

Innovative contribution of a Ukrainian IT developer to the creation of digital products for a new generation of business

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Abstract: The article examines the role of digital technologies in the transformation of business processes in the B2B segment, in particular through the use of innovative solutions, such as platforms for automation of orders and communications. The impact of artificial intelligence on reducing costs, increasing the accuracy and speed of interaction between enterprises, as well as optimizing internal processes is analysed. Vitaliy Yasenenko, an experienced IT specialist and entrepreneur, has developed the Trego platform, which brings together suppliers and customers in a single digital environment, allowing you to automate and optimize interaction processes. The creation of such products was a response to the real problems of Ukrainian business, in particular due to the reduction of dependence on foreign platforms. Another tool is also introduced – Issist, a free platform for small businesses that automates the processes of booking customers through a Telegram bot. Technologies that help increase the efficiency and competitiveness of enterprises in conditions of war and economic instability are evaluated

Keywords: B2B, artificial intelligence, business process automation, digital platform, small business

Інноваційний внесок українського ІТ-розробника у створення цифрових продуктів для бізнесу нового покоління

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Анотація: У статті розглядається роль цифрових технологій у трансформації бізнес-процесів у сегменті B2B, зокрема через використання інноваційних рішень, таких як платформи для автоматизації замовлень та комунікацій. Аналізується вплив штучного інтелекту на зниження витрат, підвищення точності та швидкості взаємодії між підприємствами, а також оптимізацію внутрішніх процесів. Віталій Ясененко, досвідчений ІТ-фахівець і підприємець, розробив платформу Трего, яка об'єднує постачальників і замовників у єдиному цифровому середовищі, дозволяючи автоматизувати та оптимізувати процеси взаємодії. Створення таких продуктів стало відповіддю на реальні проблеми українського бізнесу, зокрема через зниження залежності від іноземних платформ. Також представлено інший інструмент – Issist, безкоштовну платформу для малого бізнесу, що забезпечує автоматизацію процесів запису клієнтів через Telegram-бота. Оцінюються технології, що допомагають підвищити ефективність і конкурентоспроможність підприємств в умовах війни та економічної нестабільності

Ключові слова: B2B; штучний інтелект; автоматизація бізнес-процесів; цифрова платформа; малий бізнес

Digital transformations in the B2B segment

The Business-to-Business (B2B) segment is one of the most important components of the modern economy, as it includes all forms of business interaction between organizations that allow you to create, exchange and serve goods and services. This segment covers a wide range of activities, from the supply of raw materials to financial services and technology. The importance of the B2B segment cannot be underestimated, as it is the basis for the efficient operation of many sectors of the economy, including manufacturing, logistics, technology, as well as the service sector.

One of the main features of B2B is that the interaction in this segment takes place between businesses, not between the enterprise and the end consumer. This means that the sales, purchasing, and information exchange processes are usually more complex and have a longer cycle. In addition, they often involve a large number of stakeholders, which requires clear organization and well-established communication channels.

For companies operating in the B2B segment, the key factors are establishing stable partnerships, reducing costs, and maximizing the efficiency of internal processes. Automation systems, intelligent platforms for order processing, data exchange and communication can significantly increase the competitiveness of companies in this segment. They allow companies to significantly reduce decision-making time, reduce errors, and ensure high accuracy in fulfilling contractual obligations.

In the B2B sector, the role of digital technologies is also important, in particular the implementation of artificial intelligence, which allows for the analysis of large amounts of data to make more informed decisions, optimize supply chains and predict needs based on the analysis of historical data. In this regard, B2B platforms are becoming important tools for managing business interactions, reducing operating costs, and increasing the flexibility of organizations.

The B2B segment has a significant impact on the global economy, fostering innovation, creating new markets, and developing international trade. For companies, it is important not only to choose the right partners, but also to effectively use technologies that allow you to ensure interaction at all stages: from planning to execution.

These technological innovations create the basis for more efficient business processes, where every stage of interaction between companies becomes clear and automated. Accordingly, the use of such solutions allows not only to reduce costs, but also to increase the accuracy and speed of work, which ultimately leads to an increase in the competitiveness of organizations. Vitaliy Yasenko, guided by the principles of simplicity and efficiency, is working on creating tools that can really improve business processes, while ensuring technological independence for Ukrainian enterprises.

Vitaliy Yasenko's innovative contribution to the development of digital solutions for business

Vitaliy Yasenko is an experienced IT specialist and entrepreneur with more than ten years of experience in the field of information technology. He earned a master's degree in mathematics from the Academy of Technical Regulation and Quality, which became the basis for his further career in technology. Throughout his career, Vitaliy has been involved in product development for international companies, collaborating with teams from the United States and China, and working with cutting-edge technologies, in particular in the field of artificial intelligence and complex digital systems.

Vitaliy started his career as a Software Developer at HDI Global SE, where he gained experience in software development. After that, he worked at Zelh, where he served as an agent, and then continued his career at Zelh Tech and ivia inc as a Lead Android Developer, gaining in-depth knowledge in development for mobile platforms. He later became a Senior Software Developer-Android at TP-Link, where he gained additional skills in creating large, scalable solutions for the international market.

Vitaliy Yasenko is a specialist in the field of information technology and artificial intelligence, who not only works on the development of innovative products for business, but is also actively engaged in scientific activities. His scientific research covers a wide range of topics related to process automation, cybersecurity, and cryptography. Vitaliy is the author of several works

highlighting modern approaches to detecting cyber threats, optimizing quality control and personal data protection, as well as innovations in the use of digital twins for industrial systems. His work not only influences the development of new technologies, but also finds practical application in various fields, such as manufacturing, cyber protection and data protection.

One of his significant publications is the work “Evaluating the effectiveness of image recognition systems for automatic detection of malicious files based on image metadata” (Yasenko, 2025d), where he explores the possibilities of analysing digital image metadata to identify hidden threats. This study showed that with the help of artificial intelligence, it is possible to effectively detect malicious code hiding in image metadata and can significantly improve cybersecurity.

Another important area of his work is “Application of deep neural networks to automate production quality control in real time” (Yasenko, 2025a), where he analyses the impact of deep neural networks on improving the accuracy and speed of detecting defects in production. This approach allows you to significantly reduce the human factor and increase the efficiency of production processes, which is of great economic importance for enterprises.

In the publication “Cyber defense automation: Can AI outperform hackers?” (Yasenko, 2025b) Vitaliy assesses the role of artificial intelligence in the automation of cyber defence systems. It provides a comprehensive analysis of the effectiveness of using AI to identify and predict cyber threats, and discusses the potential risks associated with the possible use of AI by attackers.

“Development and testing of the effectiveness of hybrid cryptographic algorithms for protecting personal data in mobile applications” (Yasenko, 2025c) is another important work of Vitaliy, which focuses on the implementation of new cryptographic algorithms for data protection. The study found that the combination of symmetric and asymmetric encryption methods provides a high level of security as well as high efficiency on mobile platforms.

Finally, in the paper “Cloud-based digital twins: how simulations can predict failures in industry”, Vitaliy explores the use of digital twins in the cloud environment to predict technical failures and support real-time decision-making. His research opens up new opportunities to increase the resilience of industrial systems to failures and allows for a significant improvement in their efficiency in production environments. These works confirm the high qualification of Vitaliy Yasenko in the scientific field and his ability to implement innovative solutions in various technological areas.

Currently, Vitaliy lives in California, but actively continues to work on creating innovative products for Ukraine, striving to increase business efficiency in the face of modern challenges. His entrepreneurial activity began not with a classic startup, but with a deep awareness of the problem of inefficient processes in business. Vitaliy witnessed how companies lose resources due to chaos in the organization of work, not due to a lack of customers. This experience has become the basis for creating products that are designed to optimize and streamline work processes, in particular through the use of modern technologies.

Innovative solutions for optimizing B2B interactions: Trego and Issist

Vitaliy Yasenko, working with different teams and markets, constantly faced the same problem in the field of B2B interaction. Businesses often communicate through multiple channels: messages, tables, calls, edits, clarifications, repeat orders – which leads to confusion and delays. Suppliers do not have a clear picture of demand, and customers spend a lot of time manually forming orders. This creates a situation where communication between companies depends on the human factor, which in turn reduces efficiency and increases the likelihood of errors. It was these problems that prompted Vitaliy to develop a platform concept that could solve these business pains.

This is how the idea of Trego arose – a next-generation B2B platform that unites suppliers and customers in a single digital environment. Trego is not just a marketplace or a classic CRM system. This is a powerful tool for optimizing the processes of order formation, accounting and communication between organizations. One of the key features of the platform is the use of artificial

intelligence, which analyzes order history, recurring patterns, and purchase frequency, allowing businesses to form orders faster, more accurately, and at a lower cost. This significantly reduces the number of errors and optimizes costs.

Trego helps to structure interaction between companies, removing chaos from processes and transferring communication to a systematic format. Thanks to the introduction of AI, the platform significantly increases the efficiency of businesses, which in turn contributes to their development. Vitaliy claims that there are currently no analogues of such a platform on the Ukrainian market, and its creation is not just an adaptation of other people's solutions, but a response to the real needs and pains of business that it has faced for years. Currently, Trego is at the stage of entering the market and is already considered as one of the most promising Ukrainian B2B products in the field of digital optimization.

Issist has become a logical continuation of Vitaliy Yasenko's philosophy of creating technologies that solve real business problems. After the successful launch of Trego, Vitaliy drew attention to another important problem faced by the Ukrainian economy – dependence on Russian online services for booking customers. The online recording market in Ukraine has long been filled with platforms that, even after rebranding, often retained ties with Russia. This actually led to the fact that Ukrainian business financed the economy of the aggressor country. Vitaliy saw an opportunity to create a fundamentally new product that would become an alternative to these services and support Ukrainian business in the conditions of war and economic instability.

Issist is a free service for online booking of clients through the Telegram bot, which is aimed at small businesses and private specialists, such as masters, doctors, cosmetologists, trainers, massage therapists, coaches, and others. The service allows customers to make an appointment without calling and waiting for a response, which significantly reduces the burden on the business and improves interaction with customers. On the business side, Issist automates the accounting of records, customers and payments, bringing all processes together in one place. This not only reduces administration costs, but also allows you to maintain order in business processes.

One of the innovative features of Issist is the “early window” system. If a free slot appears in the schedule due to cancellation, the system automatically offers it to customers who are waiting for an earlier time. This allows specialists not to lose income and optimize their working hours, as well as increase the efficiency of resource use.

Issist was developed not as a commercial tool, but as a real support for small businesses in wartime. It is completely free for Ukrainian users and is supported by internal advertising, which allows businesses to reduce the financial costs of using it. This product was an important step towards the digital independence of Ukrainian business, as it provides it with tools to automate processes without dependence on foreign platforms, especially given the current geopolitical conditions.

Trego and Issist work in different segments, but their philosophy and approach to solving business problems are the same. Both products were created with the aim of improving efficiency and optimizing processes, which are critical for the development of modern business. Issist is aimed at small businesses and helps organize customer interactions, reducing administrative costs and improving work efficiency. It is a tool to improve daily operational routine that allows you to automate recording processes, reduce waiting times, and increase customer satisfaction. It is a small but important part of the larger ecosystem of digital solutions supporting small businesses.

On the other hand, Trego works on a larger scale, focusing on interaction between companies in the B2B segment. It is a platform that solves strategic tasks by optimizing communication and processes between suppliers and customers. Trego helps you organize ordering, accounting, and communication at a level where every detail is important to business efficiency, reducing errors and optimizing costs. Accordingly, it is a tool for working with more complex and large-scale processes, where accuracy and speed are critical for success.

Together, these two products form a new vision of what the modern digital infrastructure of Ukrainian business should be. They combine high-tech solutions for small businesses and large companies, offering systems that increase efficiency, optimize interactions, and reduce costs. Vitaliy Yasenko sees these products as not just tools for automation, but a real step towards the digital

independence of Ukrainian enterprises, which allows them to adapt to new challenges and succeed in the context of globalization and technological transformation.

Simplicity, efficiency and accessibility: Vitaliy Yasenko's philosophy in creating technologies for business

Vitaliy Yasenko emphasizes that his main goal is not to follow fashion trends or create products that only look modern, but in fact do not solve key business problems. He believes that Ukrainian business in today's conditions does not need complex and difficult to implement systems, but simple, effective solutions that can really improve daily operations and development strategy. According to him, it is important not only to introduce new technologies, but also to do it in such a way that they do not create additional difficulties, but help reduce chaos and bring clarity to business processes.

Vitaliy believes that modern tools should be adapted to the real needs of entrepreneurs, and not vice versa – they should allow you to optimize processes without excessive expenditure of time and resources. Each product it creates aims to reduce the complexity of interaction, eliminate bureaucratic barriers, and automate routine tasks. In this context, his approach to Trego and Issist is a logical extension of his vision of business: each of these products is designed to help businesses, especially small and medium-sized businesses, become more efficient, less vulnerable to error, and faster in responding to change.

In his projects, Vitaliy tries to change not only the technological infrastructure, but also the very culture of doing business in Ukraine. He believes that the path to the development of Ukrainian entrepreneurship lies through the integration of smart digital solutions that allow you to quickly adapt to new conditions and change business strategies without the need for a complete transformation of the company. Moving away from overly complex technologies, he is looking for tools that can be accessible and understandable for every business, thereby opening up opportunities to scale and improve competitiveness in the international arena.

Thus, Vitaliy Yasenko believes that the success of any business should be based on simplicity, clarity and availability of technologies that reduce uncertainty and help to achieve clarity in management and communications.

Vitaliy Yasenko's immediate plans are focused on developing Trego as a full-fledged B2B ecosystem, which will include deep analytics and predictive capabilities using artificial intelligence. This will allow businesses not only to optimize daily operations, but also to anticipate changes in demand, quickly respond to market fluctuations and manage strategic relationships more effectively. Vitaliy sees Trego as a powerful tool for large-scale companies that will help create a more transparent and streamlined ecosystem of interaction between suppliers and customers. By integrating advanced technologies such as AI, the platform will be able to provide deeper insights and predict business needs, allowing for increased efficiency and reduced operational costs.

Vitaliy also plans to continue scaling Issist, in particular with a focus on providing free access for Ukrainian users. Given the current situation in Ukraine, it aims to support small businesses that need affordable and easy-to-use tools to automate processes. Vitaliy sees Issist not only as a business tool, but also as an important component on the way to Ukraine's digital independence, which will reduce dependence on foreign services and provide support to local businesses in the face of economic difficulties.

For Vitaliy, these projects are not just start-ups. These are strategic initiatives that he sees as part of long-term work on the digital independence and efficiency of Ukrainian business. He believes that in the context of globalization and rapid changes in the technological environment, Ukrainian enterprises should have their own tools that allow them to remain competitive and adapt to new realities. Vitaliy is confident that the future of the Ukrainian economy will largely depend on the ability of businesses to use advanced technologies to optimize their operations and build effective communications at all levels.

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