

# Engineering Experiences

for Retail Financial Services



# About Us



Specialized **Financial Technology Services** Company with **12+ Years** of focus in delivering digital experiences across channels.



**35+** brokerages

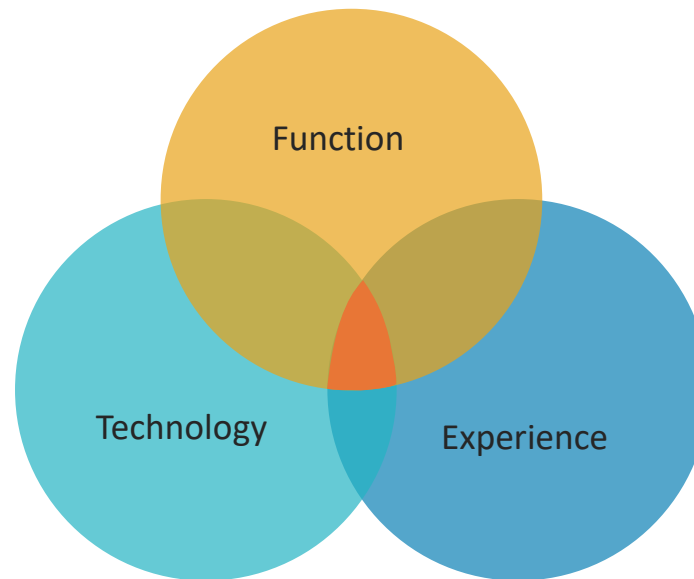


**12** Countries



**5+** banks

## Experience Engineering



# Customers

India



USA



APAC



Others



# Professional Service Offerings



Solution Consulting



User Experience  
Strategy & Design



Front End Interface  
Development  
(native, hybrid, HTML5,  
web, wearables)



API and Middleware  
servicing



QA Automation &  
Security



DevOps



Infrastructure, Cloud  
& Monitoring support



Innovation  
Augmentation



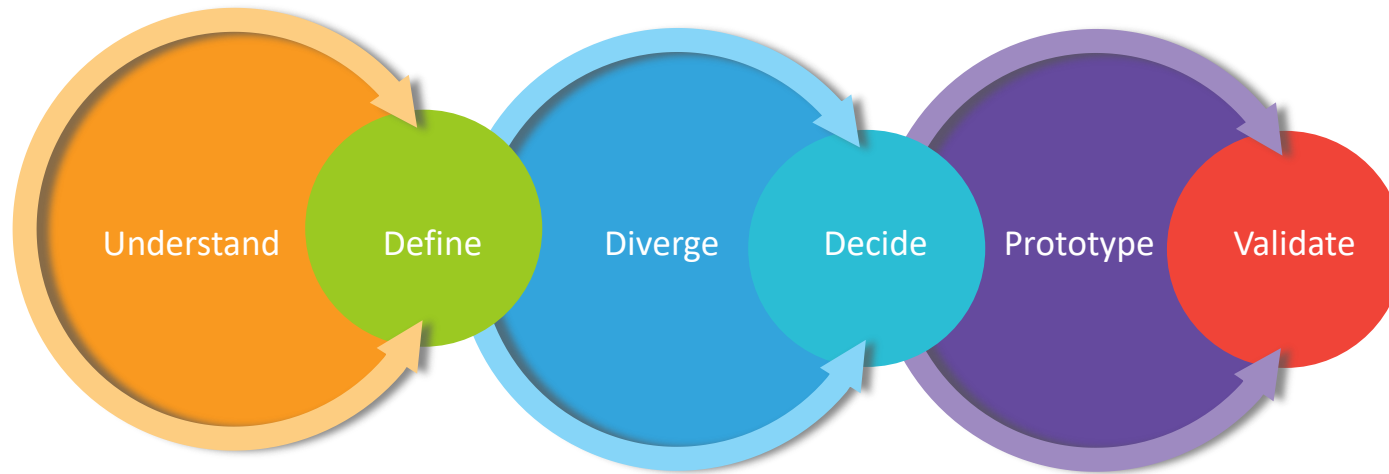
# Solution Consulting

- ▶ Workshops to brainstorm together
- ▶ Diagnostics survey
- ▶ Strategy & culture
- ▶ Business models
- ▶ Options for the way forward
- ▶ Devising the solution roadmap
- ▶ Charting out of requirements





# UX Strategy and Design



## Understand

What are the needs, business need and technology capacities?

## Define

What is the key strategy and focus?

## Diverge

How might we explore as many ideas as possible?

## Decide

Select the best ideas so far.

## Prototype

Create an artifact that allows to test the ideas with users.

## Validate

Test the ideas with users, business stakeholders and technical experts.



# Front-end Interface Development

Development expertise across form factors:

- ▶ Native
- ▶ Hybrid
- ▶ HTML5
- ▶ Wearables solution
- ▶ Siri and Google assistance
- ▶ Web
- ▶ Chatbot
- ▶ IoT - Alexa & Google Home







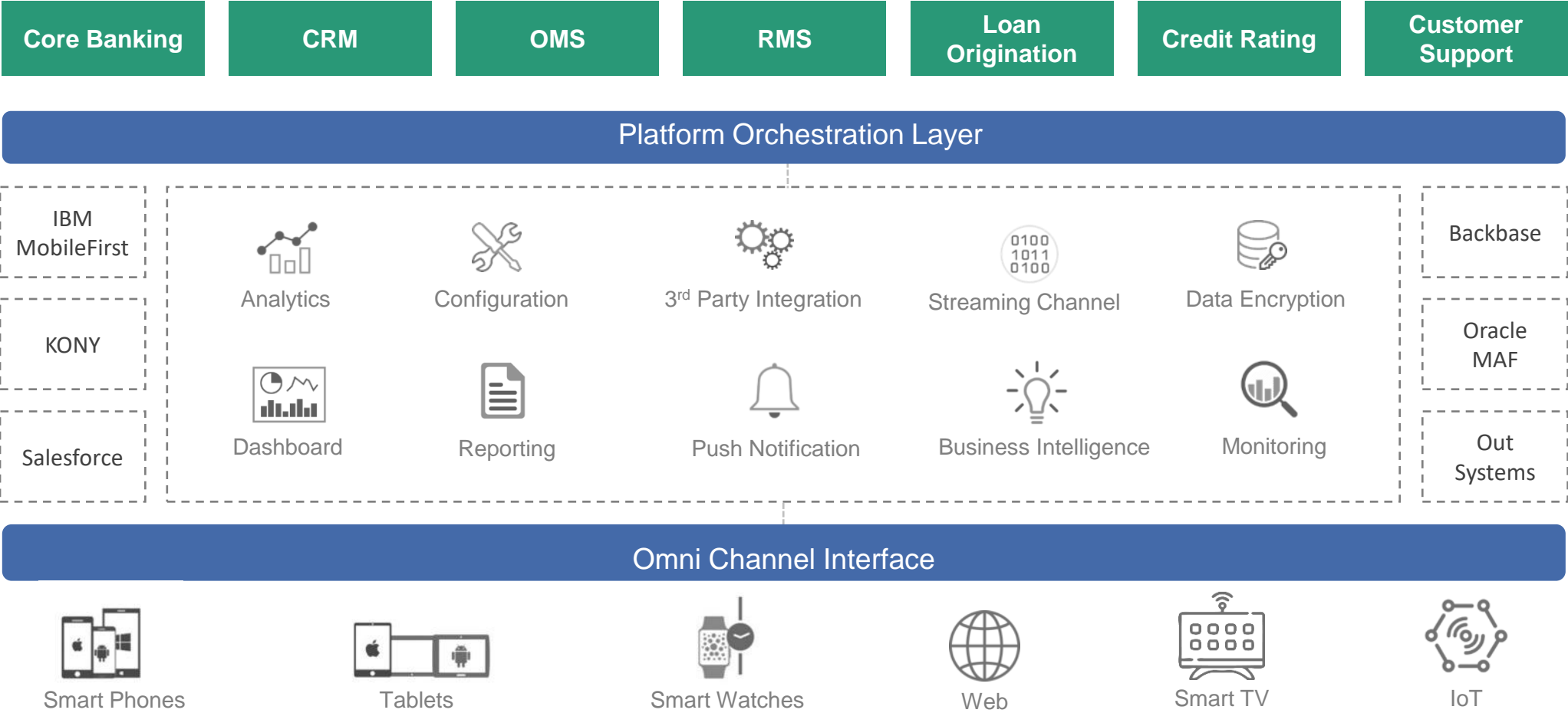
# API & Middleware Servicing

- ▶ API integration – key area of our expertise
- ▶ Integrated with diverse financial backends/3rd party providers
- ▶ Expertise in building API servicing
- ▶ Usage of BFSI specific Neo-framework for seamless performance
- ▶ Platform management via consoles & dashboards





# Neo Framework



# QA Capabilities

## Our Services



Functional Testing



Mobile Testing



Test Automation



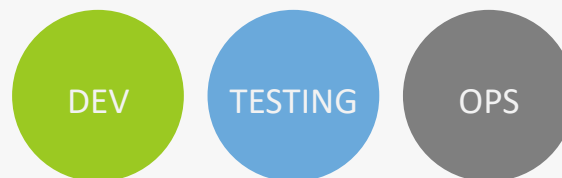
Load & Performance Testing



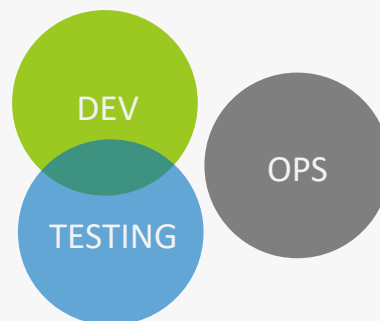
Security Testing

## Testing is continuous and integrated with Dev(Test)Ops

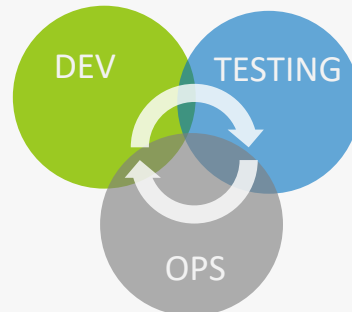
1. Waterfall



2. Agile



3. Continuous Delivery



Automation

## Testing tools



**VERACODE**

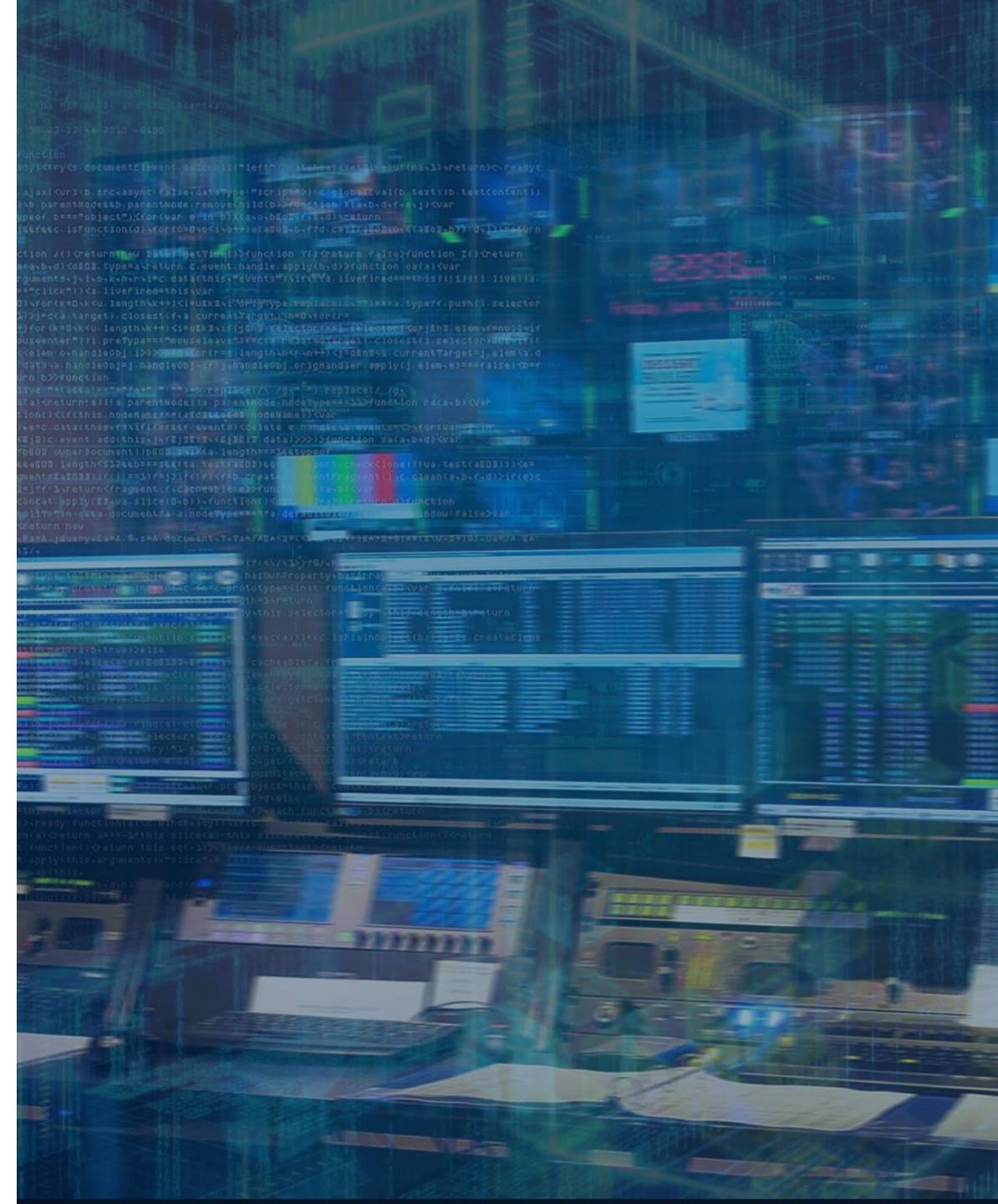
**BlazeMeter**





# Infrastructure & Monitoring Support

- ▶ Infrastructure monitoring
- ▶ Service level metrics
- ▶ Escalation matrix and procedure
- ▶ Incident report & Root Cause Analysis
- ▶ Environment set up, configurations & deployment
- ▶ Software & security patch updates
- ▶ Capacity planning
- ▶ Disaster recovery set up
- ▶ Source code escrow



# Certifications & Audits Completed

- ▶ Exchange audit of STWT
- ▶ Information security
- ▶ Appsec
- ▶ Code audits by clients
- ▶ Exchange conformance testing
- ▶ VAPT Security Testing

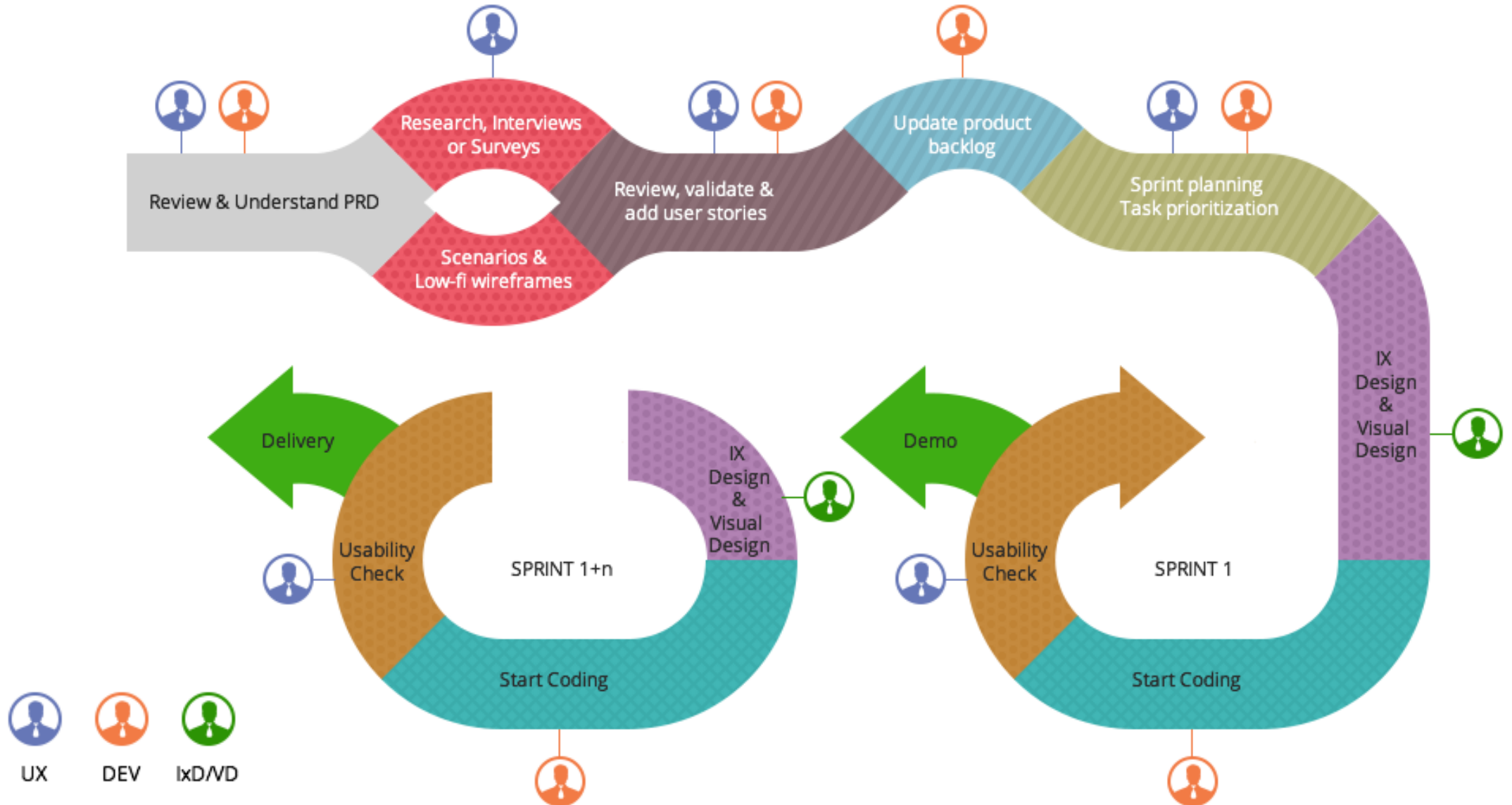
\*STWT: Security Trading through wireless technology

\*VAPT: Vulnerability Assessment and Penetration Testing

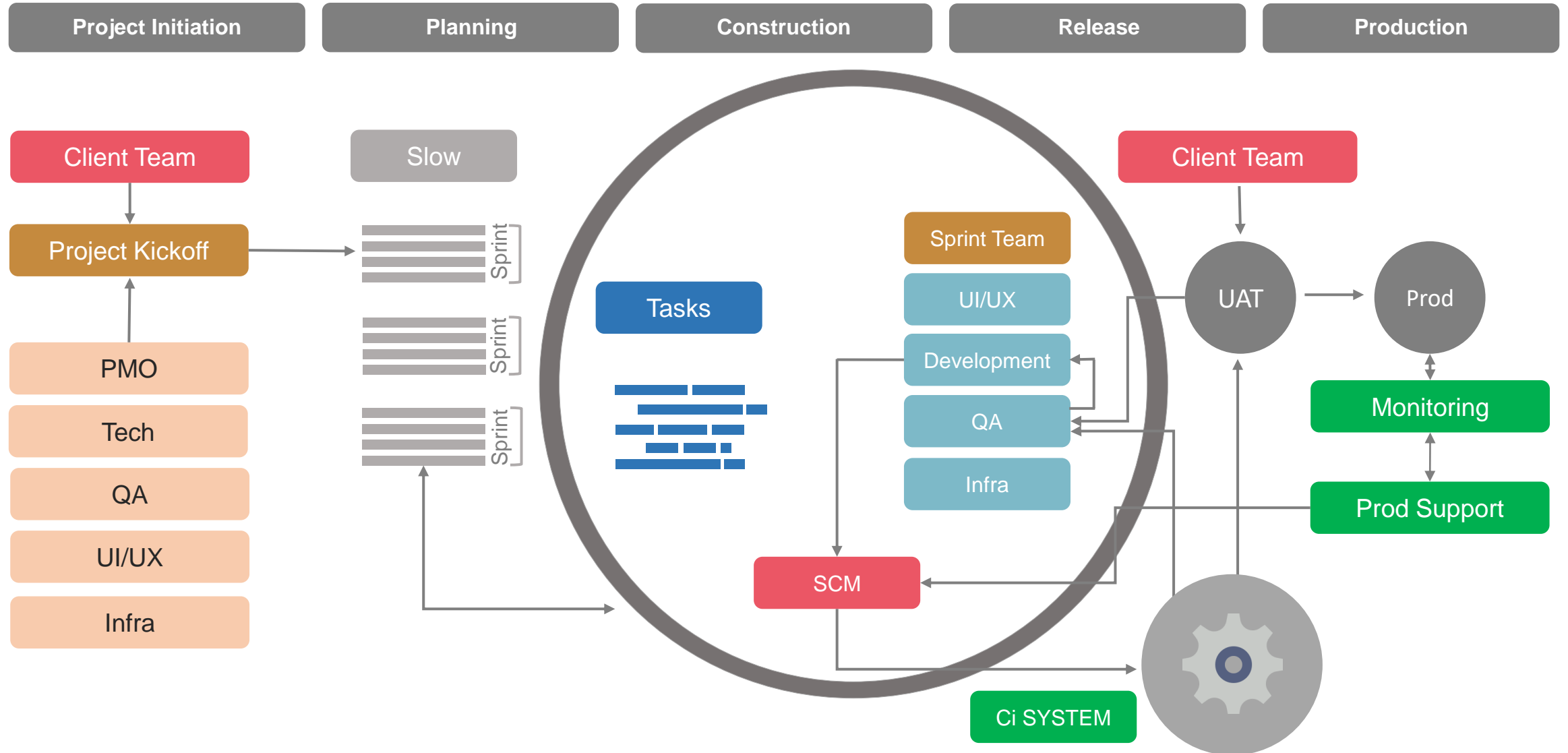




# Methodology



# Engagement Delivery Model





# Solutions we Delivered



## Banks

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- ▶ Mobile Banking
- ▶ Conversational AI Platform (myflow)
- ▶ KYC Digital On-boarding
- ▶ Mobile Channel Management
- ▶ Platform Console
- ▶ User Experience Consulting
- ▶ User mpin management



## Brokerages & Wealth Management

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- ▶ Mobile & Web Trading
- ▶ Conversational AI Platform (myflow)
- ▶ Facebook Messenger Bot
- ▶ Community Chatbot
- ▶ Community portal
- ▶ Shield-Alerts Engine
- ▶ KYC-Digital On-boarding
- ▶ Symbol search
- ▶ Option Chain
- ▶ Advanced Orders
- ▶ Create your index-CYI

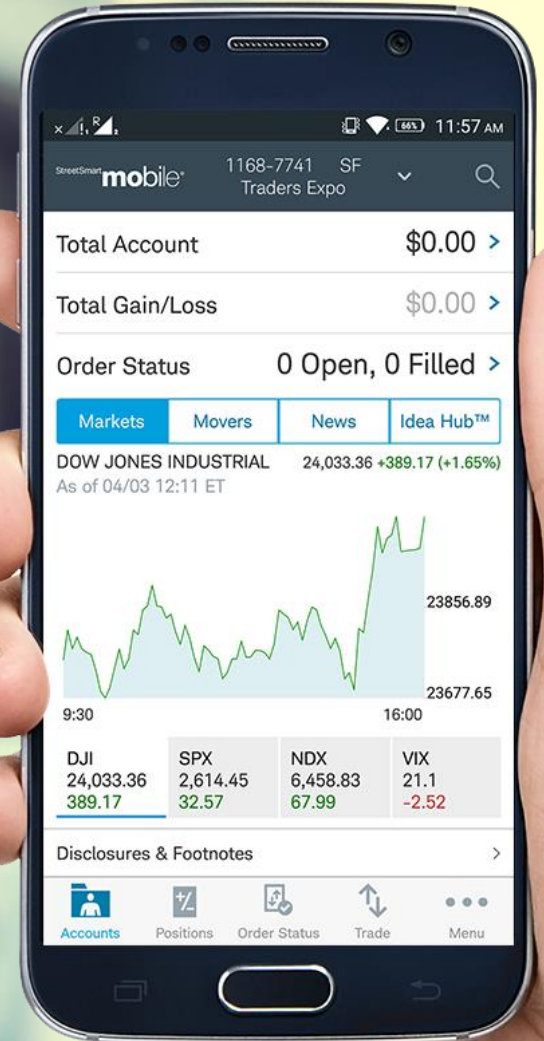
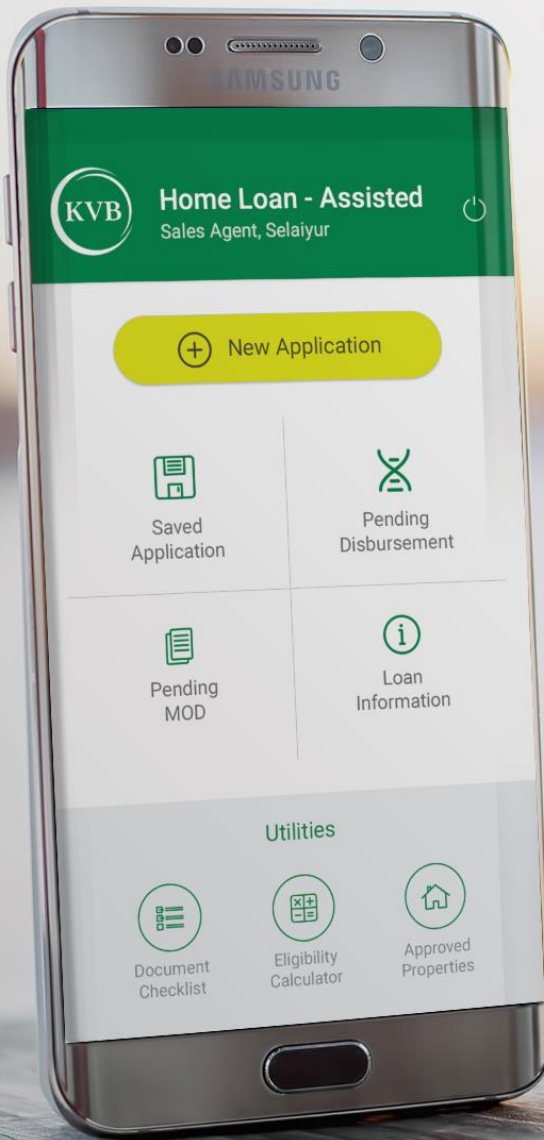
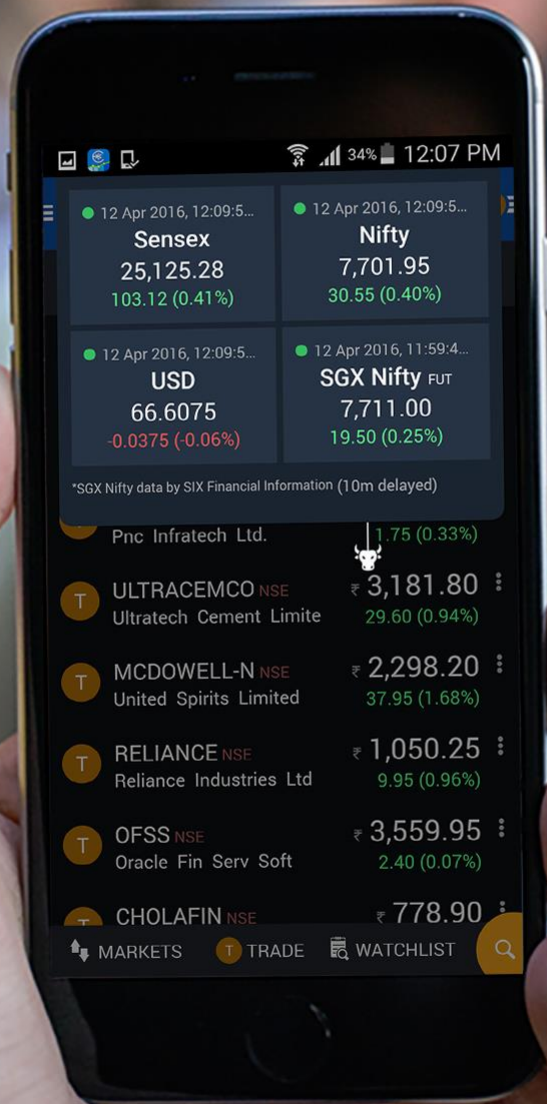


## NBFC

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- ▶ Digital On-boarding
- ▶ Agricultural / Former Loan
- ▶ Housing Loan
- ▶ Jewell loan
- ▶ SME Loan
- ▶ Invoice Factoring

# MSF Showcase





# Innovation Augmentation

## Technology innovation

- ▶ Technology R&D collaboration
- ▶ Agile PoC sandbox & Pilot environment support

## Strategy realization

- ▶ DevOps support & cloud service to increase speed to market

## Infrastructure & capabilities strategy

- ▶ Rapid cloud deployment & API strategy
- ▶ Customer insights

# Partnerships

## Technology Partnerships



## Business partnerships



## Solution partnerships



## App analytics tools



# Resource Inventory

 Cross Platform (MADP)

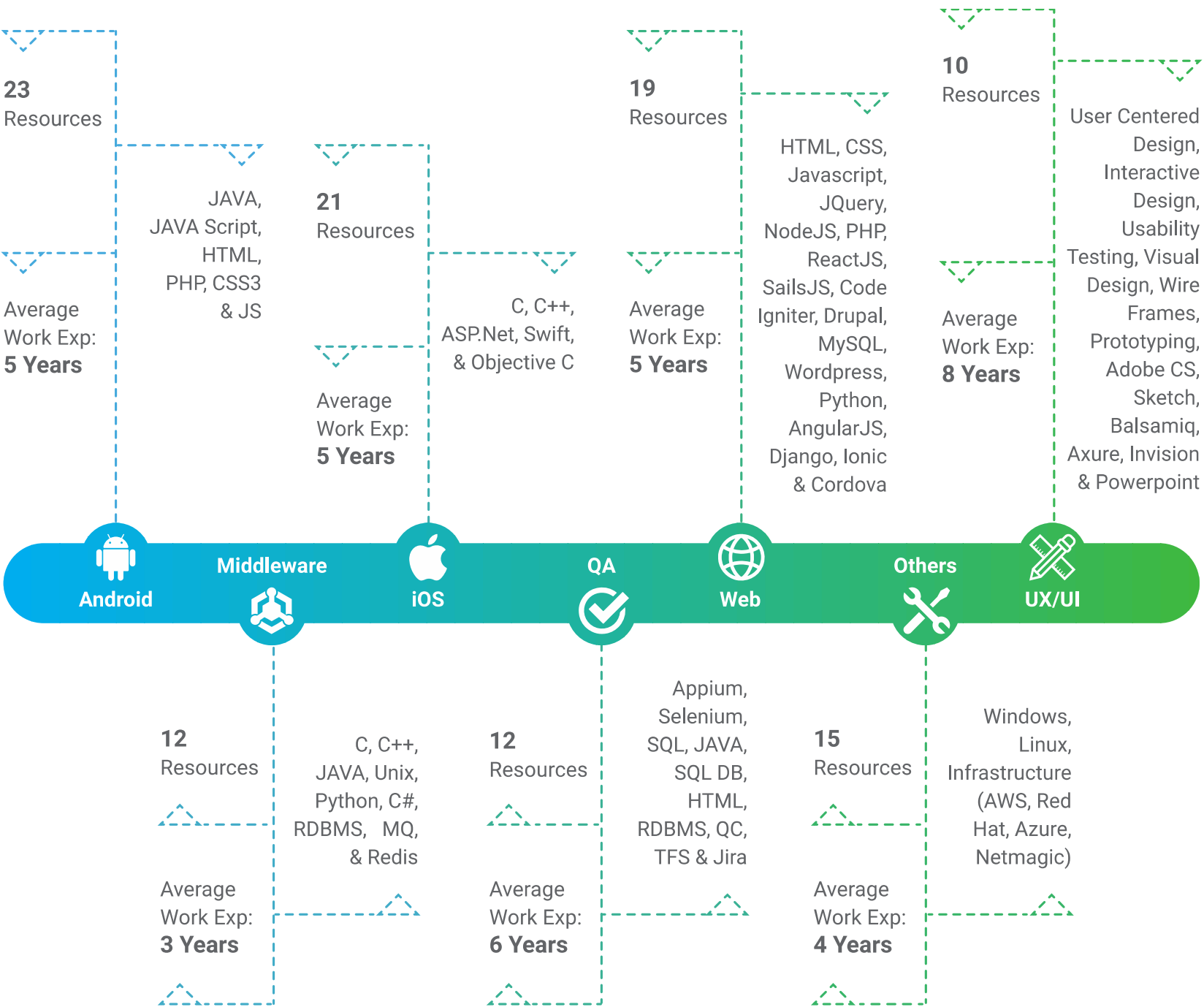
15 Resources







Average Work Exp:  
5 Years



# Reach Us

market<sup>®</sup>  
simplified

To design world class solutions reach us

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