WHO WE ARE?

INNOVATION IS OUR PASSION.
CREATIVITY IS IN OUR BLOOD.
FUTURISTIC SOLUTION IS IN OUR DNA.

“WE INCLUDE ALL THESE EXPERIENCES IN DESIGNING, ARCHITECTING AND BUILDING YOUR APPS SO THAT YOUR CUSTOMERS CAN SAY WOW!!!”

10+ VERTICALS
750+ APPS & GAMES
500+ WEB APPS
200+ EMPLOYEES
05% F500 & G2000 Companies
Now... Let’s talk about

INTRODUCTION
ABOUT US
ABOUT US

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 pioneer in bringing innovative products and ideas into Digital Space with high quality. We help 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.

FuGenX is a CMMi Level 3 company, with an ISO 9001:2008 certification and is the winner of Deloitte Tech Fast50 and Fast500 awards for the consecutive years 2012 & 2013, and 2016.
COMPANY TIMELINE

2008: FOUNDED FUGENX IN BANGALORE, INDIA

EARLY 2008-09: OUR GLOBAL LOCATIONS

USA
Chantilly, VA

UK
London

UAE
Dubai

INDIA
Bangalore
EARLY 2008-09: ENTERED INTO WEB 2.0, E-COMMERCE & SERVER PROGRAMMING

YEAR 2009-11: ENTERED INTO MOBILE APPS DEVELOPMENT
COMPANY TIMELINE

YEAR 2009-11: GLOBAL FOOTPRINTS IN USA, UK, MIDDLE EAST & AUSTRALIA

YEAR 2012 ONWARDS
ENTERED INTO MOBILE ENTERPRISE SERVICES

USA
UK
MIDDLE EAST
INDIA
AUSTRALIA

NEXTGEN ENTERPRISE SERVICES

MEAP can also be run on cloud
Sales Force Automation
Mobile Enterprise Apps Platform
Enterprise App Distribution
Mobile Enterprise Apps Testing
Performance and Reliability
Bring Your Own Device (BYOD)
Enterprise Mobility Strategy
Accessing data
Improved Productivity
COMPANY TIMELINE

YEAR 2013 ONWARDS: ENTERED INTO IoT

- Building Management
- Embedded Mobile
- Security & Surveillance
- Telemedicines & Healthcare
- Smart Homes & Cities
- Everyday Things
- Vehicle, Asset Person & Controlling
- Agriculture Automation

IoT PLATFORM

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ARTIFICIAL INTELLIGENCE

INDUSTRY LEADER IN

- ARTIFICIAL INTELLIGENCE
- DATA SCIENCE
- MACHINE LEARNING
- MOBILE APPS
- AUTOMATION
- GAME DESIGN & DEV

START-UPS
- FORTUNE 500s
- SMEs
- GLOBAL 2000s

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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

BENEFITS DELIVERED

50%
Increase in Sales

60%
Decrease in Product Discovery Time

2x
Enhancement in Customer Experience

PRACTICES, TOOLS, AND TECHNOLOGIES USED

- Machine learning algorithms
- Behavior analysis
- Market basket analysis
- Data Analytics
- Competitive intelligence
- Self-optimization systems

R, Python, and Hadoop
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:

- Built a predictive analytics algorithm, understanding the students’ previous activity pattern and the activity patterns of other students who are interested in similar courses.
- Comprehensive understanding of the search pattern using deep learning techniques.
- Demanded prediction for trending courses.

BENEFITS DELIVERED:

- 50% Decrease in Course Discovery Time
- 40% Increase in Subscription
- 3x Enrichment in user experience

PRACTICES, TOOLS, AND TECHNOLOGIES USED:

- Machine learning
- Behavior analysis
- Deep learning
- Data Analytics
- Pattern recognition
- Predictive analytics

R, Python, Hadoop and Java

FuGenX Helps India’s Leading Edtech Company Byju’s Achieve 40% Increase in Subscription through AI-powered, Optimized Course Recommendation.
MARVIN – A COMMUNICATIONS BOT FRAMEWORK

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 - SALE 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

BENEFITS DELIVERED

60% Reduction in Customer Engagement Cost
40% Reduction in Customer Acquisition Time
200% Rise in Lead Conversion
200% Rise in Sales Conversion

PRACTICES, TOOLS, AND TECHNOLOGIES USED

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

R, Python, and Hadoop

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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

BENEFITS DELIVERED

- Improved Decision Making Capability of C-level Executives
- Skyrocketed Employee Productivity at Every Level

PRACTICES, TOOLS, AND TECHNOLOGIES USED

- Machine learning algorithms
- Data Analytics
- Behavior analysis
- Natural language processing
- Self-optimization systems
- R, Python, and Hadoop
Client Requirement:
The client wanted to develop and integrate a predictive search algorithm into their existing e-commerce app to provide more relevant product suggestions to the shoppers, on products like mobile, PC, laptops, and home appliances.

FUGENX SOLUTIONS:

01
Built a predictive search algorithm to predict users' search query as it is typed, providing a dropdown list of suggestions that is appropriate to their interest.

02
Algorithm was built on the behaviour analysis of each individual user and considering their previous buying patterns.

BENEFITS DELIVERED

40% Increase in Sales
50% Reduction in Product Discovery Time
2x Enriched Customer Experience

PRACTICES, TOOLS, AND TECHNOLOGIES USED

- Machine learning algorithms
- Behavior analysis
- Pattern recognition
- Self-optimization systems
- Market basket analysis
- R, Python, and Hadoop
WEB, MOBILE APP & AI

FuGenX Helps India’s Emerging Recruitment Platform Integrate AI into Their Platform to Reduce Hiring Cost and Increase Quality Hiring for Employers

Client Requirement:
The client wanted to build and integrate an AI system into their existing recruitment platform to offer employers the convenience of accelerated hiring, right candidate sourcing, automated recruiting workflows that involve screening resumes, interview scheduling, and assessments, and more productive HRs. They also wanted the system to push follow up emails automatically, and contact candidates when relevant roles open.

FUGENX SOLUTIONS:

01
Built a variety of data sets that contained the profiles of millions of candidates across industry verticals and job roles to feed the right piece of filtered information to the AI system.

02
Applied advanced machine learning techniques to enable software to precisely compare resumes against the job description to provide more relevant profiles and avoid nonmatching profiles.

BENEFITS DELIVERED

This AI-powered software helped the customers (employers) of our client to reap the following benefits:

- 40% Increase in Quality Hiring
- 3x More Productive Hiring
- 50% Reduction in Hiring Cost

PRACTICES, TOOLS, AND TECHNOLOGIES USED

- Predictive analytics
- Predictive search
- Self-optimization systems
- Machine learning algorithms
- Data analytics
- Behavior analysis
- Sentiment analysis

R, Python, and Hadoop
DEVELOPMENT PROCESS

IDEATE

UX DESIGN

PROMOTE & ITERATE

IMPLEMENT & TEST
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AWARDS & RECOGNITIONS

Deloitte Technology Fast50
INDIA 2012 & 2013 WINNER

Deloitte Technology Fast50
INDIA 2016 WINNER

Deloitte Technology Fast50
APAC 2012 & 2013 WINNER

Deloitte Technology Fast50
ASIA PACIFIC 2016 WINNER

CMMI LEVEL 3

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EMPLOYEE STRENGTH & REVENUE GROWTH

A COMMANDING TRACK RECORD OF 226% REVENUE GROWTH IN LAST 3 YEARS
PROCESS & COMMUNICATION

PROCESS

- PROJECT SCOPE & DEFINITION
- DESIGNING
- CODING
- TESTING
- BUILD
- RELEASE

COMMUNICATION

- FREQUENCY WEEKLY
- MAIL
- TELE-CONFERENCE
- FEEDBACK & SUGGESTIONS
- DEMO USING GO TO MEETING / WEBEX / SKYPE
- STATUS REPORT WEEKLY CALLS WEEKLY DEMO

CLIENT TEAM
WE HAVE 1200 + CUSTOMERS IN USA/UK/MIDDLE EAST/AUSTRALIA AROUND 5% OF FORTUNE500 & G2000
GAMES
QUESTIONS