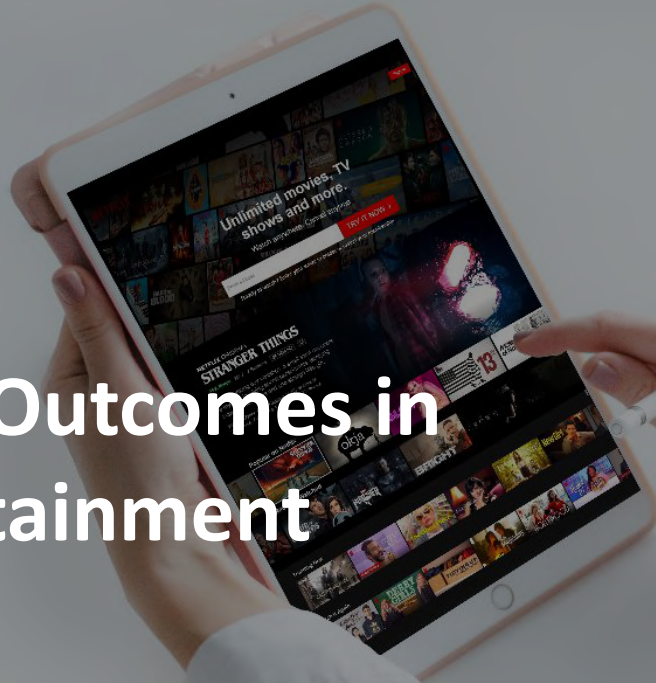


NeoSOFT®

Capabilities

Driving Digital Outcomes in Media & Entertainment




About Us

Overview

 **4000+**
Employees

 **10**
Global Offices

 **9**
Development
Centers

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




25+
YEARS OF
EXCELLENCE


 **CMMI DEV/5**

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

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

Selected Clientele

CH  VIE



Business Standard

CONDÉ NAST



VOGUE

WILEY



REPUBLIC.





Case Studies

India's leading English news website

Developed a CMS module enabling the client to showcase NFTs and their details.

Project Drivers

NFT

Payment Gateway

UI/UX

CMS

Outcomes

25% Increased Traffic

- A unique and innovative experience boosted the amount of users visiting the website.

4X Improved User Experience

- Implementing a dynamic and intuitive interface elevated the user experience and increased user satisfaction.

15% Increased Subscribers

- Access to an innovative portal that enables browsing and purchase of NFTs led to an increase in the number of registrations on the website.

Solutioning

Challenges

- An unappealing and complicated interface negatively impacted user engagement.
- Absence of a dedicated portal for uploading and managing NFTs and their details.
- Lack of a secure payment gateway that could enable users to safely purchase the NFTs.

Technical Spotlight

- Developed a dynamic interface and updated CMS using PHP and Wordpress, improving the design and modules featuring the NFTs.
- Leveraged Amazon APIs to seamlessly link or register user accounts on the website to social media accounts.
- Integrated Redis to manage storage and offer real-time analytics about the NFTs showcased.

Solution Highlights

- Created a dedicated portal for showcasing various NFTs along with filtering and sorting options.
- Redesigned the interface to make it more dynamic and user friendly.
- Enabled admin to manage users, articles, FAQs, and other page data from the back-end.

Tech Stack



One of the world's largest entertainment-to-education publishers

Developed a visually appealing and user-friendly cross-platform application for showcasing and managing books along with its details.

Project Drivers

Product Engineering

UI/UX

Database Management

CX

Outcomes

4X Increased Customer Experience

- An entirely revamped and stylish design improved navigation and led to a better customer experience.

15% Increased Revenue

- The inclusion of customer-centric modules for customizing searches according to user preference led to increased sales.

30% Increased Traffic

- An improved user experience and incorporation of new modules led to an increase in traffic on the platform.

Solutioning

Challenges

- Absence of dedicated modules for showcasing books and author details as well as events taking place across cities.
- No method for searching for specific titles and filtering books according to user's preferences.
- Lack of a module enabling users to manage their account, library, wish list and gift books to other users.

Technical Spotlight

- Crafted a dynamic experience and a highly responsive interface using C# and ASP.NET.
- Leveraged Microsoft SharePoint to create a secure place to store, organize, share, and access information from any device.
- Improved the portability, reliability and performance of the application using SQLite.

Solution Highlights

- Created a personalized dashboard for allowing users to keep track of their purchases and gain, redeem points all through server side APIs.
- Creation of dedicated modules for various lists like bestsellers, wishlist, library, etc.
- Integration of a dynamic and rich UI with options for filtering and sorting search results according to user's preferences.

Tech Stack



One of India's leading multilingual news portal

Established a dynamic and visually appealing cross-platform application with dedicated features for the admin.

Project Drivers

Product Engineering

UI/UX

Database Management

API Integration

Outcomes

30% Increased Customer Experience

- Integration of custom modules and a visually appealing design improved the overall experience for users.

25% Increased Traffic

- The ability to switch between languages seamlessly led to influx of new visitors to the portal.

35% Increased Loading Speed

- Redesigned workflows and dynamic design coupled with separate and dedicated pathways for accessing media files and videos improved page loading speed.

Solutioning

Challenges

- Absence of a dedicated back-end module enabling admin to add, update and delete posts.
- A difficult and dull interface led to users dissatisfaction.
- Lack of an option to change language as per user preference decreased user engagement.

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

- Admin can add or update the news existing on the portal and manage where they want to feature any news according to section, category etc.
- Users can instantly between two languages and share, print or recommend the news.
- Separate module created for photo library and for sharing videos via Youtube, Dailymotion and other sources.

Tech Stack



One of the world's largest food media brands

Implemented a robust portal for enabling user to search and post recipes as well as subscribe to their magazine.

Project Drivers

Database Management

UI/UX

CMS

CX

Outcomes

25% Increased Engagement

- The incorporation of dedicated and customizable user modules with the ability to share and create recipes increased engagement across the platform.

30% Elevated Customer Experience

- Quick and seamless transitions between modules and improved loading speeds elevated the customer experience.

15% Increased Subscribers

- An easy-to-use and intuitive interface design coupled with advanced controls for admin to feature the upcoming events and trending recipes improved platform subscribers.

Solutioning

Challenges

- Absence of a dedicated module to share and feature user submitted food recipes.
- Slow page loading speed and dull interface negatively impacted the user experience.
- Lack of a system to enable admin to control the feature of various elements on the website.

Technical Spotlight

- Leveraged Ruby on Rails as a framework for improving the performance and loading speed of the website.
- Used JavaScript and CSS to revamp the the design and style of the website and create a dynamic and interactive experience.
- Leveraged MySQL to add, access, and store data and implement complete data control and round-the-clock uptime.

Solution Highlights

- Dedicated and easy-to-use modules for users to submit recipes or create a collection of recipes.
- Integration of a admin dashboard enables admin to control and feature collections, recipes, events, awards, videos of recipes, magazines, recipes books and guides.
- Revamped UI to create an intuitive and visually appealing website.

Tech Stack



Best platform for discounted cinema tickets in Australia

Engineered digital assets involving eCommerce, Mobile application, and portal to introduce the client's revolutionary concept in the entertainment industry.

Project Drivers

Product Engineering

UI/UX

Data Warehouse

Payments

Outcomes

5X Increased User Adoption

- Introduction of a revolutionary concept with convenience in digital on-boarding, the platform garnered a fast user-adoption in Q1.

8X Improved Data Management

- Built a data-ecosystem with a robust ETL process to derive meaningful data-insights and fuel business decisions.

100% Secured Payments

- The tight-firewalls and security layers contributed towards seamless and secured user-payments.

Solutioning

Challenges

- Lack of a reliable, scalable, and real-time online omni-channel for booking online movie tickets.
- Absence of a data-ecosystem that could mine the captured tons of data and derive meaningful and purpose-driven insights.
- Data storage, centralized repository, collective and cumulative data activities were hindered due to lack of data-driven approach.

Technical Spotlight

- Leveraged PHP-based framework to achieve quick scalability and security for the eCommerce website.
- Harnessed MySQL and SQLite to manage the captured data from multiple sources.
- eWay payment gateway was used for secured, quick, and ease in integration.

Solution Highlights

- Back-end portal with restricted user access enabled the website and mobile application controls.
- Ensured seamless and real-time flow of information at the front-end.
- A user-centric search functionality with add-on features to improve user-adoption and experience.
- State-of-art digital infrastructure to develop a sustainable online movie-ticket booking system.

Tech Stack



OTT platform rendering HD and premium movie content

Platform development driven by user-centric experience and rich functionalities.

Project Drivers

Mobile Application

UI/UX

Cloud

Multi-device Compatibility

Outcomes

8X Advanced Platform

- Hassle-free video streaming, with patented pin code locking capabilities to allow simultaneous release of films.

25% Customer Adoption

- Excellent CX combined with intuitive features and zero snags makes this platform the most sought, subsequently yielding a fast user-adoption.

100% Secured Payments

- Hassle-free and secured payments to purchase user-subscriptions based on personal choices.

Solutioning

Challenges

- Need of a cost-effective solution to reach the untapped market without the burden of the additional cost of releasing films.
- Absence of a platform providing films on a Pay per view model.
- Reduce Piracy, and enable the content owner to release the movies simultaneously.

Technical Spotlight

- RxSwift, RxCocoa, Action, NSObject+Rx, RxDataSources, RxGesture used Rx frameworks for fast performance & RxSwift to manage the huge background operations.
- Realm, RealmSwift, RxRealm, RxRealmDataSources used as database to save the entities.
- AV Foundation, Used to play Movies & Trailer OpenTok framework used for the live broadcasting feature.

Solution Highlights

- An OTT platform with catalog of movies, series, events that are available on android mobile, android TV, FireTV, JioTV.
- Filter movies based on Language, Genre, and sources like Prime video, Sony tv live, Netflix, Disney Hotstart, and many others.
- Plexigo's Pay-per-View feature allows content owners flexible pricing to maximize the revenue as per the content's potential.

Tech Stack



India's second largest private radio station

Engineered a premium platform for live streaming music videos, performances, and VoD services

Project Drivers

Mobile Application

CMS

Web Portal

CX

Outcomes

5X Accelerated User Adoption

- Live video streaming, access to favorite music artists and celebrities, directs chats, and other innovative features accelerated user adoption.

100% Cloud Enablement

- Migration to AWS cloud introduced scalability and reliability towards data management.

8X Boosted CX

- Reduced latency, provision of content curation, HD view, and flexible pro-grade live streaming enhanced the user experience.

Solutioning

Challenges

- Cope with the dynamic and scaling needs of users was a daunting task.
- Outgrow the ever-growing market competition and retain the impulsive hoppers was a dire need.
- A robust and an intuitive platform was necessary to engage the youth audience and devise innovative modules for retention.

Technical Spotlight

- Angular JS for quick delivery and prototyping of dashboard style thus enabling the creation of dynamic single-page apps.
- Development agility with AWS to scale up to meet storage, computing, and other requirements.

Solution Highlights

- Live video on-the-go.
- Live celebrity chat.
- Incentive programs with rewards and cash.
- Reduced latency in live stream performances.
- Provision to LIVE stream in a studio environment.
- Provision to curate LIVE content and push non-live curated VoD.

Tech Stack



Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

022 4050 0600

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