



Pioneering the New
Transforming the Now

Cynnent Executive Summary



Company Overview

- We are the fastest-growing Finance, Supply chain, and Telecom Sector startup.
- Corporate Headquarters in Bangalore, India.
- Technology Partner with enterprise organizations by building products on Data Management, Supply chain Management & Enterprise Identity Management.
- Association with Renowned Engineering Institutions & Universities on hiring new talents.
- Collaboration with Vendors and Partners.

Experience

- Corporate Headquarters in Bangalore, India.
- 8+ Years of experience in solution development and services.
- 3+ Startups and 10+ enterprise customers supported across the globe.
- Highly skilled Technical & Program/Project Management Consultants across Finance, Supply chain, and Telecom Sectors.
- Expertise across API & Microservices Development, Mobility, Cloud, DevOps , UI/UX, and real-time application integration.
- Experience in Application Ownership and Maintenance.

Cynnent Journey



Re-engineering the finished vehicle logistics platform to the latest SaaS tech stack.



Architected and built data stewardship and rules management responsible for maintaining the quality, integrity, and security of data throughout its lifecycle

2017

2018

2019



Platform development for the recruitment.



Last mile logistics



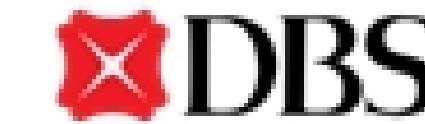
Realtime data analysis Platform.



Technology partner in building Data Governance and Master data management platform



We architected and built an Enterprise Identity platform that enables enterprises to display identity when making calls to a device. (On behalf of Thinkartha)



We offered consulting services for setting up a Data Governance Tool, along with designing a central database to collect all IoT source data, validate, and enhance it for analytics. (On behalf of Thinkartha)



We offered architecture consulting services to assist BFI in migrating their Legacy core systems to a modern Microservice architecture. (On behalf of Thinkartha)



Cynnent Journey



Our Services Offering

Our Approach Is A Unique Mix Of **Highly Experienced Management, Product Development & Technical Consulting** Services



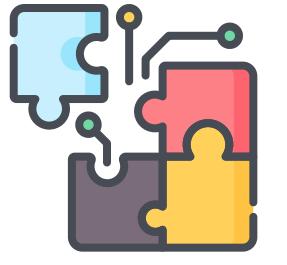
Program & Project Management



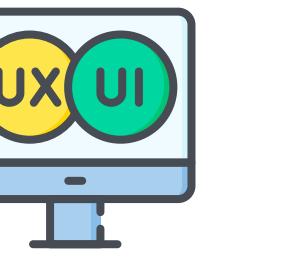
Product Development & Consulting



Cloud & DevOps



Integration & Management



UX/UI



Startup Labs

Program & Project Management Consulting

Program Management Consulting Services

- Our services help your company improve its program and product performance.
- We handle the program of an organization to ensure that they are in line with the stated goals and overall vision of their organization.
- We oversee multiple projects to ensure that planning, scheduling, executing, monitoring and controlling your projects results in optimal program delivery.



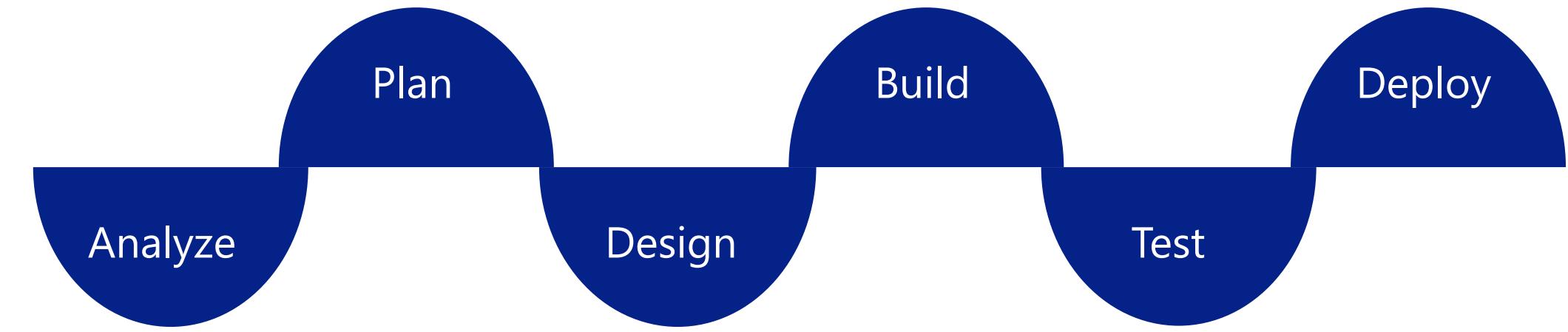
Program & Project Management Consulting

Project Management Consulting Services

- Our team executes the right project management methodologies to complete projects efficiently to meet customer expectations. We do this not only by monitoring project milestones but also by
- supporting staff members as they complete project tasks. We apply necessary skills, tools, and proven best practice
- strategies to help ensure your organization's projects are completed on time and within budget.

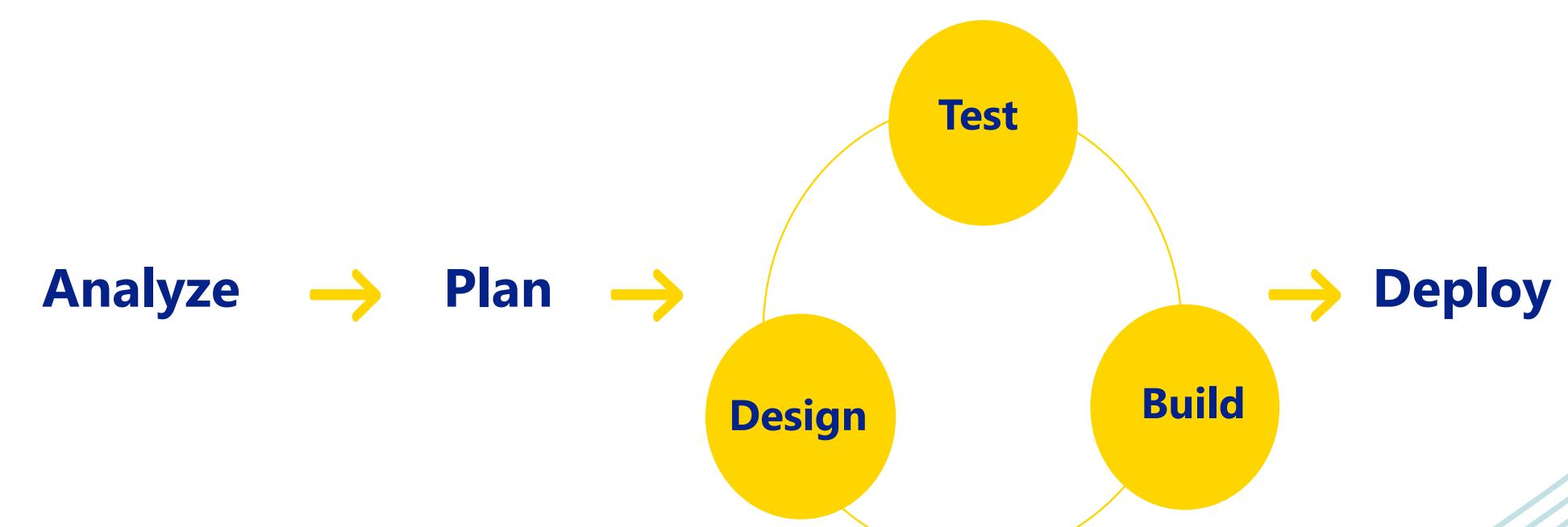


Traditional Waterfall



Agile Methodologies

- Incremental/Sprint
- Iterative
- Scrum
- Kanban

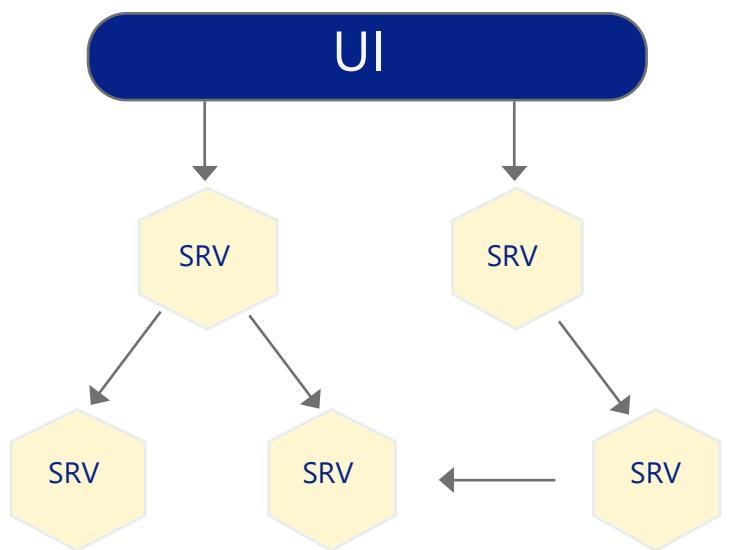


Product Development & Consulting : Architecture Consulting

Empower your product's potential with our expert architecture consulting services. We'll craft a winning architectural strategy to elevate your product's appeal, optimize user experiences, and position your brand for unrivaled success in the market.

Microservices Architecture

This architecture designs a software application as a suite of independently deployable, small, modular services.



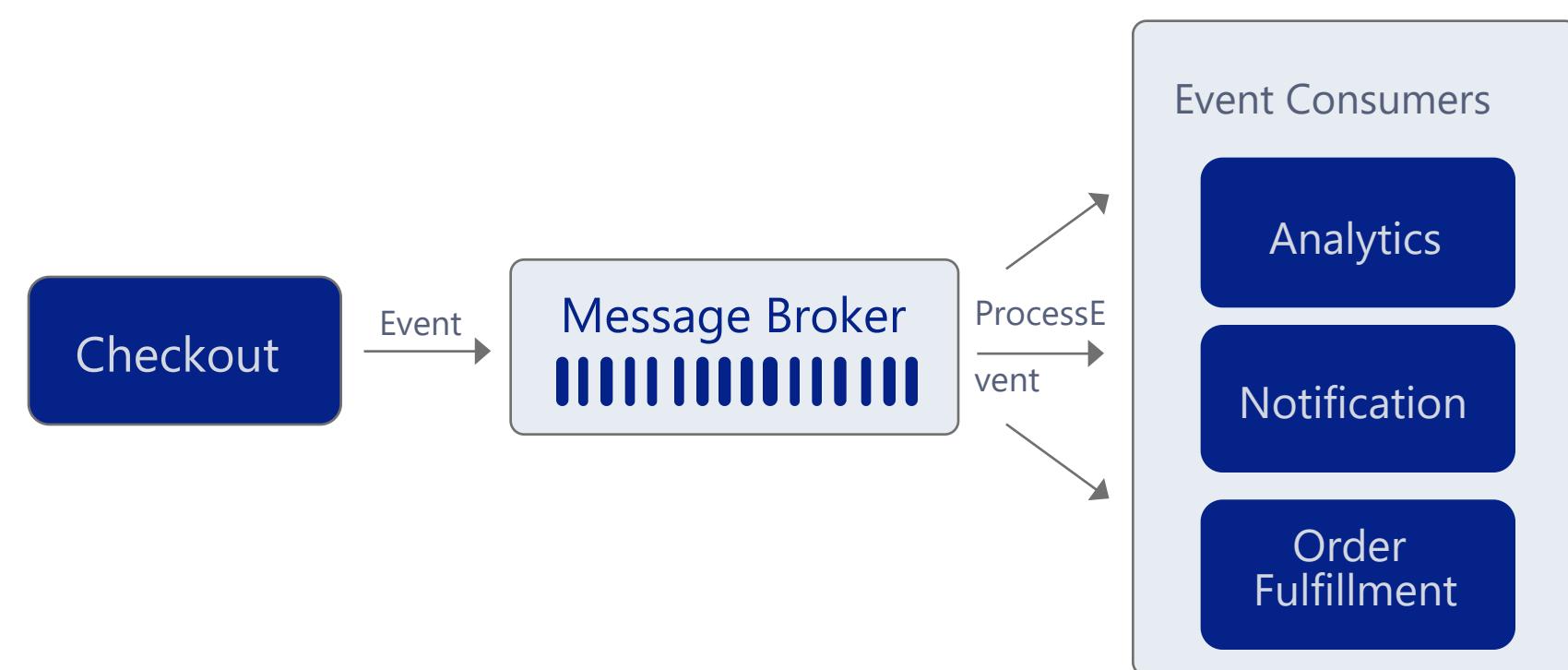
Layered (n-tire) Architecture

Separates software into logical layers.



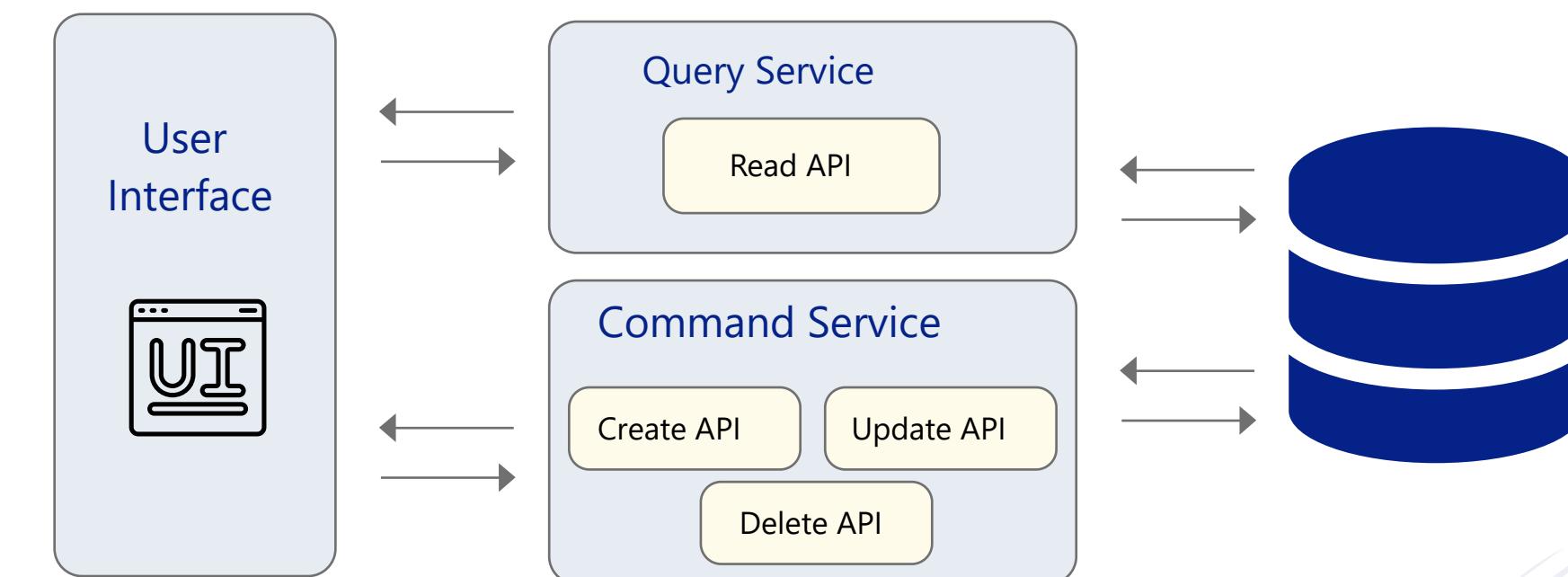
Event-Driven Architecture

Promotes the production, detection, consumption of, and reaction to event



CQRS Architecture

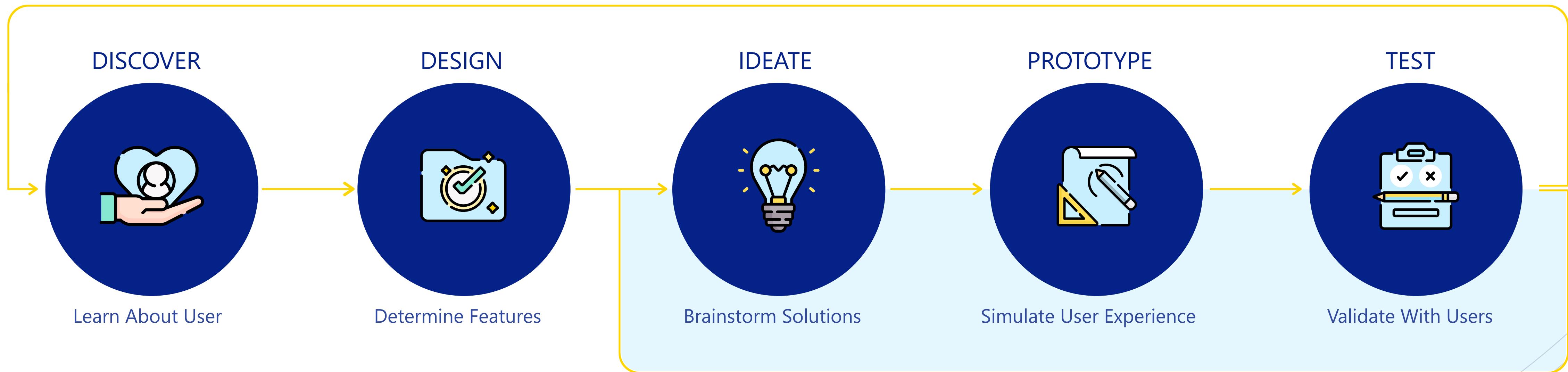
Separates read and write operations for a data store. It enables independent scaling of read and write workloads and optimizes them separately.



Product Development & Consulting : UX/UI

We at Cynnent Improve user experience (UX) of an existing or new product which involves a systematic approach to identifying pain points, gathering user feedback, and implementing design enhancements with organization branding guidelines.

UX/UI Process

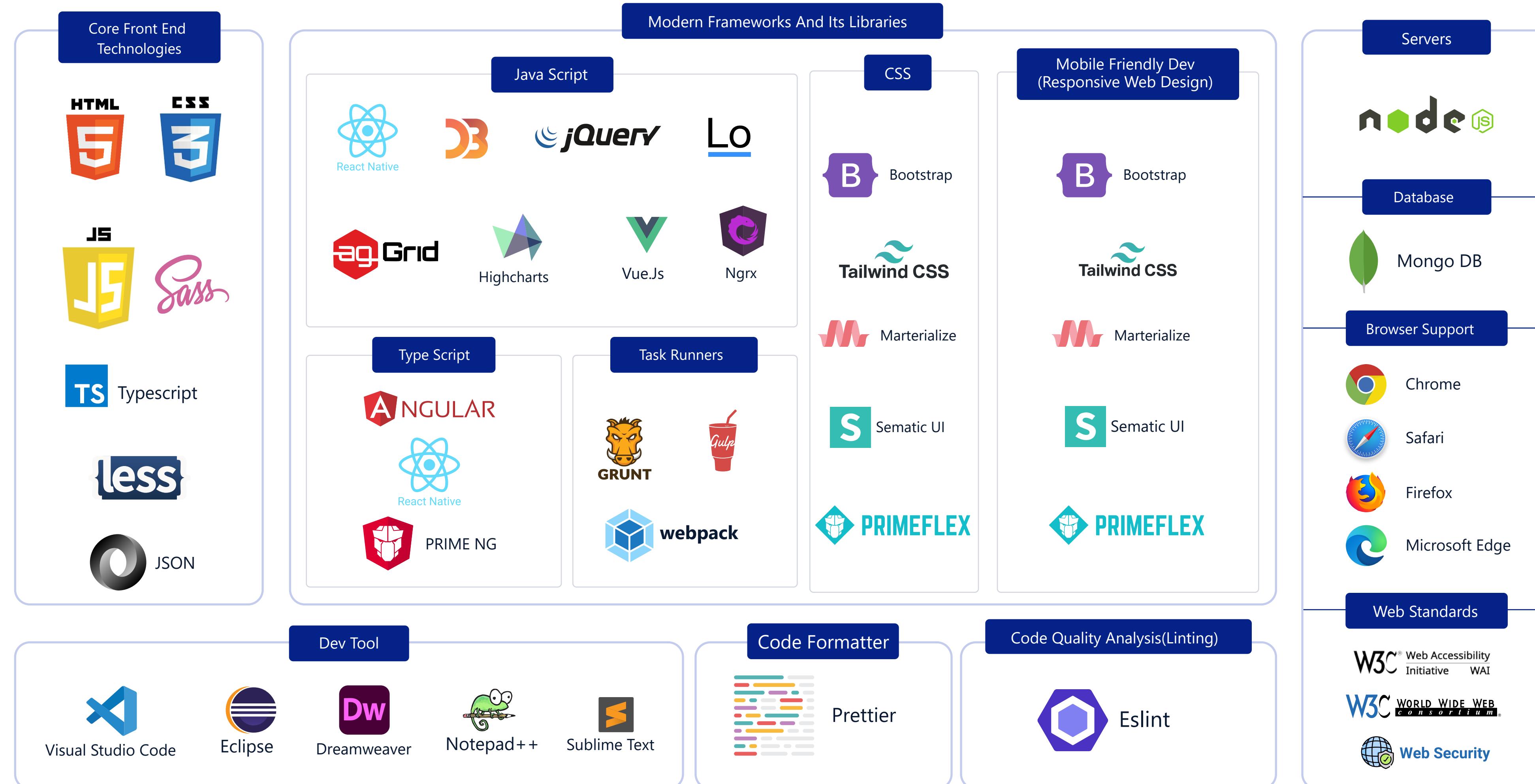


Lean UX/UI Process



Product Development & Consulting : Web Consulting Services

We understand the business requirements through close collaboration. We approach the users with industry standards after all the research. With all the insights and familiarities, we have gathered, we start with the following proven capabilities Web Development Services



Product Development & Consulting : Server Stack Tools

We help you choose the right server-side tool stack and provide support throughout the development process. Our expert team offers strategic planning and seamless implementation, ensuring an efficient server-side infrastructure tailored to meet your unique business needs.

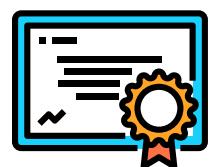


Product Development & Consulting : QA Consulting Services



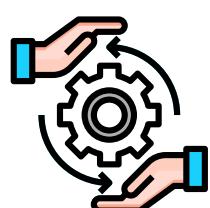
Quality Assurance (QA) Services

We meticulously test the quality of software to ensure it meets requirements and is as free of bugs as possible.



Expertise in Testing Tools and Techniques

We are experts in using a variety of testing tools and techniques, and we use a diverse testing approach to ensure that the software is top-notch.



Deep Understanding of the Development Process

With a profound understanding of the software development process, we work closely with you to comprehend your requirements and focus on testing the right aspects.

Automated Testing

We employ cutting - edge automated testing tools to expedite testing while ensuring efficiency without compromising accuracy.

Manual Testing

Leverage the expertise of our experienced manual testers to ensure quality by discovering bugs.

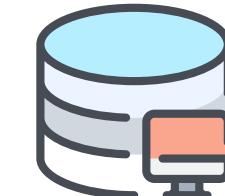
Product Development & Consulting : QA Stack Tools



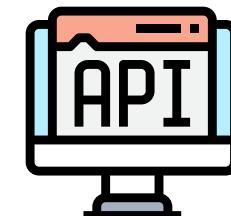
WEB TESTING



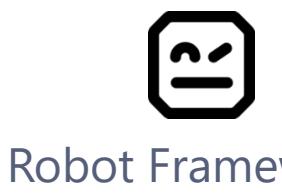
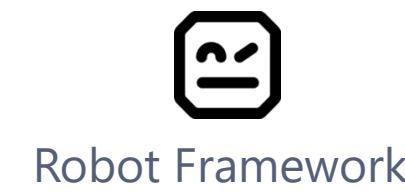
MOBILE TESTING



DATABASE TESTING



API TESTING



Dbeaver



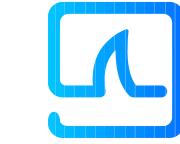
Performance



LoadRunner



Burp Suite



Wireshark

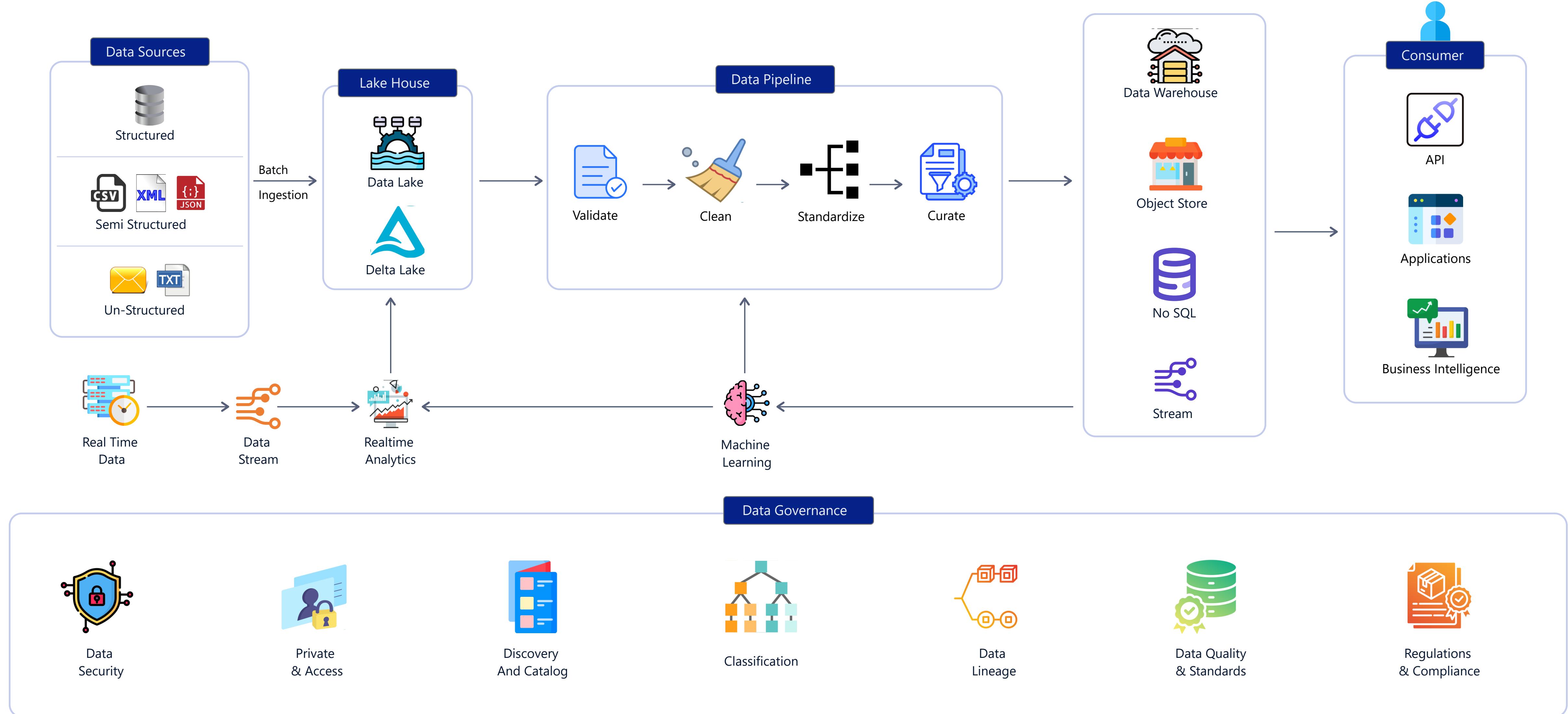
Collaboration Tools



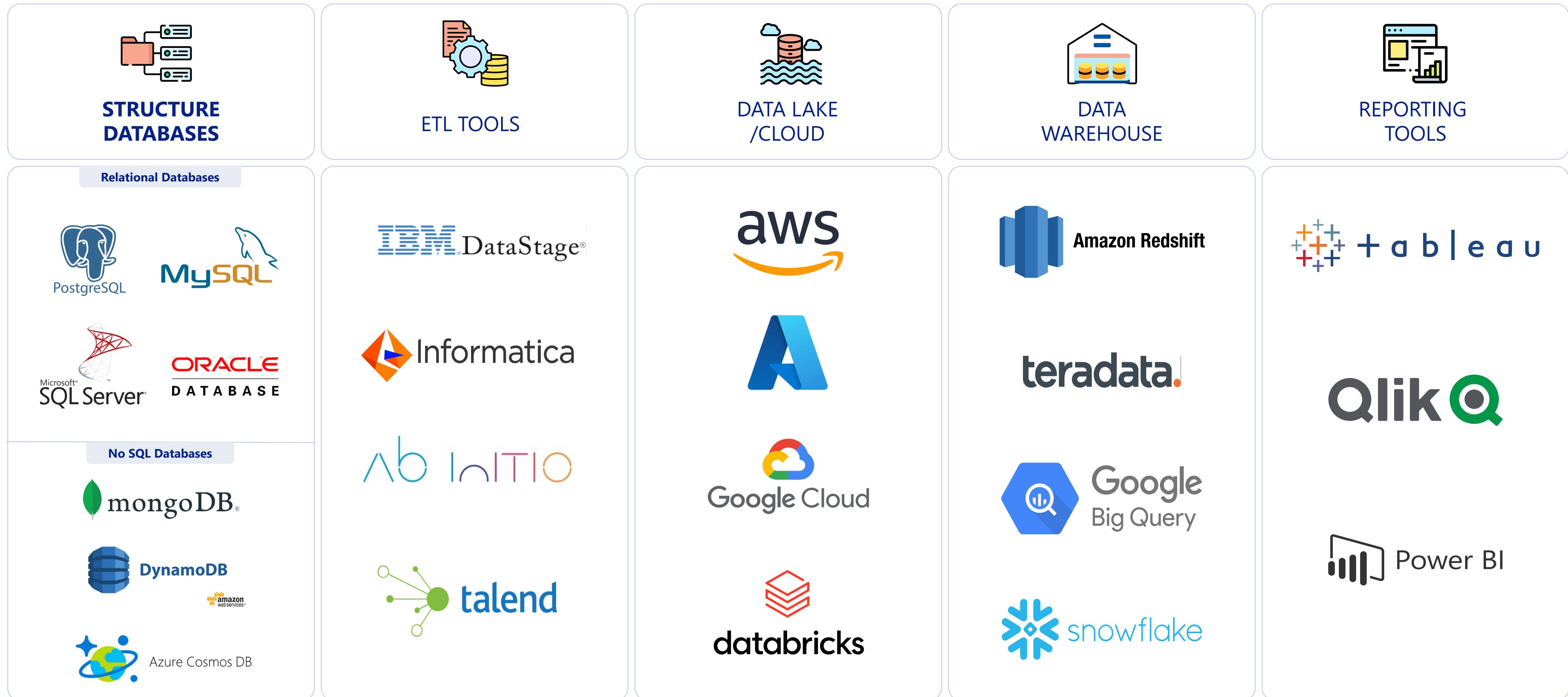
Bugzilla

Cynnent®

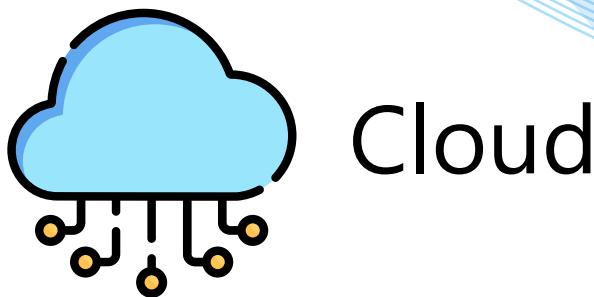
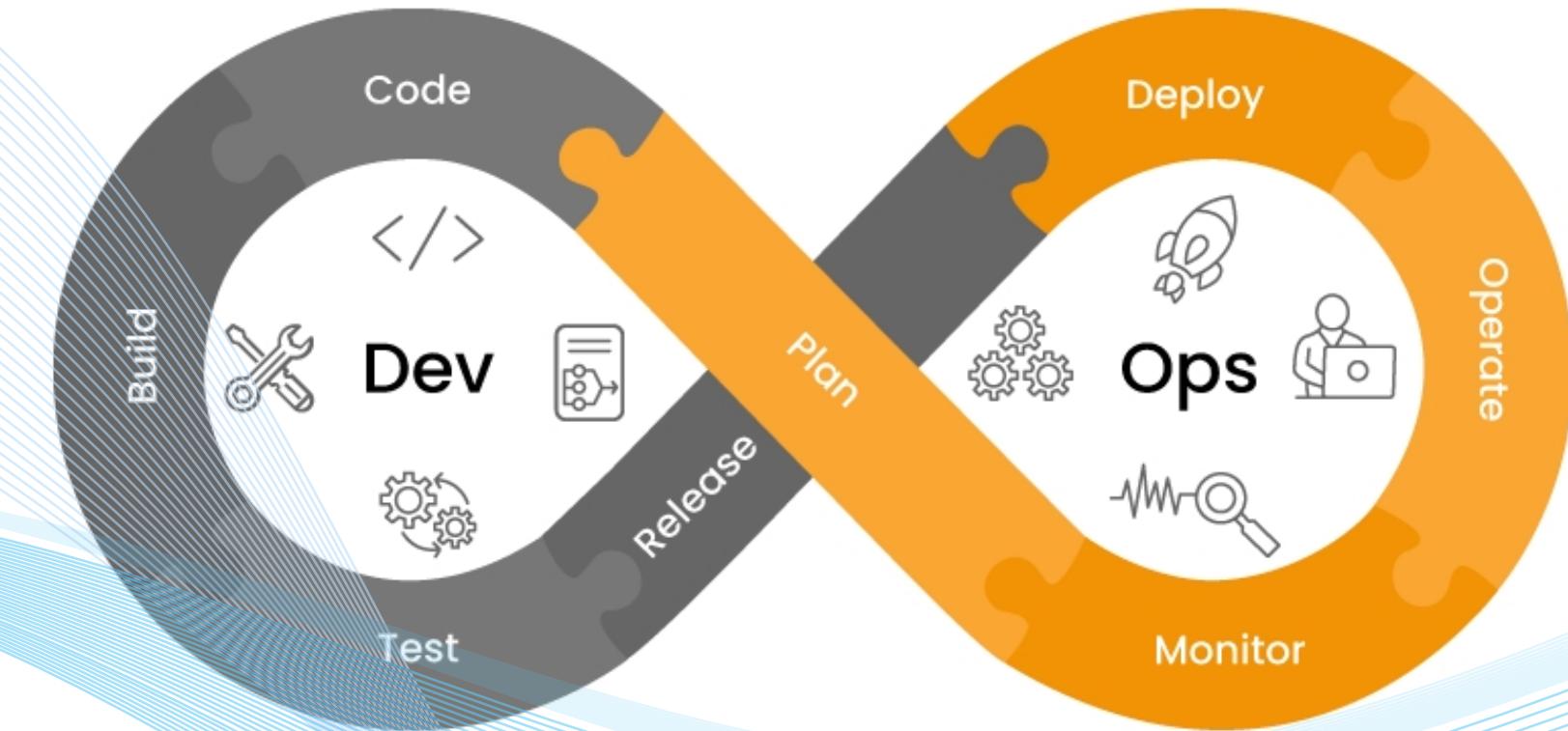
Product Development & Consulting : Enterprise Data Flow



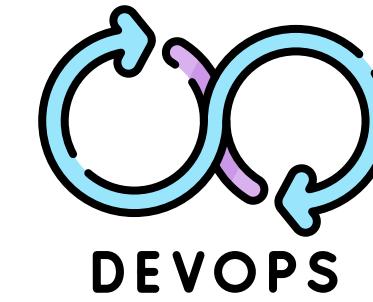
Product Development & Consulting : Data Tools



Cloud & DevOps



Empower your product development and SaaS products with our comprehensive cloud consulting services, encompassing security, high availability, and disaster management. Our dedicated team ensures your solutions are fortified with robust security measures, achieve high availability for uninterrupted performance, and are resilient against potential disasters, enabling you to deliver reliable and secure cloud-based offerings to your customers.

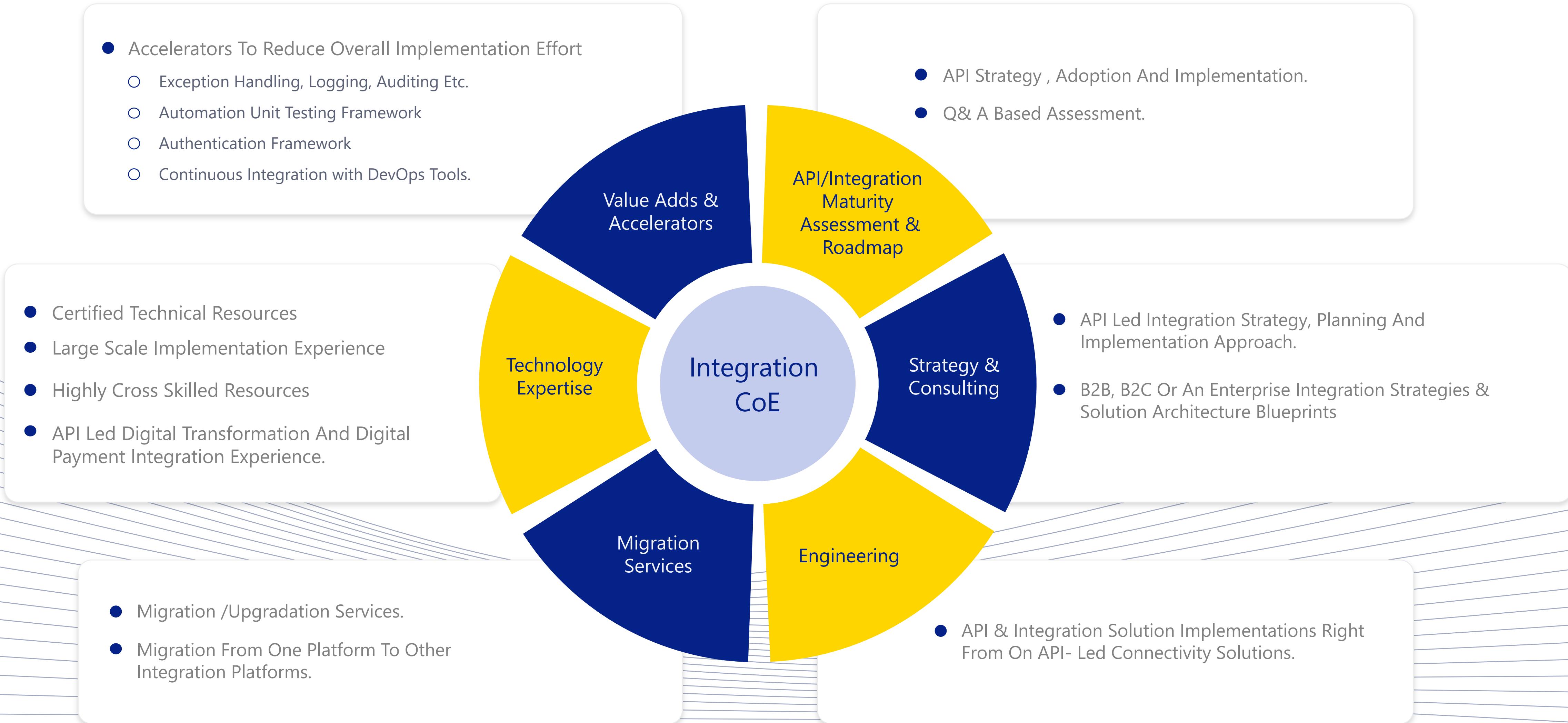


DevOps

Our skilled DevOps professionals will collaborate seamlessly with your existing team, applying best practices and automation to optimize the development lifecycle, accelerate delivery, and ensure unparalleled performance for your products and SaaS solutions.

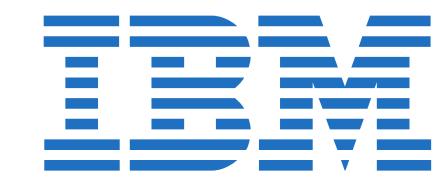


Our Integration & API CoE



Integration, API And Microservices Competency Centre

Integration Platforms



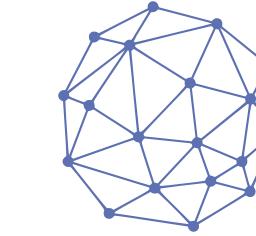
webMethods



API Platforms



gravitee.io



Start-Up Labs

Minimal Viable Product (MVP)

Build right thing that solves primary problem and identify product market fit as early as possible.

Complete Product Engineering

Comprehensive product engineering services to build, improve and scale products that truly covers the entire product lifecycle.

Technology Migration / Re-engineering

Re-engineer and optimize existing products by assessing existing applications, pain areas and future business goals.

Start-up / Product Advisory

Offer value added technology & business consultations to reduce the risks and increase the chances of success.

Start-Up Enablement Approach



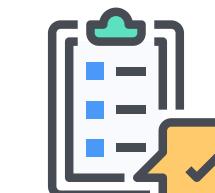
Discover



Conceptualize



Develop



Test



Deploy

Phase	Discover	Conceptualize	Develop	Test	Deploy
Activities	<ul style="list-style-type: none">Strategy and BusinessModel Definition	<ul style="list-style-type: none">User Research and Prototyping	<ul style="list-style-type: none">Design, define, evaluate and develop	<ul style="list-style-type: none">Validation	<ul style="list-style-type: none">Deploy, refine, and extend.
Deliverables	<ul style="list-style-type: none">Brainstorming and Ideation workshopsMarket AnalysisProduct roadmap, definition	<ul style="list-style-type: none">Use case finalizationTechnology EvaluationMVP FinalizationMVP Design	<ul style="list-style-type: none">MVP DevelopmentInterface development	<ul style="list-style-type: none">Use case testingPerformance and Security validations	<ul style="list-style-type: none">MVP Deployment/roll-out.Fix Issues.Take user feedback.

Business Cases

Enterprise Identity Management Across Omnichannel Communications

Solutions Offered

- Identity vetting & Brand Management
- Visibility, Management, Remediation & Control
- Smart Branding
- Verified Identity Presentation
- SAAS Solution managed in the cloud for different customers

Background

Enterprise Identity management platform which helps customer to represent their brand across all Omnichannel communications like voice, messaging and email. Platform is completely built on AWS cloud infrastructure that handles around twenty million branded calling.

Requirement

- ✓ Enterprise and Brand vetting third party integration. Maintain enterprise brand hierarchy.
- ✓ Branded calling for customers across all carriers.
- ✓ Spam and Scam labeling every week 24 across all carriers.
- ✓ Realtime screenshots of devices which helps customer to check branded information across all carriers

Benefits

Increased trust and credibility with customers and reduced risk of fraud and abuse voice calls

Improved customer satisfaction with reduced bounce rates.

Increased brand awareness. Enhanced call conversion rates.

Efficiently handles more than one million phone numbers across carriers.

Recommendation Engine For Product Selection

Solutions Offered

- Implemented velocity templates of report generation.
 - API Integration with Master Data for a single source of truth.
 - Provide product suggestions based on different combinations of chemicals and hazards as per product standards and certificates.
 - Enable sales for generating data for products and submitting to their customers.
- Recommendations.

Background

Leading manufacturer of protective industrial and medical gloves and a global safety solution expert. Client wanted to build a digital tool to simplify personal protective equipment (PPE) selection process against different combination of chemicals and

Requirement

- ✓ Provide product suggestions based on chemical hazards and application requirements.
- ✓ Live access to data for thousands of chemical and product combination with an easy-to-use search function
- ✓ Search Products and download the certified data obtained from laboratories
- ✓ Integrate with the clients Master Data Management for single source of truth

Benefits

Cynnent Implemented velocity templates for faster turnaround of complex report generation from 10 mins to 20 seconds.

Business functionalities like managing chemical database , 118n, Product Grouping.

Recommendations for different combinations of chemicals helps in choosing the right set of product.

Increased Customer growth by helping them with certified data for each product.

Finished Vehicle Logistics Management System

Solutions Offered

- Vehicle Tracking.
- Automated Electronic Invoice Audit
- Special Moves
- Self-Serve Data Analytics
- Damage Exception Tracking
- Non-Electronic Logistics provider reporting

Background

Vehicle Logistics Management System (VLMS) offers seamless integration and total visibility in all segments of the finished vehicle pre-delivery and transportation process.

Benefits

Total visibility from plant to dealer, by centralizing and digitizing data from all logistics providers.

Control freight spend with automated, electronic invoice audit.

Control freight spend with automated, electronic invoice audit.

6.6 Million of orders tracked annually.

Requirement

- ✓ Track vehicles from pre-production at the plant to the dealer.
- ✓ Automated Electronic Invoice Audit.
- ✓ Reduce the time it takes to manage non-standard moves like auto shows, dealer buy-backs, and stock transfers.
- ✓ Create custom dashboards and share them between team members, in addition to the analytics reports that already come with each module.

RPM Moves - Integration

Solutions Offered

- Co-ordinating with Customers and onboard the applications in the Integration Platform.
- Developing solution using customized platform to integrate different customer application with RPM TMS.
- Performing B2B Testing using Integration Platform and other RPM Systems.

Background

RPM is an international non-asset-based logistics and supply chain solutions company focused on servicing the entire spectrum of the finished vehicle logistics landscape and specialized freight transportation for North America and Europe, including Mexico and Canada. Client wanted to integrate with various customer applications using RPM Moves Integration B2B platform.

Requirement

- ✓ Improve RPM Operation efficiency by reducing customer onboarding and processing time
- ✓ Building transformation Logic to automate the logistics freight and vehicle integration
- ✓ Integrate different customer application in a seamless way for real-time transaction processing.
- ✓ Provide data security via API Gateway.

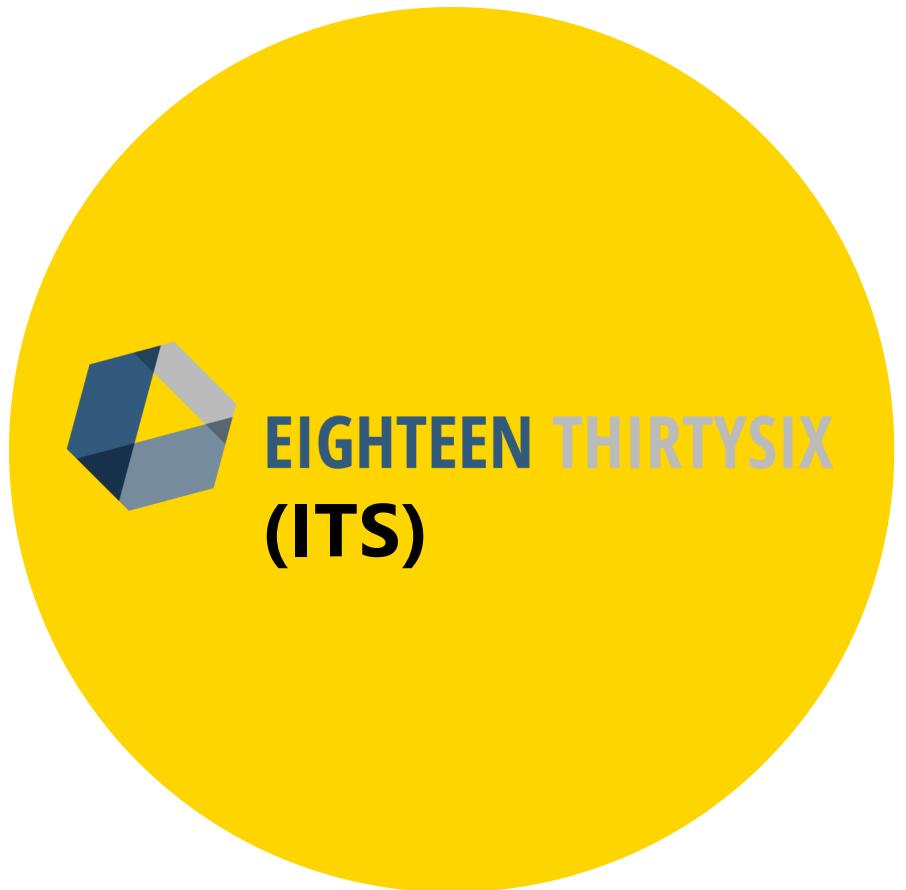
Benefits

In-house Built Integration Platform which reduces Cost

Handling different Logistics Transactions like Tenders, ASNs, Milestone events, Payment Invoice

Multichannel integration. Increased Customer growth

Testimonials



I take this opportunity to particularly thank Cynnent project team for their hard work, and excellent attitude for the successful implementation of ETHIX- NG Islamic core banking system. Cynnent is commended for the excellent quality of work and the prompt and efficient service provided. I have no reservation in strongly recommending Cynnent Systems as a future professional partner for their service.

PREMNATH BALAKRISHNAN - Managing Director

Our relationship is half a decade old and has been built of the commitment and integrity of Cynnent systems in delivering above and beyond what is written. Cynnent has been a partner in building our core enterprise logistics platform dealing with finished vehicles. Not only did they bring in the relevant functional experience of an extended enterprise partner but also had top notch coders with great work ethics to deliver needs before its due without any iterations.

Director, Process & Project Management (ICL Inc)





Thank you.



Unit A 201 Garden of Eden, Whitefield Main Road, Whitefield, Bengaluru, Karnataka 560066.



sales@cynnent.com



+91-9741159559



www.cynnent.com

