We Build, Accelerate and Manage

Intelligent SaaS

Great Place To Work®

Best Workplaces™
IT & IT-BPM

INDIA   2018

About Hashed**In**

Founded in 2010 with the vision to help businesses by creating Intelligent SaaS Products and Platforms.

In 8+ years, we have built, transformed and launched 150+ products for customers in US and APAC like

Ford   **Mahindra**   **Honeywell**

Presence across the globe in United States, Canada, Australia,Thailand, and India

420+
EXPERIENCED ENGINEERS

40%
FASTER & EFFICIENT

150+
NEW AGE PRODUCTS

70%
BUSINESS FROM REPEAT CUSTOMERS

90+
AWS CERTIFIED ENGINEERS

80+
HEROKU ENGINEERS

40+
REDIS ENGINEERS

20+
UI/UX DESIGNERS

Technology components of Intelligent SaaS

CLOUD
Cloud native applications made and are for cloud. Anytime anywhere access with role specific workflows

MULTI-TENANT
Server interacting with multiple requests from different systems having different authorizations

MICROSERVICES
'API first' model where launch and/or integrate new features with minimal impact on existing product

CONTAINERIZATION
Mitigate technological challenges in development and installation of applications

DATA ENGINEERING
Data pipelines, Warehousing, Lake formation, ETL and ELT setups

HashedIn Offerings for Intelligent SaaS

UX DESIGN & UI DEVELOPMENT
Intuitive and rich experience focused on end user, developed with the latest technologies

MACHINE LEARNING & AI
Self learning and reliant software for minimal human interaction. Smart Platforms for Technology enabled Decision Making

INTEGRATIONS
Seamlessly fit into existing portfolio of systems

ANALYTICS
Reports, Dashboards and Insights for decision support

DEVOPS
Infrastructure and testing Automation, CI/CD Pipeline setup, Cloud Migration

SaaSification
Our Value Proposition

BUILD
LAUNCH - Ideate, Prototype and Launch a minimum viable product to test the market

TRANSFORM - Migrate to SaaS leveraging benefits of Cloud, DevOps, Modularity, APIs first, modern UI and UX

ACCELERATE
Put your SaaS on a high growth trajectory making it ready to scale with amazing UX, easy to integrate APIs and containerization

MANAGE
Improve your bottom line by having an End-to-End team for Bug fixes, Features enhancements and Automation. Use this bottom line to invest in Product Innovation

Old school of
thought

Smart Platforms
of today

HashedIn
Way

Disconnected systems with integration, authorization and reporting challenges

Customer centric system having **intuitive User Experience** equipped with AI

HUX.

USER EXPERIENCE DESIGN PROCESS

USER EXPERIENCE BREADTH

Automation of **manual workflows**

Intelligent automated systems powered by Artificial Intelligence and Machine learning

TECHNICAL CAPABILITIES

TECHNICAL BREADTH

Development and Operations **working in silos** with manual intervention

Continuous integration and deployment through automation tools and Operations. Better code quality and fewer failures

STRATEGIC PARTNERSHIPS

Data points of a single entity lying across the departments in different systems

Single Source of Truth across the organization accessible to all with Analytics solutions for better decision making

PARTNER IN SOFTWARE DEVELOPMENT JOURNEY

HUX.

HashedIn User Experience

We have built a name for ourselves in providing UX, visual design & branding services for Web, Mobile and various platforms focusing on simplicity and innovation. We aim at achieving inclusiveness by & in design.

WE ARE HUX.

User Experience Design

User Interface Design

Responsive Web Design

Dashboards & Analytics

Inclusive Design (Accessibility)

Our Design Process

ECOSYSTEM RESEARCH
Define goals of the redesign, define users, motivations and business goals

IDEATION
Analyze the content of the application, match that with the business goals and re-define the right user experience

DESIGNING
Explore design patterns and ways to visually represent the information. Sketching, wireframing, moodboards & style guides

USABILITY & EFFICIENCY
Validate the ideas, get feedback from users and or from stakeholders and quickly iterate to improve and align results

ACCESSIBILITY TESTING
Validate the UI against WCAG principles & Section 508/VPAT & render accessible UI

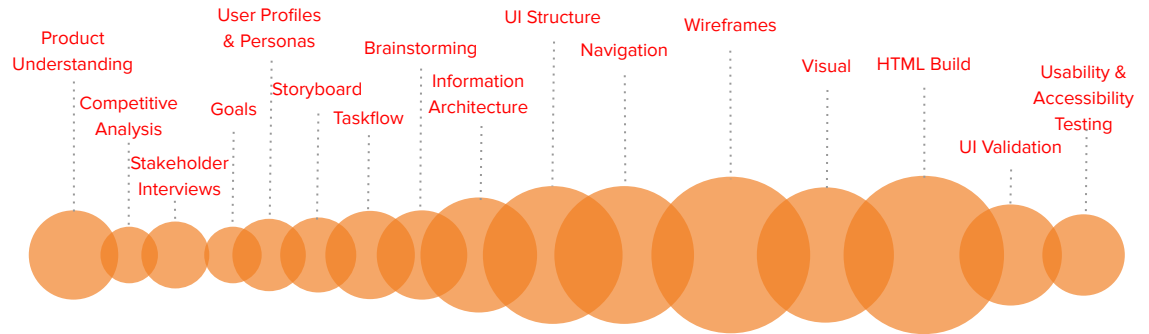Info. Architecture

Functionality

Interaction & Visual

Content Strategy

Typography

User Experience Design Breadth

Product
Understanding

Competitive
Analysis

Stakeholder
Interviews

Goals

User Profiles
& Personas

Storyboard

Taskflow

Brainstorming

Information
Architecture

UI Structure

Navigation

Wireframes

Visual

HTML Build

UI Validation

Usability &
Accessibility
Testing

WHAT
are we really
good at ?

IDEA

PRODUCT

Collaborative Wayfinding

A technique to attain organisation's product UX maturity

HUX.

SET STAGE

Product Goals

User Ecosystem

HUX.

DEFINE

Competitor Study

Problem Statement

UX Vision

TOP COMPETITORS

JAMES ALLEN

BLUE NILE.

Jet

GILT

JCPenney

overstock.com
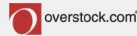
> " CREATE A USER
> EXPERIENCE BETTER
> THAN THAT OFFERED
> BY THE ABOVE LARGEST
> US RETAILERS.
>
> **- The Stakeholder**

PROBLEM AREAS

INEFFECTIVE SEARCH EXPERIENCE	LESS AFFORDANCE TO FREQUENT ACTIONS	OVERWHELMING DATA
IRRELEVANCE TO PERSONA & USAGE	NAVIGATION & HIERARCHY	INABILITY TO ADAPT TO VIEWPORTS

Overall Experience Factors

1. Transparency — between importer & producer / between importer & agent J today it is grey
2. Efficiency
3. Error Prevention
4. Responsiveness — system & user / between people
5. Convenience & Ease of use

Ocea

HUX.

IDEATE

Design Goals

Design Philosophy

Paper Sketches

Wireframing

Prototypes

> Against the user emotions plotted on the empathy map, the current system scores low on the following design aspects

- Too many options to perform search
- No defaults & first time experience
- UI irrelevance to target persona
- Cluttered list of search criteria
- Usage-insensitive arrangement of search criteria
- Superfluous usage of the UI element text-fields for range selections
- Dumping of miscellaneous criteria into "Advanced Search"
- Unobtrusive placement of important features like "Saved Searches"
- Overwhelming data points shown on the search results
- Unnecessary page refresh reducing the efficiency of the power user
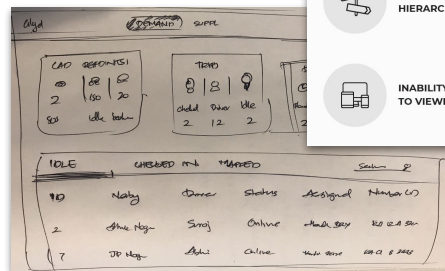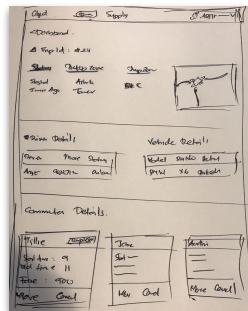
DESIGN PHILOSOPHY

INEFFECTIVE SEARCH EXPERIENCE	MORE FILTERING & LESS SEARCHING
LESS AFFORDANCE TO FREQUENT ACTIONS	PROMINENCE TO SAVED SEARCHES
OVERWHELMING DATA	SHOW INSIGHTS AND NOT THE DATA
IRRELEVANCE TO PERSONA & USAGE	DISPLAY BASIC INFORMATION FIRST
NAVIGATION & HIERARCHY ISSUES	PROGRESSIVE DISCLOSURE
INABILITY TO ADAPT TO VIEWPORTS	NEW-AGE & RESPONSIVE UI

HUX.

UI

User & Task Flow

Mocks/Visual

Design ROI &

Rationale

Dev Support

RETURN ON INVESTMENT

FASTER CHECK-OUT

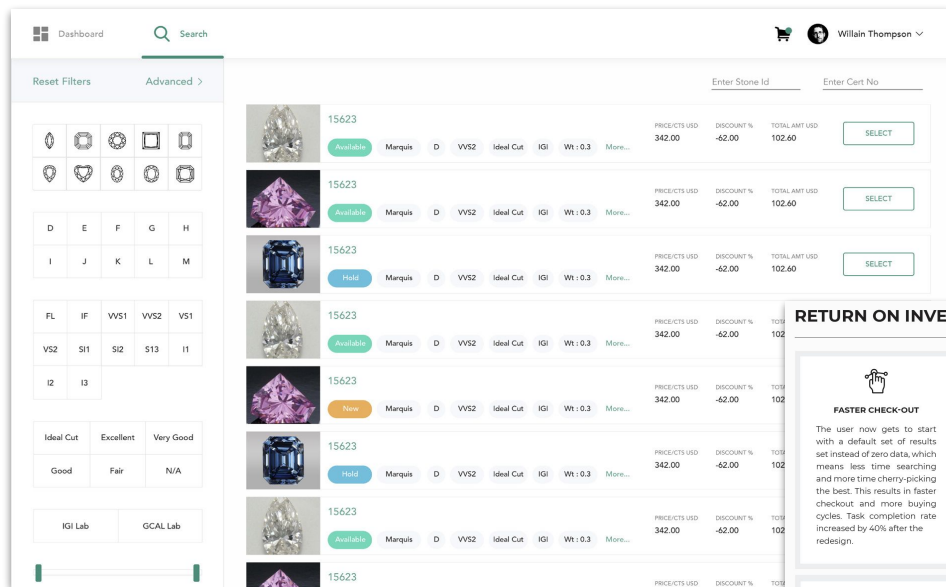The user now gets to start with a default set of results set instead of zero data, which means less time searching and more time cherry-picking the best. This results in faster checkout and more buying cycles. Task completion rate increased by 40% after the redesign.

EASY-TO-USE

Users felt comfortable in the buying process owing to clear and informed decisions they made while searching. Extremely intuitive user interface owing to the usage of common metaphors.

SCALABLE UI

As the UI is designed with a component mindset, the development of the same becomes modularised, easy to manage, ensures flexibility and scalability. Any update to the user interface will not jeopardise the experience factored through this redesign.

FUTURE-READINESS

The initial search results could be the items currently available or those which are on offer or just a simple alphanumeric arrangement of their entity IDs. After repeated usage, the result set could become more relevant to the user's usage/search patterns. Today this can be achieved with the help of Artificial Intelligence and Machine Learning.

> Everyone on the planet today does a filtering and not a pure search, from Caratlane to Kayak. I am sure this change will make the product new-age and

HUX.

OTHER DESIGN RELATED SERVICES

1 UX Consulting & Audit

2 Usability Assessment

3 Accessibility Testing

4 Design for Marketing & Collateral

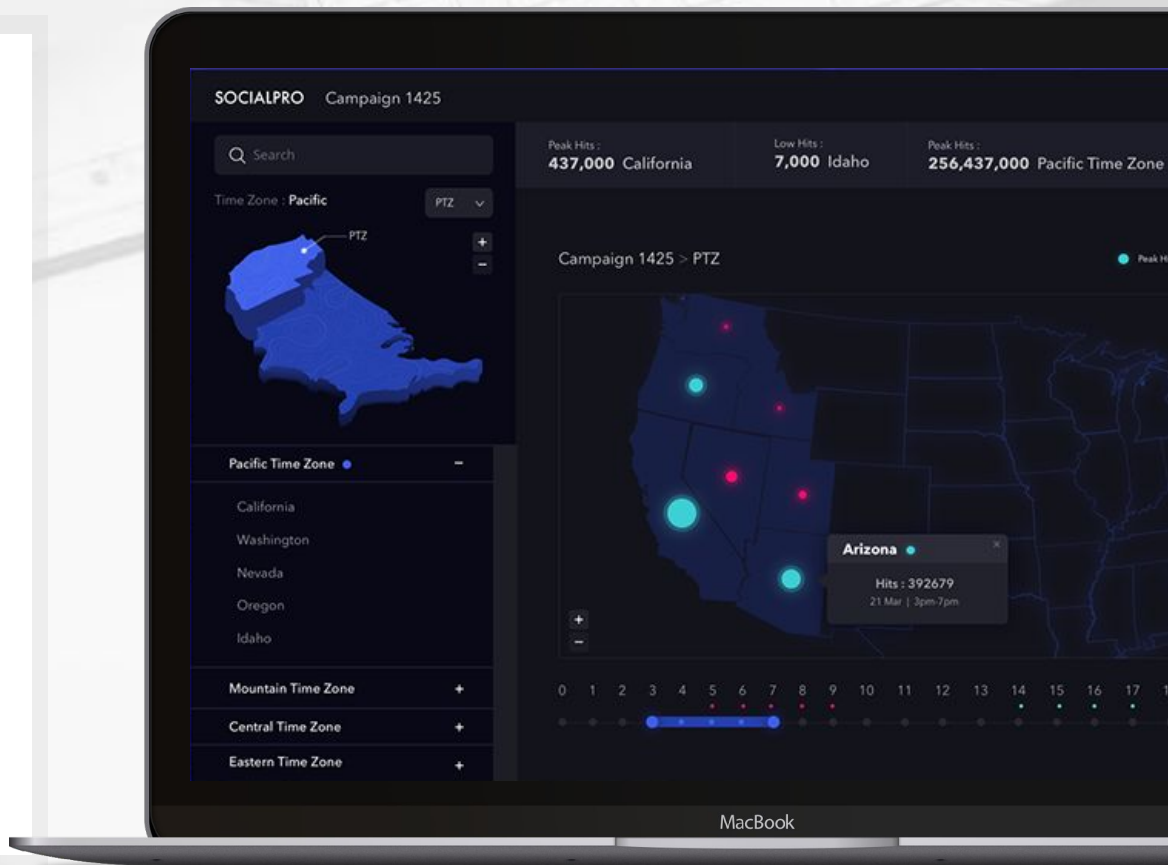**5** Explainer Videos & Footage Editing

HUX.

Performance Monitoring Console

Networks are complex, maintaining service visibility is challenging. To deliver a high quality user experience, you need real-time visibility across network domains, service enablers, and user devices. You need a single, cohesive set of traffic-based analytics, so you can identify problems faster and quickly triage service issues.

HUX.

Social Campaign Mgmt

A tool to manage social marketing & campaigns across the time zones of USA. Clean User Interface for Dashboard, Forms and List screens. User-centric views for easy handling of data/insights. Designing scalable UI based on components and portlets.

SOCIALPRO   Campaign 1425

Search

Peak Hits :
437,000 California

Low Hits :
7,000 Idaho

Peak Hits :
256,437,000 Pacific Time Zone

Time Zone : **Pacific**   PTZ

PTZ

Campaign 1425 > PTZ

Pacific Time Zone

California
Washington
Nevada
Oregon
Idaho

Arizona

Hits : 392679
21 Mar | 3pm-7pm

Mountain Time Zone
Central Time Zone
Eastern Time Zone

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

MacBook

HUX.

Key Account Management Software

The product offers enhanced visibility of Key Accounts to leadership. Enables Account Managers in better performance and helps institutionalise account mgmt in the enterprise via best practices.

HUX.
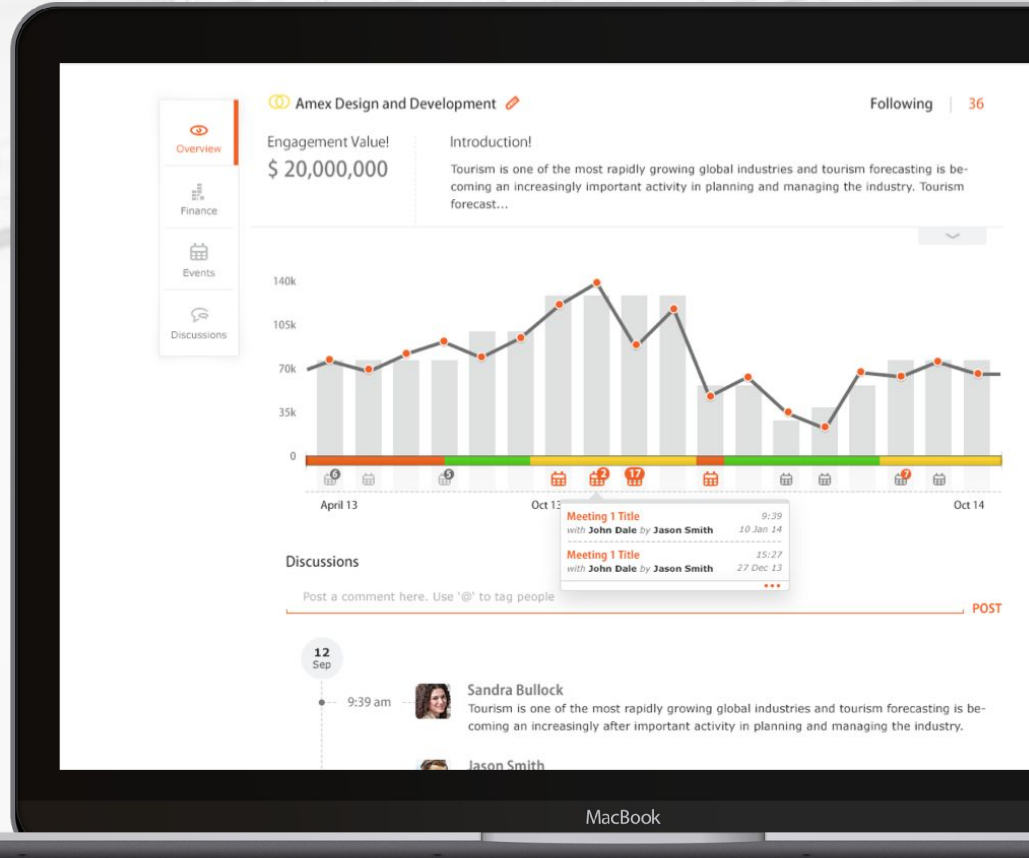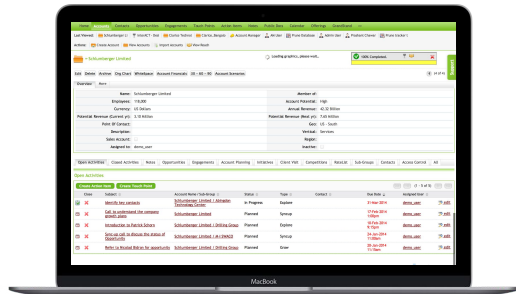
Cloud Infrastructure Management

Enables organizations to build and manage private clouds to help solve challenging problems in distributed systems and big data across geos using one integrated system.

It is built using OpenStack, a free and open-source cloud computing software platform. It comes with a lean UX and brings lot of value added features in addition to the out-of-the-box features of OpenStack.

HUX.

CRM Operations Manager Console

A tool to manage Customer List and their interactions with the business units. Clean User Interface for Dashboard, Forms and List screens. User-centric views for easy handling of data/insights. Designing scalable UI based on components and portlets.
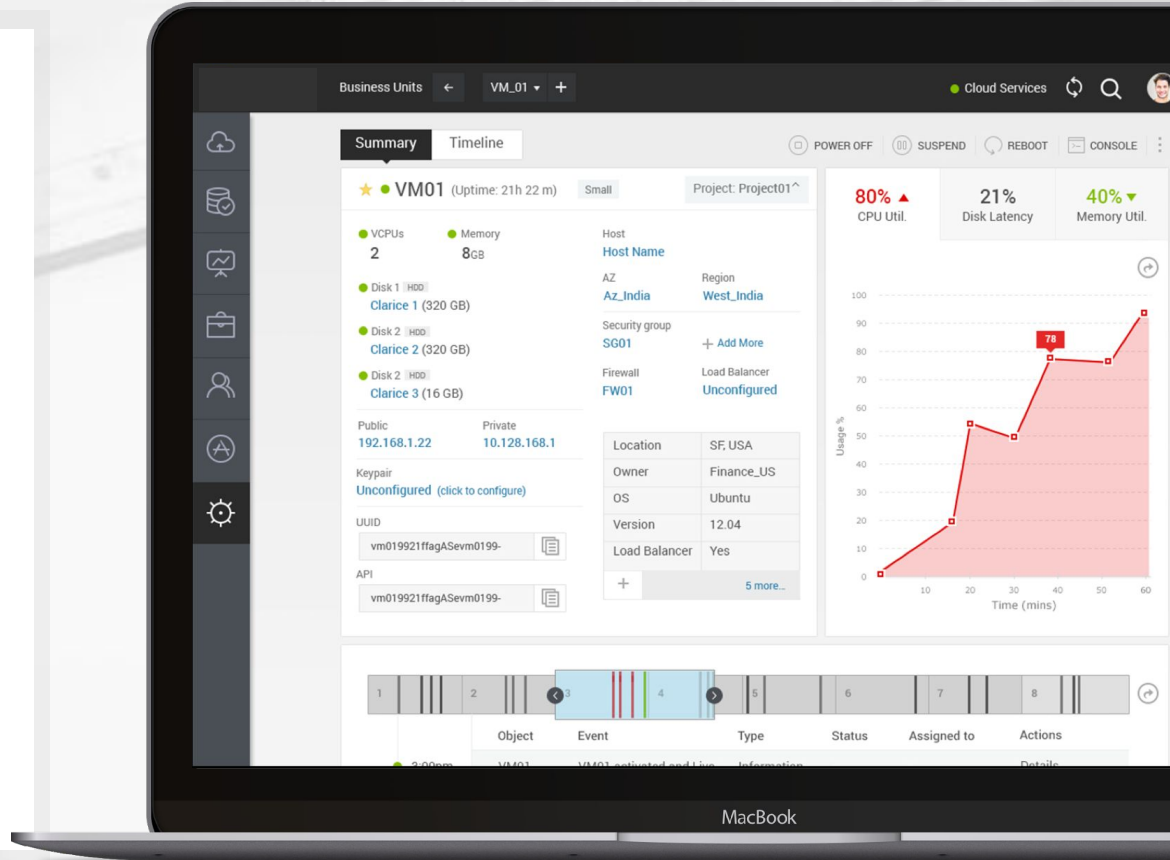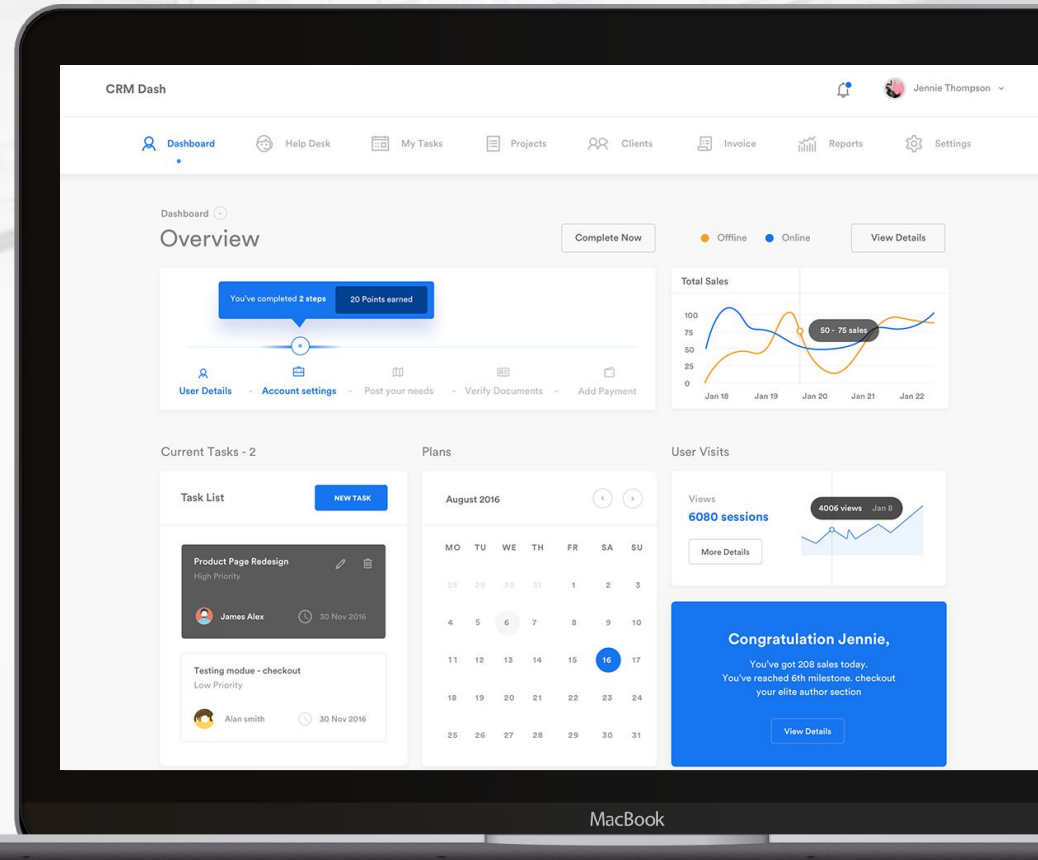
HUX.

IOT Empowered Energy Mgmt Software

Solar energy plant monitoring and analytics
console was designed and developed for
offering deep insights about energy
generation and revenue from energy
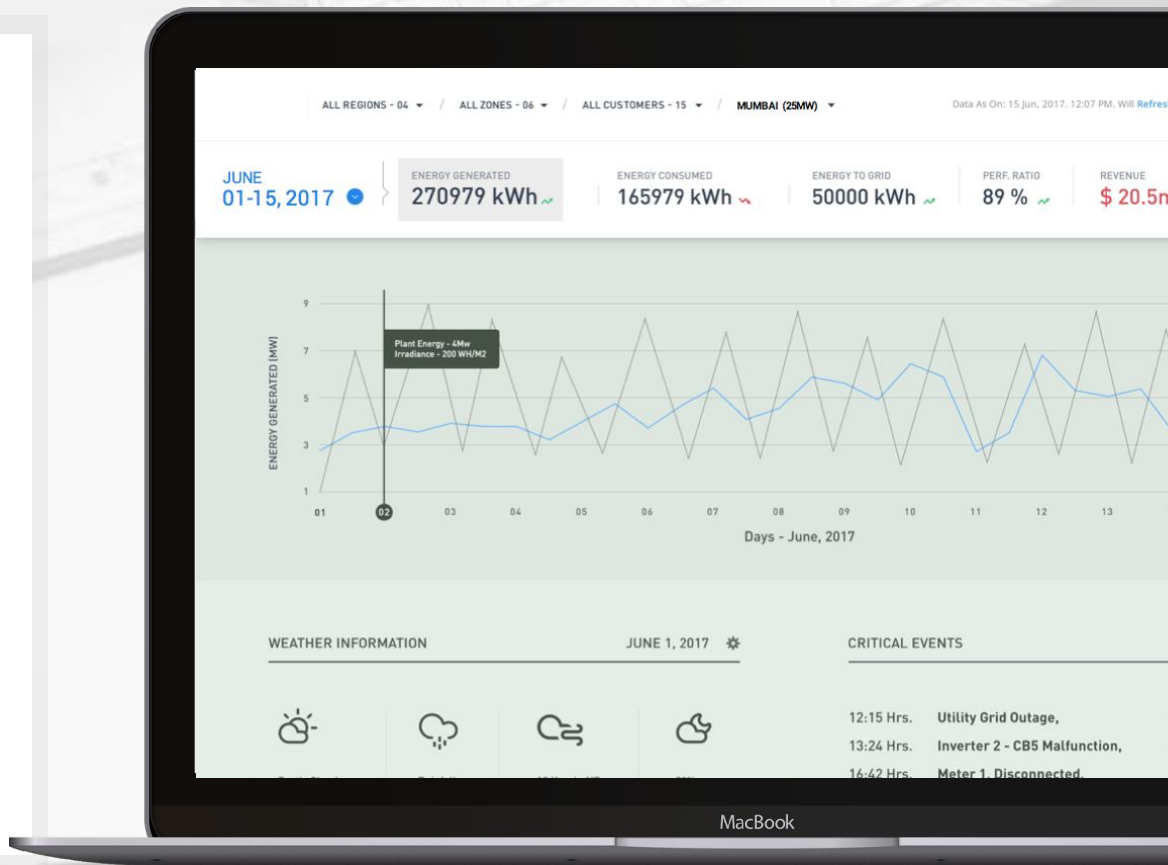utilisation ensuring customers reap max.
benefits from existing Solar Plant
installations.

ALL REGIONS - 04 ▾ / ALL ZONES - 06 ▾ / ALL CUSTOMERS - 15 ▾ MUMBAI (25MW) ▾ Data As On: 15 Jun, 2017, 12:07 PM. Will Refresh

JUNE
01-15, 2017 ●

| ENERGY GENERATED | ENERGY CONSUMED | ENERGY TO GRID | PERF. RATIO | REVENUE |
| 270979 kWh~ | 165979 kWh~ | 50000 kWh~ | 89 %~ | $ 20.5m |

Plant Energy - 4Mw
Irradiance - 200 WH/M2

ENERGY GENERATED (MW)

01 02 03 04 05 06 07 08 09 10 11 12 13

Days - June, 2017

WEATHER INFORMATION   JUNE 1, 2017 ⚙

CRITICAL EVENTS

12:15 Hrs.   Utility Grid Outage,
13:24 Hrs.   Inverter 2 - CB5 Malfunction,
16:42 Hrs.   Meter 1. Disconnected.

MacBook

HUX.

Task Management Tool

A tool to manage tasks and invoices for various projects across clients. Clean User Interface for Dashboard, Forms and List screens. User-centric views for easy handling of data/insights. Designing scalable UI based on components and portlets.
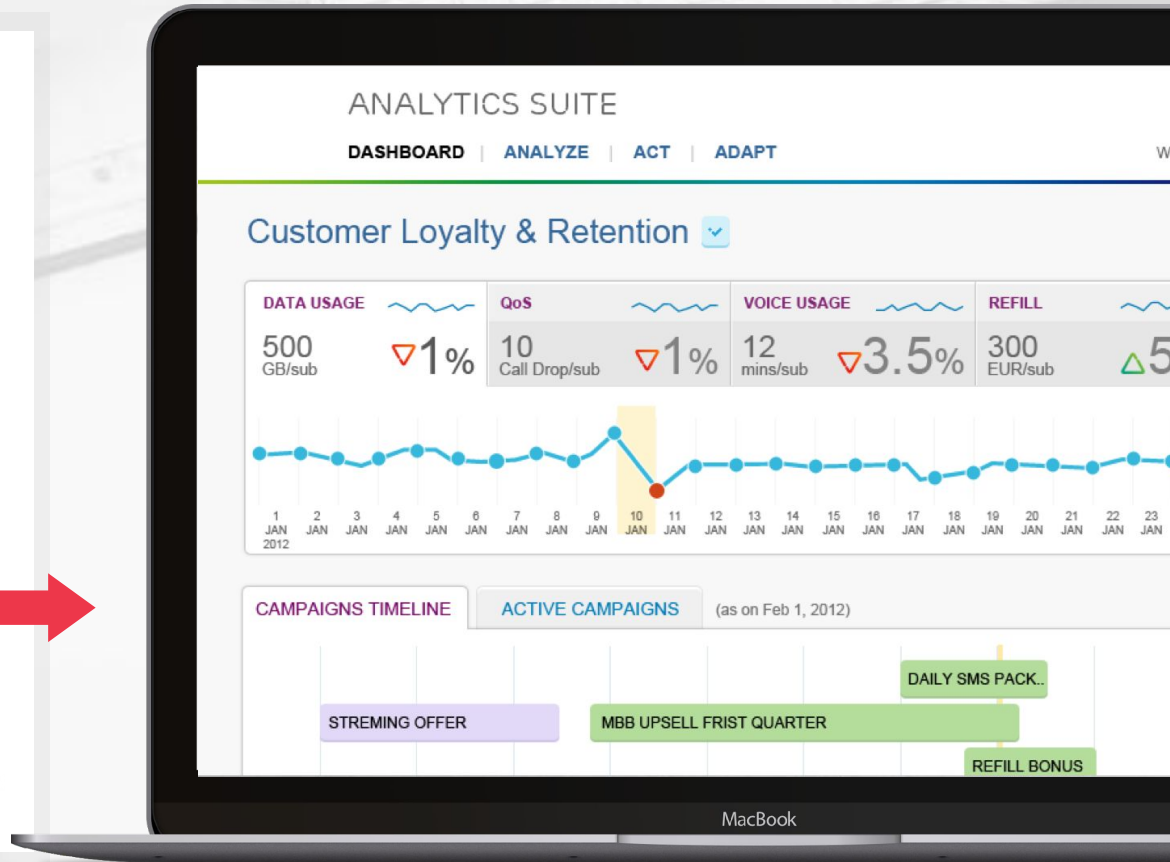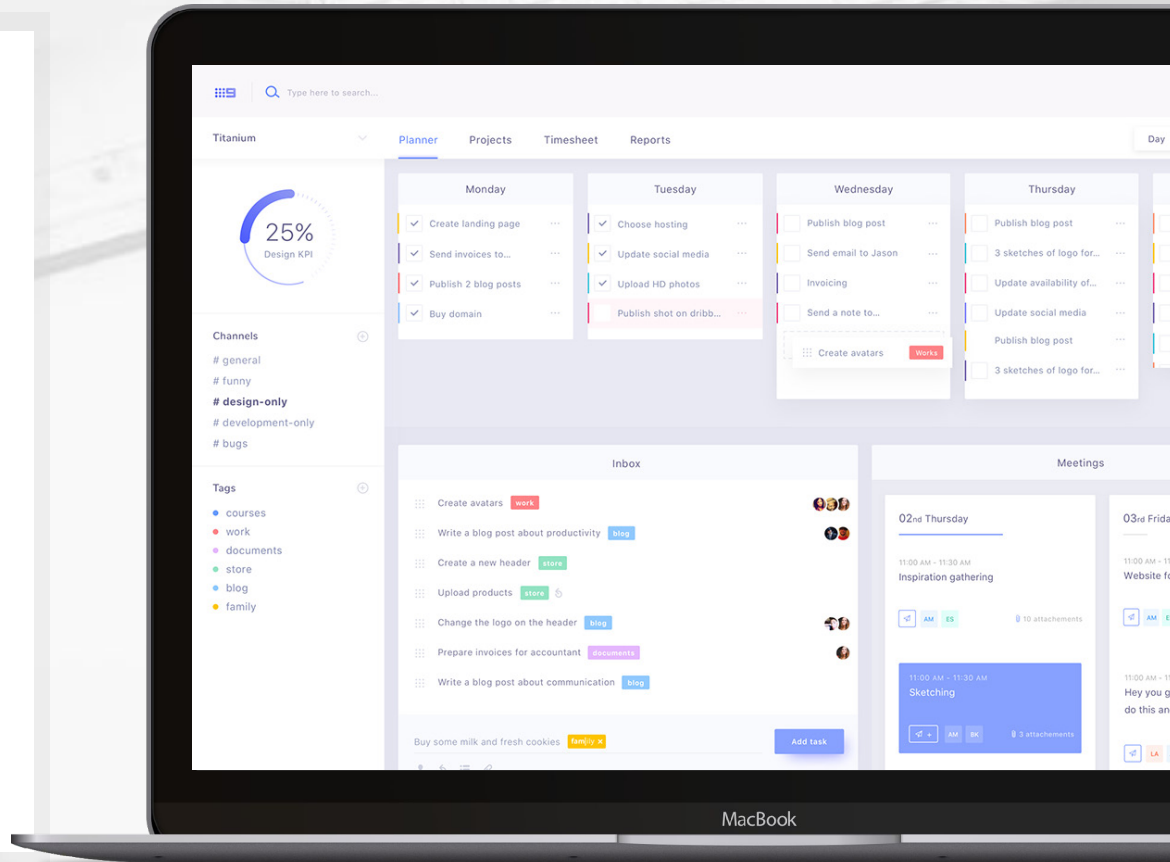
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Appendix

Our Awards

Award	Description
Great Place To Work – Best Workplaces IT & IT-BPM INDIA 2018	Best Workplaces
RED HERRING GLOBAL WINNER 100	Winner 2018
CIO Insider	10 Most Valuable Digital Transformation Companies in 2019
Analytics Insight	10 Most Promising SaaS Solution Provider Companies 2018
YOUR STORY – INSPIRE INNOVATE IGNITE	HashedIn Winning Culture - 5 Tips for SMBs
MIRROR REVIEW Unveiling The Business Stories	Top 10 Cloud Company to lookout in 2018
AEGIS GRAHAM BELL AWARDS	Finalist - 2017
CII INDUSTRIAL INNOVATION AWARDS 2017 Grand Winner	Finalist - 2017 & 2018

Our Key Success Levers

Great Place To Work® Certified INDIA

- PEOPLE
- PROCESS
- TOOLS

SUCCESS
HIRING & RETAINING
HASHEDIN UNIVERSITY
CORPORATE BOOTCAMP
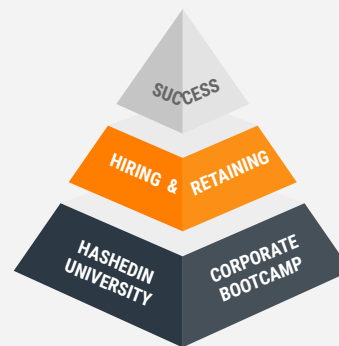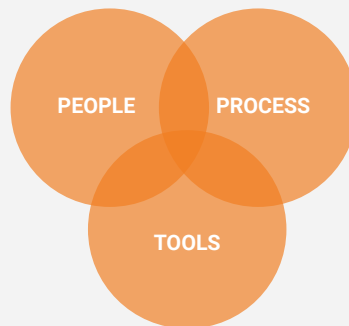
RECRUITMENT
Talent acquisition and continuous training through hackathons & knowledge sessions. Other Upskilling initiatives & Employee engagement activities

HASHEDIN UNIVERSITY
Employees undergo stressful training. Students mentored by senior leaders within and outside organization. Program organized across tracks like AI, ML, etc

Our Process

STEERING COMMITTEE
Freeze requirements, Define deliverables and ensure project is progressing as per plan and timelines decided

ENGAGEMENT MODEL
Agile Squad-as-a-Service, Dedicated Project Manager. Project team biweekly demos and regular scrums

PROJECT TEAM
Requirements Documentation, Architecture Setup, User Experience design and development, Module development, Training, User Acceptance testing and Bug fixes

Trusted by Great Companies

Ford
Mahindra
NUTANIX
COREL
cure.fit
aruba
COHESITY
NetApp
Honeywell
intuit
ATLASSIAN
GENERALI
ADITYA BIRLA GROUP
Myntra
treebo
amazon
BROADCOM
TAFE

RAVI PADAKI - CTO, Mahindra Trringo
HashedIn team is a pleasure to work with. They demonstrated strong commitment towards the success of our project and pulled all stops to align with our time to market needs. Trringo wanted to work with a vendor who understood product development vs building custom solutions. Obviously this meant a lot of agility, iterations and collaboration, which they understood really well.

HARDIK DEDHIA - CEO, Ascent Health
HashedIn has been a valuable partner in creating winning software solutions for us. The team has significant expertise in the field. They have helped us manage workflow complexities, transform Django pages to Angular pages and develop intelligent UI. They were on top of every task and have delivered excellent support throughout the process.

ANDY PLATTER - VP Engineering, Buzztime
HashedIn played an instrumental role in modernizing our API platform, new API platform not only enabled access to food menus across 40K tablets deployed in our customer's venues, but has also reduced third-party calls by 83%.

Our Products

MeetNotes
Meeting Assistant, User centric revenue model, 2500 registered users. Organizations using Accenture, Citrix, IBM & Dell.

Rdbtools
Tools for Redis

Acquired by Redis Labs

Redis Memory Optimizer, Use case centric revenue model 3000 registered users. Enterprise Customers include Aditya Birla Group. Free version used by Facebook, Alibaba, FlipKart & NSE.

Anvaa
Field Services management, User centric revenue model. Pipeline include several White Consumer Goods companies.

One of the coolest company to work with!

Hashedin
Digital Journey. Accelerated.

✉️ **REACH US @**

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