

TRUPECO

A photograph of three people in a modern office setting. A man in a blue sweater and glasses is holding a tablet, with a woman in a purple sweater pointing at it. Another woman in a pink sweater stands next to him, holding a coffee cup. In the foreground, a laptop is open on a desk. The background features a brick wall and large windows.

YOUR **DIGITAL AGENCY** FOR ONLINE SOLUTIONS

About us

At **Trupeco FZCO**, we are your trusted partner for Salesforce CRM cloud solutions and professional web development.

We deliver comprehensive solutions for sales, customer loyalty, website creation, webshop design, and search engine optimization.

Founded through the collaboration of two IT companies, Trupeco FZCO combines expertise and innovation to provide first-class services in Salesforce CRM cloud solutions and web development.



+200
Projects Done



+100
Clients



Workflow & Collaboration

Workflow & Process

- Agile (Scrum)
- Software Development Life Cycle (SDLC)
- Adaptable to changing requirements

Collaboration Tools

- Asana
- Trello
- Git
- Clear communication with stakeholders on all levels

Why choose Trupeco?



+14 years of experience



+100 Clients



+200 Projects Done



Engaged in social impact initiatives



Webdevelopment

- Website creation & maintainance
- Responsive web design
- Content Management System (CMS)
- Custom extension development
- Online shop creation & maintainance
- Magento, TYPO3 programming
- App development
- Interface programming



Marketing

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Conversion Rate Optimization
- Affiliate Marketing
- Newsletter Marketing



Design

- Graphic Design
- Screen Design
- UI/UX Design
- Responsive Design
- Logo & Corporate Design
- Social Media

How we work?

Our focus is on structured and scalable website development. From concept to go-live, we combine technical expertise with agile methods to deliver reliable digital solutions.

1. Concept

We analyze your requirements and develop a clear concept as the foundation for your website.

2. Design

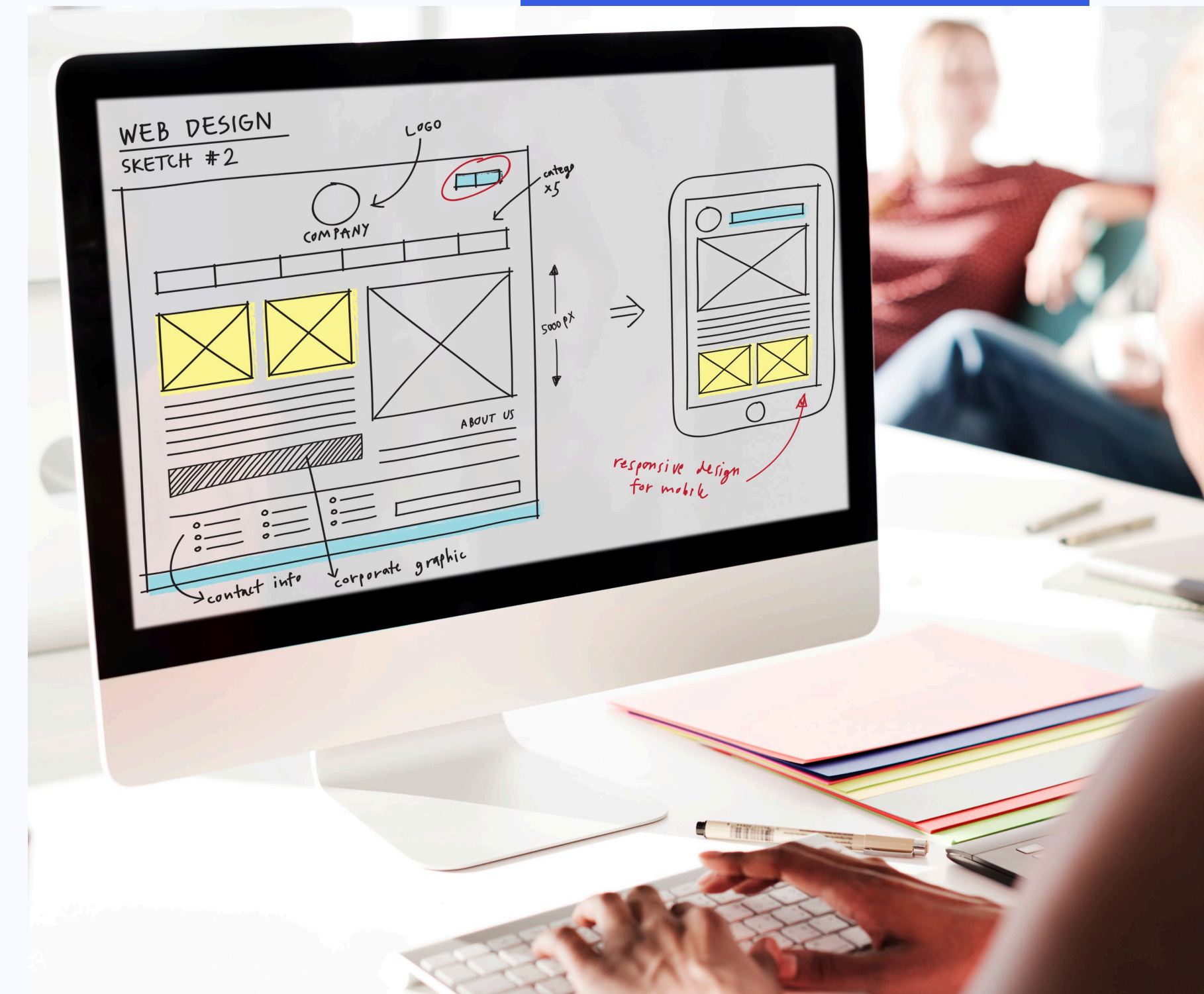
We create an attractive and user-friendly design that reflects your brand.

3. Development

We implement your site using the latest technologies and clean code.

4. Go-live

After thorough testing, we launch your site and support you through rollout.



Our Salesforce Expertise

We deliver customized Salesforce solutions that help you optimize sales, strengthen customer relationships, and streamline business processes. From implementation to training, we ensure Salesforce becomes a perfect fit for your organization.

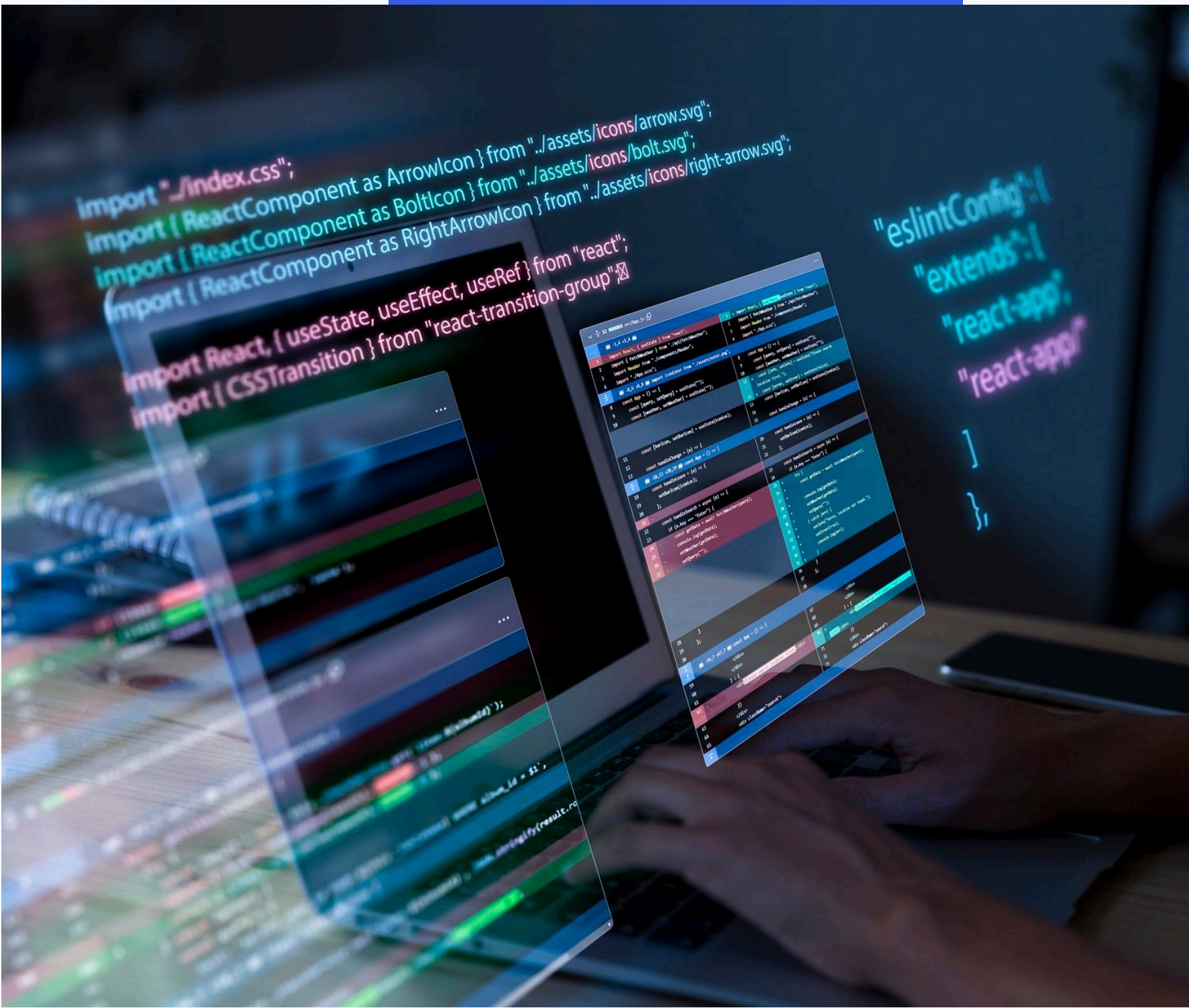
Area	Skills & Tools
Salesforce CRM Implementation	Setup, customization, sales & service processes, customer loyalty solutions
Custom Development	Apex, Lightning Components, Process Automation, Integration with 3rd-party systems
Cloud Expertise	Sales Cloud, Service Cloud, Marketing Cloud (Pardot), Experience Cloud, FSC
Training & E-Learning	Tailored onboarding programs, internal coaching, Salesforce Trailhead integration



Our Technical Expertise

We build tailored web and mobile solutions that scale with your business. As your reliable development partner, we bring strong technical expertise and agile delivery – in both English and German.

Area	Skills & Tools
Core Backend	PHP, Laravel, REST APIs, MVC, OOP
Frontend Development	Javascript, React.js, jQuery, HTML, CSS, SCSS, LESS
Mobile Development	React Native
System Architecture	Custom architecture, UI/UX principles, component structuring



Our Design Expertise

We create intuitive and accessible digital experiences that align with your business goals. Our design process is based on the principles of ISO 9241-210, ensuring a human-centered approach throughout all phases – from research to delivery.

Area	Skills & Tools
UX Design	User Research, Personas, User journey, Wireframes, Usability Testing
UI Design	Figma, Adobe Creative Cloud, Responsive Design, Design Systems, Cross-Device Testing
Accessibility	WCAG, Accessible PDFs, Accessibility Plugins
Branding & Guidelines	Brand Guidelines, Logo Usage, Color & Typography Rules, Posters, Flyers



Our Marketing Expertise

We help businesses grow through targeted online strategies, SEO optimization, and performance analysis.

With the right tools and data-driven decisions, we ensure visibility, engagement, and long-term success across digital channels.

Area

Skills & Tools

SEO Strategy

Keyword & competitor research, OnPage/OffPage SEO, Technical SEO(XOVI, SISTRIX), Semrush, Ahrefs, LinkResearchTools, Screaming Frog, Google Search Console

SEA

Google Ads, Microsoft Advertising

Social Media Marketing(SMM)

Content Audit, Copywriting & Storytelling, Topic Research, Meta, TikTok, LinkedIn, Xing (incl. Ads)

Web Analytics & Performance Tracking

Google Analytics, Matomo, etracker, Hotjar, Adobe Analytics, HubSpot, Mouseflow, Wiredminds (LeadLab), Reporting, KPI definition



Our Team



Bastian Kretzschmar

Managing Director
Full Stack Development



Phillip Truppe

Managing Director
Salesforce Implementation,
Administration & Development



Pavel Salih

Operations
Project Management



Jürgen Mayer

Full Stack Development
Quality Management



Amalia Soroaga

Concept
UX/UI Design



Jaroslav Vynnychuck

Full Stack Development



Michael Zemanek

Online Marketing
Project Management



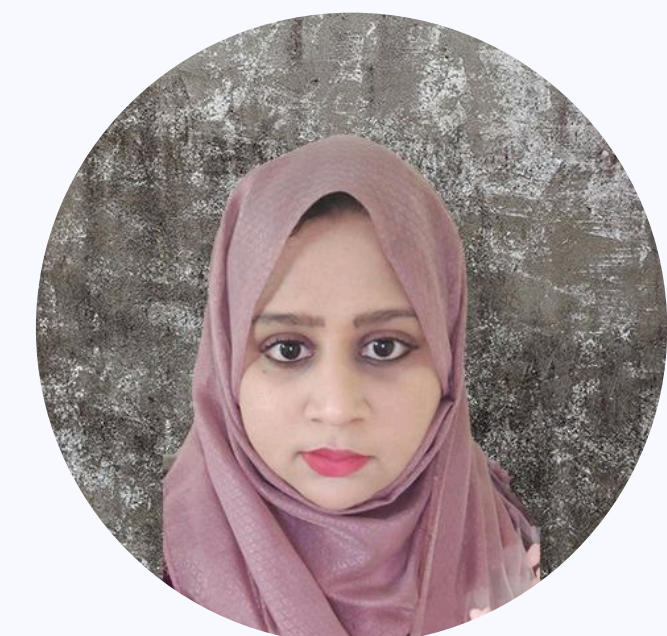
Vanessa Berzel

Online Marketing
Design



Pascal Kopf

Full Stack Development



Thahira Shreen

Full Stack Development
Salesforce Expert

A Selection of Our Clients



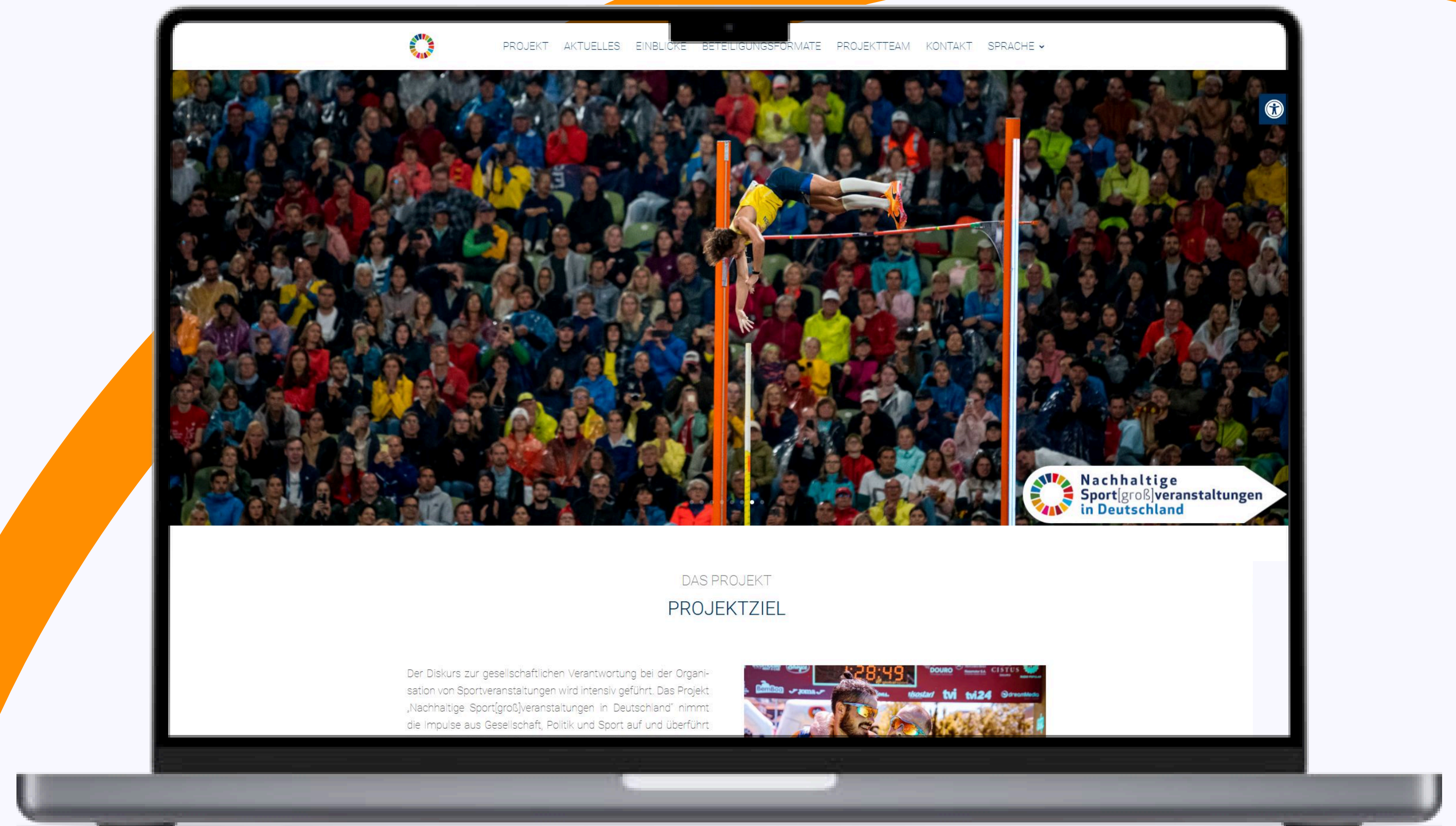
Case study **NSGV**

Project

Website relaunch for "Sustainable Major Sports Events in Germany" (German Olympic Sports Confederation, German Sport University Cologne, Öko-Institut e.V.)

CMS

TYPO3



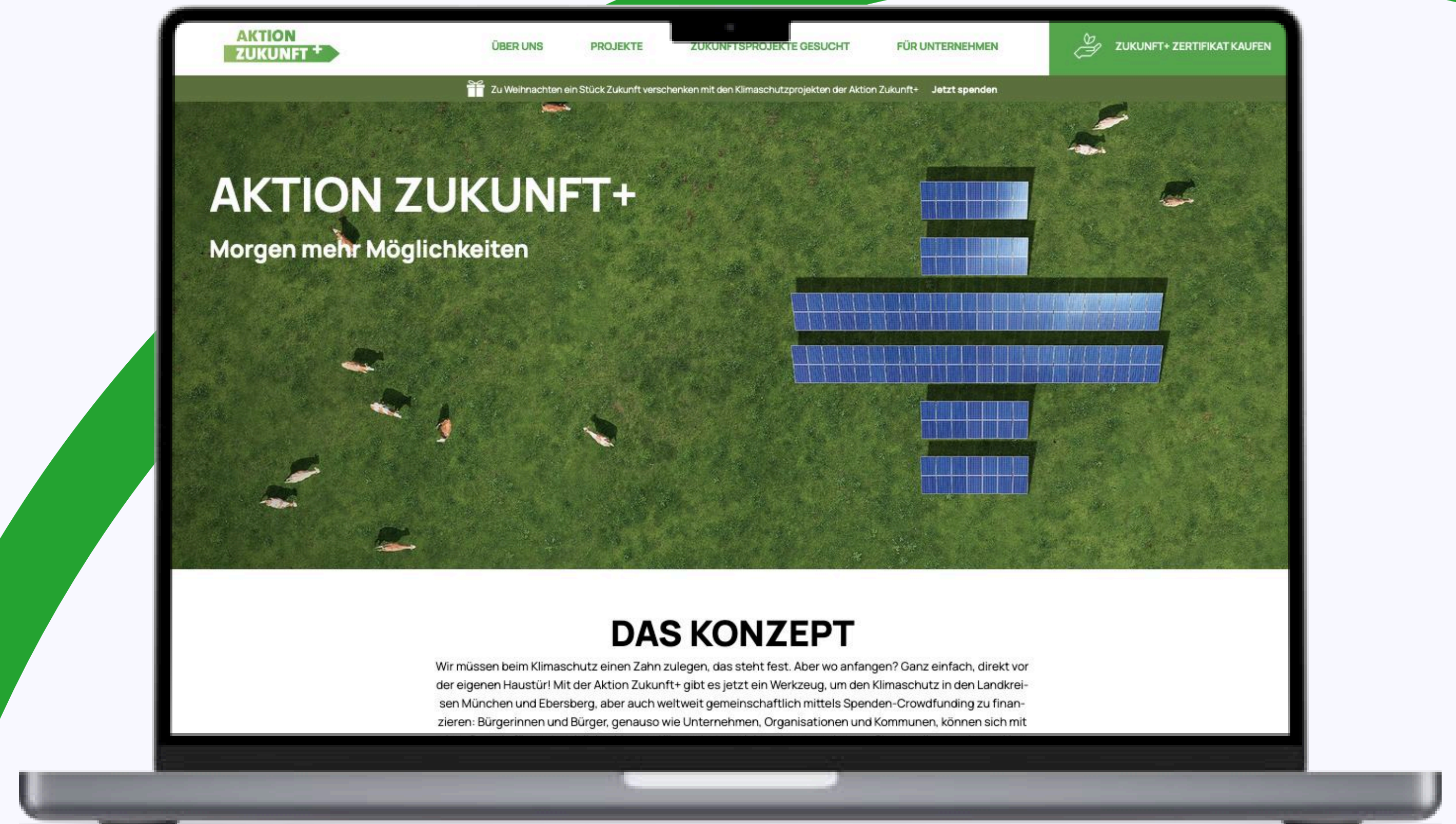
Case study **Aktion Zukunft+**

Project

Website relaunch and crowdfunding shop for "Aktion Zukunft+" (District Office Munich and Energy Agency Ebersberg)

CMS

Magento2



Case study **Infoniqa**

Project

Website maintenance for Infoniqa Holding GmbH –
Content updates, SEO, security updates, consulting

CMS

TYPO3



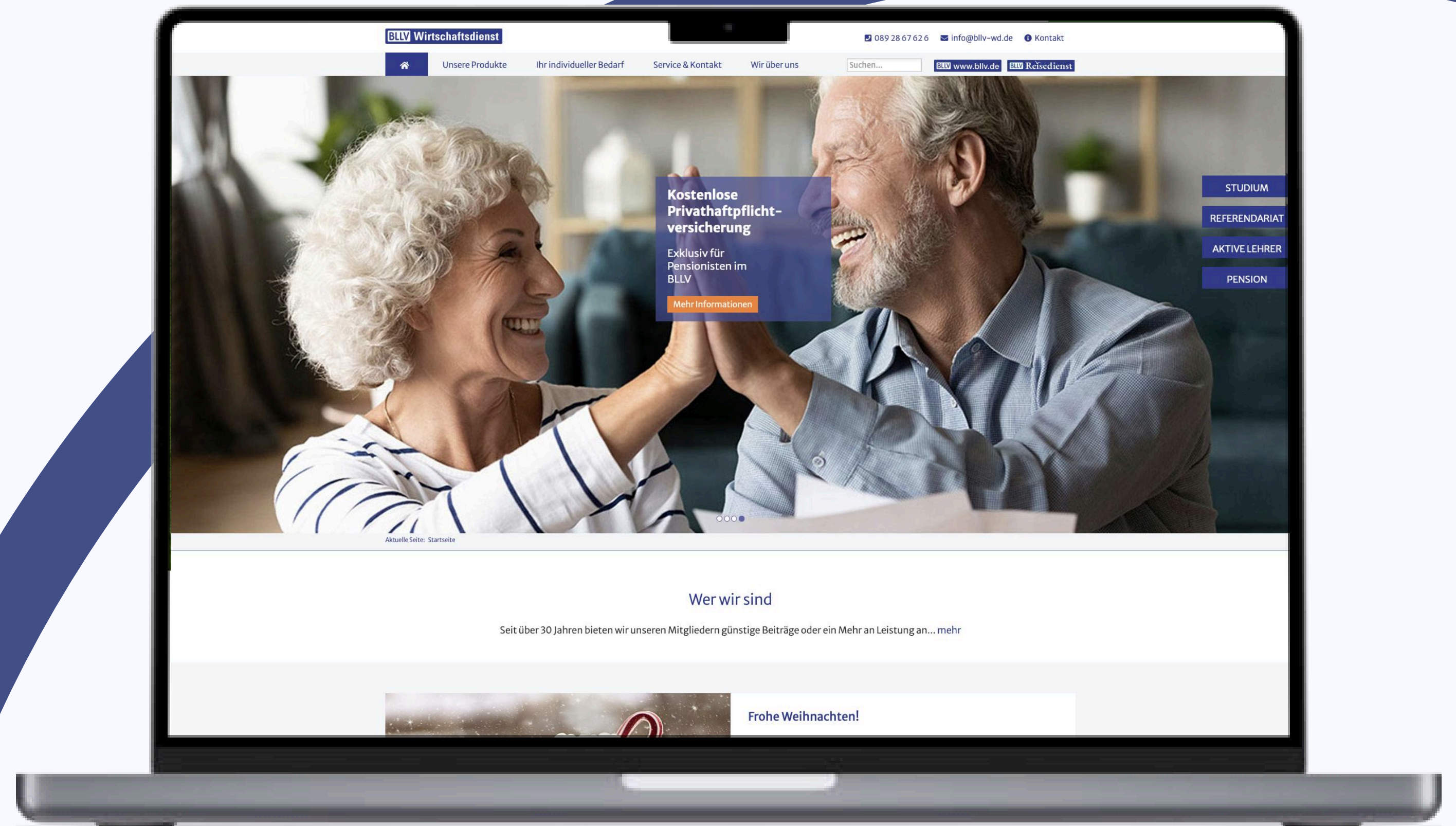
Case study **BLLV**

Project

Website relaunch, updates, maintenance, and integration of custom forms

CMS

Joomla



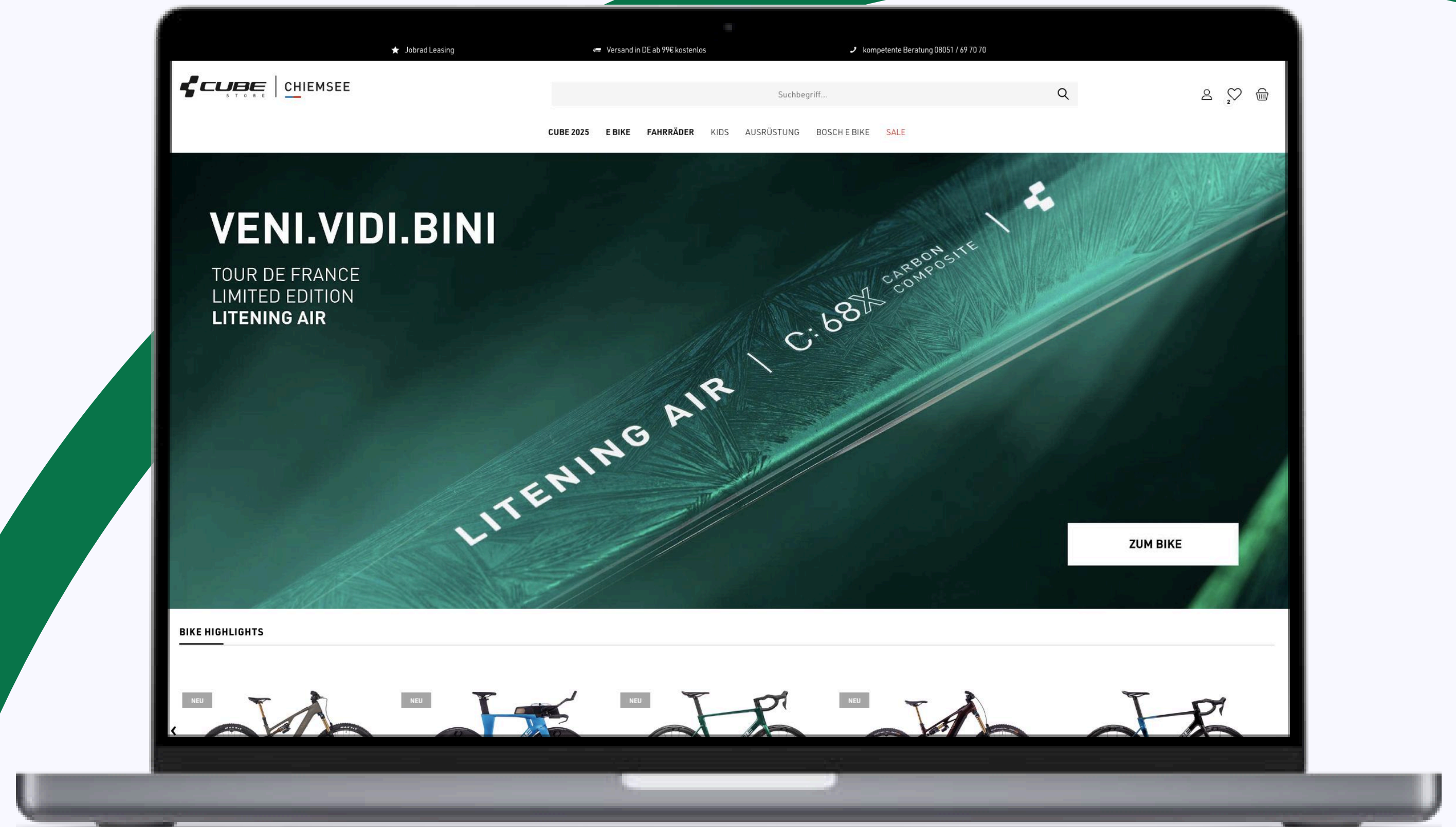
Case study **Cube Store**

Project

Website maintenance for CubeBikes – Updates and consulting

CMS

Shopware5



TRUPECO

CONTACT US!

Let's build something exceptional together.

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