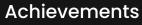


About Us Great Place 25+ To Work. YEARS OF **EXCELLENCE** Certified CMMIDEV/5

Overview











1500+ Clients

2000+ **Products Engineered**



aws



Global Offices

50+ Countries

85%

1500+ **Applications** Developed





Google Cloud



12+ Awards

Hours





</>> 20+ Million Development

WOO COMMERCE

9 Development Centers

Office Space

1,00,000+ sq.ft.



Industry Verticals

Clients Retention

22+

Certified To Deliver Quality





This is to affirm that

NOVA ASCEND DYNAMICS

Organizational Unit: Software Development Unit

has been appraised at

Maturity Level 5

of the Capability Maturity Model Integration for Development,

Version 3.0



ISO

9001:2015 Quality Management

ISO

20000-1:2011 IT Management ISO

27001:2013 Information Security

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 Nova Ascend Dynamics 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.

Services we Offer



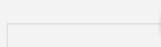
DevOps Consulting

- DevOps Assessment & Strategy
- Maturity Model Evaluation
- Maturity Roadmap & Blueprint
- Jumpstart Program



DevOps In Cloud

- Cloud Architecture Design
- Cloud Readiness
 Assessment
- Cloud Migration Services
- Managed Cloud Services
- Cloud Consulting Services



DevOps Enablement

- Continuous Integration
- Continuous Delivery
- Coded Pipelines
- Test Automation
- Service Virtualization
- SCM & Development/Test Tool Automation
- Cross-platform Migration
- DevOps Cloud Migration
- Code Repository
- Security PARAM's & Measurements on Demands



Smarter Environments

- Infrastructure as Code (AWS CloudFormation)
- Configuration
 Management (Puppet,
 Chef, Ansible)
- Container Management (Docker, Swarm, Vagrant)
- Application Container Packs
- Application & Infra Monitoring
- Test Data Management



Nova Ascend Dynamics Expertise

Thorough understanding of DevOps

Experienced in leading and implementing DevOps at Fortune 500 companies

Assessment and Value Stream Mapping

Implement Best Practices, CI/CD and Migration to Cloud

Expert assistance in coding, building, testing, releasing, monitoring, and more

We implement CALMS(R) principles – Culture, Automation, Lean, Measurement, Sharing and Recovery.

Demonstrated track record at Enterprise level rollout approaches, strategies and transformation to DevOps.

5+

Years of Experience

100+

Active Customers

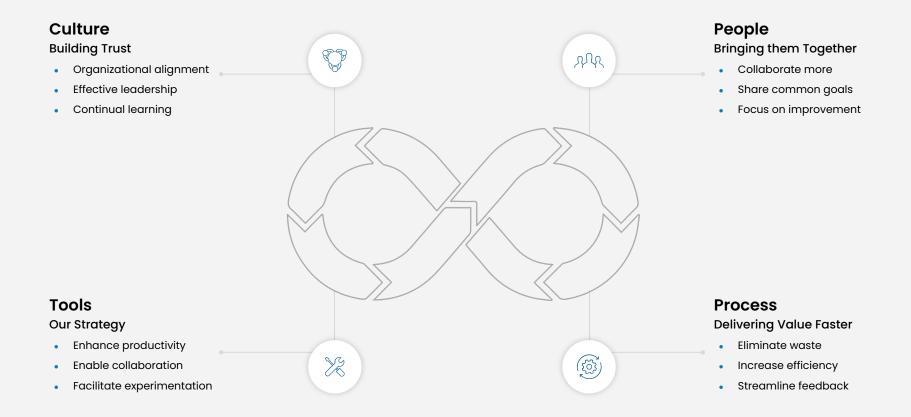
100+

DevOps Implementations

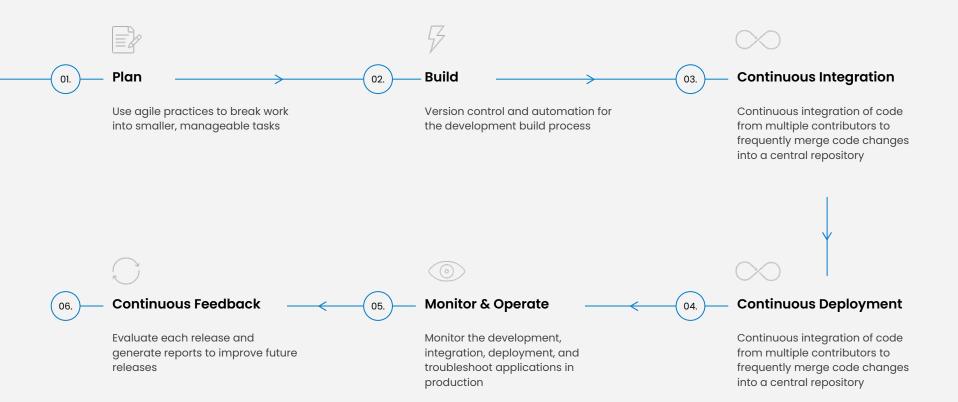
60+

Certified Architecture and DevOps
Professionals

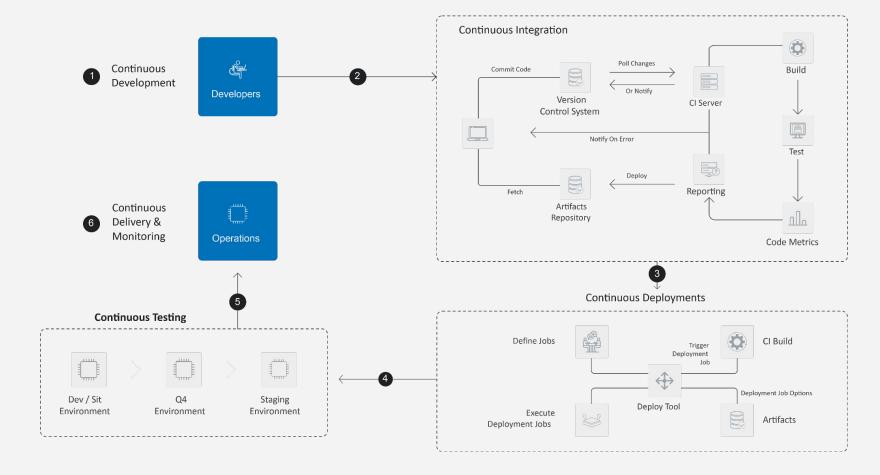
A Strategic Approach



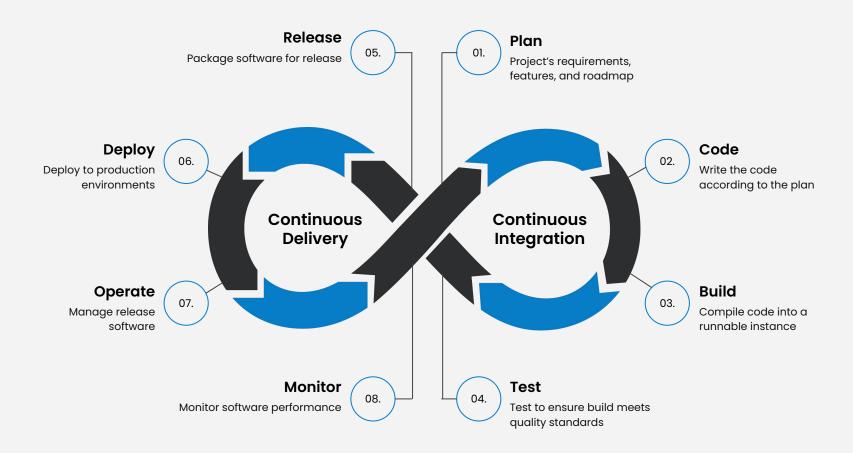
The Life Cycle



Well-Planned Model



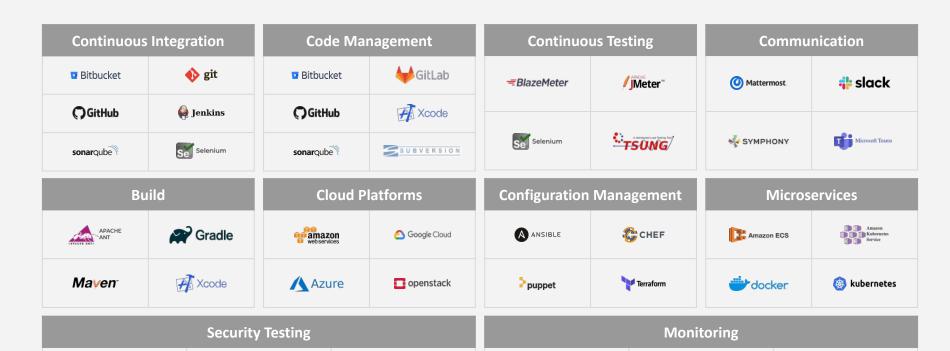
CI/CD Framework



DevOps Tool Chain

BURPSUITE

SIMMAND &

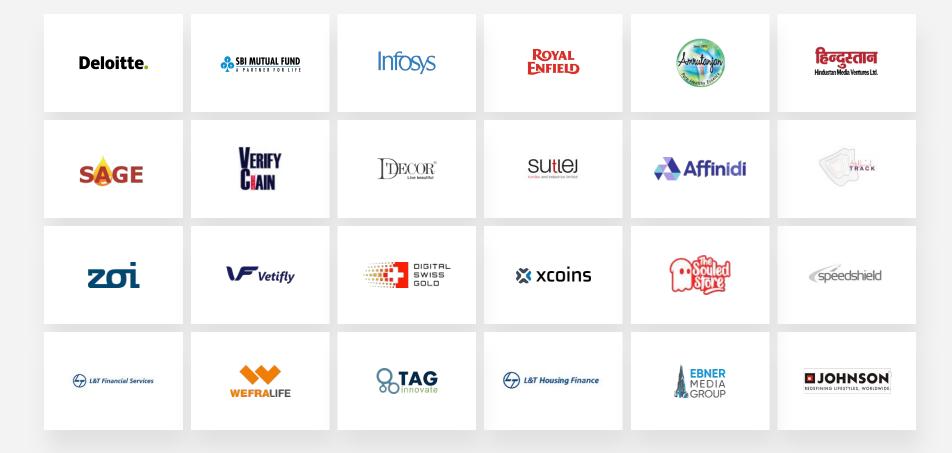


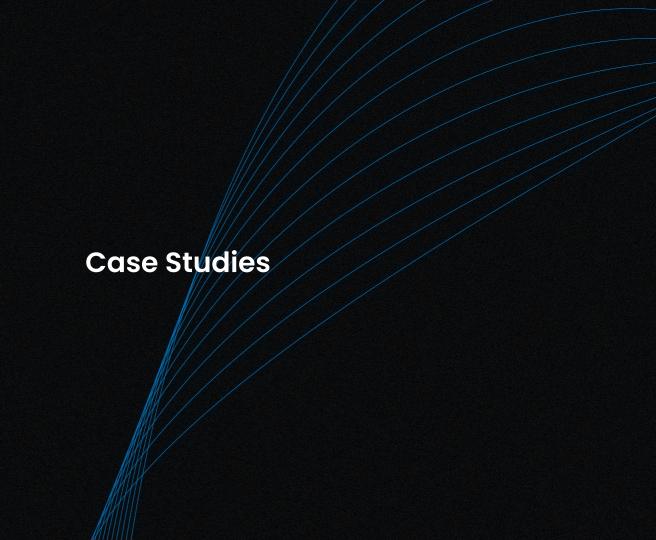
CloudWatch

WIRESHARK

splunk>

Selected Clientele





A Digital, Mobile Only Banking Entity In Bahrain

A comprehensive, all-encompassing, mobile-based centralised banking solution

Module Development

uı/ux

Localisation

Outcomes

Scalable Microservice Architecture

 Implemented a microservice architecture with over 100+ services in different languages thus enhancing scalability, flexibility, and maintainability of the system.

Efficient Logging and Monitoring

 Integrating AWS CloudWatch to track logs and monitor system performance leading to effective debugging, troubleshooting, and analysis of the application.

Cross-Platform Mobile App

 Built the Ila Bank app on a Spring Boot application with a distributed architecture offering a mobile banking solution for both iOS and Android platforms.

Challenges

- Coordinating multiple microservices was challenging.
- Managing a large number of microservices and ensuring smooth integration and deployment was complex.
- To ensure the security of user data, adhere to regulatory requirements, and protect against cyber threats.

Technical Spotlight

- Leveraged ActiveMQ JMS for efficient and reliable communication between microservices.
- Utilized Jenkins and Kubernetes architecture for continuous integration and deployment.
- Java's extensive support for cryptography and secure coding practices, developers ensured compliance with regulations and protect sensitive data

- Implemented effective service discovery and orchestration mechanisms to ensure seamless communication and coordination between microservices.
- Automated build, testing, and deployment processes to ensure efficient and reliable delivery of new features and updates.
- Stayed updated with compliance regulations and implement necessary controls to maintain data privacy and security.







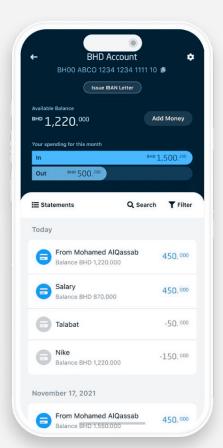


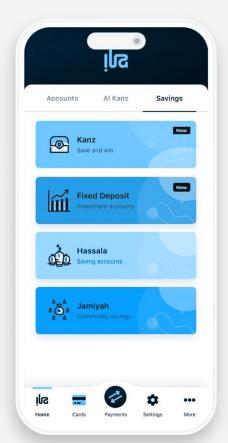


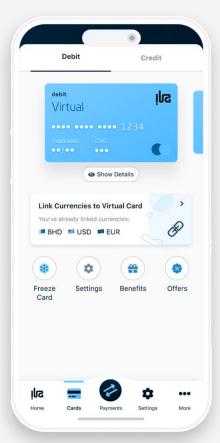












A Major Financial Institution Based In South Africa

Streamlined and enhanced the efficiency of trade transactions between two countries.

Scalable Infrastructure

Efficient Management

uı/ux

Secure Transactions

Outcomes

Enhanced Efficiency

 Developed a user-friendly interface and intuitive user experience, improving the overall efficiency of trade finance operations.

Scalable Infrastructure

 Enabled the system to handle increasing transaction volumes efficiently, ensuring reliable and uninterrupted trade finance operations.

Secure Transactions

 Ensured the security, transparency, and immutability of transaction records to enhance trust and confidence among participants, mitigating the risks of fraud and providing a reliable platform for trade finance activities.

Challenges

- Trade finance involves sensitive financial information, so ensuring the security and privacy of data was crucial.
- The system needed to be able to handle high volumes of concurrent transactions efficiently.
- Integrating multiple technologies and platforms like Node.js, React.js, Hyperledger Fabric, IBM Cloud, and Azure.

Technical Spotlight

- Utilised DLT Watcher for monitoring blockchain transactions to ensure added security.
- Leveraged logdna and kubernetes for monitoring logs to maintain smooth transactions.
- Utilized Node JS, React JS and Hyperledger fabric to develop a solution to manage trade finance.

- Implemented industry-standard security protocols, encryption techniques, access controls, and regular security audits to help address security and privacy concerns.
- Utilized load testing tools, performance monitoring, and employing performance optimization techniques to ensure maximum performance and scalability.
- Utilized testing frameworks and methodologies to ensure seamless integration and data synchronization.

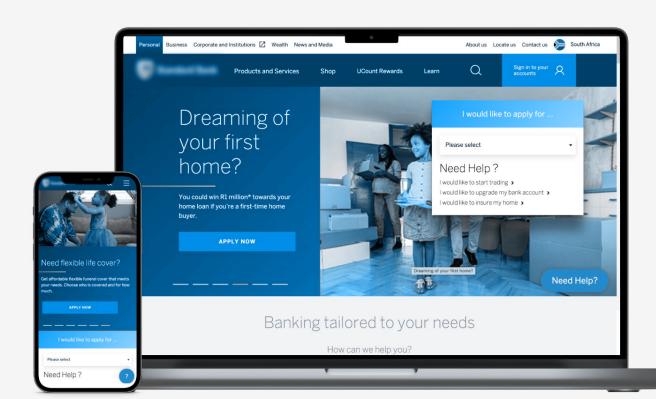












An Insurance Aggregator Partnering with over 50 Indian Insurance Companies

Created an application providing versatile insurance service providers with value-added services.

CX Payment Gateways Ai

Outcomes

Enabled policy comparison

 Designed an intuitive platform enabling policy comparisons to facilitate informed decision-making.

Versatile payment gateways

 Integrated various payment gateways to aid and expedite the insurance purchasing process.

Responsive customer support

• Leveraged customer support in the platform to ensure quick query and issue resolution.

Challenges

- To set up infrastructure for different SaaS clients in a scalable and efficient manner.
- Implementing advanced security measures to ensure complete data protection of all entities involved.
- Developing an interacting platform to coordinate communications among multiple entities.

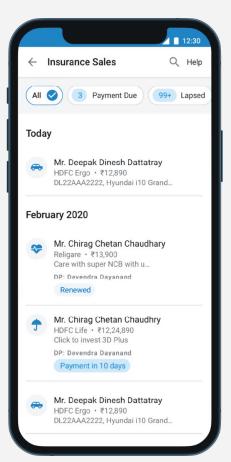
Technical Spotlight

- Leveraged Docker and Kubernetes to create a scalable and manageable infrastructure.
- MongoDB has flexible and dynamic schemas that allow data to be stored in a variety of formats.
- Integrated the high-performant Play API that allows the framework to handle large volumes of requests and deliver fast response times.

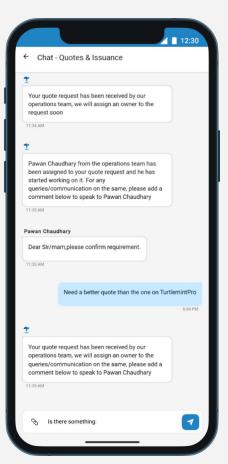
- Helped SRE and Devops team to setup infra for different SaaS clients.
- Incorporated robust security and privacy features, such as encryption of sensitive data and secure authentication to ensure maximum safety.
- Built an innovative application that streamlined the signup process to quickly onboard new users.











A Leading Logistics Technology company Providing Supply Chain Softwares

Engineered a seamless digital Logistics Marketplace and Shipment Management platform

Platformization Product Engineering Order Management Dynamic Pricing Automation

Outcomes

Upto 80% Cost Savings on Shipment Management

 Centralized and streamlined shipment operations along with accurate and improved freight quotes processing.

Secured Marketplace

 Procured all-inclusive freight rates along with making instant bookings and manage shipments online. Improved visibility & transparency in pricing and order management.

Automation

 Automated visibility access to manage imports, exports and all other shipment operations at one place. Gained in-depth insights on the tenders managed throughout the shipment journey.

Challenges

- Inconvenience in quote-generation and sharing between the vendors and customers.
- Adoption of Manual methods for shipment management operations.
- Difficulty in managing import and export of commodities.
- Complicated registration process and workflow management.

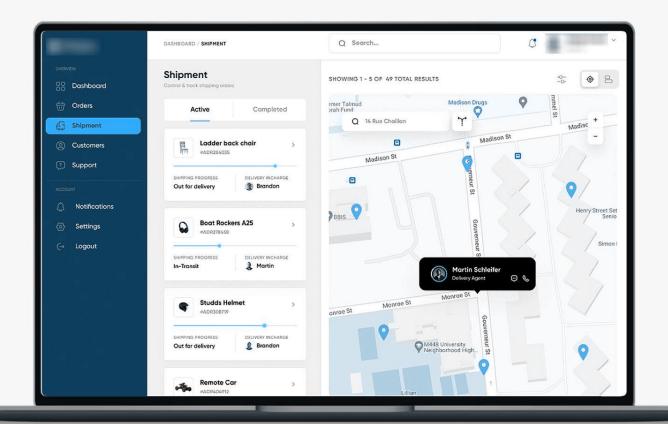
Technical Spotlight

- Leveraged Python for an efficient web application using Django Framework for quick development, clean, and maintainable design.
- Used Docker for handy encapsulation, isolation, portability, and control.
- Deriving summary statistics of numerical and categorical fields using PostgreSQL.
- Used Slack for sharing real-time updates with partners.

- A seamless logistics marketplace for vendors and customers.
- Faster and on-time shipments.
- Ready for strong volume fluctuations.
- Shipment management dashboard and advanced data analytics.







A Leader In Auto Insurance Services

A digital platform to provide easy access to insurance policy details, tools, and services on the go



Outcomes

Efficient Workflow

 Easy access and management of insurance policy details, along with making payments, and updating contact information.

Streamlined Processes

 The app allows policyholders to report a claim, upload photos of the damage, and track the progress of their claim, reducing the time and effort required.

Google Maps

 Geolocation helps provide roadside assistance directly through the app, including services like towing, jump-starts, and fuel delivery.

Challenges

- Creating an app that is easy to use, visually appealing, and provides a seamless experience to enhance the user experience.
- Implementing robust security features to protect against cyber threats and ensure data privacy.
- Ensure compatibility with different devices to ensure that the app functions correctly across all platforms.

Technical Spotlight

- The app features an augmented reality feature that allows users to view the relevant services in their surroundings using the camera of their mobile devices.
- Geolocation provides users with location-based services such as locating the nearest service center or emergency services.
- Implementing cloud computing to store and process user data, making it easily accessible across different devices and platforms.

- Streamlines management of insurance policies, viewing policy details, and making payments.
- Implementing AI/ML algorithms to analyze user data helps provide personalized recommendations to users, such as policy upgrades or relevant services.
- Geolocation allows users to locate auto insurance service centers, including repair shops and tow truck services.

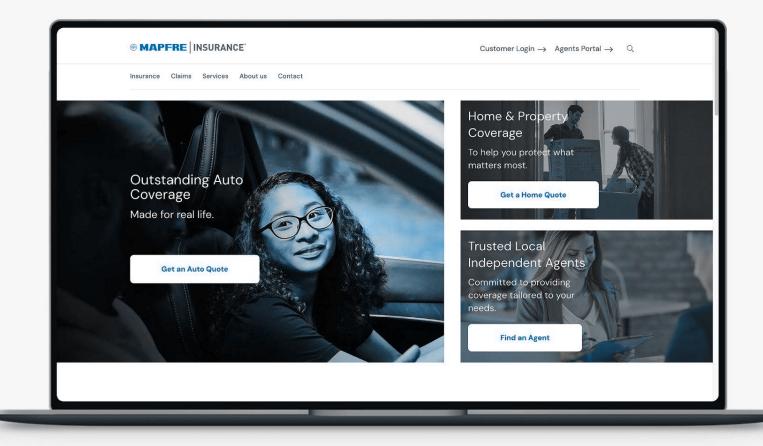












A Prestigious Fulfillment Service Provider Across 50+ Countries

Developed an internal management system to manage and fulfill orders placed by customers.

Systemised Database

Streamline payments

Geo location

Outcomes

Organised Inventory

 Enabled businesses to quickly locate and access their stock leading to increased productivity and more efficient operations.

Geolocation

 Accurate information about delivery destinations led businesses to optimize their delivery routes, resulting in faster delivery times and improved efficiency.

Streamlined Payments

 Accurate payment information helped keep track of financial transactions and manage cash flow more effectively.

Challenges

- Required a streamlined inventory management system to carefully monitor stock levels and order fulfillment.
- Needed to integrate payment gateway systems to process payments securely and efficiently.
- Implement user-friendly interfaces, personalized recommendations, and easy navigation to improve user experience.

Technical Spotlight

- Docker ensured that the inventory management system operated seamlessly and consistently.
- Leveraged Django's architecture to build a scalable web application that can handle a high volume of traffic.
- Utilised Celery to provide a priority queue that enables developers to prioritize tasks based on their importance or urgency, ensuring that critical tasks are executed first.

- Integrated an inventory management system to help track stock levels, update product information, and manage orders.
- Implemented an order management system to automate order processing, update customers on their order status, and handle returns and refunds.
- Improved product delivery in a timely and efficient manner by including shipping processes, shipment tracking, and offering customers with shipping options.













One Of The Largest Private Sector Banks In India

An online platform for various banking services and financial products.

Microservice Architecture

AWS Gateway Integration

Payment Integration

Outcomes

Microservice Architecture

 Utilized a microservice architecture, which allowed for greater scalability, flexibility, and maintainability of the banking and payment services.

AWS Gateway Integration

 It provided features such as API caching, request throttling, and security, allowing for efficient and secure communication between the microservices and external systems.

Enhanced Payment Integration

 The integration of third-party payment providers enabled seamless and secure payment transactions for customers.

Challenges

- Integrating third-party payment providers and ensuring seamless communication between different systems.
- Implementing a microservices architecture with careful design and management to ensure scalability and optimal performance.
- Handling financial transactions with stringent security measures and compliance with regulatory standards.

Technical Spotlight

- Microservices architecture made it easier to scale and evolve the system as per the growing demands of the banking and payment industry.
- Implemented containerization using technologies like Docker and orchestration tools like Kubernetes to manage scalability and ensure efficient resource utilization.
- Microservices architecture improved security by isolating services and enforcing strict access control.

- Developed a comprehensive integration framework that supports multiple payment providers, standardizes data formats, and enables secure communication.
- Planned and designed the microservices architecture carefully, considering scalability requirements and potential bottlenecks.
- Implement robust security measures such as encryption, secure communication channels, and secure storage of sensitive data.











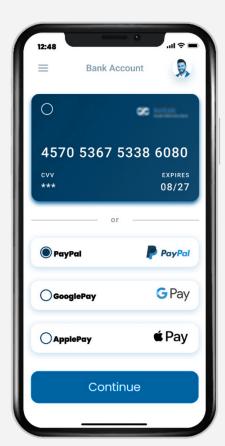


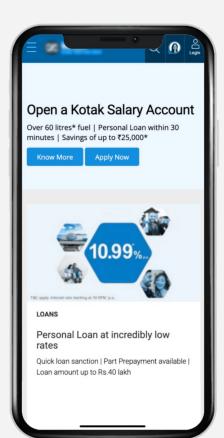














A Respected Publication In The Advertising And Marketing Industry

An online platform focusing on informing, inspire, and connect professionals.

DevOps Setup Ui/Ux Agile Project Management

Outcomes

Well-Defined Project Structure

 The coordination with the business analyst (BA) and client helped in preparing a high-level epic and features.

DevOps Setup

 Facilitated collaboration and ensured a smooth development and deployment process.

Effective Project Management

 Utilized Jira Boards to manage and track the project, maintaining epics, features, user stories, tasks, and bugs.

Challenges

- Setting up the initial project infrastructure, including version control, server environments, CI/CD pipelines, and monitoring setups.
- Managing and tracking the project progress.
- Ensuring thorough testing and resolving bugs identified by the QA team.

Technical Spotlight

- PHP and MySQL provide a scalable and flexible platform for managing the digital media site.
- Adopting an agile methodology, such as Scrum, facilitated better project tracking.
- Test case reviews, bug tracking, and status updates ensured that any issues or bugs identified by the QA team are promptly addressed.

- Ensured proper configuration and alignment with project needs.
- Addressed any issues or queries from the team and ensure timely status updates to the client.
- Implementing a robust quality assurance process, including comprehensive test case reviews, bug tracking, and resolution, helped maintain a high-quality standard in the project deliverables.













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BRAND GENIUS BRANDWEEK CHALLENGER BRANDS FOOD & BEVERAGE GAMING SPORTS MARKETING SUSTAINABILITY TRAVEL & TRANSPORTATION



Amazon Web Services Taps Former SAP, Microsoft Exec Julia White as CMO

Leadership & Talent - By David Cohen 15 hours ago

Amazon Web Services named former SAP chief marketing and solutions officer Julia White as its new CMO.

Norwegian Footballer Erling Haaland Goes Beyond the

POPULAR NOW

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- Here Are the Cable News Ratings for September 2024
- Google Updates Its Site Reputation Abuse Policy, Upending Publisher Affiliate Businesses
- Overnight Cable News Ratings for Nov. 12-14: CNN and MSNBC's

Digitally Transforming a US Life-Science Company

Established a cross-platform app for monitoring, managing and executing clinical trials.

Product Engineering

DevOps

Database Management

Data Science

Outcomes

Increased Efficiency

 Shifting away from traditional paper based methods decreased the number of errors and streamlined processes to boost overall efficiency.

Reduced Overall Costs

 Streamlined workflows and effective management of clinical trials ensured costs were kept to a minimum.

Boosted Productivity

 Dedicated modules for monitoring and executing trials as well as insights gained from data increased overall productivity.

Challenges

- Absence of a dedicated system for managing and scheduling clinical trials.
- Lack of a method for collating data collected from the trials to derive accurate insights.
- No method in place for selecting the drugs suitable for being used in human trials for the next stage and identifying individuals that will be ideally suited for testing.

Technical Spotlight

- Built the software applications mainly using Java and Spring, ensuring coding standards and best practices are followed.
- Integrated a CI/CD pipeline to derive meaningful and actionable insights from clinical trial data.
- Leveraged MySQL to store and access clinical data quickly as well as to boost the security of the application.

- Clinicians can instantly and seamlessly access clinical trial data in real-time with data visualizations and graphs.
- Successful drug trials can be seamlessly moved on to next stage of the trial.
- Automated processes and data driven insights decreased time typically spent on manual processing ensuring quicker time to market.







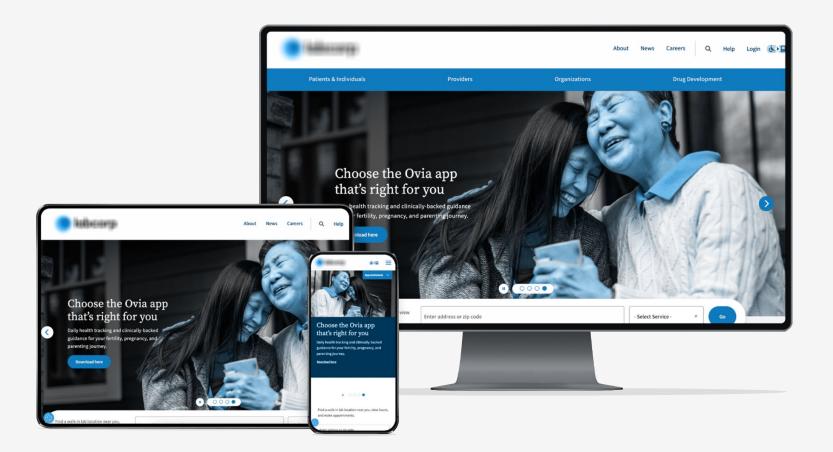












A Leading Global Professional Services Firm

Automated code deployment for SaaS services using CI/CD pipelines.

CI/CD Pipelines

DevOps

Cloud Infrastructure

Scalability

Outcomes

Automated Code Deployment

 Streamlined the deployment process, reducing manual effort and increasing efficiency.

Improved Code Quality

• Enhanced code quality by providing continuous feedback and identifying issues early in the development process.

Enhanced Monitoring

 Enabled real-time monitoring and analysis of ECS cluster logs, ensuring better performance and reliability.

Challenges

- Managing and automating complex deployment processes, leading to inefficiencies and manual errors.
- Ensuring consistent high performance while managing resources and handling increased load.
- Integrating new applications and services with existing systems, with possible compatibility and performance challenges.

Technical Spotlight

- Implemented CI/CD pipelines using CodeBuild and CodePipeline to automate processes.
- Implemented efficient monitoring and alerting by leveraging Grafana and Prometheus.
- Leveraged AWS services for seamless integration with the existing infrastructure.

- Reduced manual errors and accelerated software release cycles, improving overall code deployment efficiency.
- Ensured that performance issues are quickly identified and addressed, maintaining high application reliability.
- Facilitated smooth integration with current systems, enhancing overall system compatibility and performance.







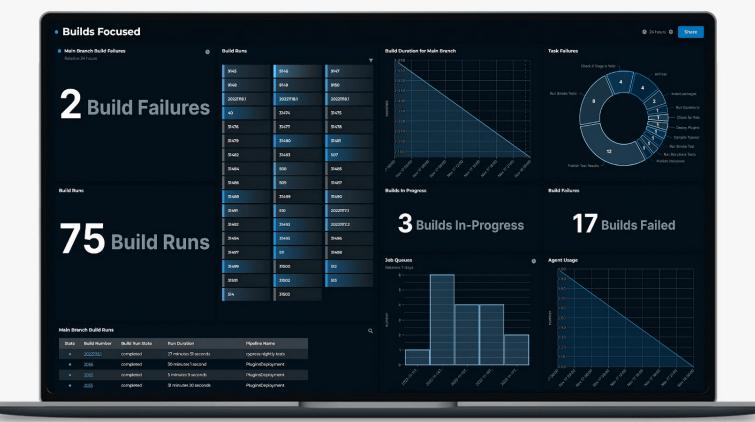












The Digital Platform of a Major Financial Institution in South Africa

Developed a letters of credit module for streamlined trade finance.

DevOps Practices

Distributed Ledger Technology

Automation

Cloud Scalability

Outcomes

Streamlined Trade Finance Operations

 Implemented a letters of credit module, significantly improving the efficiency and automation of trade finance processes.

Improved Transaction Transparency

 Enhanced visibility and traceability of blockchain transactions, ensuring greater transparency.

Scalable Cloud Infrastructure

 Provided a robust and scalable infrastructure, accommodating growing trade finance demands.

Challenges

- Achieving transparency and immutability in blockchain transactions.
- Managing and analyzing logs from many different sources and applications.
- Ensuring that the platform can scale effectively and maintain high performance under varying workloads.

Technical Spotlight

- Implemented Hyperledger Fabric and IBM Blockchain Platform to carry out blockchain transactions.
- Leveraged LogDNA and Kubernetes for efficient log monitoring, regardless of data source.
- Utilized Microsoft Azure and IBM Cloud for cloud-based infrastructure.

- Enabled secure and transparent transaction recording, ensuring every transaction is traceable and immutable.
- Provided centralized log aggregation and analysis, and managed containerized applications efficiently.
- Allowed the platform to handle increased workloads and ensure high performance without disruptions.







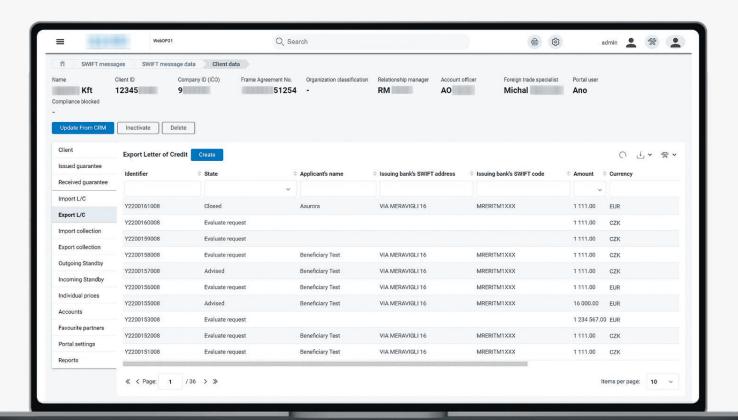












The Organization Representing the MedTech Industry in the Asia-Pacific

Created a portal for MedTech companies to invite doctors to events, managing all logistics.

DevOps Practices

Serverless Architecture

Logistics Automation

AWS Integration

Outcomes

Improved Data Handling

 Ensured fast access and management of large datasets, enhancing performance and reliability.

Robust API Integration

 Facilitated seamless communication between different services, improving system interoperability.

Streamlined Event Management

 Efficiently managed the entire process of organizing events, from sending invitations to handling logistics, reducing overhead.

Challenges

- Ensuring that the platform can scale efficiently to handle varying user loads without performance degradation.
- Managing large volumes of unstructured data by building a robust data management solution.
- Efficiently tracking bugs and managing issues throughout the development cycle.

Technical Spotlight

- Utilized serverless architecture using AWS Lambda and AWS Aurora for automatic scalina.
- Implemented Amazon DynamoDB for NoSQL data storage and database management.
- Used Azure DevOps for tracking bugs and managing the development pipeline.

- Automatically scaled based on demand, allowing the platform to handle varying user loads efficiently without manual intervention.
- Provided fast performance with seamless scaling, making it easier to handle large volumes of data.
- Built a comprehensive suite for project management, making it easier to track issues and streamline the development process.











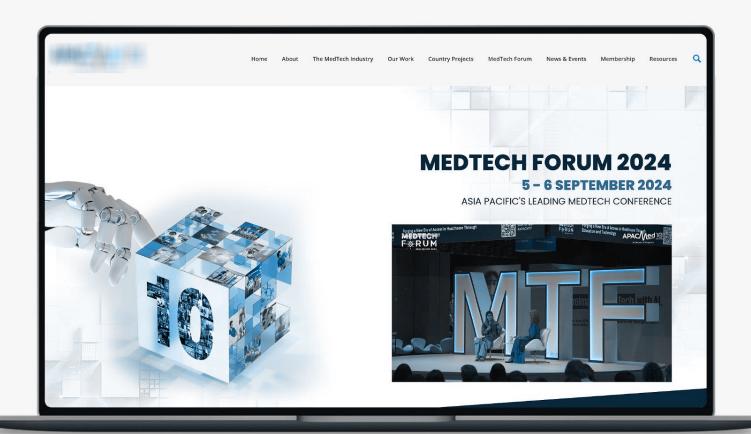












A Prominent Financial Services Provider in India

Redeveloped the website using microservices architecture to improve performance.

Backend Development

Scalability

Database Integration

DevOps Practices

Outcomes

Enhanced Data Integrity

 Provided a robust database solution for storing and managing large datasets, ensuring consistency and data integrity across the platform.

Streamlined Deployment

• Improved release cycles, reducing downtime and deployment errors.

Strengthened API Security

 Reduced vulnerabilities, ensuring secure interactions between users and the platform.

Challenges

- Managing communication between multiple microservices without latency and synchronization issues.
- Ensuring consistent data across various microservices, especially in a distributed architecture.
- Ensuring efficient data flow and handling asynchronous operations effectively.

Technical Spotlight

- Implemented message queues with Node.js to handle asynchronous communication efficiently.
- Used MySQL's support for ACID transactions and distributed database techniques for data consistency.
- Leveraged Angular's services and observables to enable seamless communication with the backend.

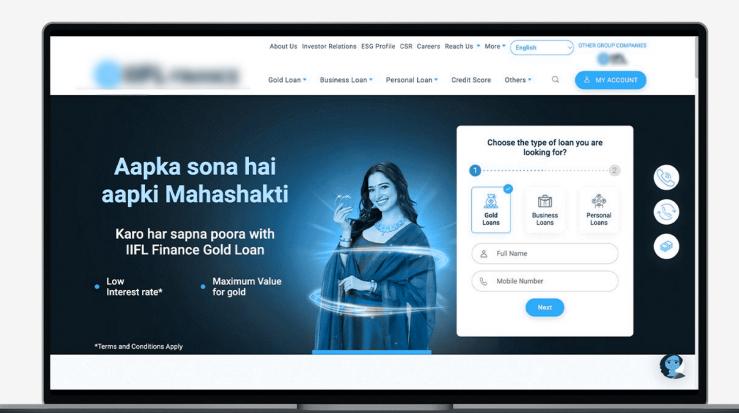
- Reduced latency and ensured reliable communication between services, thereby improving overall system performance.
- Prevented data loss and ensured integrity even in complex distributed environments.
- Streamlined asynchronous communication, ensuring a smooth user experience and responsive interface.











A Major Malaysian Banking and Financial Services Institution

Designed mobile and web platforms to automate workflows and manage production support.

Data Management Modularity Cross-Platform Compatibility DevOps Practices

Outcomes

Improved System Performance

 Optimized performance, enabling faster response times and better resource utilization.

Robust Data Management

 Enhanced data storage solutions, ensuring efficient data retrieval and management.

Streamlined Reporting

 Reduced manual effort and improved accuracy in monthly, quarterly, and yearly reporting.

Challenges

- As user demand grows, ensuring that the application can scale effectively becomes a significant challenge.
- Testing the application across various environments can lead to inconsistencies.
- As the application grows, complex queries can lead to performance bottlenecks, affecting user experience.

Technical Spotlight

- Utilized microservices architecture alongside containerization, using Docker.
- Used Docker to create consistent testing environments that mirror production settings for reliable testing.
- Employed indexing, query optimization, and proper database schema design in Oracle, MongoDB, and MySQL to enhance performance.

- Enabled the application to dynamically allocate resources as needed, ensuring optimal performance during peak usage periods.
- Reduced the chances of encountering environment-specific bugs in production.
- Reduced query execution times, leading to a faster, more responsive application.











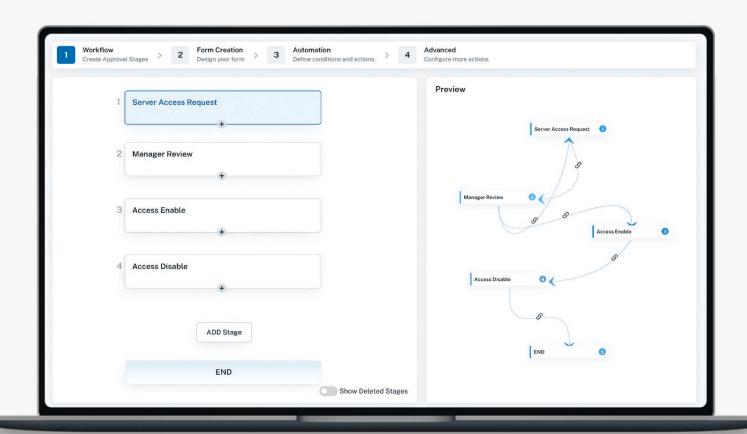














CMMI Level 5

Leading by Passion. Driven by Innovation

