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!!!”

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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 a 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 a ISO 9001:2008 certification and is the winner of Deloitte Tech Fast50 and Fast500 awards for the consecutive years 2012 & 2013, and 2016.

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

COMPANY TIMELINE

2008: Founded in Bangalore, India

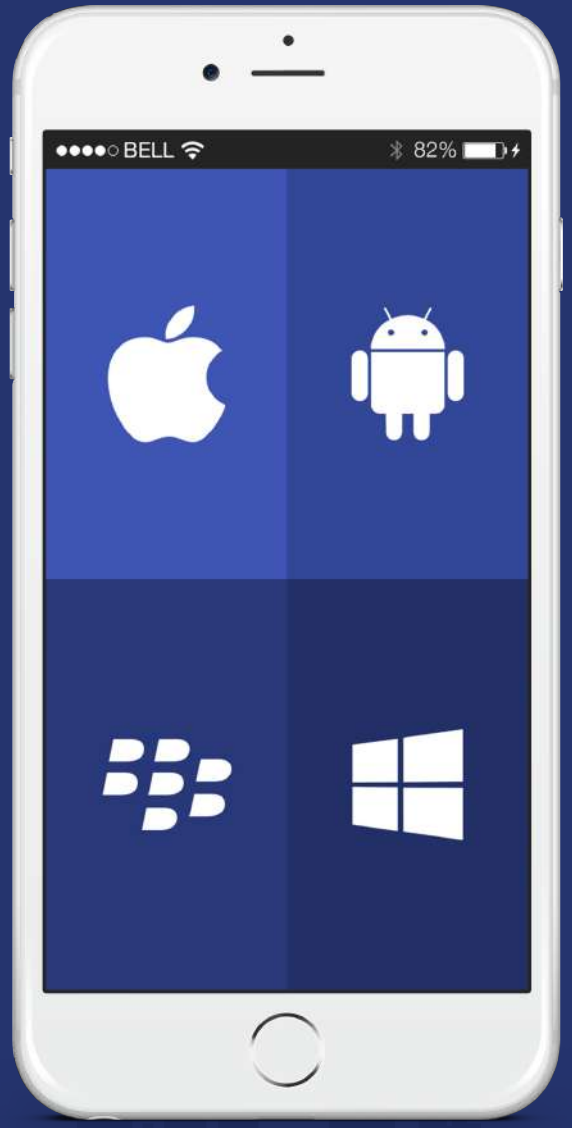
EARLY 2008-09: OUR GLOBAL LOCATIONS

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

COMPANY TIMELINE

2008-09: Started offering Web 2.0, eCommerce and Server programming services

2009-11: Started offering Mobile App development services

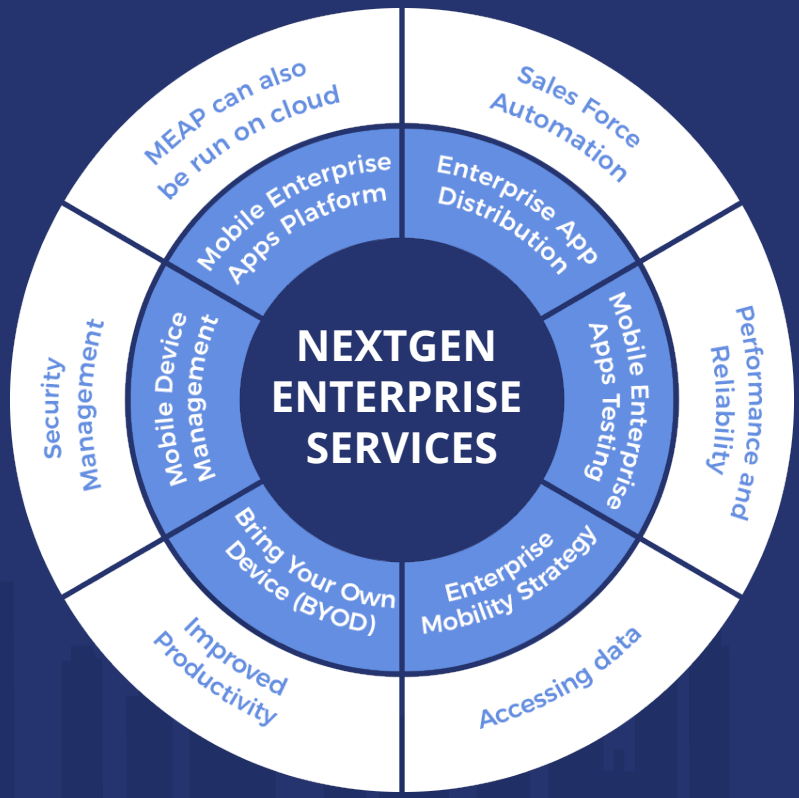


© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

COMPANY TIMELINE

2009-11: Global footprint expanded to USA, UK Middle East and Africa

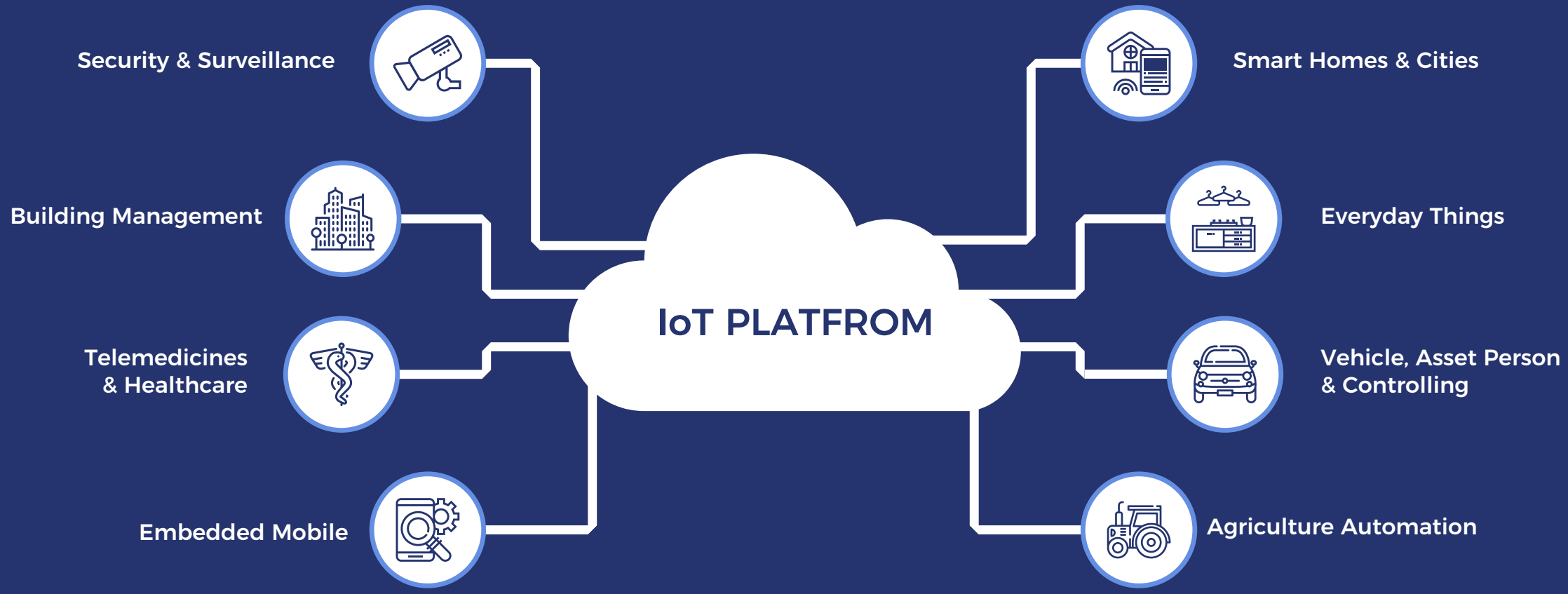
2012: Started offering Mobile Enterprise services



© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

COMPANY TIMELINE

2013: Started offering IoT services



© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

ARTIFICIAL INTELLIGENCE

INDUSTRY LEADER IN

ARTIFICIAL INTELLIGENCE

DATA SCIENCE

MACHINE LEARNING

MOBILE APPS

AUTOMATION

GAME DESIGN & DEV

START-UPs

FORTUNE 500s

SMEs

GLOBAL 2000s

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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

bigbasket

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 Learing 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

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

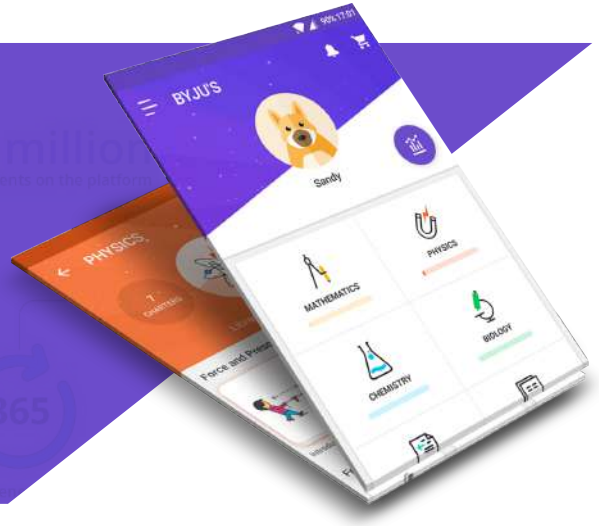
WEB, MOBILE APP & AI

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.

BYJU'S The Learning App



BENEFITS DELIVERED

50%	40%	3x
Decrease in Course Discovery Time	Increase in Subscription	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

PRACTICES, TOOLS, AND TECHNOLOGIES USED

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

R, Python, Hadoop and Java

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

MARVIN – A COMMUNICATIONS BOT FRAMEWORK

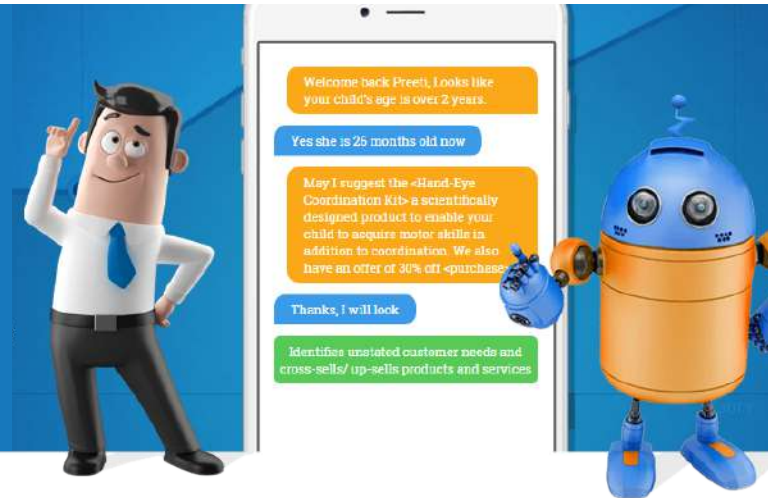
FuGenX Helps America's Leading Real Estate Firm with Sales Bot Marvin Cut Down Customer Engagement Cost by 60% and Increase Sales Conversion Rate by 200%

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.



BENEFITS DELIVERED

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

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

R, Python, and Hadoop

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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

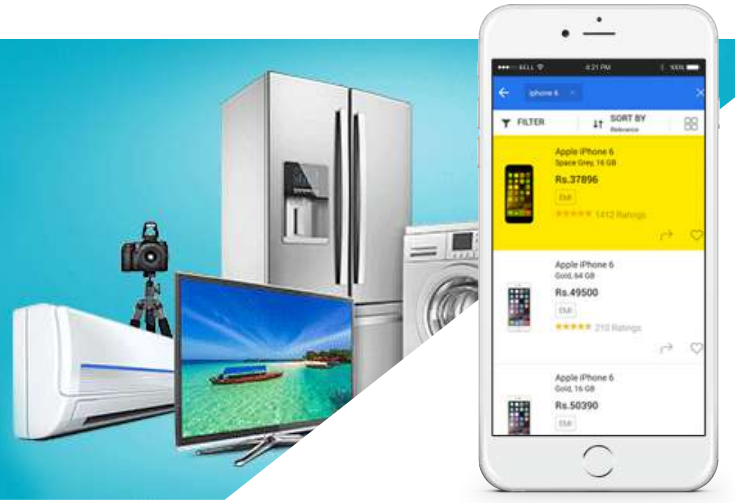
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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

PRACTICES, TOOLS, AND TECHNOLOGIES USED

- Machine learning algorithms
- Data Analytics
- Behavior analysis
- Pattern recognition
- Self-optimization systems
- Market basket analysis

R, Python, and Hadoop

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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%	3x	50%
Increase in Quality Hiring	More Productive Hiring	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

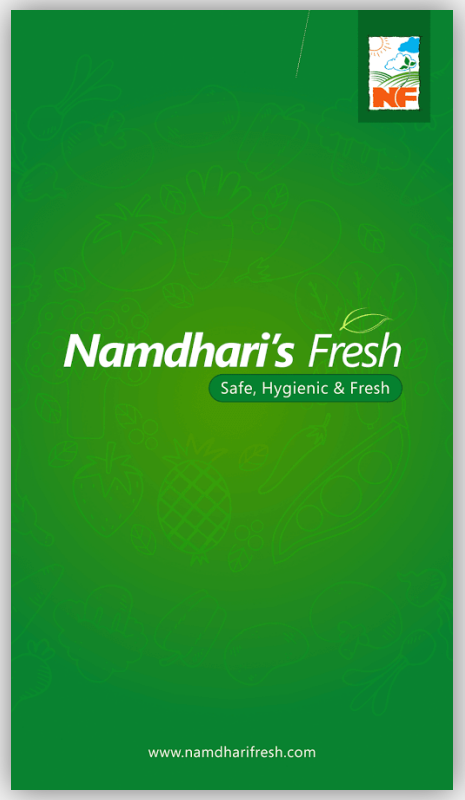
Applied advanced machine learning techniques to enable software to precisely compare resumes against the job description to provide more relevant profiles and avoid nonmatching profiles

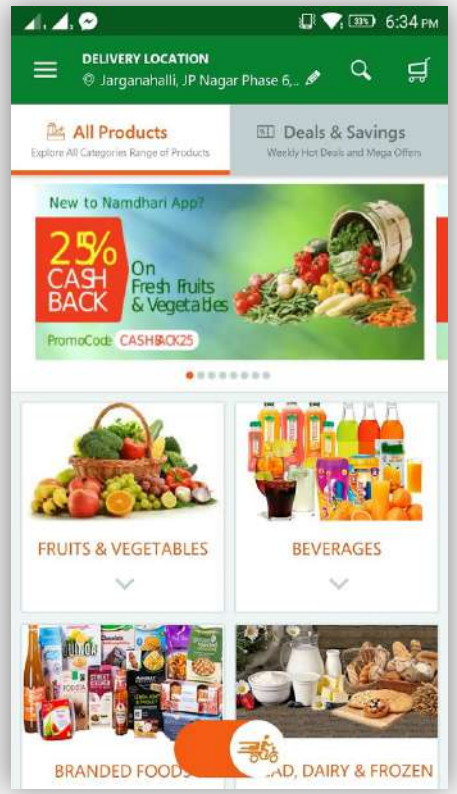
PRACTICES, TOOLS, AND TECHNOLOGIES USED

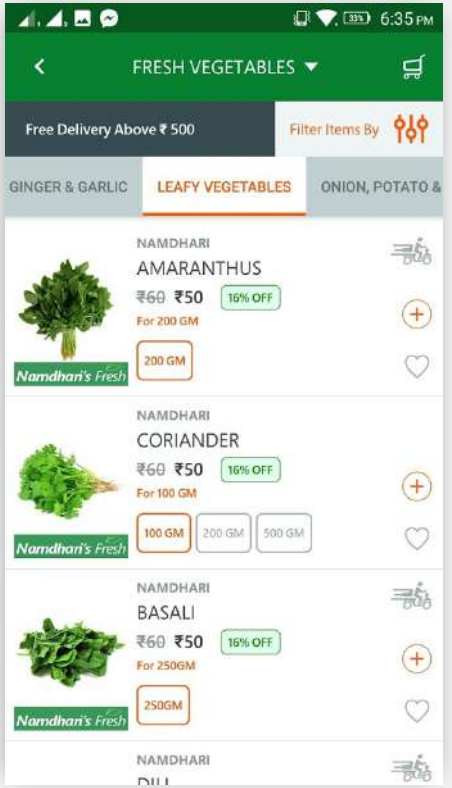
- Predictive analytics
- Predictive search
- Self-optimization systems
- Machine learning algorithms
- Data analytics
- Behavior analysis
- Sentiment analysis

R, Python, and Hadoop

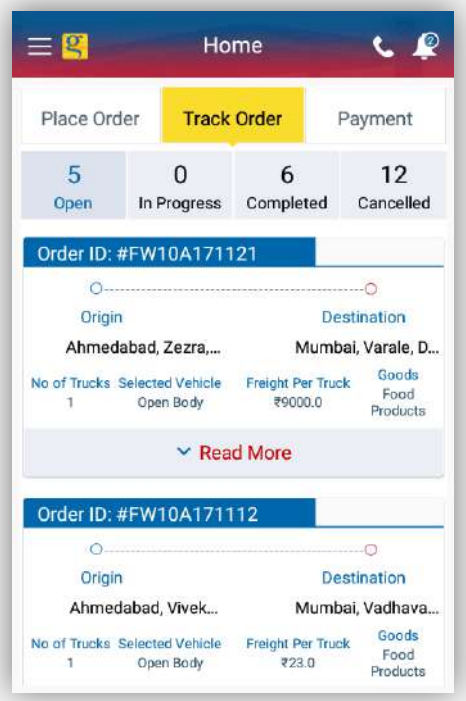
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

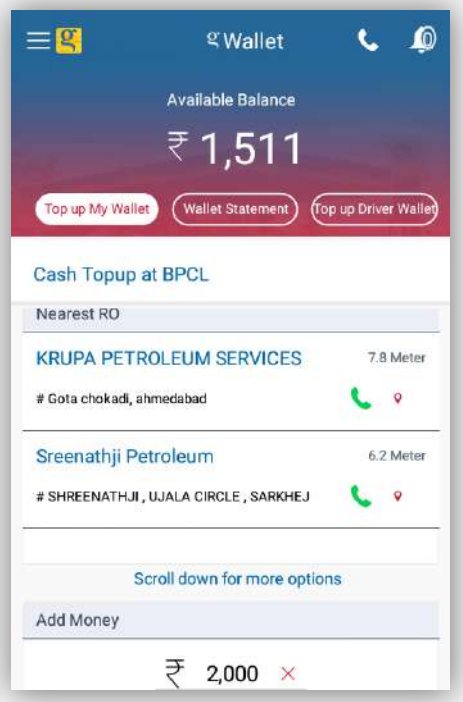




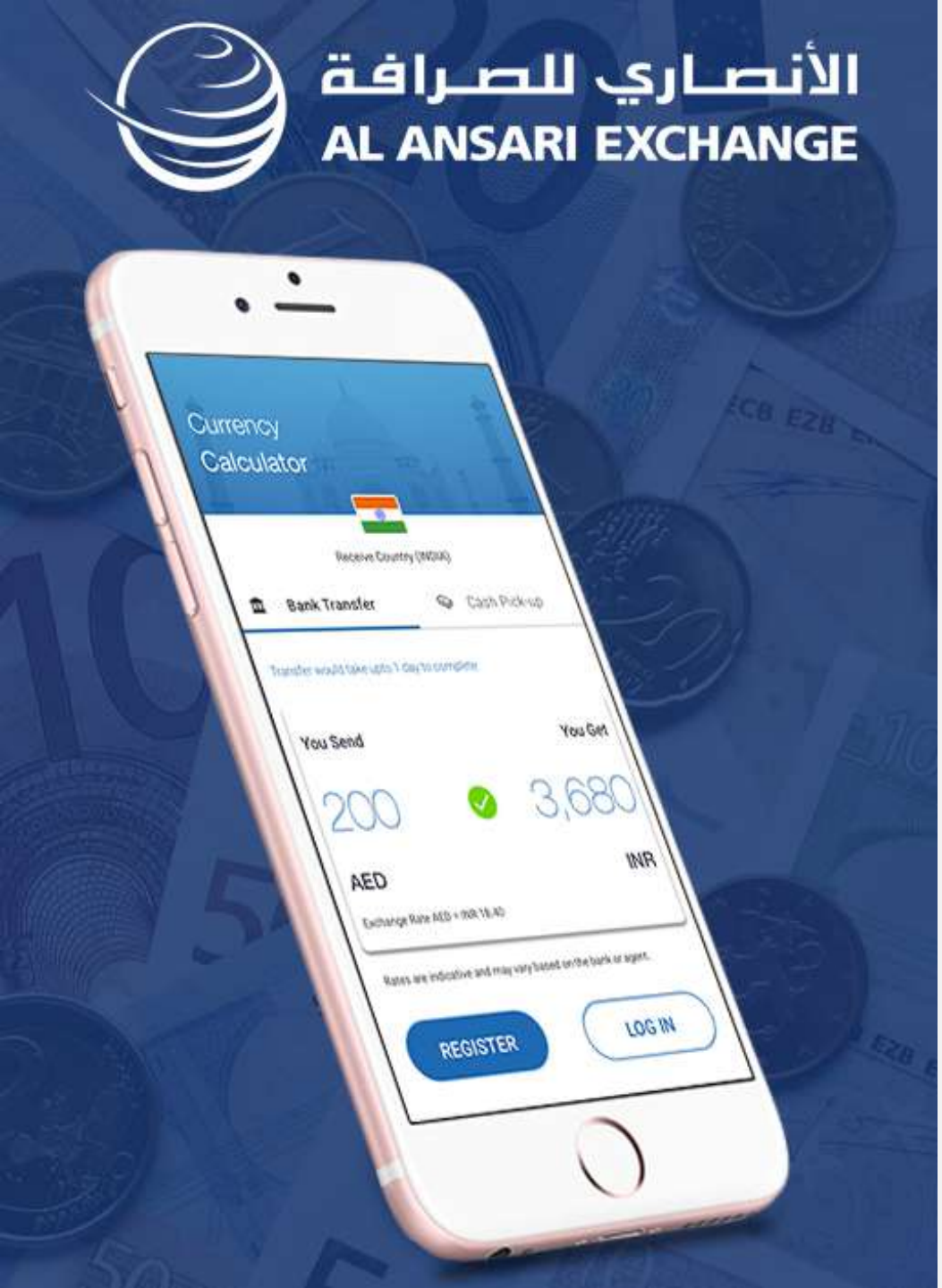


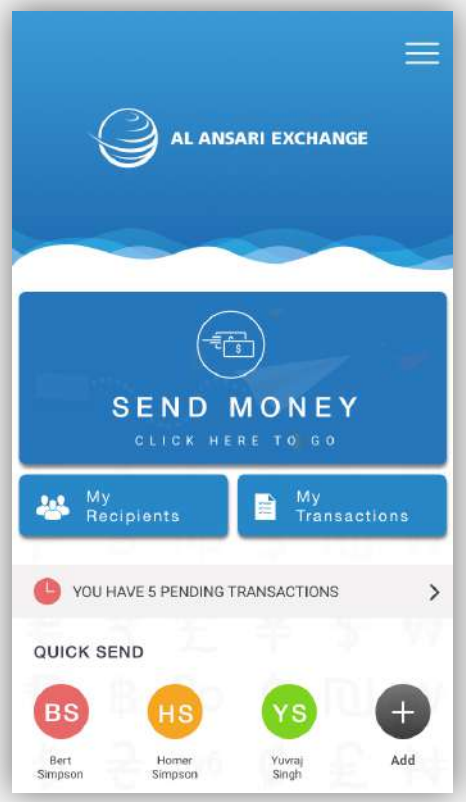
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

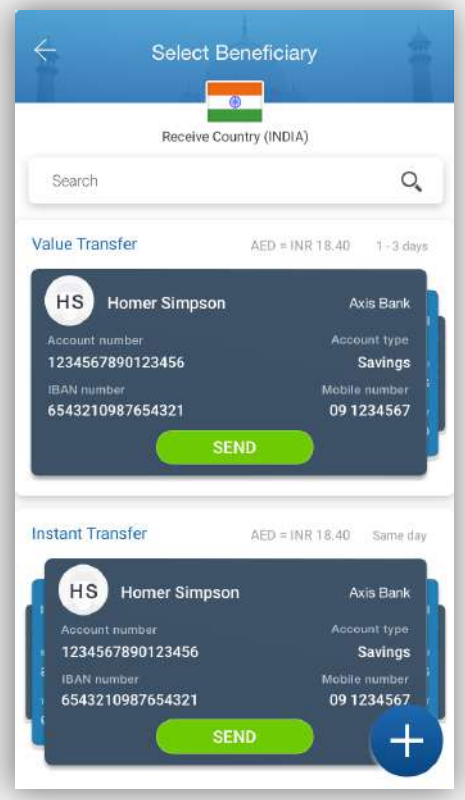


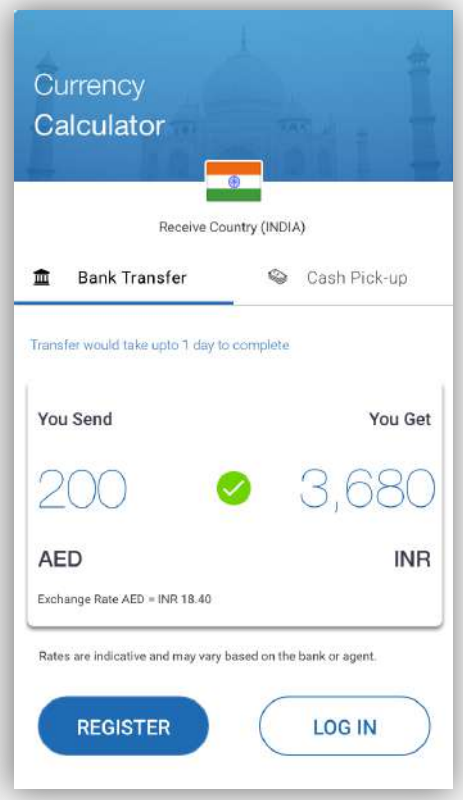


© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company





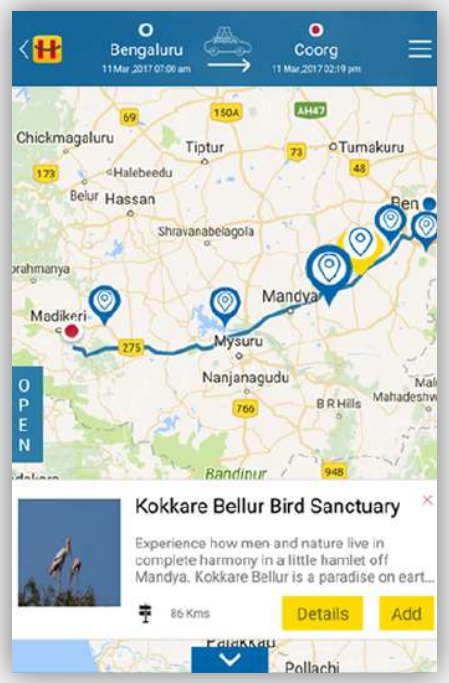


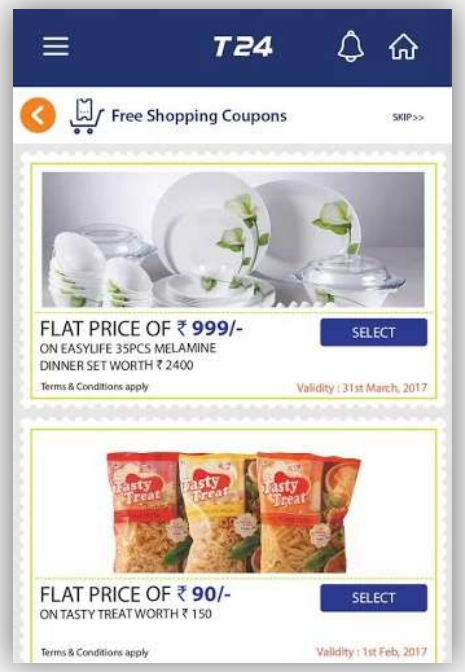


© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

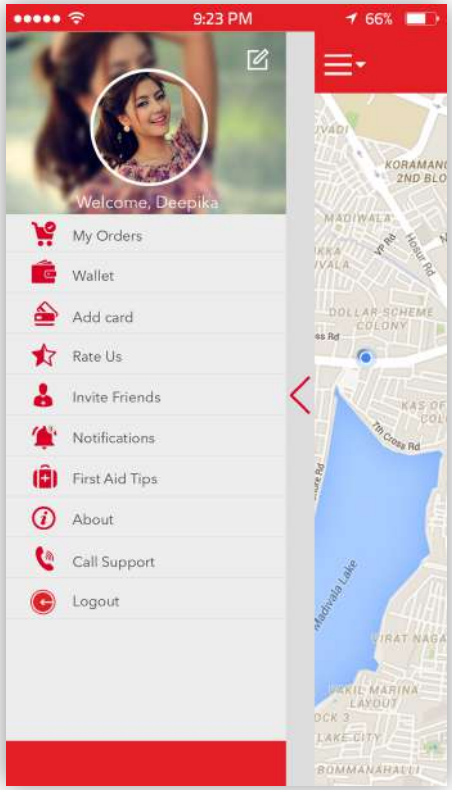
future group
india tomorrow

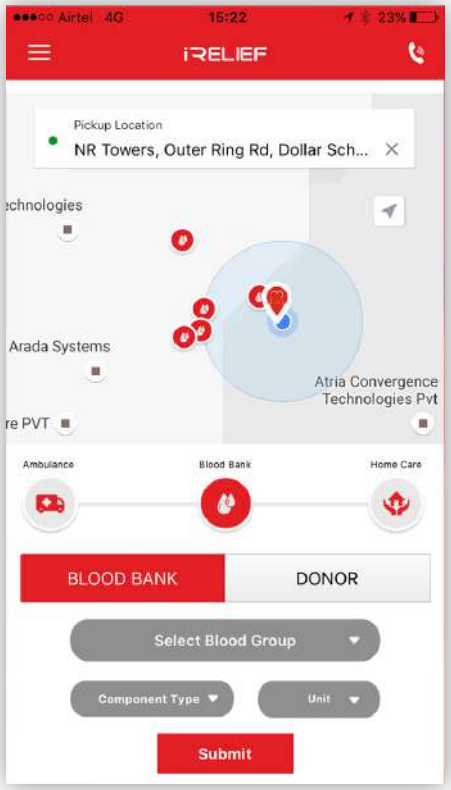
T24
TALK 24
GSM MOBILE SERVICE

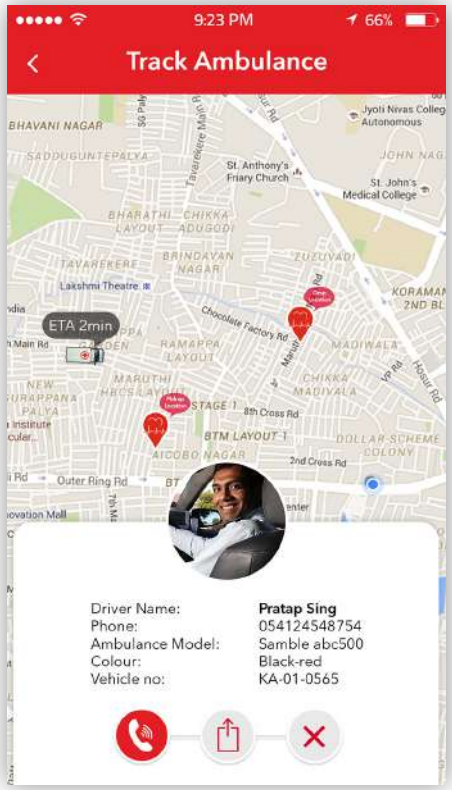




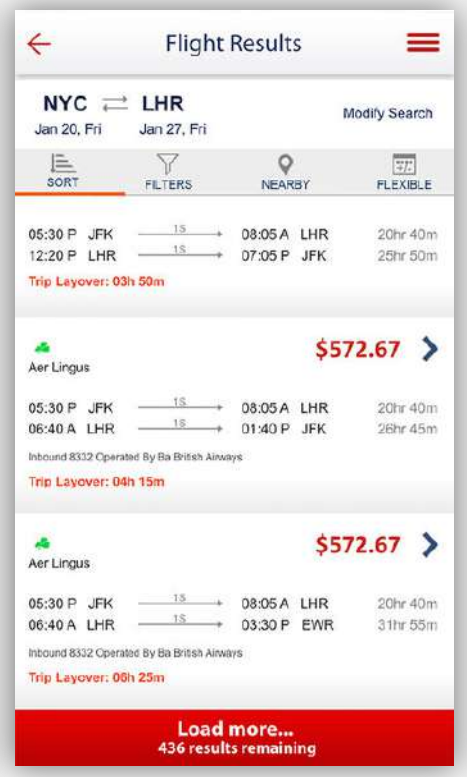
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

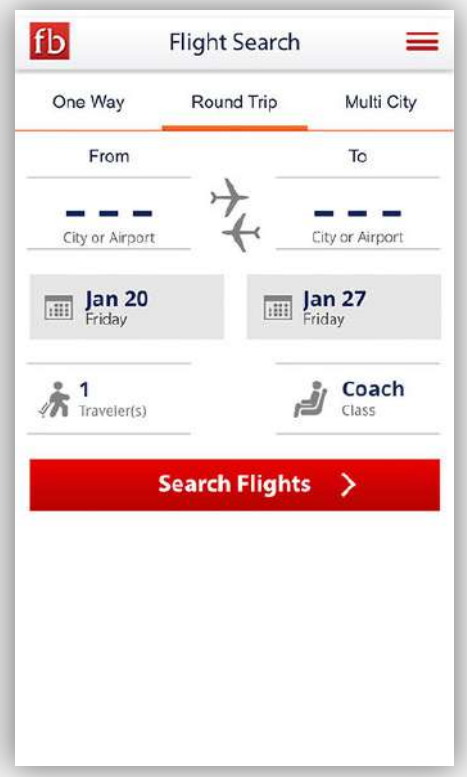






© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company



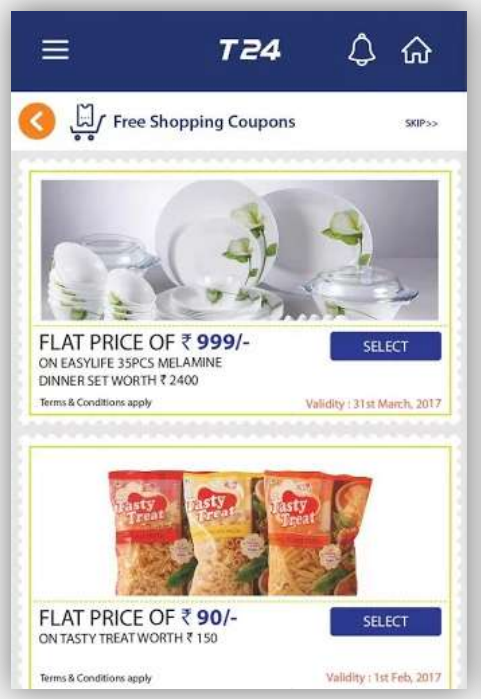


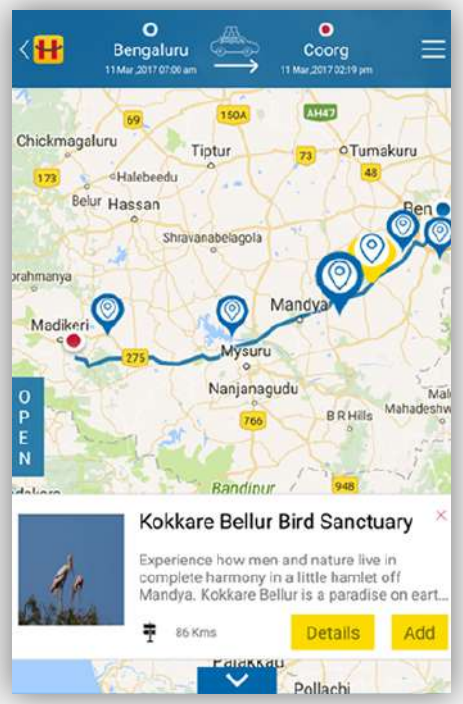
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

Happy Roads

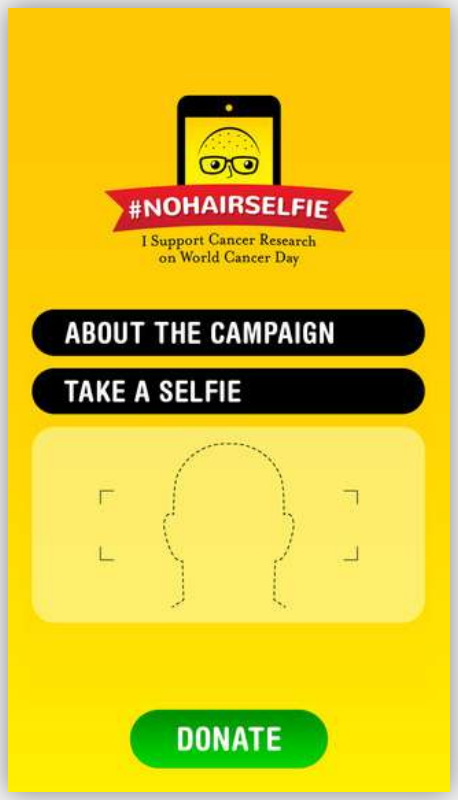
bharat petroleum corporation limited (bpcl)

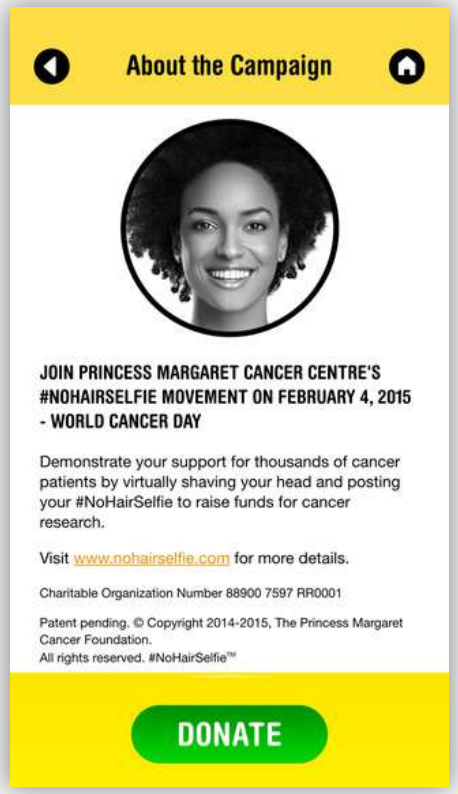
Bharat Petroleum





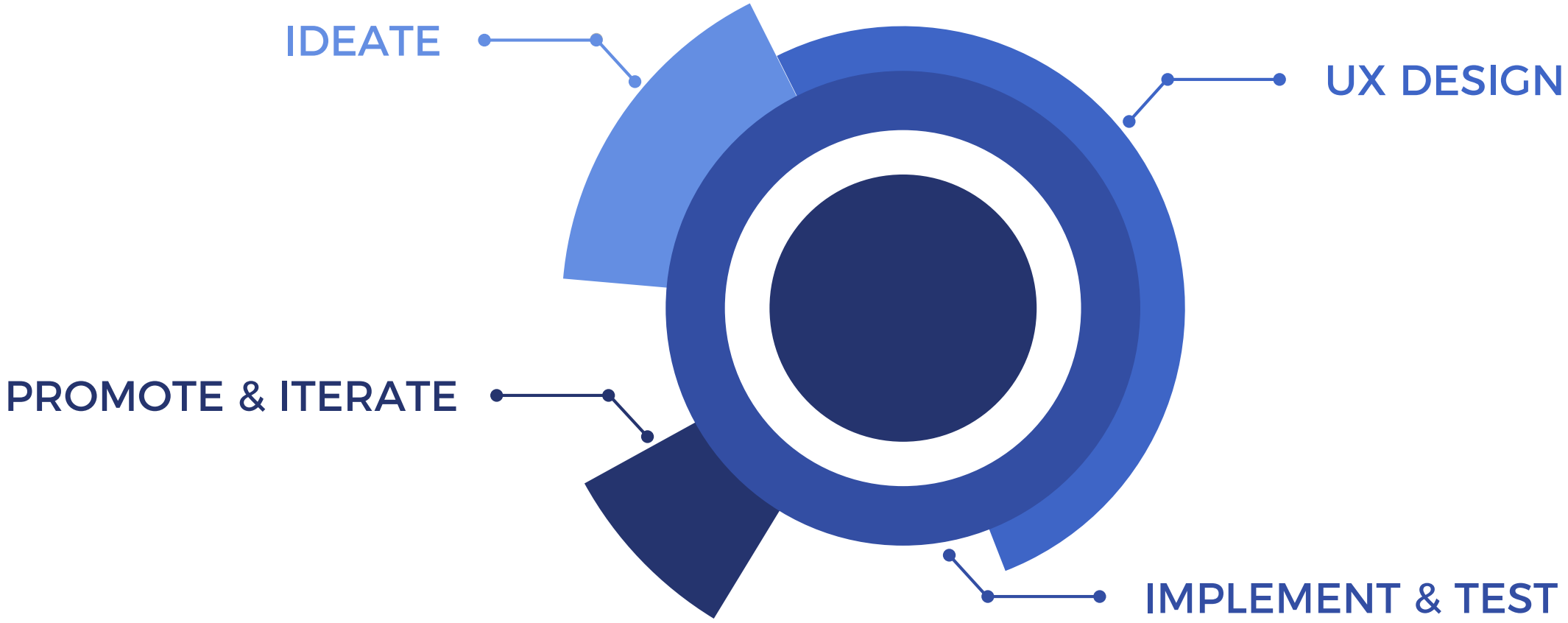
© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company





© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

DEVELOPMENT PROCESS



© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

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

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

AWARDS & RECOGNITIONS

Deloitte. Technology Fast50

INDIA 2012 & 2013 WINNER

Deloitte. Technology Fast50

INDIA 2016 WINNER

CMMI LEVEL 3

Deloitte. Technology Fast50

APAC 2012 & 2013 WINNER

Deloitte. Technology Fast50

ASIA PACIFIC 2016 WINNER

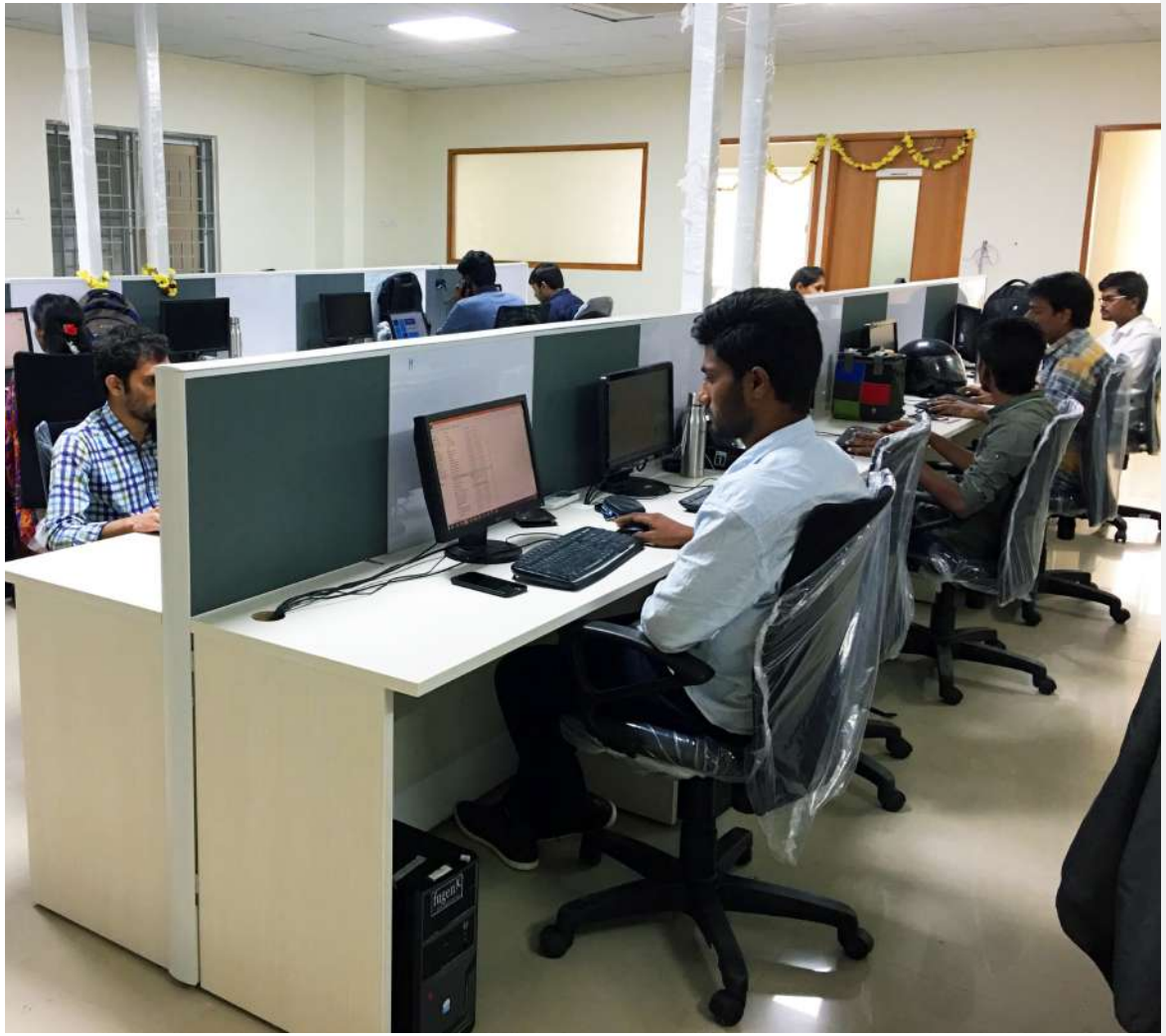
AJA REGISTRARS ISO 9001:2008

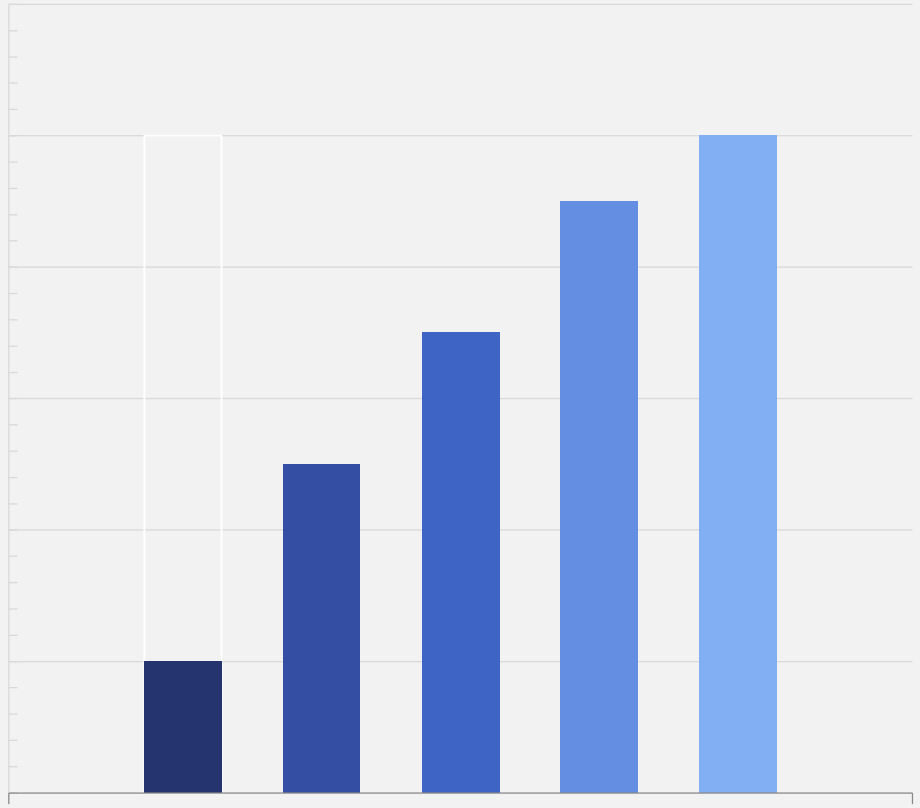
UKAS MANAGEMENT SYSTEMS 0059

CIO Review 20 MOST PROMISING MOBILE APPLICATION SOLUTION PROVIDERS - 2018

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

EMPLOYEE STRENGTH & REVENUE GROWTH



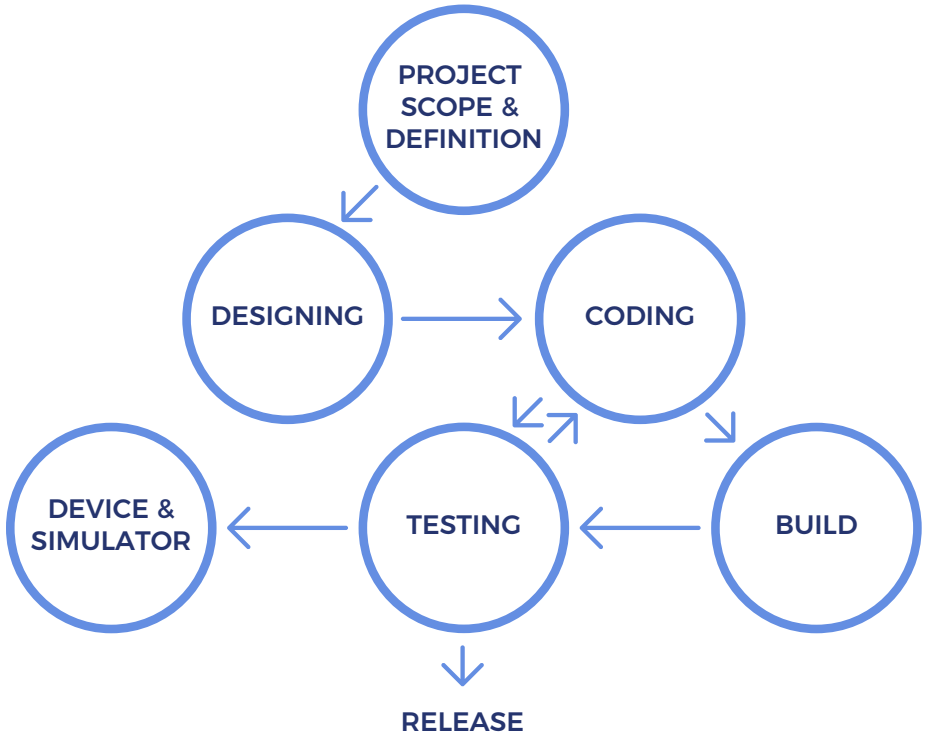


A COMMANDING TRACK RECORD OF 226% REVENUE GROWTH IN LAST 3 YEARS

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

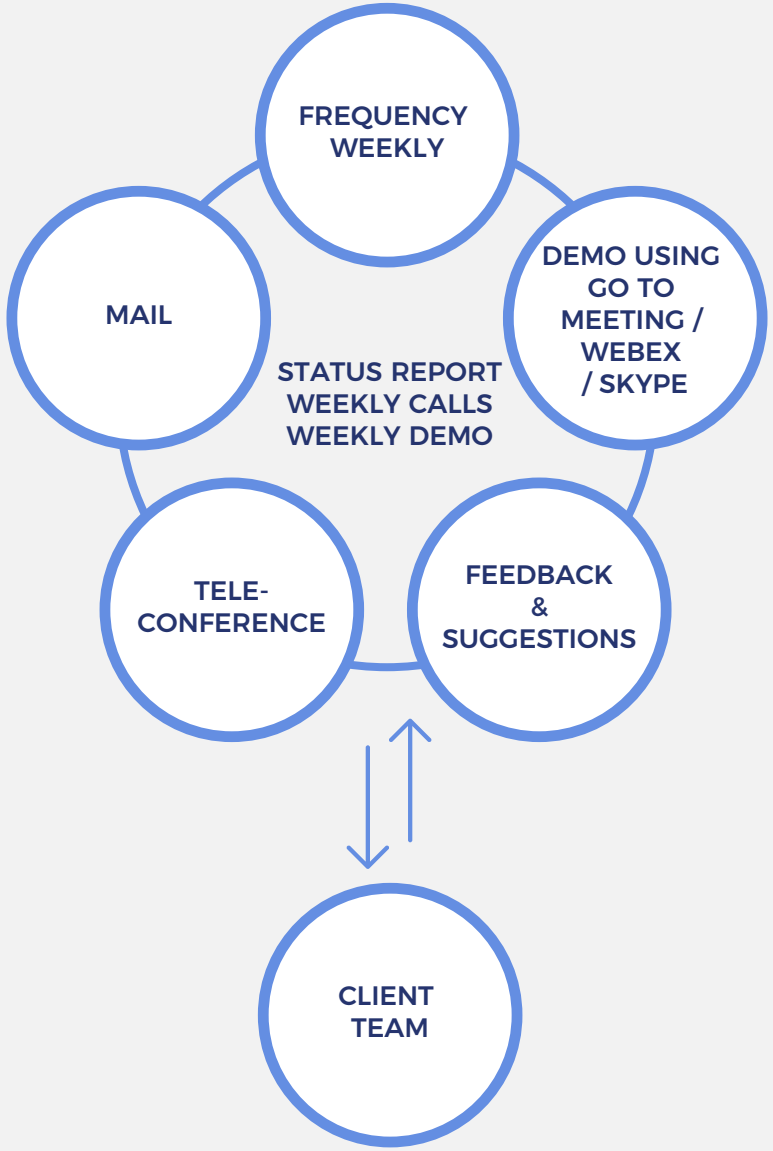
PROCESS & COMMUNICATION

PROCESS



GET IT ON Google Play | Get it at BlackBerry World | Download on the App Store | Windows Store

COMMUNICATION



© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

CLIENTS

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

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

CLIENTS

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

APPS

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

GAMES

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company

QUESTIONS

© Copyright - 2018 by FuGenX Technologies, A USM Business Systems Company