

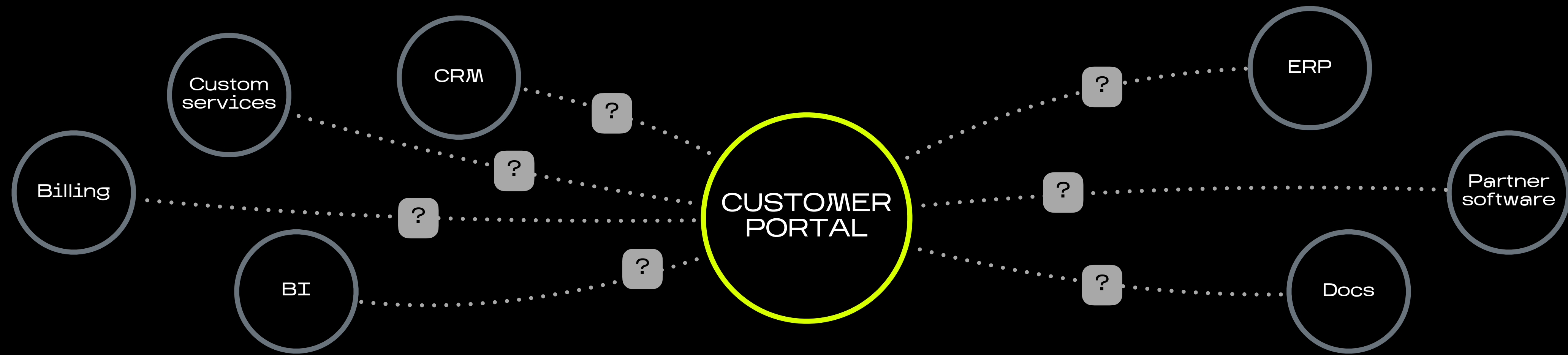


Portality pitch deck

→ Problem



Companies across diverse industries consistently face **two common challenges** when implementing customer experience software, particularly in B2B contexts:



01

IT ecosystem integration difficulties

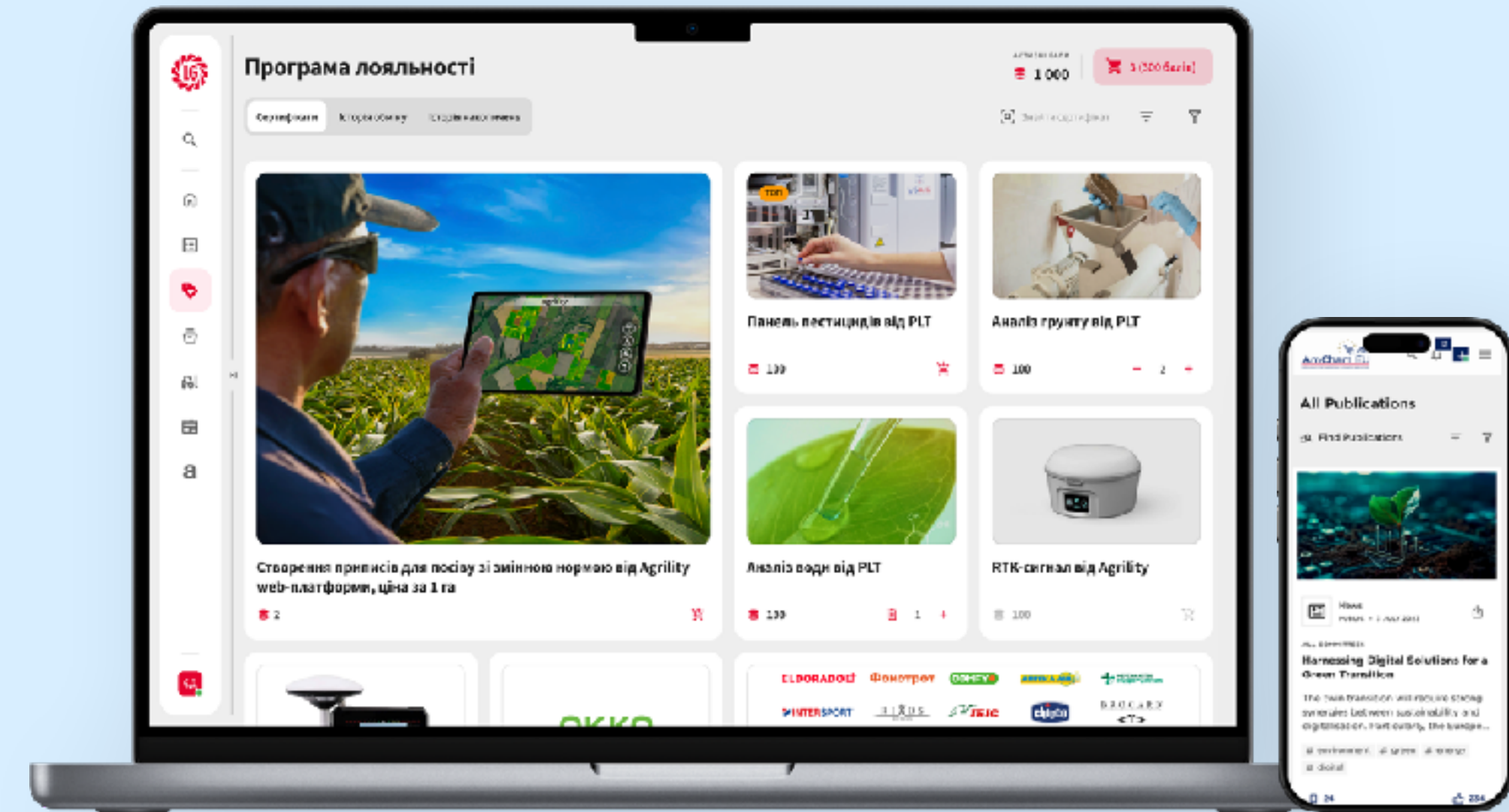
Integrating Customer Portals with existing ERP, CRM and other internal IT systems can become a big deal due to difference of integration protocols.

02

Lack of customisation and flexibility

Existing customer portal SaaS implementation approach often ends with functionality limitations and inflexibility when it comes to unique business features

→ Solution



Launch
in 1 week



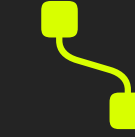
Tailored &
white label



On premise
and secure



Powerful
integrations



Business
process hub



Useful
add-ons

01

Wide library of built-in integrations

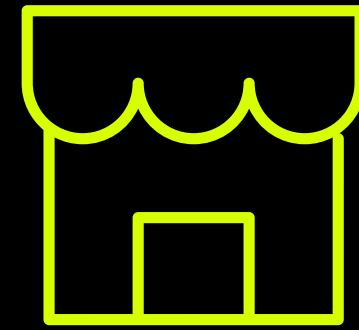
List of ready integrations with **enterprise-level apps** like CRMs, ERPs, Service desks, etc. for direct connection or tailored API connector for **custom software** integrations.

02

Flexible development approaches

- 🏗️ **No-Code** — ready to use plugins and templates
- 🏗️ **Low-Code** — internal layout and integration builders
- 🏗️ **Custom** — custom widgets development & deployment

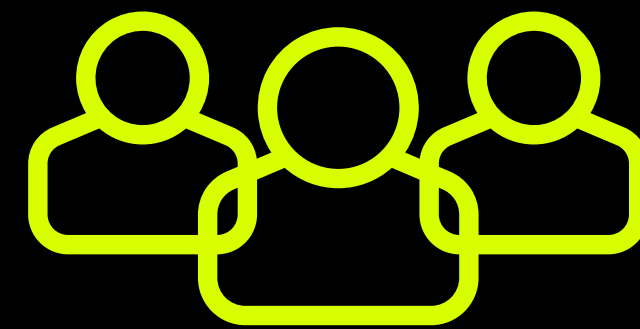
→ Solution



Marketplaces &
trading platforms



LMS
for business



Intranet & community
portals



B2B customer
portals

What can
you build
with
Portality?

Best suits for:

RETAIL

- Partner B2B Portals
- Intranet Platforms
- B2B E-commerce Portals
- Tender platforms

AGRO

- Grain trading
- Distributor portals
- Loyalty programs
- Farmers profile

CORPORATE

- Intranet Portals
- Corporate Platforms
- HR Companies

MANUFACTURERS

- SKU database UI
- Wholesale orders
- Distributors / Consumers profile

Cool Core features

Config Hub

Command panel to provide all basic portal settings like: general structure, styles, fonts, theme colours, etc.

Notifications Hub

Configuration panel for notification types, message templates, channels and audience segments.

This engine allows to create & update templates for both personalised and bulk notifications, newsletters with all possible channels: push-messages, web-notifications, emails, messengers, etc.

Page builder

Engine which allows to create templates of all portal pages and configure the data to be displayed on each page.

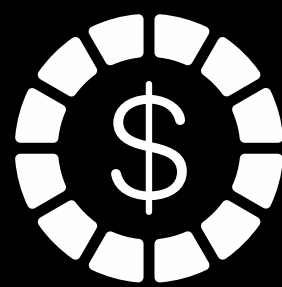
So it's not only about the structure and design but also about the content mapping.

External integrations







All external connections are build with a set of plugins. Each of them enables integration with specific service: CRM, ERP, Payment Gateway, etc.

Once plugin is enabled and configured all data from external source turn into easy-to-use dataset.

→ Market & competition



The global customer self-service software market size was valued at \$18.07 billion in 2024 and is projected to grow at a CAGR of 21.6% within next 5 years¹. **Portality is planning to become an A-player on this market among competitors:**

	 portality	 Noloco	 softr	 PORY	 knack*	 INFITERRA
CRM, ERP integrations	✓	✗	✗	✗	✗	✓ (only Microsoft)
Custom development	✓	✗ (extra middleware)	✗ (extra middleware)	✗ (extra middleware)	✗	✗
UI templates library	✓	✓	✓	✓	✗	✗
User roles matrix	✓	✗	✗	✗	✗	✓ (strict roles)
Unlimited users & records	✓	✗	✗	✓	✗	✓
SSO	✓	✗	✗ (paid add on)	✗	✗	✓ (only Microsoft)
Cloud option	✓	✓	✓	✓	✓	✓
On premise option	✓	✗	✗	✗	✗	✗

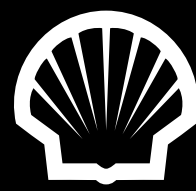
1 - <https://verifiedmarketresearch.com/product/client-portal-software-market>

→ Impact on the sector

Our early clients' experiences enable us to analyse the market impact following the implementation of Customer Portals with **Portality**.



LIMAGRAIN



SHELL RETAIL



AMCHAM EU



1UP ENERGY

Fast scale

Businesses receive a flexible tool to deliver new services faster for their clients

New opportunities

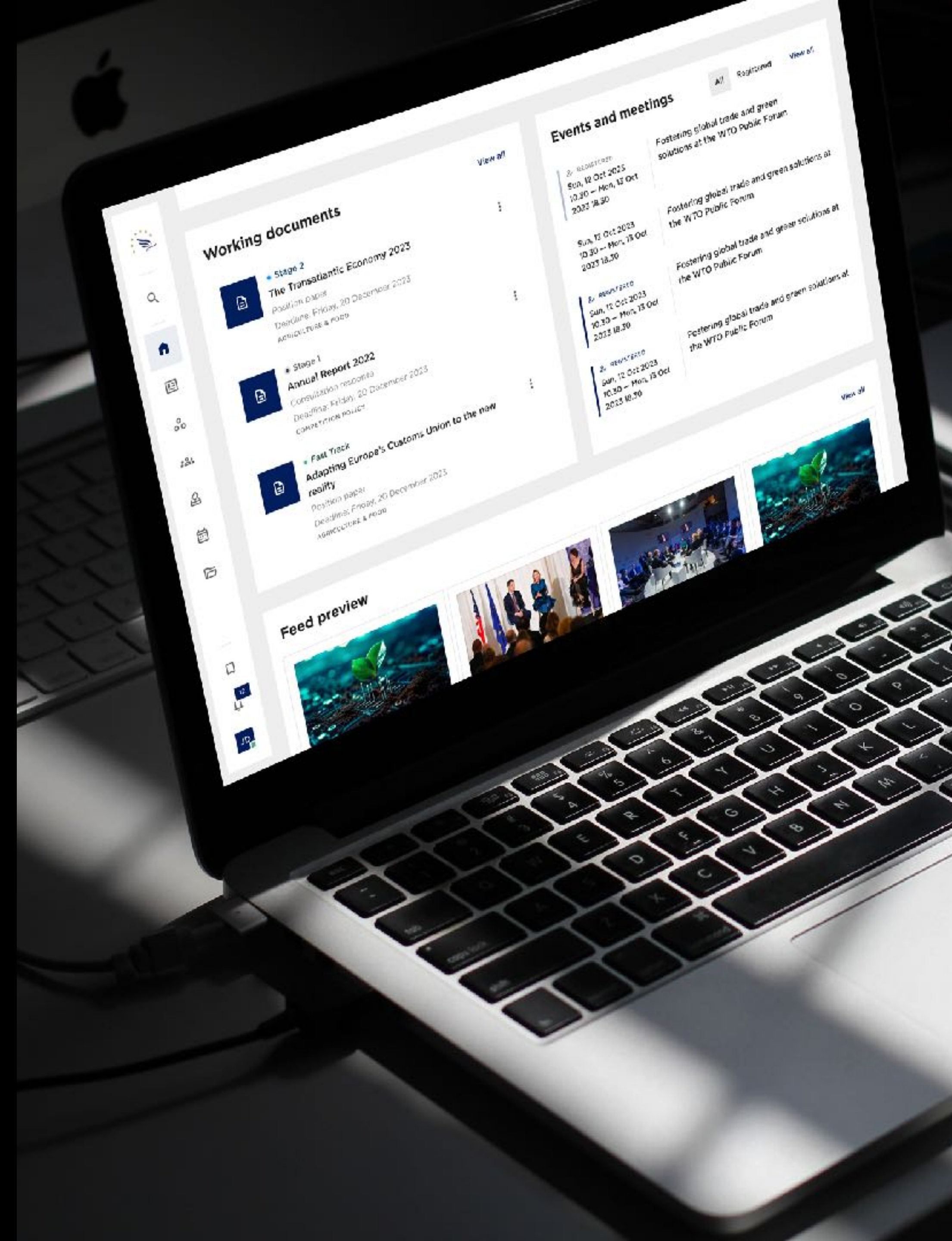
Businesses can set B2B2C interaction with both distributors and end-clients

Capacity growth

Company B2B managers are able to account 10 times more clients

Margin growth

Client service automation brings benefits by reducing client service cost and increasing margin





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Let's discuss!