NeoSOFT®

Revolutionizing digital breakthroughs in the UAE

Fueling Digital Growth

www.neosofttech.com

About Us

Overview

4000+
Employees

10
Global Offices

9
Development Centers

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

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

aws

SAP

Microsoft®

Google Cloud

Magento®

Great Place To Work® Certified INDIA

25+
YEARS OF EXCELLENCE

CMMI DEV /5

Certified To Deliver Quality

KPMG

This is to affirm that

NeoSOFT Private Limited

Organizational Unit: Software Development Unit

has been appraised at

Maturity Level 5

of the Capability Maturity Model Integration for Development,

Version 3.0

CMMIDEV/5

CMMI ® V 3.0 / Exp. 2027-08-17 / Appraisal #72520

ISO
9001:2015
Quality Management

ISO
27001:2013
Information Security

ISO
20000-1:2011
IT Management

ISO
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 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

Differentiated Offerings

NeoNucleus
#CenterforGrowth

Taking captive offshoring to the next level, we have built a growth engine for your business. NeoNucleus - is your exclusive dedicated software development center, which delivers value beyond traditional efficiencies.

[Read More >](#)

NeoNXT
Next Generation of Engineering Talent

NeoNXT is our next generation of graduate engineers, programmers & problem-solvers that strengthens and future-proofs your agile teams, helping organizations to tackle talent attrition and dearth of quality programmers.

[Read More >](#)

Value Proposition

An approach that embeds purpose and value throughout your organization

People
Dynamic
People-Model

- Cohesive Community
- Shared and Servant Leadership
- Information Transparency
- Product Thinking
- Role Mobility

Process
Rapid Decision &
Learning Cycles

- Rapid Iteration & Experimentation
- Performance-Oriented
- Information Transparency
- Standard working procedures
- Continuous Learning
- Action-oriented Decision-Making

Technology
Next-Gen Technology
Enablement

- Evolving Technology Architecture, Systems, and Tools
- Next-generation Technology Development and Delivery Practices

Strategy
North Star embodied
across the organization

- Shared Purpose and Vision
- Sensing and Seizing Opportunities
- Flexible Resource Allocation
- Actionable Strategic Guidance

Structure
Network of Empowered
Teams

- Clear, Flat Structure
- Defined Accountable Roles
- Hands-on Governance
- Active Partnerships & Ecosystem
- Driven-to-purpose accountable teams

Success Stories

Banking & Finance

E-Commerce & Retail

Education & E-Learning

Government/ Semi Government

Healthcare

Insurance

IT & Consulting

Manufacturing

Media & Entertainment

News & Publication

Supply Chain & Logistics

Telecom

Delivered
6500+ Projects

Worldwide Across
22+ Industries

Selected Clientele

Case Studies

A Leading Banking Group in the MENAT Region Serving 14 Million+ People

Built a web application to automate the lending process and customer management.

23
Team Members

1.3 Years
Duration

Digital Transformation   Product Engineering   Automation   UI/UX

Technologies

.NET MVC   .NET Core   AJAX   ANGULAR   JS   HTML5   CSS3

Solutioning

Challenges

- Ensuring the system can handle a large volume of customers, collateral details, and employee data efficiently.

- Ensuring robust security measures to protect customer information and prevent unauthorized access.

- Designing an intuitive user interface that facilitates easy navigation and efficient data entry.

Solution Highlights

- Utilized Oracle 11g's features for performance optimization, indexing, and query optimization to ensure the system can scale effectively.

- Implemented robust authentication and authorization mechanisms using Java/J2EE security features to control access.

- Utilized Struts for frontend development to create a user-friendly interface, enhancing the overall user experience.

Outcomes

60%
Increased Efficiency

Streamlined customer management workflows, leading to a substantial reduction in processing time and human errors.

3x
Reduced Manual Workload

Significantly reduced manual workload by automating repetitive tasks such as customer management and charge calculation, increasing efficiency and productivity.

100%
Data Security

Ensured the confidentiality, integrity, and availability of sensitive financial data, mitigating the risk of unauthorized access or data breaches.

Emirates NBD

Accounts   Cards   Loans   Foreign Exchange   Wealth & Insurance   Ways of Banking

Choose your website / عربي

Ramadan auto loan

The car you've been waiting for is coming home this Ramadan

This Ramadan, get behind the wheel of the car you deserve with an Emirates NBD Auto Loan, available across the UAE

Know more ›

2 /6

Largest Education Provider of Kindergarten-to-12 Schools in the World

Developed a fully-managed cloud-based LMS for an immersive learning experience.

50
Team Members

2+ Years
Duration

Product Engineering   **Cloud Enablement**   **Database Management**   **UI/UX**

Technologies

Solutioning

Challenges

- Building a state-of-the-art learning management system (LMS) for all the involved stakeholders.

- Addressing the needs of the teaching fraternity while delivering a spectacular online education experience.

- Taking online education to the next level by bridging the gap between online and offline learning.

Solution Highlights

- Allowed teachers to plan and schedule live interactive sessions, create auto-graded quizzes, and grant access to online attendance.

- Built a secure social media feature to foster collaboration between teachers, students, and parents.

- Parents managed contactless and secure online fee payments directly through the classroom portal.

Outcomes

30%
User Adoption

An intuitive user- interface with features enabled for quick interactions led to hassle-free learning journeys, resulting in accelerated user adoption.

10X
Improved CX

A visually appealing and highly comprehensible interface with real-time push notifications and integrated modules for teachers, students, and parents.

100%
Data Encryption

Advanced data encryption and confidentiality ensured users' sensitive information was safe and privacy maintained.

cura

A High-Growth Telehealth Services Startup in Turkey and the UAE

Built a telehealth platform with instant messaging and live video call functionality.

5	1 Year
Team Members	Duration

Video Conferencing   Payment Gateways   API Integration   Live Chats

Technologies

.NET MVC   .NET Core   AJAX   ANGULAR   JS   HTML5   CSS3

Solutioning

Challenges

- Implementing robust security measures to protect user data, prevent unauthorized access, and mitigate potential vulnerabilities.

- Incorporating real-time communication features while maintaining performance and reliability.

- Streamlining development workflows, issue tracking, and team collaboration.

Solution Highlights

- Implemented robust authentication and authorization mechanisms using ASP.NET's built-in security features with ServiceStack's built-in authentication features.

- Integrated Opentok's SDK to enable real-time communication features like video conferencing and messaging.

- Utilized Jira for project management and issue tracking, and BitBucket for version control and collaborative development.

Outcomes

62%
Improved
Performance

———

Implemented caching mechanisms and optimized database queries, leading to faster response times and enhanced overall performance.

5x
Enhanced User Trust

———

Users could interact with healthcare providers in real-time through video conferencing and messaging features.

45%
Improved Customer Support

———

Improved customer support efficiency and enabled swift resolution of reported issues, enhancing customer satisfaction and loyalty.
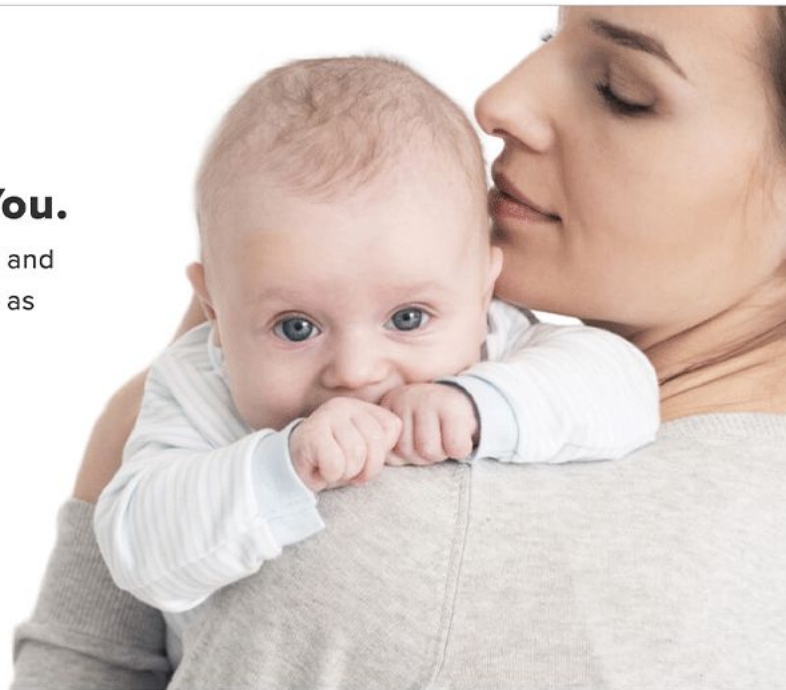
Everyday Doctor With You.

We offer our healthcare services to you and your family anytime and from anywhere as well.

Download Now   Learn More ▷

AWROSTAMANI الرستماني

A Diversified Conglomerate Spanning Industries

Developed a fully-integrated CRM for the automobile sector of the company.

4	10 Months
Team Members	Duration

Sales Management   Database Management   API Integration   Security

Technologies

Solutioning

Challenges

- Implementing secure login mechanisms and user permissions management to ensure that only authorized users have access.

- Designing the platform to be mobile-responsive and adaptable to various screen sizes and devices.

- Optimizing code and database queries to enhance platform speed and responsiveness.

Solution Highlights

- Utilized HTML forms for user login, JavaScript validation for input fields, and MS SQL database to handle authentication and authorization on the server-side.

- Utilized CSS media queries to apply different styles based on the device's screen size, and implement responsive design frameworks

- Optimized CSS, HTML, and JavaScript code for performance and optimized database queries with MS SQL 2014.

Outcomes

85%
Enhanced Data Security

Significantly bolstered data security, safeguarding sensitive information from unauthorized access.
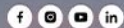
7x
Optimized Performance

Improved platform speed and responsiveness, enhancing user experience.

60%
Improved Compatibility

Facilitated seamless communication between the new platform and existing systems running on older Windows Server versions, ensuring compatibility and functionality.

ABOUT US

AWR Holding consists of several companies, representing seven diverse sectors and offering exceptional products and services aimed at enriching lives.

OUR HISTORY

It all started with a

CITYCENTRE

A Chain of Luxury Shopping Centers in the Middle East

Crafted a feature-rich mobile application to curate the ultimate shopping experience.

20	2 Years
Team Members	Duration

Cross-Platform Compatibility   API Integration   Push Notifications   Location-based Services

Technologies

 [OBJ-C]

 Java

 SQLite

 Facebook

 Twitter

 Google APIs

Solutioning

Challenges

- Ensuring consistent functionality and user experience across iOS and Android platforms.

- Ensuring smooth performance and responsiveness, especially with heavy data usage.

- Designing the app to accommodate future growth and scalability requirements.

Solution Highlights

- Ensured consistent functionality across iOS and Android platforms, enhancing user experience.

- Improved image loading performance, giving a smoother app experience.

- Facilitated code scalability and maintainability, allowing the app to grow and adapt to future requirements.

Outcomes

60%
Enhanced User Engagement

———

Integration of social media APIs and real-time communication features increased user engagement, fostering a more interactive experience.
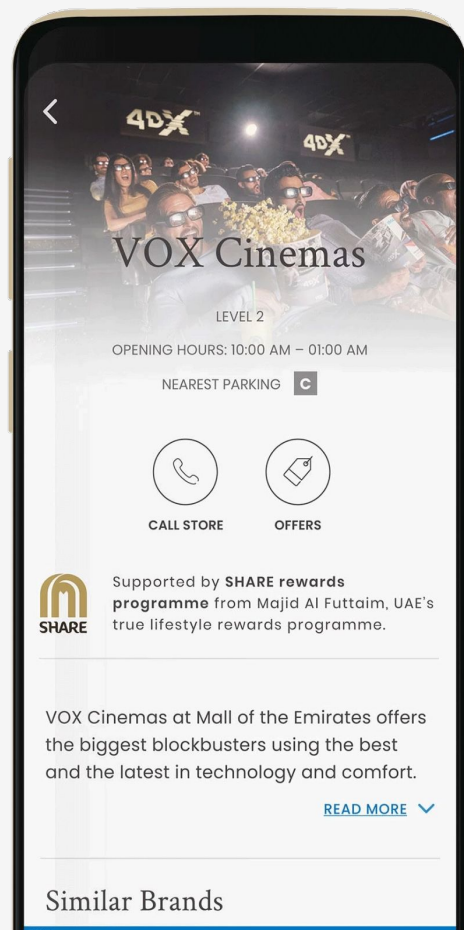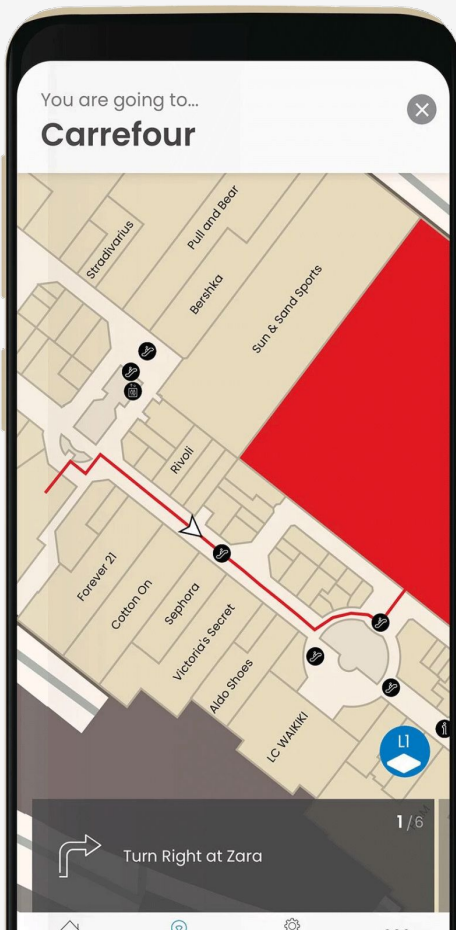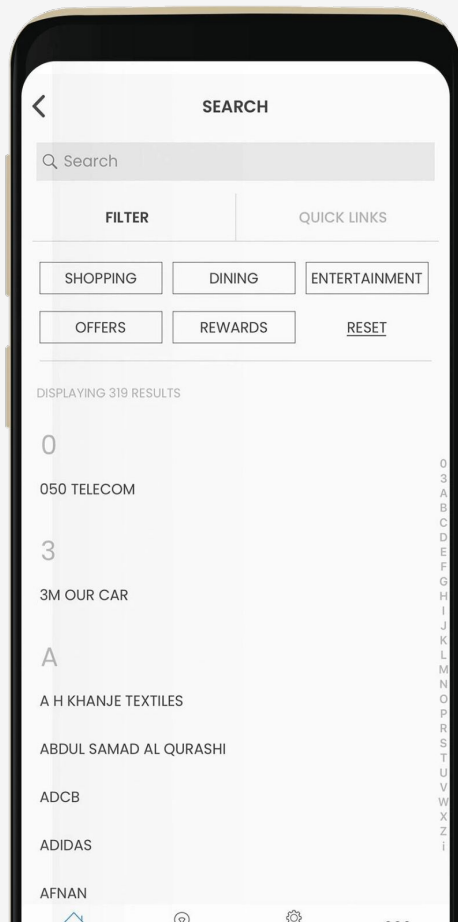
4x
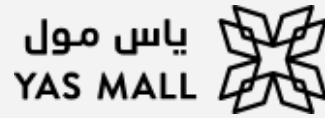**Streamlined Navigation**

———

Utilization of Google Maps and Core Location services facilitated easy navigation within malls, improving user experience and reducing navigation-related friction.

58%
Better Data Management

———

Ensured efficient data storage, retrieval, and synchronization, enhancing overall data management capabilities.

ياس مول

YAS MALL

A Large Retail and Entertainment Complex in Abu Dhabi

Created a comprehensive digital guide with information about the mall.

20

Team Members

2 Years

Duration

Cross-Platform Compatibility   API Integration   Database Management   UI/UX

Technologies

Java

SQLite

Google APIs

[OBJ-C]

Core Location

Solutioning

Challenges

- Developing for both Android and iOS with differences in coding languages and platform-specific requirements.

- Managing and synchronizing data across multiple platforms while ensuring data integrity and security.

- Managing and synchronizing data across multiple platforms while ensuring data integrity and security.

Solution Highlights

- Reduced development time and resources, resulting in faster time-to-market.

- Ensured seamless synchronization of data across platforms.

- Ensured seamless synchronization of data across platforms, leading to a consistent user experience.

Outcomes

70%
Improved Accessibility

Implemented accessibility features such as screen reader support and voice navigation, enhancing the app's usability for all users.
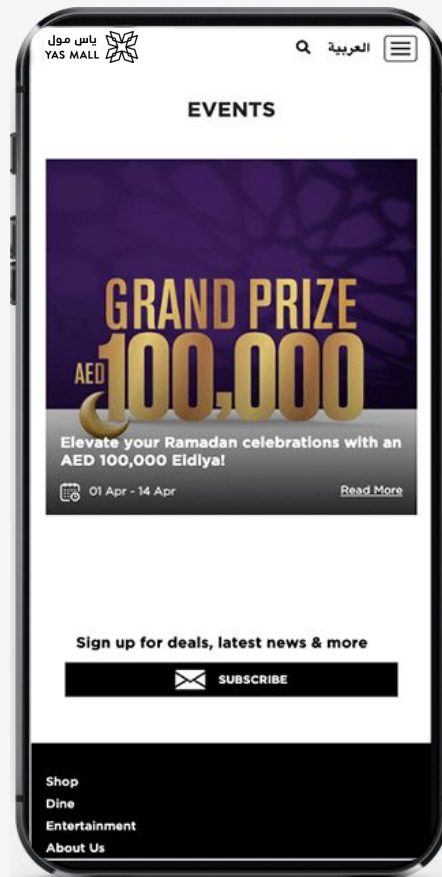
6x
Streamlined Operations

Integrated backend systems with Google APIs for analytics and reporting, streamlining operational processes.

99%
Enhanced Security

Implemented robust encryption protocols and secure authentication mechanisms in both Android and iOS versions of the app, ensured the protection of sensitive user data.

A Renowned Shopping, Leisure, and Entertainment Destination in Dubai

Built a feature-rich mobile application to enhance the shopping and leisure experience.

10
Team Members

1 Year
Duration

Real-time Data Analytics

Data Security

Location-based Services

UI/UX

Technologies

Solutioning

Challenges

- Ensuring optimal app performance and responsiveness while handling large datasets and media content.

- Managing complex data relationships and ensuring data integrity within the application.

- Integrating various third-party APIs seamlessly into the app.

Solution Highlights

- Ensured faster load times and smoother experience, leading to higher user engagement and satisfaction.

- Enabled efficient management of complex data structures.

- Enhanced app functionality and user experience, providing users with access to a wide range of services seamlessly.

Outcomes

3x
Better Shopping Experience

Integrated Google Analytics and UI/UX enhancements, resulting in a streamlined shopping journey.
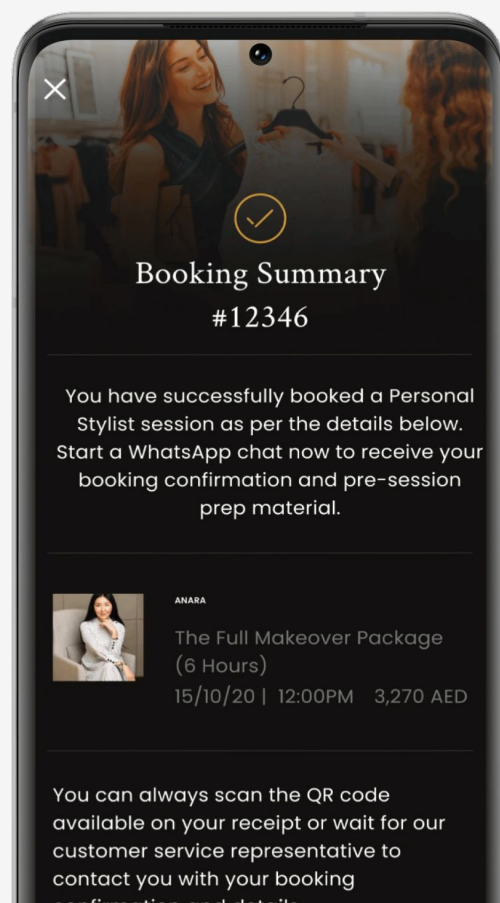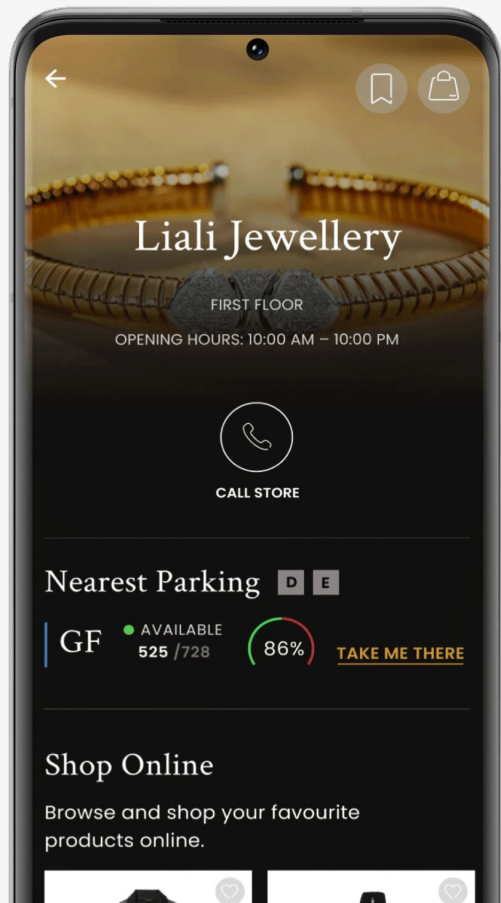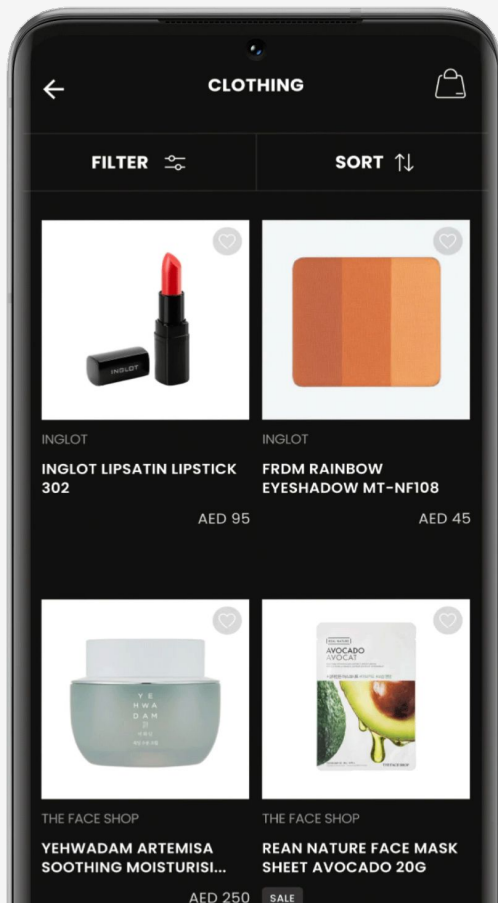
66%
Enhanced Data Management

Utilized Realm and SQLite libraries, optimizing data storage and retrieval processes and ensuring smooth app performance and responsiveness.

80%
Improved Navigation

Facilitated accurate location tracking and intuitive navigation within the mall premises, enhancing user convenience and reducing search time.

Phone 1 — Clothing

CLOTHING

FILTER   SORT

INGLOT
INGLOT LIPSATIN LIPSTICK 302
AED 95

INGLOT
FRDM RAINBOW EYESHADOW MT-NF108
AED 45

THE FACE SHOP
YEHWADAM ARTEMISA SOOTHING MOISTURISI...
AED 250

THE FACE SHOP
REAN NATURE FACE MASK SHEET AVOCADO 20G
AED ...   SALE

Phone 2 — Liali Jewellery

Liali Jewellery
FIRST FLOOR
OPENING HOURS: 10:00 AM – 10:00 PM

CALL STORE

Nearest Parking   D   E

GF   ● AVAILABLE
525 /728   86%   TAKE ME THERE

Shop Online
Browse and shop your favourite products online.

Phone 3 — Booking Summary

Booking Summary
#12346

You have successfully booked a Personal Stylist session as per the details below. Start a WhatsApp chat now to receive your booking confirmation and pre-session prep material.

ANARA
The Full Makeover Package (6 Hours)
15/10/20 | 12:00PM   3,270 AED

You can always scan the QR code available on your receipt or wait for our customer service representative to contact you with your booking

A Leading Higher Educational Institution in the UAE

Developed a cutting-edge portal to streamline the online exam process.

5	4 Months
Team Members	Duration

Cross-Platform Access   Data Management   Real-Time Communication   UI/UX

Technologies

Solutioning

Challenges

- Varying rendering engines and standards across different browsers may lead to inconsistent user experiences.

- Protecting user data and ensuring the confidentiality and integrity of sensitive information.

- Achieving efficient real-time communication between the server and client to provide instant feedback during exams.

Solution Highlights

- Ensured consistent rendering and user experience across major browsers such as Chrome, Firefox, Safari, and Internet Explorer.

- Enhanced data security, safeguarding user information from potential threats such as unauthorized access.

- Improved responsiveness, minimized data transfer latency, and provided a smoother user experience during live interactions.

Outcomes

3x
Efficient Exam Administration

Streamlined exam processes through web and app interfaces, enhancing user experience for both students and faculty.

40%
Enhanced Management

Implemented a comprehensive course management system, associating courses with every user for effective organization.

60%
Improved Accessibility

Ensured seamless access to exams via web and app platforms, promoting flexibility and convenience for users.

A Corporate Bank Leader in UAE

Modernized ERP solution that makes sales, HR operations & analytics more transparent.

10	1 Year
Team Members	Duration

Modernization   Analytics   ERP Implementation   Security

Technologies

Solutioning

Challenges

- Need to modernize the legacy system on which the internal functions were operated.

- Ensuring the accuracy, seamless integration, and complete security of data.

- Need to revamp the legacy system, built using technologies that were outdated, to stand the growing market competition.

Solution Highlights

- Created a next-gen ERP system with a personalized approach for simplified and streamlined banking operations.

- Ensured secure and accurate data management and monitoring.

- Gained meaningful insights and real-time reports on HR, sales forecasting, and other analytics.

Outcomes

5X
Operational Enhancement

———

Minimized processing time and latency due to streamlined and integrated processes.

10X
Improved Automation

———

Automation and reduction in manual dependency and improved response time.

100%
Security

———

Engineered tight security layers and data encryption over the cloud and data infrastructure.
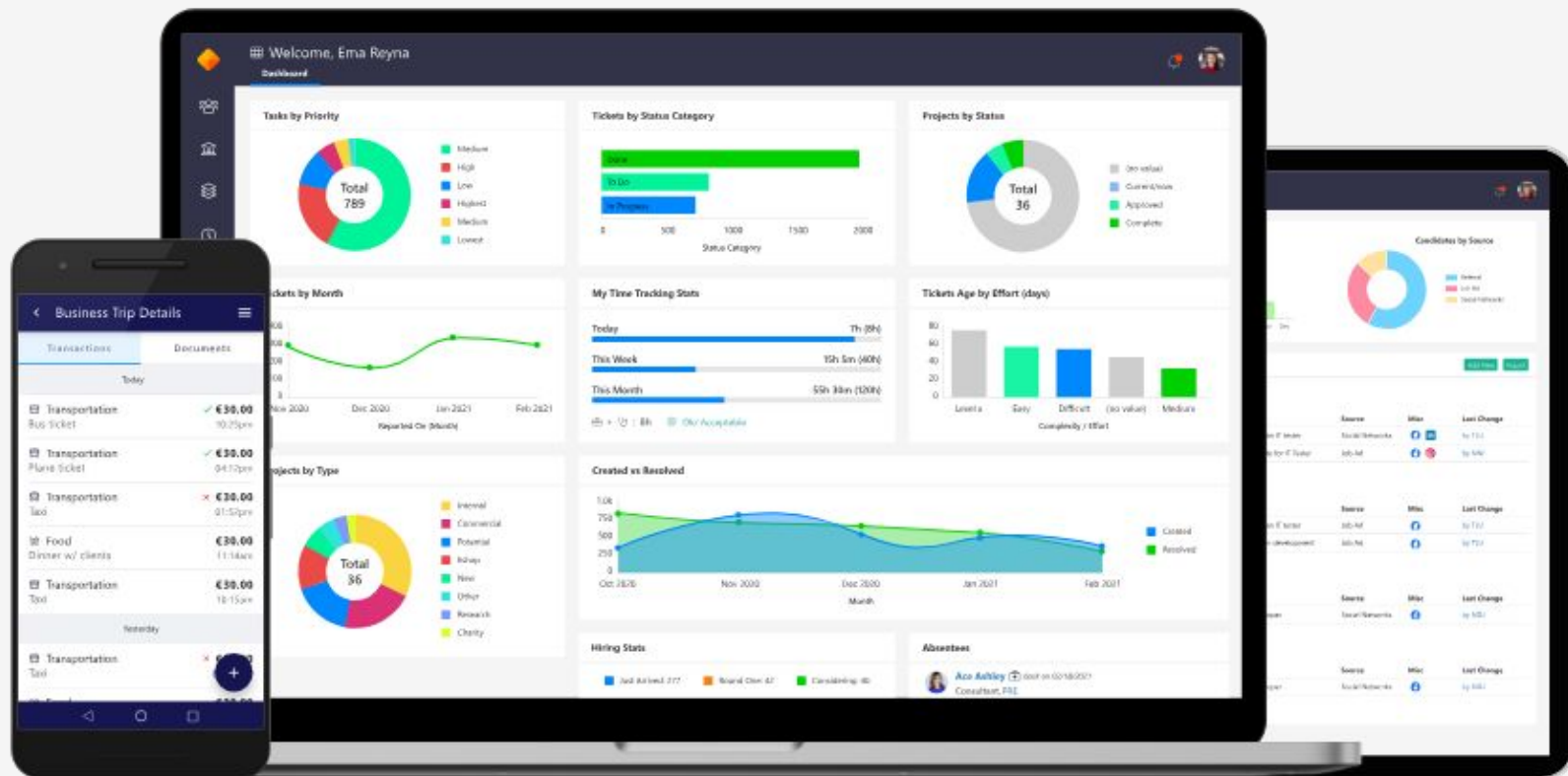
A Middle Eastern Retail Powerhouse Offering a Diverse Range of Products

Developed an ecommerce platform with custom modules, APIs, and serverless solutions.

50+
Team Members

2 Years
Duration

Custom Module Development   **API Development**   **Payment Gateway Integration**   **UI/UX**

Technologies

React Native

ANGULAR

Vue.js

android

python

Solutioning

Challenges

- Integrating Magento, SAP, AWS Lambda, and CRM to ensure seamless system compatibility.

- Developing custom modules required extensive testing to ensure compatibility with the existing Magento infrastructure.

- Maintaining the project to address issues and bugs was challenging due to continuous updates for both web and mobile applications.

Solution Highlights

- Magento Framework facilitated modular development and integration.

- PHP and MySQL on UNIX/Linux OS provided a stable, scalable environment for developing and testing new modules.

- PHP's robust error handling and logging mechanisms were crucial in monitoring and diagnosing issues in real-time.

Outcomes

100%
Secure Payment Gateway

React and Magento integration provided a seamless, responsive user experience, with custom modules and APIs ensuring smooth interactions.

3x
Improved Order Management

The order substitution module allowed post-purchase item replacements, boosting flexibility and satisfaction, while real-time tracking improved order management.

5x
More Streamlined Operations

SAP integration and CRM APIs streamlined backend operations, enhancing resource management and operational efficiency.

NESTO
All that you need.

WANT TO KNOW ABOUT EXCITING OFFERS AT NESTO ?

Explore exclusive Nesto offers for unbeatable savings and delightful shopping experiences. Don't miss out on exciting deals that make every visit to Nesto a rewarding adventure!

KNOW MORE

An UAE-based Global Conglomerate Operating Hypermarkets and Retail Chains

Improved retail Point of Sale (POS) machine testing with automation.

30+	1 Year
Team Members	Duration

Automation   Integration Testing   SAP Integration   UI/UX

Technologies

Solutioning

Challenges

- Configuration of the POS system posed challenges initially.

- Keeping automated scripts up-to-date with frequent POS system updates and changes.

- Automation faced difficulties in reading and validating XML data.

Solution Highlights

- Utilized Java for scripting and configuring automated tests with Selenium WebDriver.

- Leveraged GIT for version control, enabling collaborative development and easy tracking of script changes.

- Used Rest Assured for validating XML data retrieved from API responses, ensuring accurate data processing.

Outcomes

3x
Better User Experience

Manual testing provided essential human input for assessing user experience, performing exploratory testing, and validating physical hardware components.

45%
Better Efficiency and Feedback

Automation handled repetitive tasks, providing quick feedback on code changes and reducing regression testing time from 48 hours (manual) to 6 hours (automated).

100%
Transaction Coverage

Automated tests were able to simulate a wide range of transactions, covering various payment methods such as cash, credit card, and mobile payments.
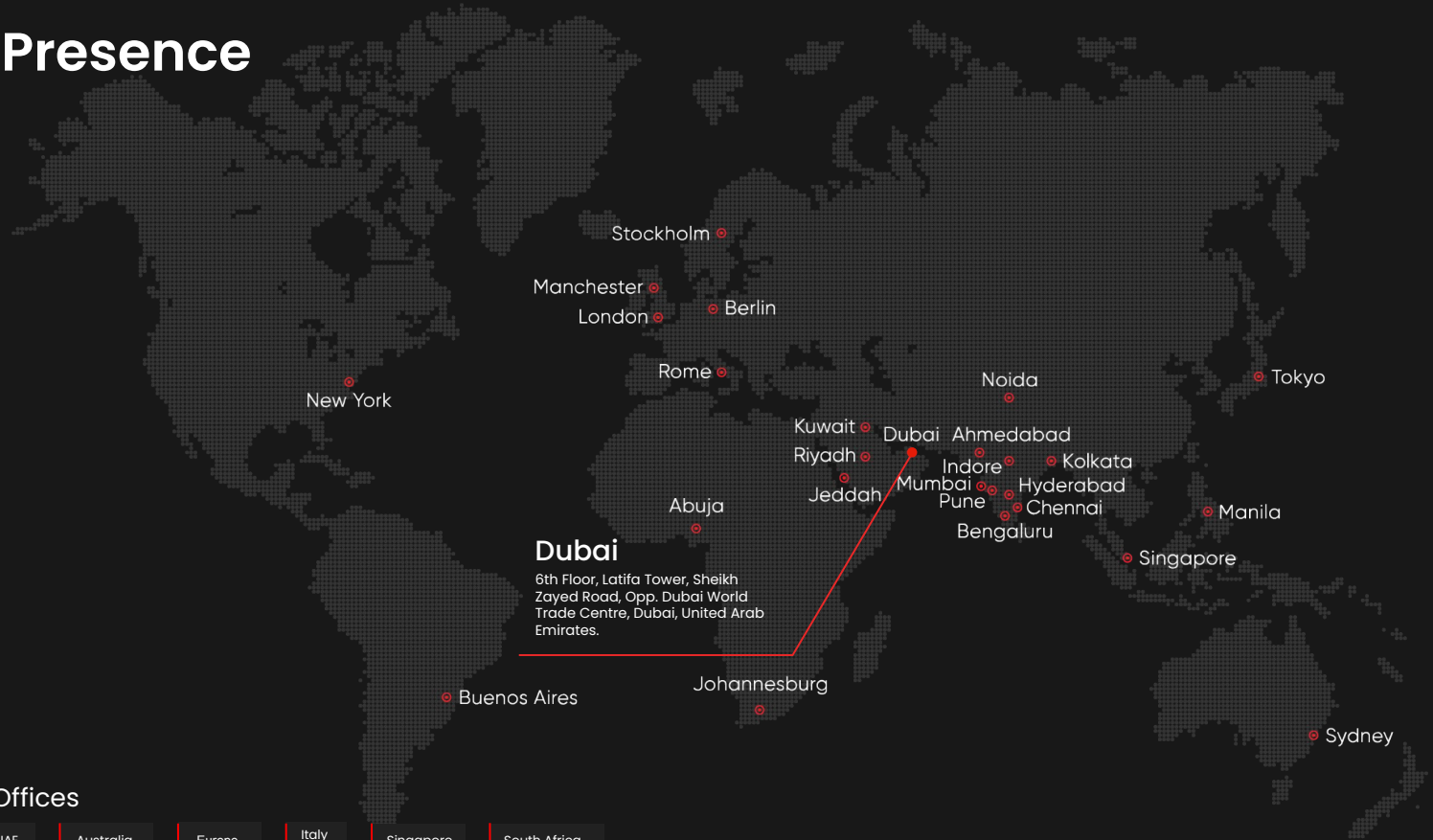
Global Sourcing Network

Lulu Group International known for its commitment to quality and affordability, takes pride in its robust global sourcing network. This network, spanning continents and collaborating with diverse suppliers, plays a crucial role in bringing the best products to our shelves.

We work with top-tier suppliers from all over the world who share our vision, values, and commitment to put customers at the forefront of all business. At every step of the supply chain, we strive to develop a wide and premium offering that meets the diverse needs of our customers and adds value to their everyday lives. Our ever-expanding sourcing operations are done through sourcing offices spread across 26 countries in the world working hard to bring our customers the best products from the world's top markets.

CANADA

NEW JERSEY

BIRMINGHAM

MILAN

POLAND

MADRID

ISTANBUL

ITALY

KUWAIT

BAHRIN

CAIRO

QATAR

YIWU

DHAKA

GUANGZHOU

HONG KONG

Global Presence

Stockholm

Manchester

London Berlin

Rome

Noida Tokyo

New York

Kuwait Dubai Ahmedabad

Riyadh Indore Kolkata

Jeddah Mumbai Hyderabad

Abuja Pune Chennai

Bengaluru Manila

Dubai
6th Floor, Latifa Tower, Sheikh
Zayed Road, Opp. Dubai World
Trade Centre, Dubai, United Arab
Emirates.

Singapore

Buenos Aires Johannesburg

Sydney

International Offices

| USA | UK | UAE | Australia | Europe | Italy | Singapore | South Africa |

Development Centers

| Mumbai (HO) | Mumbai (Prabhadevi) | Navi Mumbai | Pune | Bengaluru | Ahmedabad | Noida | Indore | Kolkata | Chennai | Hyderabad | Dubai |

NeoSOFT®

CMMI Level 5

Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

022 4050 0600

www.neosofttech.com