

fugen 

A
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Company



Cutting-edge AI
Solutions to Formulate
Our Customers and Partners as
Leaders in the Better Future

www.fugenx.com

Artificial Intelligence

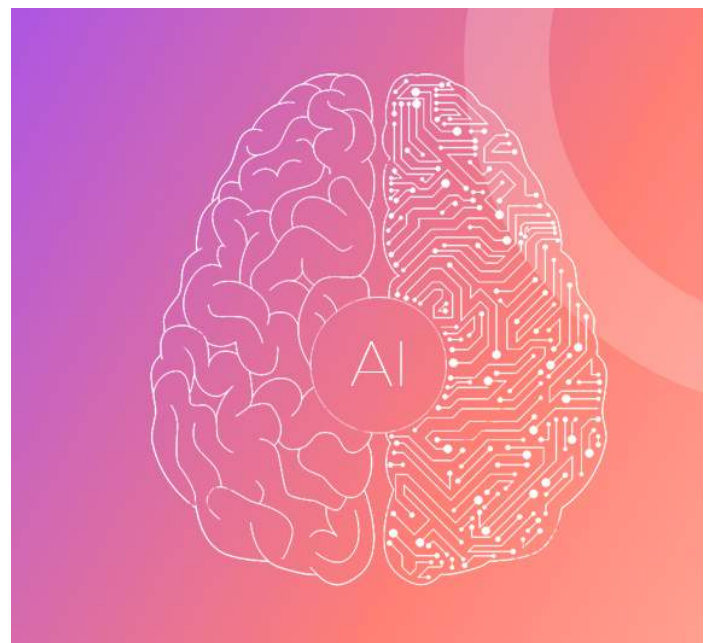
FuGenX offers cutting-edge AI solutions for various industries to reduce production error, cut down costs, skyrocket productivity, enable faster decisions, avoid risks exposed to humans and provide cognitive assistance. We possess proven expertise in Automatic Speech Recognition (ASR), Natural Language Understanding, Natural Language Processing, Text-to-Speech, Visual Search and Image Recognition technologies. FuGenX boasts full-stack deep learning, AI and machine learning experts and data scientists, who possess a profound understanding of sought-after AI techniques and the best practices used in trending AI use cases.

Our Key Services

AI

Our AI services & solutions help gain high-quality and high-accuracy AI capabilities. Businesses can leverage these capabilities to build scalable & cost-effective digital applications and minimize labor and infrastructure cost to a large extent. Hence, competitive advantage is guaranteed for our customers and partners.

- ▶ AI for Sales Automation
- ▶ AI for Marketing Automation
- ▶ AI for Customer Retention & more



Machine Learning

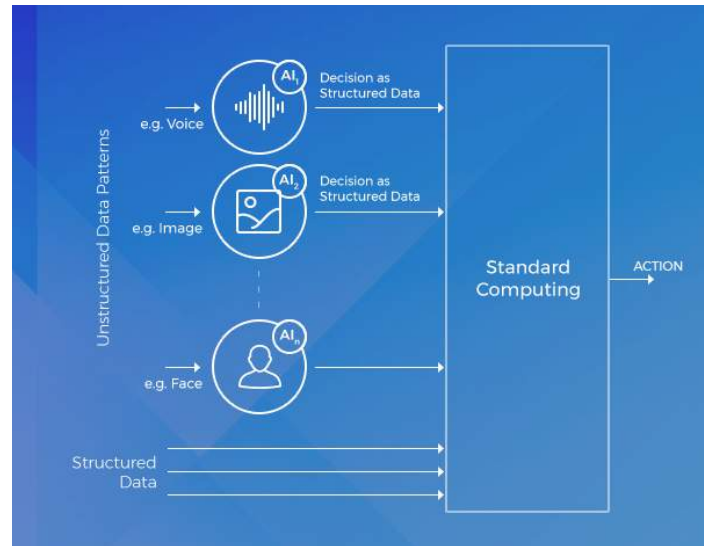
FuGenX shows core competency in building machine learning applications, with the deep know-how of pattern recognition, predictive analytics, mathematical optimization, computational learning theory, self-optimization, and nature-inspired algorithms.

- ▶ Data Mining
- ▶ Text Analysis
- ▶ Image Processing

Deep Learning

Our custom-built deep learning solutions help you build powerful and intelligent artificial neural network models that are efficient enough to automatically learn complex representations of data. We build:

- ▶ Natural Language Processing Software
- ▶ Image Recognition Software
- ▶ Speech Recognition Software and more.



Data Science

FuGenX's data science as a service helps enterprises make informed data-driven business decisions and find innovative ways to strategize and optimize operations, while discovering new market opportunities.

- ▶ Data Preparation and Ingestion
- ▶ Statistical Modeling and Algorithm Development
- ▶ Insight Generation
- ▶ Insight Deployment

Automation

Our AI services help achieve an optimum reduction in costs and time, so becoming more competitive and achieving quicker growth is truly possible.

- ▶ Retail Automation
- ▶ Business Process Automation
- ▶ Finance Automation
- ▶ Sales Automation
- ▶ Marketing Automation

Big Data

Our Big Data Analytics solutions encompass the following approaches and qualities to be unique in the market and be unique for our customers.

- ▶ Exploratory Data Analysis and Data Discovery approaches
- ▶ Cloud-based Integrated Data Analytics Platform
- ▶ Future-compatible Big Data Analytics architecture

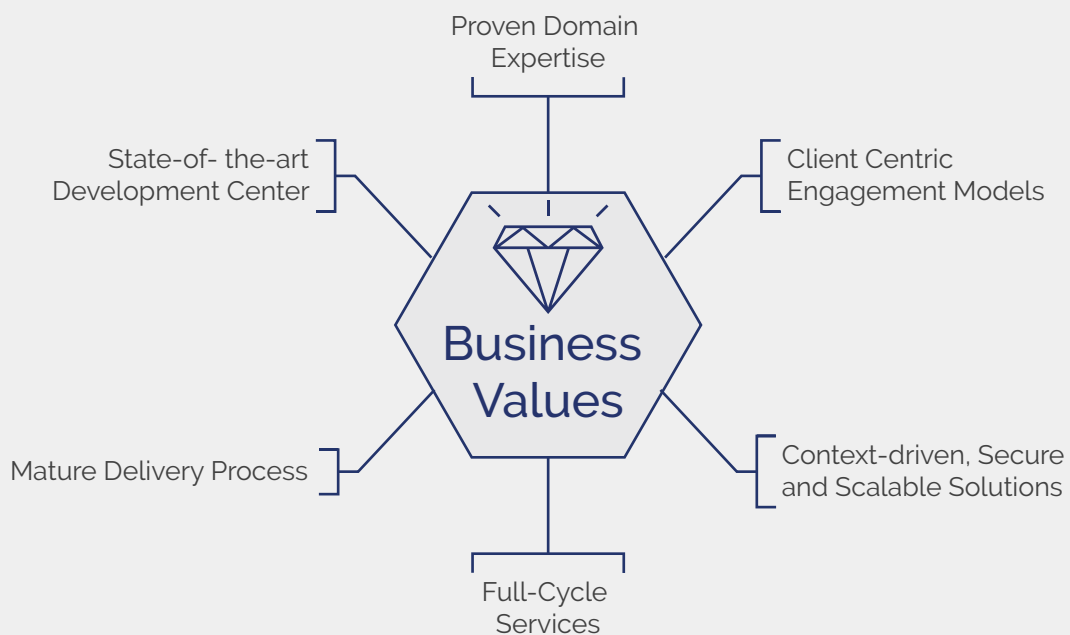
Technology Expertise

Proven Expertise In



Profound Experience In:

- ▶ Regression, Decision Tree, Random Forest, Classification Trees, Segmentation, Data Visualization, Natural Language Processing (NLP), Text Analytics (LSI/LDA), Web analytics, and E-commerce Analytics
- ▶ Text Mining, Supervised & Unsupervised Learning, Neural Networks and Natural Language Processing, Image and Pattern Recognition, and Data Modelling
- ▶ Recommendation Engine, Churn Model, Cross-Sell/Up-Sell Feature Analysis Segmentation, Computer Science Algorithms and Data Structures

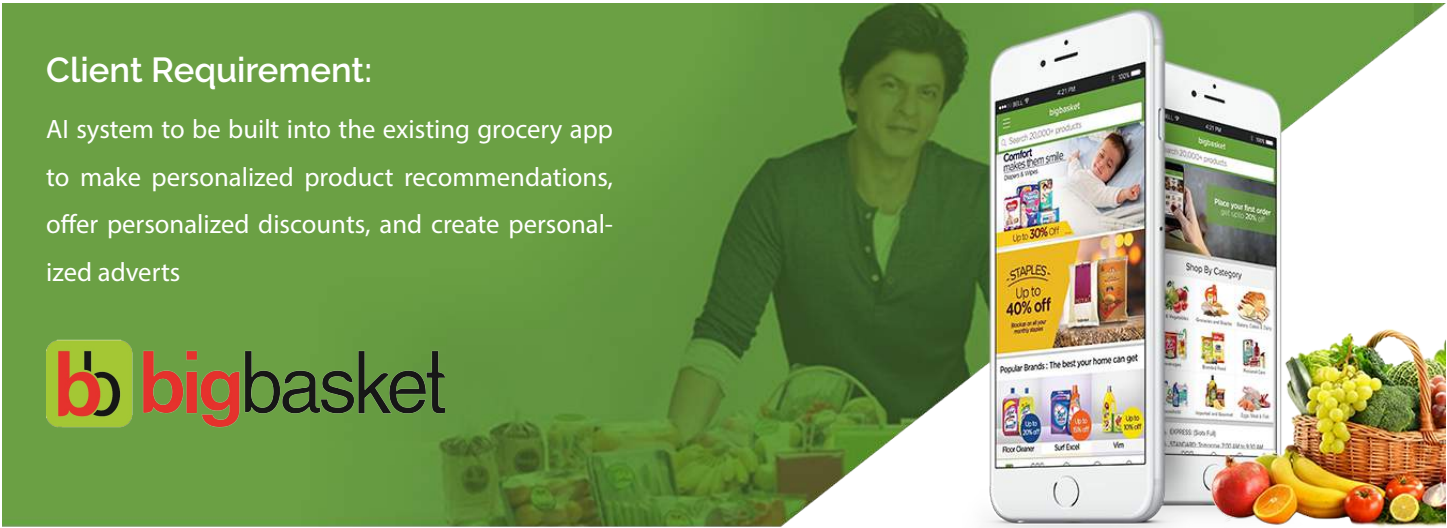


AI Services Delivered

AI-powered Predictive Analytics Helps India's Leading Online Retailer Big Basket Increase Sales by 50% and Bring Down Costs by 40%

Client Requirement:

AI system to be built into the existing grocery app to make personalized product recommendations, offer personalized discounts, and create personalized adverts



FuGenX Solutions:

01

Analysis of customers' buying patterns

02

Use of Deep Learning to understand the nature of each search

03

Synchronization of behavior patterns and affinities across devices and platforms to understand what triggers individual customer, and pushing recommendations in real time

Practices, Tools, and Technologies Used

- ▶ Machine learning algorithms
- ▶ Data Analytics

- ▶ Behavior analysis
- ▶ Competitive intelligence

- ▶ Market basket analysis
- ▶ Self-optimization systems

R, Python, and Hadoop

Benefits Delivered

50%

Increase in Sales

60%

Decrease in Product Discovery Time

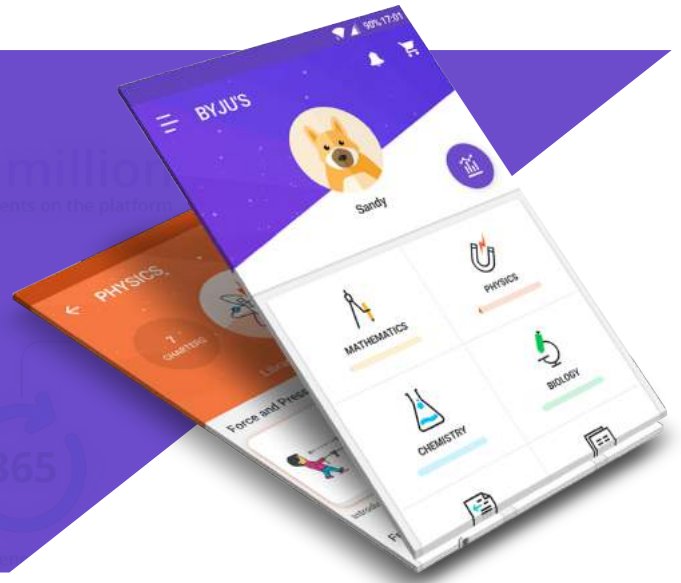
2X

Enhancement in Customer Experience

FuGenX Helps India's Leading Edtech Company Byju's Achieve 40% Increase in Subscription through AI-powered, Optimized Course Recommendation

Client Requirement:

The client wanted to optimize their existing m-learning app's capability to make better course recommendations, leveraging analytics system and personalization engine, so students could quickly decide their preferred course.



FuGenX Solutions:

01

Demand prediction for trending courses

02

Built a predictive analytics algorithm, understanding the students' previous activity pattern and the activity patterns of other students who are interested in similar courses

03

Comprehensive understanding of the search pattern using deep learning techniques

Practices, Tools, and Technologies Used

- ▶ Data Analytics
- ▶ Behavior analysis

- ▶ Machine learning
- ▶ Pattern recognition

- ▶ Deep learning
- ▶ Predictive analytics

R, Python, Hadoop, and Java

Benefits Delivered

50%

Decrease in Course Discovery Time

40%

Increase in Subscription

3X

Enrichment in user experience

FuGenX Helps America's Leading Real Estate Firm with Sales Bot Marvin Cut Down Customer Engagement Cost by 60% and Increase Sales Conversion Rate by 200%

MARVIN - SALES FOCUSED AI COMMUNICATION BOT

Designed to Engage Your Customers across Sales & Support

Client Requirement:

Sales bot development to automate sales and post-sales support tasks and enhance customer experience.



FuGenX Solutions:

01

Differentiated hot leads, quality leads, and junk leads, based on requirements matching, budgets, and technical query

02

Built an actionable strategy to customer behaviour analysis and pattern recognition

03

Built the bot in a manner to constantly learn and improve itself with every conversation

Practices, Tools, and Technologies Used

- ▶ Machine learning algorithms
- ▶ Data analytics
- ▶ Pattern recognition
- ▶ Natural language processing
- ▶ Behavior analysis
- ▶ Self-optimization systems

R, Python, and Hadoop

Benefits Delivered

60%

Reduction in Customer Engagement Cost

40%

Reduction in Customer Acquisition Time

200%

Rise in Lead Conversion

200%

Rise in Sales Conversion

FuGenX Helps UK's Leading Telecommunication Company Develop an AI-powered Virtual Business Assistant to Improve Decision Making Capability of Their C-level Executives

Client Requirement:

The client wanted to build a virtual business assistant that would help their C-level executives generate real-time reports and insights on operational activities performed in different locations of the organization. They also wanted the assistant to schedule meetings and appointments, open software applications, answer emails, provide information on sales growth, market trends, changing demands, and escalations, through text or voice communication on the move. So they could get more productive and improve their decision making capability.



FuGenX Solutions:

01

The bot was fed up with key insights on every key operation, which was generated through data analytics, to make it well aware of every key aspect of the organization

02

Use of Natural Language Processing (NLP) to match input to executable commands and accurately simulate human-like conversation

03

Developed the assistant in a way that it can constantly learn and improve itself with every conversation

Practices, Tools, and Technologies Used

- ▶ Machine learning algorithms
- ▶ Natural language processing

- ▶ Data analytics
- ▶ Behavior analysis

- ▶ Self-optimization systems

R, Python, and Hadoop

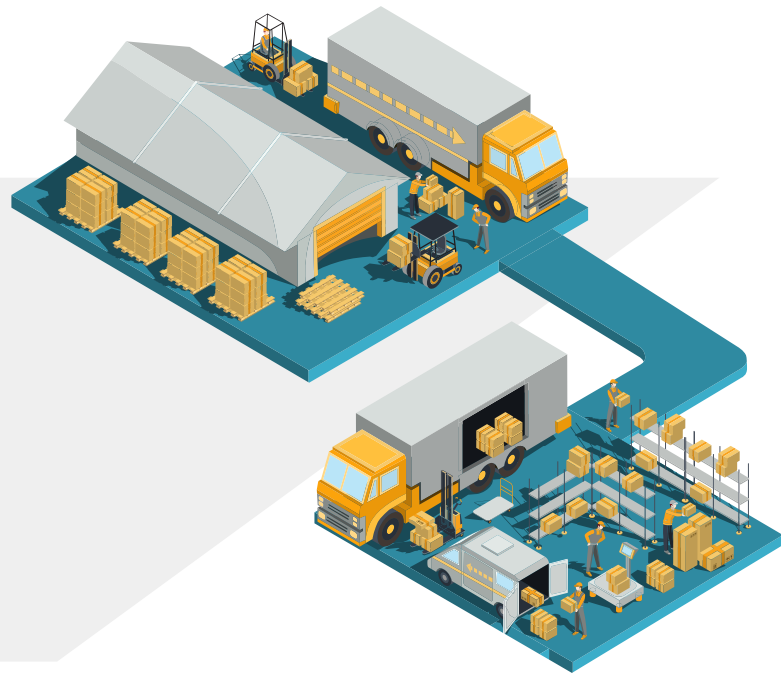
Benefits Delivered

Improved Decision Making Capability of C-level Executives

Skyrocketed Employee Productivity at Every Level

Vehicle Maintenance in Logistics

Logistics is undoubtedly one of the busiest sectors. And while the major aspects of it can be actively managed; there are small loopholes we miss that constantly drain the productivity and efficiency of these systems. Our client identified one such issue: vehicle maintenance.



What we did about that is we linked the vehicles with an (Internet of Things) IoT network with the help of sensors that work seamlessly to collect data from different parts of the vehicle. The data collected is then sent over to the data center, where it can be monitored and processed to create vehicle's health report. Based on the report, Artificial Intelligence is used to make recommendations regarding maintenance schedules, changes in production schedules and more. Also, the Machine Learning modules keep a track of past data to predict maintenance requirements of the vehicles in order to avoid unplanned failures; thus making the entire system more efficient.

Robo-advisory in Stock Marketing



The client wanted an AI-based solution that is intelligent enough to recommend 'next course of action' based on the current condition of the share market. Infused with AI logic, the self-learning algorithms we built were smart enough to make fully-automated investments with aided by pre-defined investment rule-sets, and automatically rebalance assets, whenever needed. Other than that, the system could independently handle Dedicated Fund Management and Risk-based Portfolio allocation, and allows one to create Funds of Funds & portfolio view, build and publish online questionnaires, product or portfolio proposals and more. It does allow & trigger the call to buy or sell when it hits to certain threshold value.

Scope & Challenges in Mining Industry

With its top companies alone accounting for more \$400 billion in terms of market capitalization, Mining industry is among the biggest and most important ones that the global economy relies on. The role of mining industry is apparently not limited to contributing to the global economy, as it, on the grass-roots level, provides employment to millions across the world; thus empowering households as well.

But then the larger something becomes, the harder it is to manage; the same goes for the Mining sector. There have always been some daunting challenges and inefficiencies involved in Mining and Minerals Exploration, such as:

- ▶ Health Hazards for Workers
- ▶ Physical Hazards
- ▶ Intercommunication
- ▶ Time-consuming operations
- ▶ Manual Transportation and Haulage
- ▶ Production planning
- ▶ Ore Sampling
- ▶ Planning & Design

However, in the recent years, we have witnessed technological advancements that have evolved the world around us in ways unimaginable, especially the advent of digital technologies. Artificial Intelligence and Robotics have gained attention from some of the biggest sectors around the world. Various industries are using automated technologies powered by AI-robotics to reduce the complexities of daily tasks. We at FuGenX, with our expertise in AI, build smart solutions for the Mining Industry as well, with the same level of integrity as in other industries, to address the shortcomings involved.

The FuGenX Solution

We at FuGenX understand the technicalities involved in the Mining Industry, and thus, are completely aware of the challenges that it faces today. To improve the systems and processes in Mining; not only we automate the nodes, we make them smart by introducing logic with the help of AI-based technologies such as Predictive Analytics, Machine Learning, Big Data Analytics, Deep Learning, Data Science, 3D Mapping and more.

With AI-powered technologies, we replace human labor with advanced robotics that is efficient, fast, compliant of the regulations, and most importantly has logic that allows it to make calculated decisions way better than humans. What we deliver is capable of empowering robots and machineries to learn and adapt to processes and operations, so that tweaking of machines is not required every now and then, leading to significant improvement in productivity and efficiency. For planning and design, we use Augmented Reality, which enables one to prepare a virtual layout of mines, using SLAM (Simultaneous Localization and Mapping).

There is an entire sea of opportunities and possibilities that exists in Mining technology. In the coming years, just like in other sectors, AI is going to be an integral part of Mining Industry, and in order to keep up, we need to be future-ready.

Our Clients



About FuGenX

FuGenX Technologies, a part of USM Business Systems Inc., is the world's leading Technology Services provider, specialized in AI, Machine Learning, Automation, Mobile Application, Game, Web development and Big Data Analytics. FuGenX is pioneered in bringing innovative products and ideas into Digital Space with high quality. FuGenX helps clients in identifying risks and opportunities that address both short-term challenges as well as long-term value creation. FuGenX provides full project management support for a spectrum of IT projects from pre-concept to ongoing strategic promotion and evaluation.

Our Global Presence



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