

NeoSOFT®

Capabilities


Driving Digital Outcomes in the Retail Industry





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



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

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

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

LVMH



Sharaf DG

الروسستجاني
AWR OSTAMANI

FUTURE RETAIL



SPACES.

sodexo

I'DECOR®
Live beautiful



D Mart



Paradise®
The Retail Mart

GNC
LIVE WELL

PharmEasy

MEDIKABAZAAR

Wellnessta



Case Studies

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.

Project Journey

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.

Project Journey

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.

Project Journey

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.

Tech Stack



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.

Project Journey

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.

Project Journey

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.

Project Journey

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

022 4050 0600

www.neosofttech.com