



ORACLE | Partner

MEDIA COVERAGE & COMMUNITY

Deloitte.
50 | Technology Fast 50
2024 CE LAUREATE



STRATEGY



Visibility



Media



Events



Socials

PRESS RELEASES

/ Distributing press releases strategically to relevant media outlets, industry publications, and online platforms to maximize visibility and coverage.

FOCUS ON THE PROBLEM

/ The key communication point is not the product - it's the problem, followed by solution.

SOCIAL MEDIA

/ Our main communication channel is LinkedIn (B2B) - company page & product page.

5 PILLARS

FOR MEDIA COVERAGE & COMMUNITY

PARTICIPATION

/ Participation in accelerators, startup contests and investment races.

EVENT PRESENCE

/ Presence at startup & tech conferences, events, manifestations.

PRESS RELEASES

Deloitte.
50 | Technology Fast 50
2024 CE LAUREATE

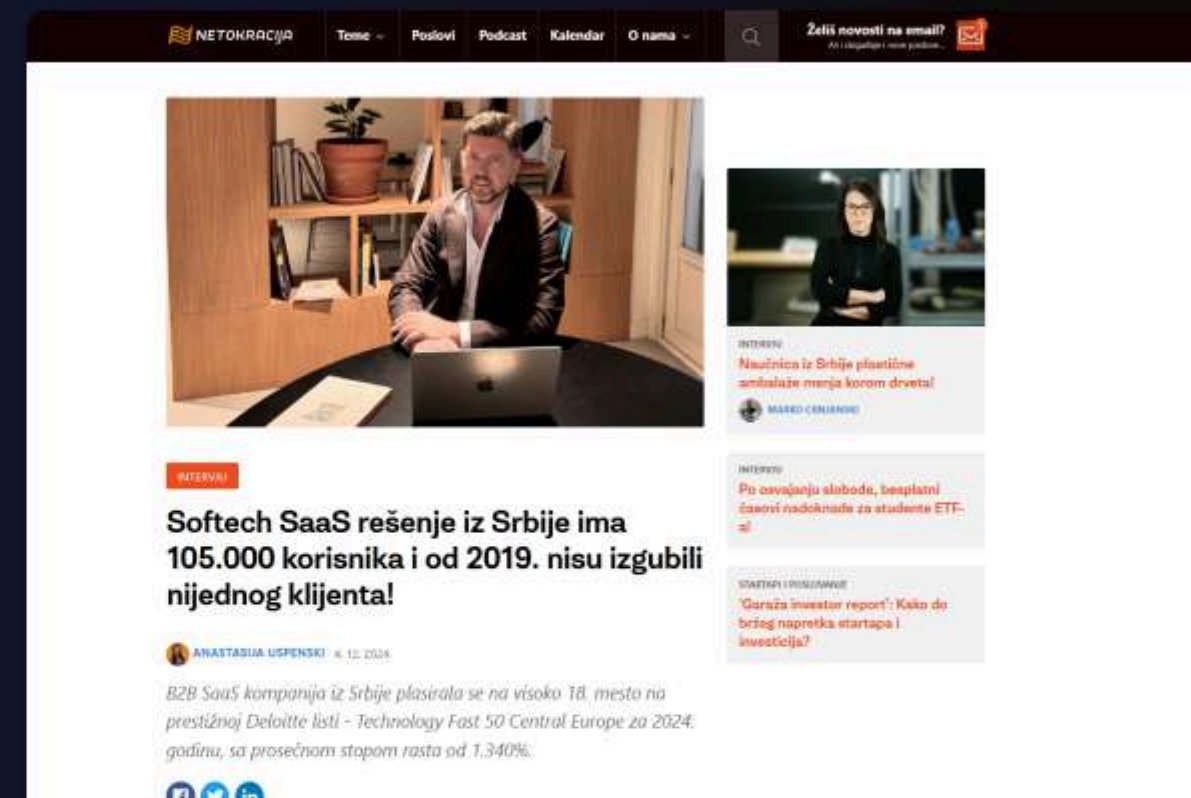


DEC 2024

/ Interview with Forbes Magazine

Forbes Magazine is the edition of Forbes, the globally recognized business and finance magazine. It covers topics related to entrepreneurship, leadership, innovation, investment, and economic trends, with a focus on Serbia and the wider Balkan region.

[WATCH INTERVIEW](#)



NOV 2024

/ Interview with Netokracija: Deloitte Fast 50

Netokracija is a regional (SEE) business and technology media platform that covers the culture of technological entrepreneurship, digital marketing, and new technologies.

[READ ARTICLE](#)

PRESS RELEASES



Bloomberg Adria

PrejetoPrečeta

VIDEO/LIVE TV

Ekonomija

Biznis

Politika

Tržište

Prestiz

Tehnologija

Vila

Srbija

Kompanije

Softech je najbrže rastuća IT firma u Srbiji - kakav softver razvijaju

Autor: Ana Ristović

27. novembar 2024, 06:00

Startap je 18. na Deloitteovoj listi 50 najbrže rastućih tehnoloških kompanija u centralnoj Evropi

Bave se razvijanjem inovativnog softverskog rešenja koje automatizuje prodajne procese

U intervjuu za Bloomberg Adriju govore kako en dolli do 'jedne velike mlu' na koja su jako ponosni

Advertising



NOV 2024

/

Interview with Bloomberg Adria: Deloitte Fast 50

Bloomberg Adria, the First Multi-Platform Business News Brand for Southeast Europe to Launch in 2022.

[READ ARTICLE](#)

PTC

VESTI

SPORT

OKO

MAGAZIN

TV

RADIO

EMISJE

RTS

Ostalo

Softech u Top 20 najbrže rastućih tehnoloških kompanija u Centralnoj Evropi

Softech Solutions, tehnološka kompanija koja razvija inovativna rešenja za automatizaciju prodajnih procesa, plasirala se na visoko 18. mesto na prestižnoj Dilot listi - Technology Fast 50 Central Europe za 2024. godinu, sa prosečnom stopom rasta od 1340 odsto.

Deloitte.

Regional Technology Partner

Google Cloud

Softech Solutions

#18 Fast 50 category

50

Technology Fast 50

2024 CENTRAL EUROPE

Softech u Top 20 najbrže rastućih tehnoloških kompanija u Centralnoj Evropi

TEHNOLOGIJA

Korak bliži beskonačnoj energiji - francuski naučnici postavili novi fuzioni rekord

Kreativni sudar tehnologije

Program Deloitte Technology Fast 50 Central Europe rangira najbrže rastuće tehnološke kompanije u Centralnoj Evropi, koje svojim inovacijama značajno utiču na tehnološki sektor. Softech je jedina kompanija iz Srbije koja se ove godine našla na prestižnoj listi u glavnoj kategoriji programa. Biti prepoznati kao jedna od najbrže rastućih kompanija u regionu za nas je veliki uspeh i potvrda stabilnog razvoja: modela koji razvija moćne, rde.

NOV 2024

/

Radio Television of Serbia: Deloitte Fast 50

Serbia's national public broadcaster, operates as a state-owned media organization, providing television and radio programs across the country. RTS plays a key role in delivering news, cultural, educational, and entertainment content to Serbian audiences.

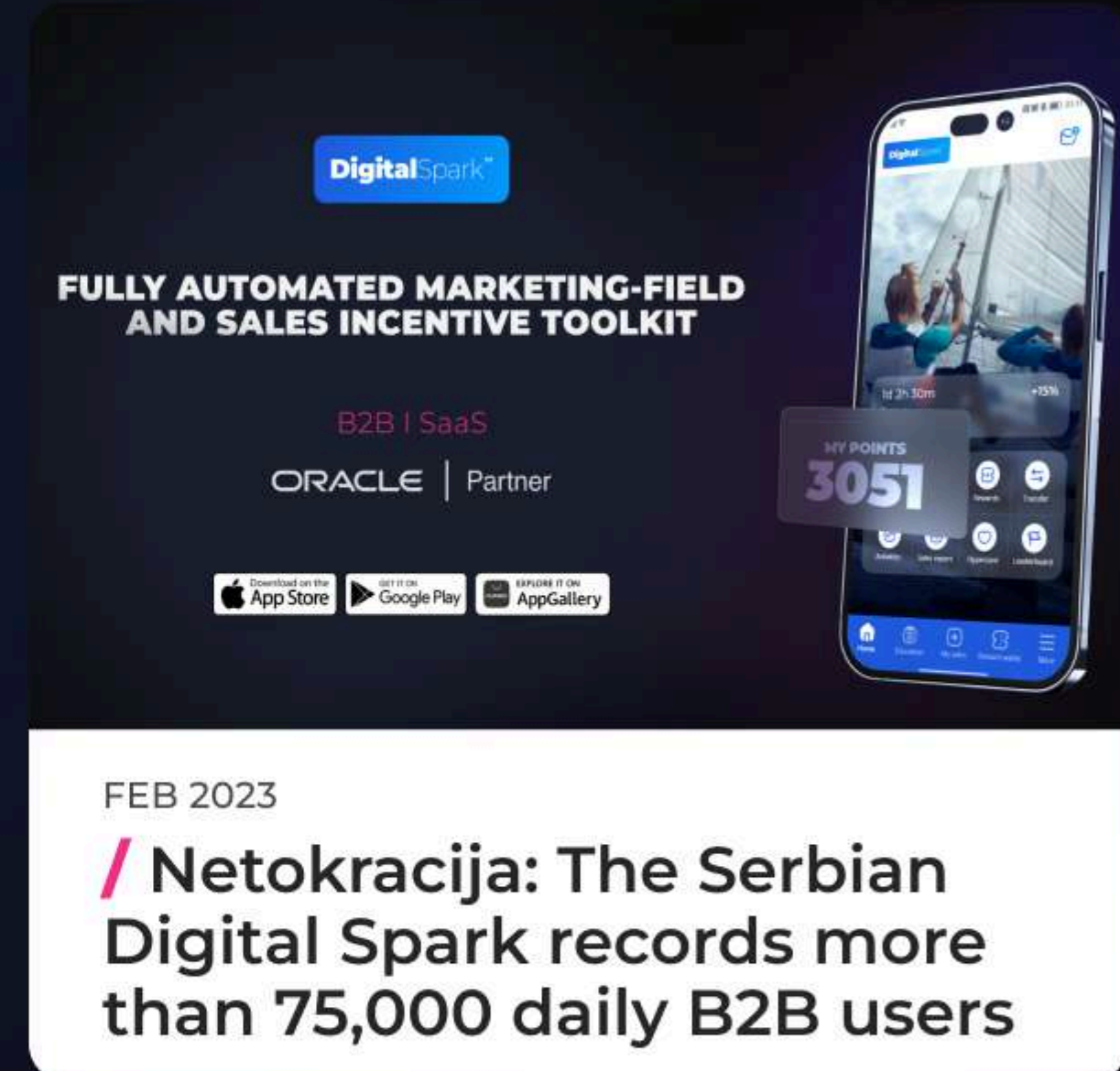
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PRESS RELEASES



Netokracija is a regional (SEE) business and technology media platform that covers the culture of technological entrepreneurship, digital marketing, and new technologies.

[READ ARTICLE](#)



"The Serbian company Softech Solutions has designed Digital Spark, a sales service that has gained the trust of more than 20 companies in 8 countries in Southeastern Europe."

[READ ARTICLE](#)

PRESS RELEASES



JUNE 2023

/ Nedeljnik: Serbian software solution at the startup festival in Vienna

Nedeljnik is a Serbian digital platform & magazine that informs on all topics, news and ongoing trends.

[READ ARTICLE](#)



JUNE 2023

/ BizLife: Serbian software solution showcased at the startup festival in Vienna

BIZLife is a unique business and lifestyle magazine that guides audience through current topics in global and domestic business.

[READ ARTICLE](#)

PRESS RELEASES



JUNE 2021

/ Nedeljnik: Are SMS verification codes for user authentication a past?

"The Digital Spark™ platform, designed to boost sales and enhance sales teams' development and available on the market as a B2B software solution, has been upgraded with the IPification user verification service."

[READ ARTICLE](#)



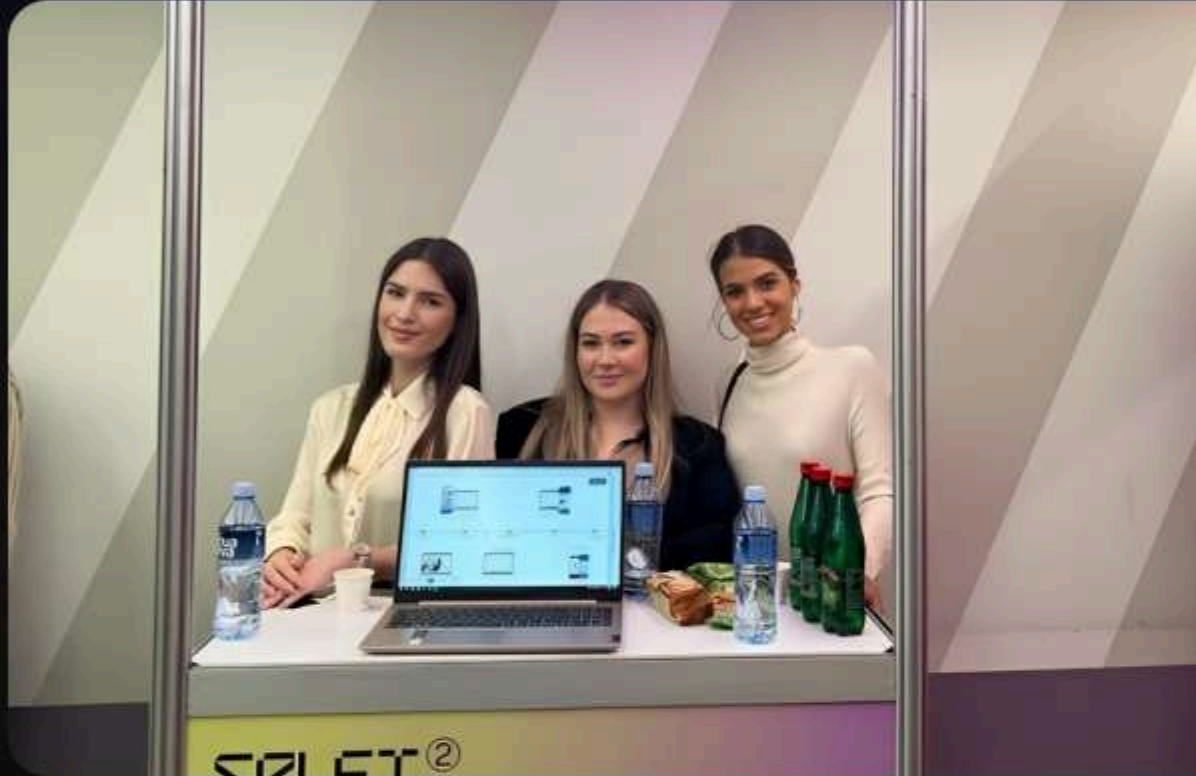
NOV 2022

/ Nedeljnik: The second generation of Startech stars has been selected: \$1M in support for 28 innovative ideas

Three grants were awarded in Lot 3, primarily intended for entering the international market. One of three recipients was Softech.

[READ ARTICLE](#)

PARTICIPATION



OCT 2023

/ SPLET Tech Conference 2023

Presented the company and its product Digital Spark in the Startup Zone at the SPLET Tech conference. Softech was represented by Emilija Anđelković (Growth Marketing Manager), Tamara Mladenović (Business Development Manager) and Anastasija Murić (Communication Officer).



OCT 2022

/ NINJA Accelerator

The NINJA accelerator program encompasses seven mandatory thematic modules, where domestic and international experts collaborate with startups both in groups and individually. Additionally, program elements will be tailored to the specific needs of each startup. The program is designed to provide startups with sufficient time and tools to experiment with new ideas, supported by experienced professionals.

PARTICIPATION



OCT 2022

/ SOUTH SUMMIT

South Summit is the best global showcase for the world's leading companies, startups, investors and institutions that want to accelerate innovation. Softech proudly secured a position in the TOP 100 startups at the South Summit event.



NOV 2022

/ StarTech

The StarTech program, supporting the digital transformation of small and medium-sized enterprises, a project promoting innovation and technological development in Serbia, implemented by NALED and financed by Philip Morris. Softech has been granted \$65K as a LOT 3 grantee.

EVENTS



/ South Summit 2023

Madrid, Spain



/ ViennaUP 2023

Vienna, Austria



/ SPLET Tech 2023

Belgrade, Serbia



/ EU Opportunity Week

Belgrade, Serbia

/ By attending different events in different countries, we're not only showcasing our products and increasing our visibility, but also gain insights into emerging technologies and market trends.

EVENTS



/ StarTech Summer Networking 2023

Belgrade, Serbia



/ StarTech Winter Networking 2023

Belgrade, Serbia



/ AI Partnership Program Kick-off event @ ICT Hub

Belgrade, Serbia

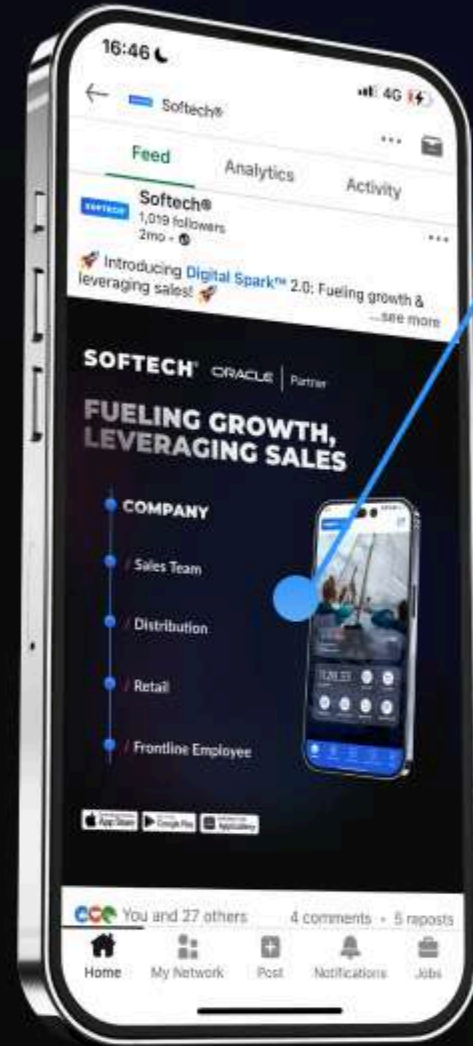


/ ICT HUB Start Me Up

Belgrade, Serbia

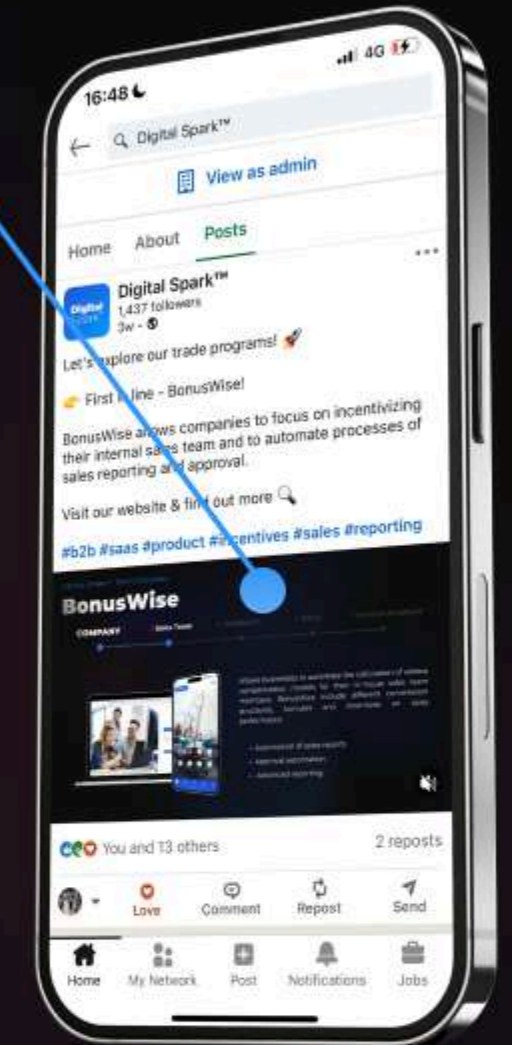
/ We engage in networking events on monthly basis, creating valuable partnerships and expanding our professional network within the community.

SOCIAL MEDIA



FOCUS ON THE PROBLEM

The key communication point is not the product - it's the problem, followed by solution.



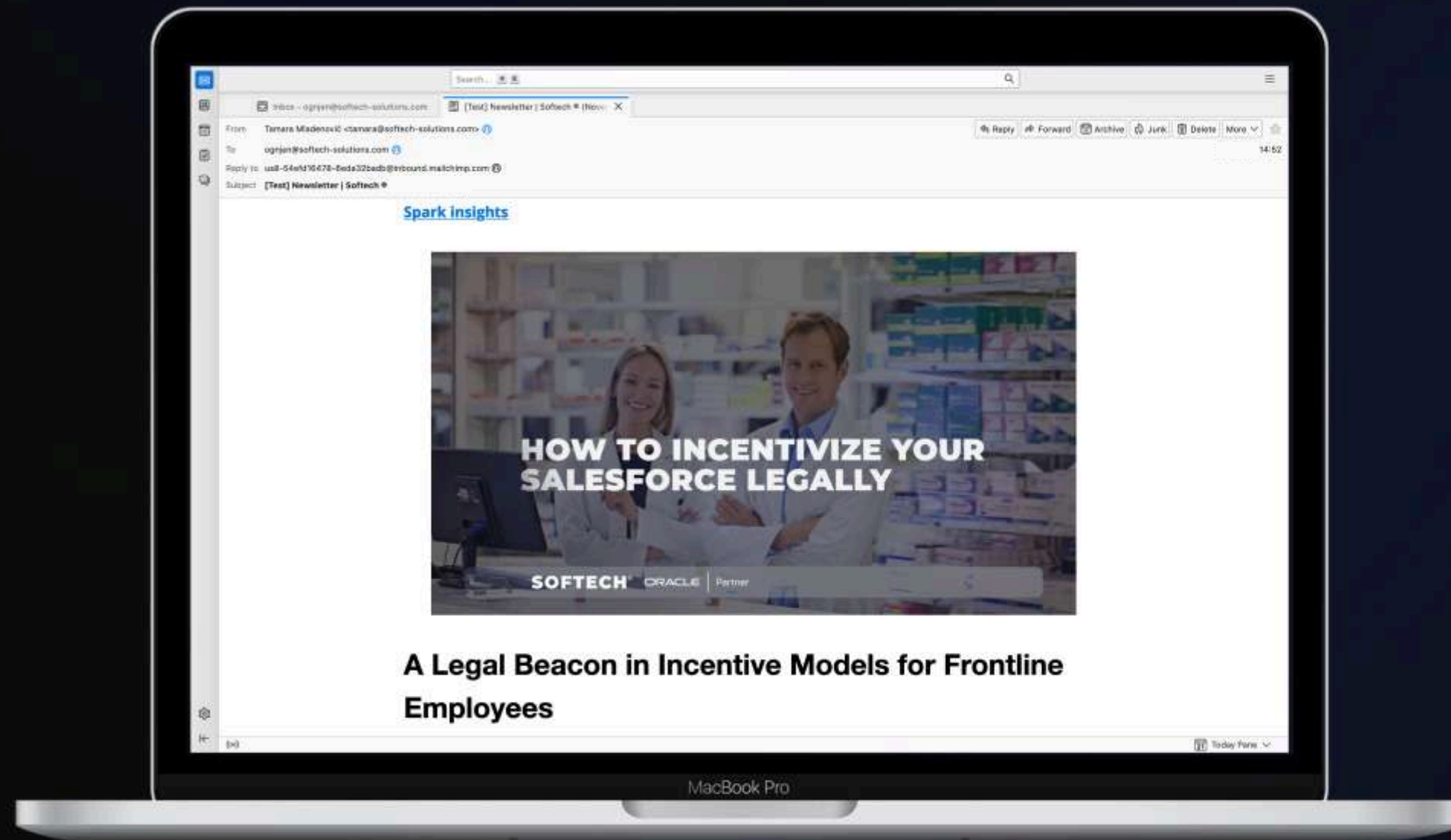
/ Company page

Serves as a hub for corporate updates, events, and employer branding initiatives. It features a blend of company news, event highlights, product features and insights into our culture.

/ Product page

Centered on core functionalities of our solution, our Product Page addresses industry challenges, presents use cases, and highlights practical implementation across diverse sectors.

NEWSLETTER



/ What content do we share with our newsletter subscribers?



Engaging
content



Employer
branding



Company
news



Product
features

/2.127 SUBSCRIPTIONS

/48% CLICKS PER UNIQUE OPENS



ORACLE | Partner

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REQUEST A DEMO

Deloitte.

50

Technology Fast 50
2024 CE LAUREATE

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