

NeoSOFT®

Revolutionizing digital breakthroughs in the GCC

Fueling Digital Growth



www.neosofttech.com



About Us

Overview



4000+
Employees



10
Global Offices



9
Development
Centers



1,00,000+ Sq.ft.
Office Space

Clientele



1500+
Clients



50+
Countries



85%
Clients Retention



22+
Industry Verticals

Achievements



2000+
Products Engineered



1500+
Applications
Developed



12+
Awards



20+
Million Development
Hours

Partners



Microsoft

 Google Cloud

 Magento



25+
YEARS OF
EXCELLENCE



CMMI DEV/5

Certified To Deliver Quality



ISO

9001:2015
Quality Management

ISO

27001:2013
Information Security

ISO

20000-1:2011
IT Management

ISO

22301:2012
Business Continuity
Management

What We Do

Team Augmentation

A team of 4000+ Battle Tested engineers across 100+ Different Stacks.

We are your Digital Factory, dedicated teams to supercharge your development throughput.

0 Operational Overheads.

Agile & On Demand.

Fixed Scope

We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

The NeoSOFT approach ensures your projects are delivered with precision and excellence.

Managed Services

Our IMS services helps enterprises to run Business as usual.

With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.

Our Expertise

We help businesses wherever they are in their digital journey. From consulting for a **digital transformation** to carving out a **technology roadmap**. Our expertise helps you to **drive ROI** from your digital initiatives.

Digital Transformation

UX/UI Consulting

Web & Mobility Solutions

Enterprise API Management

RPA

Legacy Modernization

Digital Product Engineering

Custom Software Engineering

QA Services

Maintenance

Managed Services

Infrastructure & IT Operations

Cloud Consulting

DevSecOps

Cloud Migration

Cloud Management

Data Management & Analytics

Data Engineering

Governance

B.I. & Analytics

Artificial Intelligence

M.L. Models

Model Generation

M.L. Ops

Data Science

Internet of Things

IoT Consulting

Software Defined Features

IoT Applications

Innovation Lab

MVP & POCs

Rapid Prototyping

Emerging Tech

Team Augmentation

Solution Architects

B.A.

Developers

Data Scientists

Differentiated Offerings



Taking captive offshoring to the next level, we have built a growth engine for your business. NeoNucleus – is your exclusive dedicated software development center, which delivers value beyond traditional efficiencies.

[Read More >](#)



NeoNXT is our next generation of graduate engineers, programmers & problem-solvers that strengthens and future-proofs your agile teams, helping organizations to tackle talent attrition and dearth of quality programmers.

[Read More >](#)

Value Proposition

An approach that embeds purpose and value throughout your organization

People

Dynamic
People-Model

-
- Cohesive Community
 - Shared and Servant Leadership
 - Information Transparency
 - Product Thinking
 - Role Mobility

Process

Rapid Decision &
Learning Cycles

-
- Rapid Iteration & Experimentation
 - Performance-Oriented
 - Information Transparency
 - Standard working procedures
 - Continuous Learning
 - Action-oriented Decision-Making

Technology

Next-Gen Technology
Enablement

-
- Evolving Technology Architecture, Systems, and Tools
 - Next-generation Technology Development and Delivery Practices

Strategy

North Star embodied
across the organization

-
- Shared Purpose and Vision
 - Sensing and Seizing Opportunities
 - Flexible Resource Allocation
 - Actionable Strategic Guidance

Structure

Network of Empowered
Teams

-
- Clear, Flat Structure
 - Defined Accountable Roles
 - Hands-on Governance
 - Active Partnerships & Ecosystem
 - Driven-to-purpose accountable teams

Success Stories



Banking & Finance



E-Commerce & Retail



Education & E-Learning



Government/ Semi Government



Healthcare



Insurance



IT & Consulting



Manufacturing



Media & Entertainment



News & Publication



Supply Chain & Logistics



Telecom

Delivered

6500+ Projects

Worldwide Across

22+ Industries

Selected Clientele



The background of the slide is a solid black field. On the right side, there is a series of thin, wavy, red lines that create a sense of depth and movement, resembling a stylized sunburst or a series of concentric, undulating waves. These lines originate from a point near the bottom center and fan out towards the right edge of the frame.

Case Studies



A Leading Banking Group in the MENAT Region Serving 14 Million+ People

Built a web application to automate the lending process and customer management.

23

Team Members

1.3 Years

Duration

Digital Transformation

Product Engineering

Automation

UI/UX

Technologies



ORACLE 11^g
DATABASE



STRUTS

Solutioning

Challenges

- Ensuring the system can handle a large volume of customers, collateral details, and employee data efficiently.
- Ensuring robust security measures to protect customer information and prevent unauthorized access.
- Designing an intuitive user interface that facilitates easy navigation and efficient data entry.

Solution Highlights

- Utilized Oracle 11g's features for performance optimization, indexing, and query optimization to ensure the system can scale effectively.
- Implemented robust authentication and authorization mechanisms using Java/J2EE security features to control access.
- Utilized Struts for frontend development to create a user-friendly interface, enhancing the overall user experience.

Outcomes

60% Increased Efficiency

Streamlined customer management workflows, leading to a substantial reduction in processing time and human errors.

3x Reduced Manual Workload

Significantly reduced manual workload by automating repetitive tasks such as customer management and charge calculation, increasing efficiency and productivity.

100% Data Security

Ensured the confidentiality, integrity, and availability of sensitive financial data, mitigating the risk of unauthorized access or data breaches.

بنك الإمارات دبي
Emirates NBD

Accounts

Cards

Loans

Foreign Exchange

Wealth & Insurance

Ways of Banking

Choose your website / اعراس



Ramadan auto loan

The car you've been waiting for is coming home this Ramadan

This Ramadan, get behind the wheel of the car you deserve with an Emirates NBD Auto Loan, available across the UAE

[Know more >](#)

2 / 6





A Fast-Growing Digital, Mobile-Only Bank in Bahrain

Crafted an innovative mobile app with contactless payment options, easy biometric login, and 24/7 support.

25

Team Members

1.5 Years

Duration

Microservice Architecture

Security

Biometric Authentication

Cloud Integration

Technologies



Solutioning

Challenges

- Managing platform-specific code and ensuring consistency across Android and iOS platforms.
- Optimizing performance on different devices and operating systems to provide a smooth user experience.
- Integrating backend services with frontend applications, ensuring seamless communication.

Solution Highlights

- Reduced development time and effort, resulting in faster project delivery and overall increased efficiency.
- Improved app performance and responsiveness across devices.
- Ensured smooth communication and data exchange.

Outcomes

75% Reduced Processing Time

Automation and optimization lead to minimized processing time, ensuring faster service delivery.

6x Enhanced Security Measures

Implementation of advanced security protocols ensures robust protection against cyber threats.

50% Increased Accessibility

Mobile-only platform and 24/7 support provides customers with convenient access to banking services anytime, anywhere.



Powered By Bank ABC

[Home](#)

[Services](#)

[Cards](#)

[Al Kanz](#)

[Offers](#)

[About Us](#)

[Help](#)

[alburaq Islamic Acco...](#)

[Download Ila](#)

[Bahrain](#) [EN](#) [العربية](#)

Start your digital,
mobile-only banking
journey with



Banking that reflects you



Powered by Bank ABC



Ask Fatema



A Corporate Bank Leader in UAE

Modernized ERP solution that makes sales, HR operations & analytics more transparent.

10

Team Members

1 Year

Duration

Modernization

Analytics

ERP Implementation

Security

Technologies



Solutioning

Challenges

- Need to modernize the legacy system on which the internal functions were operated.
- Ensuring the accuracy, seamless integration, and complete security of data.
- Need to revamp the legacy system, built using technologies that were outdated, to stand the growing market competition.

Solution Highlights

- Created a next-gen ERP system with a personalized approach for simplified and streamlined banking operations.
- Ensured secure and accurate data management and monitoring.
- Gained meaningful insights and real-time reports on HR, sales forecasting, and other analytics.

Outcomes

5X Operational Enhancement

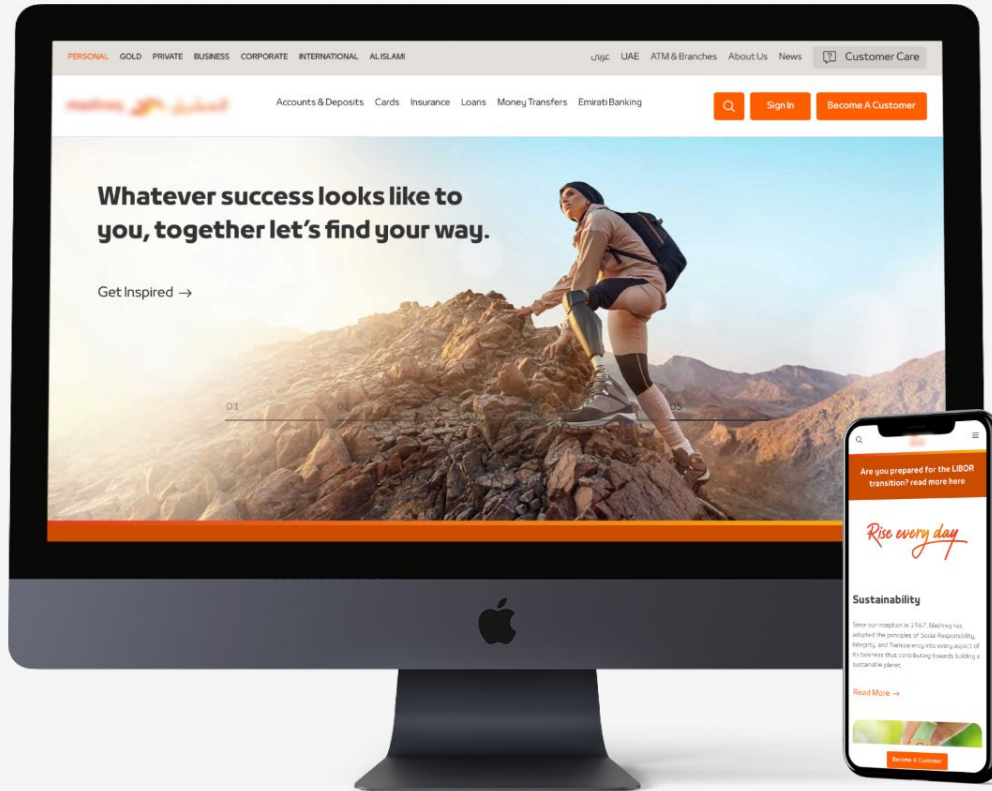
Minimized processing time and latency due to streamlined and integrated processes.

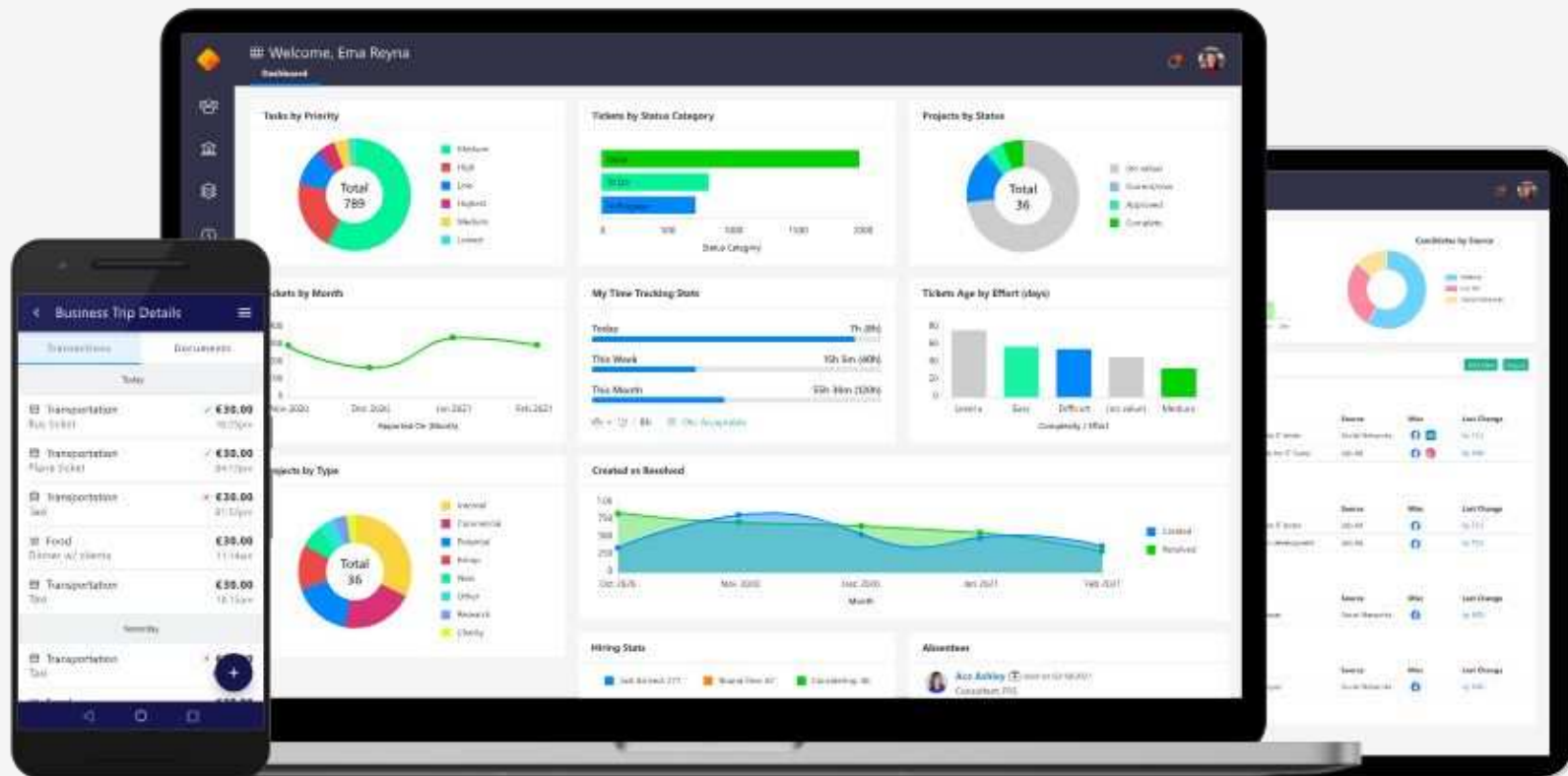
10X Improved Automation

Automation and reduction in manual dependency and improved response time.

100% Security

Engineered tight security layers and data encryption over the cloud and data infrastructure.







An Exclusive AI Powered Platform In Saudi For Verified Properties

Transformed Real Estate Search with AI-Powered Scoring and Multilingual Support.

7

Team Members

4+ Years

Duration

Multilingual Support

AI

Property Scoring Module

Microservices Architecture

Technologies



Solutioning

Challenges

- Efficiently handling and searching through such a large volume of properties.
- Ensuring the platform's performance remains optimal despite the large inventory size and complex search criteria.
- Implementing a global translator to cater to users who prefer English or Arabic.

Solution Highlights

- Implemented advanced search algorithms powered by Elasticsearch to efficiently process and retrieve property listings.
- Employed performance optimization techniques such as caching, indexing, and query optimization.
- Developed a robust global translator module that seamlessly translates user requests and responses.

Outcomes

5X Enhanced Property Search Efficiency

Leveraged Elasticsearch, optimizing property search using AI-driven algorithms, the platform swiftly sifts through inventory, ensuring users find desired properties promptly.

13x Dynamic Real-Time Scoring

Through a dedicated AI-powered microservice, the platform dynamically calculates live property and seller scores, providing users with up-to-the-minute insights.

10x Multilingual Natural Language Support

AI-driven language translation services facilitated seamless communication across language barriers, ensuring inclusivity and accessibility for a diverse user base.

[Find](#)[Auctions](#)[Masterplan](#)[Support](#)

wqsalt.
Powered by AI

[Download App](#)[Add Property](#)[عربي](#)

The exclusive AI powered platform in
Saudi for **Verified properties**

[Residential](#)[Commercial](#)[New](#)[Buy](#)[Search](#)

Property Listings
Verified listings by REGA



Artificial Intelligence
Data driven insights and price trends



Interactive Maps
Quick navigation between districts & cities



A Visionary Fintech Institution in Kuwait

Product engineering to build an open bank driving suite of payment and financial solutions.

30

Team Members

2+ Years

Duration

Innovation

Digital Payments

Product Engineering

UI/UX

Technologies

php



Apple iOS

[OBJ-C]



[SD] WebImage

Solutioning

Challenges

- Lack of a safe, secure, and trustworthy platform that helped users pay their bills, subscribe to new services and renew existing subscriptions.
- Need for an all-in-one digital payment solution that enabled contactless digital payments and parallelly boost transaction volume and empower users with a sturdy financial solution.

Solution Highlights

- Enabled multiple features in the application, including –
 1. Single platform for vendors from diverse industries.
 2. Payment reminders and ability to make payments with a click.
 3. Manage subscriptions and help renew or stop services.
 4. Updates on campaigns and promotional offers.
 5. Ability to track expenses.

Outcomes

10x Increased Efficiency

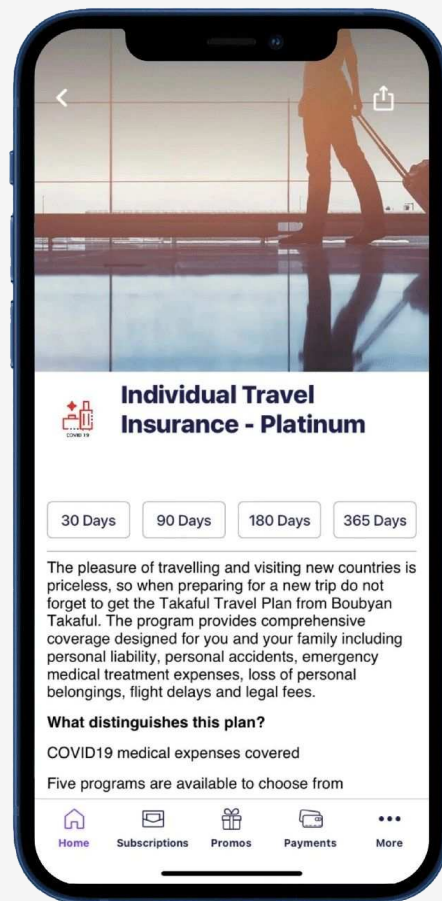
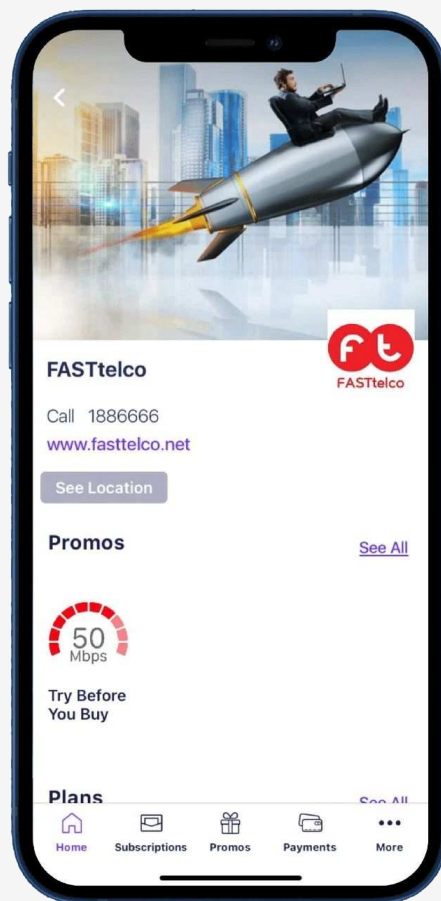
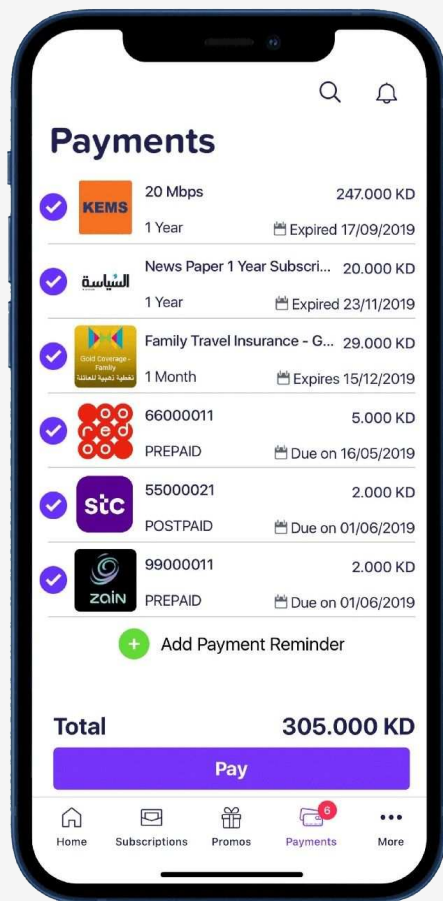
Increased efficiencies in the payments system and opened up financial institutions to include more people and more transactions.

9X Improved CX

One-stop shop for financial services enabling users to gain a single window for their diverse financial needs.

100% Security

Robust security and firewalls enabled safer transactions, encrypted data to maintain strict confidentiality of users data and records.



the place to be

الأفينوز

THE AVENUES

The Largest Mall in Kuwait

Developed a wayfinding application providing quick and easy navigational information to customers.

20

Team Members

1.5 Years

Duration

Product Engineering

Geolocation

Data Analytics

CX

Technologies



Solutioning

Challenges

- The lack of navigational tools made it difficult for customers to locate the store they needed.
- Absence of kiosks for product and services information.

Solution Highlights

- Highly responsive and easy-to-use tool.
- Step by step navigational guide from current location to selected location.
- Virtual tour for guided navigation and chatbot for assistance.

Outcomes

60% Elevation in CX

Location tracking and enabling shoppers to navigate themselves to the stores helped in elevating user experience.

5x Enhanced Visibility

Data visualization led to improved real-time insights and captured data on traffic movements, search histories, campaign ROI, etc.

40% Increase in Sales

Improved CX clubbed with data transparency helped client to focus and devise action plans that boosted the footfall and sales.

Kuwait | English

the place to be

الأفنيوز

THE AVENUES

Search | 36° C

Shop

Dine

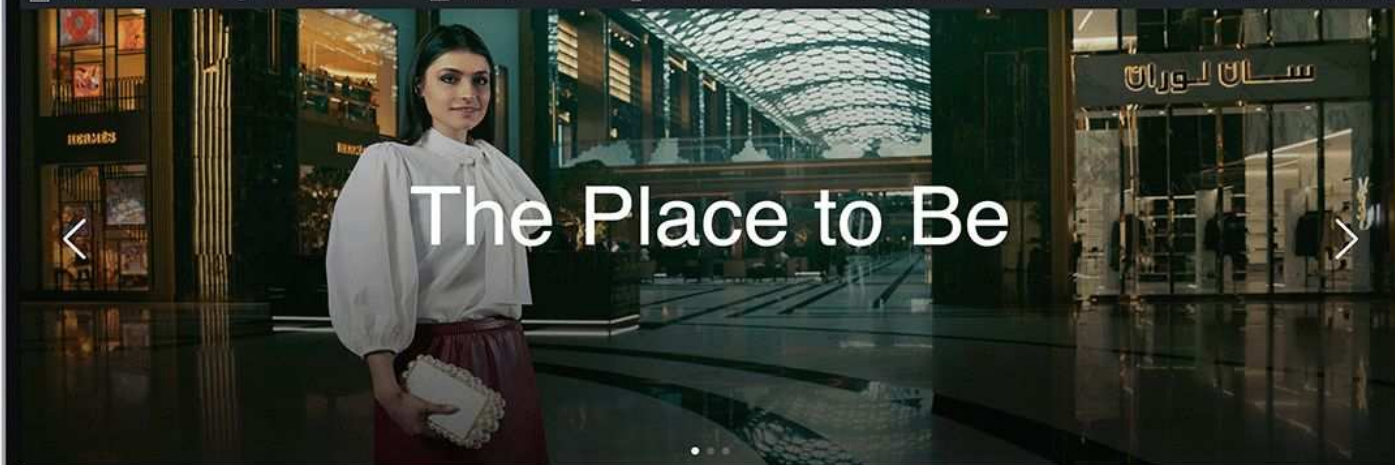
Stay

Cinemas

Entertainment

Services

The Avenues Insider



What's New

The Avenues Insider



A Chain of Luxury Shopping Centers in the Middle East

Crafted a feature-rich mobile application to curate the ultimate shopping experience.

20

Team Members

2 Years

Duration

Cross-Platform Compatibility

API Integration

Push Notifications

Location-based Services

Technologies



Google APIs

Solutioning

Challenges

- Ensuring consistent functionality and user experience across iOS and Android platforms.
- Ensuring smooth performance and responsiveness, especially with heavy data usage.
- Designing the app to accommodate future growth and scalability requirements.

Solution Highlights

- Ensured consistent functionality across iOS and Android platforms, enhancing user experience.
- Improved image loading performance, giving a smoother app experience.
- Facilitated code scalability and maintainability, allowing the app to grow and adapt to future requirements.

Outcomes

60% Enhanced User Engagement

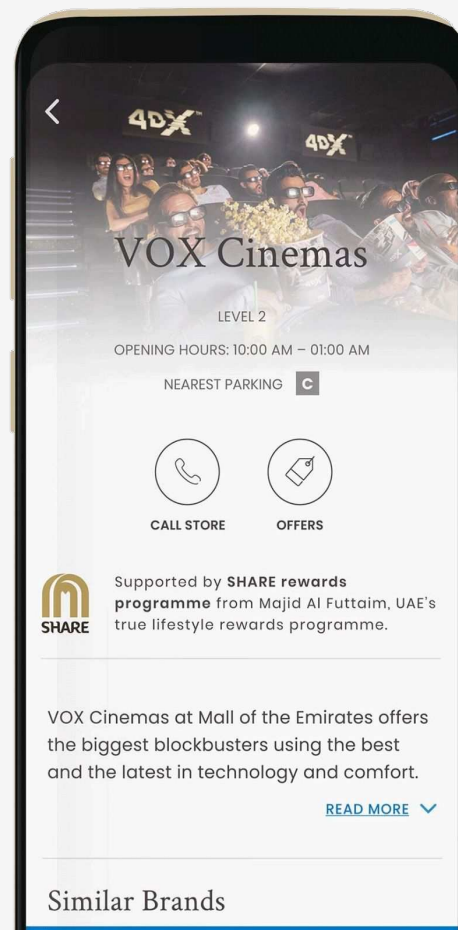
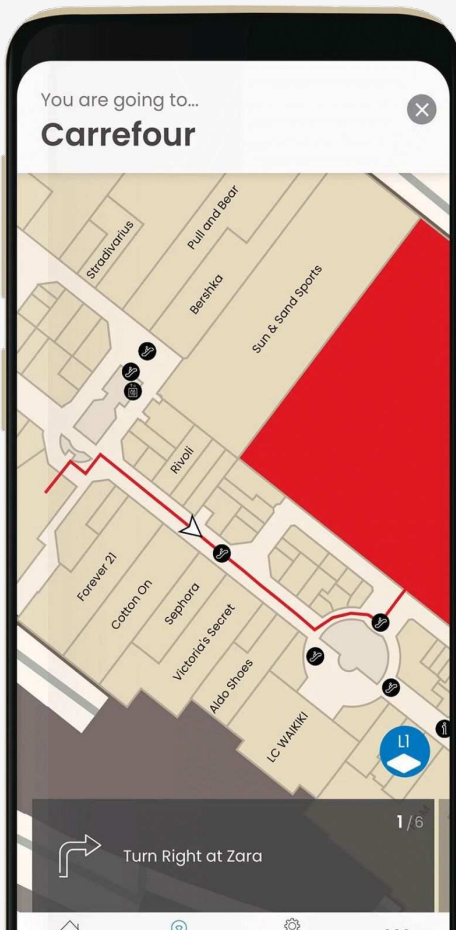
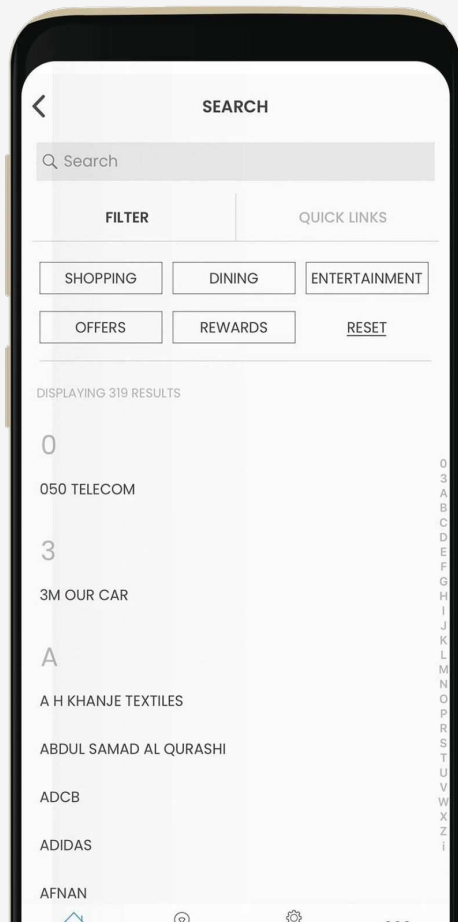
Integration of social media APIs and real-time communication features increased user engagement, fostering a more interactive experience.

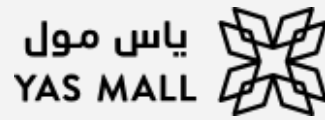
4x Streamlined Navigation

Utilization of Google Maps and Core Location services facilitated easy navigation within malls, improving user experience and reducing navigation-related friction.

58% Better Data Management

Ensured efficient data storage, retrieval, and synchronization, enhancing overall data management capabilities.





A Large Retail and Entertainment Complex in Abu Dhabi

Created a comprehensive digital guide with information about the mall.

20

Team Members

2 Years

Duration

Cross-Platform Compatibility

API Integration

Database Management

UI/UX

Technologies



Google APIs



Solutioning

Challenges

- Developing for both Android and iOS with differences in coding languages and platform-specific requirements.
- Managing and synchronizing data across multiple platforms while ensuring data integrity and security.
- Managing and synchronizing data across multiple platforms while ensuring data integrity and security.

Solution Highlights

- Reduced development time and resources, resulting in faster time-to-market.
- Ensured seamless synchronization of data across platforms.
- Ensured seamless synchronization of data across platforms, leading to a consistent user experience.

Outcomes

70% Improved Accessibility

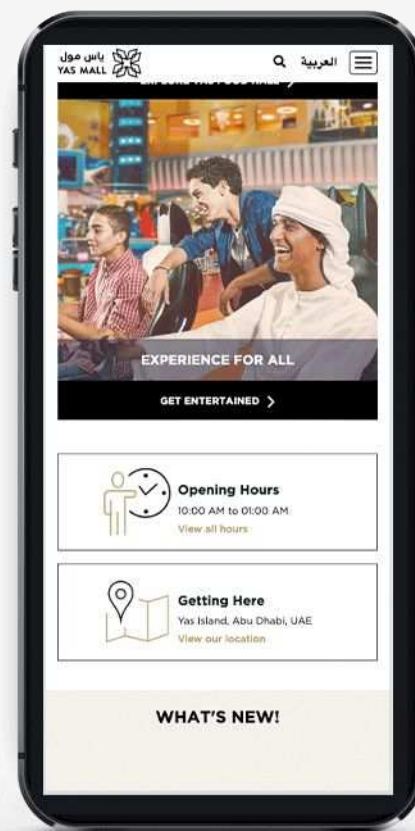
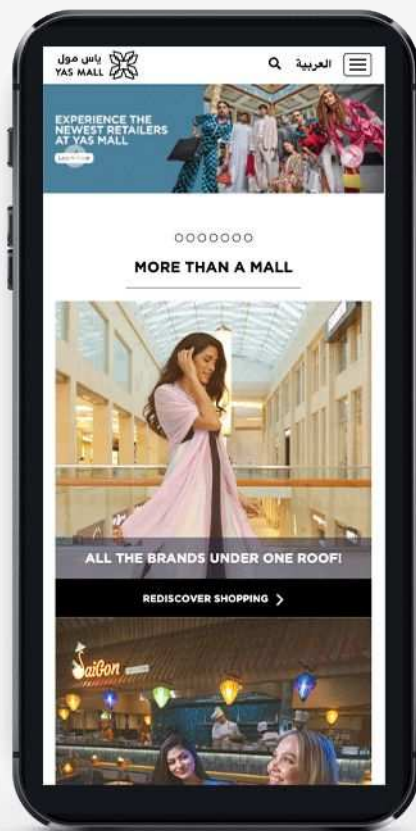
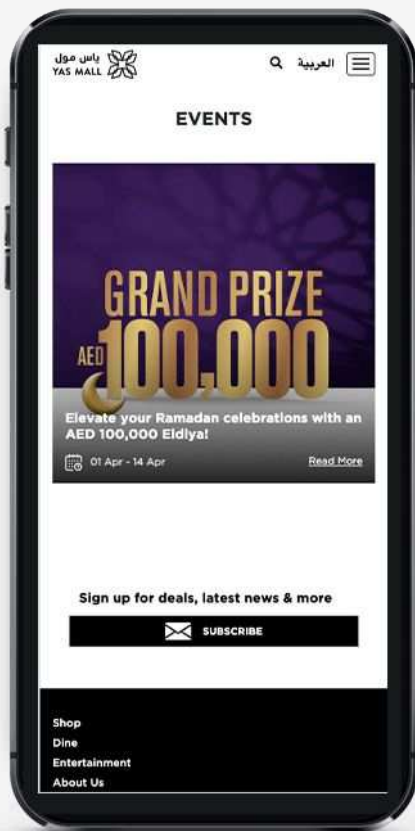
Implemented accessibility features such as screen reader support and voice navigation, enhancing the app's usability for all users.

6x Streamlined Operations

Integrated backend systems with Google APIs for analytics and reporting, streamlining operational processes.

99% Enhanced Security

Implemented robust encryption protocols and secure authentication mechanisms in both Android and iOS versions of the app, ensured the protection of sensitive user data.





Mall of the Emirates

A Renowned Shopping, Leisure, and Entertainment Destination in Dubai

Built a feature-rich mobile application to enhance the shopping and leisure experience.

10

Team Members

1 Year

Duration

Real-time Data Analytics

Data Security

Location-based Services

UI/UX

Technologies



Retrofit

Glide

Solutioning

Challenges

- Ensuring optimal app performance and responsiveness while handling large datasets and media content.
- Managing complex data relationships and ensuring data integrity within the application.
- Integrating various third-party APIs seamlessly into the app.

Solution Highlights

- Ensured faster load times and smoother experience, leading to higher user engagement and satisfaction.
- Enabled efficient management of complex data structures.
- Enhanced app functionality and user experience, providing users with access to a wide range of services seamlessly.

Outcomes

3x Better Shopping Experience

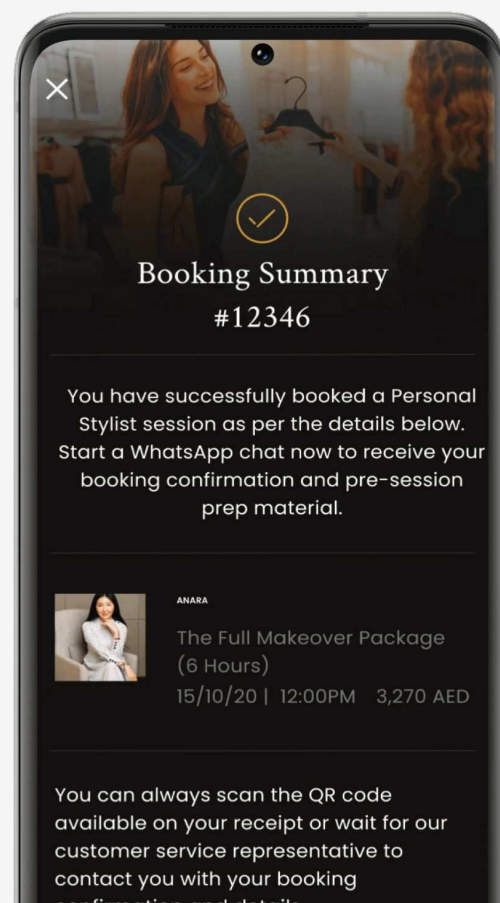
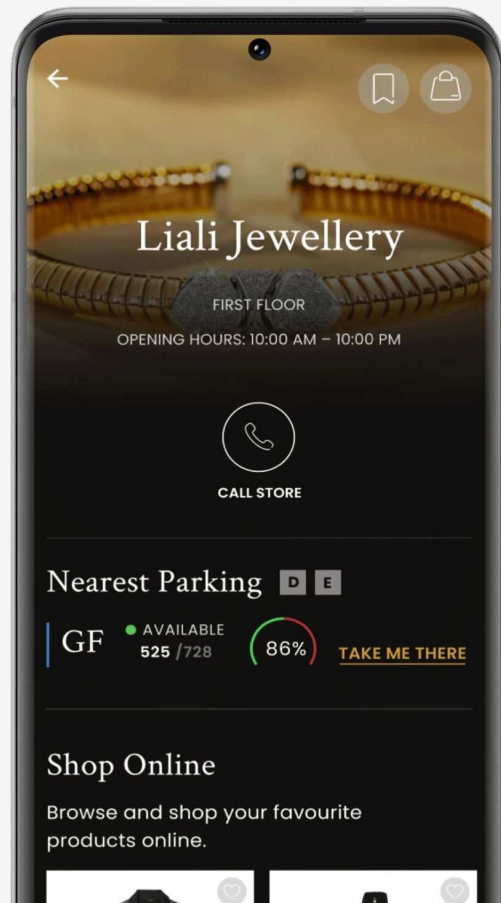
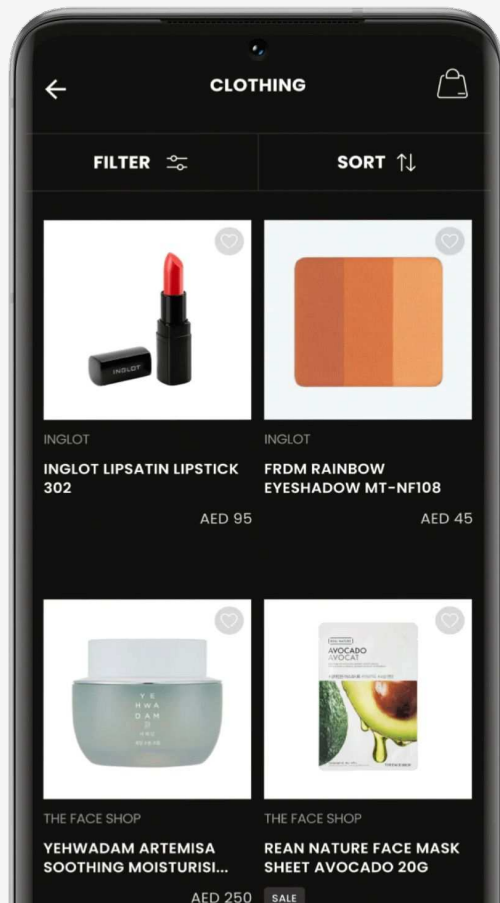
Integrated Google Analytics and UI/UX enhancements, resulting in a streamlined shopping journey.

66% Enhanced Data Management

Utilized Realm and SQLite libraries, optimizing data storage and retrieval processes and ensuring smooth app performance and responsiveness.

80% Improved Navigation

Facilitated accurate location tracking and intuitive navigation within the mall premises, enhancing user convenience and reducing search time.





A User-Friendly App Swiftly Analyzing Potential Investment Properties

Streamlined Property Investment Analysis for Quick Profits.

6

Team Members

3+ Years

Duration

Customised Dashboards

Streamlined Database

Efficient Processes

Technologies



Solutioning

Challenges

- Ensuring seamless integration of different functionalities and compatibility across various devices and platforms.
- Safeguarding sensitive information shared between realtors and buyers, including personal data and transaction details.
- Overcoming potential communication barriers and ensuring secure and reliable agent-buyer connections.

Solution Highlights

- Utilized robust API integration techniques and ensure compatibility across multiple devices and operating systems.
- Implemented stringent data encryption protocols and adhered to industry-standard security practices.
- Implemented secure communication and authentication for reliable agent-buyer connections.

Outcomes

15x Unified Platform

Improved efficiency in property search, agent selection, and document preparation processes.

33x Tailored dashboards for diverse users

Enhanced user satisfaction and engagement through personalized dashboards catering to specific needs.

5x Document Preparation

Simplified e-signature document preparation, reducing paperwork and expediting the closing process.

[Home](#)[Buy | Rent](#)[Communities](#)[About Us](#)[Sell](#)[Contact](#)

Discover Your Next Home

[SEARCH](#)

15+

Years of Experience

9bn

AED Worth Property Sales

100,000+

Happy Clients Internationally





A Diverse Conglomerate Operating Across Various Sectors in Saudi Arabia

Implemented a customized CRM solution to maintain customer relationships effectively.

5

Team Members

6 Months

Duration

CRM Implementation

UI/UX

Infrastructure Upgrade

Dynamic Content Management

Technologies

ASP.NET



Windows
Server

Solutioning

Challenges

- Meeting the customization needs of different business sectors, while ensuring system stability.
- Ensuring a consistent and seamless user experience across different devices and platforms.
- Safeguarding sensitive customer data.

Solution Highlights

- Enabled each business sector to tailor the CRM system to their specific requirements.
- Ensured a consistent and intuitive user experience, enhancing productivity.
- Protected sensitive customer data, ensuring compliance with regulatory standards and fostering customer trust.

Outcomes

5x Improved Customer Service

Enabled personalized customer interactions and efficient query resolution across multiple sectors.

64% Better Operational Efficiency

Ensured accurate and up-to-date information delivery to customers, leading to improved operational efficiency and reduced overhead costs.

7x Streamlined CRM

Streamlined interactions across diverse business sectors, improving efficiency and customer satisfaction.



Retail

SENSi is a perfumes and cosmetics shop offering a diverse selection of premium products. From hard-to-find brands to classic names to our own brands, SENSi offers customers more than 2,500 products and over 100 brands. Our gift selections include an array of delightful items that are sure to please family and friends. Launched in 2008, SENSi is the first perfumes and cosmetic shop in the Kingdom to allow customers to try products on offer. There are currently 41 dedicated SENSi outlets operating in Saudi Arabia.

SENSi
PERFUMES & COSMETICS



Travel Retail

Located in airports, Xplora is a travel retail shop offering a variety of products for people on the go. It has luxury leather goods, accessories, eye wear, and perfumes. There are also books, toys, electronics, souvenirs, and confectionery.

XPLORA
TRAVEL RETAIL



Hospitality

The Group's hospitality unit, Meeza, successfully upgraded and operated 12 VIP Lounges in 4 International airports and 8 Domestic airports across Saudi Arabia, in addition to the First Class and Business Class lounges at Madinah airport. Launched in Jeddah airport in 2013, the lounge also offered baggage handling and luxury private car services to its Members and guests.

مزة
MEZZA





Saudi Arabia's Premier Online Platform For Handmade Crafts

Introducing social shopping with multilingual support and enhanced user experience.

10

Team Members

2 Years

Duration

Personalization

Product Listing

Order Management

Language Selection and Navigation

Technologies



Solutioning

Challenges

- Implementing language selection and navigation options within the app.
- Creating a strong product listing feature needs efficient search, sorting, and filtering.
- Managing orders and facilitating ratings and reviews .

Solution Highlights

- Created a user-friendly interface for seamless language selection and navigation.
- Incorporated advanced search, sorting, and filtering for easy product discovery.
- Created a seamless order management system for tracking, paired with a user-friendly interface for rating and reviewing products.

Outcomes

3x Improved Accessibility

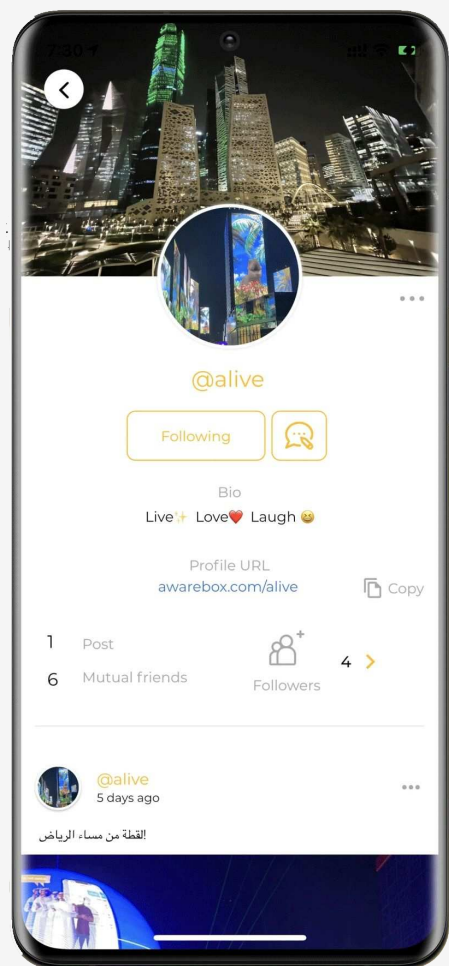
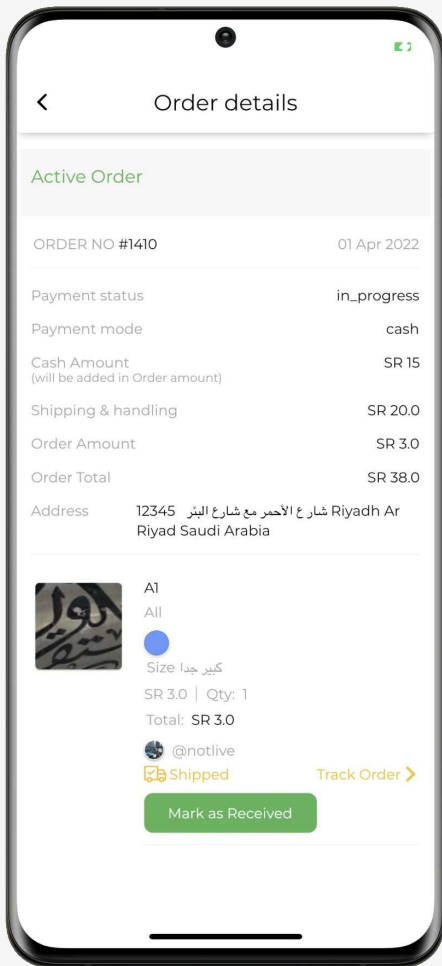
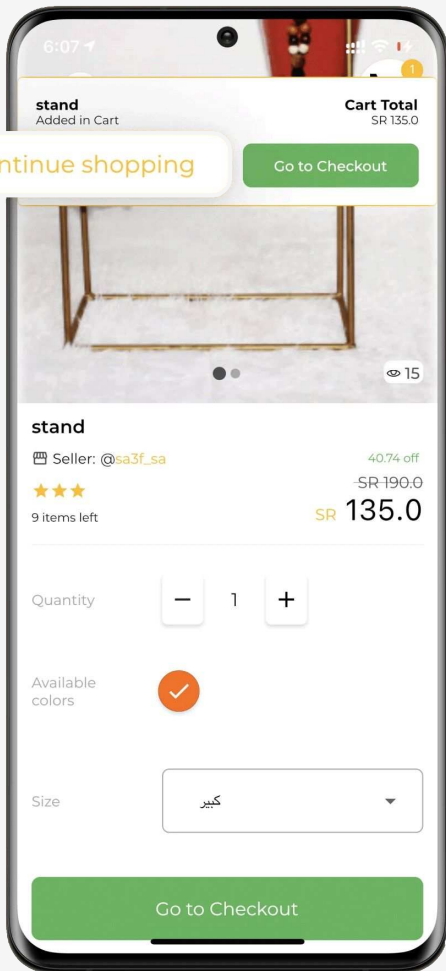
Users can easily select language and navigate between buying, selling, or browsing options, improving personalization, accessibility and user experience.

40% Better Product Management

Intuitive product listing features empowered users to easily browse, sort, and filter products, facilitating efficient exploration and decision-making.

53% Increased Transparency

Order management enabled users to track orders, rate, and review upon delivery, fostering transparency, satisfaction, and trust.





A High-Growth Telehealth Services Startup in Turkey and the UAE

Built a telehealth platform with instant messaging and live video call functionality.

5

Team Members

1 Year

Duration

Video Conferencing

Payment Gateways

API Integration

Live Chats

Technologies



Solutioning

Challenges

- Implementing robust security measures to protect user data, prevent unauthorized access, and mitigate potential vulnerabilities.
- Incorporating real-time communication features while maintaining performance and reliability.
- Streamlining development workflows, issue tracking, and team collaboration.

Solution Highlights

- Implemented robust authentication and authorization mechanisms using ASP.NET's built-in security features with ServiceStack's built-in authentication features.
- Integrated Opentok's SDK to enable real-time communication features like video conferencing and messaging.
- Utilized Jira for project management and issue tracking, and BitBucket for version control and collaborative development.

Outcomes

62% Improved Performance

Implemented caching mechanisms and optimized database queries, leading to faster response times and enhanced overall performance.

5x Enhanced User Trust

Users could interact with healthcare providers in real-time through video conferencing and messaging features.

45% Improved Customer Support

Improved customer support efficiency and enabled swift resolution of reported issues, enhancing customer satisfaction and loyalty.



Everyday Doctor With You.

We offer our healthcare services to you and your family anytime and from anywhere as well.

[Download Now](#)

[Learn More ▶](#)





A Diversified Conglomerate Spanning Industries

Developed a fully-integrated CRM for the automobile sector of the company.

4

Team Members

10 Months

Duration

Sales Management

Database Management

API Integration

Security

Technologies



Solutioning

Challenges

- Implementing secure login mechanisms and user permissions management to ensure that only authorized users have access.
- Designing the platform to be mobile-responsive and adaptable to various screen sizes and devices.
- Optimizing code and database queries to enhance platform speed and responsiveness.

Solution Highlights

- Utilized HTML forms for user login, JavaScript validation for input fields, and MS SQL database to handle authentication and authorization on the server-side.
- Utilized CSS media queries to apply different styles based on the device's screen size, and implement responsive design frameworks.
- Optimized CSS, HTML, and JavaScript code for performance and optimized database queries with MS SQL 2014.

Outcomes

85% Enhanced Data Security

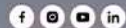
Significantly bolstered data security, safeguarding sensitive information from unauthorized access.

7x Optimized Performance

Improved platform speed and responsiveness, enhancing user experience.

60% Improved Compatibility

Facilitated seamless communication between the new platform and existing systems running on older Windows Server versions, ensuring compatibility and functionality.



English ▾



ABOUT US

AWR Holding consists of several companies, representing seven diverse sectors and offering exceptional products and services aimed at enriching lives.

AWR
المجموعة التجارية
OSTAMANI Group



OUR HISTORY

It all started with a



A Middle Eastern Retail Powerhouse Offering a Diverse Range of Products

Developed an ecommerce platform with custom modules, APIs, and serverless solutions.

50+

Team Members

2 Years

Duration

Custom Module Development

API Development

Payment Gateway Integration

UI/UX

Technologies



Solutioning

Challenges

- Integrating Magento, SAP, AWS Lambda, and CRM to ensure seamless system compatibility.
- Developing custom modules required extensive testing to ensure compatibility with the existing Magento infrastructure.
- Maintaining the project to address issues and bugs was challenging due to continuous updates for both web and mobile applications.

Solution Highlights

- Magento Framework facilitated modular development and integration.
- PHP and MySQL on UNIX/Linux OS provided a stable, scalable environment for developing and testing new modules.
- PHP's robust error handling and logging mechanisms were crucial in monitoring and diagnosing issues in real-time.

Outcomes

100% Secure Payment Gateway

React and Magento integration provided a seamless, responsive user experience, with custom modules and APIs ensuring smooth interactions.


3x Improved Order Management

The order substitution module allowed post-purchase item replacements, boosting flexibility and satisfaction, while real-time tracking improved order management.

5x More Streamlined Operations

SAP integration and CRM APIs streamlined backend operations, enhancing resource management and operational efficiency.

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An UAE-based Global Conglomerate Operating Hypermarkets and Retail Chains

Improved retail Point of Sale (POS) machine testing with automation.

30+

Team Members

1 Year

Duration

Automation

Integration Testing

SAP Integration

UI/UX

Technologies



Solutioning

Challenges

- Configuration of the POS system posed challenges initially.
- Keeping automated scripts up-to-date with frequent POS system updates and changes.
- Automation faced difficulties in reading and validating XML data.

Solution Highlights

- Utilized Java for scripting and configuring automated tests with Selenium WebDriver.
- Leveraged GIT for version control, enabling collaborative development and easy tracking of script changes.
- Used Rest Assured for validating XML data retrieved from API responses, ensuring accurate data processing.

Outcomes

3x Better User Experience

Manual testing provided essential human input for assessing user experience, performing exploratory testing, and validating physical hardware components.

45% Better Efficiency and Feedback

Automation handled repetitive tasks, providing quick feedback on code changes and reducing regression testing time from 48 hours (manual) to 6 hours (automated).

100% Transaction Coverage

Automated tests were able to simulate a wide range of transactions, covering various payment methods such as cash, credit card, and mobile payments.

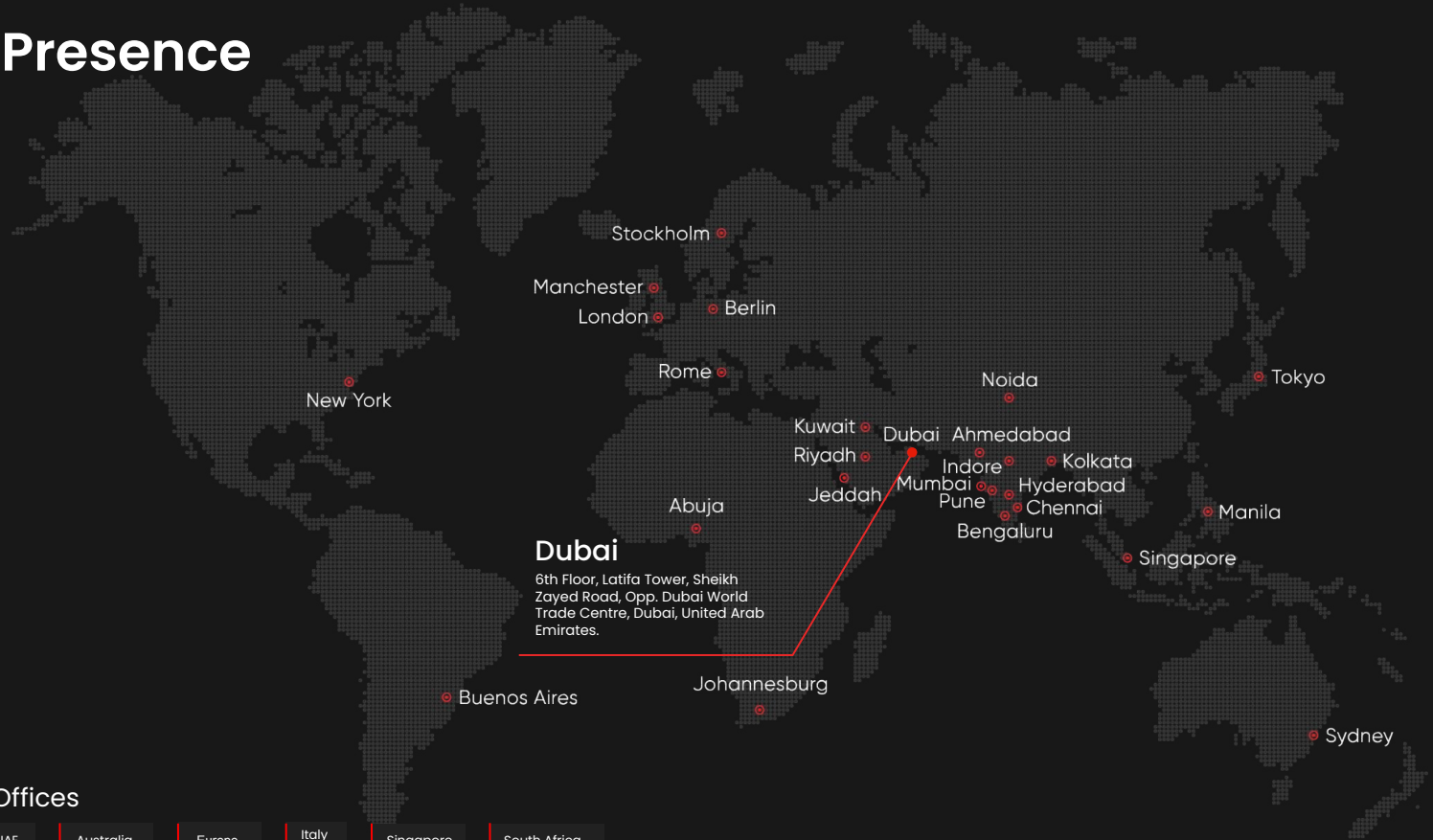
Global Sourcing Network

Lulu Group International known for its commitment to quality and affordability, takes pride in its robust global sourcing network. This network, spanning continents and collaborating with diverse suppliers, plays a crucial role in bringing the best products to our shelves.

We work with top-tier suppliers from all over the world who share our vision, values, and commitment to put customers at the forefront of all business. At every step of the supply chain, we strive to develop a wide and premium offering that meets the diverse needs of our customers and adds value to their everyday lives. Our ever-expanding sourcing operations are done through sourcing offices spread across 26 countries in the world working hard to bring our customers the best products from the world's top markets.



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