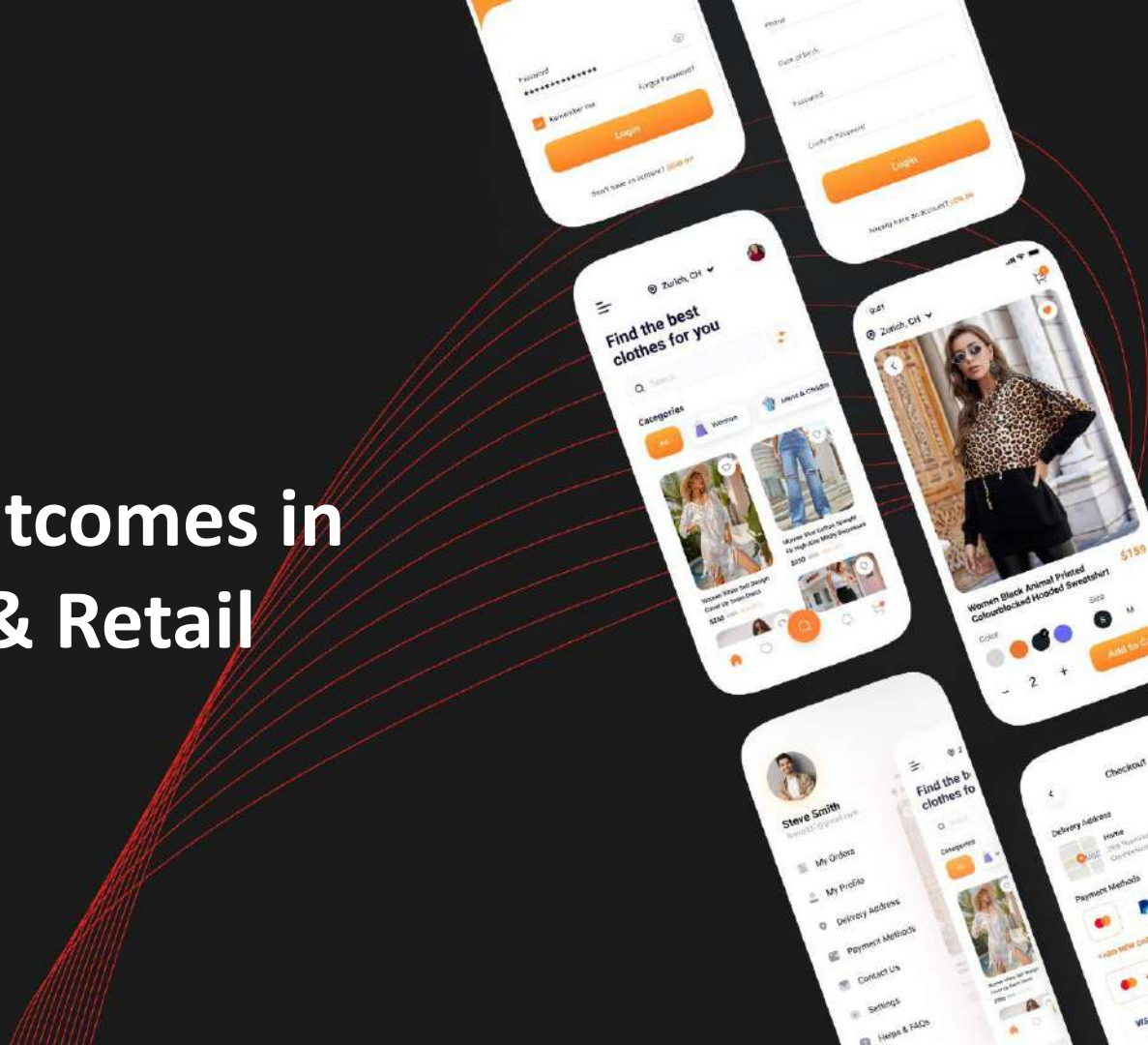


NeoSOFT®

Capabilities

Driving Digital Outcomes in the E-commerce & Retail



About Us

Overview



4000+
Employees



10
Global Offices



9
Development
Centers



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

25+ YEARS OF
EXCELLENCE



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



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

Our Capabilities in E-commerce

01.

Digitalization

- mcommerce and ecommerce
- Web Application & Portals
- POS Solutions
- Migration, Integration, and Modernisation
- SaaS Enablement
- Blockchain
- NFT

03.

Customer Experience

- Omni-channel experience
- AR/VR
- Metaverse
- Personalization
- Seamless Shopping
- Supply Chain
- Customization and Enhancement

03.

eCommerce Platforms

- B2B, B2C, C2C, C2B
- Market Place and Vendor Management
- Multisite, Multicurrency & Multilingual Solutions

04.

Engineering

- Quality Assurance
- DevOps
- Agile engineering
- Cloud Enablement
- Salesforce Automation
- Analytics & Intelligence

05.

Backend

- Supply Chain
- Logistics & Warehousing
- Digital Procurement
- Vendor Management
- ERP
- CRM

Our Capabilities in Retail

01.

Product Engineering

- Web Platforms
- Mobility solutions
- Analytics
- POS
- Automation
- Logistics & Supply Chain

02.

Customer Experience

- Personalization
- Store Layout
- Merchandising
- Digital Kiosks
- AR/VR
- In-store Trials
- Digital Catalogs

03.

Backend

- CRM
- ERP
- Inventory Management
- Fraud and Shrinkage
- Payments & Security
- Salesforce automation
- Traffic and Heat maps
- Predictive & Prescriptive Analytics

04.

Hi-Tech

- 3D Visualizations
- AR/VR
- Digital Trials
- Metaverse
- IoT
- Blockchain

E-commerce Segments We Serve



Online
Retailers



Marketplaces



Theme-based
Experiential
Stores



Dropshipping
Websites



Private & White
Labelling



Wholesale &
Manufacturing



Subscription-Bas
ed Models



Freemium
Model



Rent and Loan
Model



Outsourced
Fulfillment

Retail Segments We Serve



Department
Stores



Grocery stores
and
Supermarkets



Hypermarkets



Malls



Warehouse
Retailers



Speciality/EBO
Retailers



Convenience
Retailers



Discount Retailer



Factory Outlets



Corporate Chain

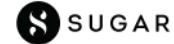


Community
Shopping
Centers



Self-service
Retailers

Selected Clientele - E-commerce



Selected Clientele - Retail

LVMH



Sharaf DG

الروستاماني
ROSTAMANI

FUTURE RETAIL



SPACES.

sodexo

IDECOR®
Live beautiful



D Mart



Paradise®
The Retail Mart

GNC
LIVE WELL

PharmEasy

MEDIKABAZAAR

Wellnessta

The background features a series of concentric, slightly irregular lines that create a sense of depth and movement. The lines are primarily in shades of deep red and dark purple, with some areas appearing lighter due to the lighting effect. The overall composition is abstract and modern.

Case Studies - E-commerce

Distinguished brand for introducing next-gen healthcare smart wearable

A digital storefront to drive online global sales and boost ecommerce experience.

Project Drivers

Ecommerce Website

UI/UX

Payments

CX

Outcomes

25% Increased Engagement

- AI-powered auto search, hyper personalization, product recommendations, intuitive interactive interface increased overall user-engagement.

4X Boost in Sales

- Innovative product integrated with equally good shopping experience, secured and seamless payments, and an excellent UI/UX boosted Q1 sales right after product launch.

9X Improved Operations

- User-restricted access at the backend, sales and reports, data insights, inventory management, automation for mundane processes improved operational excellence.

Solutioning

Challenges

- The online store launch of an innovative product required an equally good design aesthetics and an overhauled user-experience.
- Driving user-acceptance in the pilot launch could be achieved only through spotless user-driven website functionalities.
- Key factors that could drive market penetration for this new innovative product was chalking out an impeccable technical journey for the modern user.

Technical Spotlight

- Integrated a Stripe payment gateway to facilitate quick and easy payments across different countries and currencies.
- Used Material-UI Framework for designing various dashboards and panels featured on the website and mobile apps.
- Leveraged SQLite and JSON web tokens for enabling seamless login, logout and maintaining of user information.

Solution Highlights

- Ecommerce website enables purchase across multiple countries and supports diverse currency payments.
- Backend dashboard that provides insights on sales, collections, returns, inventory, shrinkage, and customer data.
- AI powered product search, create wishlist, track shipment, and other user-centric functionalities.

Tech Stack



Driving phenomenal transformation for an innovative ecommerce client

Introduced a decentralized ecommerce ecosystem by leveraging Blockchain in the Metaverse universe.

Project Drivers

NFT

Smart Contract

Digital Twining

Tokenization

Outcomes

10X Improved Transparency

- Deployment of Blockchain that recorded every transaction in the Public Ledger enabled ensuring a tamper-proof and transparent system.

99% Secured Transactions

- Advanced encryption and decentralized commerce assured data privacy, secured transactions, and eliminated data breaches.

7X User Adoption

- Intuitive features such as - security, user convenience and experience, reliability, loyalty rewards, and seamless transactions accelerated user adoption.

Solutioning

Challenges

- Traditional ecommerce platforms lacked viable alternatives for the merchants and sellers from deriving excess monetary value and achieve cost-savings.
- Most of the ecommerce platforms adopted stringent and tedious processes for the sellers to list down their products/services.
- Involvement of ecommerce middlemen took a major hit on the merchants and sellers revenue bottomline.

Technical Spotlight

- Ethereum enabled the smart contracts and applications built on the decentralized blockchain network to run smoothly without fraud, downtime, control, or any third-party interference.
- Enabling digital token creation, leveraged Solidity to build Smart Contracts on Ethereum Blockchain and mint NFTs.
- MetaMask cryptocurrency wallet was chosen for its ease of use, the ability to buy, send, and receive cryptocurrency from within the wallet, and collect non-fungible tokens (NFTs) across blockchain networks.

Solution Highlights

- Trade physical products for on-chain value by tokenizing a commitment without the involvement of the middleman.
- Sell or buy physical products in the metaverse as NFTs.
- Automated authentication to avoid fraudulent activities.

Tech Stack



A leading social commerce platform

Live streaming platform equipping users with live-streaming tools to promote their e-commerce activities.

Project Drivers

Modernization

UI/UX

Database Management

Cloud Enablement

Outcomes

8X Increased Engagement

- Communicate with audiences & customers on live streams to make the online retail experience more personal and trustworthy.

10X Value-Driven

- Multiple revenue streams to make revenue by monetizing the live-stream content through virtual gifting.

90% Seamless Transactions

- Time required to close each sale is reduced with a facilitated payment process and easy check-outs.

Solutioning

Challenges

- To combat the issue of slow app loading and lagging video streaming.
- Test the compatibility issues of a mobile application with In-App Purchases.
- Required UI design changes and enhancements in the existing functionality.

Technical Spotlight

- Uses Live streaming applications such as red5Pro a 3rd party service that manages all active streams and provides flexibility over UI components.
- Microservices architecture, secure implementation with environment variables, config services, and RabbitMQ queuing system.
- Implemented FireBase DB for real-time DB operations. Used MongoDB-based ODM for managing the database interface and migration.

Solution Highlights

- An audio-visual broadcasting platform that focuses on equipping users with live-streaming tools to promote e-commerce activities such as marketing, purchasing, and advertising.
- Redesigned the application with polished visuals, layout, typography, and color palette to improve the customer-centered user experience.
- Allows influencers to showcase their products and increase engagement with high-quality UI that enables smooth interactions between sellers and buyers.

Tech Stack



iOS



A next-gen hi-tech ecommerce platform

Digital platform powered with hyperledger fabric blockchain technology for purchasing and trading gold.

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.

Solutioning

Challenges

- The process of buying, selling, storing gold is very expensive, inconvenient, and time-consuming.
- Lack of a trustworthy and secured online platform for physical gold transactions.
- Market fluctuations, involvement of trading commission, and high-trading cost are the key roadblocks.

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.
- Hyperledger Fabric Blockchain Technology enables tracking, validating, and auditing transactions.
- Record of ownership maintained on the Blockchain network for additional safety.

Tech Stack



A one-stop digital solution provider of ecommerce brands

A modern, simple, and feature-rich bill-desk Point-of-Sales (POS) application.

Project Drivers

Product Engineering

UI/UX

Payment Integration

Data Management

Outcomes

70% Improved Payments

- Introduction of diverse payment options (debit card, credit card, other online payment options) integrated with security and smooth navigation.

8X Improved Customer Experience

- Swift and glitch-free payment processing, receipt generation, and real-time updates improved CX.

8X Enhanced Backend Management

- Data warehouses for storing and mining customer payments and sales data with CRM integration accelerated operational activities and better sales campaign management.

Solutioning

Challenges

- Distorted CX or lack of omnichannel experience were the major roadblocks in enhancing the online experience of users.
- Lack of a consolidated payment infrastructure that could manage and churn meaningful insights for business owners.
- Trustworthy, fast and secured payment options had always been the users first priority while choosing ecommerce platforms.

Technical Spotlight

- Crafted dynamic, quick-loading and interactive modules using AJAX.
- Integrated social media, Youtube and Dailymotion APIs to enable users to access various news segments and share them on their feed or with friends.
- Used CSS And HTML to revamp the style and design of the portal and make it more visually appealing.

Solution Highlights

- Multi-currency and diverse payment options were in-built.
- Key technology driven features such as - API-based user authentication, return request detail tab, transaction details, POS details, receipt-generation were introduced.
- The POS captures customer loyalty, repeat purchases, discounts offered, inventory management, coupons and incentives.

Tech Stack



An **innovative ecommerce platform** for artists

An **NFT marketplace** for buying and selling art through auctions.

Project Drivers

Ecommerce Marketplace

NFT

Blockchain

Wallets

Outcomes

8X User-adoption

- This intuitive marketplace enabled through NFT garnered a quick user-adoption owing to its convenience and security.

10X Sales Growth

- Regularized bidding and auction system over the Blockchain network, enabled faster sales and collections.

99% Safer Payments

- Both- buyer and seller experience safe payments and enables maintaining transparency in transactions.

Solutioning

Challenges

- Dearth of an online platform for artists to experience seamless, convenient, and secure ecommerce transactions using NFTs.
- Eliminate middlemen to aim for greater margins and at the same time ensure hassle-free transactions.
- Maintain transparency, transaction-records, and facilitate the bidder as well as the seller were the biggest gaps that were identified.

Technical Spotlight

- Used Ethereum blockchain to store transaction details which helps in maintaining transparency to build trust in our application.
- Used ERC721 Token allowing creators to issue unique crypto assets like NFTs via smart contracts.

Solution Highlights

- Allows seller artists to list their artwork by creating an auction and sell their NFT simultaneously allowing other users to see their artwork.
- Users can place Bids in the auction to buy NFT. Once the auction is completed highest bidder will be the new owner of NFT and appropriate funds will be transferred to the artist. The remaining bids are given back to the respective owner.
- The creator receives the ETH from the auction directly into their wallets without any intermediaries.

Tech Stack





Case Studies - Retail

Globally renowned chain of hypermarkets

Cashierless AI and IoT powered smart retail solution.

Project Drivers

Product Engineering

AI-Enabled

CX

Data Analytics

Outcomes

10X Increased Efficiency

- Automation across critical functions of the retail outlet led to a dramatic improvement in operations leading to boosted customer-experience.

90% Boosted CX

- Shoppers experienced a delightful experience owing to hassle-free check-ins and check-outs, convenience in shopping, zero queue-time, and digital payments.

70% Boosted Sales

- Smart automation of operations, delightful CX, demand forecasting, data analytics, and all such features enabled boost in sales.

Solutioning

Challenges

- Scarcity of skilled workforce to guide customers; retaining and training workforce was an additional overhead.
- Shoppers required to carry heavy baskets and wait in queue while billing and check-out.
- Managing fraud and shrinkage.

Technical Spotlight

- Use of high-definition and multi-functional camera system and sensors for product identification, track user movement, and identify patterns.
- Leveraged Computer vision for user recognition and tagging.
- Prescriptive and predictive data analysis via recommendation engine.

Solution Highlights

- Excludes fiat currency as a payment choice for potential customers.
- Digital interface that generates a QR code to access entry at the retail outlet and sensors further track the buyers motion.
- Virtual cart validation and just walk-out technology tracks the customer and the interaction with the store items.

Tech Stack



One of Hong Kong's largest retail chain of auto service centers

Engineered a comprehensive automotive application featuring car purchase and maintenance solutions.

Project Drivers

Product Engineering

eCommerce

Analytics

API Integration

Outcomes

5X Faster & Safe Payments

- A secure portal offered an instant, hassle-free and reliable way to buy and sell cars at the best price.

56% Boosted User Engagement

- Personalized recommendations using analytics increased user engagement.

25% Customer Acquisition Growth

- Access to a greater range of facilities through API integration increased new subscriptions and downloads.

Solutioning

Challenges

- Dissatisfactory user experience led to users switching to other automobile service providers.
- Limited range of services featured on their previous application.
- Loss of business and customers owing to an unsatisfactory user experience needed to be addressed.

Technical Spotlight

- Google Maps and Google Address API was used for accurately pick up and delivery as well as locating the nearest store.
- Leveraging Braintree enabled customers to create a merchant account and offered access to a secure payment gateway.

Solution Highlights

- Access to a greater range of services through API integration.
- Store locator and roadside assistance made possible through advanced navigational and location monitoring capabilities.

Tech Stack



Braintree

Google Maps APIs

A chain of fully automatic stores

Developed a mobile application that offers a next-gen retail management and shopping experience.

Project Drivers

Product Engineering

Automation

Database Management

API Integration

Outcomes

30% Improve Inventory Management

- Early notification of product inventory levels led to better management.

15% Increased Customer Acquisition

- Intuitive and innovative experience increased customer engagement.

20% Increased In-App Sales

- Enhanced customer journey with quick and seamless payment options boosted sales.

Solutioning

Challenges

- High maintenance and workforce training costs.
- Scarcity of skilled workforce to guide customers.
- Lack of security protocols meant the sensitive data is at risk and high chances of fraud.

Technical Spotlight

- The User Management API system detects fraud and notifies via the monitoring panel.
- Connected and configured AI units synchronize information about users, products, and carts.
- Leveraged MongoDB for easy storage of structured and unstructured data.

Solution Highlights

- Shelf storage, product catalog classification, and merchandise planning.
- Demand forecasting, dynamic pricing, and optimization.
- Retail theft detection and prevention.

One of the Biggest Retail Mall-chains in India

Developed a mall management system that enables retailers to track sales, store data and share profit.

Project Drivers

Web App Development

UI/UX

Database Management

POS

Outcomes

10X Increased Efficiency

- Automation of mundane tasks enhanced productivity.

8X Greater Transparency

- Resource optimization thereby bringing a considerable reduction in overhead costs.

70% Boosted Sales

- Smart and efficient application processes boosted business revenues.

Solutioning

Challenges

- The absence of a dedicated infrastructure for consolidating inventories and sales led to missing business opportunities.
- No system in place to track sales.
- Lack of transparency among retailers within malls.

Technical Spotlight

- Developed a point of sale application using core Java and Swings.
- Developed plugins using VB.NET for fetching the sales data from point of sale application.
- Portal for tracking sales using PHP object-oriented approach and by developing an MVC framework for the same.

Solution Highlights

- Implemented data exchange protocols and enhanced security authorization for different retailers.
- SQLite was used to develop a secure database to store retail data and sales information.
- Analytics dashboard that provides crystal clarity on overall sales, traffic, purchase patterns, and heat maps.

Tech Stack



Canada-based retail chain of fuel and petroleum products

Engineered a next-gen data-engine and analytics solution for its multiple gas stations spread across cities.

Project Drivers

Data Engine

Data Analytics

Big Data

Data Visualisation

Outcomes

10X Improved Data Insights

- Integrated data engine enabled client to capture data from the POS located across multiple cities and gain customer purchase history records.

80% Enhanced Operations

- Centralised data, inter-connected systems, inventories and transparency boosted operational activities.

20% Loyalty Boost

- Acquired 20% of the population as loyal customers after introducing fuel-loyalty reward program.

Solutioning

Challenges

- Stiff market competition in a high-demanding but saturated business model, led to need of launching innovative campaigns.
- Lack of centralized data and no clarity on sales, inventories, and purchase patterns led to ambiguity in devising the marketing campaigns.
- A dire need to get competitive by making inferences based on integrated data, insights, and real-time market analysis.

Technical Spotlight

- Leveraged S3 for data ingestion while loading it from multiple sources (RDBMS/ API/ FTP).
- Used Tableau to interpret data present in Redshift/Athena and represent them in visual format.
- The platform was built using Python for its convenience in harnessing data for statistics and scientific functions.

Solution Highlights

- Capture, analyse, and control data of fuel and non-fuel related sales, and analyse budgets at any given point of time.
- Dashboard that provides real-time insights on bottom-line sales, geography that yields highest sales, loyal/repeat customers, and rewards through fuel station loyalty program.
- Report generation and visualisation using Tableau.

Tech Stack



The Largest Mall in Kuwait

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

Project Drivers

Product Engineering

Geolocation

Data Analytics

CX

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.

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.

Technical Spotlight

- Leveraged SQLite for managing store location and information.
- A visually appealing user interface for easy usability and control.
- Used Angular for an accurate representation of destination to destination navigation.

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.

Tech Stack



Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

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