

# ginstr

Digital solutions  
for more efficiency  
in daily routines



# TABLE OF CONTENTS

MESSAGE FROM OUR  
CHIEF EXECUTIVE OFFICER 04

---

COMPANY PROFILE 06

---

HEAR FROM OUR TEAM 08

---

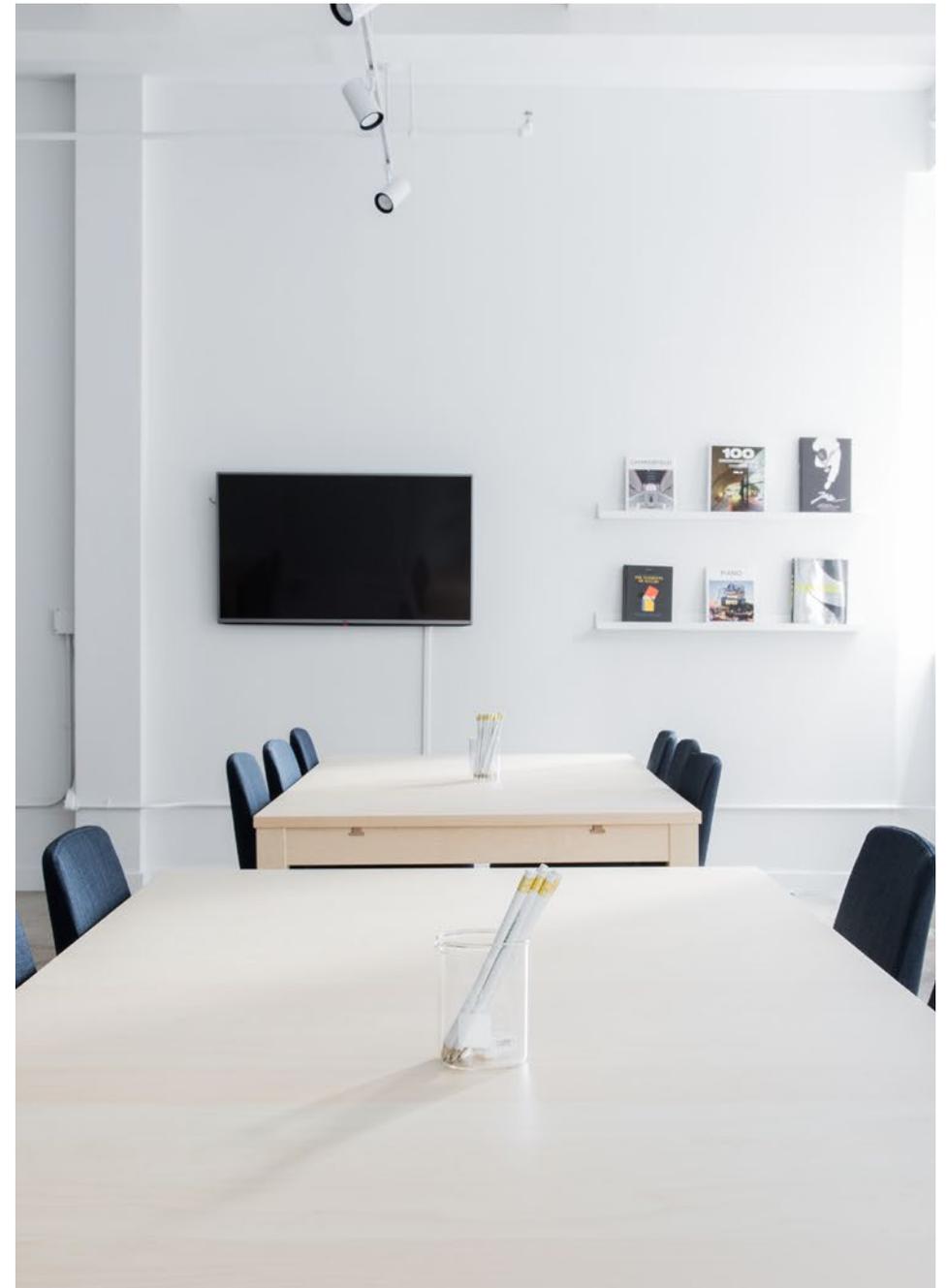
WHAT WE DO 10

---

HEAR FROM OUR CLIENTS 12

---

*Introducing:*  
ginstr Business App Maker (gBAM) 14



# MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

One of my goals is to contribute to society. In business, I achieve this through providing Communications and IT solutions to solve challenges. In my personal time, I contribute to OpenStreetMap, the world's biggest OpenSource project for creating a free world map.

For several years, I was the maintainer of OpenCellID, the world's biggest OpenSource collection of cell tower locations.

I believe in this project so strongly that I have personally invested in this venture and built it up to its current size.

I started providing telematics solutions to the construction, health-care, security and transport industries with ENAiK00N in 2002, which turned out to be very effective and successful. After receiving enquiries from our clients, we soon realised that there is an ever more pressing need to develop business solutions not only with IT and Communications but also field based smartphone technology. My team and I leveraged our existing industry experience and relationships with GSM network providers, such as Vodafone and Telefonica, to provide smartphone technology to our solutions. These solutions are not just apps but "end to end" integration into existing systems.

“

*Markus Semm has a lifetime of experience in the consultation and software development fields. He worked as a Head of IT and Communications Products for Media Markt. Prior to ginstr, he was also the CEO of InfoGenie Europe AG in Munich, for which he successfully conducted the IPO in the year 2000.*

In 2013, I founded ginstr with the focal aim to satisfy the needs of our existing clients. I have always believed that *“fixing a problem is more expensive than avoiding it.”* Thus, ginstr provides complete business solutions at a reasonable price that helps businesses avoid problems. The biggest challenge for our customers is the process. They know how to do the job but human errors occur or the process is error prone which prevents complete success. Our ginstr technology and proven industry knowledge helps to ensure process adherence and continuous improvement.

I have created a multi-cultural environment in both ENAiK00N and ginstr, which allows us to successfully conduct business throughout the world. Due to this approach, more than 50% of our employees are international in origin. We believe in developing tomorrow's global leaders and we achieve this by providing many positions for international students.

I strongly believe in developing future technologies. It started when my father once said, *“when we are able to mount a TV on the wall, is when the future starts.”* Since then, I have closely followed the growth of technology. Hence why, at ginstr, our goal is to bring new-age technologies and solutions to life.

Sincerely,



Engr. Markus Semm,  
Founder & CEO



ENAIK00N

ginstr

# COMPANY PROFILE

## Headquartered in Berlin, Germany.

We are a B2B service provider committed to creating and delivering tailor-made solutions for our valued customers. Our experience spans across several industries, including but not limited to transport, logistics, construction, security and health care.

Our mission is to make the daily routine tasks of companies' employees more efficient and transparent. We translate manual and paper based processes into digital solutions.

Aside from the wide selection of ready-to-go apps, online data management software and cloud storage, our services include consultation, custom app development, and data integration to existing software systems. We have the capability to integrate with Big Data software tools as well.



## HEAR FROM OUR TEAM



THE GINSTR TEAM HAS AN EXTENSIVE EXPERIENCE IN BUSINESS CONSULTING, SOFTWARE DEVELOPMENT, AND MOBILE APP DEVELOPMENT. WE STRONGLY BELIEVE IN DELIVERING QUALITY SERVICE THAT IS BOTH QUICK AND AFFORDABLE – HELPING OUR CUSTOMERS GROW THEIR BOTTOM LINE THROUGH INCREASED EFFICIENCY.



**JUTTA MUND**  
MANAGER

"The foundation of ginstr is predicated on trust and reliability. We value our customers' ideas as much as we believe in them. Our key to success is composed of flexibility, a results driven mentality and vigorous teamwork."



**JÖRG SCHIEMANN**  
CTO

"ginstr has heavily invested in software development. We know what our customers are looking for, that's why our apps are user-friendly and customisable."



**15 YEARS**

**Business  
Consulting**



**15 YEARS**

**Software  
Development**



**8 YEARS**

**Mobile App  
Development**



## WHAT WE DO

GINSTR TRANSLATES YOUR UNIQUE BUSINESS PROCESSES INTO DIGITISED WORKFLOWS, ENSURING THESE PROCESSES ARE STREAM-LINED AND STRICTLY ADHERED.



### **ginstr apps**

Business apps that can be used on mobile devices which help to eliminate paperwork completely. Field workers can use Android smartphones or tablets with a ginstr app installed to collect information remotely. Users can collect electronic signatures, images, videos, audios, QR codes, NFC tags, GPS locations and process related data.



### **ginstr custom apps**

Unique mobile business apps tailor-made for the particular needs of the company. Functions, fields, themes and logos are individually adjusted to meet a company's specific requirements for effective workflow and branding.



### **ginstr web**

An online software that allows access to data from anywhere in the world. Users can easily automate and download customised reports in PDF, Word and Excel file. Data can then be analysed in order to achieve an optimal business process.



### **ginstr cloud**

Our cloud storage service, allowing you to store all of ginstr app collected data on our secure servers based in Germany.

## HEAR FROM OUR CLIENTS

AT GINSTR, WE KNOW OUR CUSTOMERS' BUSINESS. OUR SOLUTIONS HELP COMPANIES TO MEET DEADLINES AND RESPONSIBILITIES. THEY ARE ABLE TO CONTROL THE PROCESS OF RECURRING TASKS THUS ALLOWING MORE TIME FOR THE ESSENTIALS.



"ginstr's asset location management app has made a positive impact on our company workflow. Through the implementation of the app, we limit the search for accessory and small-sized equipment to a minimum. We now have a clear overview of the asset inventory, unwanted stockpiling is no longer necessary since we know exactly "who" is in-charge and in-possession of "what"."

**Volker Günther - Head of IT & Marketing**  
Otto Morof Unternehmensgruppe (Althenstett, Germany)



"If there are any problems, we can always call ginstr and ask to modify the functionality of the app, the customer support is very flexible. The ginstr app is a relatively simple solution, our company has gained time-efficiency and able to access information directly in the web-database. This helped us have a much better overview of our inventory."

**Felix Höfling - Software Manager Assistant**  
Knappe Gruppe Holding GmbH (Kirchheim, Germany)



"All of our expected targets have been fully met. The familiarisation period for our caretakers was unexpectedly short. The ginstr app has been created perfectly for GSG operational procedures."

**Christian Kröger - Managing Director**  
GSG subsidiary Hofnetz and IT Services GmbH  
GSG Gewerbesiedlungs-Gesellschaft mbH (Berlin, Germany)



"I believe ginstr unlocks a lot of opportunities for resellers, enabling us to extend to a wide range of clients. We really like the technical integrity and the proper functioning of the app. It is definitely the line of business where we want to expand because it has a lot of potential."

**Alan Marneweck, ginstr reseller - Chief Engineer**  
TerreSaver (Johannesburg, South Africa)



"The ginstr solution is more affordable compared to our previous system and other industry-specific solutions, for both the initial package and the running costs."

**Evelyn Neuhaus - Assistant Managing Director**  
Bergische Bewachungsgesellschaft mbH (Solingen, Germany)

# Introducing: gBAM ginstr Business App Maker

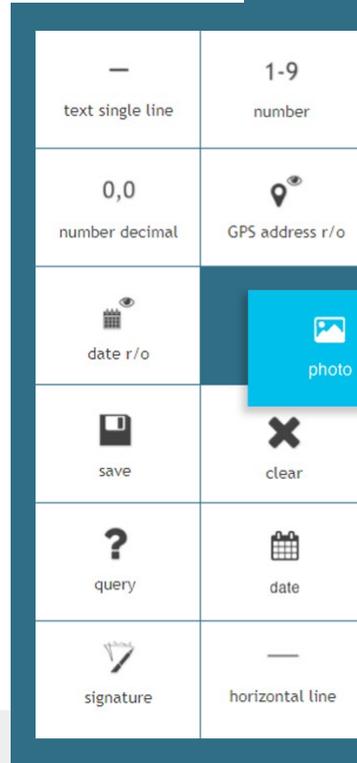
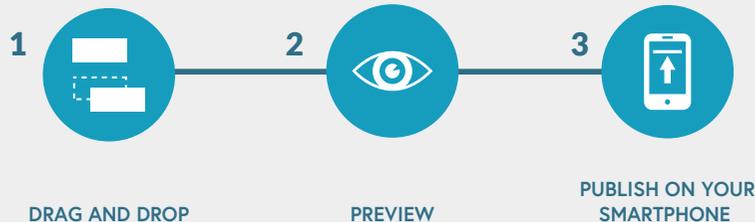
## Your DIY tool to create apps

ginstr business app maker (gBAM) is a new app making software that allows to combine pre-designed widgets and graphics, creating limitless number of new apps. It summarises the entire concept of ginstr: providing customised solutions to eliminate inefficiency and inconvenience; designing apps that define mobile, Bluetooth, and RFID technologies.

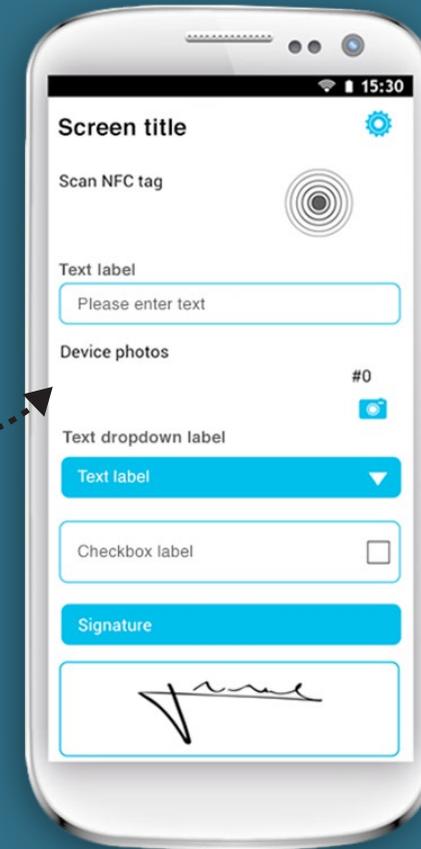
gBAM offers easy integration of back-office and other existing systems within the business. Supported by ginstr's backend system, ginstr web, users always have access to collected data which can be effortlessly used with existing business software.

Start your digital journey with  
gBAM and expect efficiency  
in your business.

### THREE SIMPLE STEPS



An idea for a revolutionary app is no longer hindered by the lack of coding ability but shaped into a multifunctional solution with powerful features.



Read NFC tags



Electronic signatures



Take photos, videos, voice memos



Scan barcodes and QR codes

and many more...



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