



DIGITAL ERA APS

SERVICES INFORMATIONS BROCHURE



Service number 1. Sales Boost Solutions

PRICING LIST

WE PUSH THE INTERNET OF THINGS EVEN FURTHER!



As its understandable from the above title, we believe Internet its a great tool for expanding a business. Facebook, Socials, and YouTube. Therefore, this year we expanded our catalog, including even more services! Spoiler alerts: The drone its not there for nothing! Because technology allowed us to expand even more our services catalog, and we are extremely proud of it.

Before we start to do any work for you, you will receive a preview of the price of the service, something we call "Price Quotation". You will also receive a contract, so you will have no surprises!

The following are just figures that a Price Quotation may include.

-1.1. Business Strategy Creation. We can inspect your workflow and propose you a better way to do things, when possible. The Price Quotation for a Business Strategy creation is usually based on our hourly rate: 300 DKK (40 Euro) per hour, plus MOMS (IVA).

We will propose you a new business strategy, that may be combined with our other available services; like our other *Sales Boost Solutions*: Video and Photo editing (service number 1.2.), Promotional Material creation (service number 1.3.), Google Ad and Publicity follow up for your website/social (service number 1.4). Or with our Websites creation service (service number 2.0.), iOS and Android app creation service (service number 3.0.), Data Protection Officer services (services number 4.0) and Security Services (service number 5.0). Together with the Business Strategy, you will receive a Price Quotation and a contract, with all the informations about which service is advised for your business.

-1.2. Video Editing and Photo Editing. We can develop promotional videos and photos, collecting material in internet, with Adobe Stock, recording with our camera, applying effects using green screen, and even use our drone. Or we can work on already existing promotional materials.

A presentation video of 30 seconds for a company or product, like the ones in our official Instagram page (@digitalera_webmaster_denmark) could cost from 300 DKK (40 Euro) plus MOMS (IVA) to 600 DKK (80 Euro) plus MOMS (IVA), depending from the duration of recordings and hours spent on the job. Our rate per hour is 300 DKK (40 Euro) plus MOMS (IVA). A video of 60 seconds could cost from 600 DKK (80 Euro) plus MOMS (IVA) to 900 DKK (120 Euro) plus MOMS (IVA). Those prices does not include the purchase of any material that could be protected by copyright and therefore need licensing, if those materials are needed.

Other kind of video editing, like YouTube video editing, (a YouTube video is usually long 10 minutes and is usually less demanding to create), could cost from 750 DKK (100 Euro) plus MOMS (IVA) to 1500 DKK (200 Euro) plus MOMS (IVA), depending from the kind of service requested and the amount of hours spent.

In case you need Photo Editing we can work with Photoshop Creative Suite and iPad Pro hand drawing, and we use professional tools: camera, drone, green screen and slo-mo camera. This service price is based on our hourly rate, plus any other extra footage cost, when needed.

-1.3. Promotional Material Creation, like a flyer, a visit card, a book cover, a publicity banner, a social post, a brochure like this one, a logo, or other similar services, or even hashtag research for Instagram or Facebook. Cost for this type of service its very simple to estimate: 300 DKK per hour (40 Euro) plus MOMS (IVA) plus the cost of any needed material or picture not included in our Adobe Stock plan, which may be protected by copyright.

-1.4. Website/Social follow up, if you have a website or we have completed one for you, we can increase your customer list with marketing solutions such as Google Ad, SEO, Newsletter services (mailing).... Also, if you want us to follow up a social page and to publish content while running campaigns, please contact us.

Service number 2. Website Development PRICING LIST

WANT MORE TRAFFIC? INVEST ON A WEB PORTAL!



Our catalog has to include website development, because this is our most skilled service, where we push our limits, both in learning and in practicing smart solutions to accomplish great achievements. And isn't only about the code writing itself, that we concentrate on, but also on the initial planning of what your company actually deliver; the development of a marketing strategy and the ability to focus on just few main services (service

number 1.0). Everything must be aligned to accomplish our goal to expand our customer activity. Your activity.

For simplify the pricing here, we would like to keep the following approach: since website development require different kind of expenses, exactly like iOS and Android app development does have different ones from marketing, we will divide them. The first type of expenses are strictly connected to our performance, the second type are not, because they are more or less standard in the market, like domain name costs (www.yourdomain.com) and others. The first type of expenses, the one related to our performance, will be called "performance expenses", the second ones will be called "secondary expenses".

-Our quotation for performance expenses for a basic website, which include presentation of products and actual design of the site and development, its 4000 DKK (535 Euro) plus MOMS (IVA). This include, like for the App Development described above, 1 year of full assistance after the completion of the job, for minor updates or adjustments. A website of this kind usually include few pages like a "Who I am" page, a "Our product description" page, and a contact page with a PHP script that allow users to directly contact the creator. The price would include also a short presentation video, and few pictures from Adobe Professional Stock, to improve quality of presentation, where needed. SEO keywords are also implemented inside the script, in case the website its developed with HTML and CSS and JavaScript, or inside Wordpress and Shopify when the website is developed with those. Wordpress or other platforms monthly plans are a secondary expense, not included in the quotation for performance.

-Our quotation for performance expenses for an Advanced website may vary. This type of website development includes of course the design of a website marketing strategy, presentation of production and actual design of the site and development, plus databases, like MySQL, or extensive usage of animations with JavaScript. This website include many pages, few hours spent for video and photo editing, contact form with file upload; or other task not included in the Basic format of the website development quotation, like e-Commerce (usage of online payment systems), extensive research and usage of SEO keywords, and 1 years of assistance, etc... Our prices for this type of

development may vary from 6000 DKK (800 Euro) plus MOMS (IVA) to 12000 DKK (1600 Euro) plus MOMS (IVA), secondary expenses aside.

The secondary expenses, like the domain name (www.yourdomain.com), hosting (computers that keep your website online), professional email account and SSL certification, or other additional services, will be included in the price quotation we will provide you, and they depend from which kind of domain and services you will request. The following are the usual prices for those secondary expenses.

- No elite class domain name (like apple.com or microsoft.com or any other similar, or water.com etc) costs usually around 100 DKK per year.

- Shopify or WooCommerce Hosting costs around 210 DKK per month, since many secure payment systems are implemented and legal regulations are always updated and satisfied within the platform. Other software called Plugin may be implemented in the site, increasing the monthly price (an example of this is a mail system that allow you to write to customers etc...)

- Professional email accounts usually costs around 150 DKK per year.

- SSL Certificates are very important for mobile security, especially if credit cards or customer sensible informations pass through the website. The usual price for a SSL certificate is 120 DKK for a lifetime.

Remember, before starting the job you will receive a preview of the expenses, called Price Quotation, and a contract. This preview includes a quotation for performance expenses and a quotation for secondary expenses with all details. Some secondary expenses are not managed by us, but need to be managed by you, for example the monthly payment of the Shopify plan. Of course, special agreements can take place, when signed in a contract.

Service number 3. iOS and Android Apps

PRICING LIST

MOBILE COMPUTING. ITS FUTUREPROOF!



In 2021, with the continuous evolving of technology, we fully trust in the mobile industry to expand even more, therefore we learned tools like React Native for iOS and Android App Developing, Android Studio and Xcode.

We can build an iOS and Android e-Commerce app, connected to a Shopify or Woo-Commerce online shop, or any other app you could want: calculators, star atlas... etc... etc...

-Our quotation for performance expenses for the creation of an app that we would define “standard app”, or “non e-Commerce app” starts from 3500 DKK (470 Euro) plus MOMS (IVA) and can be more, depending from your needs. This app would be developed with React Native, Xcode and Android Studio, or Visual Basics, depending from your compatibility requests (OS versions and Devices models).

-Our quotation for performance expenses for the creation of an e-Commerce app, with the connection to a WooCommerce or Shopify website already existing, starts from 6000 DKK (800 Euro) plus MOMS (IVA).

-Our quotation for performance expenses of a Videogame creation its not possible to be estimated here, therefore we ask you to send us an email through our website or to our e-mail info@digitalera-aps.com

The secondary expenses, like price for app publishing (Apple App Store yearly subscription and Play Store certificates), will be included in the Price Quotation you will receive. The following are the usual prices for those secondary expenses:

-The publishing price of an App on App Store* and Play Store its 890 DKK yearly, which is the standard price that goes to Apple and Google. This its valid **only** if you want your personal name as publisher of the App (highly recommended, but not mandatory).

All services of App developments from our company includes 1 year of full coverage for minor updates and adjustments and SEO Keywords.

*With the current state of Privacy policy and safety on the App Store, Apple reserves for herself the right of deciding whether or not to publish our developed app in the App Store, depending on their consideration of safety risks. This never represented a problem for us, but could cause a short delay for the publishing of the app in the Apple Store. We always provide a great description of Privacy Policy for our apps, and we are compliant with EU regulations.

Service number 4. Data Protection Officer and GDPR Services

PRICING LIST

WE ARE HERE FOR YOU EVEN WHEN WE ARE NOT THERE WITH YOU



With the GDPR evolving across the world, we have trained our Staff as DPO and Privacy Officers with the latest EIPASS courses from the European Commission, in order to deliver you a 360 degree service. We can create a business strategy and promotional pieces for your company; a website; iOS and Android softwares, and now we can also offer privacy solutions for your customers. We can develop a Privacy Policy page, a Cookie Policy page, scan your website for cookies, write the list of cookies finding informations about all of them, provide you with GDPR data consent logs when needed, and also compile all necessary documents needed to be fully compliant with all GDPR regulations.

We can also be your assigned DPO when your data usage become a large scale data usage. In that way you have not to worry about fines and privacy violations!

We know how to correctly treat your customer data, and we know which documents are requested to be compliant with the GDPR law.

You need to know that in a business where data are stored, this are the involved parts:

- 1) The term "user" refers to a person whose personal data is processed by a data controller or a responsible for data processing.
- 2) The term "data controller" means any natural or legal person involved in determining the purposes and methods of processing the personal data of users.
- 3) The term "responsible for data processing" means any natural or legal person involved in the processing of user's personal data on behalf of the data controller.
- 4) The Privacy Authority, which doesn't hold any of the users data, just monitor the validity and the evidence of the user consent, in relation to cookies and personal data.

-Service 4.1: GDPR compliance regulations tasks. Our quotation for performance expenses for the regulation of your company with the GDPR, which includes: a Privacy Policy, a Cookie Policy, a Cookie banner with deactivating script and cookie list, consent logs for newsletter subscriptions, GDPR compliant view-modify-delete data archive, and all other needed documents, like: Article 13 informative document, or Risk Analyse, can vary from 2500 DKK (335 Euro) plus MOMS (IVA) to 5000 DKK (670 Euro) plus MOMS (IVA), depending from the system used for developing the website, Wordpress/Shopify or HTML code. GDPR solutions obtained with HTML, PHP and JavaScript coding are more time consuming. The size of your company may also influence the price.

-4.2 DPO service. Our quotation for performance expenses for the DPO tasks, which include monitoring the privacy practices, the storage solutions and the usage of data, intermediation with Privacy Authorities, GDPR consultancy and trimestral inspection: starts from 2000 DKK (270 Euro) plus MOMS (IVA) per year, and can reach 6000 DKK (about 800 Euro) plus MOMS (IVA) per year, if the data amount is higher and you have a big company. This means an higher amount of hours spent on the job and much more responsibilities to take. We might in-charge one of our lawyers to perform those tasks, depending from your zone.

Remember, before starting the job you will receive a preview of the expenses with all the details, called Price Quotation, and a contract.

The above two are additional services that can be ignored if the data controller has already other solutions for the privacy management of data.

-Service 4.3: Extra services as Data Processor may be discussed with you, if you need this type of solution. This is usually sold together with the service 1.4, “follow up on a website marketing strategy” to increase the size of a customer list.

Service number 5. Security Services

PRICING LIST

TO SAFEGUARD YOUR BUSINESS IS OUR PRIORITY

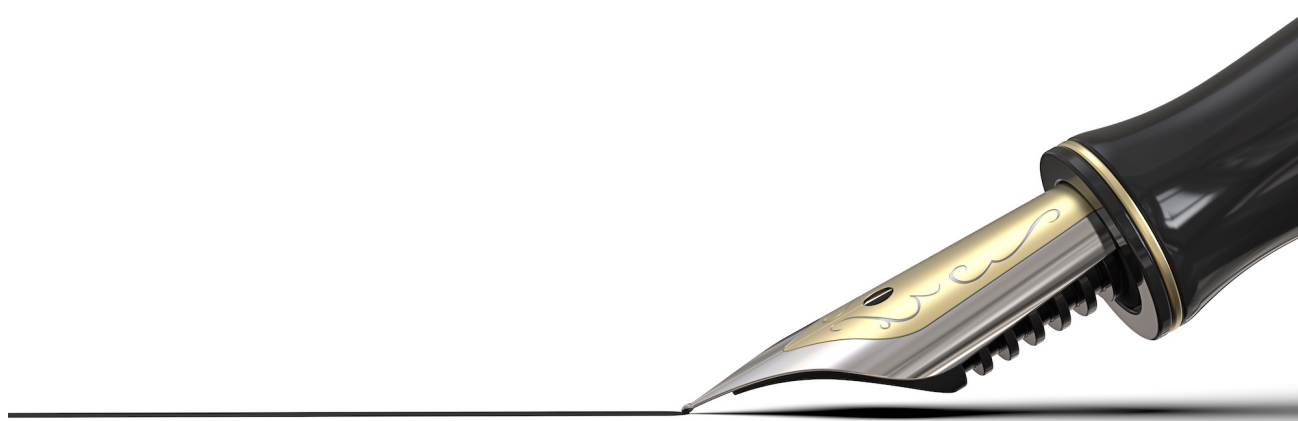


More the technology goes further, more vulnerabilities are discovered, and the relation between the two constantly increases. We therefore trained our staff in the latest ethical hacking techniques against the latest platforms and web languages. We can perform fake attacks to test a website or a network with most common attacks. After the test, all vulnerability will be fixed.

-5.0 Securing your internet solutions, we will run some hacking techniques on your site or your network, to find vulnerabilities and fix them. The performance expense quotation for this service is based on hourly rate. Our hourly rate is 300 DKK (40 Euro) per hour, plus MOMS (IVA).

Policy, regulations and guidelines.

GOOD FENCES MAKE GOOD NEIGHBOURS



This regulatory page has the purpose of establish the right customer-company relation with you. It will not be long, and we will try to make it as light as possible, so don't worry.

Rule 1 - We will work to protect your interests and to mark as confidential all your material (App, Website or Promotional piece) until you give us your explicit permission to publish it. In this way nobody could sniff inside your business and maybe copy your idea.

Rule 2 - Read our Privacy Policy Page on our Website if you want to know how we use your data. When you first contact us, only the basic data about you and your contact informations are stored. When you become our customer, more of your data will be stored in our storage solutions for all the time, until the

delivery of the requested service, and up to 1 year later (in order to comply with the 1 year warranty service we provide to all customers). You can request a review, a modification or deletion of data in any moment, according to the GDPR law. In the contract that you will receive with the Price Quotation, you will be asked if we can use some of your material (App, Website or Promotional piece, and some company informations) as promotional tool for attract interest of new customers to our website (all details will be in the contract). Of course this will not influence Rule 1, and your material will be protected under confidentiality until your explicit consent for publishing. That material would be published on our official Instagram page, and occasionally shown to other potential customers, especially if they ask for it.

Rule 3 - To simplify our relation, we established a simple way to start, continue and end our journey together. All starts when you will contact us expressing your interest for one of our services. Your name, and contact data as well, will be saved following the Rule 2, as described above, accordingly to our **Privacy Policy**. At this point we will present to you our Price Quotation, and our contract. You will receive a digital and/or a physical copy of our Price Quotation, which include the Performance quotation and the quotation for the Secondary expenses, and a contract, that will not be too long. After the signature, the job relation starts, and you can of course express any suggestion you may have regarding the job. At the end of the task, when everything it's ready to be viewed from you, we will ask you the permission to publish the material (if its a website or services that need publications). At this point you will receive the receipt for the job, which will reflect the Price Quotations amounts, and we will ask you to complete the payments. Accordingly to the situation, we may also ask you to complete the payment of the secondary expenses (some of them like Domains Name and platform subscription may be needed to be paid immediately, depending from the agreement taken).

Thanks for reading our brochure. We hope you have now a better idea of which ones are our services, and how we take care of our customers. If you have any question, in any moment, you may contact us using the form on our website, or write to us an e-mail, on this address: info@digitalera-aps.com. Our phone number is: +45 22 24 54 70.

Our doors are open!

**YOU WANT TO BE PART OF AN INTERNET CHANGING
MOVEMENT?**

**CONTACT US IF YOU DESIRE
TO WORK WITH US.**



We are aware that there are many potential world changing people outside our doors, so we keep them open for them to join us.

Send us your curriculum vitae to info@digitalera-aps.com if you are a salesman.

In this moment we also have a Commission Program available. Contact us for more informations.



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