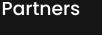


# **About Us** Great Place 25+ YEARS OF Work **EXCELLENCE** Certified CMMIDEV/5

### Overview

# Clientele

### **Achievements**







1500+ Clients

2000+ **Products Engineered** 

SAP

aws

Global Offices

Development

Centers



50+ Countries

1500+ **Applications** Developed

Microsoft<sup>®</sup>



Google Cloud



Magento<sup>®</sup>



**S** shopify

</>> 20+ Million Development Hours

85% **Clients Retention** 



12+ Awards



**WOO COMMERCE** 

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

9



**Industry Verticals** 

22+

# **Certified To Deliver Quality**





ISO 9001:2015 Quality Management

1SO 20000-1:2011 IT Management ISO 27001:2013 Information Security

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**

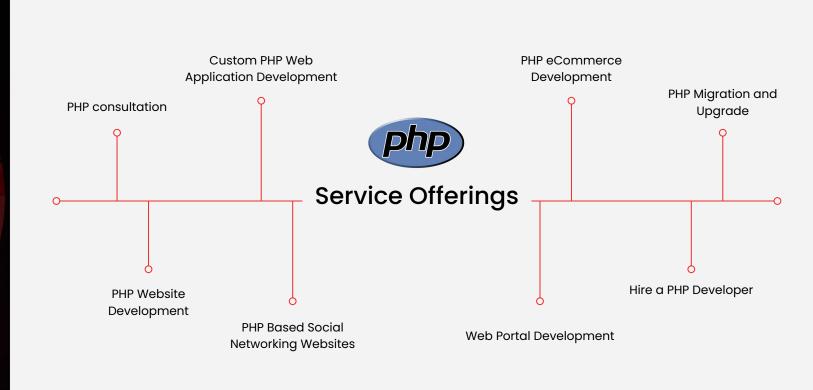
We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

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

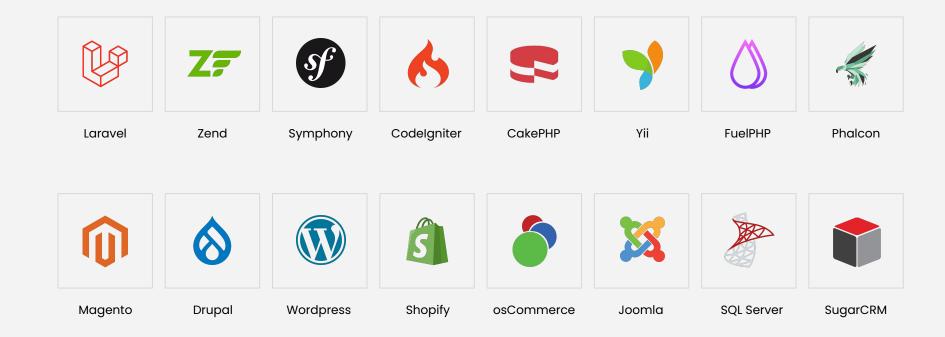
#### **Managed Services**

Our IMS services helps enterprises to run Business as usual.

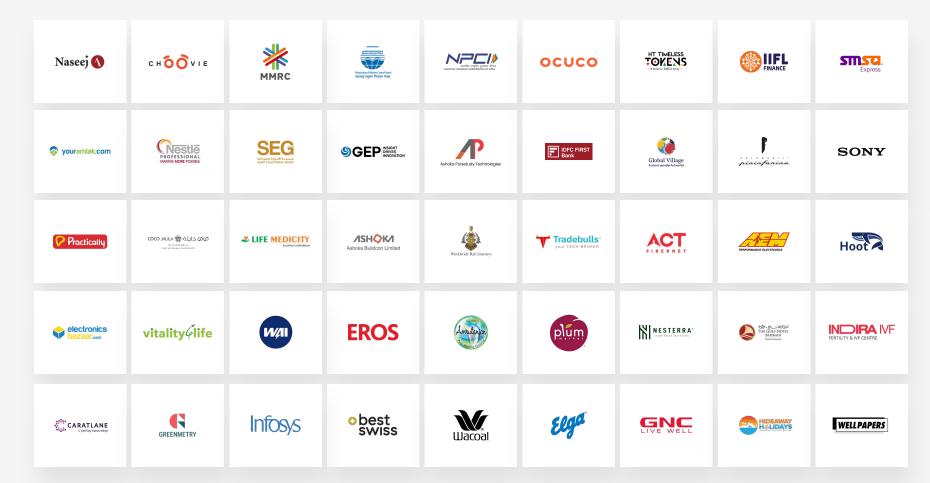
With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.



# **Our Technology Competencies**



# **Selected Clientele**





### A Destination for Trendy Clothing and Accessories

Elevates e-commerce user experience with extensive customizations and seamless integrations.

uı/ux

Optimized Inventory Management

Payment Gateway

#### **Outcomes**

#### 76% Enhanced Visual Appeal

 Integrated an external theme package and tailored design elements, boosting aesthetic appeal and user engagement.

#### 2x Better Inventory Management

 Implemented a multi-source inventory system, optimizing warehouse configuration for efficient stock management.

#### 35% More Diverse Payment Options

 Successfully integrated payment gateways like Paytm and CCAvenue, diversifying payment options for customers.

#### Challenges

- Adapting an external theme package while aligning it with specific client requirements.
- Setting up a multi-warehouse inventory system with synchronizing inventory data across various sources.
- Offering multiple payment options to ensure a smooth user experience.

#### **Technical Spotlight**

- UNIX / LINUX provided a stable and secure environment for hosting the theme, ensuring reliability and security in operations.
- MySQL 5.0 provided a robust database management system, ensuring accurate storage and retrieval of inventory data.
- Efficiently integrated Paytm and CCAvenue for versatile payment options.

- Conducted thorough compatibility checks and employ a systematic approach to customize the theme as per client requirements.
- Ensure precise configuration of multi-warehouse inventory by emphasizing accurate data sync and robust tracking mechanisms for reliability.
- Integrated diverse payment gateways like Paytm and CCAvenue.







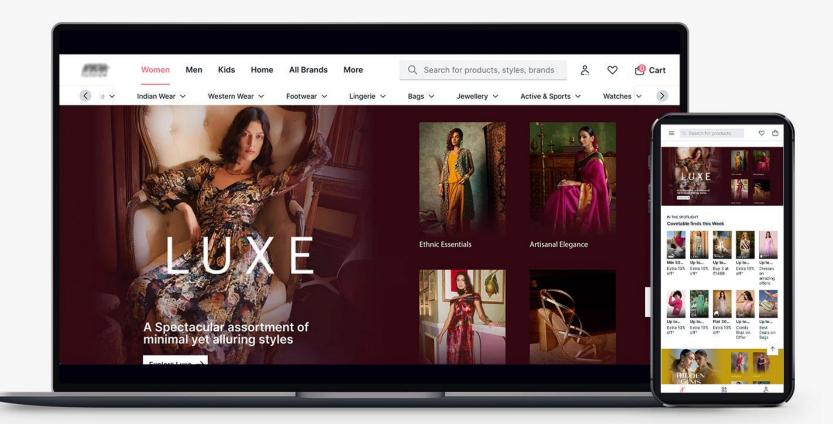












# One of the Biggest Retail Mall-chains in India

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

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.

#### 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.

- 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.















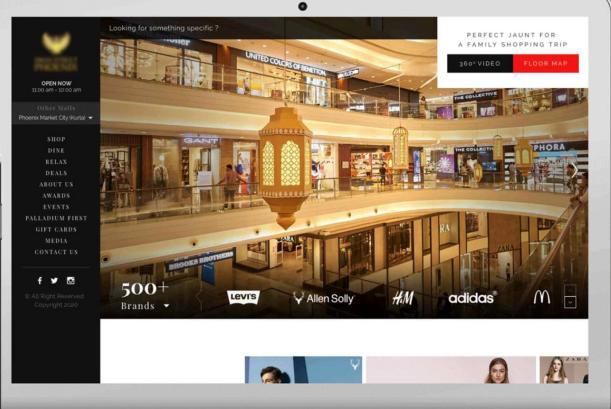








 $Q \equiv$ Dr. ☆ Event Enjoy 500+ Brands Levrs Allen Solly H.M adi TRENDS WE SET Fashion lover



# A Powerful Online Optometry Appointment Scheduling Solution

Built a multi-server online scheduling solution that simplifies appointment management.

Performance Optimization UI/UX CMS

#### **Outcomes**

#### Improved Appointment Management

 Optimized appointment management, reducing booking errors and enhancing patient convenience.

### **Enhanced System Efficiency**

 streamlined data processing and reduced server load, improving overall system efficiency and performance.

#### **Increased Data Accuracy**

 Ensured accurate patient and medical information, minimizing errors and improving reliability.

#### Challenges

- Ensuring seamless integration and interoperability across various technologies and platforms.
- Coordinating communication and data exchange between multiple servers.
- Handling complex business logic and data processing tasks, integrating multiple data sources, and managing intricate operations efficiently.

#### **Technical Spotlight**

- Employed a modular approach with JavaScript for client-side interactions and PHP for server-side processing.
- Utilized Yii Framework for efficient communication and SOAP for reliable data exchange between servers.
- Used PHP's robust server-side scripting capabilities to manage complex business logic and data processing tasks.

- Enabled seamless integration and with diverse technologies, ensuring compatibility and adaptability to various environments and user needs.
- Streamlined server communication, simplifying multi-server integration and improving system coherence.
- Allowed for efficient processing of complex operations, ensuring smooth execution of business rules and accurate data management.











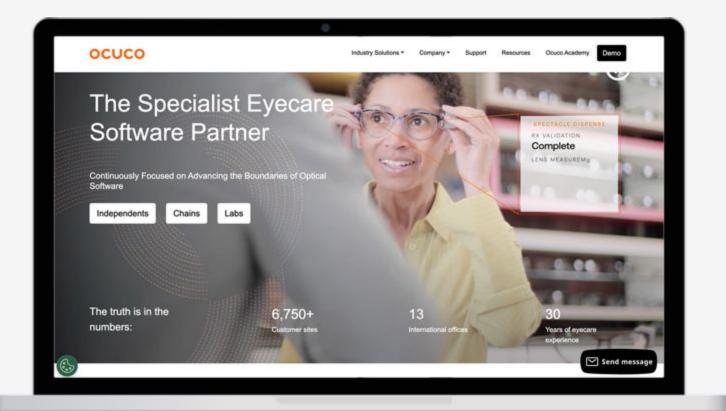












# A Streamlined Digital Movie Ticket Booking Solution

Crafted a real-time ticket booking platform with dynamic pricing and advanced features.

API Development ) ( Database Management ) (

Real-time Processing

uı/ux

#### **Outcomes**

#### **Enhanced Booking Efficiency**

 Ensured fast, real-time ticket booking and dynamic pricing, enhancing user convenience.

#### Robust Data Management

 Utilized advanced database technologies and synchronization processes to ensure reliable and efficient handling of movie data and user information.

#### Better Cross-Platform Accessibility

 Developed the application using diverse frameworks and tools, providing a consistent and high-quality user experience across platforms.

#### Challenges

- Processing form submissions and managing user authentication securely.
- Managing user accounts, authentication, and personalization ensuring security and ease of use.
- Interacting with external APIs and handling data exchange between different systems.

#### **Technical Spotlight**

- Utilized PHP to process form submissions and manage user authentication securely.
- Implemented MySQL and JIRA for efficient user account management and tracking.
- Leveraged PHP to interact with external APIs and handle data exchange between different systems.

- Handled form data and supported user authentication, protecting user information and ensuring secure access to the platform.
- Managed user accounts efficiently, and helped track development tasks related to user management.
- Simplified integration with external services, facilitating smooth data exchange and feature integration.











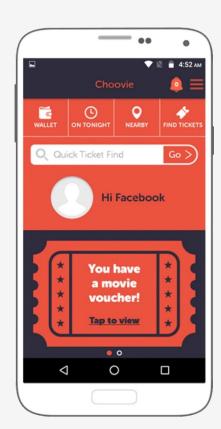


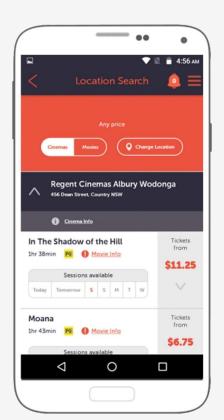


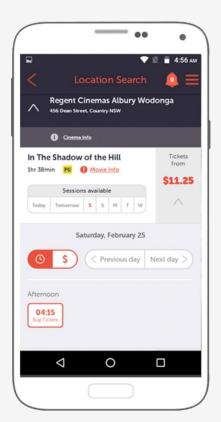












# The Public Transport Entity Driving Mumbai's Metro Transit System

Built a multilingual, mobile-friendly website that provides comprehensive updates.

Content Management

Performance Optimization

API Integration

uı/ux

#### **Outcomes**

#### **Increased CMS Efficiency**

 Implemented custom CMS modules, streamlining content creation and management processes.

#### **Improved Site Accessibility**

 Responsive design and multilingual support ensured broader accessibility across devices and languages.

#### **Robust Security Measures**

 Deployment of secure coding practices and regular updates strengthened site security and data protection.

#### Challenges

- Managing scalability and handling increased loads, optimizing for high traffic and resource demands.
- Protecting the platform from security breaches and unauthorized access while maintaining data integrity.
- Ensuring the platform functions seamlessly across various browsers and devices.

#### **Technical Spotlight**

- Used PHP's support for various caching mechanisms to improve scalability and handle increased loads effectively.
- Applied secure coding practices and leveraged PHP's security features to protect against vulnerabilities.
- Utilized PHP, HTML5 and CSS3 to ensure compatibility and optimize user experience.

- Enhanced performance and scalability by reducing server load and speeding up data retrieval, allowing the platform to handle higher traffic volumes.
- Enhanced the platform's security, protecting sensitive data and maintaining user trust.
- Enabled the creation of adaptive and responsive layouts, ensuring a consistent and high-quality user experience across devices.









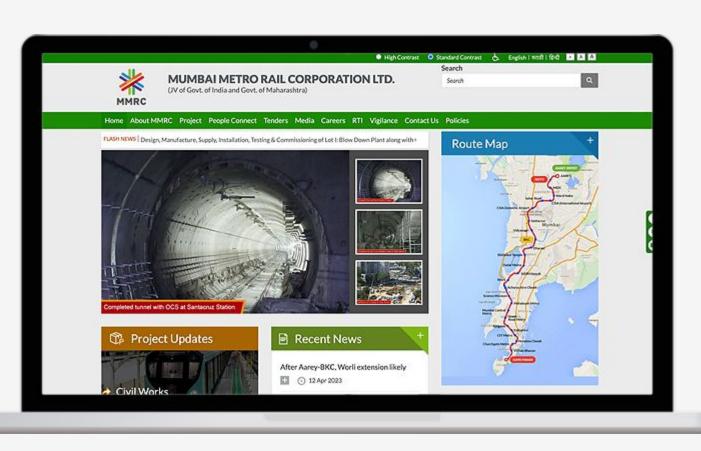












### A Leading Full-Service Brokerage Firm in India

Designed a comprehensive digital tool for efficient lead management and performance tracking.

Performance Optimization

uı/ux

**API Integration** 

Database Management

#### **Outcomes**

#### 3x Reduced Server Response Time

 Implemented advanced caching mechanisms and server optimizations, resulting in significantly faster response times for user requests.

#### 40% Reduced Data Transfer Costs

 Implemented data compression algorithms and optimized data transmission protocols, resulting in significant cost savings on data transfer and storage.

### 65% Increased System Scalability

 Implemented horizontal scaling strategies and cloud-based infrastructure, enabling the system to handle a significantly higher load with minimal performance degradation.

#### Challenges

- Balancing functionality with performance to ensure the app runs smoothly on different devices.
- Managing data synchronization between the mobile app and server databases to ensure data consistency.
- Designing an intuitive and user-friendly interface to enhance the overall user experience.

#### **Technical Spotlight**

- Employed Android (Java) for native app development, leveraged Chart.js and HighCharts for data visualization.
- Implemented real-time data synchronization with Node.js, Express Framework for backend development.
- Utilized PHPExcel for generating dynamic reports and data visualizations, providing users with interactive and visually appealing content.

- Resulted in a smooth and responsive app experience, enhancing user satisfaction and retention.
- Enabled real-time access to updated information, improving data accuracy.
- Enhanced user engagement and retention by providing an intuitive and visually appealing interface, leading to higher user satisfaction and adoption rates.









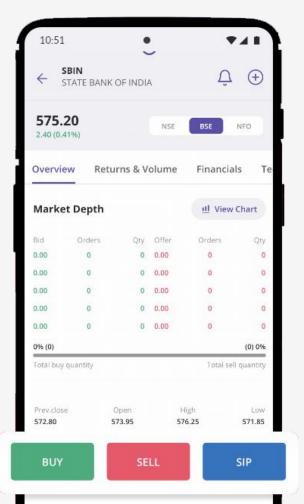


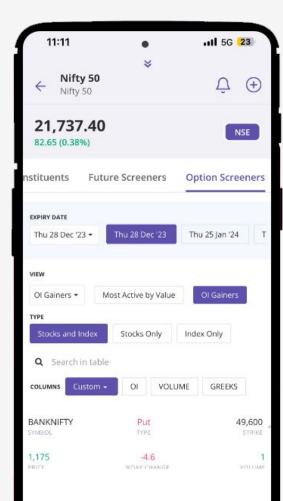


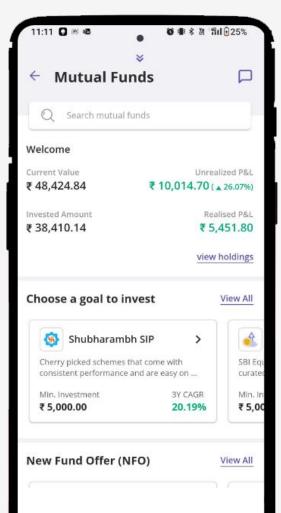












### A Platform to Purchase Precious Metals in a Digitized Format

Built a user-friendly application to simplify access to various precious metals.

Cloud Services UI/UX Database Management Data Security

#### **Outcomes**

#### **50% Faster Transactions**

 Optimized network communication, reducing transaction times and enhancing user experience and efficiency in processing orders.

### 9x Enhanced Security

 Ensured a robust defense against potential threats and enhanced user trust.

#### **5x Streamlined Payment Process**

 Enabled a seamless payment experience, resulting in an increase in successful transactions and improving overall user satisfaction.

#### Challenges

- Protecting user data from security threats, addressing vulnerabilities in both frontend and backend.
- Building a scalable architecture to accommodate future growth and increasing user demand.
- Integrating a reliable payment gateway for secure transactions.

#### **Technical Spotlight**

- Implemented Proguard to enhance app security, protecting against reverse engineering.
- Employed Node.js with PostgreSQL for backend development, providing a scalable and reliable infrastructure.
- Integrated RazorPay for secure and hassle-free payment processing.

#### **Solution Highlights**

- Safeguarded user data and app integrity, protecting against any potential security threats.
- Enabled the app to handle increasing user demand effectively.
- Ensured secure and efficient payment transactions, enhancing user trust and satisfaction.













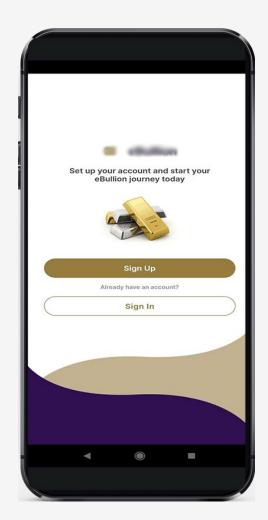


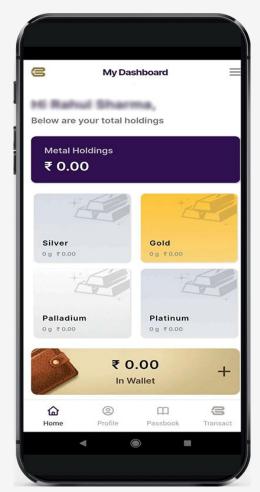


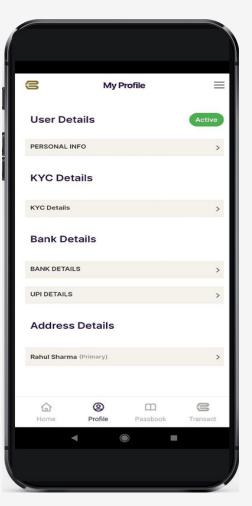




**Tech Stack** 







# A Unique Indian Platform Offering Quick Credit Financing Nationwide

Integrated major payment gateways to enable EMI purchases from major online retailers.

**Payment Integration** 

E-commerce Integration

Modular Architecture

Cross-Platform Compatibility

#### **Outcomes**

#### **4x Efficient Inventory Management**

 Integrating inventory service streamlined loan provision for online purchases.

#### **Modular Architecture**

• Split the app into Laravel projects based on function boosts modularity and maintenance, easing updates and enhancements.

#### 100% Cross-Platform Availability

 App availability on Android and iOS broadened reach, enhancing accessibility and engagement.

#### Challenges

- Ensuring seamless functionality and user experience across both mobile and web platforms.
- Loan applications are typically lengthy and time-consuming, often necessitating multiple bank visits and physical document submissions.
- Customers need clarity about the type of loan, amount of money, EMI collection period, etc., to apply for.

#### **Technical Spotlight**

- Codelgniter and Laravel offered efficient frameworks for backend and frontend development, respectively.
- PHP and MySQL 5.0 enabled efficient data processing and storage for seamless loan application submissions.
- Leveraged Al-powered loan recommendation engine to offer personalized loan plans.

- Implemented responsive design principles and conduct thorough testing across various devices to ensure compatibility and consistency.
- Enabled users to upload required documents and apply for loans quickly and securely through the mobile application.
- Incorporated a loan recommendation engine that uses AI to provide users with a list of loan plans based on their input information.





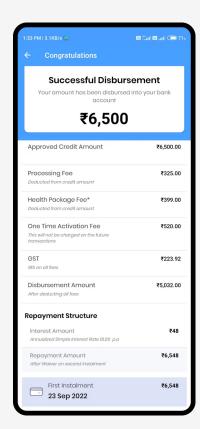


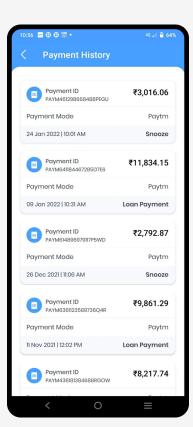


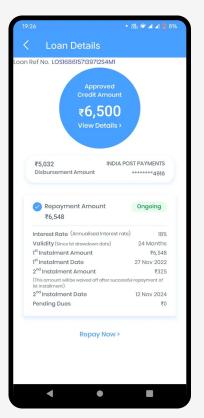












### A Payment App for Direct Bank Payments to Anyone

Developed a mobile-friendly platform with custom themes and user-friendly web forms.

Scalability UI/UX Payment Integration Data Encryption

#### **Outcomes**

#### 5x Increased User Engagement

 Enhanced user engagement through intuitive design and interactive features, resulting in a more immersive user experience.

#### 100% Data Security

 Strengthened data security measures, ensuring the protection of sensitive user information and reducing the risk of data breaches.

#### 70% Reduced Transaction Time

 Streamlined transaction processes, leading to a significant decrease in the time required for users to complete payments and other actions.

#### Challenges

- Integrating the app with existing backend systems and databases.
- Balancing the application's performance while maintaining responsiveness and minimizing load times.
- Implementing robust security measures to protect user data from unauthorized access and breaches.

#### **Technical Spotlight**

- Developed robust APIs using PHP and MySQL to facilitate seamless communication between the application and backend systems.
- Utilized AJAX to make asynchronous requests and enhance web and mobile app performance.
- Utilized PHP's built-in encryption functions and MySQL's user authentication features.

- Enabled real-time data exchange and enhanced overall application functionality.
- Utilizing code optimization techniques improved the application's performance, resulting in faster load times and smoother user experience.
- Ensured the security of user data, fostering trust among users and mitigating the risk of data breaches.







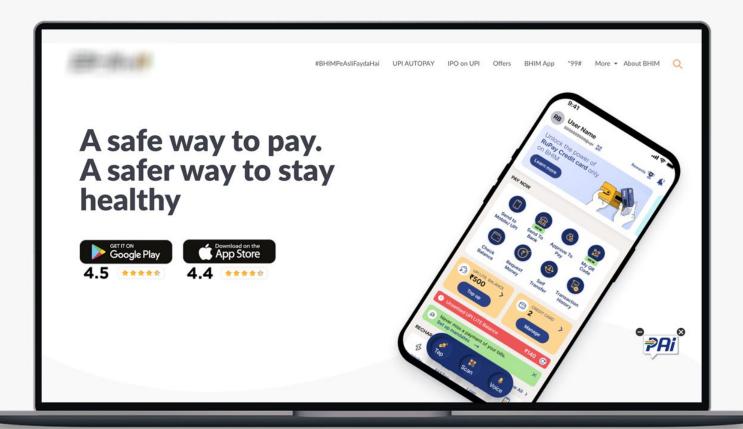












# Specialists in Freight Solutions to Streamline Shipping Processes

Developed a comprehensive reporting application to optimize operations.

Real-Time Analytics

Cross-Platform Compatibility

uı/ux

Data Visualization

#### **Outcomes**

#### **Enhanced Reporting Capability**

 Optimized database queries and automated report generation streamlined reporting processes, reducing manual effort and time.

#### **Advanced Data Visualization**

 Implemented Chart.js for dynamic dashboards and graphical reports, enhancing data presentation and user insights.

#### **Enhanced System Integration**

 Developed and integrated APIs for document generation and uploading, improving system connectivity and data handling.

#### Challenges

- Integrating multiple data sources and APIs with varying data formats and synchronization issues.
- Generating and processing reports quickly and accurately despite large volumes of data and complex queries.
- Safequarding sensitive documents during upload and transmission while preventing unauthorized access.

### **Technical Spotlight**

- Utilized PHP and Laravel for seamless integration of multiple data sources and APIs.
- Used MySQL 5.0 for optimized database queries and leveraged PHP for generating reports.
- Implemented secure file upload and API handling in PHP and Laravel.

- Provided robust frameworks for handling complex integrations, ensuring smooth data flow and consistency across the platform.
- Streamlined report generation, greatly reducing processing time and enhancing efficiency.
- Secured document handling, preventing unauthorized access and ensuring safe transmission of sensitive data.











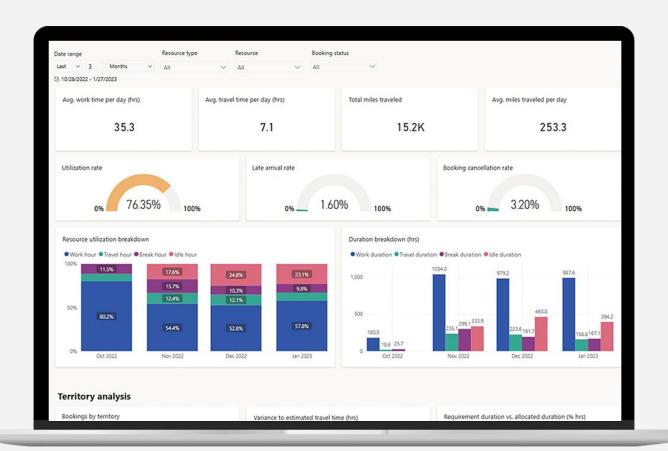












# One of the World's Leading Logistics Companies

Developed an e-store platform, providing international and domestic shipping services.

Shipment Tracking

Payment Gateway

Version Control

Platformization

### **Outcomes**

### **60% Better Shipment Visibility**

 Implemented real-time tracking functionalities, enhancing users' ability to monitor shipment progress and location seamlessly.

### 5x Improved Performance

 Optimized codebase and server configuration, resulting in improved platform performance and faster loading times for users.

## 99% Secure Payment Processing

 Enabled smooth and secure payment transactions for users, enhancing trust and reliability.

### Challenges

- Integrating various components such as payment gateway, frontend framework, and backend framework.
- Integrating external APIs, such as social media APIs for enhanced user engagement, with the platform.
- Ensuring optimal performance across different server versions and managing database queries for efficient data retrieval.

### **Technical Spotlight**

- Implemented modular development approach using Codelgniter for backend and AngularJS for frontend.
- Utilized PHP libraries and Codelgniter framework to create wrappers for external APIs.
- Utilized MS SQL's optimization techniques such as indexing and query optimization for efficient data handling.

- Allowed for seamless integration of components, ensuring a cohesive platform that functions smoothly.
- Ensured seamless interaction with external services.
- Enhanced performance, ensuring faster data retrieval and better overall platform responsiveness.













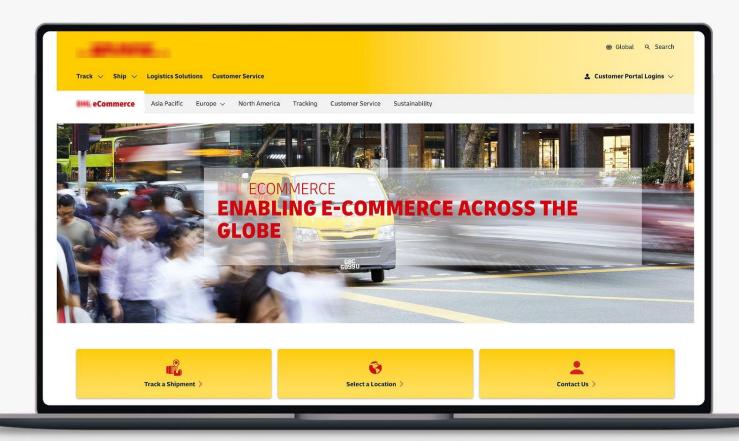












# A Global Logistics Network Comprising 15 Leading Logistics Providers

Crafted a digital platform to improve user experience and functionality.

Performance Optimization

Data Security

Code Maintenance

Scalability

#### **Outcomes**

### 50% Improved Functionality

 Implemented new features like shipment tracking, schedule search, and optimized login navigation, improving functionality.

# 9x Enhanced Security

 Safeguarded user information and transactions, mitigating risks of unauthorized access and data breaches.

### 76% Better Data Management

 Facilitated efficient storage and retrieval of website data, enhancing performance and scalability.

### Challenges

- Ensuring consistent functionality and appearance across different web browsers.
- Optimizing website performance and responsiveness, especially when handling large volumes of data.
- Managing the complexity of server-side scripting and database management.

### **Technical Spotlight**

- Used CSS resets and browser prefixes to standardize rendering, implemented enhancement techniques.
- Utilized AJAX for asynchronous data retrieval and processing and JavaScript files to reduce load times.
- Utilized PHP frameworks for structured backend development.

## **Solution Highlights**

- Ensured consistent user experience across different browsers, increasing user satisfaction and engagement.
- Improved user experience and retention.
- Structured codebase and efficient development practices lead to easier maintenance and scalability of the platform.



**Tech Stack** 











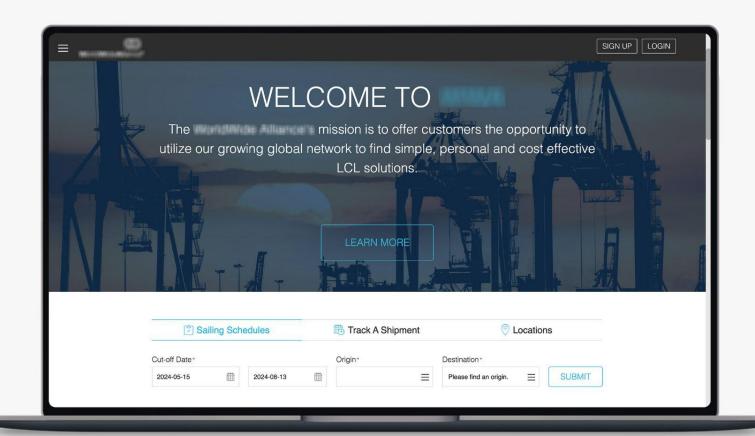












# A Leading Indian Financial Company Offering a Range of Services

Built a cutting-edge online platform for trading, investments, and account management.

API Integration Data Visualization UI/UX Content Management

### **Outcomes**

### **Improved Trading Efficiency**

 Streamlined account management and trading processes, reducing transaction times.

## Better User Tracking and Insights

 Improved tracking of user behavior, enabling more effective analysis and optimization of the user journey.

# **Increased Security and Stability**

 Ensured robust, secure, and stable performance of all platform components and modules..

### Challenges

- Ensuring that sensitive user data and financial transactions are protected against security threats and breaches.
- Integrating third-party APIs smoothly while ensuring compatibility and performance.
- Implementing a content management system that allows for the efficient display and updating of dynamic content.

### **Technical Spotlight**

- Used HTTPS, data encryption, and secure PHP coding practices to protect sensitive user data and transactions.
- Utilized Zend's built-in support for API integration, ensuring compatibility and secure connections.
- Leveraged PHP along with a CMS to manage and display dynamic content efficiently.

- Secure communication protocols and PHP practices protected sensitive user data from potential threats, boosting trust and compliance.
- Simplified API integrations, allowing seamless communication with third-party services.
- Allowed for efficient management and display of dynamic content, ensuring the platform remains current and informative.











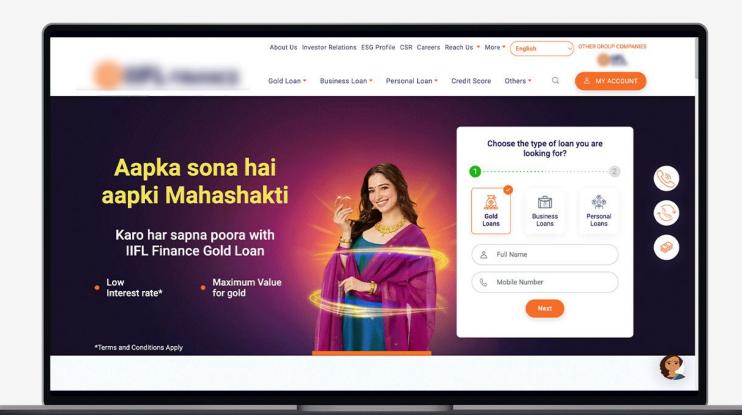












# A UK University's Cutting-Edge Online Portal

Designed an intuitive and elegant E-commerce platform for educational events.

Cloud Integration UI/UX Scalability Data Security

### **Outcomes**

### 3x Better Maintenance and Support

 Provided ongoing support for the application in maintenance mode, ensuring its reliability and continued functionality.

#### 100% Secure Data

 Prioritized data security with MySQL 5.0, implementing robust measures to safeguard sensitive information and ensure a secure transaction environment.

## 70% Improved Accessibility

 Ensured compatibility with various Windows server versions, expanding the application's reach and accessibility within the university's existing infrastructure.

### Challenges

- Developing an application that functions consistently across various web browsers with differences in rendering engines.
- Achieving real-time data updates and integrating with external APIs, handling data bindings and asynchronous communication.
- Integrating the application with a cloud platform like Microsoft Azure with configuration, deployment, and optimizing for cloud services.

### **Technical Spotlight**

- Implement responsive design using Twitter Bootstrap.
- Utilize Angular for dynamic data handling and AJAX for asynchronous API consumption.
- Seamlessly integrated with Microsoft Azure, leveraging its cloud capabilities to enhance scalability, flexibility, and accessibility.

- Users experienced a uniform and reliable interface regardless of the browser they use, contributing to a positive and consistent experience.
- Created a responsive and interactive application that delivers timely information and services.
- Improved performance, scalability, and reliability, while providing a platform for future enhancements and features.

















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Eminem M ~	₩	13	28 Jun 2019, Wed	08:30	11:30	ENG - ENG - English Course	Training - Lec 2	Auston M	LR-D3036	Confirmed	
	→	14	28 Jun 2019. Mon	12:15	15:15	IMICE - Adv. Dip in mass communication +BA (Liber	Training - Lec 1	(a) NG chwee seng	LR-C1013	Confirmed	



# Leading by Passion. Driven by Innovation

