



NoVA Ascend Dynamics
TRANSFORMING VISIONS. IGNITING GROWTH


Revolutionizing digital breakthroughs in Africa


Fueling Digital Growth

About Us

Overview

 **4000+**
Employees

 **10**
Global Offices

 **9**
Development
Centers

 **1,00,000+** Sq.ft.
Office Space


Great
Place
To
Work.
Certified
INDIA

25+
YEARS OF
EXCELLENCE


 **CMMI DEV/5**

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



Microsoft

 Google Cloud

 Magento

Digital Innovation

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



Enterprise



SMEs



Agencies



Startups

01.

Our Vision

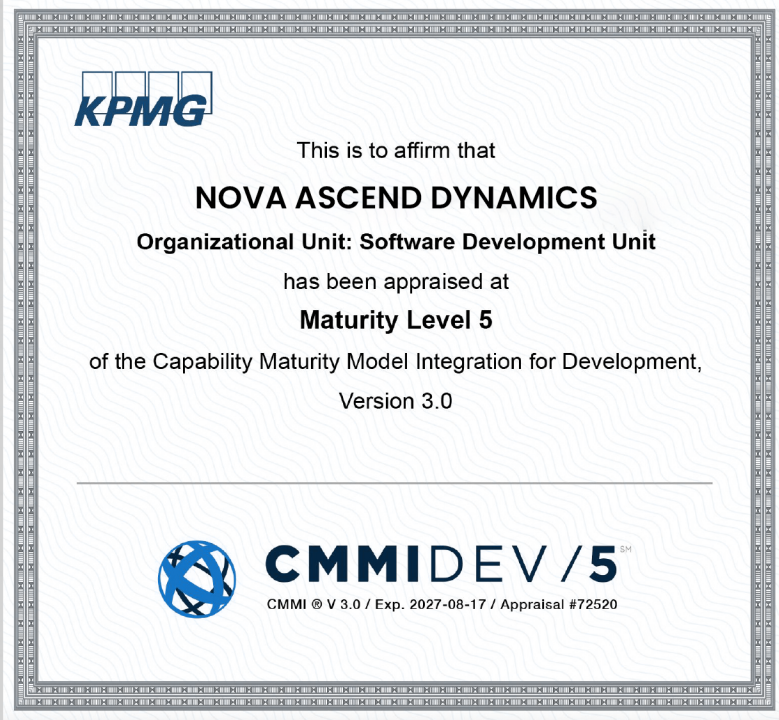
To earn lifetime loyalty of our customers by consistently delivering the highest quality software services which offer excellent value to their business.

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



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, and Tools
- > Next-generation Technology Development and Delivery Practices

Strategy

North Star embodied
across the organization

- > Shared Purpose and Vision
- > Sensing and 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



Guaranty Trust Bank plc
RC 192321



The background features a dark blue gradient with a complex, layered geometric pattern on the left side. This pattern consists of numerous thin, parallel lines that curve and overlap, creating a sense of depth and movement. The lines are more densely packed and brighter in blue on the left, fading into the dark background on the right.

Case Studies

Industry : BFSI

A highly reputed international banking group

A robust and intuitive application that enabled users to manage their finances from anywhere

Project Drivers

Cross-Platform App Development

Data Security

UI/UX

Database Management

Outcomes

4X Higher engagement

- A user-friendly design led to improved customer experience.

15% Customer growth

- A greater range of functionalities increased customer acquisition by 15%.

100% Security

- Integration of more effective and efficient data security protocols to mitigate breaches and data loss.

Solutioning

Challenges

- Traditional banking processes hampered productivity and led to tedious and slow workflows.
- Reliance of updated processes made it difficult to remain competitive with other financial institutions in the market.

Technical Spotlight

- Experienced intelligent and secure database capabilities with MS SQL Server and attained persistent memory support.
- Python, besides being an open-source framework, offered a great Graphical User Interface that helped in uplifting the user's overall experience.

Solution Highlights

- Secure and accurate data management and monitoring.
- A future-proof solution for carrying out digital payments.
- Builds a great user experience with easy data access and intuitive UI/UX.

Tech Stack

[OBJ-C]



Industry : BFSI

A leading African bank offering a diverse range of financial services

A next-gen application with blended security features for authorized transactions

Project Drivers

Front-end Engineering

ePayment Gateway

UI/UX

Database Management

Outcomes

Improved User Retention

- A dynamic interface coupled with access to secure and easy-to-use payment channels increased customer loyalty by over 40%.

Enhanced User Experience

- Additional features to switch between payment gateways and accounts made it easier for users to access all services on a single platform.

100% Security

- With a full-proof user authentication mechanism, the ePayment gateways made secure transactions possible.

Solutioning

Challenges

- The traditional banking practices were tedious and lacked security.
- There was a need to streamline the entire banking process on a single platform.
- There was no communication channel to convey messages, alerts, and offers to the account holders.

Technical Spotlight

- A visually appealing interface was implemented using CSS3, HTML5, and JavaScript to enhance the user experience.
- JS Framework and JSON response type ensured users could easily switch to Mobile Money feature to make faster payments.

Solution Highlights

- A future-proof and user-friendly application solution for iOS and Android for secure banking transactions anytime, anywhere.
- Mobile-enabled security framework backed with authentication management, mobile session management, in-app messages on new features, quick teams, and promotional offers.

Tech Stack



[OBJ-C]



Industry : Fintech

The most popular mobile-money service across 14 African countries

Introduced new intuitive and spotless mobile banking features

Project Drivers

Modernization

UI/UX

Database Management

Cloud Computing

Outcomes

30% Elevation in CX

- Dynamic and responsive interface reduced the latency and enriched user experience.

90% Minimized Bugs

- The enhanced application framework reduced errors and improved the response time.

Improved Click-Through-Rate

- User-driven designs and quick navigation led to an increased user-retention and page views.

Solutioning

Challenges

- Legacy issues and bugs within database and storage workflows led to slow and tedious load times.
- Repetitive responses, slow email routing, and sluggish response speeds impacted the user satisfaction level.

Technical Spotlight

- Reduced overall development time and increased efficiency using Spring Boot.
- A visually appealing interface was implemented using HTML5 and JavaScript to enhance the user experience.
- Payment alert and information is dumped over the SQL server which ensured next-level data accessibility.

Solution Highlights

- Created CronJobs, and scheduled production for effective management of services.
- Resolved java related bugs and issues to increase the speed and responsiveness of the application.
- Enhanced speed of transmission and access to funds for users.

Tech Stack



Industry : Telecom

Africa's premium telecommunications network provider

Devised and deployed the entire automation of user-journey.

Project Drivers

Product Engineering

UI/UX

Automation

API Integration

Outcomes

99% Error-free Processing

- Ensured accurate operations and flawless outputs through automation of processes.

5X Reduced Processing Time

- Fully automated platform with no manual interventions for managing and processing orders and payments.

20% Boosted Sales

- Instant access to products and an intuitive user journey increased sales.

Solutioning

Challenges

- The existing order management system was unstructured and lacked value-add processes.
- The client processed the orders manually, consuming a lot of time and resources.
- Manual operations resulted in delayed order delivery, and unsatisfied customers.

Technical Spotlight

- Intelligent Process Automation ensured better scalability and prioritization.
- Developed and integrated API on the UI as well as the backend.
- Developed the front-end web pages by using HTML5, CSS3, and different modules using Angular.

Solution Highlights

- Automated the user journey from user registration to delivery based on their credit score.
- Migrated all manual order processes into robotic systems to ensure a considerable reduction in the processing time and any unnecessary wait times.
- Easy, quick, and streamlined order processing, invoice generation.

Tech Stack



Industry : Telecom

Africa's most popular bulk SMS solutions provider

Integrated APIs enabling clients to send bulk SMSes to multiple recipients and buy credits.

Project Drivers

Database Management

UI/UX

API Integration

E-Commerce

Outcomes

20% Increased Customer Growth

- Access to a wider range of services and instant payment portal boosted customer acquisition.

35% Improved Customer Experience

- Intuitive design and dedicated client modules for personalization elevated the user journey.

15% Enhanced Speed

- Upgraded database and dedicated modules increased the responsiveness of the page.

Solutioning

Challenges

- Lack of a dedicated module for enabling clients to access, edit and maintain their profiles.
- The absence of a system to reach out to multiple clients at the same time.
- No method of purchasing credits online and billing based on delivery receipts.

Technical Spotlight

- Improved performance and speed of the application using Java Hibernate.
- Leveraged PostgreSQL to improve data integrity protection, resilience and enable the client to easily manage their data.
- Decreased development time and seamlessly integrated APIs using JQuery.

Solution Highlights

- Integration of a payment gateway for seamless credit purchase.
- Creation of a dedicated module for editing client's profiles, sending SMSes, view receipts and replies.
- Database creation and updation for instant access of data and improved security.

Tech Stack



Industry : Travel & Transport

A globally renowned consulting and advisory firm

Developed an IoT tracking platform for the company's bus fleet.

Project Drivers

Database Management

IoT

Cloud Computing

UI/UX

Outcomes

30% Increased Customer Retention

- Access to real-time bus data and tracking increased customer satisfaction.

40% Increased Efficiency

- Accurate data on fuel consumption led to the adoption of more cost-effective routes.

20% Increased Footfall

- Live status with expected arrival/departure times increased customer footfall.

Solutioning

Challenges

- Lack of real-time monitoring led to inefficiencies in bus-scheduling.
- An absence of a system for accurate monitoring of fuel consumption.
- Loss of business and customers owing to an unsatisfactory user experience needed to be addressed.

Technical Spotlight

- Used Azure data factory to collect the data from IoT devices and share the result using PowerBI reporting.
- Experienced intelligent and secure database capabilities with MS SQL Server and attained persistent memory support.
- Leveraged JavaScript to develop a dynamic and responsive interface.

Solution Highlights

- Quick and accurate data management and monitoring.
- Live status and tracking of bus along predefined routes.
- Improved effectiveness of bus routes, fuel consumption, and passenger management.

Tech Stack



Redux



Power BI



Industry : Travel & Transport

A South African travel portal showcasing local businesses

Developed a robust website that enabled the client to seamlessly manage and update offerings.

Project Drivers

CMS

UI/UX

Database Management

Website Development

Outcomes

6X Increased Efficiency

- Seamless workflows and dedicated modules sped up the processes and eliminated manual intervention.

3X Improved Revenue

- An intuitive and responsive design increased user engagement and boosted sales.

15% Boosted Customer Acquisition

- Smart and efficient application processes boosted business profits.

Solutioning

Challenges

- Manual coordination between businesses, hotels, and clients to update the offerings and services and manipulate data on the website.
- Absence of separate modules to track the progress of leads and sales.
- Offer real-time updates about available businesses, their offerings, and other related information.

Technical Spotlight

- Reduced server traffic overload and increased speed using Ajax.
- Leveraged analytics to track user clicks, views on profile, content.
- Experienced seamless scalability for secure data storage with MySQL.

Solution Highlights

- Real-time data transparency where details of available/open business or hotels are quickly interpreted and visualized.
- Incorporation of master admin panel enabled approval or disapproval of business owner profile, content.
- Reports and dashboards to derive meaningful insights.

Tech Stack



Industry : Media and Entertainment

Africa's first multi-social platform app for the entertainment industry

Developed a cross-platform application enabling users to post, share and view various forms of media.

Project Drivers

Product Engineering

UI/UX

Database Management

API Integration

Outcomes

30% Improved Customer Engagement

- A visually appealing user interface increased the time spent on the website.

15% Increased App Downloads

- Access to a dedicated media modules with an extensive library boosted app downloads.

Improved Click-Through-Rate

- User-driven designs and quick navigation led to an increased user-retention and page views.

Solutioning

Challenges

- Absence of separate features for uploading and sharing music, videos, and images.
- No method for users to communicate with each other and share media in private.
- Users had no method for downloading or viewing shared media offline.

Technical Spotlight

- Integrated Firebase for the implementation of push notifications.
- Used AFNetworking to establish a connection between web service API and front-end applications.
- Leveraged SQLite to quick and easy transfer, upload and download of images and videos.

Solution Highlights

- Developed a portal that allows friends to communicate, view, and share music and videos.
- Intuitive and dynamic interface offered a more engaging and satisfactory experience for users.
- Dedicated workflows for each new features decreased latency on servers and improved the speed of the application.

Tech Stack



Industry : Media and Entertainment

One of Africa's largest social media network for professionals

Developed a native application that socially connects professionals and influencers

Project Drivers

Product Engineering

UI/UX

CX

API Integration

Outcomes

8X Elevated Customer Experience

- A new and easy-to-use interface simplified the user journey and increased the customer experience.

4X Improved Efficiency

- Automated workflows with dedicated API modules boosted the efficiency of the mobile application.

15% Increased Subscribers

- A robust and efficient application increased total app downloads.

Solutioning

Challenges

- Limited range of services and capabilities of the application dissatisfied users.
- Faced problems with the interface of the application which users found difficult to use and interact with.
- Absence of a dedicated feature that enables users to share posts that caters to and reaches a specific target audience.

Technical Spotlight

- Used RxSwift to develop dynamic applications that respond to changes in data and respond to user events.
- Integrated robustness and security using Java.
- Implemented APIs to enable the application to extend its services and connect to other social media platforms.

Solution Highlights

- Dedicated modules for professionals to share, search and post ideas.
- Seamless connectivity to other media platforms using APIs.
- Implemented animations and improved the overall user journey.

Tech Stack



Industry : Sports

One of Africa's most established golf societies

Developed an omni-channel experience enabling users to sign up and participate for golfing events.

Project Drivers

Product Engineering

CMS

Database Management

API Integration

Outcomes

35% Increased User Engagement

- A responsive and intuitive interface increased user satisfaction.

40% Improved Load Times

- Instant access to new features with API pathways decreased loading time and improved the speed of the applications.

15% Boosted Subscribers

- Easy and quick registration module and new features increased the total subscribers.

Solutioning

Challenges

- Users found it difficult to stay updated and register for upcoming events.
- Traditional methods used for recruiting and registering new members in the club were tedious and time consuming.
- Users had no method of communicating with each other or asking queries about upcoming events.

Technical Spotlight

- Leveraged Joomla addon JEvents for effective event scheduling.
- Used APIs to integrate and manage ads featured on website.
- Implemented a robust database for seamless access, edit and storage of event photos and videos using MySQL.

Solution Highlights

- Integration a news ticker module for showcasing the latest and upcoming events.
- Creation of a member community facilitated user communication with each other.
- Incorporated a image gallery for uploading and cataloging all images captured during the events.

Tech Stack



Industry : Government

South Africa's largest logistics solutions provider

Developed a tool that enabled a municipality to monitor their employee's performance and allocate tasks.

Project Drivers

Product Engineering

UI/UX

Database Management

CX

Outcomes

20% Increased Operational Efficiency

- Bug removal and a high performance database boosted operational workflows.

15% Decreased Operating Costs

- Intuitive and innovative experience increased customer engagement.

15% Enhanced Productivity

- Seamless task allocation and real-time progress reports enhanced overall productivity.

Solutioning

Challenges

- Traditional paper based methods of allocating tasks and gaining permission were tedious and prone to human error.
- No system in place to track the progress of tasks.
- Absence of a dedicated portal for storing, accessing, and maintaining reports.

Technical Spotlight

- Developed the tool using PHP to implement easy integration and compatibility.
- Integrated MySQL to maintain high performance and round-the-clock availability.
- Decreased and managed bugs and errors effectively using CodeIgniter.

Solution Highlights

- Super admin can create all users and assign tasks to them with deadline.
- Notifications and emails are sent once a task is allocated and after it has been approved by HOD.
- New modules for User dashboard feature report section, latest news and special events.

Tech Stack



Industry : Recruitment & Consulting

Africa's leading, interactive and fastest growing job portal

Developed a robust and intuitive online job portal dedicated to the African region

Project Drivers

Product Engineering

UI/UX

Database Management

CX

Outcomes

8X Improved Customer Experience

- A dynamic and intuitive interface elevated the customer journey.

20% Increased Customer Acquisition

- Robust and dedicated features that cater to the user's needs boosted customer acquisition.

15% Increased Revenue

- Feature-rich application and increased subscribers boosted online revenue.

Solutioning

Challenges

- Limited capabilities for allowing users to create and edit their profiles with the option of highlighting skills and experiences.
- No method for employers to post, track and update their job postings or requirements.
- Absence of a dedicated module for enabling users to register and apply for jobs.

Technical Spotlight

- Optimized workflows and the robustness of the website using PHP.
- Implemented complete data control and elevated the performance and data security of the website using MySQL.
- Improved development time and removed bugs using CodeIgniter.

Solution Highlights

- Users can create profiles search and apply for jobs instantly.
- Separate module enabling employers to post and track job applications and download resume.
- Implemented separate admin panels for employees, employers, jobs, job alerts and reports.

Tech Stack



Industry : Retail & eCommerce

A leading online rental service platform

Developed a robust web application that enables users to feature and purchase various items on rent seamlessly.

Project Drivers

Product Engineering

UI/UX

API Integration

E-Commerce

Outcomes

35% Increased Customer Engagement

- Visually appealing design and interface increased the amount of time users spent of the web application.

15% Boosted Revenue

- Speedy access to features and efficient workflows enabled users to quickly get the products they were looking for and thus, boosted revenue.

30% Improved User Experience

- Seamless access to new products and recommendations based on their preferences elevated the user journey.

Solutioning

Challenges

- Difficulties in verifying and authenticating users.
- Absence of a system for communicating directly with renters to enquire about item.
- Inadequate security protocols left sensitive customer data at risk.

Technical Spotlight

- Increased speed of development and flexibility of the application using MongoDB.
- Adapted the application to function across all devices seamlessly using CSS.
- Crafted a dynamic and interactive experience using JavaScript for making all the modules.

Solution Highlights

- User can register and authenticate their profile by uploading valid government ID and linking them to social media profiles.
- Intuitive and easy-to-use product catalog that features categorized items available on rent.
- Renters can purchase products on rent via the data encrypted payment gateway boosting security.

Tech Stack



Industry : Education

A South African non-profit organisation

Developed dedicated native mobile and web applications for education centers owners, parents and teachers.

Project Drivers

Cross Platform App Development

API Integration

UI/UX

Database Management

Outcomes

35% Increased User Adoption

- Separate modules for owners, parents and teachers will instant updates boosted user adoption.

20% Boosted Operational Efficiency

- Dedicated application features made it easier to manage different workflows and increased efficiency of workflows.

50% Optimized Resources

- Separate applications with real-time analytics made it easier to manage resources and plan for the future.

Solutioning

Challenges

- Absence of a dedicated portal for connecting with EDC owners, parents, and teachers.
- Difficulty in managing staff roster, staff attendance, their shift details, etc.
- Lack of an admission portal for enrolling kids, making payments and viewing progress reports.

Technical Spotlight

- Integrated APIs with the database to offer access to a greater range of dedicated services.
- Leveraged MySQL to create a robust and secure database for seamless data storage, access and retrieval.
- Created a dynamic and responsive user interface using PHP and JavaScript.

Solution Highlights

- A dedicated application for Principals to manage staff, staff attendance, school inventory, income and expenses.
- A dedicated application for teachers & staff to assess student progress, log attendance etc.
- A dedicated application for parents/guardians to enroll kids, make payments and view kids reports.

Tech Stack





NoVA Ascend Dynamics
TRANSFORMING VISIONS. IGNITING GROWTH

CMMI Level 5

Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

(571)554-6682

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