



NoVA Ascend Dynamics
TRANSFORMING VISIONS, IGNITING GROWTH

Capabilities


Driving Digital Outcome in Northern America


About Us

Overview

 **4000+**
Employees

 **10**
Global Offices

 **11**
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



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



CMMIDEV / 5SM

CMMI © V 3.0 / Exp. 2027-08-17 / Appraisal #72520

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

Deloitte.



McKinsey
& Company



CONDÉ NAST



Moët Hennessy



T Mobile



HUGGIES

**Baker
McKenzie.**

HITACHI



WILEY



The background features a complex, abstract pattern of overlapping, semi-transparent blue and dark blue lines. These lines form a series of concentric, slightly offset shapes that create a sense of depth and movement, resembling a stylized fan or a series of overlapping pages. The overall effect is a textured, layered appearance that transitions from a lighter blue on the left to a darker blue on the right.

Case Studies

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.

Solutioning

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.

Solution Highlights

- 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.

Tech Stack



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.

Solutioning

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#.

Solution Highlights

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

Tech Stack



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.

Solutioning

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.

Solution Highlights

- 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.

Tech Stack



A leading US-based telecommunication company

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

Product Engineering

UI/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.

Solutioning

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.

Solution Highlights

- 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.

Tech Stack



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.

Solutioning

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.

Solution Highlights

- 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.

Tech Stack



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.

Solutioning

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 interactivensess 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.

Solutioning

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 AI units synchronize information about users, products, and carts.
- Leveraged MongoDB for easy storage of structured and unstructured data.

Solution Highlights

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

Tech Stack



django

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.

Solutioning

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.

Solution Highlights

- 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.

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

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www.novaascendynamics.com

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