tailored Management Software
- Enterprise Application
- Backend Development (Python-Django, PHP-Symfony & Laravel)
- AI (Machine & Deep Learning)
- Geo-based Applications
- CRM, CMS & ERP Systems
- Service Platforms
- Frontend Development (Vue.js, Angular, Three.js, Ionic)
- Big Data & Data Mining
- IoT
- High-load Applications

Services

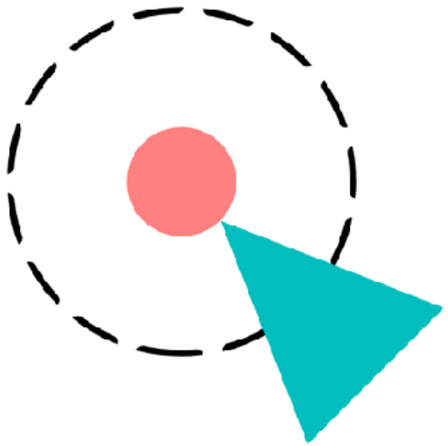
MOBILE DEVELOPMENT

According to Customers' needs, native technologies and cross-platform are employed to develop applications for iOS and Android.

- iOS App Development
- Android App Development
- Cross Platform App Development

Services

QUALITY ASSURANCE



Implements a process able to identify strengths, weaknesses and improvement areas; integrate change and manage testing efficiency to guarantee the best quality product & services.

- Quality Project, Process & Product Management
- Identify, Fix and Prevent Software Quality Issues
- Performance, Usability & Security Testing
- Functional Testing Automation
- Penetration Testing
- Security Testing Black Box
- BDD & TDD

Services

AI & MACHINE LEARNING

Creates information from raw data optimizing algorithms not explicitly programmed. It provides systems the ability to automatically learn and improve from experience and boost a wide range of business benefits.

- Machine Learning
- Deep Learning
- Big Data Analytics
- AI Decision Support System (DSS)
- MBA (Market Basket Analysis)
- Natural Language Processing (NLP)
- Artificial Neural Network (ANN)
- Digital Image Processing
- Data Mining
- Predictive Analysis
- Consumer-Facing AI
- Reinforcement Learning

Services

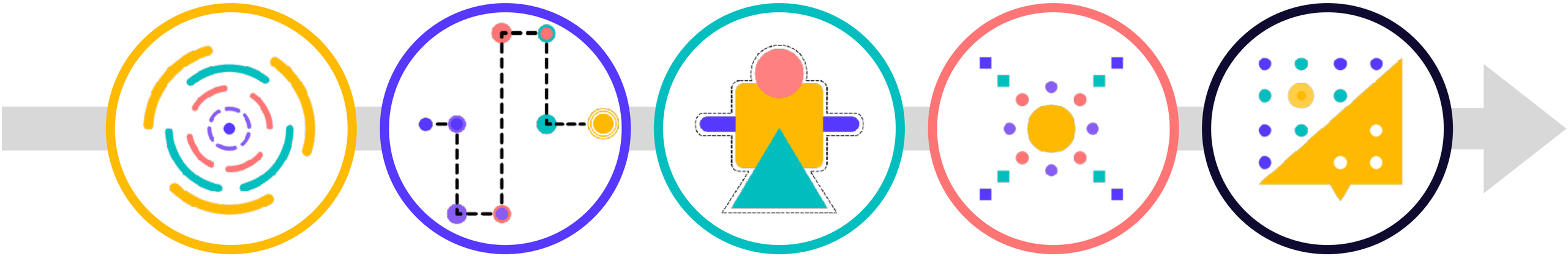
CLOUD SERVICES

Make sure that your infrastructure is safe and scalable to provide easy, affordable access to applications and resources, assuring Business Continuity, Disaster Recovery & to protect personal data in the most efficient way.

- Cloud Infrastructure Development
- High Reliability GDPR Compliant
- Disaster Recovery
- Business Continuity
- Serverless Architecture

Approach

Our Approach is adaptable and iterative. In just one word, it's AGILE!
The unique parallelism between our 5 phases Process-Flow and the 5 Process Groups contained in the "PMBOK Guide 6th Edition" released by PMI (Project Management Institute), it creates the common output of user-friendliness and transparency.



Understand Identify Tailor Improve Support

Approach

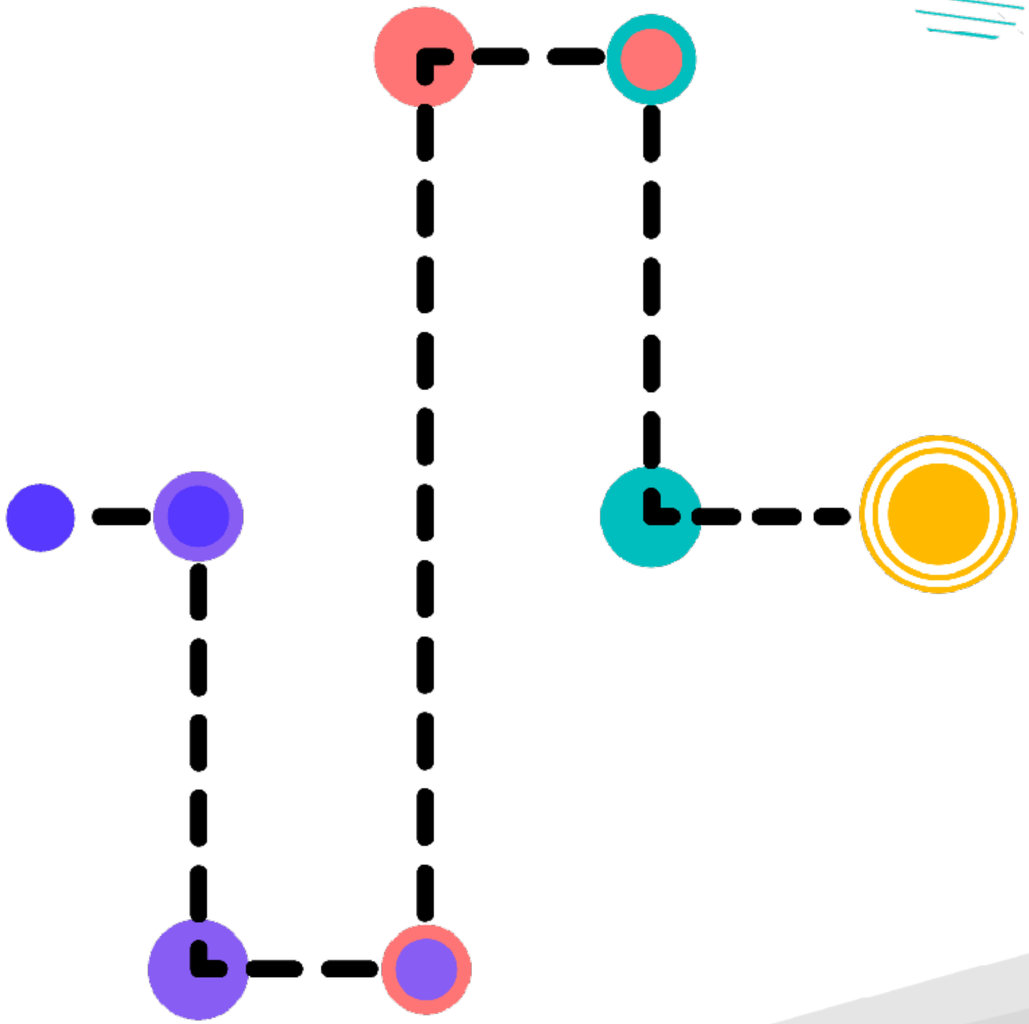
1. UNDERSTAND

your detailed needs and the application domains where your idea will be integrated and transformed into pure business through our INITIATING process.

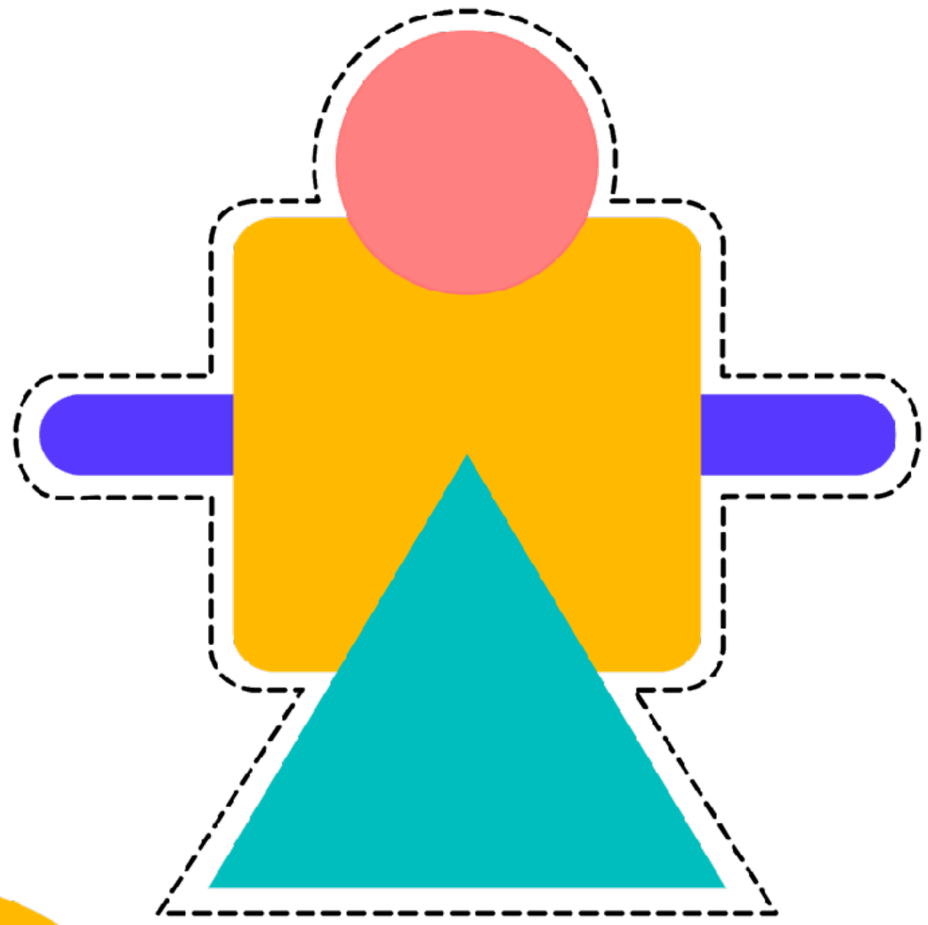
Approach

2. IDENTIFY

your critical steps: such as having a clear initial project scope, requirements and achievement to be reached using the most fitting technology our PLANNING process.



Approach



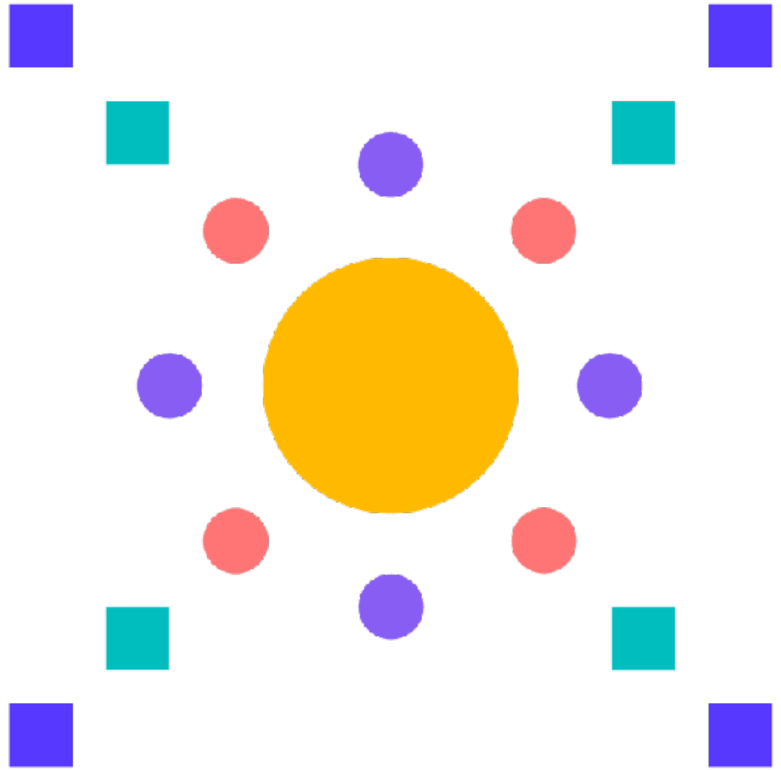
3. TAILOR

your solution depending on your needs to get your progressive business upgraded,
through our EXECUTING process,
because you convey your ambitions,
we develop!

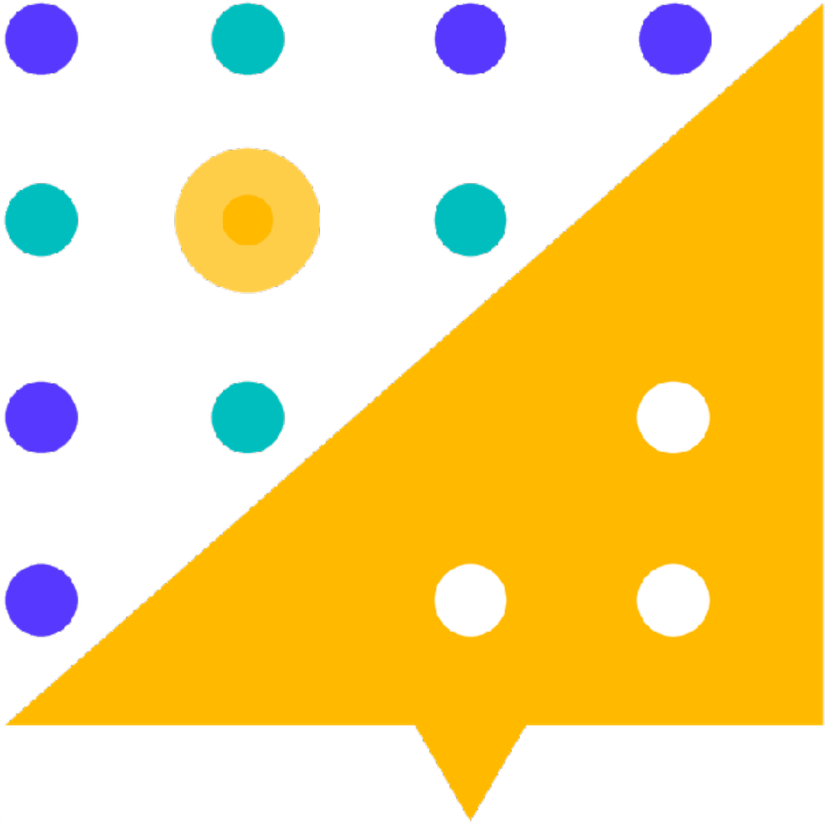
Approach

4. IMPROVE

your Product Management and Development Quality process, by MONITORING AND CONTROLLING the evolution of your software.



Approach



5. SUPPORT

pre, during, and post Sale through our CLOSING process. We never leave you behind! That's what makes Frankhood a trustworthy partner to your business.

Why choose us: Values

Talent Enhancement

Our goal is to create a high-performance, sustainable organization that meets its strategic and operational goals by motivating employees to perform with their main passions.

Innovation

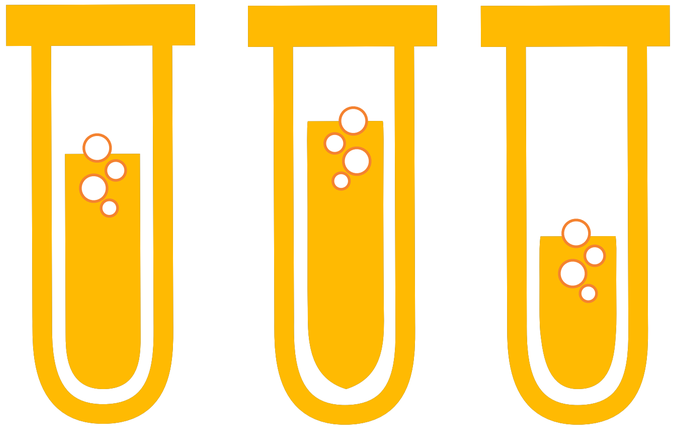
We love technology so much that we go beyond the current trends by predicting futuristic scenarios.

Quality

One of the most important assets that our Organization possesses and the reason why we are well-known in the market.

Boldness

We are sparkling, ambitious, and competitive. That's the perfect combo to step ahead, make progress, and leave an overwhelming mark of our presence.



Rapidity

That's something innate. We conciliate our different talents by integrating a degree of responsiveness, result-orientation, and on-time high-quality deliveries.

Agile Environment

We enhance flexibility, adaptability, and mentorship, that's why sharing knowledge and ideas always brings a great rate of success.

Continuous Improvement

Never stop learning! We don't settle for anything less. Customer Satisfaction is what drives us to strive for excellence in everything we do.

Thinking Outside The Box

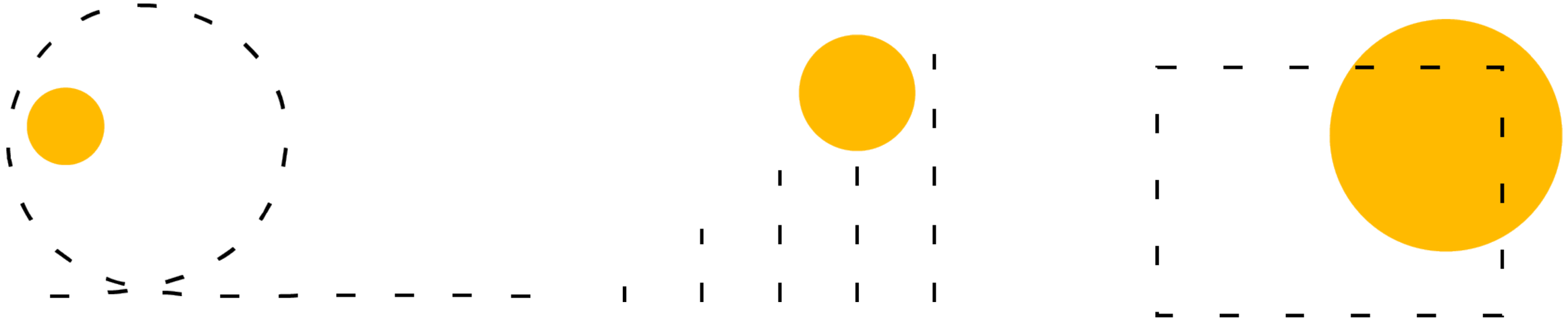
Do you have a problem? No problem! We see each complex challenge as a valuable opportunity to spike with lateral thinking and ultra-instinct troubleshooting.

Our Customers Matter

Some of the Top Brands beside whom we've been delighted to develop successful projects.

Our Customers Matter

We cooperate with any business model & domain to create tailored products and services.



Startups

Empower your technology, boost your business, BE BOLD! Choosing Frankhood, your progress is guaranteed!

SME

Are you ready to raise the bar of your Business?
Frankhood is your global solution to step ahead to the next level!

Multinational Firms

Are you looking for a 5* Tech Partner?
We take over your project and we make your success delivered on time and with excellence!

Case Study

Ferrari 488 Pista Experience Website

Case Study

Ferrari 488 Pista Experience Website

Overview

Website created for the presentation and launch of the new Ferrari 488 Pista.

Challenges

- Create an experience that gives the end user the sensation of navigating the site by driving the car on the track.
- Implement all needed without final and definitive content. Create a CMS that allows extreme autonomy.
- Integrate with all external services used by the customer for the usablity of Video, Images and Audio
- Close the development of the project in One Month.

Ferrari
488 PISTA
Gentlemen,
start your engines.
ENGINE START

Case Study

Juventus - ITS TIME

Case Study

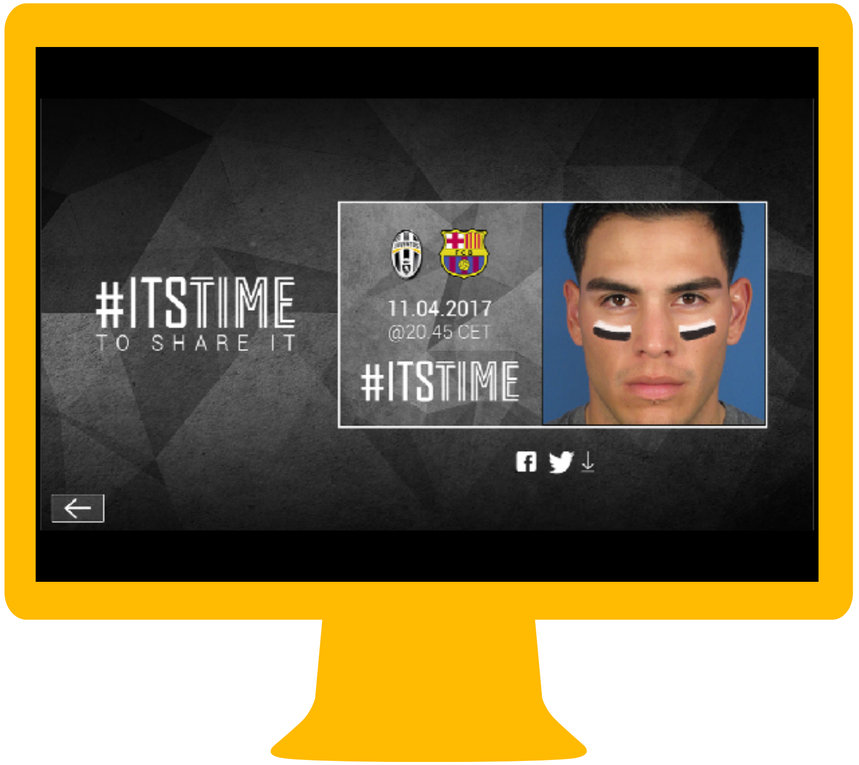
Juventus - ITS TIME

Case Study

Juventus - ITS TIME

Case Study

Juventus - ITS TIME



Overview

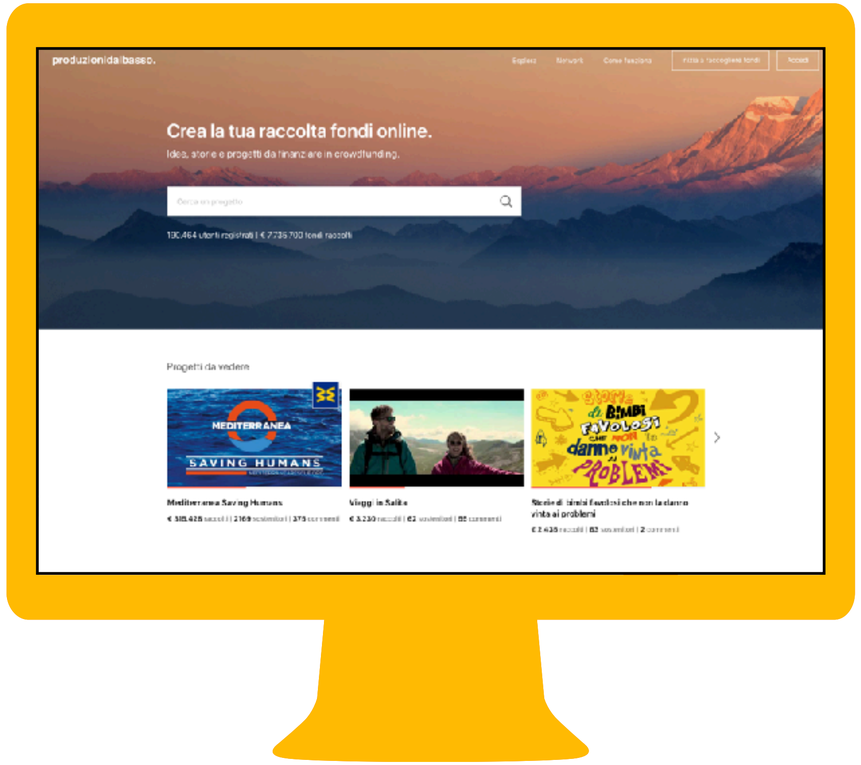
Initiative for the Juventus fans realized on the occasion of the match Juventus - Barcelona in April 2017 (Quarter-Finals of the Champions League).

Challenges

- Build a system that never fails by finishing development in 5 days of work.
- Use the Computer Vision libraries in such a way that the "makeup" was correctly applied to the user's face in all conditions.
- Prevent any possible inappropriate UGC.
- Develop an infrastructure capable of handling considerable traffic with users from all over the world.

Case Study

Produzioni dal Basso

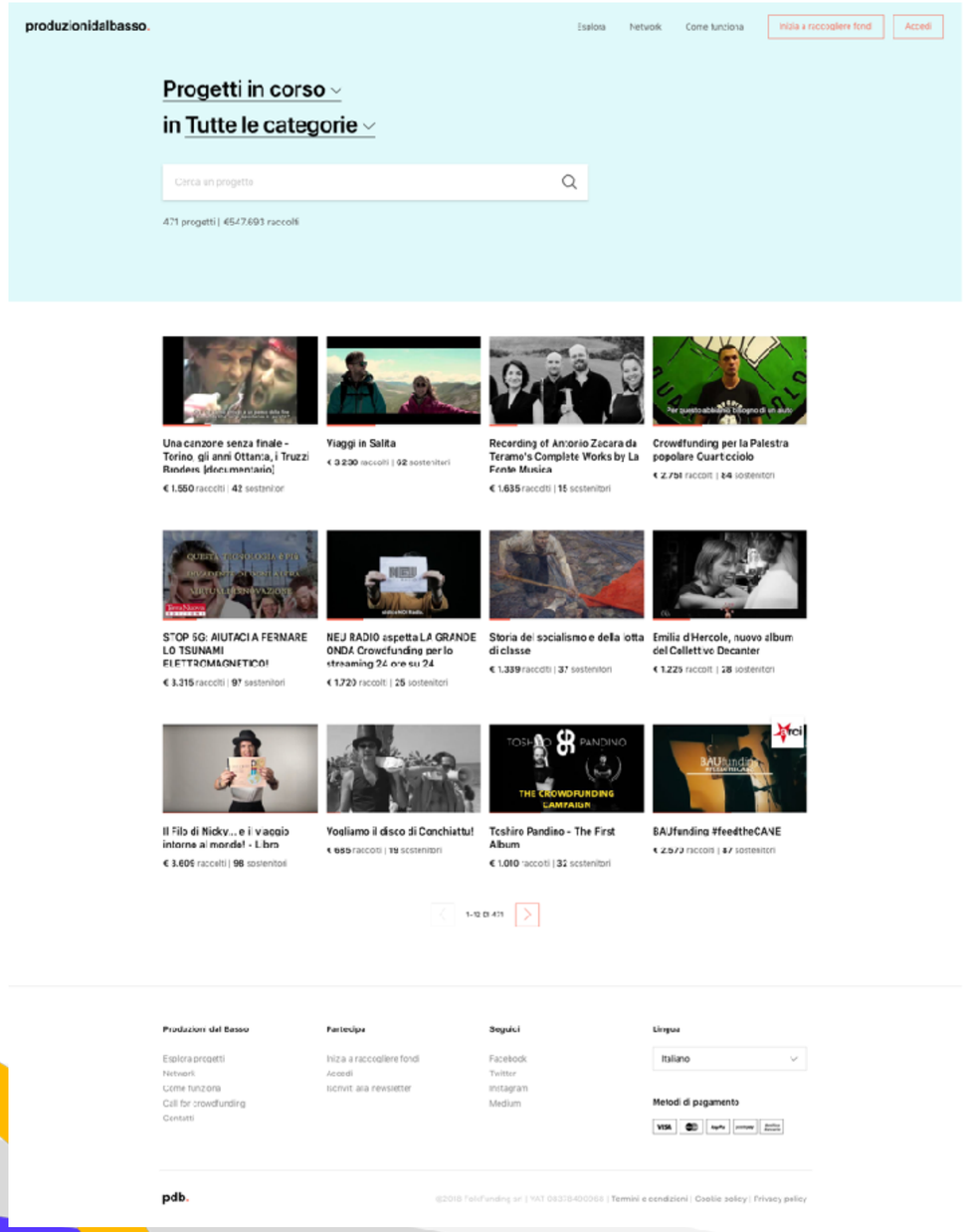


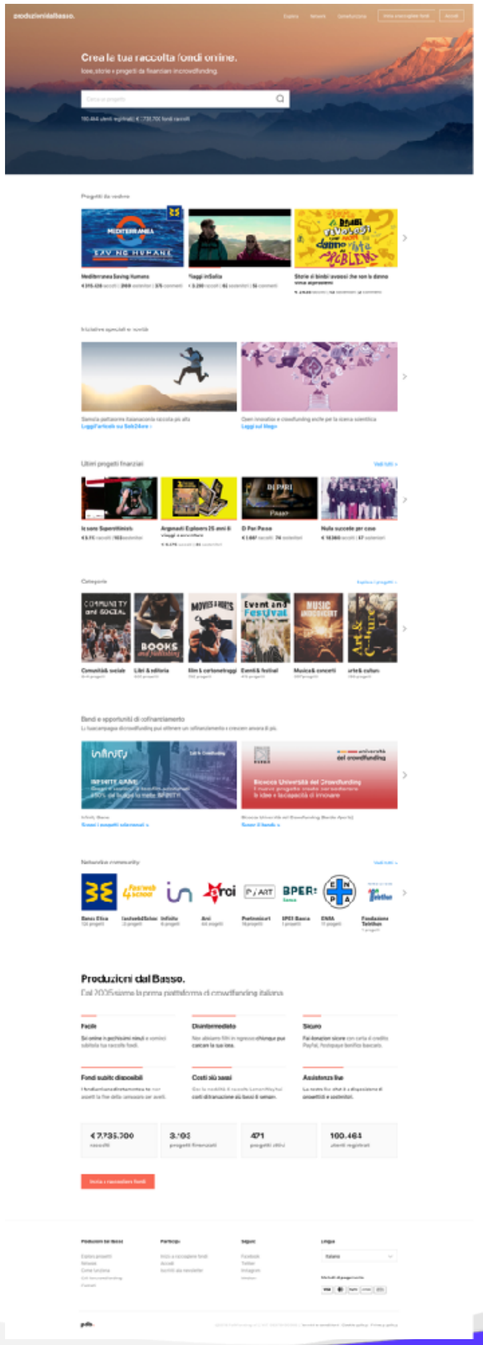
Overview

Produzioni Dal Basso is the first Crowdfunding Platform in Italy. It has settled around 7M euros since its inception with 200,000 registered users and more than 3m funded projects.

Challenges

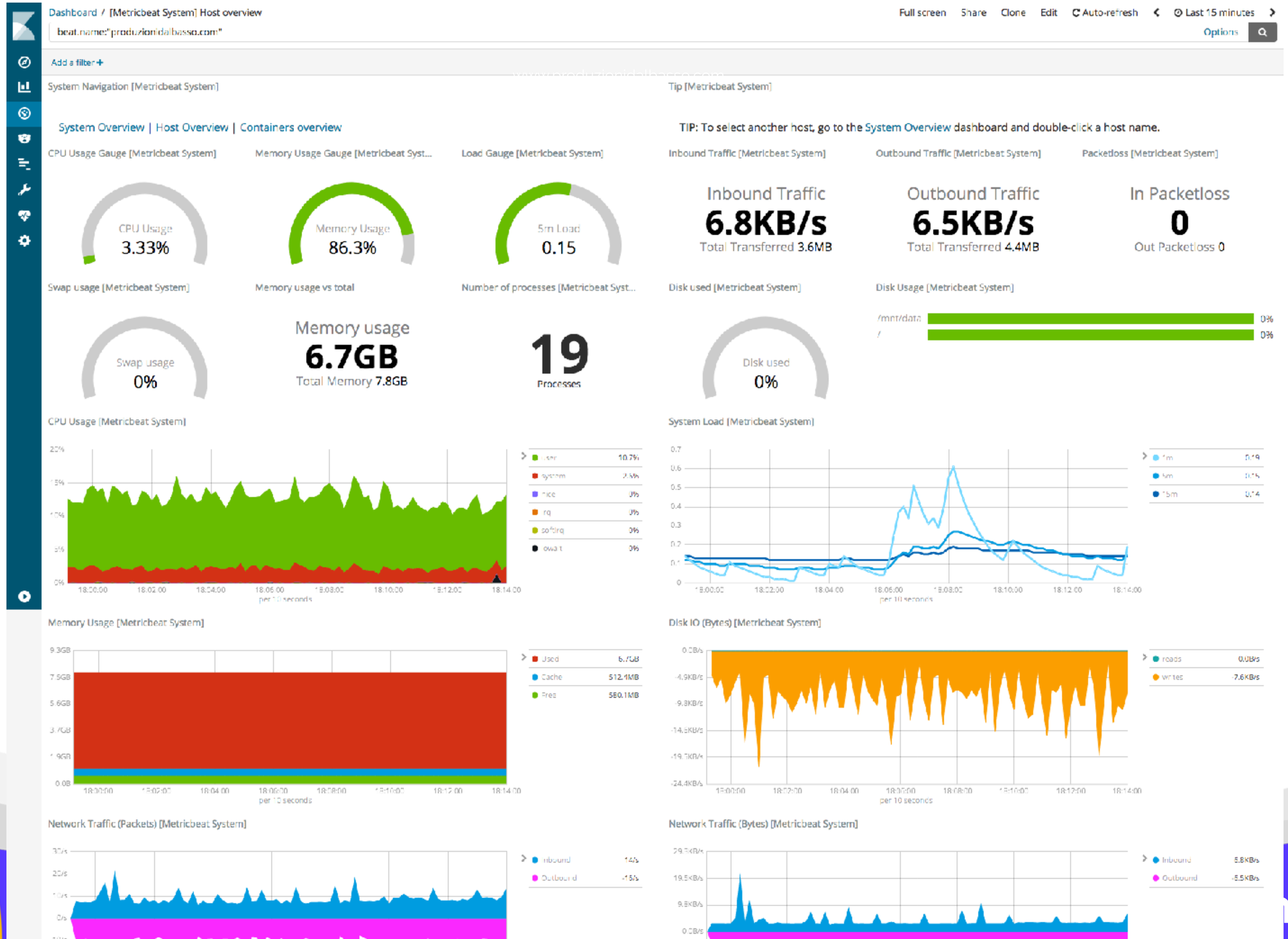
- Restyling of a very old layout.
- Feature integration with a recurring donation, SDD Payment etc…
- Migration to a highly reliable server infrastructure with the plug of different cache levels to limit the server and DB load, improving the performance of the most visited pages.
- Installation of a monitoring system that could notify via email and chatbot the presence of hardware and software problems and that could be used for analysis and optimization.
- Migration of the most computationally expensive operations on dedicated workers with the management of multiple asynchronous queues at different priorities.





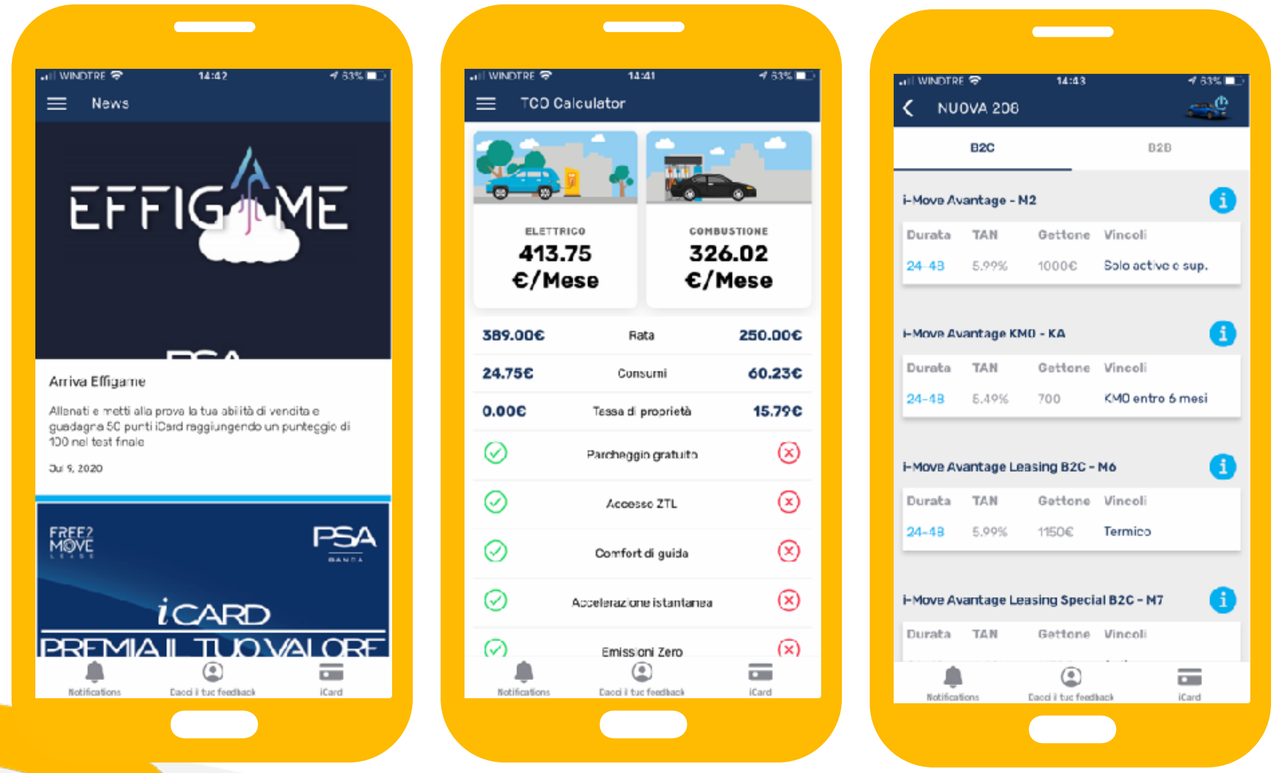
www.frankhood.it

FrankHood


Dashboard / [Metricbeat System] Host overview
Full screen
Share
Clone
Edit
Auto-refresh
Last 15 minutes
beat.name:"produzionidalbasso.com"
Options
Add a filter +
System Navigation [Metricbeat System]
System Overview | Host Overview | Containers overview
Tip [Metricbeat System]
TIP: To select another host, go to the System Overview dashboard and double-click a host name.
CPU Usage Gauge [Metricbeat System]
CPU Usage
3.33%
Memory Usage Gauge [Metricbeat Syst...
Memory Usage
86.3%
Load Gauge [Metricbeat System]
5m Load
0.15
Inbound Traffic [Metricbeat System]
Inbound Traffic
6.8KB/s
Total Transferred 3.6MB
Outbound Traffic [Metricbeat System]
Outbound Traffic
6.5KB/s
Total Transferred 4.4MB
Packetloss [Metricbeat System]
In Packetloss
0
Out Packetloss 0
Swap usage [Metricbeat System]
Swap usage
0%
Memory usage vs total
Memory usage
6.7GB
Total Memory 7.8GB
Number of processes [Metricbeat Syst...
19
Processes
Disk used [Metricbeat System]
Disk used
0%
Disk Usage [Metricbeat System]
/mnt/data
0%
/
0%
CPU Usage [Metricbeat System]
System Load [Metricbeat System]
Memory Usage [Metricbeat System]
Disk IO (Bytes) [Metricbeat System]
Network Traffic (Packets) [Metricbeat System]
Network Traffic (Bytes) [Metricbeat System]

Case Study

PSA Bank



Overview

PSA is one of the examples of IT Strategic Consulting within a Digital Transformation process. We have developed an software ecosystem and a mobile app that:

- Provide salespeople at affiliated concessionaires with a set of useful tools to maximize sales.
- Allow a periodic and constant evaluation of each affiliate through a Quality Assurance software that measures the performance.
- Allow to manage the remuneration of the affiliated concessionaires on the basis of annual goals set in the system based on KPIs added periodically by the evaluators.
- Streamline internal bureaucracy allowing to manage all approval processes at various levels within the app.
- Centralize all the personal data of all affiliated users so that all platforms access always valid and updated data.

Beyond Technology

Digital Pioneers

We like to imagine ourselves as Digital Pioneers aiming to discover new Worlds with the mission of spreading to our customers the opportunities and benefits that the technological revolution brings.

Beyond Technology

Here are some of the technologies we use on a daily basis to overcome our challenges.

Where we are

We are proudly located in Bari, Apulia
Via Domenico Cotugno 49 A
Bari, 70124 Italy

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Thank You for Watching

Contact Us

+39 328 28 51 544

www.frankhood.it

info@frankhood.it