



# Trusted technology partner to the **media sector**

Innovation in an audience driven landscape

Delivering  
technology  
**excellence**

**Nash  
Tech.**

# Who we are

NashTech are experts in technology, delivering smart solutions that solve business challenges and create value. Our award-winning teams apply deep expertise and passion to deliver complex IT projects globally.

Our approach brings together flexibility, reliability and accelerated product innovation to recommend and deliver outcomes that will meet and compliment your wider goals and ambitions. From technology advisory to robotic process automation, from application development to data driven insights, from customer experience to application maintenance, we have the solutions to deliver customer vision.

# What we do

We deliver digital solutions utilising our agile, solution-focused approach, leveraging mainstream and emerging technologies to build robust, scalable and secure digital solutions.

As a trusted partner, we work in close collaboration with you to ensure you realise the value of your software earlier.

# Our solutions



Technology advisory



Cloud engineering



Data solutions



AI and machine learning



Application engineering



Maintenance and support



Quality solutions



Business process solutions



Create personalised experiences and keep audiences captivated

# A time of disruption and opportunity

Consumers have ever-changing digital goals and expect their needs to be anticipated. However, while a digital experience that isn't targeted enough will be unappealing, over personalisation will be considered intrusive. This has already transformed how consumers are targeted, and how society digests digital content and information.

Organisations face huge competition for their audience's attention, which is why having a partner like NashTech is vital to creating positive digital experiences.

# Featured solutions



## Capture and harmonise data

Accurate and user-friendly visualisations to ensure the best possible insights into audiences and their activities.



## Complex personalisation journeys

Although each individual has their own dynamic wants and needs, our customers can use AI to accommodate personalisation journeys and engage with more complex customer personas.



## Engaging digital destinations

Create versatile and mobile friendly platforms, capable of hosting a wide variety of file types in large quantities, without sacrificing on quality of user experience.



## Modernise applications

Stay ahead of competitors and enhance efficiency by migrating from legacy to the most current systems suitable for your organisation and integrating them seamlessly.

### And also:



Data warehouses supporting large customer bases



Content management systems



Digital asset management systems for large repositories of files



Support of multi-channel applications



Testing for content rich, multimedia platforms

# A trusted partner



Our centres are ISO 27001 accredited. We protect your information as if it were our own.

## Robust governance

Our quality management system (QMS) underpins everything that we do. Our quality assurance service provides end-to-end support across the entire software lifecycle and at all stages of development, from concept to release and beyond.

## Digital safety and IP

We have 20+ years' experience working within the regulatory environments in which warehouses, freight and distribution companies operate. We always provide solutions that adequately mitigate risks for data security breaches and are clear about ownership of IP.

## Expert onshore-offshore engagement

Our engagement model is designed specifically to meet the challenges of international software development. We successfully deliver projects using an onshore-offshore model where you have a locally based engagement manager, plus an offshore project manager and business analyst.

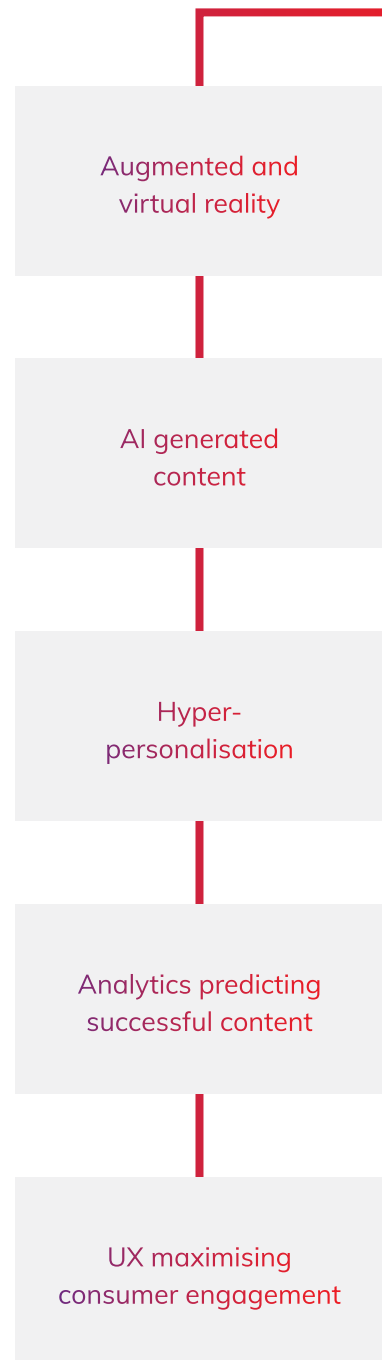




## Emerging technology and future trends

There is big potential for media organisations to gain in depth audience insights and deliver inspiring experiences that are tailored to their audiences.

We are seeing the following trends from innovative companies:



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 @NashTechHN

 NashTech

For more details, please send your enquiry to [info@nashtechglobal.com](mailto:info@nashtechglobal.com) or visit our website [www.nashtechglobal.com](http://www.nashtechglobal.com)

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