

fugen



A
usm
BUSINESS SYSTEMS
Company



WHO WE ARE?

10+

VERTICALS

750+

APPS &
GAMES

500+

WEB APPS

200+

EMPLOYEES

05%

F500 &
G2000 Companies

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!!!”



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.



FUGENX HISTORY



Madan Kalakuntla
Chairman & Managing Director



Padmaja T
COO

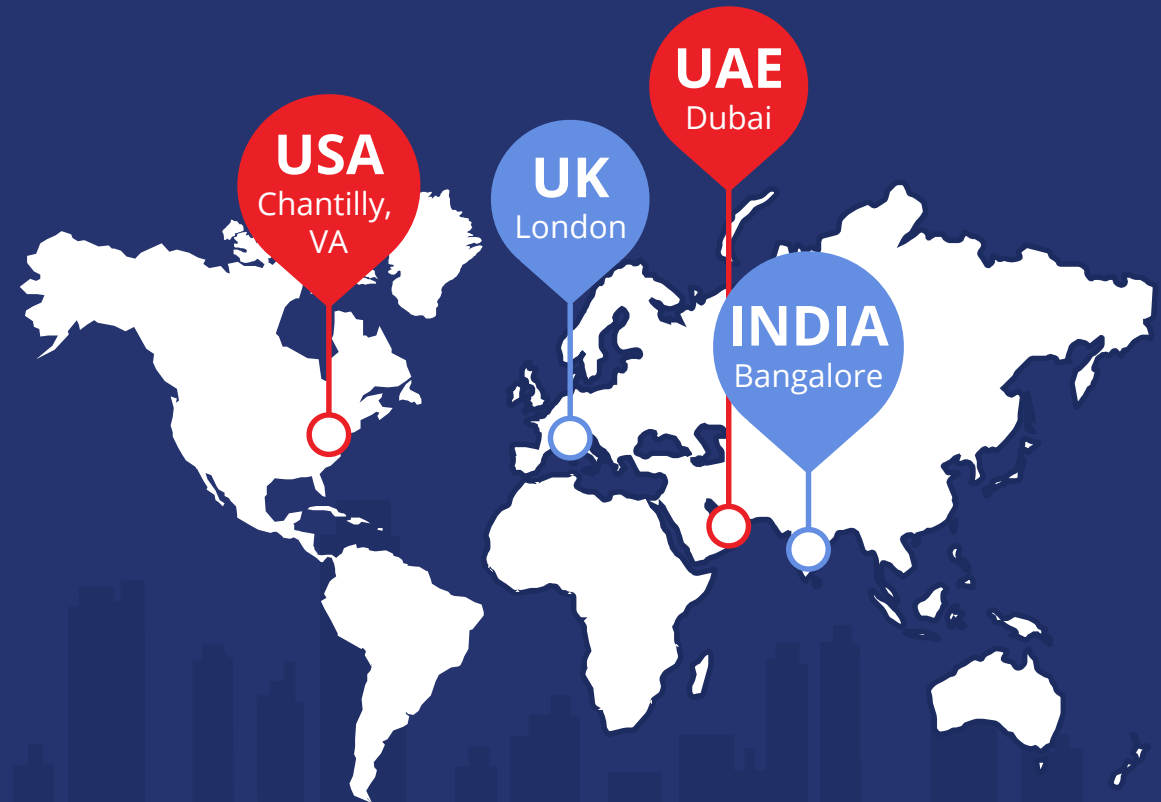


COMPANY TIMELINE

**2008: FOUNDED FUGENX IN
BANGALORE, INDIA**



EARLY 2008-09: OUR GLOBAL LOCATIONS

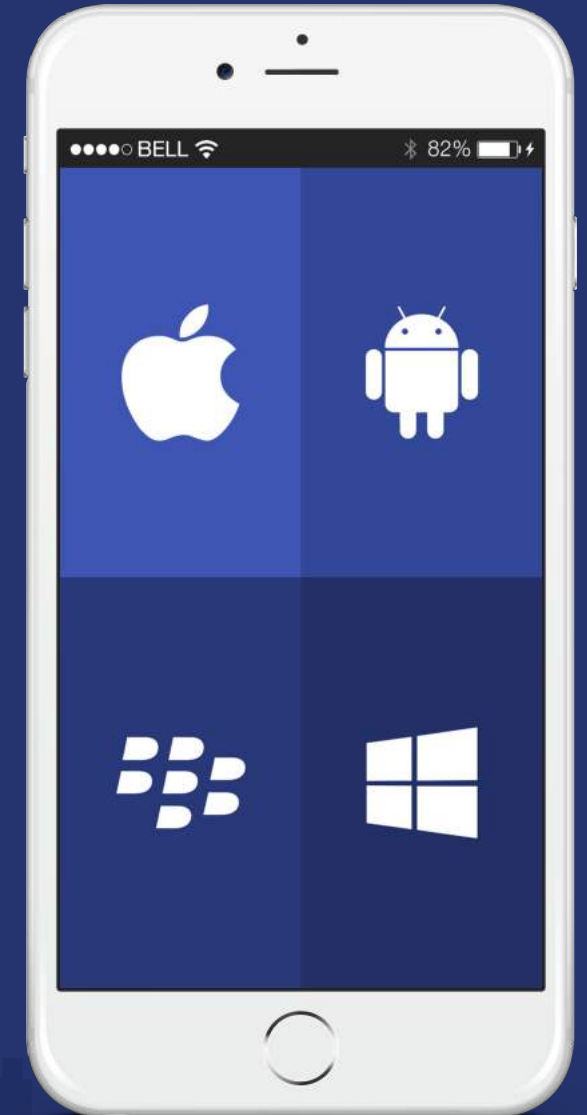


COMPANY TIMELINE

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



YEAR 2009-11:
ENTERED INTO MOBILE
APPS DEVELOPMENT



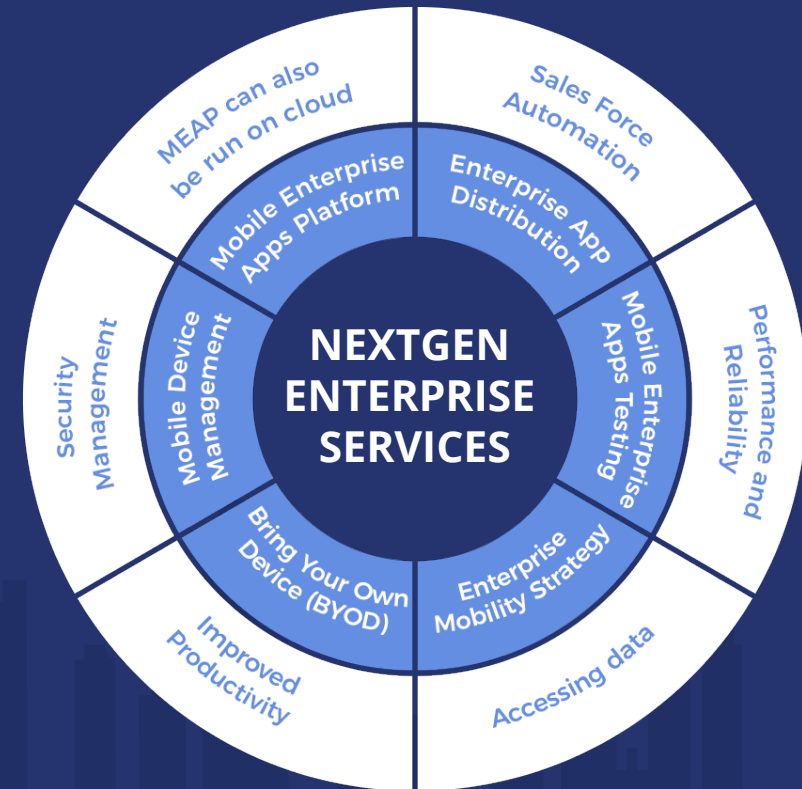
COMPANY TIMELINE

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



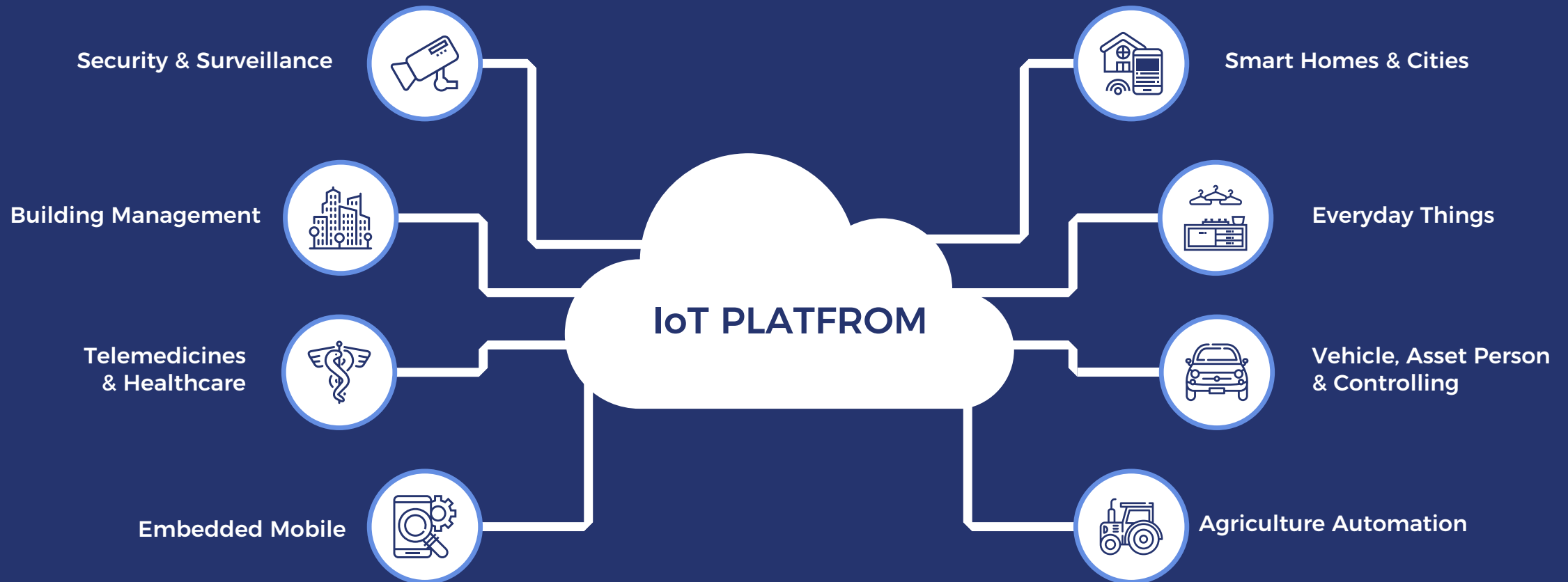
YEAR 2012 ONWARDS

ENTERED INTO MOBILE ENTERPRISE SERVICES



COMPANY TIMELINE

YEAR 2013 ONWARDS: ENTERED INTO IoT



ARTIFICIAL INTELLIGENCE

INDUSTRY LEADER IN



ARTIFICIAL
INTELLIGENCE



DATA SCIENCE



MACHINE
LEARNING



MOBILE APPS



AUTOMATION



GAME DESIGN
& DEV



WEB, MOBILE APP & AI

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



BENEFITS DELIVERED

50%

Increase in Sales

60%

Decrease in Product
Discovery Time

2x

Enhancement in
Customer Experience

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

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

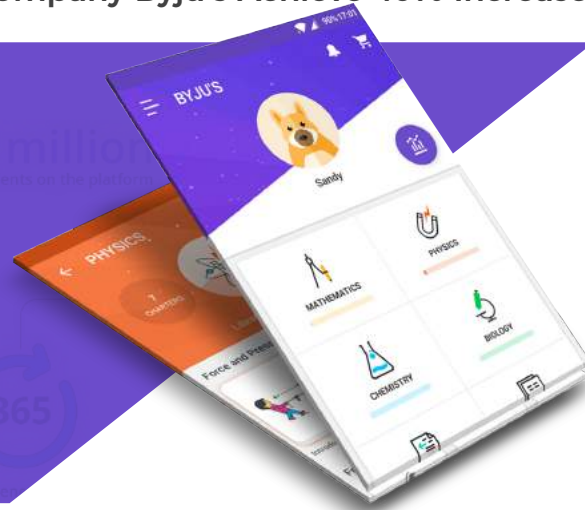
R, Python, and Hadoop

WEB, MOBILE APP & AI

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.



BENEFITS DELIVERED

50%

Decrease in Course
Discovery Time

40%

Increase in Subscription

3x

Enrichment in
user experience

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

- ▶ Machine learning
- ▶ Data Analytics

- ▶ Behavior analysis
- ▶ Pattern recognition

- ▶ Deep learning
- ▶ Predictive analytics

R, Python, Hadoop and Java

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 - 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.



The illustration shows a cartoon robot named Marvin, which is blue and orange, standing next to a smartphone. The smartphone screen displays a chat conversation with a customer. The chat messages are as follows:

- Customer: Welcome back Preeti. Looks like your child's age is over 2 years.
- Marvin: Yes she is 26 months old now
- Customer: May I suggest the «Hand-Eye Coordination Kit» a scientifically designed product to enable your child to acquire motor skills in addition to coordination. We also have an offer of 30% off «purchase»
- Marvin: Thanks, I will look
- Marvin (internal note): Identifies unstated customer needs and cross-sells/ up-sells products and services

BENEFITS DELIVERED



PRACTICES, TOOLS, AND TECHNOLOGIES USED

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

R, Python, and Hadoop

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

WEB, MOBILE APP & AI

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 capabili-



BENEFITS DELIVERED

Improved Decision Making
Capability of C-level Executives

Skyrocketed Employee
Productivity at Every Level

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
- ▶ Behavior analysis
- ▶ Self-optimization systems
- ▶ Data Analytics
- ▶ Natural language processing
- ▶

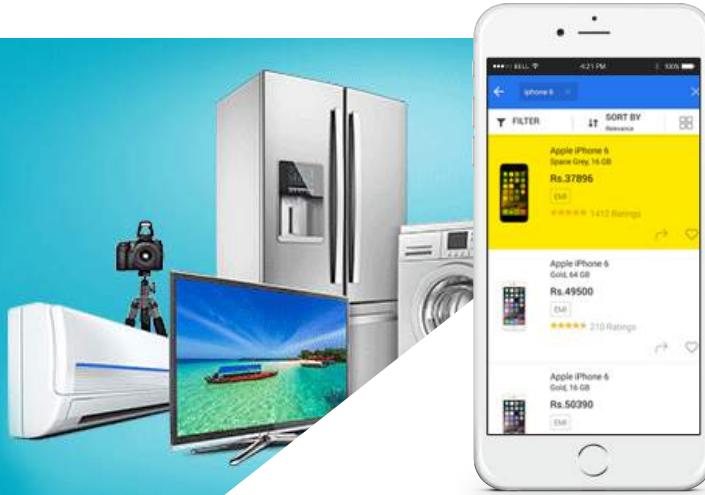
R, Python, and Hadoop

WEB, MOBILE APP & AI

FuGenX Helps UAE's Fastest Growing E-commerce Company Integrate AI-powered Predictive Search into Their E-commerce

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
- ▶ Self-optimization systems
- ▶ Data Analytics
- ▶ Pattern recognition
- ▶ Market basket analysis

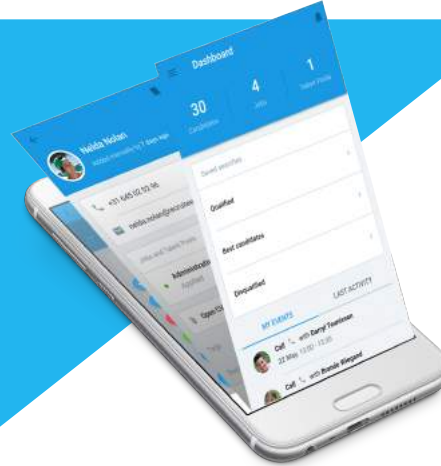
R, Python, and Hadoop

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



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

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

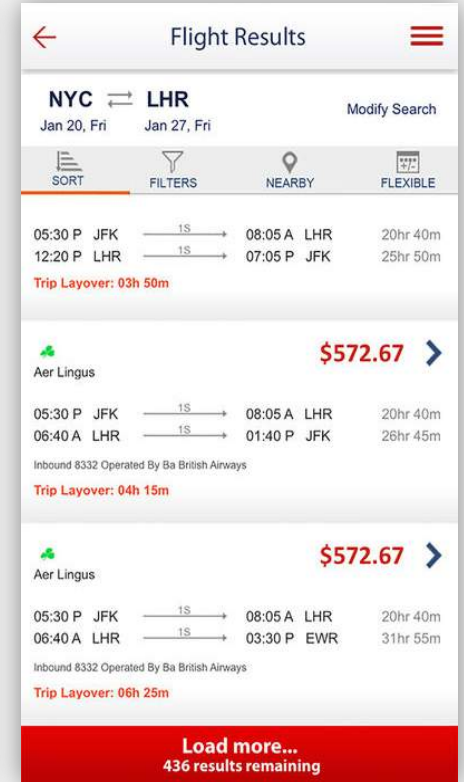
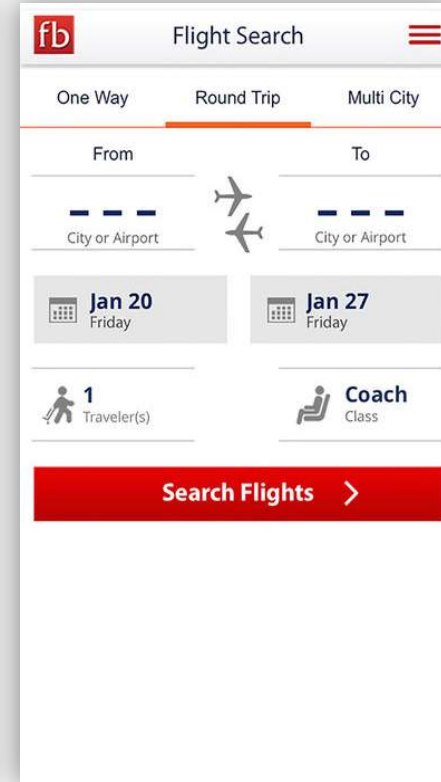
02

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

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





Fleetgenie
Business. OK. Please

Home

Place Order

Track Order

Payment

5

Open

0

In Progress

6

Completed

12

Cancelled

Order ID: #FW10A171121

Origin

Ahmedabad, Zezra,...

Destination

Mumbai, Varale, D...

No of Trucks

Selected Vehicle

Freight Per Truck

Goods

1

Open Body

₹9000.0

Food Products

Read More

Order ID: #FW10A171112

Origin

Ahmedabad, Vivek...

Destination

Mumbai, Vadhava...

No of Trucks

Selected Vehicle

Freight Per Truck

Goods

1

Open Body

₹23.0

Food Products

Track Order

Current

Delivered

Completed

Trip ID: FW10A171124-1

Freight	Freight Received	Balance	Payment Status
₹ 8,000	₹ 5,600	₹ 2,400	Over Due

▼

Read More

Trip ID: FW10A171117-1

Freight	Freight Received	Balance	Payment Status
₹ 7,900	₹ 5,600	₹ 2,300	Over Due

▼

Read More

Trip ID: FW10A171118-1

Freight	Freight Received	Balance	Payment Status
₹ 1,200	₹ 950	₹ 250	Over Due

▼

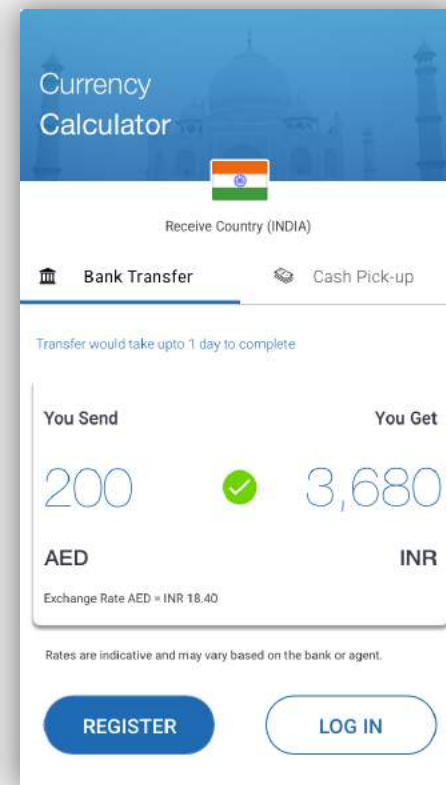
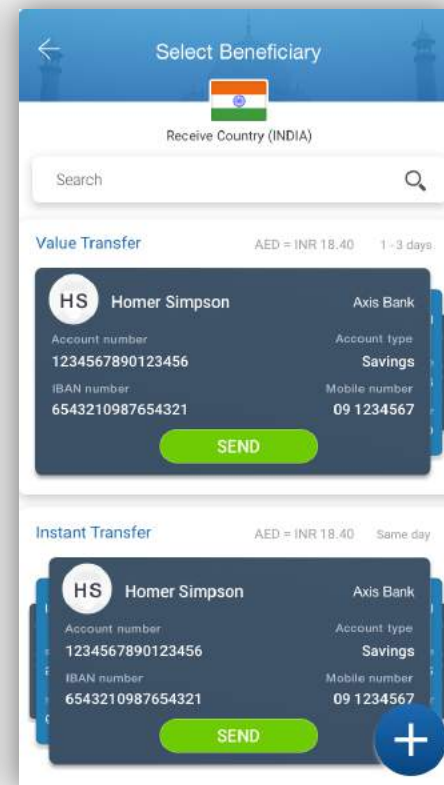
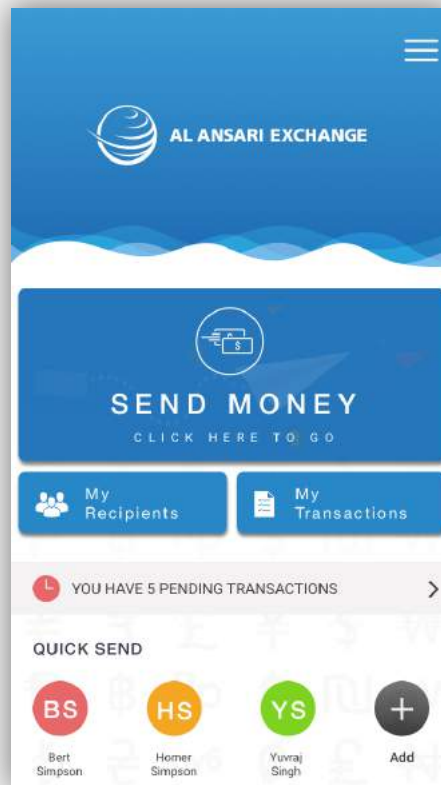
Read More

Wallet	
Available Balance	
₹ 1,511	
Top up My Wallet	Wallet Statement
Cash Topup at BPCL	
Nearest RO	
KRUPA PETROLEUM SERVICES	
# Gota chokadi, ahmedabad	7.8 Meter
Sreenathji Petroleum	
# SHREENATHJI , UJALA CIRCLE , SARKHEJ	6.2 Meter
Scroll down for more options	
Add Money	
₹ 2,000	

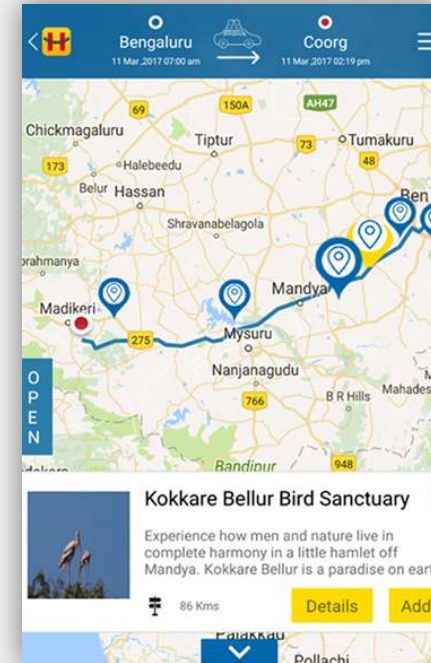


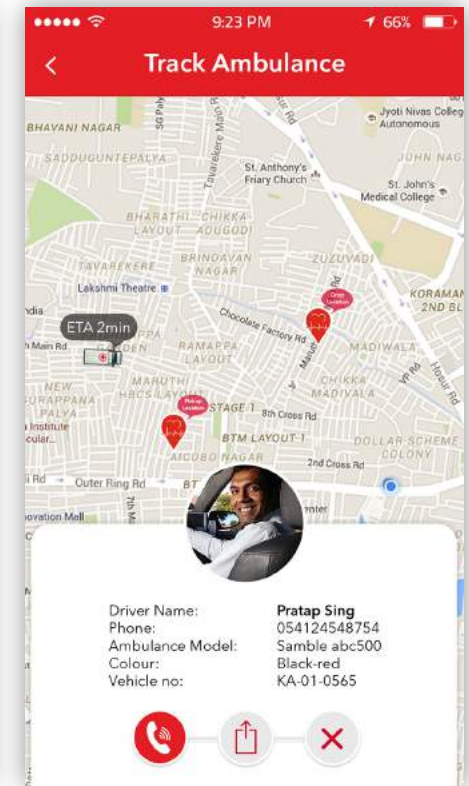
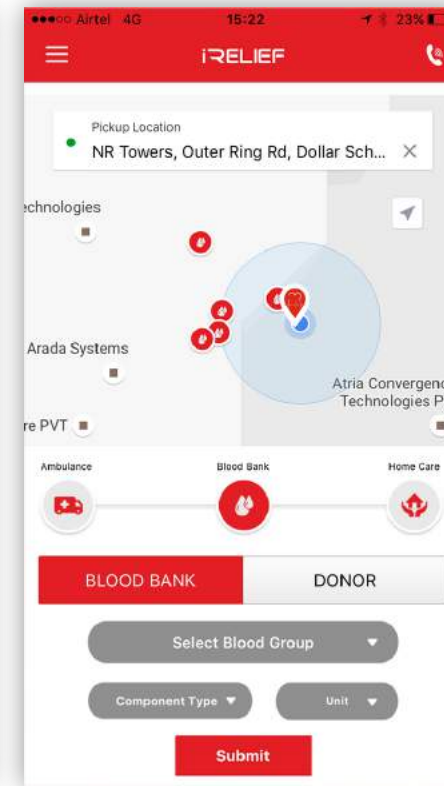
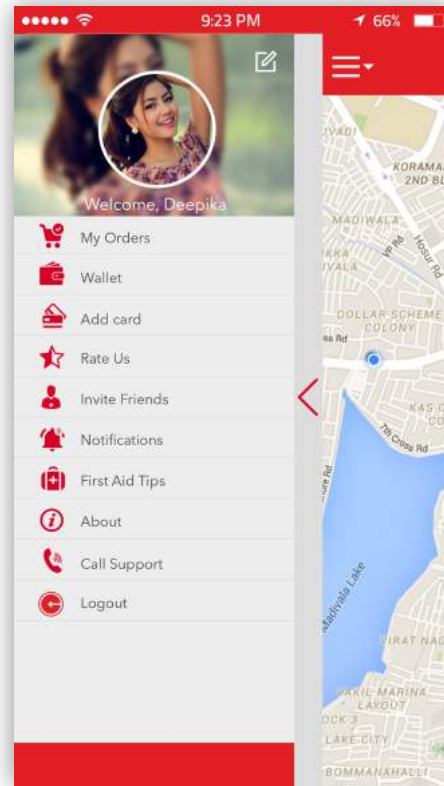
الأنصاري للصرافة

AL ANSARI EXCHANGE



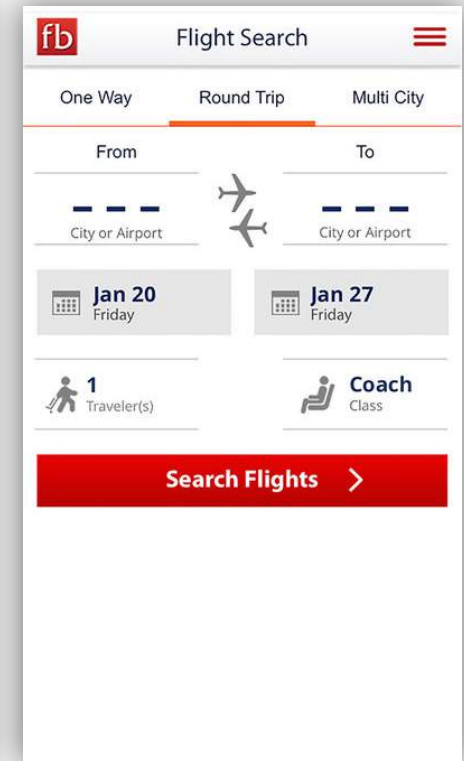
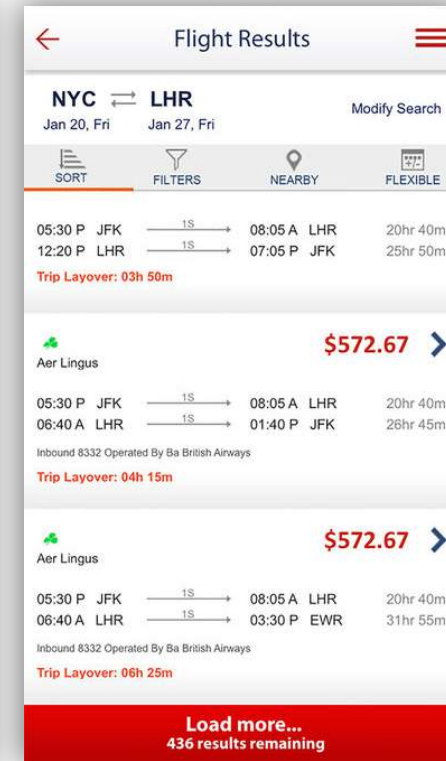
future group
india tomorrow







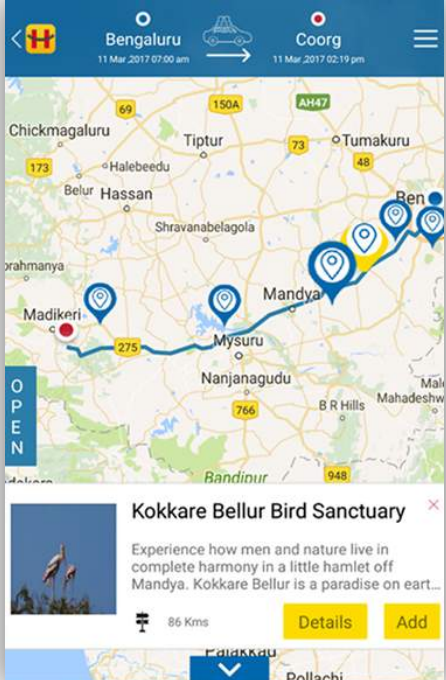
Fare Buzz

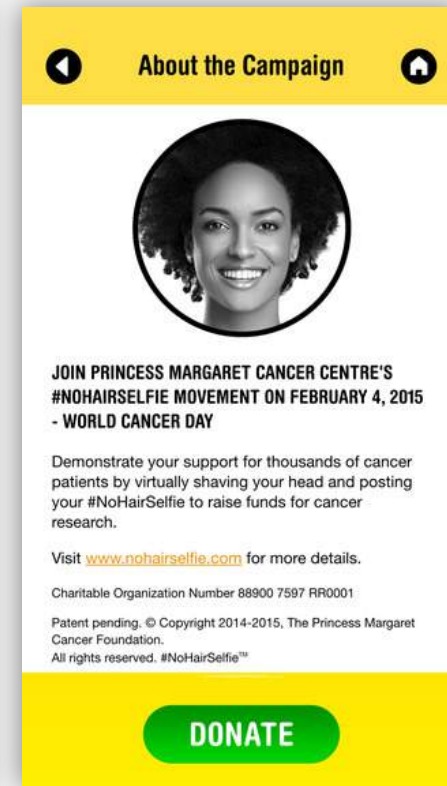
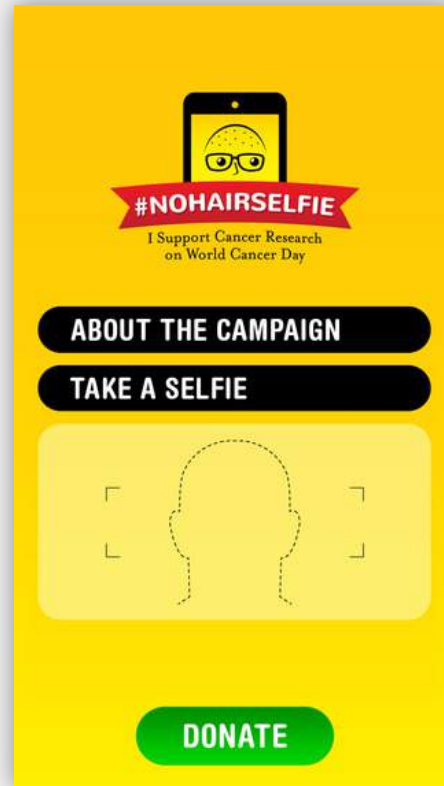




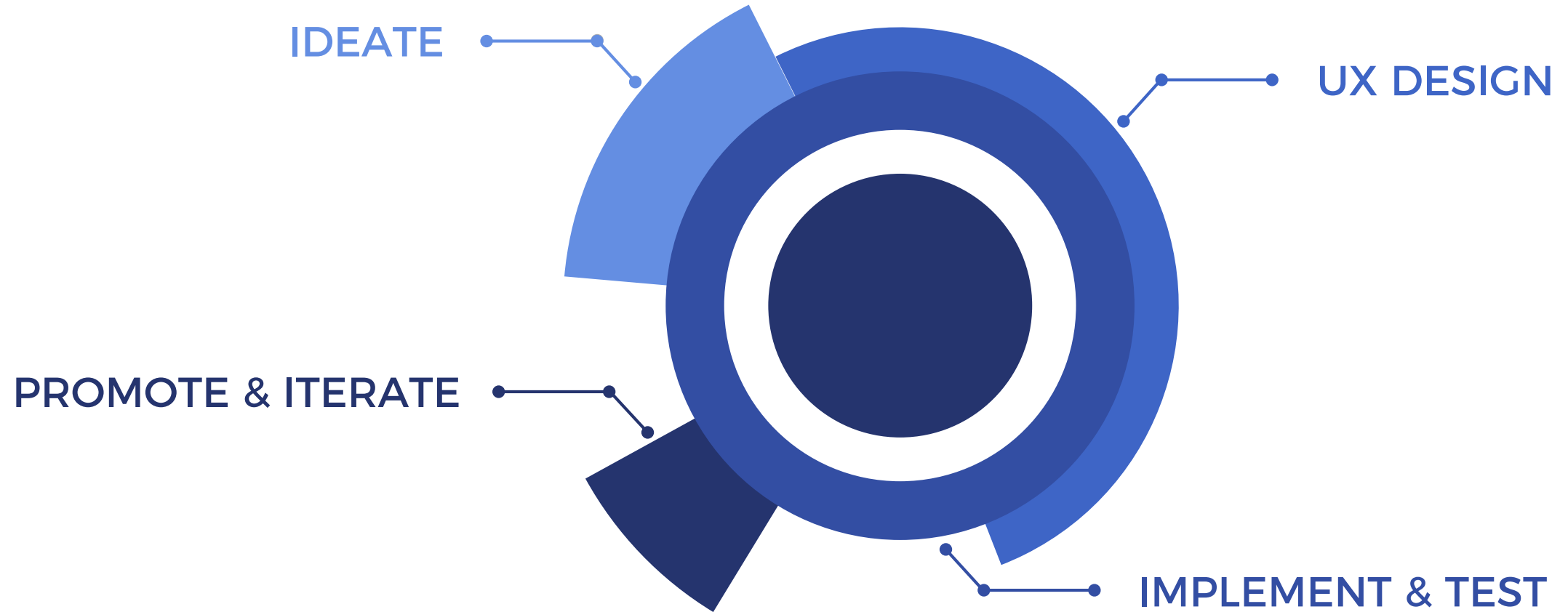
Happy Roads

bharat petroleum corporation limited (bpcl)





DEVELOPMENT PROCESS



SOLUTIONS



AUTOMOBILE
SERVICE CENTRE
MANAGEMENT



UBERIFICATION
OF TAXI &
AMBULANCE
SERVICES



REAL-TIME
BOOKING OF
VARIOUS
SERVICES



ONLINE MEDICINE
BOOKING &
DELIVERY
SERVICES



DOCTOR
REAL-TIME
MCONSULTATION



MULTIMEDIA-
BASED MCHAT



REAL ESTATE/
PROPERTY
MANAGEMENT
SERVICES



M-COMMERCE
SERVICES



EDUCATION
BASED
SERVICES



SOCIAL MEDIA
SERVICES



FIELD INSPECTION
SERVICES



GAMIFIED
EDU-LEARNING
SERVICES



FOOD ORDERING
SOLUTIONS



TRANSPORT/
FLEET
MANAGEMENT
SERVICES



INSURANCE
SERVICES



AI FOR CUSTOMER
SUPPORT



CUSTOMER
LOYALTY
SERVICES



ENTERPRISE
ANALYTICAL
REPORT
PLATFORM



MONEY
EXCHANGE
SOLUTIONS



RECHARGE
AND WALLET
PAYMENT
SOLUTIONS



LOCATION-BASED
SERVICES

AWARDS & RECOGNITIONS

Deloitte.
Technology Fast50

INDIA 2012 & 2013 WINNER

Deloitte.
Technology Fast50

INDIA 2016 WINNER



Deloitte.
Technology Fast50

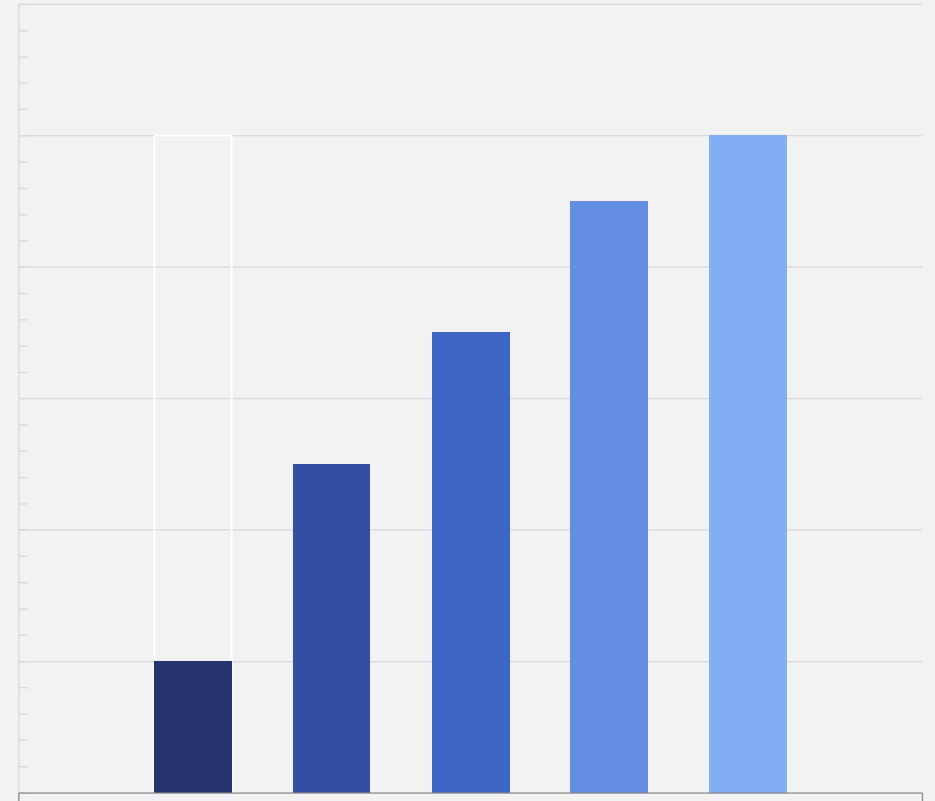
APAC 2012 & 2013 WINNER

Deloitte.
Technology Fast50

ASIA PACIFIC 2016 WINNER



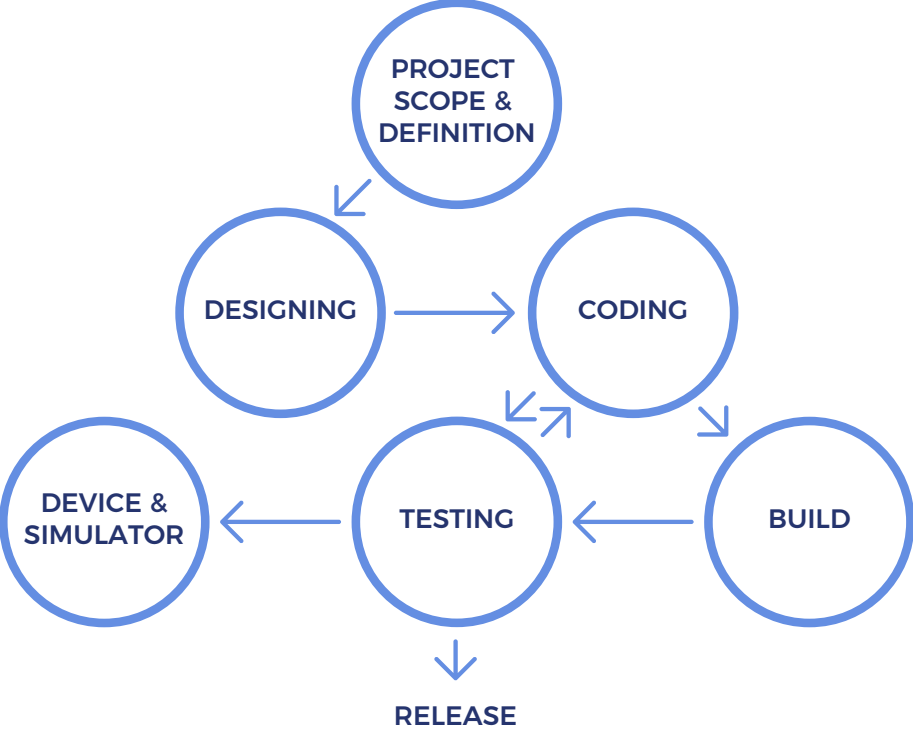
EMPLOYEE STRENGTH & REVENUE GROWTH



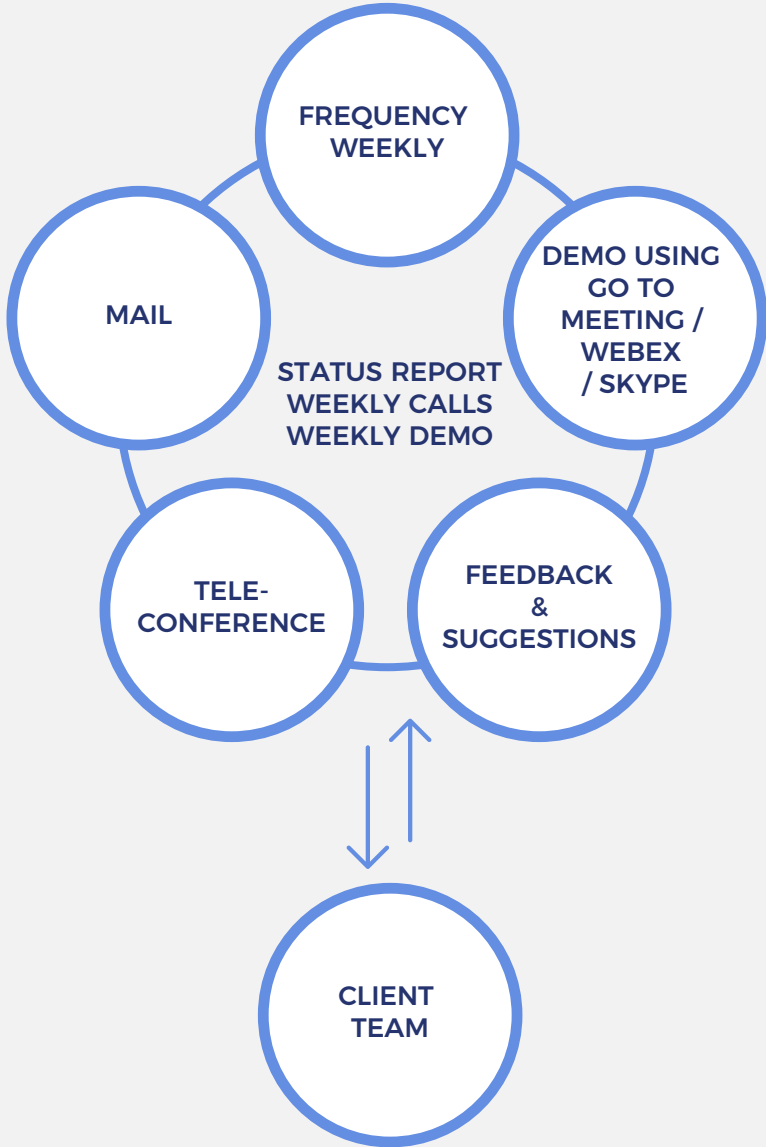
**A COMMANDING TRACK RECORD OF 226%
REVENUE GROWTH IN LAST 3 YEARS**

PROCESS & COMMUNICATION

PROCESS



COMMUNICATION



CLIENTS

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



CLIENTS



APPS



GAMES





QUESTIONS