NoVA Ascend Dynamics
TRANSFORMING VISIONS, IGNITING GROWTH

Revolutionizing digital breakthroughs in the GCC

Fueling Digital Growth

About Us

Great Place To Work. Certified INDIA

25+ YEARS OF EXCELLENCE

CMMIDEV/5

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

Digital Innovation

Building Cohesive Technology Solutions across Web, Mobile, Cloud, IoT and Blockchain

Enterprise

SMEs

Agencies

Startups

01.

Our Vision

To earn lifetime loyalty of our customers by consistently delivering the highest quality software services which offer excellent value to their business.

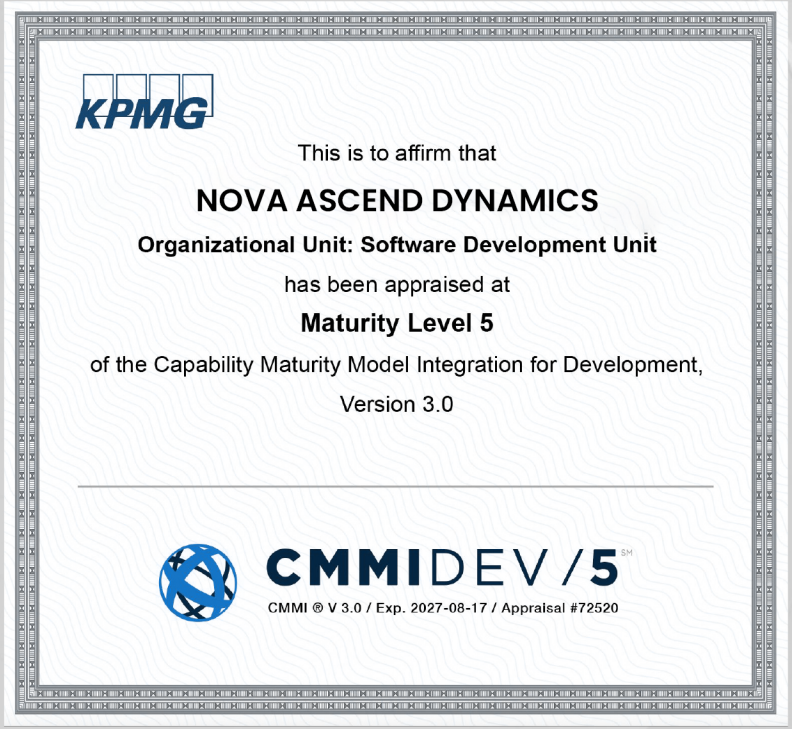
02.

Our Mission

To enable businesses to leverage the power of digital innovation —
by envisioning & building disruptive software products, services & experiences.

Certified To Deliver Quality

Great Place To Work.
Certified
OCT 2024-OCT 2025
INDIA



ISO
9001:2015
Quality Management

ISO
27001:2013
Information Security

ISO
20000-1:2011
IT Management

ISO
22301:2012
Business Continuity Management

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

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, & Tools
- Next-Generation Technology Development & Delivery Practices

Strategy

North Star embodied across the organization

- Shared Purpose & Vision
- Sensing & 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

Created a web portal to automate the lending process and customer management.

Data Management | Automation | UI/UX | Security

Outcomes

Automation

- The automation of lending processes and customer management significantly improved operational efficiency for the bank.

Improved Customer Experience

- With faster loan processing and efficient customer management, the web application enhanced the overall customer experience.

Effective Risk Management

- By automating the collation and analysis of customer data, credit history, and collateral details, the system provided more accurate risk profiles.

Solutioning

Challenges

- To ensure the security and privacy of customer data and protecting it from unauthorized access or breaches.
- To handle a potentially large volume of customer data and perform calculations and processes efficiently.
- To accurately calculate charges based on payment slabs and collateral details.

Technical Spotlight

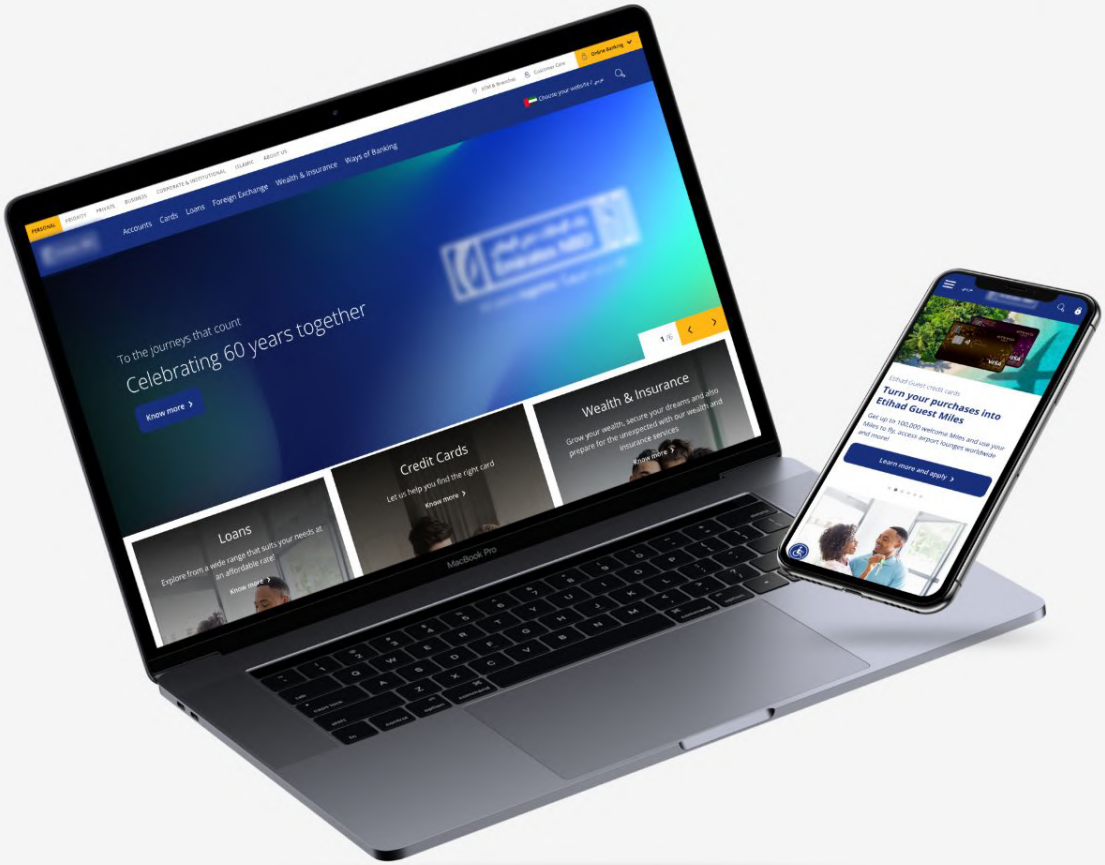
- Leveraged Java's built-in security features to help protect the system from unauthorized access, data breaches, and other security vulnerabilities.
- Utilized Oracle 11g for efficient data handling and enabling the generation of reports and analytics for customer management, collateral details, charge calculation, and other aspects of the lending process.
- Strut's integration capability simplified the development and integration of various components of the lending system.

Solution Highlights

- Implemented strong data encryption mechanisms and access controls to protect sensitive customer and financial data.
- Employed performance optimization techniques such as caching, load balancing, and database optimization to ensure efficient and responsive system performance.
- Develop robust algorithms for charge calculation, considering payment slabs and collateral details.

Tech Stack

Java J2EE | ORACLE | HIBERNATE | STRUTS


Accounts
Cards
Loans
Foreign Exchange
Wealth & insurance
Ways of Banking
To the journeys that count
Celebrating 60 years together
Know more
Credit Cards
Let us help you find the right card
Know more
Wealth & Insurance
Know more
Loans
Know more
MacBook Pro
Turn your purchases into Etihad Guest Miles
Learn more and apply

A Digital, Mobile Only Banking Entity In Bahrain

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

Module Development | UI/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.

Solutioning

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.

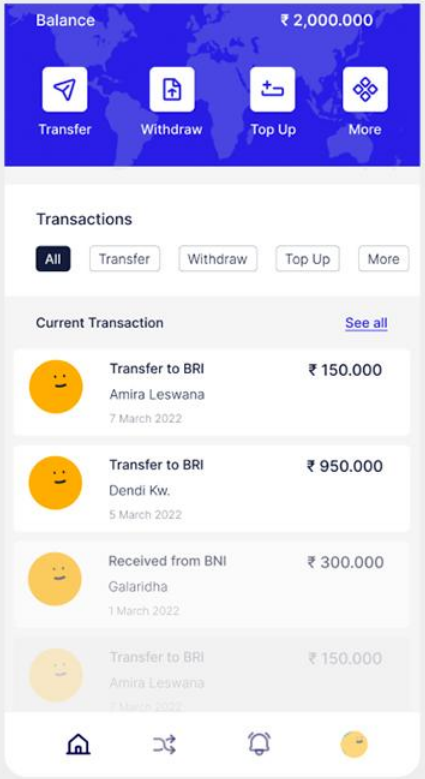
Technical Spotlight

- 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

Solution Highlights

- 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.

Tech Stack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Amira Leswana
7 March 2022
₹ 150.000
Transfer to BRI
Dendi Kw.
5 March 2022
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Galaridha
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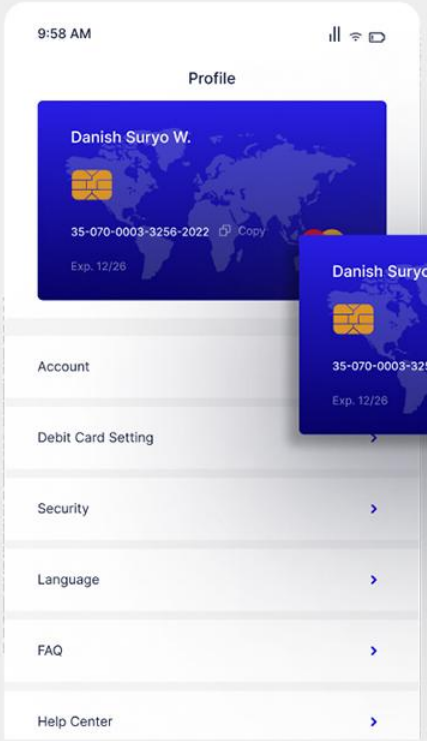
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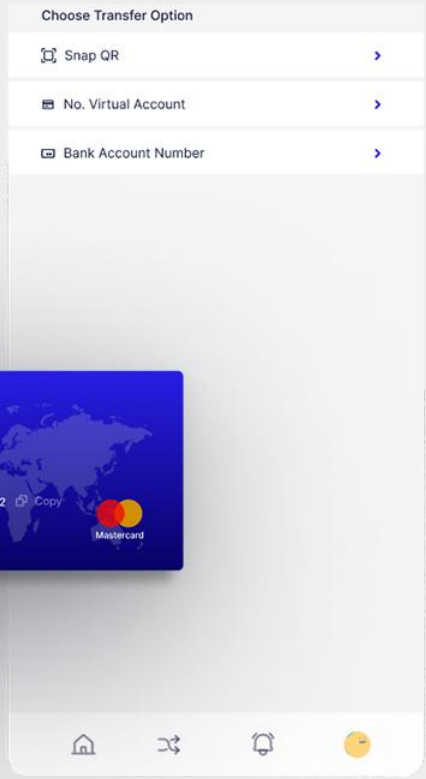

Choose Transfer Option
Snap QR
No. Virtual Account
Bank Account Number

9:58 AM
Transfer
Snap QR

A Major Financial Institution Based In South Africa

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

Scalable Infrastructure | Efficient Management | UI/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.

Solutioning

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.

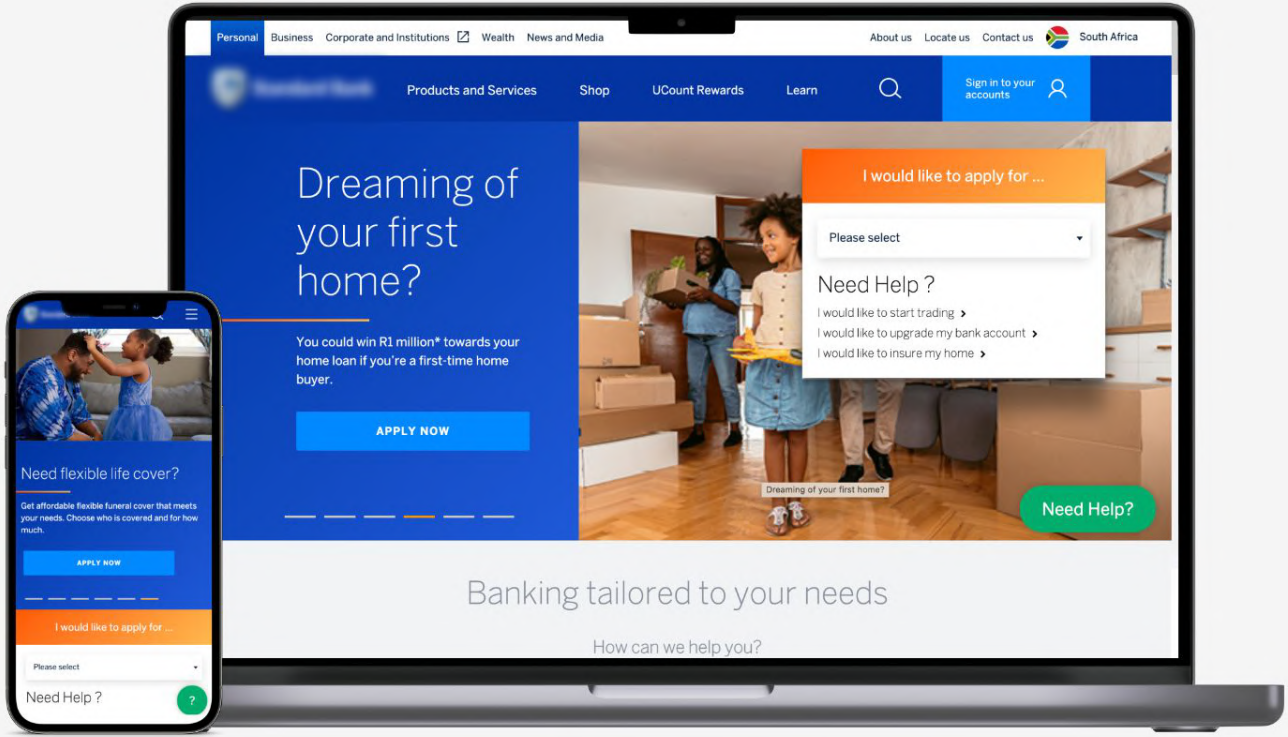
Technical Spotlight

- 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.

Solution Highlights

- 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.

Tech Stack


Personal
Business
Corporate and Institutions
Wealth
News and Media
About us
Locate us
Contact us
South Africa
Products and Services
Shop
UCount Rewards
Learn
Sign in to your accounts
Dreaming of your first home?
You could win R1 million* towards your home loan if you're a first-time home buyer.
APPLY NOW
I would like to apply for ...
Please select
Need Help ?
I would like to start trading
I would like to upgrade my bank account
I would like to insure my home
Dreaming of your first home?
Need Help?
Banking tailored to your needs
How can we help you?
Need flexible life cover?
Get affordable flexible funeral cover that meets your needs. Choose who is covered and for how much.
APPLY NOW
I would like to apply for ...
Please select
Need Help ?

A Leading Financial Institution In The United Arab Emirates

Implemented upgrades in payment and digital banking systems with Oracle solutions.

System Upgrade | UI/UX | User Experience

Outcomes

Improved Payment System

- The replacement of the existing payment system with Oracle Banking Payment Module (OBPM) will result in a more robust and efficient payment processing system.

Enhanced Digital Banking Experience

- The implementation of Oracle Banking Digital Experience (OBDX) as the net banking portal provided customers with a modern and user-friendly interface.

Quality Assurance

- Writing unit test cases using Mockito ensured the reliability and correctness of the developed applications.

Solutioning

Challenges

- Customizations needed to be carefully designed and implemented to ensure seamless integration and compatibility.
- Data mapping, data cleansing, and ensuring data integrity during the migration process.
- Minimizing disruptions to customer services and ensuring a smooth transition.

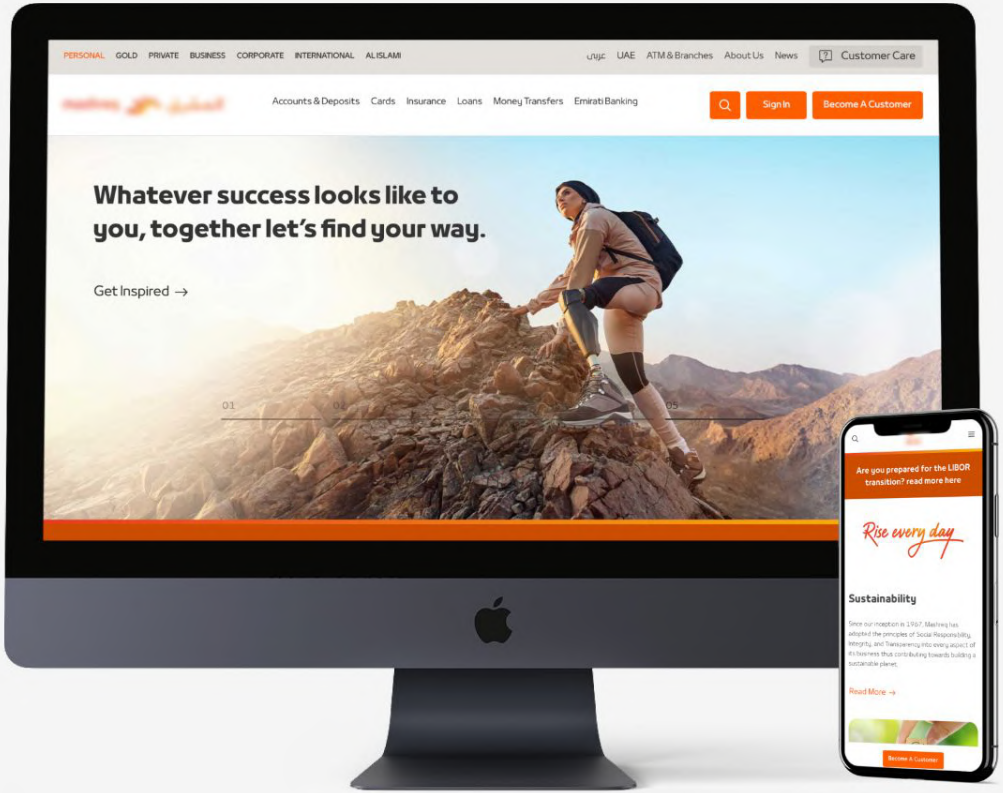
Technical Spotlight

- Utilized HTML to ensure that the net banking portal can be accessed by a wide range of users, regardless of their device or operating system.
- Mysql 5.0 offered scalability that ensured easy handling of increasing transaction volumes and user traffic.
- Spring Boot ensured intuitive interfaces and smooth interactions, enhancing the overall user experience.

Solution Highlights

- Conducted a thorough analysis of the existing systems and the client's requirements to identify and implement customization needs.
- Planed for incremental data migration and implemented data backup and recovery mechanisms to minimize risks.
- Provide clear and concise instructions, training materials, and user support to facilitate smooth user adoption.

Tech Stack


PERSONAL GOLD PRIVATE BUSINESS CORPORATE INTERNATIONAL ALISLAMI
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Become A Customer
Whatever success looks like to you, together let's find your way.
Get Inspired →
Are you prepared for the LIBOR transition? read more here
Rise every day
Sustainability
Read More →

The exclusive platform in Saudi for Verified Properties

A portal to advertise your property or authorize specialized agents to rent or sell it

Performance Improvement | Microservices Architecture | UI/UX | Global Translator

Outcomes

Performance Boost

- By implementing Elasticsearch, the project aimed to enhance the property search performance.

Scalable Architecture

- The adoption of a microservices architecture and the use of the GRPC protocol for communication between microservices provided scalability and modularity.

Enhanced User Experience

- The implementation of a global translator enabled the translation of request and response data between English and Arabic thus making it easy for users.

Solutioning

Challenges

- Handling a large inventory of properties efficiently is crucial.
- Calculating live property and seller scores using complex mathematical formulas.
- Language translation for request/response handling to ensure better user experience.

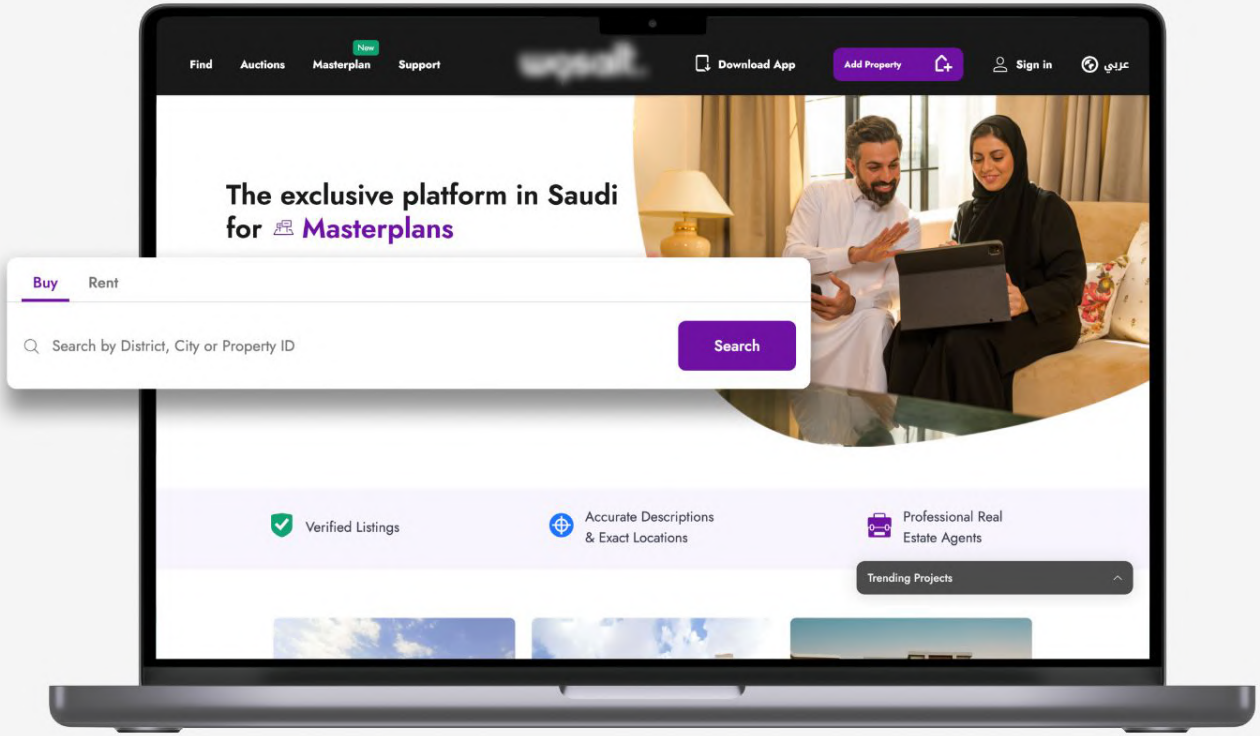
Technical Spotlight

- Leveraged elasticsearch, a powerful search engine, that allowed for fast and scalable searching and filtering of large datasets.
- Implemented Node Js for the development of modular, independent services, such as the live property and seller score calculation microservice.
- Leveraged Linux to deal with a high volume of property search queries.

Solution Highlights

- By leveraging Elasticsearch, the system efficiently indexed and searched through the inventory of properties based on various criteria.
- A new microservice was created specifically for calculating live property and seller scores.
- Implemented a global translator to allow the system to handle multilingual users and provide a localized experience.

Tech Stack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Masterplan
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Support
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Add Property
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The exclusive platform in Saudi
for Masterplans
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Rent
Search by District, City or Property ID
Search
Verified Listings
Accurate Descriptions
& Exact Locations
Professional Real
Estate Agents
Trending Projects

Global Presence

NoVA Ascend Dynamics
TRANSFORMING VISIONS, IGNITING GROWTH

CMMI Level 5

Leading by Passion. Driven by Innovation

4000+	22+	1500+	85%
Professionals	Industries	Clients	Client Retention

Thankyou

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