

Capabilities

Driving Digital Outcome in Northern America

About Us

Overview

Clientele

Achievements

Partners



4000+ **Employees**



1500+ Clients

2000+ **Products Engineered**





10

Global Offices



50+ Countries



1500+ **Applications** Developed

SAP



Development Centers



85% **Clients Retention**



12+ Awards





Google Cloud



1,00,000+ sq.ft. Office Space



22+ **Industry Verticals** < / > 20+

Million Development Hours

Magento Magento



25+

YEARS OF

EXCELLENCE

Great Place

To Work

Certified

Digital Innovation

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



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





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

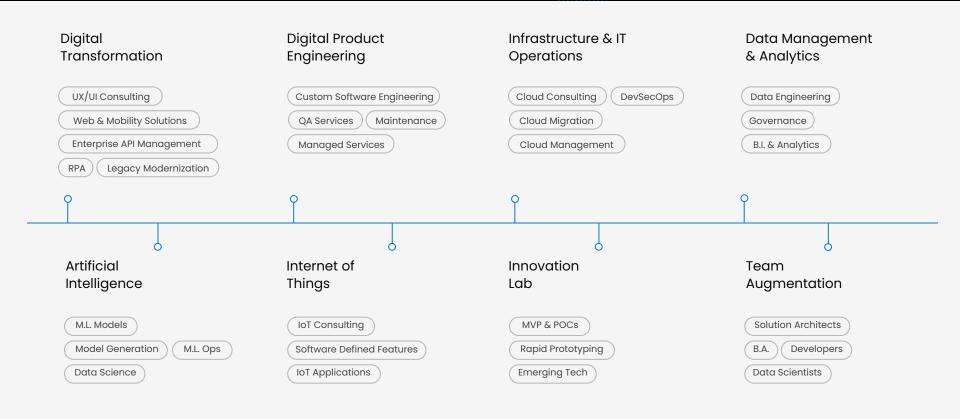
27001:2013 Information Security

ISO

22301:2012 Business Continuity Management

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.



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 Engblement

- 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



Delivered

6500+ Projects

Worldwide Across

22+ Industries

Selected Clientele

Deloitte.	KPMG	BCG	McKinsey & Company	EY Building a better working world	BEST BUY	RAS REALTY PARTNERS
CONDÉ NAST	GQ	Virgin	Moët Hennessy	Canon	T Mobile	Traveler
Grant Thornton	TransUnion. (a)	mastercard	Harper Collins	Birdzi hac.	3 CX.	HUGGIES
Baker McKenzie.	HITACHI	edcast	III III III III III III III III III II	V Group Inc.	WILEY	BENNETT media group
Publishers Clearing PCH House	estable of the second	©STUDIO CENTER	US PROBATE LEADS	jj web services	/ ETL / GROUP	sa
NATIONAL RISK SERVICES, INC.	BRADEN GROUP	Horizon FurnitureSlove.com	EXP CONSULTING	PatientStar Hallhear communication solutions	EAST COAST erosion control	WEB Media Buying Company, LLC



A global wireless communications brand

Developed a robust platform for processing data to improve strategic business decision making.

Backend Engineering ETL Analytics Data Visualisation

Outcomes

10x Operational Enhancement

 Minimized execution time and offline syncing improved operational efficiency.

10x Speed Enhancement

 Lightweight data payloads increased the response time for network calls and offline operations.

Achieved 85% Data Consistency

 Operational snags such as data inconsistencies, accuracy, poor documentation were curbed.

Challenges

- Unorganized tons of data at multiple locations
- Unstructured data and duplication issues.
- The lack of data analytics made it difficult to draw inferences.

Technical Spotlight

- Leveraged AWS Services to effectively manage massive data operations.
- Used Python to address the scripting needs to build the data pipeline and move files to different servers.
- Leveraged Google Analytics for smart customer segmentation.

- Meaningful processing of data led to seamless KPI generation, enterprise reporting and predictive analytics.
- Introduced automation to eliminate manual hassles involved in extracting reports.
- Agile methodologies facilitated fast delivery of the backend system.









A multinational conglomerate specializing in luxury goods

Integrated a wide range of API features within the client's web application.

API Integration CX Database Management Cloud Computing

Outcomes

25% Boosted Customer Acquisition

• Seamless access to a wide range of products increased customer acquisition rate.

Higher engagement

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

3X Operational Enhancement

The enhanced mobile application framework optimized data processes.

Challenges

- Dissatisfactory user experience led to users switching to other applications.
- Remain competitive with other applications in the market.
- Absence of a portal that showcases the wide range of products offered.

Technical Spotlight

- Seamless integration with JavaScript frameworks using ASP.NET MVC.
- The API request was secured using HTTPS and is only accessible through encrypted credentials.
- Faster development time and high scalability using C#.

- Implemented token and credential-based authentication.
- Multiple applications access based on Application Key.
- Integrated Logging API Access Tracking.









A global leader in providing digital imaging solutions

Developed a multilingual eCommerce solution with a CMS Panel for seamless operations.

Product Engineering UI/UX CMS E-Commerce

Outcomes

35% Improved Customer Engagement

• A visually appealing and user-friendly interface led to a hassle-free user journey.

20% Increase in Business Revenue

 Smart and efficient application processes with dedicated modules boosted business profits.

5X Operational Enhancement

• Minimized processing time and latency due to streamlined and integrated processes.

Challenges

- Absence of a system to inform business partners about upcoming events and news.
- Lack of a dedicated portal for accessing technical information about products.
- All information shown in a single language made it difficult for regional business partners to understand products and services.

Technical Spotlight

- Leveraged Joomla 1.5 to present the website in multiple languages.
- Developed a simple and intuitive interface for the e-commerce module using PHP and MySQL.
- Created custom components for adding, removing and updating dealers using JavaScript.

- Engineered a simple point and click interface to create new menu modules.
- Business partners can purchase new products online via the e-commerce portal.
- Integrated custom-made components to manage and update dealer listings.











A leading US-based telecommunication company

Developed an intranet site for their data centre infrastructure management team.

Product Engineering

uı/ux

Database Management

Data Visualization

Outcomes

5X Operational Enhancement

 Minimized processing time and latency due to streamlined and integrated processes.

Intuitive User Navigation

• A user-friendly interface that brings data management to the user's fingertips.

85% Improved Speed

 Automated crash reporting, reduced downtime and accurate crash logs reduced the response time considerably.

Challenges

- Accurate and real-time processing of hundreds of status parameters.
- Data visualizations of complex graphs on the dashboard.
- Simple and intuitive access to web tools for easy navigation.

Technical Spotlight

- Improved user experience and decreased network load using AJAX.
- Reduced coding time and improved security using ASP.NET.
- Leveraged Jquery to improve loading speed and page responsiveness.

- Dashboard displays accurate and real-time information about data centres across various geographical regions.
- Advanced data visualization of graphical reports and easy transport of data to spreadsheets.
- Predictive capabilities and utilization for each data centre.









A high grade metal products and materials manufacturing company

Developed a helpdesk system enabling employees and management to post irregularities or issues within the IT system.

Product Engineering UI/UX Database Management Data Science

Outcomes

5X Improved CX

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

50% Improved Response Time

• Quick alerts led to faster resolution of issues.

Quality & Reliability

• Improve data quality in terms of accuracy, integrity, validity, consistency, completeness.

Challenges

- Employees and staff did not have access to a dedicated portal to report IT issues.
- Lack of a system for notifying stakeholders about helpdesk issue progress.
- Complex workflow that prevented management from tracking activities, progress and where improvements can be made in their systems.

Technical Spotlight

- Leveraged SharePoint to ensure secure storing, organizing, sharing, and access of data.
- Reduced coding time and greater flexibility using ASP.NET.
- Used MySQL to reduce data entry, storage, and retrieval costs, and improve security.

- Seamless reporting system for cataloging issues.
- Module for supervising resources by team leaders.
- Real-time status and notification by email about progress on the helpdesk item.









A provider of a personalized shopping analytics

Developed a robust mobile and web application that offered a seamless and customized shopping experience.

Product Engineering UI/UX Database Management Cloud Computing

Outcomes

25% Increased Sales

 Accurate recommendations based on customer preferences boosted sales.

30% Higher Customer Engagement

 Dynamic design elevated the shopping experience for customers.

15% Increased Operational Efficiency

 Data visualization and removal of bugs boosted speed and efficiency of the applications.

Challenges

- Difficult for buyers to gain real-time information on availability of products, deals and outlet information.
- Lack of real-time insights on consumer buying patterns.
- Difficult for retailers to identify consumer behavior and strategize marketing campaigns.

Technical Spotlight

- Limited errors, code glitches, performance issues, defects etc using AngularJS.
- Implemented fast and highly secure data transfer with low latency using AWS Services.
- Improved the performance and interactiveness of the application using JavaScript.

Solution Highlights

- Enabled a seamless, personalized and smart shopping experience for customers.
- Plug and Play personalization platform for retailers & brands to connect the right shoppers and the right time & place.
- Customers receive automated notifications based on buying behavior and preferences.



Tech Stack









A chain of fully automatic stores

Developed a mobile application that offers a next-gen retail management and shopping experience.

Product Engineering

Automation

Database Management

API Integration

Outcomes

30% Improve Inventory Management

 Early notification of product inventory levels led to better management.

15% Increased Customer Acquisition

 Intuitive and innovative experience increased customer engagement.

20% Increased In-App Sales

 Enhanced customer journey with quick and seamless payment options boosted sales.

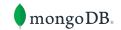
Challenges

- High maintenance and workforce training costs.
- Scarcity of skilled workforce to guide customers.
- Lack of security protocols meant the sensitive data is at risk and high chances of fraud.

Technical Spotlight

- The User Management API system detects fraud and notifies via the monitoring panel.
- Connected and configured Al units synchronize information about users, products, and carts.
- Leveraged MongoDB for easy storage of structured and unstructured data.

- Shelf storage, product catalog classification, and merchandise planning.
- Demand forecasting, dynamic pricing, and optimization.
- Retail theft detection and prevention.





A leading US Based multi-specialty healthcare company

Developed an intuitive eCommerce website showcasing the clients' products.

Product Engineering UI/UX Database Management CX

Outcomes

30% Increased Customer Engagement

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

15% Boosted Customer Acquisition

• Easy and quick payment over e-commerce portal elevated customer acquisition.

25% Increased Efficiency

• Creation of separate modules for better management increased overall efficiency.

Challenges

- Lack of adequate data security protocols left sensitive data at risk.
- Slow loading times with a bland interface and design.
- Absence of locator systems using google maps and newsletter system.

Technical Spotlight

- Reduced coding time and improved security using ASP.NET.
- Improved page loading speed and supported animations using Jquery.
- Crafted a consistent user-experience using SharePoint.

- Dedicated pages for showcasing product information, FAQs, and other content pages.
- Creation of a 'before' and 'after' module for users to upload their photos.
- Integration of 'Doctor Locator' module for seamless and instant connection to medical professionals.













CMMI Level 5

Leading by Passion. Driven by Innovation

