

NeoSOFT®

Capabilities

DRIVING DIGITAL BREAKTHROUGHS IN FINANCIAL SERVICES



Overview



4000+
Employees



12
Global Offices



9 Development
Centers



1,00,000+ sq.ft.
Global Offices

About Us

Clientele



1500+
Clients



50+
Countries



22+ Industry
Verticals



85% Client
Retention

Achievements



2000+ Products
Engineered



1500+
Applications
Developed



12+
Awards



20+ Million
Development
Hours

Partners

Microsoft

aws

Google Cloud

Magento

SAP

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

IoT

IoT Consulting

Software Defined Features

IoT Applications

Innovation Lab

MVP & POCs

Rapid Prototyping

Emerging Tech

Team Augmentation

Solution Architects

B.A.

Developers

Data Scientists

Segments We Cater To



Retail Banking



**Corporate & Investment
Banking**



Open Banking



Fintech



Insurance



**Wealth & Asset
Management**



Crypto

How we help?

Digitization

- Digital banking
- Mobile Banking
- Payments
- Cloud Enablement
- Migration, Integration & Modernisation
- Scaas- Value Driven Maintenance

Internal systems

- Sales Force Management
- CRM Systems
- Back Office Solutions
- Fraud & Security
- Customer Experience

Platformization

- API Driven Architecture
- AI/ML Capabilities
- 3rd Party Integrations
- Secure Transactions
- Trading Platforms

Data & Intelligence

- Data Engineering
- Business Intelligence
- Data governance & Compliance
- Visualisations
- Deep Learning

Blockchain

- Payment - Cross border
- Trade Finance
- Digital Identity Verification
- Credit Reports
- Peer-to-Peer Transfers

Risk Management

- Complaints & Governance
- eKYC
- Network Analytics
- Money Laundering

RPA

- Process Automation
- Robo-advising
- Customer Onboarding
- Mortgage Lending
- Loan Processing

Innovation

- NFT
- Blockchain
- Virtual cards
- InsurTech
- Agile DevOps

Clientele



CASE STUDIES

India's Largest Bank-Sponsored Mutual Fund Provider



Develop an intuitive and user-friendly web application to effectively measure salesforce performance.

Project Drivers

Database Management

UI/UX

Data Analytics

Cloud Computing

Outcomes

45% Increased Productivity

- Dashboards that accurately visualized the sales performances enabled productivity boost.

8x Process Efficiency

- Real-time analytics and dedicated modules for admin, users and schedulers.

30% Metric Transparency

- Greater data transparency facilitated through advanced analytics.

Project Journey

Challenges

- Absence of a **centralized system** to track partner and channel-wise **sales performances** across various levels of the organization.
- No method of leveraging data to gain **insights**, understand **customer behaviour**, **market trends**, etc.
- Difficulties in **organizing** and **scheduling meetings**.

Technical Spotlight

- Achieved faster development time and high scalability through **C#**.
- Experienced intelligent and secure database capabilities with **MSSQL Server** and attained persistent memory support.
- A visually appealing interface was implemented using **CSS3**, **HTML5**, and **JavaScript** to enhance the user experience.

Solution Highlights

- Analyzing **salesforce performance** at multiple organization levels.
- **Mirroring functionality** for the client's mutual fund business.
- **Real-time sales tracking** and meeting **scheduling**.

Tech Stack



The Largest Banking Institution in India

Develop a digital relationship manager application for managing financial planning for clients.

Project Drivers

Product Engineering

AI/ML

Data Analytics

Cloud Computing

Outcomes

60% Increased Transactions

- Availability of accurate and real-time information of financial products led to better clarity and impacted consumers' buying decisions.

3x Lower Operating Costs

- The integration of enhanced data frameworks improved business operations and decreased overall costs.

Increased Customer Engagement

- An intuitive and user friendly design increased user experience and boosted customer engagement.

Project Journey

Challenges

- **Lack** of dedicated **portal** to provide timely and in-depth **product information** to customers.
- Absence of a informative systems that could **percolate accurate, real-time, and seamless product** information to customers .
- No method of **tracking sales performance** of employees.

Technical Spotlight

- Minimized network load attained with the help of **Ajax** that further helped with a better and hassle-free user experience.
- Boosted performance and optimized code using **ASP. NET MVC**.
- Improved speed and performance of processes using **MYSQL**.

Solutioning

- Developed a robust application for **managing digital relationships** for SBI employees.
- **Advanced assistance** to service customers in mutual fund investments.
- **Real-time performance tracking** using advanced **tools** and **calculators**.

Tech Stack



A 30 Year Old Housing Finance Agency

Engineered an automation tool for fast-tracking the entire loan lifecycle.

Project Drivers

Cloud Computing

UI/UX

API Integration

Automation

Outcomes

10x Accelerated Processes

- Quick and hassle-free applications processes maximized the applications received each year.
- Improved collaboration with restricted user-controls ensured quick and secured interdepartmental communications.

89% Customer Retention

- A visually appealing and user-friendly interface with real-time push notifications.
- Lead management and tracking with real-time reports and sales funnel metrics.

100% Encrypted Data

- Check loan eligibility and quick upload of documents for verification elevated the customer satisfaction.
- Real-time status updates enabled seamless tracking of application.

Project Journey

Challenges

- Reliance on **traditional methods** like paperwork and manual processes was slowing operational processes.
- Lack of dedicated portal for quickly **processing loans**.
- **Customer data** was at **risk** due to improper security protocols.

Technical Spotlight

- **CCAvenue** payment gateway integration and deserialization gateway response.
- Implemented **Perfios API** request payload encryption.
- Integrated **MYSQL** for creating and quickly fetching data from the link server.

Solutioning

- Customers can quickly check **loan eligibility** and **instantly apply for loans** online.
- **Securely** make online **payments** with **live status** and also get **referral benefits**.
- **Real-time notification** through SMS/EMail of application status.

Tech Stack





Digital Transformation for a Middle-East Retail Bank

Catered to future banking needs by developing user-centric retail mobile banking application

Project Drivers

Product Engineering

UI/UX

Cloud Enablement

Data Encryption

Outcomes

64% ROX

- Highly responsive and intuitive design provided an elevated customer experience.

89% Customer Retention

- Seamless access to all banking operations instantly with zero latency boosted customer satisfaction.

100% Encrypted Data

- Next gen data encryption ensured transaction data as well as client's sensitive and private is safe.

Project Journey

Challenges

- Absence of a **systematic approach** for catering to users' requests.
- In-house operations were carried out with human intervention which resulted in **delayed** and **flawed outputs**.
- **Manual processing** of every banking task resulted in **human errors** and plenty of **dissatisfied customers**.

Technical Spotlight

- Built native and a web application for **Android, iOS, and web** browsers (compatible across different browsers).
- Leveraged **Azure server** for better **data resiliency** while storing mission-critical data.
- Experienced improved **scalability** for secure data storage with **MySQL**.

Solutioning

- **Digitalizing all the banking operations** and an intuitive design resulted in flawless outcomes.
- **Real-time tracking** enabled users to set goals with a target amount and date, automate payments from any currency, and hit their savings goal.
- Users got a virtual card to manage all **online transactions** and a green debit card that ensures **contactless and secure payments**.

Tech Stack



A Trusted Retail Banking Leader in Africa

Contactless and QR-based Payment Solution with the provision of mobile wallet & payments

Project Drivers

QR code scanning

Digital payment

Tokenization

Geolocation

Outcomes

63% Increase in transactions

- Quick and hassle-free payments across users maximized the transactions carried out each year.

Improved Customer loyalty by 40%

- Fully encrypted and secure transactions won the customer's trust and encouraged customer retention.

99.9% Uptime

- High-tech cloud and data infrastructure accelerated agility and reduced latency

Project Journey

Challenges

- The client was troubled by the alarming rate of **fraud digital transactions**.
- The client wanted to develop a secure payment platform capable of addressing **unauthorized transactions, delayed payments**, and help win the customer's trust and gain customer loyalty.

Technical Spotlight

- **Experienced** incredibly high-performance with **iOS Swift**.
- **Kotlin** ensured a reduced development time with the **lazy loading** functionality.
- **JWT Token** in integration to authenticate the APAI request and allow **access to authorized users only**.

Solutioning

- A future-proof solution for carrying out digital payments through '**Scan & Pay**' application.
- Mobile-enabled security framework backed with Authentication Management, Mobile Session Management, Certification Management, Mobile Key Management, Message, and Data Integrity Validation. Encrypted payments.

Tech Stack



Swift



Kotlin



Laravel

eKYC for a Customer-Centric Banking Solution Provider

AI Integrated solution for onboarding customers digitally

Project Drivers

Product Engineering

UI/UX

Cloud Enablement

Database

Outcomes

Achieved 85% Data Consistency

- Operational snags such as data inconsistencies, accuracy, poor documentation were curbed.

10x Improved TAT

- Built in data transparency and accuracy which yielded a faster TAT in transaction responses.

99.9% Data Security

- Database and Cloud infrastructure were engineered to deliver security with restricted user-access.

Project Journey

Challenges

- **Traditional** KYC process accompanied **data inaccuracy** and **poor documentation**.
- Time consuming, labor-intensive, and **human intervention** involved.
- **Lack of data security** and **high TAT** which increased the chances of **fraudulent activities**.

Technical Spotlight

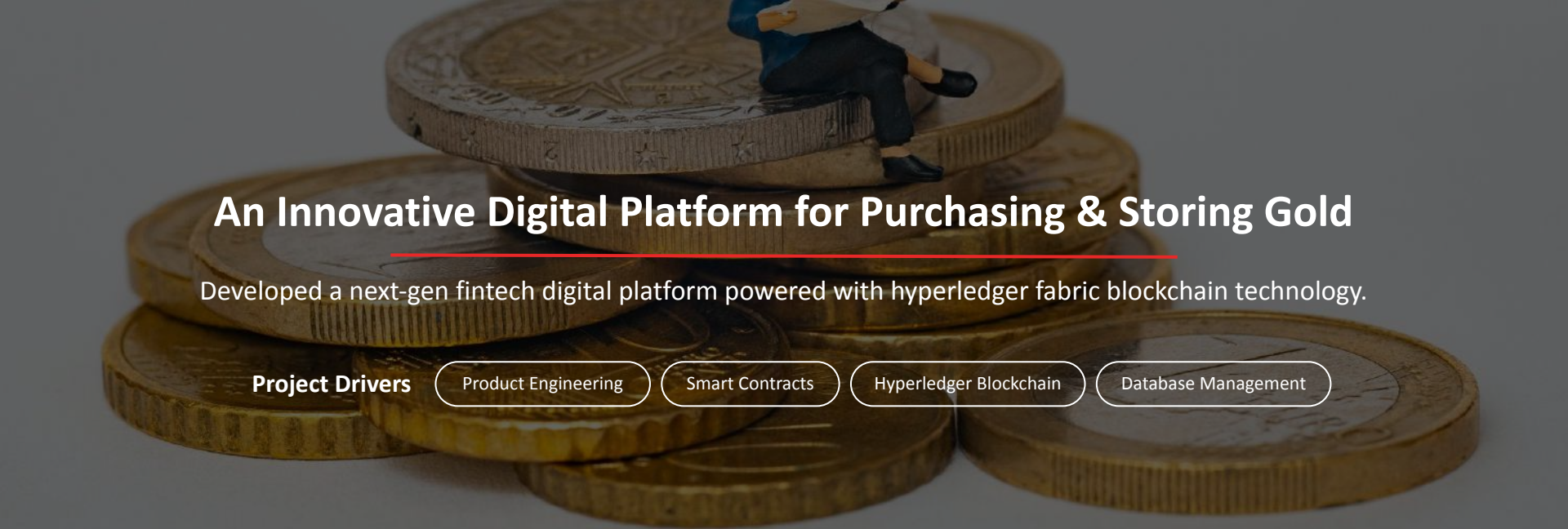
- **Optical Character Recognition (OCR)** and **Face Recognition** technology helped in face detection and assess detection failures.
- Experienced better understanding of **customer behavior patterns** with **Python**.
- **Angular framework** ensured utmost **performance** which improved the overall user **experience**.

Solutioning

- **Digital KYC (eKYC) solution** equipped with accurate ID digitization and face recognition technology for **flawless authentication of customers**.
- **Geotagging functionality** along with **timestamp** for **live monitoring**.
- **Database verification with dedupe** **fraud checks** to ensure enhanced security and data compliance.

Tech Stack





An Innovative Digital Platform for Purchasing & Storing Gold

Developed a next-gen fintech digital platform powered with hyperledger fabric blockchain technology.

Project Drivers

Product Engineering

Smart Contracts

Hyperledger Blockchain

Database Management

Outcomes

Online Transactions Spiked by 20%

- A secure payment gateway encouraged users to make quick and safe transactions over the portal.

100% More Security

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

Increased Customer Retention by 68%

- Hassle-free online transaction mechanisms led to increased customer retention.

Project Journey

Challenges

- The process of buying, selling, and selling gold is very **expensive**, **inconvenient**, and **time-consuming**.
- Offer **real-time updates** about transaction history, account value, and other related information.

Technical Spotlight

- **Smart contract** in **Hyperledger Fabric** helped with controlled access to the ledger and improve confidentiality.
- Experienced improved scalability for secure data storage with **MySQL**.
- Leveraged **Azure server** for better **data resiliency** while storing mission-critical data.

Solution Highlights

- **Democratized** the gold standard and made gold **accessible** for everyone.
- Provided **transparent pricing, safety, security, quality**, and **free storage** to the gold storage.

Tech Stack





The Third-Largest Private Sector Bank in India

Engineered a centralized application that combines all in-house applications and provides role-based access to users.

Project Drivers

Product Engineering

UI/UX

API Integration

Database Management

Outcomes

Increased User Engagement

- The intuitive and user-friendly interface led to a hassle-free user journey.

28% Boosted Customer Acquisition

- Hassle-free banking transactions increased customer acquisition rate.

22% Increase in Overall Revenue

- Smart and efficient application processes boosted business profits.

Project Journey

Challenges

- Reduce **redundancy** by logging into multiple apps using the same credentials.
- Develop an **inclusive platform** that showcases all features of the other applications.
- Absence of a **backend admin panel** with user-specific access to all modules.

Technical Spotlight

- **Angular framework** ensured utmost performance which improved the overall user experience.
- Leveraged **Smart APIs** to seamlessly integrate features from different applications.
- Experienced improved scalability for secure data storage with **MySQL**.

Solution Highlights

- **New UI/UX design** to accommodate business requirements.
- **Extensive product guide library** with offline support.
- **Integration** of the in-built application with the client's **CRM**.

Tech Stack





A Global Insurance and Asset Management Provider

Develop chatbot, web portal, and cross-platform application to support customer and provider needs.

Project Drivers

Product Engineering

NLP

AI Chatbot

Cloud Computing

Outcomes

4000+ Meaningful Conversations

- 4000+ online conversations automated per week—scalable to meet any future demands.

34% Decreased Operating Costs

- Resource optimization thereby bringing a considerable reduction in overhead costs.
- Elevated productivity and cost savings.

55% More Efficient Workflows

- Eliminated repetition of work and manual entries.

Project Journey

Challenges

- Shift from **paper-based systems** to efficient workflows to **reduce underwriting time**.
- **Unstructured workflows** for pricing, policy representation, and decision making.
- **Automation** of inter-company workflows in a **cost-efficient manner**.

Technical Spotlight

- Deployed **AI-powered** health assistant and health bot to improve processes and reduce costs.
- Built customized services using personal **voice assistants**.
- Leveraged **Elasticsearch** to store, search, and analyze huge volumes of data in real-time.

Solution Highlights

- Created a **hybrid application** accessible from web, mobile and desktop platforms.
- Delivered excellent experience to users through enhanced **customer engagement** and **contextual conversations**.
- **AI Chabot** integrated with the existing ecosystem, **CRMs**, and other applications to automate end-to-end customer journeys.

Tech Stack



An Indian banking company with over 7 million customers

Crafted an omni-channel experience enabling customers to access banking services and conduct transactions.

Project Drivers

Product Engineering

UI/UX

API Integration

Data Security

Outcomes

27% Improved Click-Through Rate

- Access to additional features made it easier for users to access all services on a single platform.

Improved Operational Efficiency

- A digital ecosystem that enables the internal employees push data through simplified and secured channels.
- Establishes collaboration and connectivity with user role-based access.

18% Boosted Customer Acquisition

- A future - proof and responsive digital solution that provides an excellent user experience leading to customer retention & loyalty

Project Journey

Challenges

- Deliver a **visually and functionally appealing experience** to users.
- Provide to **secure portal** for on-the-go transactions.
- Create a seamless experience with **access to all banking services** without glitches.

Technical Spotlight

- Integration and binding of **NPCI** and **SDK** to streamline UPI payments.
- Streamlined multiple request management via **APIs** to ensure the smooth process of requests.
- Developed an **automated chatbot**, programmed to respond seamlessly to all user queries.

Solution Highlights

- Reinforced **data integrity** at multiple layers through **encryption** of sensitive and private data.
- Decreased **server downtime** that was causing delays in fetching account details and making payments.
- Seamless banking experience with **very little latency**.

Tech Stack



Thank You



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