



Hello, we are Mito

Customer
presentation





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Our Vision

Creating value by reinventing services, together.



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Conversational Technology- Why it matters?

Conversational Technologies are becoming significant within B2C communication. The ability to chat through text, or even talk using voice, with applications, services and brands is fueling a wave of innovation. Reflecting on this change we dedicated a team within Mito Next responsible for messaging based solutions consultancy and we have developed our own Chatbot solution tailored for enterprises.

Challenges

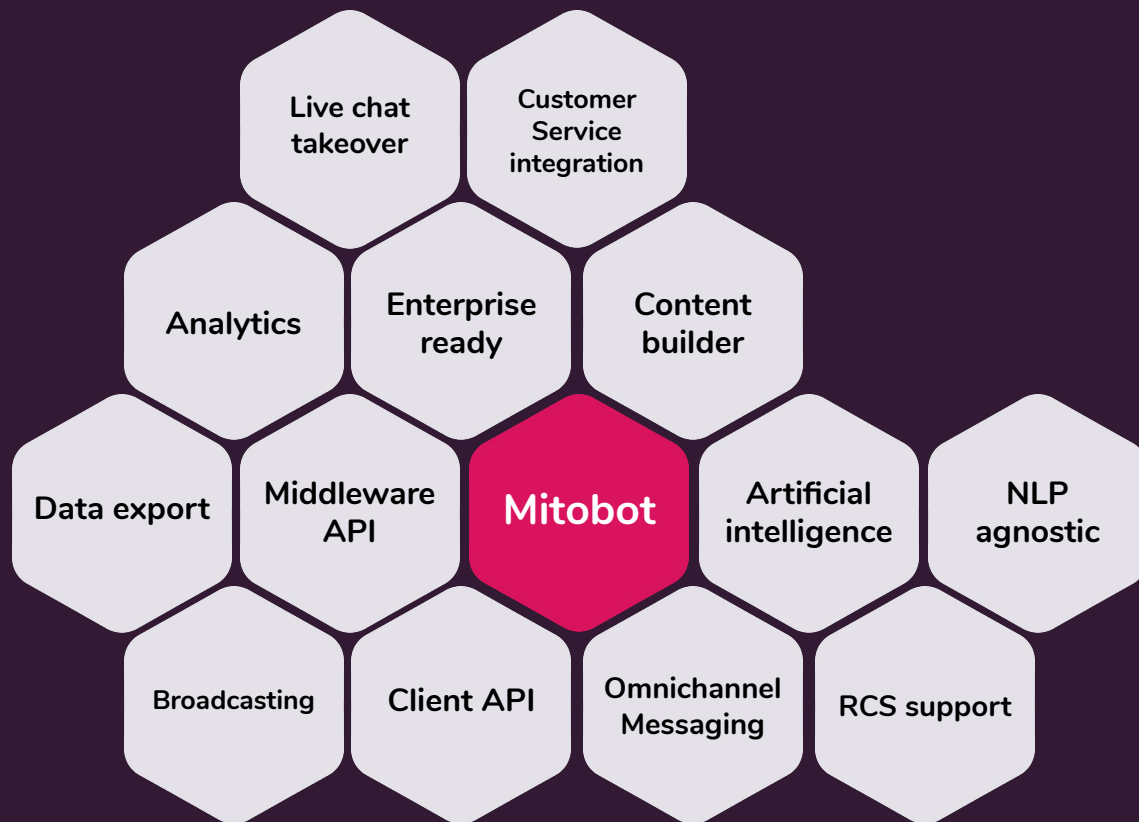
- Huge ecosystem of conversational technologies (thousands of different products on the market)
- Enterprise clients need a tailored and integrated solution
- Many 3rd party software providers does not support system integrations and does not have an end-to-end solution.
- Conversational tools should support multiple channels as customers approach businesses on many alternative touchpoints and channels
- Having a clear, holistic view of customer interactions (omnichannel analytics)
- Solutions should be easy to use for employees
- Solution should support GDPR and all data privacy requirements of enterprises
- Solution should have flexible hosting options



Our Solution - Enterprise ready SaaS

Main Values of our solution

- **Built on the edge:** We have built this engine from ground-up, with the most recent technologies and software available.
- **Our service is built on a flexible microservice architecture,** providing a lightning fast backend enabled by the GO language.
- **We regularly release new functions several times a year.**
- **It helps you design, iterate and deploy conversational interfaces. It is built upon a microservice architecture that supports easy integration with related services like live chat, NLP or CRM to name a few.**
- **Omnichannel Capabilities:** we support RCS, Facebook Messenger, Viber, WhatsApp, live chat, and website integration.
- **Simple flow creation:** Our admin panel supports easy flow design and implementation; no coding is required to assemble the flows and different actions in decision-tree model. Beyond that we also support NLP.





Our Solution - Enterprise ready SaaS

Main Values of our solution

- **NLP support:** Our platform is NLP agnostic and allows you to connect to multiple NLP service providers including top industry leading or in-house NLP services. We regularly use wit.ai and DialogFlow but always investigate the business purposes and actual contents and requirements to select the most suitable tool.
- **Hosting:** We can support multiple ways of application hosting: On premise or Cloud or Private cloud



Our Solution - Enterprise ready SaaS

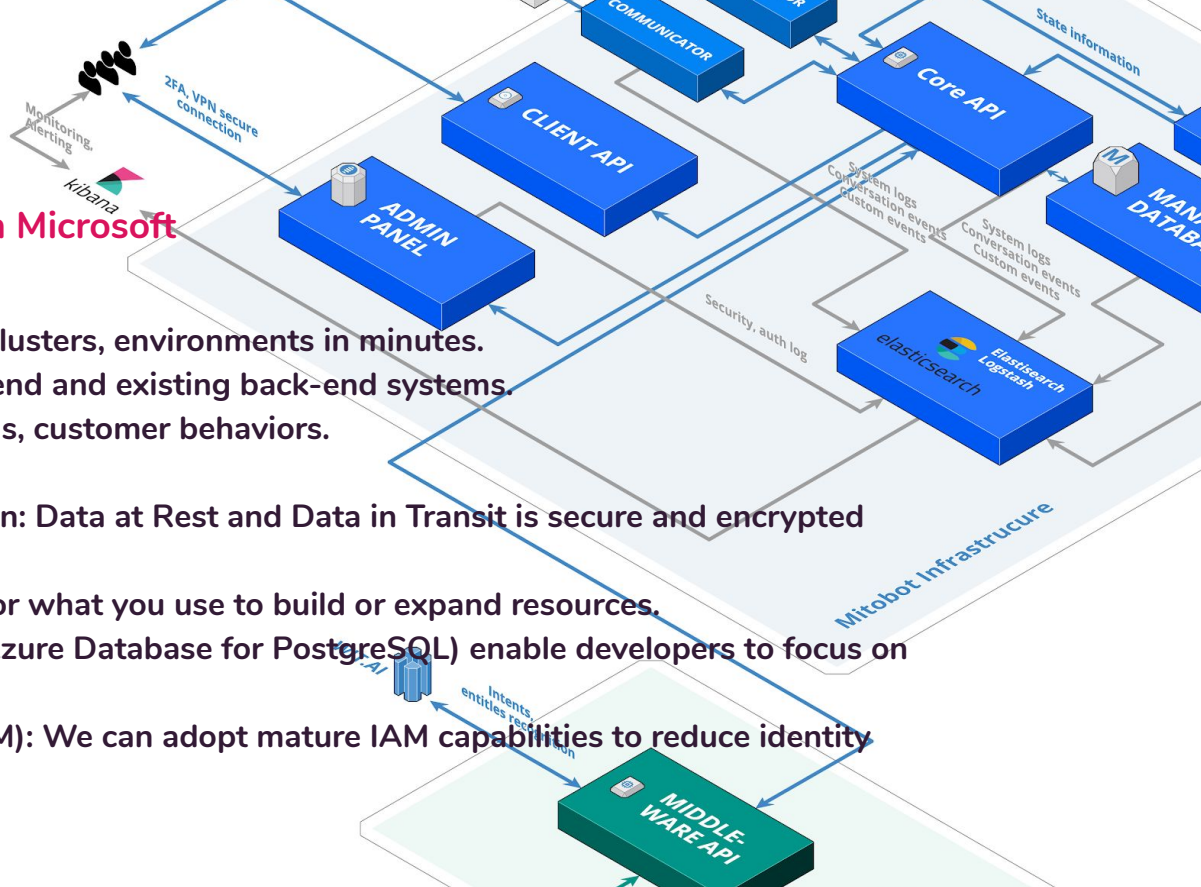
Main Values of our solution

- **GDPR compliant:** Information safety and data protection is first, we can build-up and support any user flows and ask for consent from customers in any point of the user flow or support authentication process required, and store, forward related data safely. Users can withdraw or modify their consent whenever they want real-time.
- **It supports full or self-service models:** No matter what type of cooperation you choose we are flexible to adapt. You can use our bot in full self-service mode or you can also rely on us for custom development. We provide end-to-end solutions from scope definition through user researches all the way down to flow design, development and go to market strategy.
- **Dedicated team:** We have a dedicated product development team. Beyond working on our updates we are available to our clients discussing custom integrations, unique implementations and business need. We can easily become part of your team with full or part-time dedication.

Joint solution

Main Values of our joint solution with Microsoft

- Enhanced scalability: spin up new clusters, environments in minutes.
- Tighter integration between front-end and existing back-end systems.
- Better/faster insight into data trends, customer behaviors.
- High-end infrastructure support.
- High level of security and encryption: Data at Rest and Data in Transit is secure and encrypted with our own encryption keys.
- Cost efficiency: allows you to pay for what you use to build or expand resources.
- Managed database layer options (Azure Database for PostgreSQL) enable developers to focus on code instead of infrastructure.
- Identity & Access Management (IAM): We can adopt mature IAM capabilities to reduce identity management costs.





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