[01] · NAEXIT AB · CAPABILITIES

CAPABILITIES

Who we are, what we do and how we work, in a few pages.

MICROSTUDIO · STOCKHOLM



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[02] · WHO WE ARE

WE ARE A MICRO STUDIO IN STOCKHOLM. THREE PEOPLE, THE SAME TEAM FROM THE FIRST SKETCH TO LONG AFTER LAUNCH.

We build the systems a business runs on, such as CRM, booking, time tracking, integrations, client portals, AI and automation, as well as websites and web apps. We help with the brand too. As a headless CMS studio we pick the tools for each project, and you update the content yourselves. After launch we look after hosting, SEO and analytics, and keep building when you need it.

[03] · AT A GLANCE

60+

PROJECTS

3

PEOPLE. ONE TEAM THE WHOLE WAY.

LOCATION	Stockholm, clients across Sweden and the Nordics
APPROACH	Headless CMS, tools picked per project
AFTER LAUNCH	Hosting, support, SEO and analytics
CLIENT PORTAL	Status, files, agreements and invoices in one place

[04] · WHAT WE DO

FROM SYSTEMS TO WEB AND BRAND

One at a time, or all the way from idea to operations. This is what we do most often.

SRV-22
BRAND IDENTITY
Logo, type, colour and a visual system that holds up in every channel.

SRV-14
WEBSITES
Fast, accessible websites with a headless CMS that is easy for your editors, built with the technology that suits you.

SRV-05
APP DEVELOPMENT
Apps for your customers or your staff, in the App Store, Google Play or as a web app.

SRV-04
BUSINESS SYSTEMS
One system for what you do every day: orders, bookings, customers and stock in one place.

SRV-06
INTEGRATIONS
We connect the systems you already have, so the same thing only has to be entered once.

SRV-07
CLIENT PORTALS
Your customers sign in to see status, documents and invoices, straight from your systems.

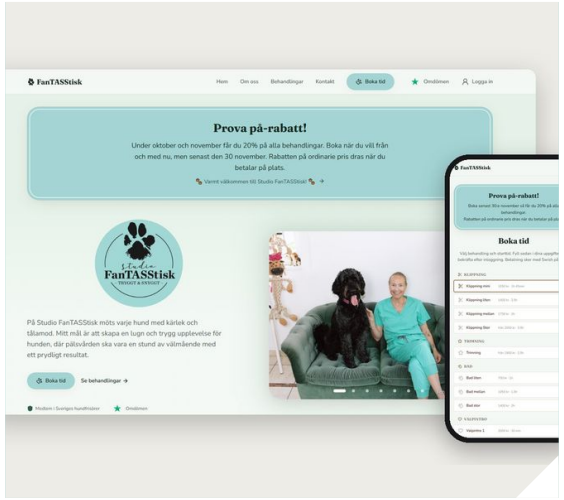
SRV-08
AI FOR BUSINESSES
AI that is genuinely useful in what you already do: invoices, email and documents.

SRV-09
AUTOMATION & REPORTS
What gets done by hand every week is done by the system, and the reports update themselves.

SRV-18
CARE & SUPPORT
Updates, security and one named contact whenever something needs to change.

[05] · SELECTED CASES

A FEW OF OUR PROJECTS



CASE 007 · STUDIO FANTASSTISK · 2026

Website and booking for Studio FanTASStisk

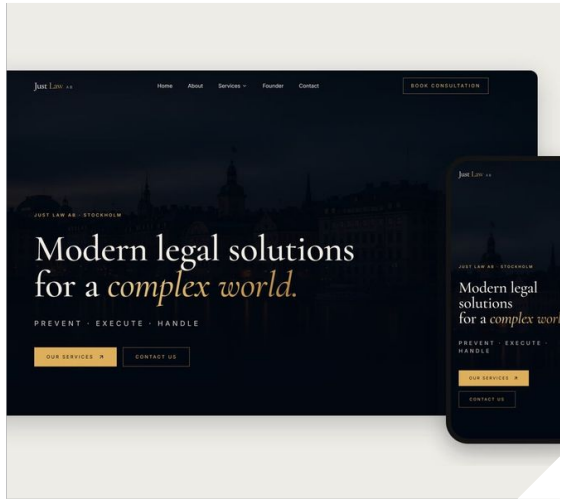
A website with its own booking system for Studio FanTASStisk, a dog groomer in Bromma. Customers pick a treatment and see straight away when they can drop off and collect their dog.



CASE 005 · CITYREKLAM · 2026

A website for Cityreklam

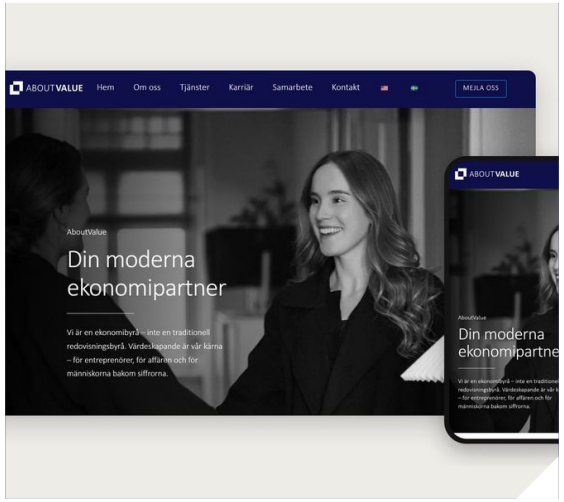
Cityreklam sells advertising space on Arlanda Express, SkiStar's ski resorts and Gotland. The website shows the spaces and lets advertisers test how their campaign looks on them.



CASE 002 · JUST LAW AB · 2026

A website for Just Law

A new website for Just Law AB, a business law firm in Stockholm. Dark and refined, and built around the firm's three steps: Prevent, Execute and Handle.



CASE 004 · ABOUTVALUE · 2026

A new website for AboutValue

AboutValue is an accounting firm in Stockholm and part of Accru. We rebuilt aboutvalue.se in Next.js with Sanity, so the firm can update the content itself.

[06] · HOW WE WORK

SEE IT BEFORE YOU PAY FOR IT

Every project starts with a free prototype and design system, or a free audit or workshop when no prototype is needed. Then we turn the needs into a requirements document, a plan in stages and a proposal with a fixed price per stage, run a kickoff workshop, and follow up against the goals after launch.

STEP 01

01

PROTOTYPE AND DESIGN SYSTEM

Tell us what you want to build and we'll make a clickable prototype and a design system for it. Free. You see the idea as real screens before a line of production code is written. If a project doesn't need one, we do a free audit or workshop instead.

STEP 02

02

NEEDS, REQUIREMENTS AND PLAN

Goals, users, flows and integrations become a requirements document, a plan in stages with the most important first, and a proposal with a fixed price per stage. What's included, the priorities and the price in black and white before anyone starts building.

STEP 03

03

KICKOFF WORKSHOP

Us, you and the people who'll use it, in one room. We agree what's included, sketch together and walk out with a plan and the first stage under way.

STEP 04

04

FOLLOW-UP

Short rounds with a demo after each. After launch we follow up against the goals in the requirements and improve what matters most.

[07] · OUR NETWORK

ONE CONTACT. A WHOLE NETWORK.

We work with a few partners, today in IT operations and support and in photo, film and marketing. You have one contact with us, and we coordinate the rest.

NAEXIT.COM/EN/PARTNERS

P01

AZEO

IT OPERATIONS AND SUPPORT

Azeo gives small businesses hassle-free IT on subscription, with support, security and experienced technicians. Together we take care of everything from the website to the workplace IT.

AZEO.SE

P02

HIDDEN AGENCY

PHOTO, FILM AND MARKETING

Hidden Agency specialise in photo, film and marketing. When a project needs imagery, film or campaigns, they take care of the production, and we coordinate so it all fits the website and the brand.

HIDDENAGENCY.SE

[08] · CONTACT

TELL US ABOUT YOUR PROJECT, AND WE'LL TAKE IT FROM THERE.

YOUR CONTACT: OLOF ÖHRN · HEAD OF SALES

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