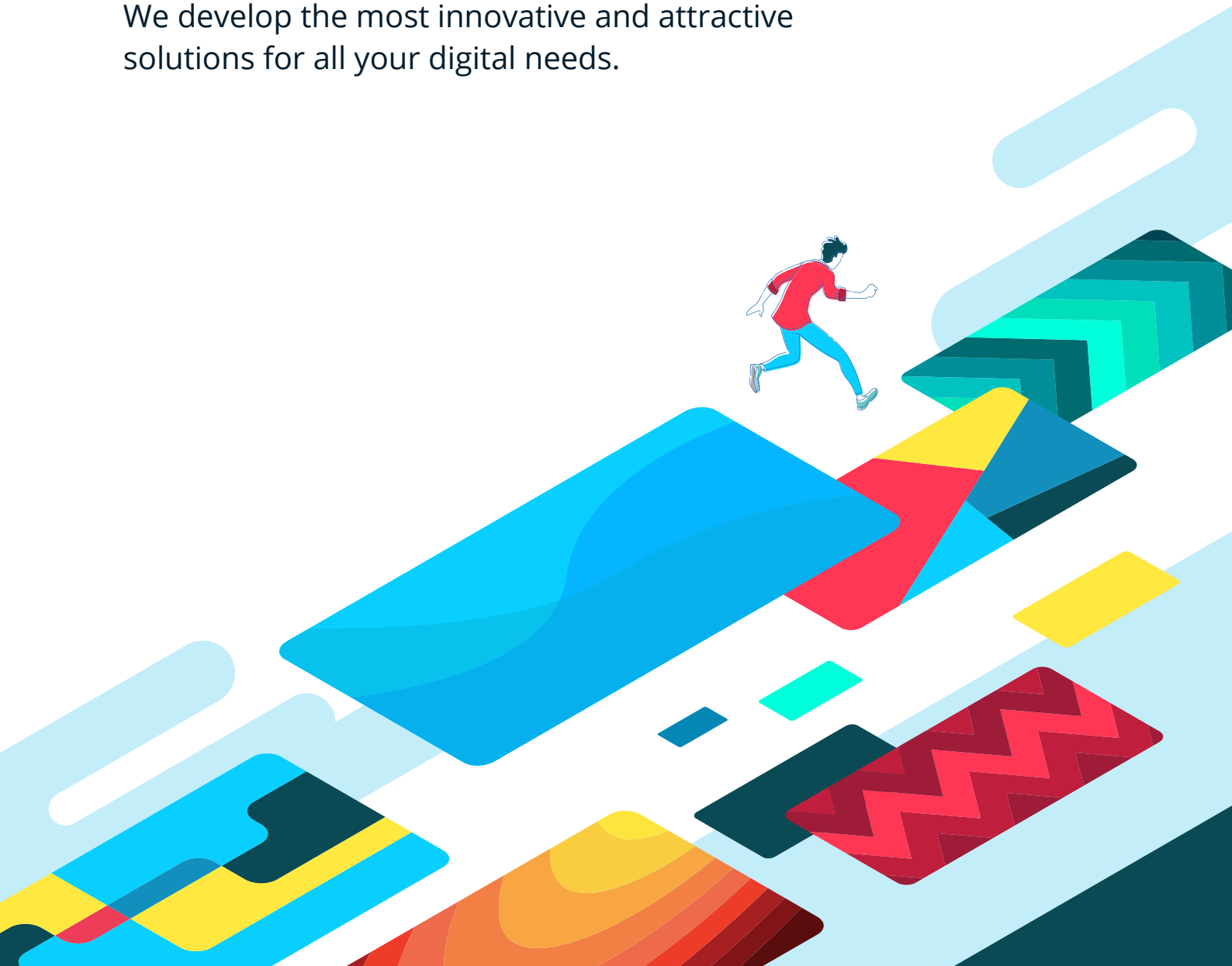# Who are we?

We develop the most innovative and attractive solutions for all your digital needs.

Our story

Plain Concepts is a **technology company founded in 2006** by 4 Microsoft MVP (Most Valuable Professional). It's directed by Pablo Peláez, CEO of the company and Regional Director of Microsoft since 1996. Plain Concepts was born with the goal of developing and facilitating all kinds of companies **the adoption of new technologies aimed at improving their productivity and processes.**

Specialists in disruptive developments in **Artificial Intelligence, Mixed Reality, Big Data, Blockchain, IoT and Cloud**, the mission of Plain Concepts is to offer customized, innovative and attractive solutions for all types of digital needs, always incorporating the latest available technology.

7 countries

Spain	USA	UEA

United Kingdom	Germany	Netherlands	Australia

Plain Concepts is a **Microsoft Gold Partner, Microsoft AI Partner,** and **Microsoft Mixed Reality Partner** in Europe and USA (first in Spain). We have also been recognised as a **Best Place to Work** for two consecutive years. We currently have over 350 employees, reaching a milestone in the technology sector by having more than 10 professionals recognized as Microsoft MVPs and more than a dozen certifications at the business level.

We are pioneers in providing innovative and engaging custom solutions since 2006.

We currently have experience **in over 2000 projects** and have achieved over **€29M in revenues** in the last year.

350+
employees

14
offices

29M €
turnover

Plain Concepts has a certified Integrated Management System thanks to the new certifications we have achieved this year with ISO 9001:2015, Quality, ISO 14001:2015 for Environment and ISO 27001:2013 for Information Security.

Microsoft Partner
Microsoft

Gold Messaging	Gold Application Development	Silver Small and Midmarket Cloud Solutions
Gold Application Integration	Gold Collaboration and Content	Silver Windows and Devices
Gold DevOps	Gold Cloud Platform	Silver Project and Portfolio Management
Gold Data Analytics	Gold Datacenter	
Gold Data Platform	Gold Cloud Productivity	
	Gold Security	

Microsoft Gold Partner

Microsoft Xamarin Consulting Partner

Microsoft — Advanced Specialization Adoption and Change management

Great Place To Work — Best Workplaces™ ESPAÑA 2019

Microsoft AI Partner

Microsoft WVD Partner

Microsoft — Advanced Specialization Analytics Microsoft Azure

+10 MICROSOFT MOST VALUABLE PROFESSIONALS

Microsoft Service Adoption Specialist

Microsoft GitHub Inner Circle

Microsoft Partner | Mixed Reality

MICROSOFT PARTNER OF THE YEAR 2016

Microsoft — Advanced Specialization Kubernetes on Microsoft Azure

nqa.
ISO 9001
ISO 14001
ISO 27001
INTEGRATED MANAGEMENT

Our services

ARTIFICIAL INTELLIGENCE

We can **improve decisions and processes** using machine learning technologies, computer vision and text analysis. Adopting Artificial Intelligence in our solutions to change the way our clients interact with the technology we develop thanks to **intelligent agents and conversational interfaces**.

BLOCKCHAIN

We help companies become more competitive thanks to blockchain technology, developing innovative projects that **guarantee the traceability, security and integrity of processes**, automating them through smart contracts to guarantee trust between organizations.

UX/UI DESIGN

Simple and elegant **digital experiences** for **all devices.** We investigate user behavior, analyze their response and look for experiences that improve usability and conversion.

WEB & APP DEVELOPMENT

High performance business applications, adaptable to all solutions and based on web technology. We pay special attention to security, scalability, usability, maintainability and respect for standards.

BIG DATA & ADVANCED ANALYTICS

We create cloud-based data platforms that allow our clients to face the challenges of large data scenarios. **Sidra Data Plaftorm is our own solutions** for data collection, cataloguing, governance and management of data assets under a unified Data Lake on Azure. This solution is currently implemented in several international clients, allowing them to manage a lake of business data to sever a variety of business use cases.

MIXED & VIRTUAL REALITY

First Microsoft Mixed Reality Partners in Spain and Mixed Reality Partners in USA. Extensive experience in the **development of Virtual and Mixed Reality solutions**. Our own 3D multiplatform engine for business and industry, Wave Engine, allows us to develop visual experiences for our clients.

IOT

Our IoT solutions allow organizations to **transform business needs into competitive differentiators**. Thanks to a network of physical devices, vehicles, appliances and other elements incorporated with electronics, software, sensors, actuators and connectivity that allows them to connect and exchange data.

DEVOPS

In DevOps, the **software development methodology** that focuses on communication, collaboration and integration between software developers and professionals in systems in information technology.

MICROSOFT 365

Define workflows through Office 365, which enhance adaptation, collaboration, knowledge management and communication between company employees, while improving employee productivity and mobility.

CLOUD COMPUTING

Extensive experience in **helping our clients to migrate their OnPremise infrastructure to the Cloud**, taking advantage of the new possibilities that this technology offers.

VIRTUAL STAGE

We **innovate the visual aspect** in which videos are used when producing online events, thanks to state-of-the-art technologies such as Azure Kinect and Artificial Intelligence algorithms.

Case Studies

asisa

How to migrate more than 100 databases to Azure without service disruption

CLH

Predicting demand, maintenance, and leak detection with Artificial Intelligence and IoT.

b·oaraba

Augmented Reality Assistant to help during Biopsy.

29 foundation twenty–nine

Assistance in the diagnosis of genetic diseases with AI.

carreras

We developed a data platform for advanced analytics and reporting.

Trasmediterránea

Customer 360 Profiles for Optimized Decision-Making and the development of an ID card reader to speed up passenger embarcation.

se7en eighths

Automated license management with Artificial Intelligence and Intelligent Search.

AENOR

Artificial Intelligence for advanced text search.

REPSOL

Migration and modernisation of Repsol's data centre to Microsoft Azure, with more than 2,000 servers located in 2 countries.

InfoJobs Brasil

Artificial Intelligence for the pre-selection of candidates.

BBVA

Mobile application that helps customers find properties for rent or sale with Augmented Reality.

AIRBUS

Virtual Reality based application that simulates different real work scenarios, allowing an operator to disassemble the parts of an aircraft and adapt the size of his workspace.

Comunidad de Madrid

Remote classes with Microsoft Teams. We deployed an environment for 700,000 students and teachers in the Community of Madrid, which allows them to use Microsoft collaborative solutions.

Our clients

Microsoft · Telefónica · acciona · REPSOL

edp · Wonderware · BBVA · Sisteplant

CBRE · AENOR · groupm · Realmadrid

EA · MEDIASET españa · DOLBY · AEGON

Rakuten · du · Santander · PRISA BRAND SOLUTIONS

Fly Emirates · hp · ie Reinventing Higher Education · ALSTOM

AIRBUS · SGS · TÜVRheinland · carreras

LIDL · Slater Gordon Lawyers · Trasmediterrânea · CLH

CaixaBank · asisa

Our products

sidra Data Platform

Our **Data Lake platform based on Azure PaaS technologies**, focused on scalability, ease of maintenance and fast data ingestion and governance of all data sources within the company.

It ensures accessibility to **quality data** and significantly lowers the threshold to **Business Intelligence and Machine Learning**, becoming the next step for companies that want to access and leverage their data quickly and effectively

wave engine

Our specialized **multi-platform 3D graphics engine for viewing business applications** that incorporates integration with a variety of files including BIM, CATIA, STL, live video, 3D mapping and more.
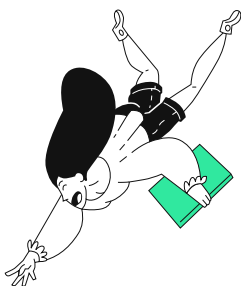
Wave Engine i**s free, adapts to any device** and is ready to use on Windows, iOS, Linux and Android.

With Wave Engine you will **be able to build highquality 3D and 2D solutions and deploy to any platform**.

smart concepts

Smart Concepts is a cloud platform built on Azure technologies, that provides a solution for IoT and Artificial Intelligence scenarios that reduces time to market, p**rovides escalabilty and is ease of maintenance**.

Thanks to Smart Concepts you will be able to explore and analyze billions of events as well as integrate it with a wide range of advanced analytics services.

Smart Occupancy is an application designed to help all types of companies **manage their workspaces**, protecting employees and customers, and ensuring compliance with new security regulations.

A modular solution that allows you to reserve workspaces, detect breaches through AI-based alarm systems, generate analytical reports through data mining or optimise the performance of common areas.

plain concepts

Get in touch with us!

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