



INNOVATE and AUTOMATE

Our Expertise
in Data Management and
Consolidation,
Analysis, Forecasting, Dashboards,
Bots, and Blockchain

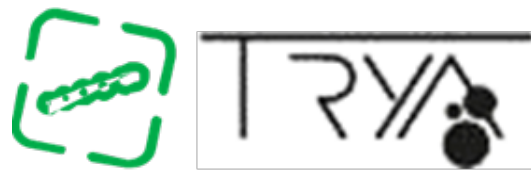
Software created by experts who know your business

CE Soft SRL

The merger
of technology and experience

The logo for V&C, featuring the letters 'V&C' in a bold, black, serif font.

VENTURE & CREATION
HOLDING



Since its inception in 1994, CE Soft srl has established itself as a pioneer in providing sophisticated solutions and software for laboratory management, companies, and data analysis. The secret of its success lies in a unique combination of skills and passion.

The company boasts over three decades of technical expertise, supported by a team that includes expert IT professionals in analytical data management, as well as engineers and chemists with over 30 years of experience in product analysis, making CE Soft a rich ecosystem of interdisciplinary knowledge.

The specialization of CE Soft is not limited to LIMS systems for laboratories, but extends to the integration and consolidation of data with complex business systems, collaborating with important brands in the world of services, medical research, design, fashion, and toys.

The dynamism of CE Soft is also evident in its ability to develop software using advanced technologies such as artificial intelligence, computer vision, blockchain, big data analysis, and chatbots.

The recent entry into the shareholding of V&C Holding, controller of Trya (a company specializing in AI and computer vision and owner of the SnapFeet brand) and LuxoChain (a cutting-edge Swiss company in the use of Blockchain technology for product authenticity and certification), highlights CE Soft's vision for continuous innovation.

This integration between companies not only strengthens the portfolio of solutions offered, but also amplifies the possibilities of exploring new technological frontiers, combining the best of both worlds to offer even more revolutionary solutions to their clients.

THE IDEAL PARTNER

Software House founded in 1994

- Our expertise: specialized in management systems, data analysis, automation, system integration, artificial intelligence, computer vision, and augmented reality.
- Our team: composed of computer professionals and technical experts in product analysis for over 30 years.
- Customized solutions: we create tailor-made systems to improve your business.
- Collaborative approach: we work closely with clients to create successful solutions.
- Continuous innovation: constant updating of our skills to always be at the forefront.

ENGINEERS

COMPUTER
SCIENTISTS

SPECIALIZED IN ICT

We are specialized in:

- Analysis and consolidation of data
- Management and LIMS
- Business and laboratory automation
- Development of Bots, ChatBots, and WebApps
- Use of AI in our software
- Data Scraping from PDF, XLS, CSV
- Blockchain for data security
- Data consolidation platforms

CE Soft CORE TEAM



MARCO DE ZORDO

A pioneer in the IT sector with over 40 years of experience, this founding member of the software house has been a pivot of innovation and automation since 1994. With a deep knowledge of programming languages and an exceptional vision for innovation, he has helped to transform the technological landscape. He has developed software solutions for prestigious companies and multinationals such as Caimi Brevetti, Fiera Milano, IISG, UL, and others, demonstrating his expertise in creating advanced management systems and in automating business processes. His dedication and mastery in the field make him an irreplaceable pillar in the history of our company.



NATALE CONSONNI

Founder and President of the ICQ, Institute of Quality Certification, Owner and President of the IISG, Italian Institute of Toy Safety, with over 500 employees worldwide, companies sold to the multinational UL (www.ul.com) in 2013. In the following years, he became Vice President and CEO at a global level of the consumer products division, specialized in product management, quality control, management, business development. A strong business development professional, Doctor in Engineering specialized in Chemistry at MIP-Politecnico di Milano. Member of the Board of Directors of COMO VENTURE, investor in start-ups. Vice President and General Manager Responsible Sourcing (RS), Registrar and Consumer Products of UL, Underwriters Laboratories INC.



STEFANO MAGGIO

Among the founding partners of CE Soft, with years of experience at IBM Italy initially at a systems level and then in managerial roles in Italy and England, co-founder of C.E. Communications Engineering in Milan, a pioneer in the spread of Apple technologies and philosophy in Italy, later became the CEO of the system support company REKServizi with offices in Milan, Turin, Padua, Mantua, Bologna, Florence, and Pisa. In these roles, he has developed exceptional leadership skills and extraordinary competencies in human resource management and commercial strategies. Currently, he holds the dual role of CFO and project leader for advanced graphics applications.



ELISABETTA ZANOTTI

A professional with more than 30 years of experience in software development, with an extraordinary specialization in management systems and LIMS, has shaped a successful career especially in the field of analytical laboratories. Her deep knowledge of industry standards, continuous search for technological innovations, and ability to adapt to the changing needs of the industry make her an irreplaceable expert in transforming and optimizing business processes. Thanks to her collaboration with technical staff, she has created automation processes that not only increase efficiency but also significantly save on operational costs.



CLAUDIO SIRONI

With a career spanning three decades in multinationals (IISG, UL), he started as a chemical analyst and climbed the ranks to become Operation Site Manager. Along the way, he refined his skills in chemical analysis and laboratory management, ensuring standards of excellence. Furthermore, he played a key role in automating processes, integrating advanced tools and data into the company's LIMS system. In the last 20 years, he has acquired programming skills in languages such as PHP, Python, and JavaScript, enabling him to create applications for data analysis and automation tools. His career reflects a constant pursuit of excellence at the intersection of chemistry and technological innovation.

OUR EXPERTISE

Big Data Analysis and Analytical Expertise: Transforming Data into Smart Solutions



- ✓ We possess proven expertise in creating powerful tools capable of transforming data into valuable information.
- ✓ What sets us apart is our unique perspective, supported by analytical expertise in chemical, microbiological, and physical mechanical tests. This combination allows us to offer tailor-made data analysis solutions for complex challenges across various sectors.
- ✓ Statistical analysis, interactive dashboards, indicators, KPIs, smart imports, scraping from PDFs, forecasting, AI, these are some of the methodologies we deploy for intelligent data management.

Management and LIMS for laboratories

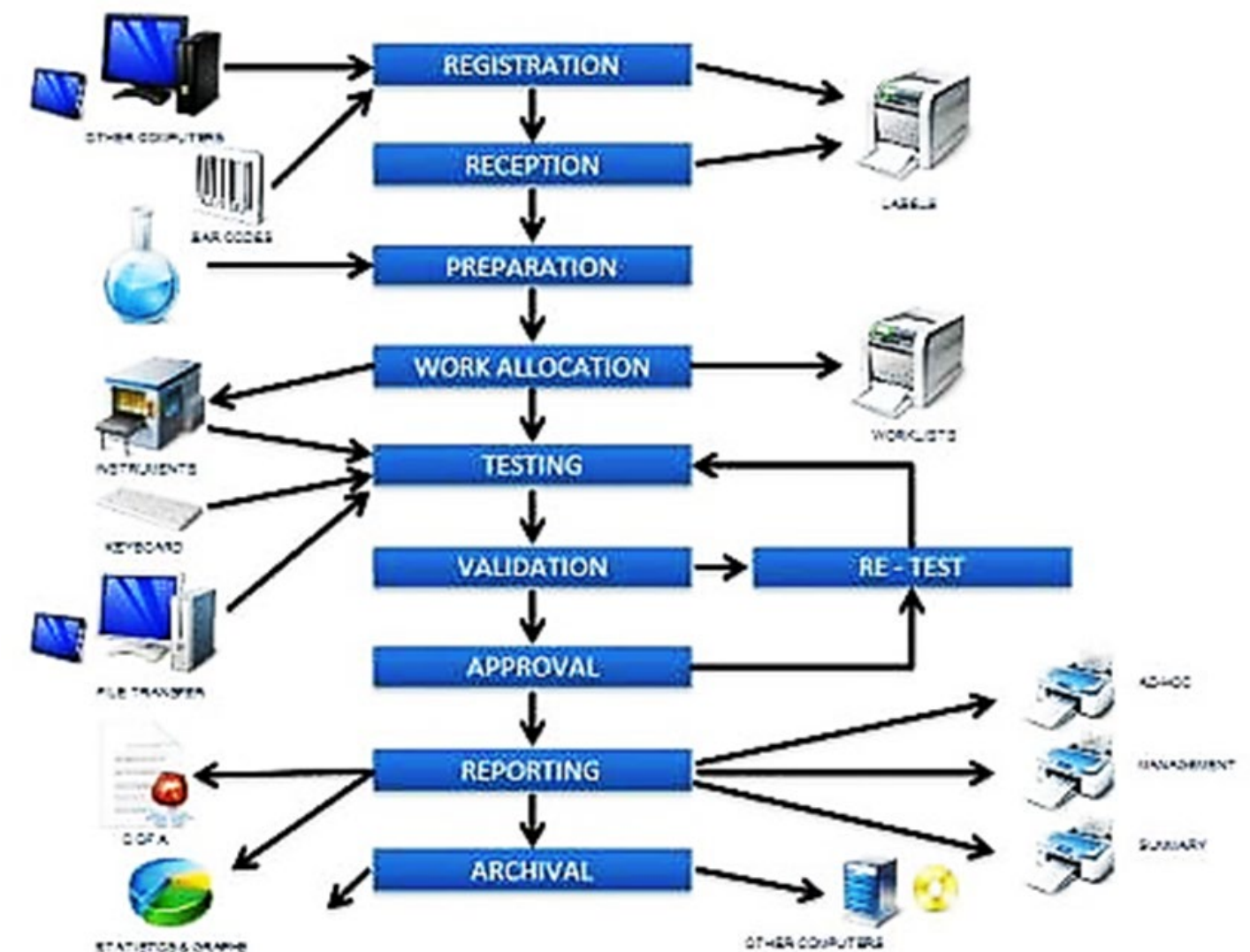
✓ Our management software (LeanLIMS - TRFgo) and LIMS (Laboratory Information Management System) are the backbone of laboratory operations.

✓ With our management systems, it is possible to optimize the efficiency of daily operations, from resource planning to sample traceability.

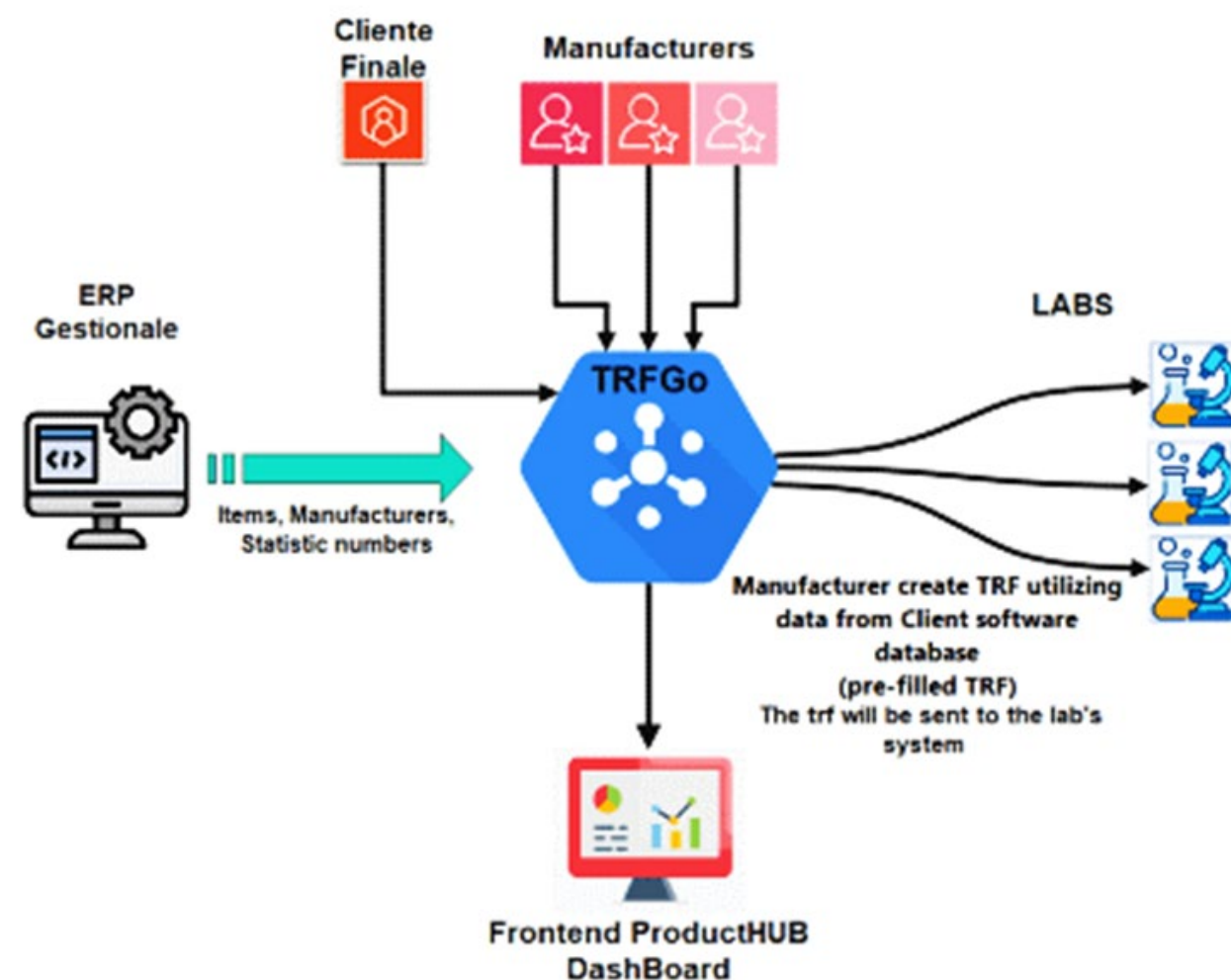
✓ Our LIMS are custom designed for laboratories, allowing complete data management, from preparation to analysis, with important sections on regulatory and customer requirements.

✓ Our LIMS include integration with management software and inter-site integration.

All with automated lean processes in order to reduce human errors and cut costs (example QR Code, instrumental integrations).



ChatBot, Webapp, AI, Guided Paths, and Data Consolidation Platforms



✓ Our business automation service is the key to transforming your business. With the help of bots, ChatBot, Webapp, guided paths, and Artificial Intelligence, we offer a comprehensive approach to simplify your business processes.

✓ Thanks to AI-powered automation, we eliminate the tedious and repetitive tasks that consume time and precious resources.

✓ The use of AI allows to save time and money and minimizes the risk of human errors. With automated machine learning systems and advanced controls, we ensure the accuracy and reliability of your processes.

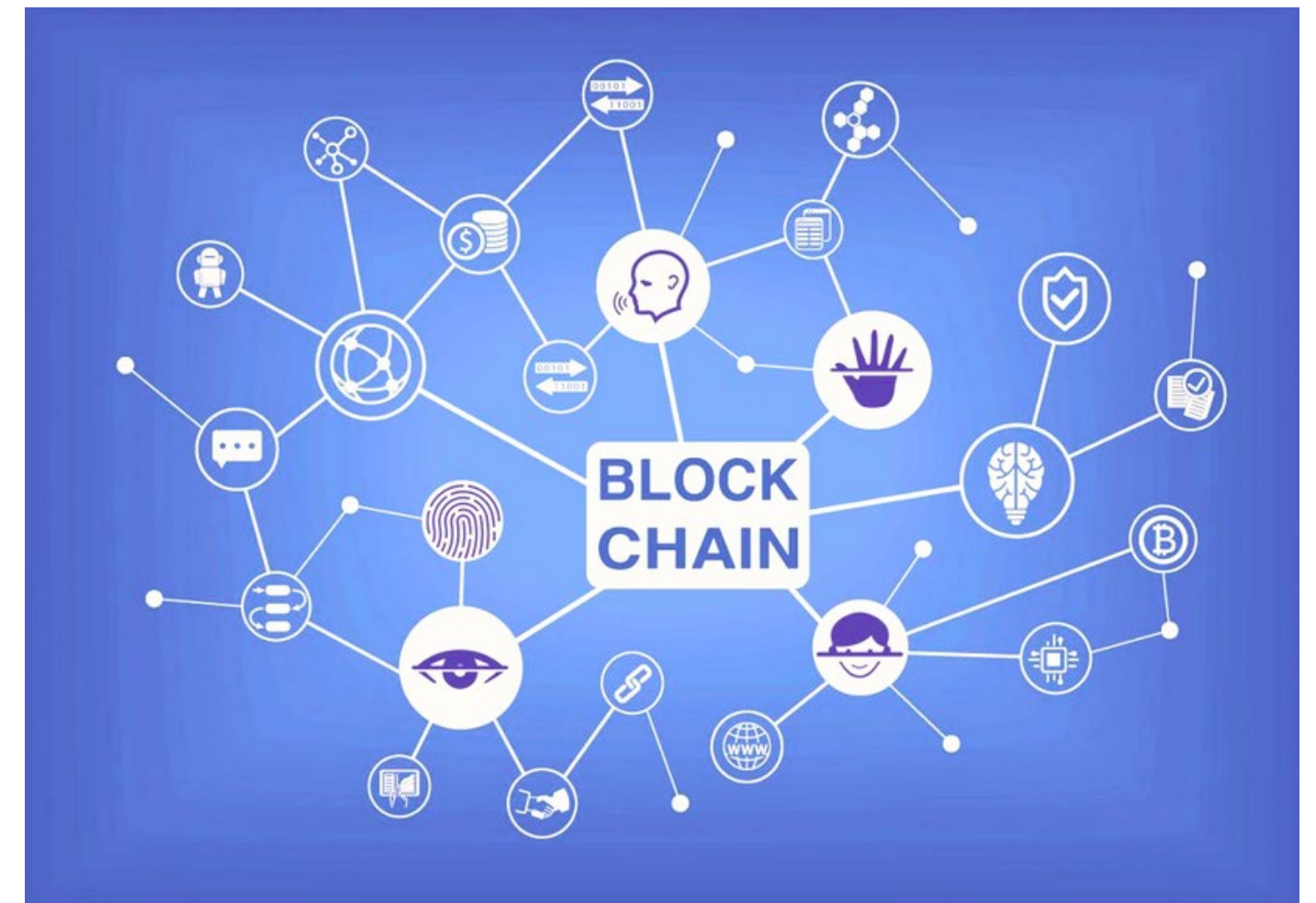
✓ We create data consolidation platforms to achieve centralization across different locations, clients, or operational centers.

✓ We will analyze your processes together to highlight possible automations and integrations. Your knowledge combined with our expertise will be the ingredient to increase business efficiency.

BLOCKCHAIN

A guarantee of authenticity for analytical data

- ✓ Your analytical and certified data are safe in the blockchain, a digital fortress for your information.
- ✓ With blockchain, we guarantee the integrity and origin of your analytical data, making them immutable and accessible only to those who have the right.
- ✓ Thanks to real-time web applications , you can access your data and certificates immediately and wherever you are.
- ✓ All your data will be centralized in one place, ready to be fully leveraged with the power of big data analysis.
- ✓ Blockchain is the key to secure and intelligent data analytics management, allowing you to make informed and fact-driven decisions.



SOME OF OUR PRODUCTS

admin

YEAR **23**

CLIENTS			SAMPLES			STATISTICS			BAR CODE		
QUOTATIONS			JOBS			SHARING					
Request	16	14	22	Request							
Task	23	10	0	Task							
Quoting	25	12	4	Quoting							
To send	29	11	4	To send							
Sent	31	11	232	Sent							
Won	22	13	91	Won							
Manager	16	10	88	Manager	0	0	334				
Ongoing	7	30	191	Ongoing	63	205	833				
Done	16	27	1	Done	64	198	12				
Approved	18	32	32	Approved	57	228	147				
Completed	4	26		Completed	0	0					

HiQUAL Laboratories

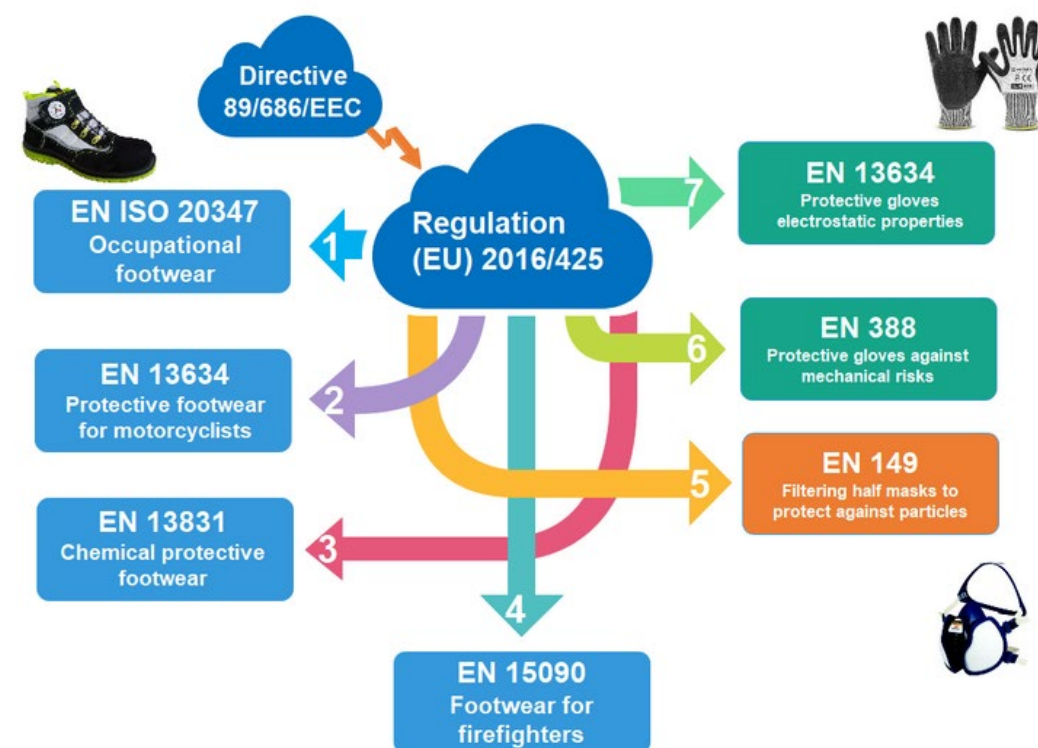
SET-UP SUBSTANCES METHODS

UTILITIES INVOICES TEST CODES

LeanLIMS © C.E. Soft srl 2020-23

LeanLIMS (LELI)

LeanLIMS (LELI) represents excellence in LIMS corporate , offering specific management of analytical and physical-mechanical laboratories .With a holistic vision,LELI manages the entire life cycle of the sample , from reception to analysis , emphasizing instrumental integration and facilitating the administrative part .Traceability is assured with linear barcodes and QR Codes, ensuring precision and efficiency at every step.All your data will be centralized in a single place , ready for being exploited to the maximum with the power of analysis of big data.



PPEasy

PPEasy transforms the compilation of the Test Request Form (TRF) for PPE (Personal Protective Equipment) into an intuitive and semi-automatic experience. Through a guided path, the client is assisted in selecting categories, standards, and every necessary requirement. Thanks to integrated intelligence, PPEasy ensures accurate and fast compilation, eliminating margins of error and simplifying the process for the client.

easySPEC

sayTRL

EasySPEC revolutionizes the creation of the Testing Requirement List (TRL or RSL), offering an agile and intuitive tool to define every necessary analysis. With just a few clicks, specific analyses for material or end use can be selected, detailed with analytical substances, physical-mechanical attributes, limits, and units of measure. The precompiled lists and integrated suggestions facilitate the choice of analyses and substances, ensuring precision and compliance. Not only that: EasySPEC allows you to always stay updated on the market requirements trends.

And with the additional module sayTRL, collaborating with suppliers becomes very simple: distribute the TRLs, track their reading, and ensure the supplier's signature thanks to a secure and efficient token system. With EasySpec, manage TRLs with maximum effectiveness and transparency.

Analysis	Leather	Textile	Paper	Coating
Heavy Metals	✓		✓	✓
Phthalates Content			✓	✓
pH	✓	✓		
Fiber Composition		✓		
Azodyes	✓	✓		
PFC	✓	✓		

Our innovative product is AI RiskMaster which takes risk assessment to the next level.

Thanks to its photographic recognition capability, AI RiskMaster can accurately identify an item simply by analyzing its image. But it doesn't stop there: in addition to recognizing the item, it lists all its constituent parts, ensuring a deep and detailed understanding of the product under examination.

The real magic happens when AI RiskMaster starts working on risk assessment. Using current regulations as a basis, it generates a risk assessment.

With AI RiskMaster, you will have the security and precision of artificial intelligence at your service, making the risk assessment process more efficient and accurate than ever.

AI RiskMaster



Description:

This is a vibrant toy airplane, primarily colored in a striking blue. The design sports red and white checkered patterns, adding a playful visual element to the piece. The toy is crafted with attention to detail, capturing the essence of a real airplane. It appears to be made of a smooth, solid material, perhaps plastic, giving it a polished look. The airplane's components include a blue body, wings with checkered patterns, and a tail, all contributing to its overall playful aesthetic. This toy airplane is a charming rendition of its real-life counterpart.

Risk assesment:

Risk Assessment: Item: Colors and Materials used in the production of the product
Chemical Risks: 1. Blue, Red, and White colors may contain toxic substances that can cause harm to consumers. 2. Plastic materials may contain chemicals such as phthalates, Bisphenol A (BPA), and heavy metals that are harmful to human health. 3. Smooth materials may contain chemical coatings or treatments that are hazardous to human health. Physical/Mechanical Risks: 1. The colors may rub off or bleed onto other surfaces, causing damage or staining. 2. Plastic materials may break or shatter under pressure, causing harm to consumers. 3. Smooth materials may have sharp edges or points that can cause cuts or injuries. Possible Analysis: 1. Chemical Analysis: A chemical analysis

KidSafeWear also brings innovation and raises the level of risk assessment.

Thanks to its photographic recognition ability, it can precisely identify the item, detecting the presence of Cords or Drawstrings.

The AI, modeled according to reference standards, is then capable of evaluating and suggesting actions based on the previously described item and specifically to the Cords and Drawstring presence and evaluation.

KidSafeWear enhances the risk assessment process, making it efficient and accurate.

KidSafeWear



Description:

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ANTIEPILEPTIC DRUGS AND PREGNANCY
Total of 30.112 forms

Complete

A - Complete B - Complete C - Complete D - Complete E - Complete

Follow-up at the end of second trimester (9-07-2020 7-10-2020)

CLICK HERE to enter comments for National Coordinator or Central Registry

01 Date of reporting sub-form C (ddmmyyyy) 27-11-2020 Pregnancy ID number 140700074

02 Date of first notification of pregnancy to investigator 05-06-2020

03 Stillbirth 0 no

04 Induced termination date or stillbirth date

05 Induced termination of pregnancy 0 no

06 Post mortem examination

07 Specify results (post mortem examination)

08 Cigarette smoking in 2nd trimester 0 no

09 Alcohol intake in 2nd trimester 1 < 1 drinks/day

Specify other maternal diseases (including relevant infections) in 2nd trimester

11 AED use in 2nd trimester (if no, skip next AED fields) 1 yes

DataMedix

DataMedix
Data collection and repository for prospective observational studies in the medical field, with an innovative interactive system of control and data validation between Reporting Physicians and Central Staff.

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prod 699 Sughero + Lavagnette_gondola_3x100_Bricoval

L: 3.000
H: 2.100
P: 20

MID
Q. BICOVAL S.R.L.

Mostra etichette
Mostra righe
Solo struttura
Ombra X
Draft
Bassa resa 3D

Q. trova elemento

	etichetta	numeri	q. la	asse X	asse Y
1	BaseGondola100x400	1	1	0	0
2	SUG2R50800	3	1	11	150
3	SUG2R50800	3	1	132,43	150
4	SUG2R50800	3	1	253,86	150
5	SUG2R50800	3	1	375,29	150
6	SUG4R50500	2	1	496,72	150
7	SUG4R50500	2	1	668,15	150
8	SUG4R50500	2	1	839,58	150
9	RipianoGondola1000x400	1	1	0	700
10	SUG4PA5050	6	1	25	720
11	DBASESUG4050	6	1	575	720
12	GancioBilater	6	1	1650	1000
13	BTMAGN	5	1	1650	1200
14	SET3PEN	5	1	1650	1000
15	CANCOSSO	5	1	1780	1200
16	CANCMAGN	5	1	1780	1000
17	GESSETTI	5	1	1910	1200
18	PUNTINE	5	1	1910	1000
19	RipianoGondola1000x400	1	1	2000	800
20	MEMOMAGN4030	6	1	2347	820
21	MEMOLAV4030	6	1	2668	823
22	MEMOSUG4030	6	1	2016	824
23	BaseGondola100x400	1	1	1000	0
24	SUG4R50500	2	1	1012	149
25	MEMOSUG8060	6	1	1028	1291
26	RipianoGondola1000x400	1	1	1004	1270
27	MEMOLAV8060	6	1	2369	1290

LAYOUT 3D v.1.3 - © C.E. Srl 2018-2023

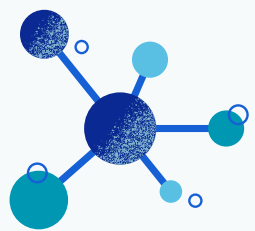
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2,71 GB

Rack 3d

Rack 3d
Construction of photorealistic 2D and 3D virtual models of merchandise displays for large distribution, with production of bill of materials, assembly lists, commercial offer

OUR MISSION



Our mission is to guide companies towards a future of efficiency, savings, and reliability through the intelligent use of automation, Artificial Intelligence, and data analysis. We are committed to simplifying business processes, eliminating tedious burdens, and minimizing errors, allowing companies to focus on their true added value.



We are a trusted partner for businesses looking to optimize their operations and maximize the potential of their data. We offer customized solutions that combine Management Systems, LIMS, bots, ChatBots, Webapps, guided paths, and Artificial Intelligence to create a smarter, more efficient, and safer business environment.



Our vision is to contribute to transforming the way companies operate, enabling them to reach new levels of success and competitiveness. With a constant commitment to innovation and excellence, we aim to be your ideal partner in the era of intelligent automation.

OUR TEAM

Our team is the engine that fuels innovation and excellence in the services we offer. We are a group of computer scientists and technicians specialized in process automation, with a clear mission: to develop lean processes to optimize business operations.

Our technical team boasts an expertise of more than 30 years in chemical, microbiological, and physical mechanical analysis in product analysis laboratories. With a chemical background and extensive direct experience in the analytical field, we are the pillar of data analysis.

Moreover, the team is composed of specialists in process analysis and business management. This expertise allows us to deeply understand business dynamics and to offer customized solutions to optimize processes and improve management.

The combination of our skills is the key to the success of our services. We are ready to leverage our extensive experience to help achieve your goals.



THE GROUP

UNITED IN SYNERGY: three teams, one goal

THE GROUP

Some of Our Clients



- Management software for laboratories (LIMS)
- Data analysis (statistics and predictive)
- Data integration for fashion and toy companies
- Artificial Intelligence and



Solutions • IISG- Italy

CIMAC | TEST BEHIND SUCCESS



Solutions • Hong Kong

Caimi



- Computer Vision
- Artificial Intelligence
- IOS and Android Application Development

Owner of Snapfeet and Snapscan

BOSS
HUGO BOSS

BALLY



SPINGLE MOVE

MOON BOOT



- Use of Blockchain Technology
- Creation of Unique Digital Passports for Products
- Creation of Digital Product Authenticity Certificates
- Tracking of Goods on the Blockchain, from Raw Material to Distribution

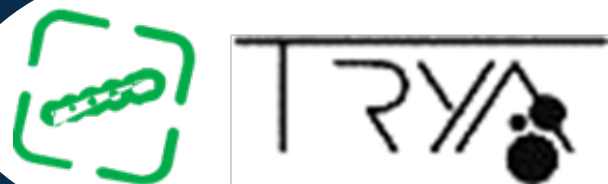
BVLGARI

PINKO



MY LUGANO





TRYA CORE TEAM



Roberto Cipolla
Scientific Advisor

Professor at the University of Cambridge, Fellow of the Royal Academy of Engineering, leading expert in computer vision and machine learning and co-founder.



James Charles
Senior Researcher

Senior Researcher in the Machine Intelligence lab of the University of Cambridge and an expert in CV, ML and running real-time CV/ML on mobile devices.



Ollie Boyne
Researcher

PhD student in Computer Vision at the University of Cambridge. Research interest in accurate reconstruction of 3D models from multi-view images funded by TRYA.



Michele Sbicego
Senior Cloud Computing Developer

Software developer with a mathematics background, experienced in server and backend programming. At TRYA, he has been administering the cloud infrastructure and maintaining the backend processes.



Giorgio Raccanelli
CTO

Founder and CTO of TRYA, PhD in Computer Vision USA, and then R&D manager for 10 years at Videotec SpA. He has been collaborating with University of Cambridge since 2011 from which the TRYA startup was born. Working together with shoe factories since 2014



Joseph D'Souza
iOS Developer

Computer vision engineer and iOS developer. He has also gained experience with working on the backend server including cloud and database infrastructure.



Matteo Schieven
Junior Developer

Software developer, working for TRYA on the backend infrastructure and data flows. He also deals with frontend programming.

LUXOCHAIN CORE TEAM



MARCO GUARDUCCI
CTO



FEDERICO VIGANÒ
COO



MARCO RUFFA
HEAD OF LUXURY
MARKET



DAVIDE ZUCCHETTI
MARKETING
MANAGER



MARCO BARCHETTI
MARKETING SPECIALIST



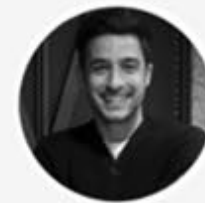
ELISA LAEZZA
CUSTOMER
MANAGEMENT



GIANMARCO CARUSO
DIGITAL PM AND UX / UI
DESIGNER



LORENZO RIGATTI
STRATEGICAL
PARTNERSHIP



GUIDO MENGONI
STRATEGICAL
PARTNERSHIP



FEDERICA FONTANA
SOCIAL MEDIA
MANAGER



CRISTIANO CANTELLI
SENIOR DEVELOPER



ANDREA NARDI
SENIOR DEVELOPER



FABIO PACCHIONI
SENIOR DEVELOPER



MARCEL BUJOR
SENIOR DEVELOPER



VALERIA MONTINI
ADMINISTRATOR
MANAGER



LUCA IAVARONE
PROJECT MANAGER



BARBARA CAVALLINI
PROJECT MANAGER



FILIPPO LERDA
HEAD OF
ENTERTAINMENT
MARKET



ALESSANDRO DURBANO
HEAD OF
ENTERTAINMENT
MARKET



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