

# Empresa internacional de SaaS informático para procesar las comunicaciones empresariales





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La empresa informática desarrolla software para automatizar las comunicaciones comerciales entre las empresas y sus clientes. Figura entre los líderes del mercado en Rusia y la CEI, y está ampliando activamente su presencia internacional, con proyectos terminados en la UE, EE.UU., Reino Unido, Asia-Pacífico y Sudamérica.

La empresa lleva funcionando desde 2016. Está incluida en el registro de desarrolladores nacionales de software, organizaciones informáticas acreditadas y operadores de tratamiento de datos personales. La empresa posee varias patentes, una marca registrada y otra propiedad intelectual.

Presta servicios a más de 200 clientes, entre los que se encuentran importantes actores de sectores empresariales rusos clave, como las telecomunicaciones (Rostelecom), las finanzas (BZF Bank, ID Collect, CreditHub), el comercio minorista (X5 Group), las TI (2GIS) y la logística (PEC), entre otros.

### Productos

La empresa ofrece soluciones personalizables dentro de una plataforma omnicanal unificada. Estos incluyen una combinación de bots de voz y chat potenciados por IA, servicios de mensajería, widgets e integración con CRM, ERP y otros sistemas de gestión. Las soluciones permiten un tratamiento integral de todo el tráfico de comunicaciones entrantes y salientes.

- Bot de voz: Cada bot se personaliza para satisfacer las necesidades específicas del cliente. Admite tanto locuciones pregrabadas como síntesis de voz generada por IA.
- Chatbot: Bots versátiles e integrables con IA, capaces de compartir documentos y medios. Compatible con los principales mensajeros y canales de comunicación basados en texto.
- Plataforma de Chat: Una interfaz unificada para gestionar la correspondencia en todos los canales de comunicación (mensajeros, widgets de sitios web, etc.).
- Servicio de Notificaciones: Un servicio de mensajería masiva a través de múltiples canales, incluidos los mensajeros, el correo electrónico y las ventanas de chat del sitio web.
- Widget del sitio web: Robots con IA que responden a las consultas de los usuarios 24 horas al día, 7 días a la semana.

### Programas asociados

#### TARGET PRICE

\$ 28,812,579

#### GROSS REVENUE

\$ 5,762,516

#### EBITDA

\$ 2,268,225

#### BUSINESS TYPE

Software y SAAS

#### COUNTRY

Rusia

#### BUSINESS ID

L#20250894

La empresa está desarrollando varios programas de socios, el más destacado de los cuales es su red de franquicias, que incluye a más de 1.000 franquiciados. También colabora con Yandex, Voxys y la Liga de la Economía Digital.

La empresa emplea a más de 100 personas.

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