

## PICTEAL

### RECOMMEND, BUY CHEAPER AND EARN MONEY

*Verpura GmbH supports innovative start-up in Berlin-Mitte with programming service.*

#### Initial situation

With PICTEAL it should be possible to find great offers and share them with others. Then PICTEAL tries to make a special deal with the provider. At the beginning, only this idea existed.

#### Implementation

An agency, a marketing-expert and an experienced software developer were found, who implement this idea. Together they established a company and employed a second experienced software developer. During the implementation, it became clear that with these resources, the implementation would take a very long time.

#### Auftraggeber

**Company** PICTEAL GmbH

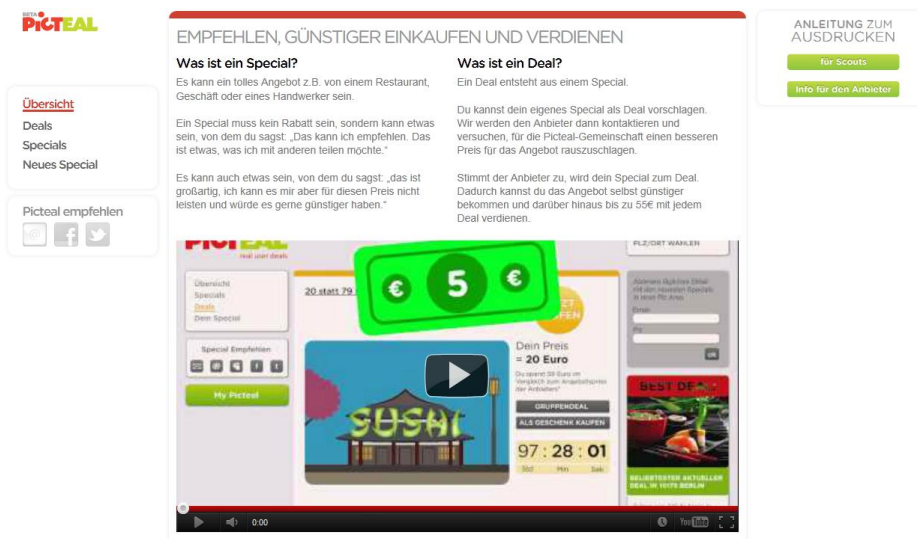


**Headquarters** Berlin,  
Deutschland

**Website** [www.picteal.de](http://www.picteal.de)

**Project name** PICTEAL

**Implementation** 2011 – 2012



Because of that, they looked via twago.de for support and Verpura GmbH convinced them. Two developers supported the existing Team on-site in Berlin and remote from Altenberg near Linz during the development.

For the operation and as technology, Amazon Elastic Compute Cloud (EC2) was chosen which is based on Java.

#### Result

[www.picteal.de](http://www.picteal.de) went online on time and already gained many fans. It is planned that Verpura GmbH will support Pictéal also on the way to Austria. Currently the platform is upgraded with lots of innovative functions.

*„Verpura GmbH supports us uncomplicated and quickly in the realization of our ideas.“*

Siegfried Krause, managing director PICTEAL GmbH