



# AGENDA

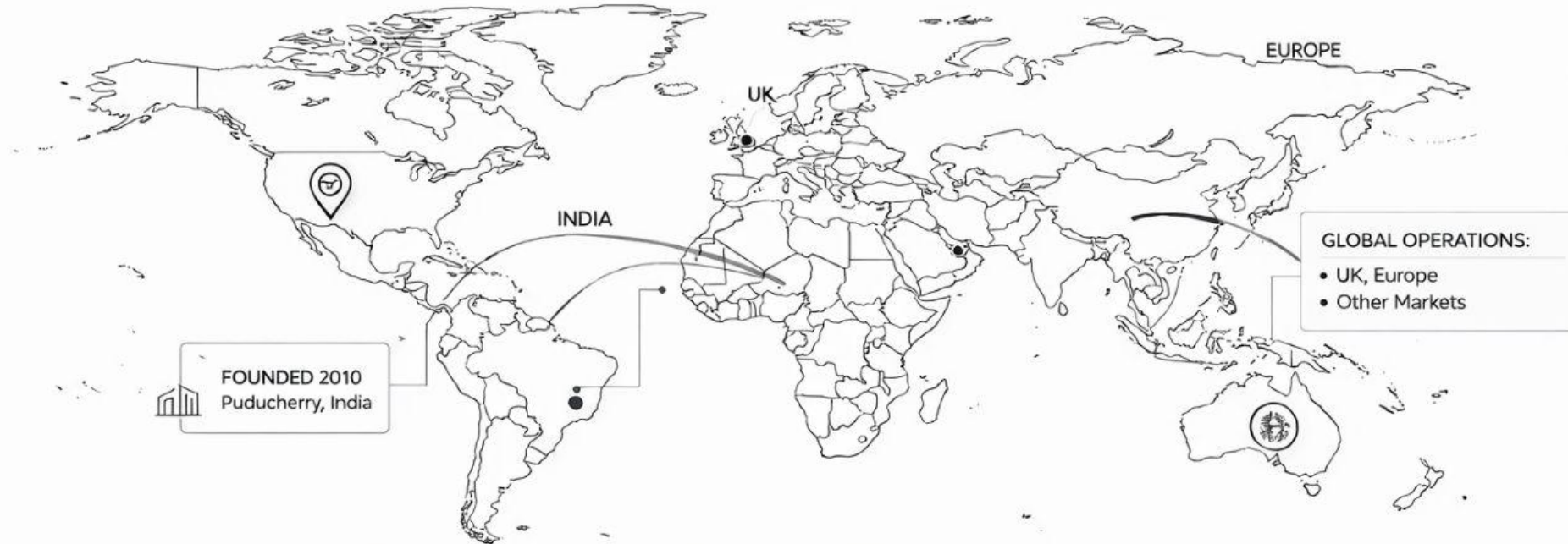
- About AAHA Solutions
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# ABOUT AAHA SOLUTIONS

- AAHA Solutions is a modern, customer-focused software company delivering high-quality digital solutions across custom software, web, mobile, AI, testing, and digital marketing.
- The company helps businesses accelerate digital transformation with intelligent, efficient, and scalable solutions tailored to their needs.
- Operations are managed from Puducherry, India, and Erith, London, enabling support for clients in India, the UK, Europe, and other regions.



# COMPANY OVERVIEW



# VISION AND MISSION

**Vision:** To be a trusted technology partner that transforms ideas into intelligent digital solutions, driving measurable business growth for clients worldwide.

**Mission:**

- Deliver top-quality, secure, and high-performance solutions using modern technologies and best practices.
- Maintain top customer focus by understanding client goals and consistently exceeding expectations.
- Ensure top employee satisfaction through continuous learning, collaboration, and professional growth.



# CORE VALUES

- Quality & Excellence: Commitment to reliable, high-performance software and meticulous testing for every release.
- Customer-Centricity: Deep focus on understanding business problems and delivering solutions that create tangible outcomes.
- Innovation: Continuous exploration of new technologies like machine learning, deep learning, and generative AI to keep solutions future-ready.
- Collaboration & Integrity: Small, strong, and well-coordinated teams working transparently with clients and stakeholders.

# OUR SERVICES



# CUSTOM SOFTWARE & APPLICATION

## DEVELOPMENT

- Custom Software Development: Tailored systems built around unique processes, designed for scalability, maintainability, and long-term value.
- Desktop Application Development: Secure, user-friendly, high-performance desktop applications developed using frameworks like Electron for business automation.
- Web Application Development: SEO-friendly, mobile-responsive, fast, and secure web apps that provide seamless experiences across devices.
- Mobile Application Development: Native and cross-platform Android/iOS apps delivering high performance and intuitive user experiences.



# DIGITAL MARKETING SERVICES

- Search Engine Optimization (SEO) to improve rankings and organic visibility of client websites.
- Email and Social Media Marketing across platforms such as Facebook, Instagram, LinkedIn, and X, combined with PPC campaigns for targeted reach and lead generation.

# TESTING & QUALITY ASSURANCE

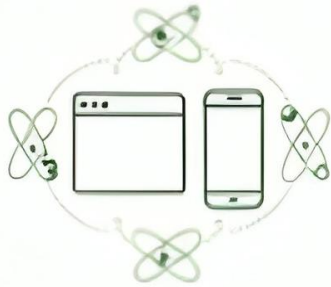
- Provides comprehensive functional and technical testing services to ensure product stability, reliability, and security.
- Covers end-to-end testing: functional, regression, performance, usability, and integration, helping clients release bug-free, production-ready software.

# ARTIFICIAL INTELLIGENCE ENGINEERING

- Designs and builds custom AI solutions to automate workflows, enhance decision-making, and increase operational efficiency.
- Expertise includes machine learning, deep learning, predictive analytics, and generative AI for applications like recommendations, forecasting, and intelligent assistants.
- Our solutions process complex data such as images, text, and video to automate recognition, classification, and analysis tasks. This enables businesses to gain deeper insights and improve accuracy across high-impact use cases.

# TECHNICAL EXPERTISE

## FRONT-END & MOBILE



React native, React.js,  
Html5 & Css3,  
Javascript, Webpack,  
NPM, Bapel

## BACKEND, DESKTOP & DATABASES



Node.js & Express,  
php (laravel,  
codeIgniter),  
Electron, MySql

## CLOUD INTEGRATION & DOMAIN EXPERTISE



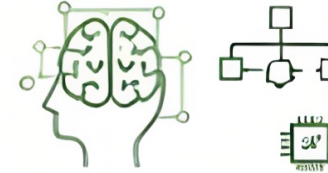
Cloud & web hosting  
RESTful APIs, payment  
gateways, MYOB and third-  
party integrations  
Solutions for education,  
e-commerce, and  
manufacturing.

## TESTING & QA



Functional, Integration,  
Regression testing,  
Performance and reliability  
focus,  
Git-based version control,  
code reviews, agile  
delivery

## ARTIFICIAL INTELLIGENCE ENGINEERING



Python for AI &  
Automation, Machine  
learning & Deep learning  
models,  
Generative AI & Intelligent  
decision systems

# TEAM & ORGANIZATION

- Compact, specialized team comprising software developers, test engineers, AI developers, and digital marketing professionals.
- Agile structure that promotes quick decision-making, close client collaboration, and rapid, high-quality delivery.

# KNOWLEDGE SHARING & ACADEMIC ENGAGEMENT

- Conducts weekly knowledge sessions to keep internal teams updated on latest tools, frameworks, and best practices.
- Offers internships for students to work on real-world projects and gain hands-on development and testing experience.
- Coordinates Industrial Visits to provide exposure to industry workflows, tools, and live project environments.

# KEY PROJECTS

## A Windows-fitting client in Australia

### Problem

- Multiple manual steps for quotation, production, delivery, and installation caused delays and errors.
- Data was scattered across spreadsheets and emails, making tracking and reporting difficult.
- Limited visibility for management into order status, payments, and customer satisfaction.

## Solution

- Designed and implemented an end-to-end business process automation platform tailored to the company's workflows.
- Digitized key modules: customer management, quote creation, MYOB integration for finance, production tracking, delivery scheduling, installation status, and post-installation feedback collection.
- Provided a desktop-first interface with a mobile component so teams on the shop floor and on-site installers could update status in real time.

## Tech Stack

- Frontend/Desktop: React.js + Electron for a rich, responsive desktop application experience.
- Backend: Node.js for scalable APIs and business logic.
- Database: MySQL for managing customer, order, production, and finance data.
- Tools & Integrations: GitHub for version control, Figma for UI/UX



## An e-commerce client in the United Kingdom

### **Problem**

- No unified online platform for catalog management, promotions, and customer interactions.
- Manual handling of product updates and customer queries slowed down response times.
- Limited insights into customer behavior and orders.

### **Solution**

- Developed a responsive web platform that allows the brand to manage products, pricing, and content in one place.
- Implemented separate Admin and User modules to streamline operations: admins manage inventory and content, while users can browse, register, and place orders or inquiries.
- Added email-based notifications and forms for smoother customer communication.



## An education domain client in the United Kingdom

### **Problem**

- No centralized system for listing courses, managing enrollments, and delivering video content.
- Difficulties in handling payments, user access, and content protection.
- Limited mobile experience for learners accessing content on the go.

### **Solution**

- Built an e-commerce platform where users can browse courses, purchase them, and access educational content within a secure environment.
- Implemented user accounts, course catalogs, order management, and controlled access to video lessons.
- Added a React Native mobile application to provide a seamless learning experience on smartphones and tablets.

## A global education domain client in India

### **Problem**

- Fragmented handling of courses, schedules, and student information.
- Limited ability to promote programs and manage enrollments online.
- No unified backend for administrators to manage content and user data efficiently.

### **Solution**

- Developed a web-based platform that lists courses, allows students to register/enroll, and helps administrators manage academic content and student records.
- Designed intuitive interfaces for browsing subjects, viewing details, and capturing leads or registrations.
- Provided administrative tools for managing course catalogs, student data, and basic reporting.

# MARKET & CLIENTS

- Serves clients across education, e-commerce, manufacturing, and services domains, with projects in India, UK, Europe, and Australia.
- Competes by combining modern tech stacks, AI capabilities, and integrated marketing services, offering an end-to-end, single-partner experience.



# WHY CHOOSE AAHA SOLUTIONS?

- Modern technology expertise across web, mobile, AI, testing, and digital marketing, enabling complete digital transformation under one roof.
- Agile, transparent delivery model with strong customer focus, ensuring on-time, on-budget delivery and continuous communication.
- Skilled and committed professionals, knowledge-driven culture, and a track record of successfully delivered global projects.



# FUTURE GOALS & ROADMAP

- Expand AI-driven offerings, including more automation, analytics, and generative AI-based solutions for clients.
- Strengthen global presence by scaling operations in the UK and building more strategic partnerships in Europe and other markets.
- Grow academic collaborations through more internships, training programs, and industry-



# CONTACT & GLOBAL PRESENCE

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