



APPFACE CAPABILITY PRESENTATION

SERVICES © SOLUTIONS © PRODUCTS

INTRODUCTION TO APPFACE



Appface helps enterprises gain competitive edge by leveraging the right mix of technology, people and processes to achieve strategic objectives. We have a strong management function imbibed into our technology arm who can provide the right guidelines to transform your requirements into a robust and scalable solution.

We work with diverse organization functions across various industries/domains such as – Banking, Manufacturing, Logistics, e-Commerce, Agriculture etc., so you can be assured that our team has the expertise required to help you build the right product for your target users.

Appface partners with founders & product owners across both small and medium enterprises to deliver the innovations of tomorrow. We work with your existing development team, become your development team or transform design assets you provide into a working product or service.

We utilize design driven development principles, agile development methodologies and cloud communication tools to help you build custom software that's crafted to solve your unique business problems. By breaking your complex requirements into smaller pieces, we accelerate application delivery. Together, we develop better products and drive product innovation

APPFACE CAPABILITY OVERVIEW



1. SERVICES

Project Management

Testing Services

Accounting Advisory

Business Consulting

Digital Marketing

Training

Supply Chain & Procurement

Staff Augmentation

2. SOLUTIONS

E-Commerce

Analytics & BI

Digital Transformation

Mobility

Cloud

Application Development & Support

Digital Labor | Automation

Product Life Cycle Management

3. PRODUCTS

Digital Wallets

Chat-bots

Fintech (incl. Blockchain)

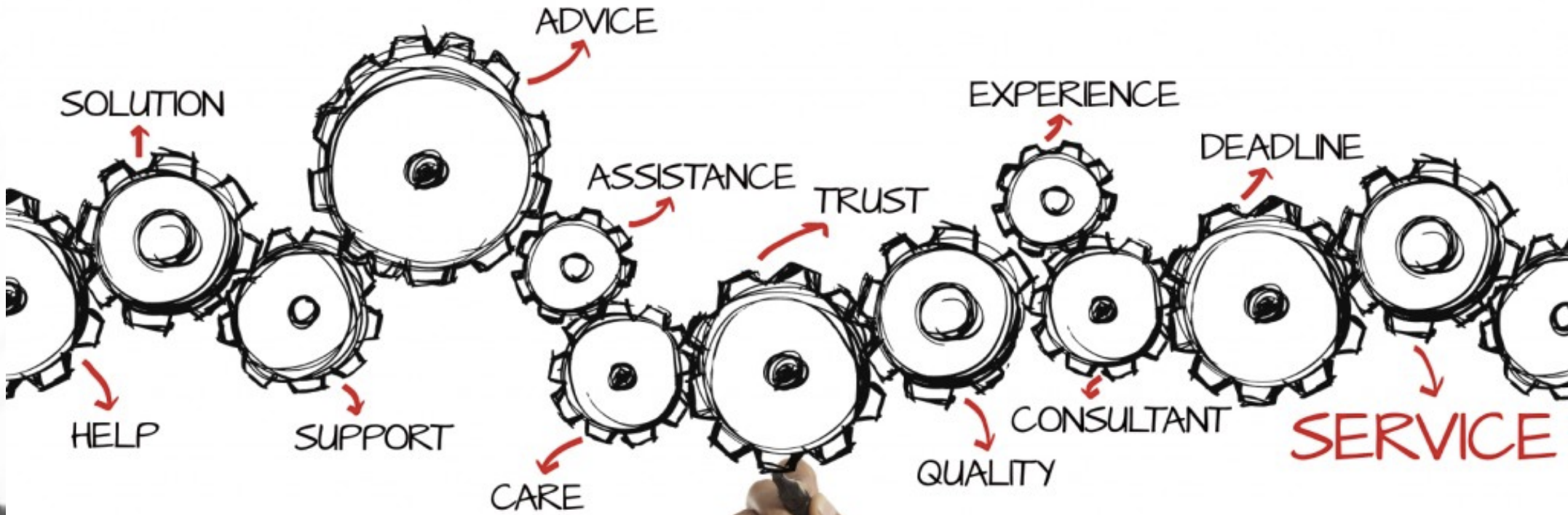
IoT – Smart Agriculture

Mandi Trades

1. APPFACE PROFESSIONAL SERVICES

Appface Professional Services covers a wide range of services that are delivered by our team of professionals and our qualified business partners across domains.

SERVICES	SOLUTIONS	PRODUCTS
Project Management	E-Commerce	Digital Wallets
Testing Services	Analytics & BI	Chat-bots
Accounting Advisory	Digital Transformation	Fintech (incl. Blockchain)
Business Consulting	Innovation	IoT – Smart Agriculture
Digital Marketing	Cloud	Mandi Trades
Training	Application Development & Support	
Market Research	Digital Labor Automation	
Staff Augmentation	Product Lifecycle Management	



LIST OF PROFESSIONAL SERVICES PROVIDED BY APPFACE

Project Management

Appface is the niche provider clients seek out when they are looking to implement business-enhancing, agile PMO services that improve project and portfolio performance.

Accounting Advisory

Our Accounting Advisory Services allow businesses to enjoy hassle-free service delivery both in resource allocation and quality work commitment

Testing Services

We offer end-to-end mobile testing services which ensure that the desired user experience and planned business value are delivered by the appropriate mobile solution

Digital Marketing

We solve your marketing problem by finding what your audience wants; thinking out of the box to get creative solutions; and producing the solutions to improve your campaigns' ROI.

Business Consulting

We leverage the in-house knowledge and skills to develop practical recommendations designed to help you work smarter, grow faster and compete stronger.

Supply Chain & Procurement

We deliver value through Procurement initiatives and Supply Chain optimizations while ensuring a positive impact to your bottom line

In addition to the above services Appface also provides:

- a. **Training Services (Lyceum)** – Lyceum is our in-house training facility created with the intent of helping clients upskill their staff to seamlessly handle technology transitions/implementations going forward
- b. **Staff Augmentation** - Our team of Business analysts, Solution Architects, Developers, Project managers, System Analysts etc. enables you to augment your IT staff and empower your business for future



2. SOLUTIONS PROVIDED BY APPFACE

Appface delivers digital transformation and technology solutions from ideation to execution, enabling our clients to outperform the competition. “Born digital,” Appface takes an agile, collaborative approach to creating customized solutions across the digital value chain.

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Appface's Mission Statement

We engineer meaningful technology solutions to help businesses and societies flourish.

LOCAL BUSINESSES POWERED BY
GLOBAL INSIGHT
EXPERIENCED IN DELIVERING
RESULTS YOU'LL LOVE



2.a Appface Solutions | e-Commerce

Appface provides a powerful enterprise ecommerce platform with superior reliability and advanced tools for running your whole business. With our cloud commerce solution, you no longer have the burden of owning infrastructure. Our open architecture enables you to seamlessly connect with critical business software or build new capabilities from scratch.

Our Offerings

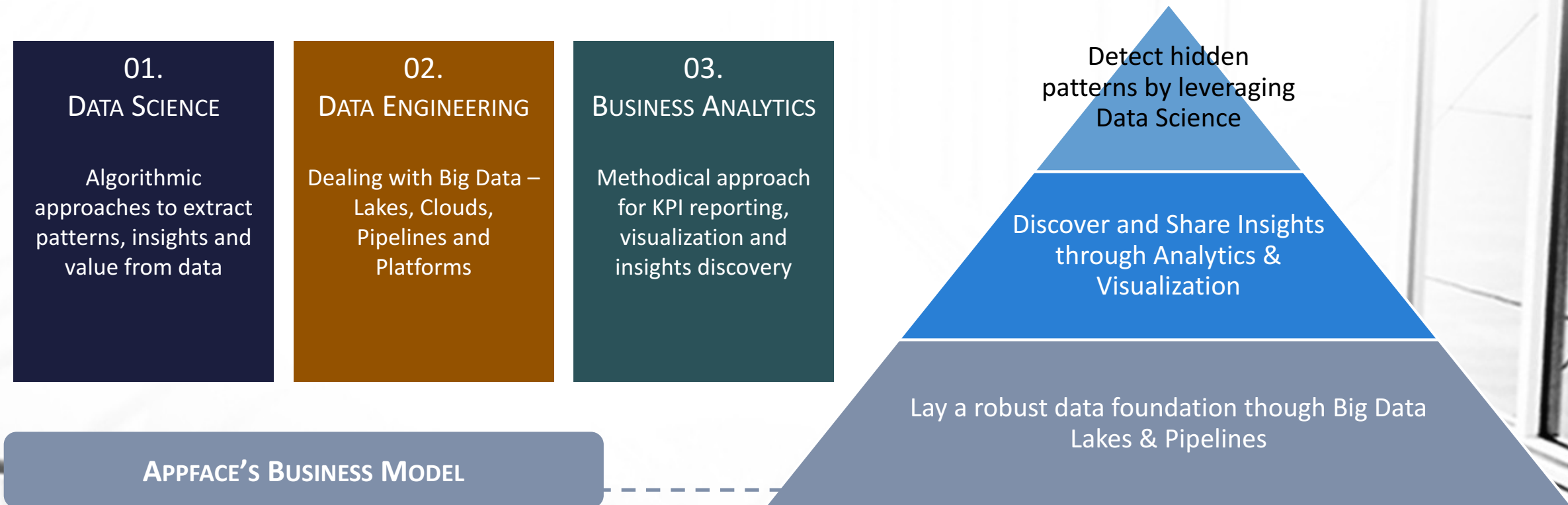
- E-Commerce marketplace platform development and reengineering
- Personalization and user experience management to provide unified shopping experience across channels
- Product visualization and interactive selling using product recommender system
- Localization and internationalization
- Multi device enablement for e-Commerce, m-Commerce and social commerce
- Warranty and returns management
- Commercial planning and stock management
- Accurate demand planning and efficiency in Supply chain and logistics
- Reporting and analytics (ETL, BI / DW, MDM, sentiment analysis, reputation management)



2.b Appface Solutions | Analytics, BI, Data Science

Today, analytics and data science are not just nice-to-haves, but imperatives at the highest levels of business. The emergence of open source big data and data science innovations has now triggered a second wave in the analytics space, increasing its magnitude of positive impact delivered to businesses.

Appface data sciences consulting and business analytics solutions help enterprises take effective data-driven business decisions and find innovative ways to strategize and optimize operations, while exploring new market opportunities



01. Data Science

Algorithmic approaches to extract patterns, insights, and value from data, in a business decision-making context

The end-to-end pipeline of Data > Modeling > Decision Making > Deployment, when integrated and applied in specific business decision context, can deliver clear and measurable impact both on revenue and cost. Our objective in delivering data science is just that – ensuring measurable business value.



PREDICTIVE ANALYTICS

Leverage structured and unstructured data to predict future events – e.g. trends, pricing decisions, fraud risk, customer attrition etc.



FORECASTING

Drive superior operations and planning through demand forecasting, cost planning, granular sales, shipment forecasting etc.



MACHINE LEARNING

New age algorithms to derive value from complex and big data – e.g. real-time bidding, IoT sensor data based maintenance, recommender systems.



TEXT ANALYTICS & NLP

Draw meaningful insights from text data – e.g. conversation themes, topics, sentiment, sales leads, customer satisfaction etc.

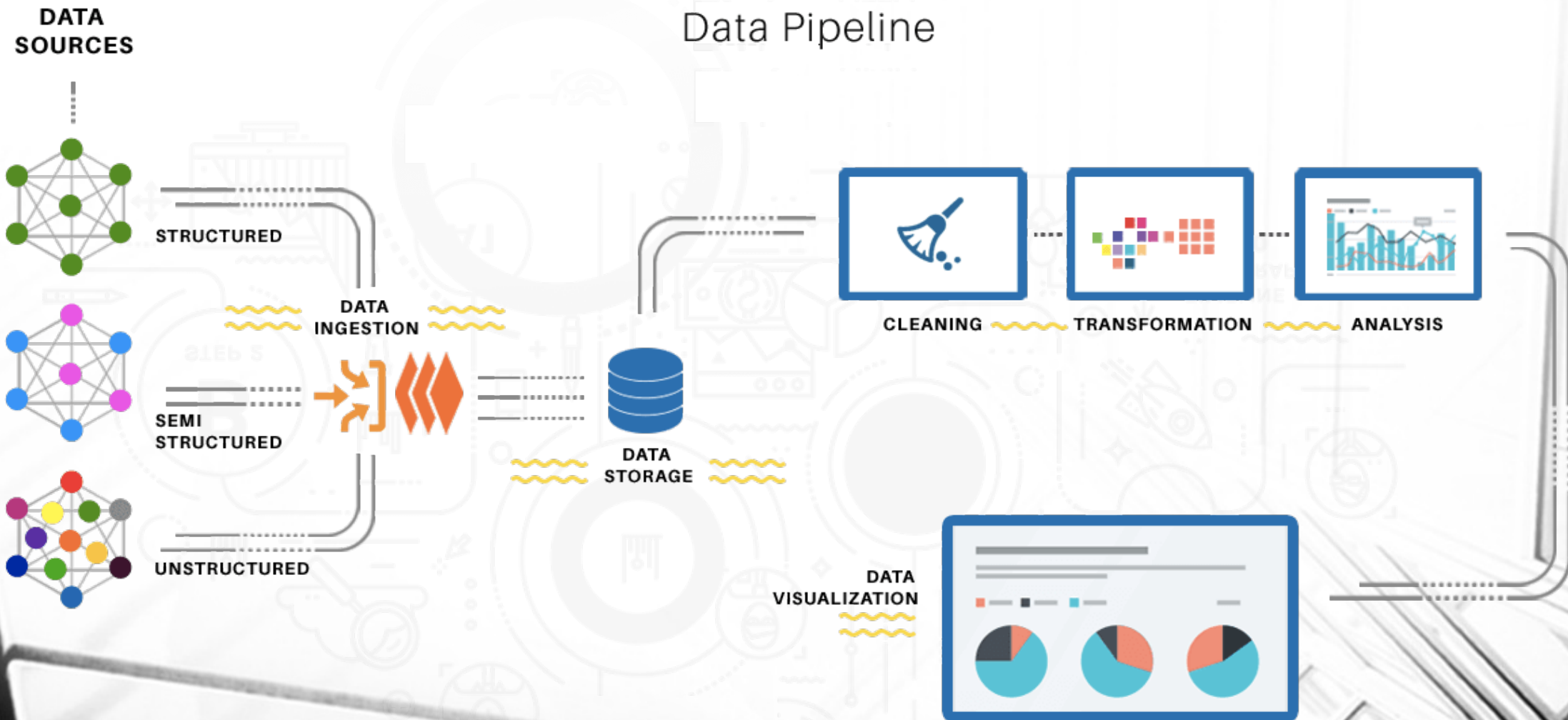


OPTIMIZATION

Achieve optimal revenue, margin or cost in a given decision framework – e.g. maximize marketing reach, resource optimization, inventory management.

02. Data Engineering

Leading enterprises of today have both business and IT teams collaborating throughout the process: ensuring all right data (internal/external, structured/unstructured) are identified, sourced, cleaned, analyzed, modeled, and decisions implemented – without losing on granularity and value as the data travels this path.



03. Business Analytics

A methodical approach for KPI reporting, visualization, and insights discovery.

Not every business problem needs a data science or a machine learning model to deliver value, at least to start off. The first tranche of value is realized through a methodical investigation of data along dimensions of relevance to the decision context in hand.

BUSINESS REQUIREMENTS

- Stakeholder expectations and Dashboard objectives
- Business context and constraints
- Tools and technology choices
- Internal and external data sources
- Envisaging outputs/dashboard

ANALYTICS DESIGN

- Exploratory data analysis
- KPIs used in industry, best practices
- Analyses and KPIs to address business problems
- Stakeholder sign-off on KPIs
- Refresh frequency decisions

DATA PROCESSING

- Map data sources to target database
- Data cleansing and consistency checks
- Data transformations and KPI construction
- Load data into the target database

DASHBOARDS

- Mock-ups and wireframes
- Revise with stakeholders
- Build dashboard prototype
- Conduct User Acceptance Testing
- Release dashboard and schedule for updates

Our Approach



KPI REPORTING & VISUALIZATION

KPI reports and dashboards for tracking and alerting on pre-defined performance indicators, either before or after a data science exercise.



INSIGHTS DISCOVERY

A structured, iterative approach of drilling the data on dimensions of relevance to discover patterns of interest through both visual and tabular analyses.

2.c Appface Solutions | Digital Transformation

As digital tools proliferate, so does the digital mindset, which accounts for increasing customer demands and pressure to deliver cohesive digital-ready products and service.

Digital Transformation is about influencing **Customer Experience, Business Innovation & Business Efficiency** powered by Disruptive Technologies, Insights & Processes.

How to go about the Digital Transformation (DT) journey can get extremely complex as DT could mean a lot of things with varied objectives, complexities and covering vast area of the enterprise.

At Appface – Digital Transformation and Enterprise Solutions group, our objective is to simplify the digital transformation initiatives for businesses.

Digital Strategy & Innovation

We help organizations gauge the digital progress of their entire organization, identifying their current position and what is needed to secure a strong digital future. A company's digital maturity is not just represented with great digital customer experiences; it also includes the people, processes and technologies that power and sustain those great customer experiences

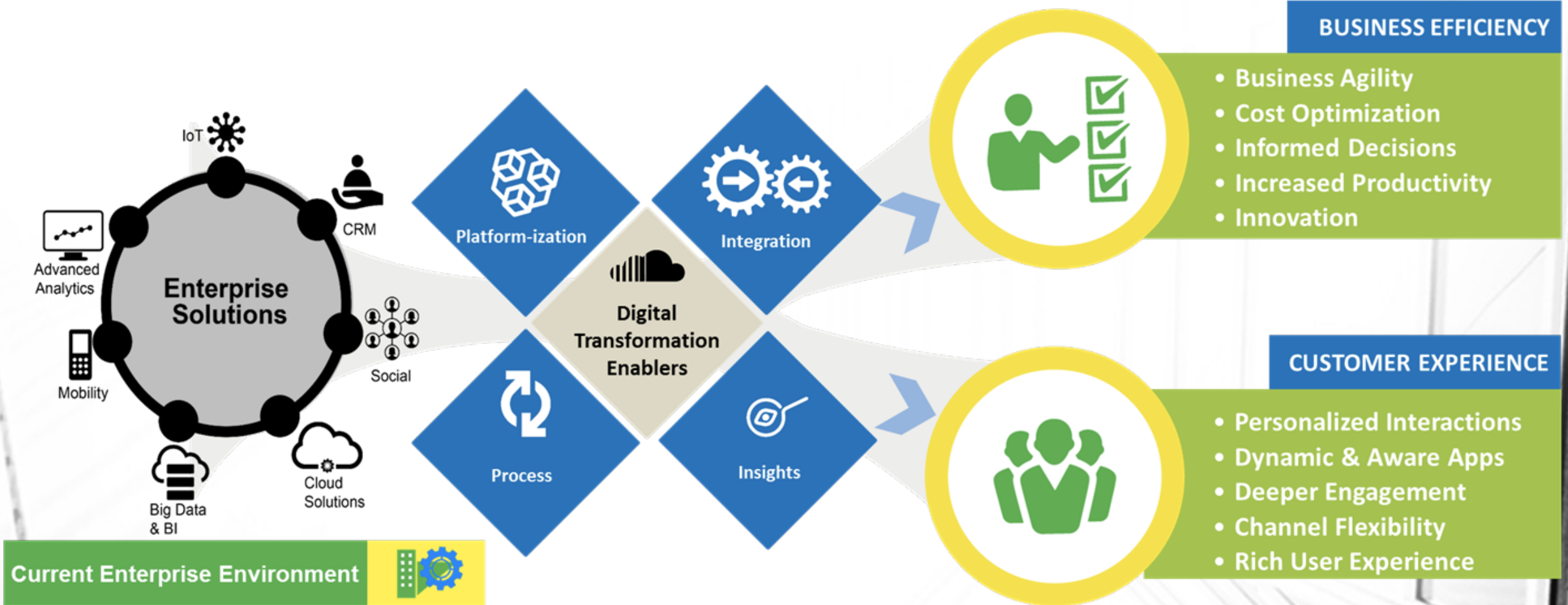
Digital Technology Enablement & Integration

Includes the technology from Appface's social, mobile analytics and cloud technology stack (SMAC) plus the technical support to make a digital strategy successful. The integration of digital technologies with an existing technology infrastructure is included as well

Digital Marketing Strategy

We analyze your ecosystem to create a "customer 360" strategy, including the development of a marketing playbook for serving a range of consumer types (both B2B and B2C) across both digital and offline channels

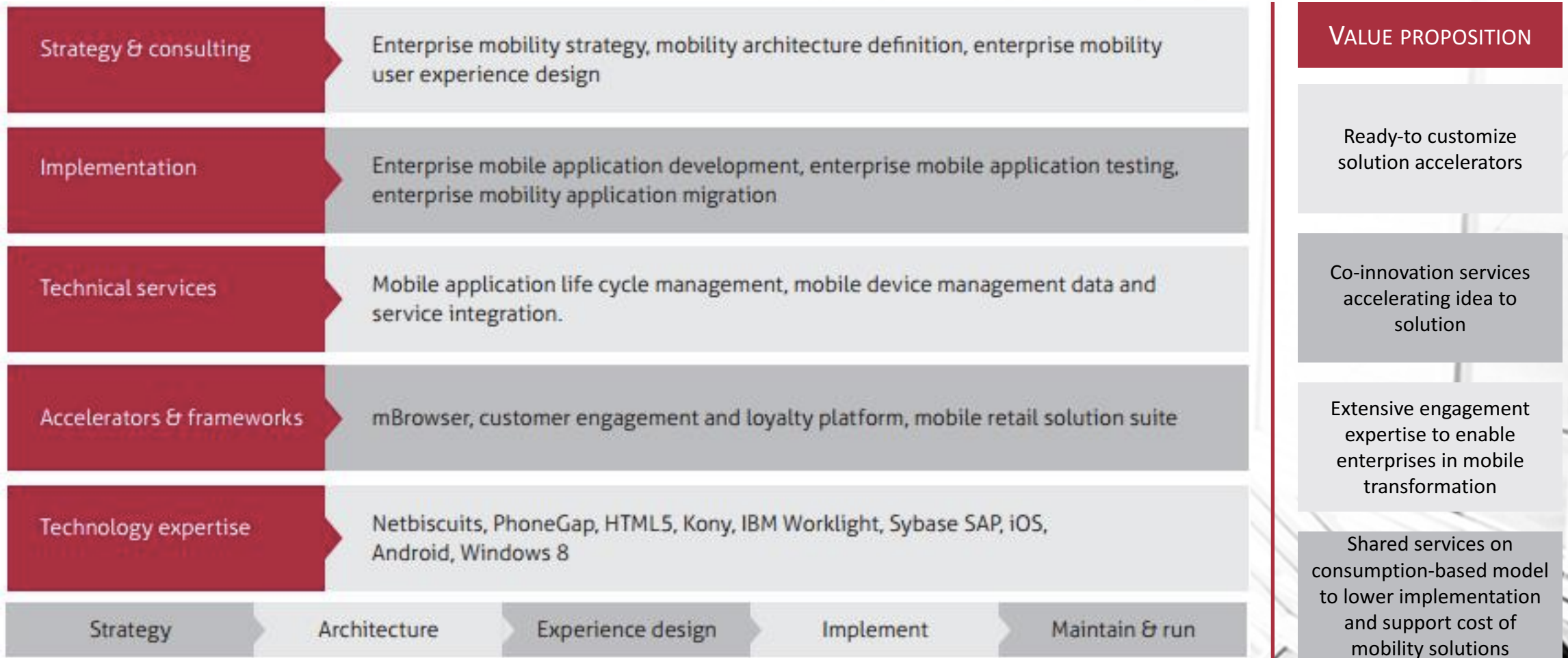
Digital Transformation Platform & Enablers



2.d Appface Solutions | Mobility



Mobility is about putting business in motion, with anyone, anywhere, anytime. Our award winning services solutions help clients set their mobile strategy, re-imagine their interactions with customers, seamlessly integrate mobile into their traditional workplace and manage this mobile environment in an optimized and secure way.



2.e Appface Solutions | Cloud

We're helping today's largest, global enterprises become intuitively digital by using the cloud as part of a foundation to derive new insights, unlock new opportunities and build new models for creating richer, more meaningful customer experiences.

Cloud advisory, infrastructure, integration, security, and migration are just some of the aspects that we deal in. We have standard as well as custom suites to take care of immediate and long-term requirements.

Cloud Strategy and Consulting

Identifying business and IT drivers for cloud strategies, defining a cloud roadmap and selecting the right cloud platform

Cloud Software Services

Discover how Cognizant can help you leverage process-led functional solutions delivered via SaaS models

Cloud Migration Services

has created a complete bouquet of services which provide a seamless transition for businesses looking to operate in the cloud



Our Cloud Lifecycle Services provide continuous advisory, modernization, operations, and management services to help you enable a faster, smarter, more flexible business.

2.f Appface Solutions | Application Development & Support

We help enterprises build complex, robust and scalable business applications.

Appface brings the expertise you need to augment or completely execute mission critical development projects for your organization. Our knowledge of development languages, patterns, best practices and potential roadblocks will guide you to success.

Application Development	We operate with the philosophy of partnering with the customer to maximize their applications' ROI.
Support & Maintenance	We take complete ownership of our client's applications with highly optimized onsite team strength.
Application Consulting	We have deep understanding of multiple domains and platforms, frameworks, methodologies and SOA.
Application Integration	We work with our clients to integrate complex applications and provide a single IT platform.
Re-engineering	We minimize risk by helping our clients modernize and migrate from older platforms to newer ones.
Application Migration	We provide world-class risk mitigated migration and modernization solutions to our clients.

Offshore Software Development Services

Appface specializes in setting up global teams to leverage superior tech-talent at low-cost locations across the globe. We have established and maintained sophisticated Innovation labs, CoE, Training Facility, software delivery centers and design centers for various multinational companies in India. We enable start-ups and small & medium-sized companies to outsource product development in India. We strive towards product quality in an efficient and reliable manner focusing on our problem-solving expertise.

2.g Appface Solutions | Product Lifecycle Management

Product Engineering

Appface offers a set of services, combined as a tailor made ones which can enable a technology company to realize its short term and long term vision. We can help you with:

- Rich and Scalable products to meet future needs
- Reduce the overall cost compared to the existing development efforts
- Produce higher quality products with lesser defects, reducing the work around that goes after launching the product
- Manage smoother launches ensuring faster returns

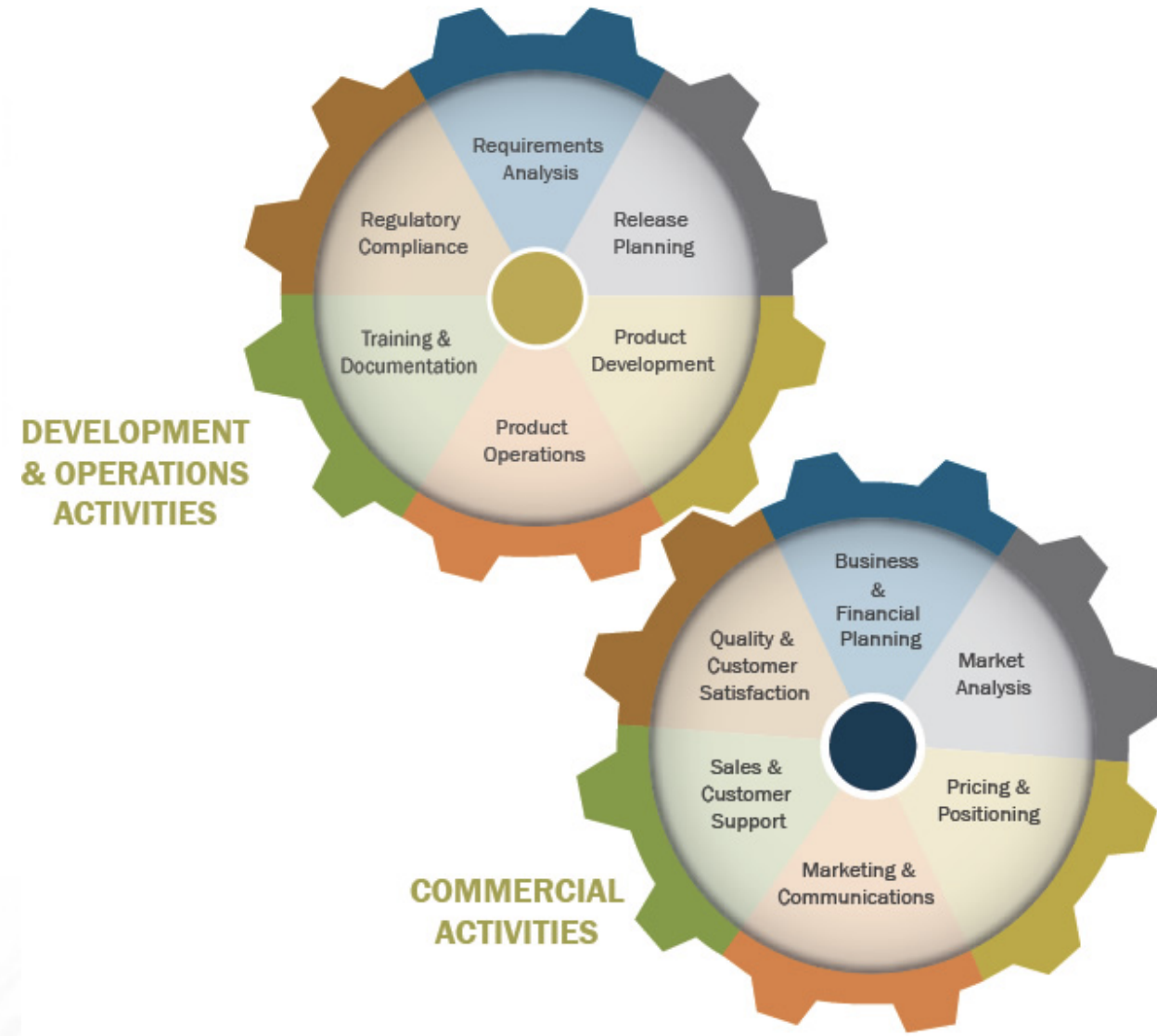
Product Development Lifecycle

Appface tailors its software product service to manage the complete Product Development Lifecycle for its customers. As we take the service oriented approach the SLA is maintained for the life of the customer engagement rather than the life of that particular product, Appface participates in software development from planning through release and after sales services.

Appface's market leading services:

- Product Strategy
- Product Development
- Product Testing & QA
- Release Engineering
- Post-Release Support
- Professional Services

PRODUCT MANAGEMENT MODEL





APPENDIX

Web Application Development Services

We partner with ambitious, game changing, and forward-looking companies to design and develop web applications people love.

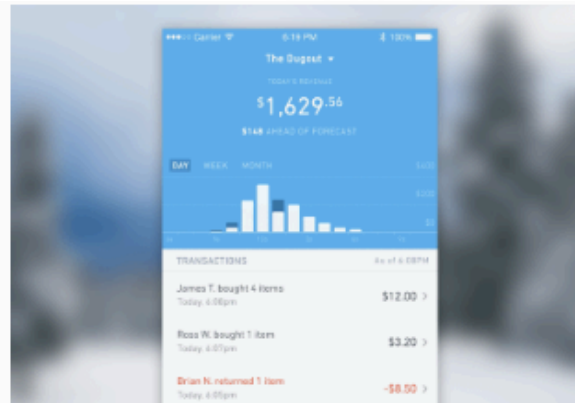
Responsive web design makes your web application accessible to more devices, people and customers. If you plan to iterate until you find a product-market-fit, use a responsive first development strategy to build, test and learn from new features faster when compared to building new features for mobile platforms. Modern front-end web development frameworks like AngularJS, Backbone and Bootstrap allow web developers to add new features to web applications faster than ever before.

Whether you plan to provide your power users with enhanced features or drive customer acquisition through Search Engine Optimization (SEO), a web application should be central to your business strategy. Media and eCommerce businesses rely on SEO to drive web traffic, which increases ad revenue and sales respectively.



Responsive Web Apps

Responsive web design enables the layout of your web application to adapt to any screen size.



Enterprise Web Applications

Modern enterprise web apps borrow design concepts from consumer web apps to increase usability.



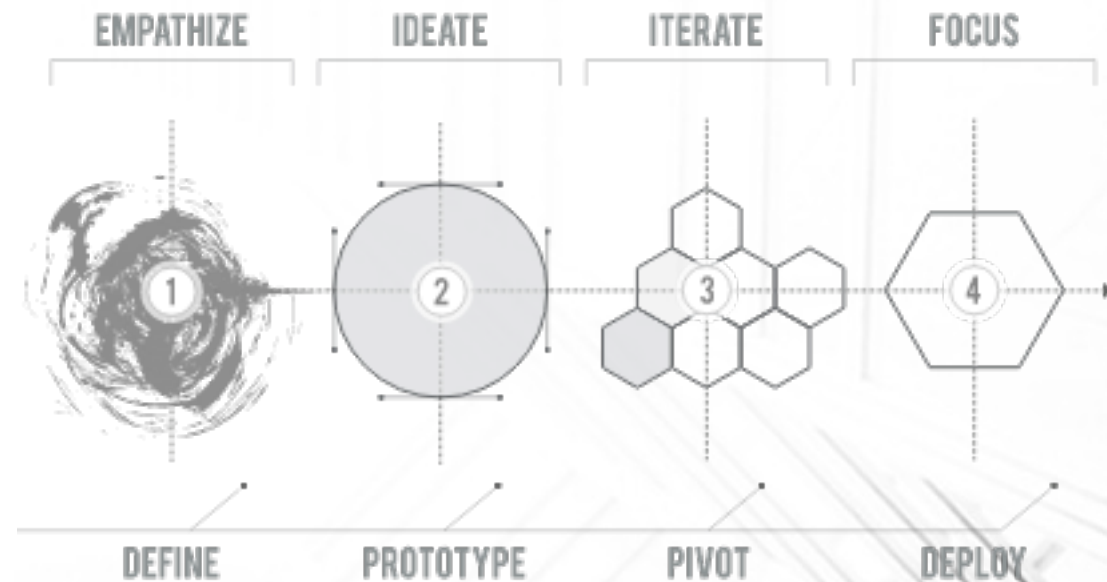
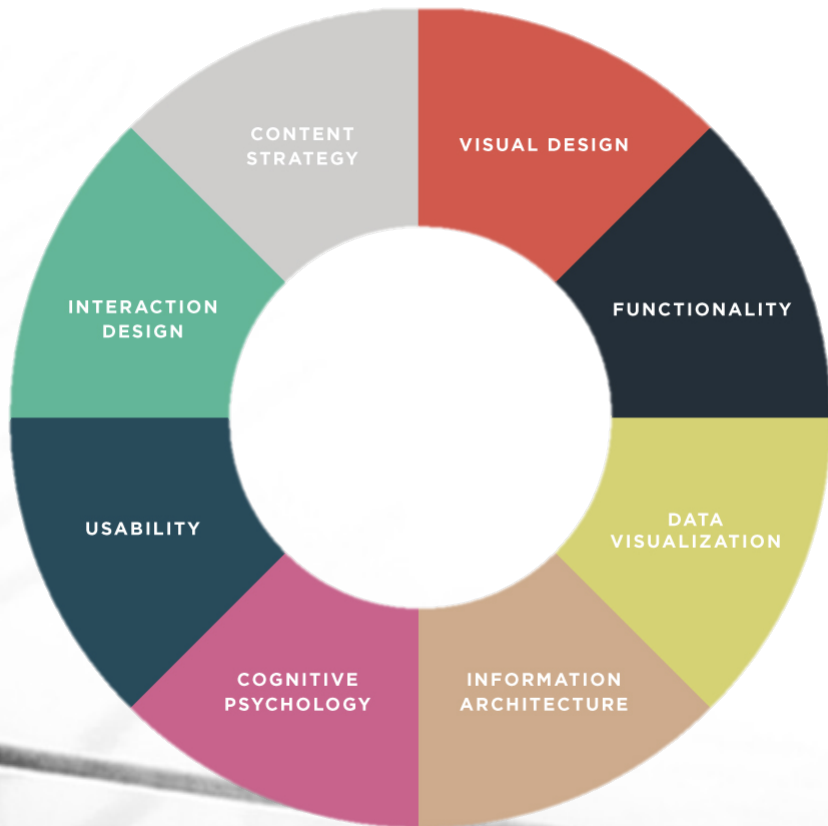
AngularJS Development

Build progressive web apps with AngularJS that work seamlessly across mobile, tablet and laptop devices.

Design Services

Design thinking is core to Appface way of working. We hone the tiniest user interaction details, craft addicting and engaging experiences, and push pixels to boldly go where they've never gone before.

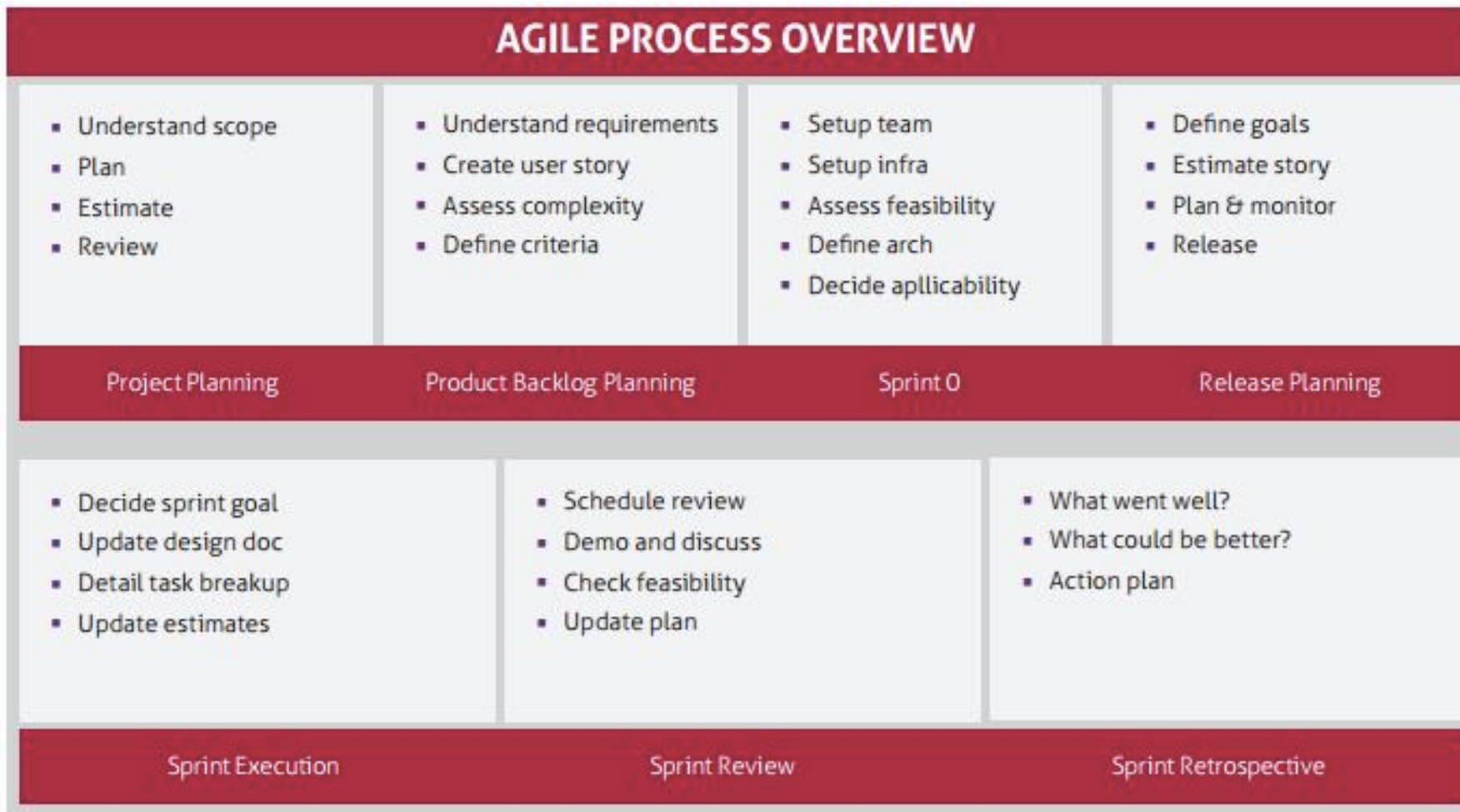
UI/UX design can be the difference between user delight, and user dismay. That's why we have a team of rockstar mobile designers that are seriously picky about pixels. Behind every great mobile app, there's a story about great design. How does it feel? How do actual humans interact with it? What hooks them?



Appface's Agile Offering

Our best practices and governance models foster communication, coordination and collaboration amongst distributed teams. We collaborate with our customers to understand their past experience in implementing evolutionary methodologies and tools. Our focus on shorter delivery cycles mitigates risk and provides early corrective actions to meet release timelines.

Our approach is based on industry standard agile methodologies with a good balance of engineering and project management practices.



VALUE PROPOSITION

Superior code quality that contributes to high maintainability, adaptability and extensibility of software

Risk mitigation through practices such as continuous integration, configuration management and testing

Predictability and visibility through centralized configuration management, frequent deliveries and early risk identification and mitigation

Appface & BIG Data

Appface provides robust and wide-ranging solutions which handle the storage, transaction, analysis and maintenance of the unstructured data in a planned and controlled way and then further utilize it for real-time analysis, visualization and foresight.

With proven expertise in mature technologies and thought leadership in those that are emerging, our team will help you implement the technologies you need to manage and understand your data - allowing you to predict customer demand and make better decisions faster than ever before. Whatever your Big Data challenges are, we'll provide you the strategic guidance you need to succeed.



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