**WHO WE ARE?**

<table>
<thead>
<tr>
<th>Verticals</th>
<th>Apps &amp; Games</th>
<th>Web Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>10+</td>
<td>750+</td>
<td>500+</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Employees</th>
<th>F500 &amp; G2000 Companies</th>
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<tbody>
<tr>
<td>200+</td>
<td>05%</td>
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</table>

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!!!”
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.
2008: Founded in Bangalore, India

EARLY 2008-09: OUR GLOBAL LOCATIONS

USA
Chantilly, VA

UK
London

UAE
Dubai

INDIA
Bangalore
COMPANY TIMELINE

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

2009-11: Started offering Mobile App development services
2009-11: Global footprint expanded to USA, UK Middle East and Africa

2012: Started offering Mobile Enterprise services
COMPANY TIMELINE

2013: Started offering IoT services

- Security & Surveillance
- Building Management
- Telemedicines & Healthcare
- Embedded Mobile
- Smart Homes & Cities
- Everyday Things
- Vehicle, Asset Person & Controlling
- Agriculture Automation
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
- Competitive intelligence
- Market basket analysis
- Self-optimization systems
- R, Python, and Hadoop

Market basket analysis
Self-optimization systems

R, Python, and Hadoop

Analysis of customers’ buying patterns
Use of Deep Learning to understand the nature of each search
Synchronization of behavior patterns and affinities across devices and platforms to understand what triggers individual customer, and pushing recommendations in real time

Enhancement in Customer Experience
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
1. Demand prediction for trending courses
2. Built a predictive analytics algorithm, understanding the students’ previous activity pattern and the activity patterns of other students who are interested in similar courses
3. Comprehensive understanding of the search pattern using deep learning techniques

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

WEB, MOBILE APP & AI
FuGenX Helps India’s Leading Edtech Company Byju’s Achieve 40% Increase in Subscription through AI-powered, Optimized Course Recommendation

Download the full case study here: [Click here](#)
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.

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

<table>
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<th>60%</th>
<th>40%</th>
<th>200%</th>
<th>200%</th>
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</table>
| Reduction in Customer Engagement Cost | Reduction in Customer Acquisition Time | Rise in Lead Conversion | Rise in Sales Conversion

PRACTICES, TOOLS, AND TECHNOLOGIES USED

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

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%
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 capabiliti-

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

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

FuGenX Helps UAE’s Fastest Growing E-commerce Company Integrate AI-powered Predictive Search into Their E-commerce
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
1. 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.
2. 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
<table>
<thead>
<tr>
<th>SOLUTIONS</th>
<th>AUTOMOBILE SERVICE CENTRE MANAGEMENT</th>
<th>UBERIFICATION OF TAXI &amp; AMBULANCE SERVICES</th>
<th>REAL-TIME BOOKING OF VARIOUS SERVICES</th>
<th>ONLINE MEDICINE BOOKING &amp; DELIVERY SERVICES</th>
<th>DOCTOR REAL-TIME MCONSULTATION</th>
<th>MULTIMEDIA-BASED MCHAT</th>
<th>REAL ESTATE/PROPERTY MANAGEMENT SERVICES</th>
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<td>M-COMMERCE SERVICES</td>
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<td>SOCIAL MEDIA SERVICES</td>
<td>FIELD INSPECTION SERVICES</td>
<td>GAMIFIED EDU-LEARNING SERVICES</td>
<td>FOOD ORDERING SOLUTIONS</td>
<td>TRANSPORT/FLEET MANAGEMENT SERVICES</td>
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<td>ENTERPRISE ANALYTICAL REPORT PLATFORM</td>
<td>MONEY EXCHANGE SOLUTIONS</td>
<td>RECHARGE AND WALLET PAYMENT SOLUTIONS</td>
<td>LOCATION-BASED SERVICES</td>
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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
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
- DEVICE & SIMULATOR
- RELEASE

COMMUNICATION

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

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