



Innovasoft

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ABOUT US



InnovaSoft proudly stands as a leading software development agency specializing in comprehensive digital solutions, including software development, intuitive UI/UX design, and impactful digital strategies. Founded in 2020, InnovaSoft has built a reputation for transforming complex challenges into user-friendly digital experiences. With a diverse portfolio and extensive experience, we deliver exceptional services on a global scale, embodying our core values of innovation, quality, and client satisfaction.

Our team of passionate developers, designers, and strategists work collaboratively to create digital experiences that are not only visually stunning but also highly functional and user-friendly. Beyond being a development agency, InnovaSoft represents a tradition of excellence and a commitment to pushing the boundaries of technology. We eagerly anticipate the opportunity to exceed expectations and shape a world where superior technology converges with exceptional design.

100+ Projects Delivered

25000+ Hours Worked

30+ Developers

15+ Global Footprints

OUR MISSION



In the rapidly evolving landscape of digital transformation, InnovaSoft is a premier software development agency committed to providing innovative solutions that drive the success of businesses worldwide. Our mission is to deliver exceptional software, UI/UX design, and digital strategies that not only meet but exceed our clients' expectations. We focus on creating tailored solutions that address unique challenges, leveraging cutting-edge technology, and fostering a culture of continuous improvement. With a steadfast dedication to quality and client satisfaction, we aim to be a catalyst for digital transformation, helping businesses navigate the complexities of the digital age with confidence and success.

OUR VISION

Our vision at InnovaSoft is to become a global leader in software development and digital design, recognized for our unwavering commitment to innovation, quality, and client satisfaction. We aspire to shape a future where technology seamlessly integrates with everyday life, enhancing experiences and creating new opportunities for growth and innovation. By staying at the forefront of industry trends and technological advancements, we envision a world where superior digital solutions lead to extraordinary user experiences, driving progress and fostering a connected, digital-first society.

OUR SERVICES



Innovasoft provides end-to-end digital solutions, from SaaS, PaaS, and IaaS development to custom web, mobile, and API integrations. We empower businesses through AI-driven digital transformation, predictive lead generation, and advanced branding and social commerce strategies. Our consulting, IT support, and expertise in blockchain, IoT, and metaverse technologies ensure businesses are equipped for future growth and innovation.

- **Cloud Product development**
- **Development and Integration**
- **Digital Transformation and AI**
- **Branding and Marketing**
- **Futuristic & Emerging Technologies**
- **Unity and Unreal Development**
- **Consulting and IT Solutions**

INDUSTRIES WE SERVE



Innovasoft supports a wide range of industries with customized digital solutions, including healthcare, finance, e-commerce, education, and real estate. We also serve travel, telecommunications, manufacturing, and media, providing specialized tools to help each sector grow and innovate.

- **Finance & Fintech**
- **Healthcare**
- **E-commerce**
- **Education Technology**
- **Real Estate & Property**
- **Retail**
- **Travel & Hospitality**
- **Telecommunications**
- **Manufacturing**
- **Entertainment & Media**

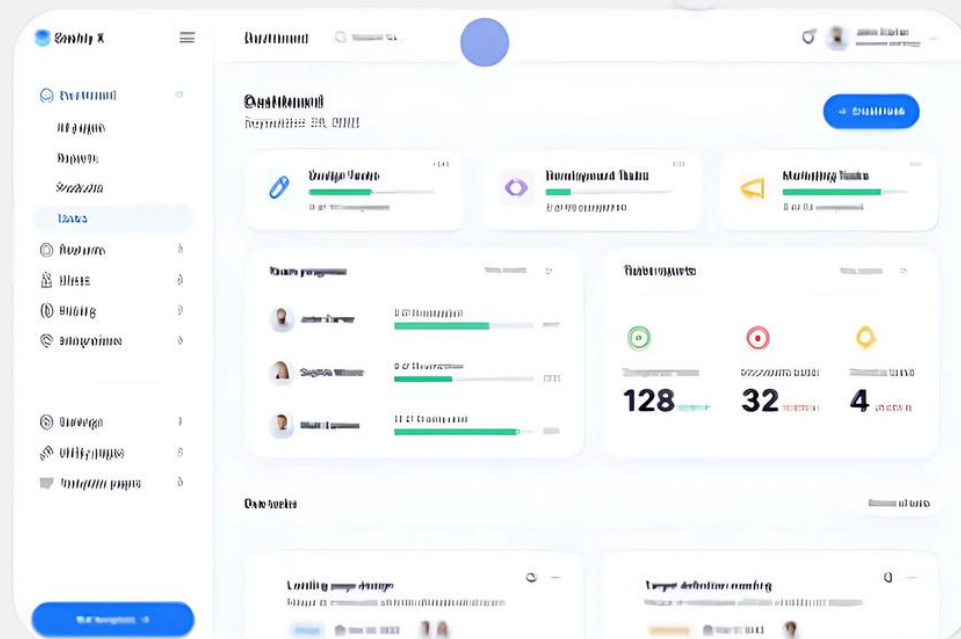
OUR EXPERTISE



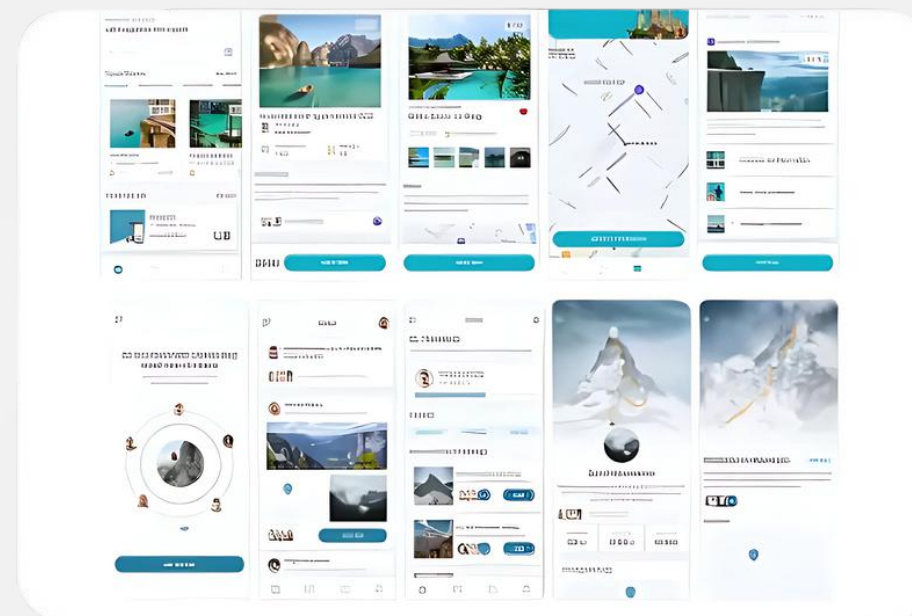
CLOUD PRODUCT DEVELOPMENT



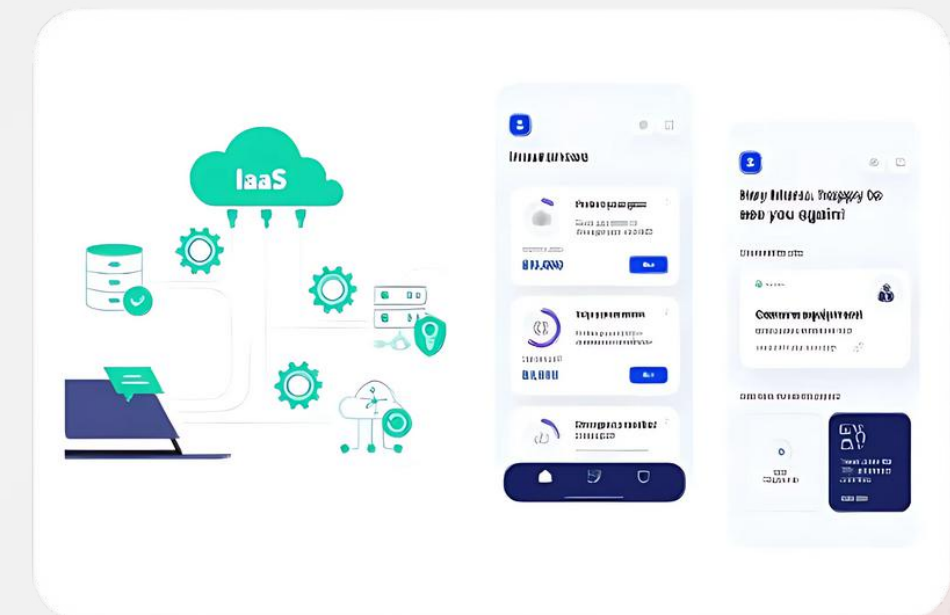
Cloud product development services involve creating, deploying, and maintaining products that leverage cloud computing to provide scalable, flexible, and cost-efficient solutions. These services typically include several stages, from initial ideation to continuous maintenance and scaling. Below is a breakdown of what cloud product development services include. Our expertise ranges from mobile apps and web applications to enterprise-level software, ensuring tailored solutions for businesses of all scales.



SaaS Development



PaaS Development



IaaS Development

SAAS DEVELOPMENT



SaaS (Software as a Service) development involves creating cloud-based applications accessible via the internet on a subscription basis. These apps are scalable, automatically updated, and designed for multi-tenancy, offering cost-effective and accessible solutions without the need for individual installations. Strong security, API integrations, and centralized maintenance are key features, making SaaS a popular choice across industries.

Services Includes

- 1. Requirement Analysis and Planning:** Understanding client needs, defining the scope, and planning the development process.
- 2. UI/UX Design:** Creating user-friendly interfaces and ensuring a seamless user experience.
- 3. Backend Development:** Building the server-side logic, database management, and ensuring scalability.
- 4. Frontend Development:** Developing the client-side interface that users interact with in the browser.
- 5. API Integration:** Integrating third-party services and ensuring communication between different software components.

Core Competencies

- 1. AWS (Amazon Web Services)**
- 2. Microsoft Azure**
- 3. Google Cloud Platform**
- 4. Docker**
- 5. Kubernetes**
- 6. React.js**
- 7. Angular**
- 8. Node.js**
- 9. PostgreSQL**
- 10. MongoDB**

Notable Projects

- 1. Healthcare SaaS Platform**
- 2. Fintech CRM System**
- 3. E-Learning SaaS for Education**
- 4. Logistics Management SaaS**

PAAS DEVELOPMENT



PaaS (Platform as a Service) development provides a cloud-based platform that offers developers tools, services, and infrastructure to build, test, and deploy applications without managing underlying hardware. It streamlines development with integrated development environments, automated scaling, and built-in security, enhancing efficiency and reducing costs.

Services Includes

- 1. Platform Setup and Configuration:** Preparing and configuring the cloud environment for application development.
- 2. Development Tools and Frameworks:** Providing IDEs, code repositories, and frameworks for efficient coding and development.
- 3. Middleware Services:** Offering essential services like databases, messaging systems, and integration tools for application functionality.
- 4. Automated Deployment and Continuous Integration:** Streamlining the process of launching and updating applications with automated tools.
- 5. Scalability Management:** Ensuring applications can automatically handle varying loads without manual adjustments.

Core Competencies

- 1. Google App Engine**
- 2. Microsoft Azure App Service**
- 3. AWS Elastic Beanstalk**
- 4. Heroku**
- 5. IBM Cloud Foundry**
- 6. Red Hat OpenShift**
- 7. Docker**
- 8. Kubernetes**

Notable Projects

- 1. Banking PaaS**
- 2. IoT PaaS for Smart Homes**
- 3. Media Streaming PaaS**
- 4. Retail Analytics PaaS**

IAAS DEVELOPMENT



IaaS (Infrastructure as a Service) development provides virtualized computing resources over the internet, allowing businesses to rent servers, storage, and networking components without managing physical hardware. This model offers scalable resources, cost efficiency, and flexibility, enabling organizations to focus on their core operations while leveraging pay-as-you-go pricing and global infrastructure.

Services Includes

- 1. Virtual Machine Provisioning:** Creating and managing virtual servers.
- 2. Storage Management:** Providing scalable storage solutions for data.
- 3. Networking:** Configuring virtual networks, load balancers, and firewalls.
- 4. Resource Scaling:** Adjusting resources based on demand and usage.
- 5. Management Tools:** Offering dashboards and APIs for infrastructure control.
- 6. Security Services:** Implementing firewalls, encryption, and access controls.
- 7. Backup and Disaster Recovery:** Ensuring data protection and business continuity.

Core Competencies

- 1. Amazon Web Services (AWS)**
- 2. Microsoft Azure**
- 3. Google Cloud Platform (GCP)**
- 4. IBM Cloud**
- 5. Oracle Cloud Infrastructure (OCI)**
- 6. VMware vSphere**
- 7. Docker**
- 8. Kubernetes**
- 9. OpenStack**
- 10. Terraform**

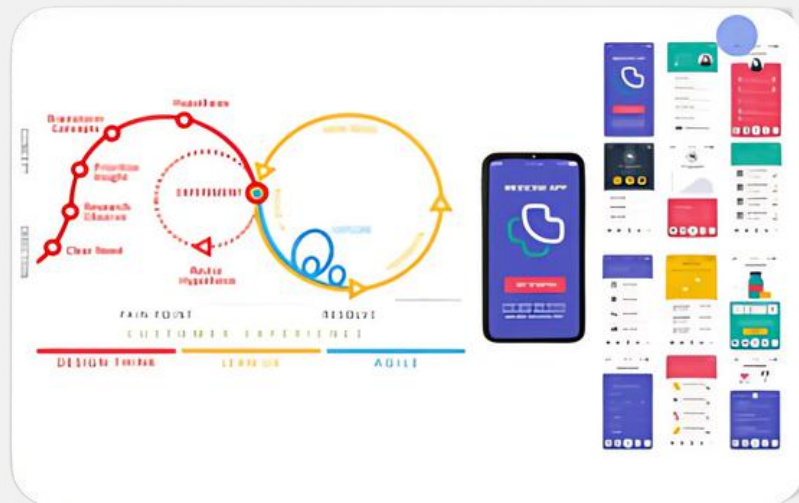
Notable Projects

- 1. Retail Cloud IaaS**
- 2. Logistics IaaS Platform**
- 3. Gaming IaaS**
- 4. Healthcare Data Storage IaaS**

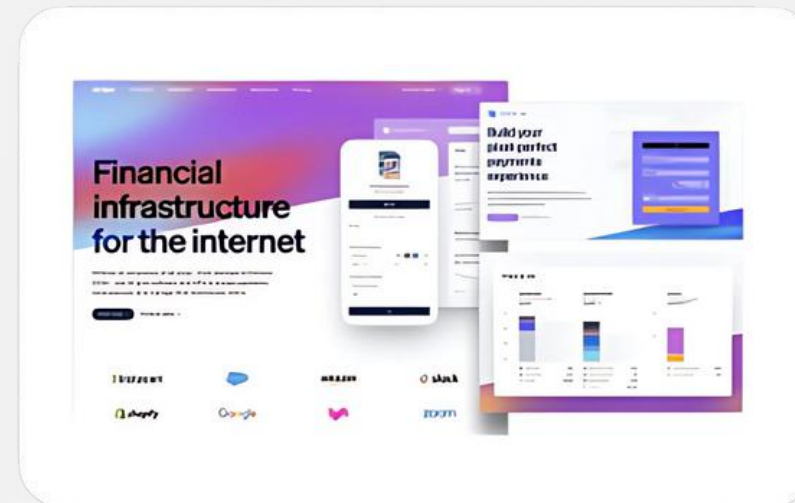
DEVELOPMENT & INTEGRATION



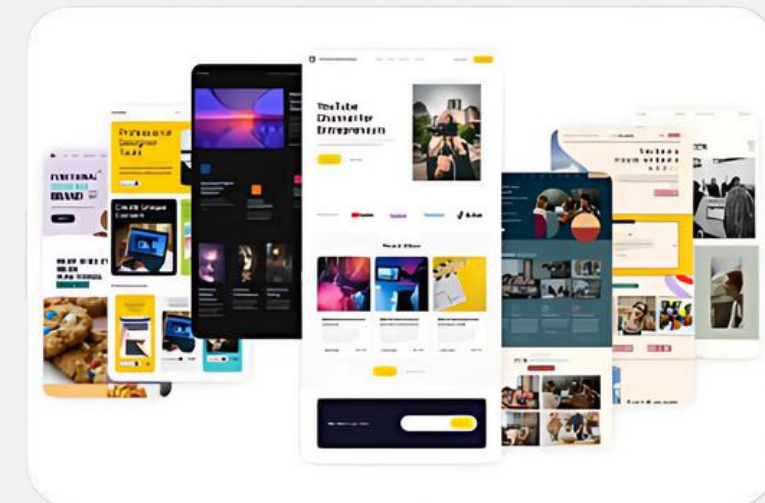
Development and Integration encompass the comprehensive creation and implementation of software solutions. Development services involve designing, coding, and building applications tailored to client requirements. Integration services focus on connecting these applications with existing systems, ensuring seamless interaction and enhancing overall functionality. Together, these services ensure that new solutions are effectively built and smoothly integrated into existing technology environments.



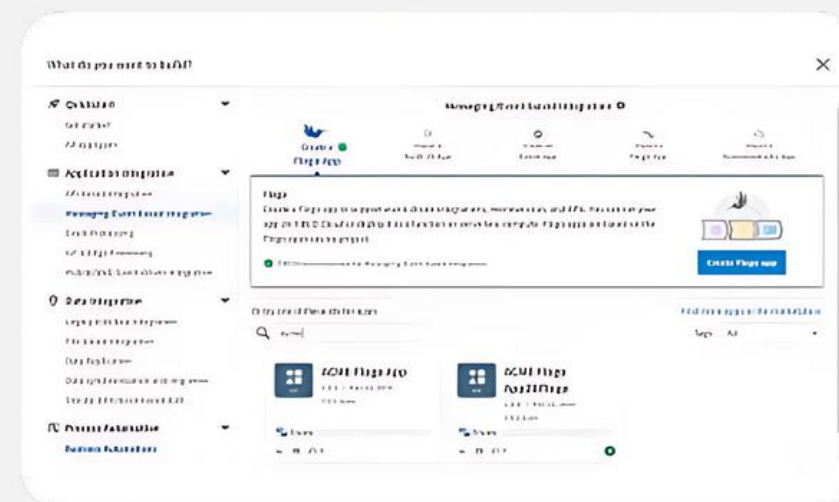
Product Development



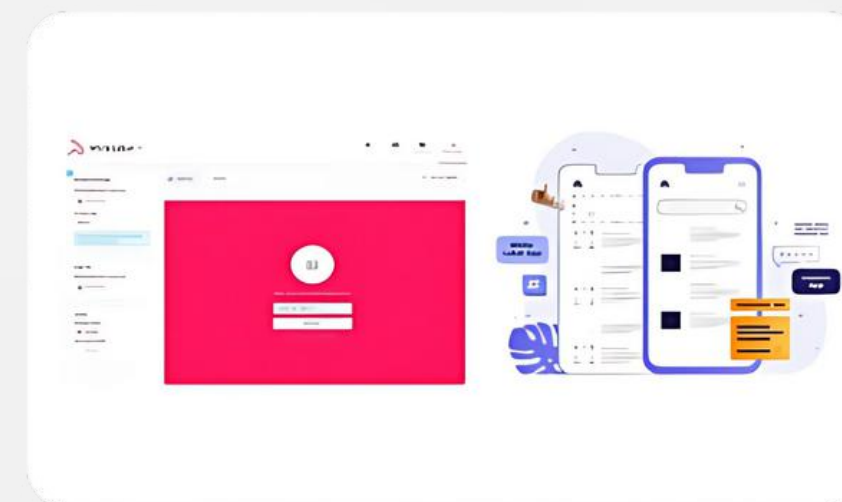
Web & Mobile Development



Website Development



API Integrations



Plug & Play Products

PRODUCT DEVELOPMENT



Product development involves creating and refining a product from initial concept through design, development, and testing, to its market launch. This process ensures that the product meets customer needs, aligns with business goals, and drives innovation and competitive advantage.

Services Includes

- 1. Idea Generation:** Brainstorming and identifying potential product ideas.
- 2. Market Research:** Analyzing market trends, customer needs, and competition.
- 3. Concept Development:** Defining product features, benefits, and target audience.
- 4. Design and Prototyping:** Creating and testing initial designs and prototypes.
- 5. Product Development:** Engineering and building the product.
- 6. Testing and Validation:** Ensuring the product meets quality and performance standards.

Core Competencies

- 1. JIRA**
- 2. Asana**
- 3. Adobe XD**
- 4. Sketch**
- 5. Figma**
- 6. GitHub**

Notable Projects

- 1. Inventory Management System**
- 2. Employee Portal for Retail Chain**
- 3. Subscription Billing System**
- 4. Event Management Tool**

WEB & MOBILE APP DEVELOPMENT



Web and mobile app development involves creating software applications for web browsers or mobile devices, focusing on design, coding, testing, and deployment. Web apps run in browsers using technologies like HTML and JavaScript, while mobile apps can be native, hybrid, or cross-platform, developed for specific operating systems or multiple platforms.

Services Includes

- 1. Requirement Analysis:** Understanding client needs and defining project scope.
- 2. UI/UX Design:** Creating user-friendly and visually appealing interfaces.
- 3. Front-End Development:** Building the client-side of web and mobile applications.
- 4. Back-End Development:** Developing server-side logic, databases, and integrations.
- 5. Mobile App Development:** Creating native, hybrid, or cross-platform mobile applications.
- 6. Testing and Quality Assurance:** Ensuring the app functions correctly and is free of bugs.
- 7. Deployment:** Launching the app on web servers or app stores.

Core Competencies

- 1. Visual Studio Code**
- 2. Android Studio**
- 3. Xcode**
- 4. React Native**
- 5. Flutter**
- 6. JavaScript Frameworks (e.g., React.js, Angular)**
- 7. Firebase**
- 8. GitHub**

Notable Projects

- 1. Custom E-commerce App**
- 2. Travel Booking App**
- 3. Telemedicine App**
- 4. On-Demand Delivery App**

WEBSITE DEVELOPMENT (CMS & CUSTOM)



Website development (CMS & Custom) involves creating websites using pre-built Content Management Systems (CMS) like WordPress for easier content management or custom solutions for tailored design and functionality. CMS offers user-friendly interfaces and plugins, while custom development provides full control over design and performance for unique requirements.

Services Includes

- 1. Requirement Analysis:** Understanding client needs and defining project scope.
- 2. Design and Mockups:** Creating visual designs and prototypes for client approval.
- 3. CMS Installation and Configuration:** Setting up and customizing content management systems like WordPress, Joomla, or Drupal.
- 4. Custom Development:** Building bespoke features and functionalities tailored to specific requirements.
- 5. Content Creation and Management:** Adding and organizing content within the CMS or custom-built site.
- 6. Responsive Design:** Ensuring the website is optimized for various devices and screen sizes.
- 6. SEO Optimization:** Implementing best practices for search engine visibility.

Core Competencies

- 1. WordPress**
- 2. Adobe XD**
- 3. Visual Studio Code**
- 4. GitHub**
- 5. Bootstrap**
- 6. PHPStorm**
- 7. MySQL**

Notable Projects

- 1. Real Estate CMS Website**
- 2. Custom Blockchain Information Portal**
- 3. E-commerce Site for Boutique Store**
- 4. Membership Site for Education**

API INTEGRATIONS



API integrations connect different software systems through their APIs, allowing them to exchange data and functionality seamlessly. This enables applications to extend features, automate tasks, and work together efficiently without needing to understand each other's internal workings.

Services Includes

- 1. API Design and Development:** Creating custom APIs to meet specific integration needs.
- 2. API Documentation:** Providing detailed documentation to facilitate understanding and usage
- 3. Integration Setup:** Configuring and connecting APIs between different systems or applications
- 4. Data Mapping and Transformation:** Ensuring data is correctly formatted and mapped between systems.
- 5. Testing and Validation:** Verifying that integrations work correctly and data flows seamlessly.
- 6. Error Handling and Monitoring:** Implementing mechanisms to detect and address integration issues.

Core Competencies

- 1. Postman**
- 2. Swagger (OpenAPI)**
- 3. API Gateway (e.g., AWS API Gateway, Azure API Management)**
- 4. Zapier**
- 5. Mulesoft**
- 6. Apigee**
- 7. Kong**
- 8. IBM API Connect**

Notable Projects

- 1. Payment Gateway Integration**
- 2. Social Media API for Marketing Firm**
- 3. ERP & CRM Integration**
- 4. Weather & Location API**

PLUG AND PLAY PRODUCTS



Plug and play products are designed for immediate use with minimal setup, offering ease of integration and user-friendly operation. These products connect or power on and work seamlessly with existing systems, requiring little to no technical expertise.

Services Includes

- 1. Product Design and Development:** Creating user-friendly products with minimal setup requirements.
- 2. Integration Testing:** Ensuring seamless compatibility with existing systems and devices.
- 3. User Documentation:** Providing clear instructions for easy installation and use.
- 4. Technical Support:** Offering assistance for troubleshooting and resolving setup issues.
- 5. Firmware Updates:** Providing updates to enhance functionality and performance.
- 6. Customer Training:** Educating users on product features and best practices for optimal use.

Core Competencies

- 1. Device Drivers**
- 2. Firmware**
- 3. Configuration Utilities**
- 4. Diagnostic Software**
- 5. Update Management Tools**
- 6. Integration Platforms**

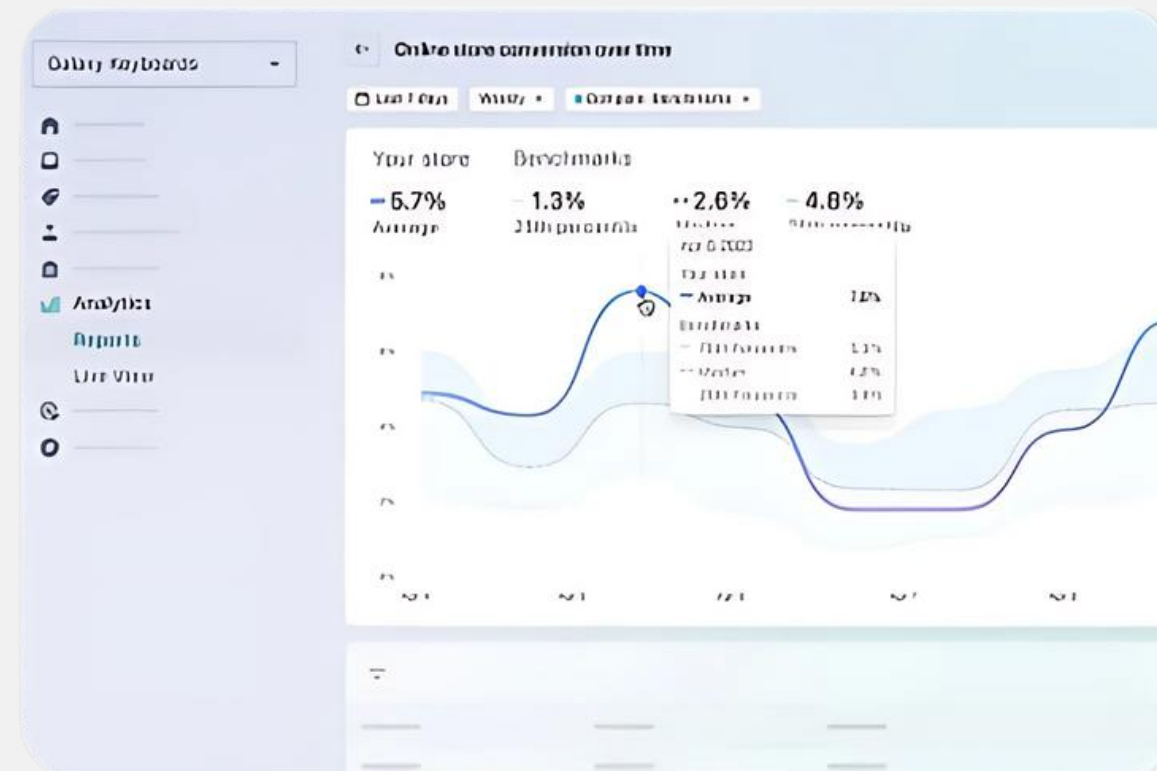
Notable Projects

- 1. Social Media Analytics Tool**
- 2. E-commerce Chatbot**
- 3. Customer Feedback Plugin**
- 4. Booking Plugin for Service Industry**

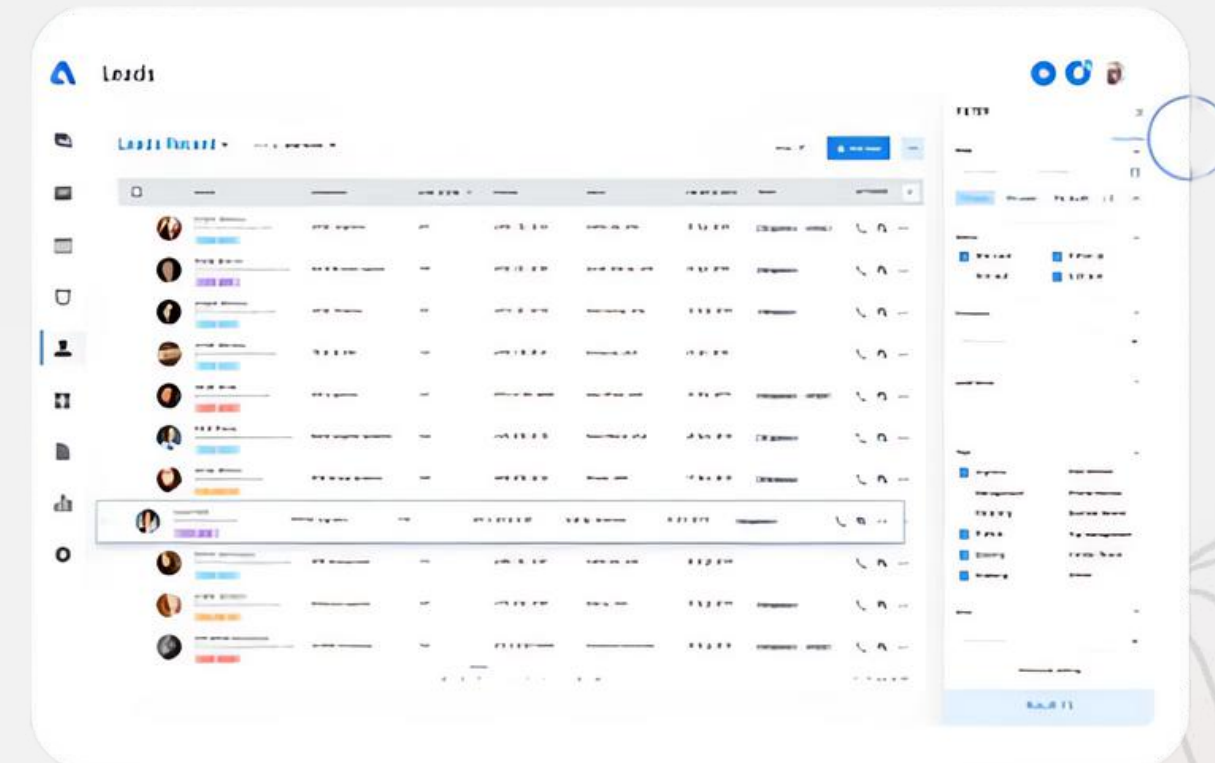
DIGITAL TRANSFORMATION & AI



Digital Transformation and AI focus on revolutionizing business processes with advanced technologies. This includes creating intuitive UX and captivating UI to enhance brand identity and user engagement. AI integration further drives automation, insights, and innovation.



**AI Digital
Transformations**



**Lead Generation via
Predictive AI**

AI DIGITAL TRANSFORMATION



AI digital transformation involves integrating artificial intelligence into business processes to enhance automation, data analysis, and customer experiences. This approach improves efficiency, drives innovation, and provides a competitive edge by leveraging advanced AI technologies.

Services Includes

- 1. AI Strategy Development:** Crafting a roadmap for integrating AI into business processes.
- 2. Data Analytics and Insights:** Leveraging AI to analyze data and generate actionable insights.
- 3. Process Automation:** Implementing AI-driven automation to streamline workflows and reduce manual tasks.
- 4. Customer Experience Enhancement:** Using AI to improve customer interactions through tools like chatbots and personalized recommendations.
- 5. Predictive Analytics:** Applying AI to forecast trends and outcomes for informed decision-making.
- 6. AI Integration:** Integrating AI technologies into existing systems and applications.

Core Competencies

- 1. TensorFlow**
- 2. PyTorch**
- 3. Apache Spark**
- 4. Microsoft Azure AI**
- 5. Google AI Platform**
- 6. IBM Watson**
- 7. AWS SageMaker**
- 8. H2O.ai**

Notable Projects

- 1. Predictive Analytics for Healthcare**
- 2. AI-Powered Financial Advisor**
- 3. Smart City Analytics**
- 4. Customer Churn Prediction**

LEAD GENERATION VIA PREDICTIVE AI



Lead generation via predictive AI uses artificial intelligence to analyze data and predict which prospects are most likely to convert, enhancing the efficiency and accuracy of lead generation. This approach improves targeting and prioritization, leading to higher conversion rates and more effective marketing strategies.

Services Includes

- 1. Data Collection and Integration:** Gathering and consolidating relevant data from various sources.
- 2. Predictive Modeling:** Developing and applying AI algorithms to forecast lead potential and behavior.
- 3. Lead Scoring:** Ranking leads based on their likelihood to convert, using predictive insights.
- 4. Targeted Campaigns:** Creating personalized marketing campaigns tailored to high-potential leads.
- 5. Performance Monitoring:** Tracking and analyzing the effectiveness of lead generation strategies.
- 6. Optimization and Refinement:** Continuously improving predictive models and strategies based on performance data.

Core Competencies

- 1. HubSpot**
- 2. Salesforce Einstein**
- 3. Marketo**
- 4. Infer**
- 5. Google Cloud AI**
- 6. AWS Machine Learning**
- 7. Zoho CRM**
- 8. Predictive Lead Scoring Tools (e.g., Leadspace, Lattice Engines)**

Notable Projects

- 1. Sales Lead Scoring for B2B Firm**
- 2. Predictive Lead Generation for Real Estate**
- 3. E-commerce Retargeting AI**
- 4. Insurance Lead Optimization**

BRANDING & MARKETING



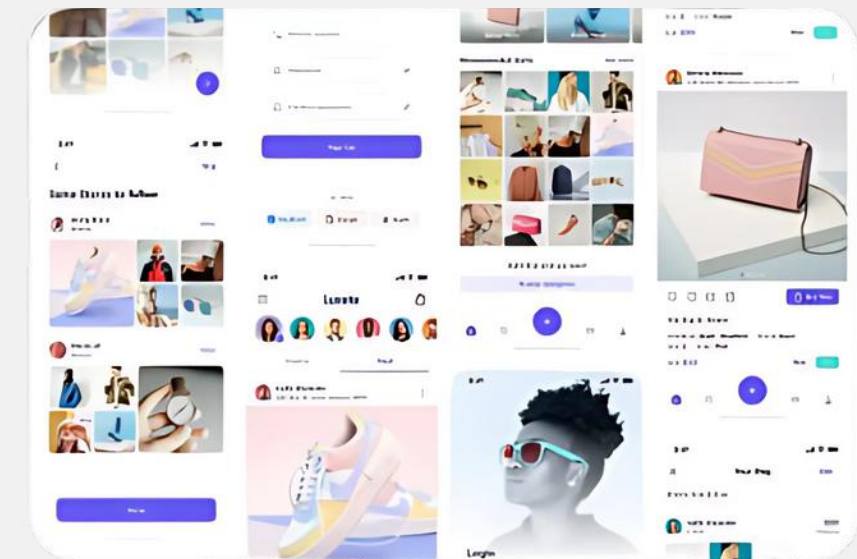
Branding and Marketing focus on developing a strong brand identity with distinctive elements, creating engaging UX and UI designs to enhance user experience, and implementing targeted digital marketing strategies to boost visibility and drive conversions. Additionally, it includes crafting compelling content that aligns with brand positioning and resonates with the target audience.



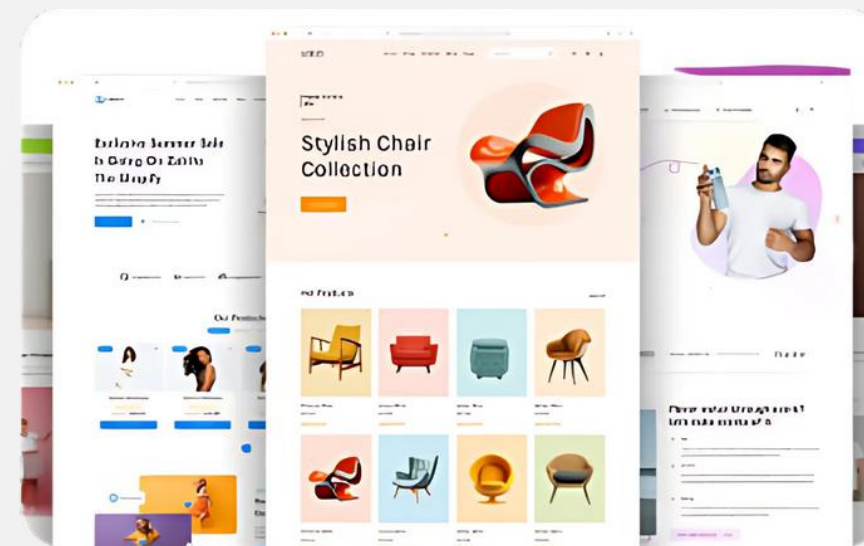
Branding



Social Media 4.0



Social Commerce



Ecommerce Development

BRANDING



Branding is the process of creating a distinct identity and image for a company, product, or service through visual and verbal elements, strategic positioning, and consistent messaging. It aims to differentiate the brand, build customer recognition and loyalty, and foster a strong emotional connection with the target audience.

Services Includes

- 1. Brand Identity Development:** Creating visual elements such as logos, color schemes, and typography.
- 2. Brand Strategy:** Crafting a plan for brand positioning and market differentiation.
- 3. Brand Messaging:** Developing consistent and compelling messages that communicate the brand's values and benefits.
- 4. Brand Positioning:** Defining how the brand is perceived in relation to competitors.
- 5. Brand Guidelines:** Establishing rules and standards for maintaining brand consistency across all platforms.
- 6. Market Research:** Analyzing target audiences and competitors to inform branding decisions.

Core Competencies

- 1. Adobe Creative Cloud (Illustrator, Photoshop, InDesign)**
- 2. Canva**
- 3. Brandwatch**
- 4. Hootsuite**
- 5. Google Analytics**
- 6. SEMrush**
- 7. Mailchimp**
- 8. Trello**

Notable Projects

- 1. Rebranding for Tech Startup**
- 2. Brand Positioning for SaaS**
- 3. Personal Brand for Public Figure**
- 4. Corporate Branding for Law Firm**

SOCIAL MEDIA 4.0



Social media 4.0 represents the evolution of social media with advanced technologies like AI, AR, and VR, offering personalized and immersive user experiences. It enhances engagement through sophisticated analytics, omnichannel integration, and improved privacy and security measures.

Services Includes

- 1. AI-Driven Analytics:** Analyzing user data to optimize content and engagement strategies.
- 2. Augmented and Virtual Reality Integration:** Creating immersive social media experiences using AR and VR technologies.
- 3. Personalized Content Delivery:** Tailoring content to individual user preferences and behavior.
- 4. Omnichannel Integration:** Connecting social media with other digital platforms for a seamless user experience.
- 5. Advanced Privacy and Security:** Implementing measures to protect user data and ensure privacy.
- 6. Blockchain Applications:** Utilizing blockchain for secure transactions and content verification.

Core Competencies

- 1. Hootsuite**
- 2. Sprout Social**
- 3. Buffer**
- 4. Google Analytics**
- 5. Adobe Creative Cloud**
- 6. Canva**
- 7. Zapier**
- 8. Augment**

Notable Projects

- 1. Retail Chain AR Campaign**
- 2. Influencer Strategy for Fashion Brand**
- 3. Content Strategy for Health Brand**
- 4. Video Production for Sports Brand**

SOCIAL COMMERCE



Social media 4.0 represents the evolution of social media with advanced technologies like AI, AR, and VR, offering personalized and immersive user experiences. It enhances engagement through sophisticated analytics, omnichannel integration, and improved privacy and security measures.

Services Includes

- 1. Shoppable Posts:** Creating posts and ads that allow users to purchase products directly.
- 2. Integrated Checkout:** Providing a seamless checkout experience within social media platforms.
- 3. Influencer Partnerships:** Collaborating with influencers to promote products and drive sales.
- 4. Social Sharing Features:** Enabling users to share product recommendations and reviews.
- 5. Customer Engagement Tools:** Using social interactions to drive engagement and influence buying decisions.

Core Competencies

- 1. Shopify**
- 2. BigCommerce**
- 3. Facebook Shops**
- 4. Instagram Shopping**
- 5. Pinterest Shopping**
- 6. Hootsuite**
- 7. Sprout Social**
- 8. Google Analytics**

Notable Projects

- 1. Social Commerce Platform for Beauty**
- 2. Interactive Shopping for Apparel**
- 3. Affiliate Integration for Lifestyle Brand**
- 4. Live Shopping Feature for Retail**

E-COMMERCE



E-commerce involves buying and selling goods and services over the internet, including online stores, digital payments, and order management. It offers global reach, convenience, and valuable data insights for businesses and customers alike.

Services Includes

- 1. Online Store Setup:** Creating and managing digital storefronts for selling products or services.
- 2. Digital Payment Processing:** Implementing secure payment gateways and methods for transactions.
- 3. Product Management:** Listing, updating, and managing product information and inventory.
- 4. Order Fulfillment:** Handling order processing, inventory management, and shipping logistics.
- 5. Customer Support:** Providing assistance through online channels such as chat, email, and support tickets.
- 6. Marketing and Promotion:** Utilizing digital marketing strategies like SEO, email campaigns, and social media advertising.

Core Competencies

- 1. Shopify**
- 2. Magento**
- 3. WooCommerce**
- 4. BigCommerce**
- 5. Stripe**
- 6. PayPal**
- 7. Google Analytics**
- 8. Salesforce**

Notable Projects

- 1. Multi-Vendor Marketplace**
- 2. Subscription-Based Ecommerce**
- 3. Niche Boutique Storefront**
- 4. Cross-Border E-commerce Platform**

CONSULTING & IT SOLUTIONS



Consulting and IT Solutions involve providing expert guidance and technology implementations to enhance IT infrastructure and business operations. These include strategic IT planning, systems integration, custom software development, and cloud solutions. Additionally, it covers cybersecurity consulting, project management, and ongoing IT support and maintenance.



Business IT Solutions



Consulting (IT, Business & More)



Customer Support

BUSINESS IT SOLUTIONS



Business IT solutions involve implementing and managing technology systems to enhance operations and support business goals. This includes infrastructure management, software solutions, cloud services, data management, and cybersecurity. These solutions aim to improve efficiency, productivity, and scalability while ensuring robust security.

Services Includes

- 1. Infrastructure Management:** Overseeing and maintaining hardware, networks, and servers.
- 2. Software Implementation:** Installing and integrating applications like ERP, CRM, and business intelligence tools.
- 3. Cloud Services:** Providing scalable cloud storage, computing, and application hosting.
- 4. Data Management:** Handling data storage, security, and analysis for informed decision-making.
- 5. Cybersecurity:** Implementing measures to protect IT systems and data from threats.
- 6. IT Support and Maintenance:** Offering ongoing technical support, troubleshooting, and system updates.

Core Competencies

- 1. Microsoft Azure**
- 2. AWS (Amazon Web Services)**
- 3. Google Cloud Platform**
- 4. VMware**
- 5. ServiceNow**
- 6. Salesforce**
- 7. SAP**
- 8. Oracle ERP**
- 9. Cisco Meraki**

Notable Projects

- 1. Law Firm IT Infrastructure Upgrade**
- 2. Supply Chain IT Solutions**
- 3. Retail Analytics**
- 4. Remote Collaboration Solution**

CONSULTING (IT, BUSINESS, & MORE)



Consulting (IT, Business, & More) provides expert advice and tailored solutions to enhance technology, business strategy, and operations. It helps organizations overcome challenges, optimize processes, and achieve their strategic goals through specialized knowledge and objective analysis.

Services Includes

- 1. IT Strategy and Planning:** Developing technology strategies aligned with business goals.
- 2. System Integration and Implementation:** Advising on and managing the deployment of IT solutions and software.
- 3. Business Process Improvement:** Analyzing and optimizing operational workflows and procedures.
- 4. Strategic Planning:** Providing guidance on long-term business strategies and growth plans.
- 5. Change Management:** Assisting with organizational changes and transitions to ensure smooth implementation.
- 6. Market Analysis:** Conducting research and analysis to inform business decisions and strategies.
- 7. Risk Management:** Identifying and mitigating potential risks to business operations and IT systems.

Core Competencies

- 1. Microsoft Power BI**
- 2. Tableau**
- 3. SAP**
- 4. Salesforce**
- 5. JIRA**
- 6. Asana**
- 7. ServiceNow**
- 8. Oracle ERP**
- 9. Google Analytics**

Notable Projects

- 1. Retail Chain Digital Transformation**
- 2. AI Readiness Assessment**
- 3. IT Consulting for Nonprofit**
- 4. Product Market Fit Analysis**

CUSTOMER SUPPORT



Customer support involves assisting customers with inquiries, troubleshooting, and resolving issues across various communication channels to ensure a positive experience. This service enhances customer satisfaction, addresses problems promptly, and strengthens brand reputation.

Services Includes

- 1. 24/7 Assistance:** Providing round-the-clock help to address customer inquiries and issues.
- 2. Multi-Channel Support:** Helping via phone, email, live chat, social media, and in-person interactions.
- 3. Issue Resolution:** Troubleshooting and resolving technical problems or service-related challenges.
- 4. Product Guidance:** Providing information and guidance on product features, usage, and best practices.
- 5. Complaint Handling:** Managing and addressing customer complaints to ensure satisfaction.
- 6. Feedback Collection:** Gathering and analyzing customer feedback to improve services and products.
- 7. Knowledge Base Management:** Creating and maintaining a repository of self-help resources and FAQs for customer reference.

Core Competencies

- 1. Zendesk**
- 2. Freshdesk**
- 3. ServiceNow**
- 4. Salesforce Service Cloud**
- 5. HubSpot Service Hub**
- 6. Intercom**
- 7. LiveChat**
- 8. Zoho Desk**
- 9. Help Scout**

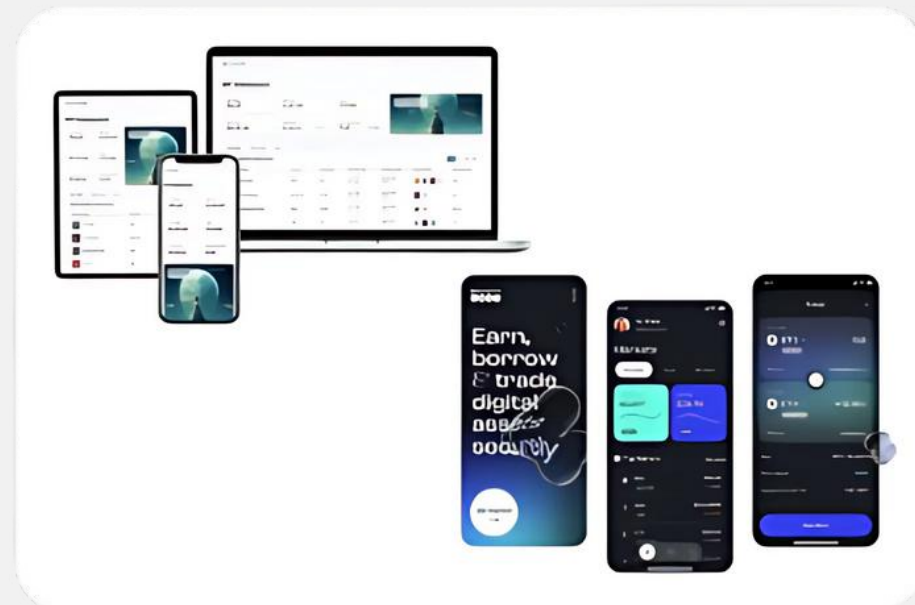
Notable Projects

- 1. Omnichannel Customer Support Integration**
- 2. Customer Satisfaction & Retention Program**
- 3. Self-Service Support Platform**
- 4. Proactive Issue Resolution via Predictive Analytics**

FUTURISTIC & EMERGING TECHNOLOGIES



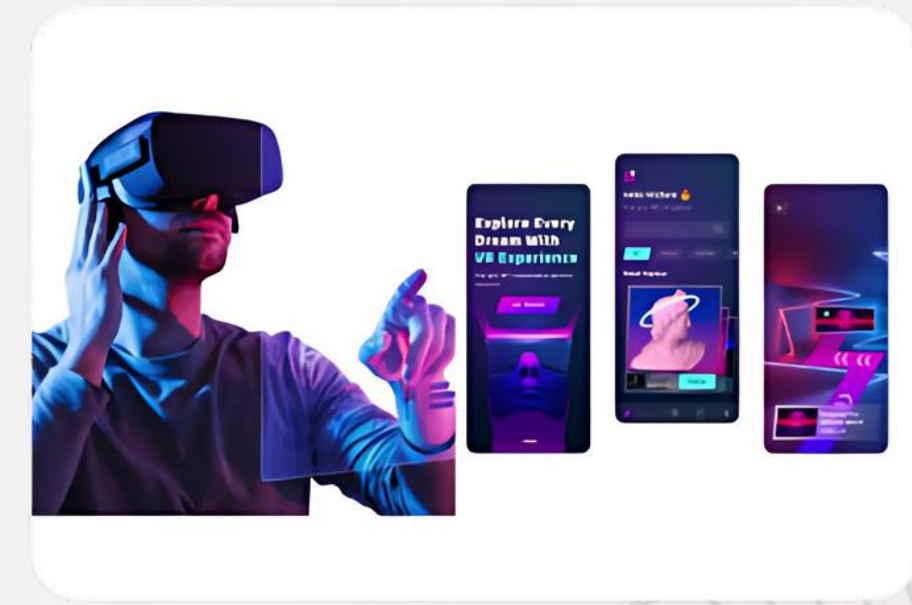
Futuristic & Emerging Technologies focus on integrating cutting-edge innovations like AI and machine learning for advanced analytics, blockchain for secure decentralized systems, and quantum computing for solving complex problems. It also includes IoT for smart device connectivity, AR/VR for immersive experiences, and 5G technology for enhanced connectivity. Additionally, RPA for automating repetitive tasks and edge computing for improving real-time data processing.



Blockchain Solutions



IOT Development



Metaverse Development

BLOCKCHAIN SOLUTIONS



Blockchain solutions use decentralized technology to ensure secure, transparent, and tamper-proof data management. They include features like smart contracts and cryptocurrency integration to enhance security, transparency, and operational efficiency.

Services Includes

- 1. Blockchain Development:** Creating custom blockchain networks and applications tailored to specific business needs.
- 2. Smart Contract Development:** Designing and implementing automated contracts that execute based on predefined conditions.
- 3. Cryptocurrency Integration:** Integrating digital currencies for transactions and financial operations.
- 4. Decentralized Application (DApp) Development:** Building applications that run on blockchain networks for increased security and transparency.
- 5. Blockchain Consulting:** Providing expert advice on blockchain strategy, implementation, and best practices.
- 6. Supply Chain Solutions:** Developing systems to track and verify products throughout the supply chain using blockchain technology.

Core Competencies

- 1. Ethereum**
- 2. Hyperledger Fabric**
- 3. Bitcoin**
- 4. Solidity**
- 5. Chainlink**
- 6. Truffle Suite**
- 7. Blockchain.com**
- 8. MetaMask**
- 9. IBM Blockchain Platform**

Notable Projects

- 1. Developed a blockchain for secure, transparent supply chain tracking.**
- 2. Created smart contracts for insurance claims, automating and reducing manual workload.**
- 3. Integrated a digital wallet with secure cryptocurrency payment options for e-commerce.**
- 4. Built a marketplace supporting NFT trading with custom smart contracts.**

IOT DEVELOPMENT (SOFTWARE ONLY)



IoT Development (Software Only) involves creating software applications that manage and analyze data from IoT devices, handle connectivity, and ensure secure communication. It focuses on enhancing device functionality, data insights, and remote-control capabilities through software solutions.

Services Includes

- 1. Device Connectivity:** Developing protocols and APIs for connecting IoT devices to networks.
- 2. Data Management:** Creating systems for collecting, storing, and processing IoT data.
- 3. Analytics and Visualization:** Implementing tools for analyzing and visualizing data from IoT devices.
- 4. Remote Monitoring and Control:** Building applications for managing and controlling devices remotely.
- 5. Security:** Ensuring secure communication and data privacy between IoT devices and software.
- 6. Integration:** Connecting IoT software with other systems and platforms, such as cloud services.

Core Competencies

- 1. Azure IoT Hub**
- 2. AWS IoT Core**
- 3. Google Cloud IoT**
- 4. IBM Watson IoT**
- 5. Node-RED**
- 6. Kaa IoT Platform**
- 7. ThingSpeak**
- 8. Losant**
- 9. Mindsphere**

Notable Projects

- 1. Smart Home Automation Platform**
- 2. Industrial IoT Dashboard**
- 3. Healthcare IoT Monitoring System**
- 4. Agricultural IoT for Precision Farming**

METaverse DEVELOPMENT



Metaverse Development involves creating immersive virtual environments where users can interact, socialize, and engage in digital commerce using technologies like VR, AR, and blockchain. It enables the creation of 3D worlds, avatars, and virtual economies within a shared, persistent space.

Services Includes

- 1. 3D Environment Design:** Creating immersive virtual spaces for user interaction.
- 2. Avatar Creation:** Developing customizable digital avatars for user representation.
- 3. VR/AR Integration:** Implementing virtual and augmented reality for enhanced experiences.
- 4. Blockchain Integration:** Incorporating blockchain for digital ownership and transactions.
- 5. Social Interaction Tools:** Building features for real-time communication and collaboration.
- 6. E-Commerce Development:** Creating platforms for virtual goods, services, and transactions.
- 6. Cross-Platform Accessibility:** Ensuring the metaverse is accessible across various devices.

Core Competencies

- 1. Unity**
- 2. Unreal Engine**
- 3. Blender**
- 4. WebXR**
- 5. VRChat SDK**
- 6. OpenSea**
- 7. MetaMask**
- 8. Decentraland SDK**
- 9. Microsoft Mesh**

Notable Projects

- 1.Virtual Retail Space for E-commerce**
- 2.Corporate Metaverse for Remote Collaboration**
- 3.Virtual Event Platform for Concerts and Conferences**
- 4. Educational Metaverse for Interactive Learning**

UNITY & UNREAL DEVELOPMENT



Unity and Unreal Development involve creating interactive experiences using two leading game engines. Unity services focus on flexible, cross-platform game and app development with extensive asset support, while Unreal emphasize high-fidelity 3D graphics and performance with advanced toolsets. Both include game design, asset integration, optimization, and ongoing support to deliver engaging and high-quality interactive experiences.



Unity Development



Unreal Engine Development

UNITY DEVELOPMENT



Unity development centers around creating versatile, scalable 2D and 3D applications, especially in gaming, mobile apps, and AR/VR experiences. Its cross-platform compatibility and user-friendly interface make it ideal for projects of all sizes and complexities.

Services Includes

- 1. 2D/3D Game Design:** Designing engaging and dynamic gameplay for a variety of platforms.
- 2. Cross-Platform Compatibility:** Ensuring seamless deployment across mobile, PC, and consoles.
- 3. Augmented Reality:** Crafting AR applications for enhanced real-world interactivity.
- 4. In-App Monetization:** Integrating ads, in-app purchases, and subscription models.
- 5. Performance Testing:** Optimizing game performance and frame rate stability.
- 6. AI and Machine Learning:** Utilizing AI for NPC behavior and predictive gameplay analytics.

Core Competencies

- 1. Unity Asset Store**
- 2. Visual Studio**
- 3. Photon Unity Networking**
- 4. Firebase**
- 5. Unity Collaborate**
- 6. ProBuilder**
- 7. Cinemachine**
- 8. Unity Analytics**

Notable Projects

- 1. Educational AR Game for Children**
- 2. Fitness VR Training App**
- 3. Mobile E-commerce Gamification**
- 4. Digital Twin for Manufacturing Monitoring**

UNREAL ENGINE DEVELOPMENT



Unreal Engine development focuses on creating highly immersive 3D environments and interactive experiences for gaming, simulation, and virtual production. Known for its photorealistic graphics and flexibility, it's ideal for industries seeking realistic visualizations and complex storytelling.

Services Includes

- 1. 3D Environment Design:** Crafting detailed, interactive worlds with lifelike assets and environments.
- 2. Gameplay Mechanics:** Building and fine-tuning game interactions, physics, and controls.
- 3. VR/AR Integration:** Implementing virtual and augmented reality for enhanced experiences.
- 4. Animation and Rigging:** Producing realistic character movements and facial animations.
- 5. Performance Optimization:** Enhancing gameplay and visual quality across multiple devices

Core Competencies

- 1. Unreal Engine Marketplace**
- 2. Visual Studio**
- 3. Blender**
- 4. Substance by Adobe**
- 5. Houdini**
- 6. Quixel Megascans**
- 7. Perforce**
- 8. Unreal Motion Graphics**
- 9. Blueprints Visual Scripting**

Notable Projects

- 1. Hyper-realistic Real Estate VR Tours**
- 2. Military Training Simulator**
- 3. Virtual Film Set for TV Production**
- 4. Automotive Visualization Showroom**

PORTFOLIO HIGHLIGHTS



Innovasoft's portfolio highlights successful collaborations with diverse brands, including IDEC, Smokeheaven, Toddler, SH Admin, Oasis Journey, Permabull, Atompad, Medical Sheepskin and others. From crafting custom SaaS and mobile solutions to developing AI-powered platforms, we've empowered each client with innovative technology tailored to their industry. Our work reflects a commitment to quality, leveraging our expertise to drive digital transformation and growth across every project.

➤ **SMOKEHEAVEN**

➤ **MEDICAL SHEEP SKIN**

➤ **OASIS JOURNEY**

➤ **RELIATUS**

➤ **MAH ADVISING PLLC**

➤ **TODDLER**

➤ **IDEC**

➤ **PERMABULL**

➤ **ATOMPAD**

➤ **PETROLOBBY**

OASIS JOURNEY **BRANDING & MARKETING**



We brought the Oasis Journey brand to life by designing a cohesive identity through graphic design, social media setup, and web development. Our deliverables included a logo, business cards, flyers, and brochures for impactful visuals; optimized social media and engaging web design to boost their digital presence.

INDUSTRY

Travel & Tourism

CLIENT SCOPE

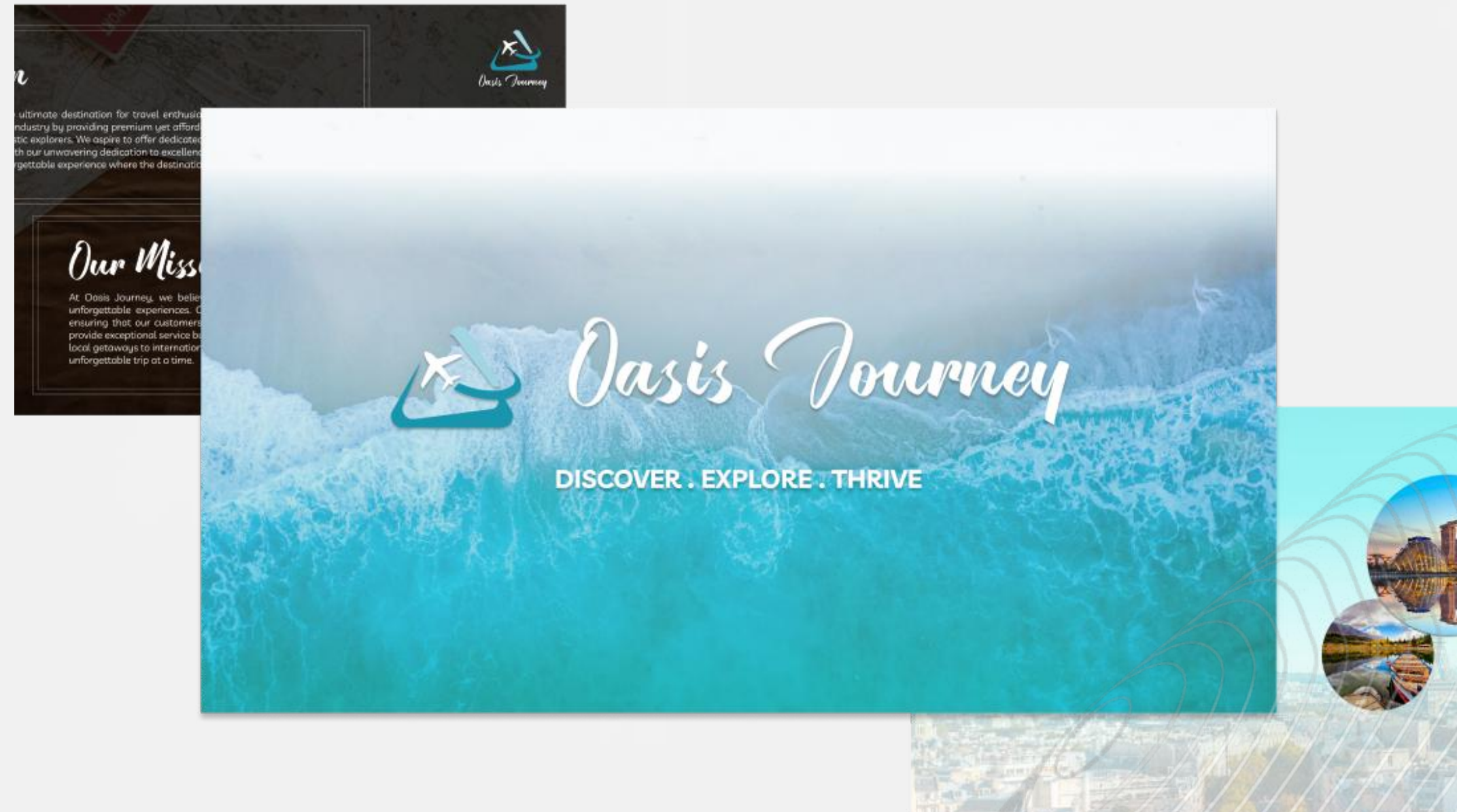
Branding, Digital Transformation,
and Launch

SERVICES ACQUIRED

Graphic Design
Social Media Setup
Web Development

DELIVERABLES

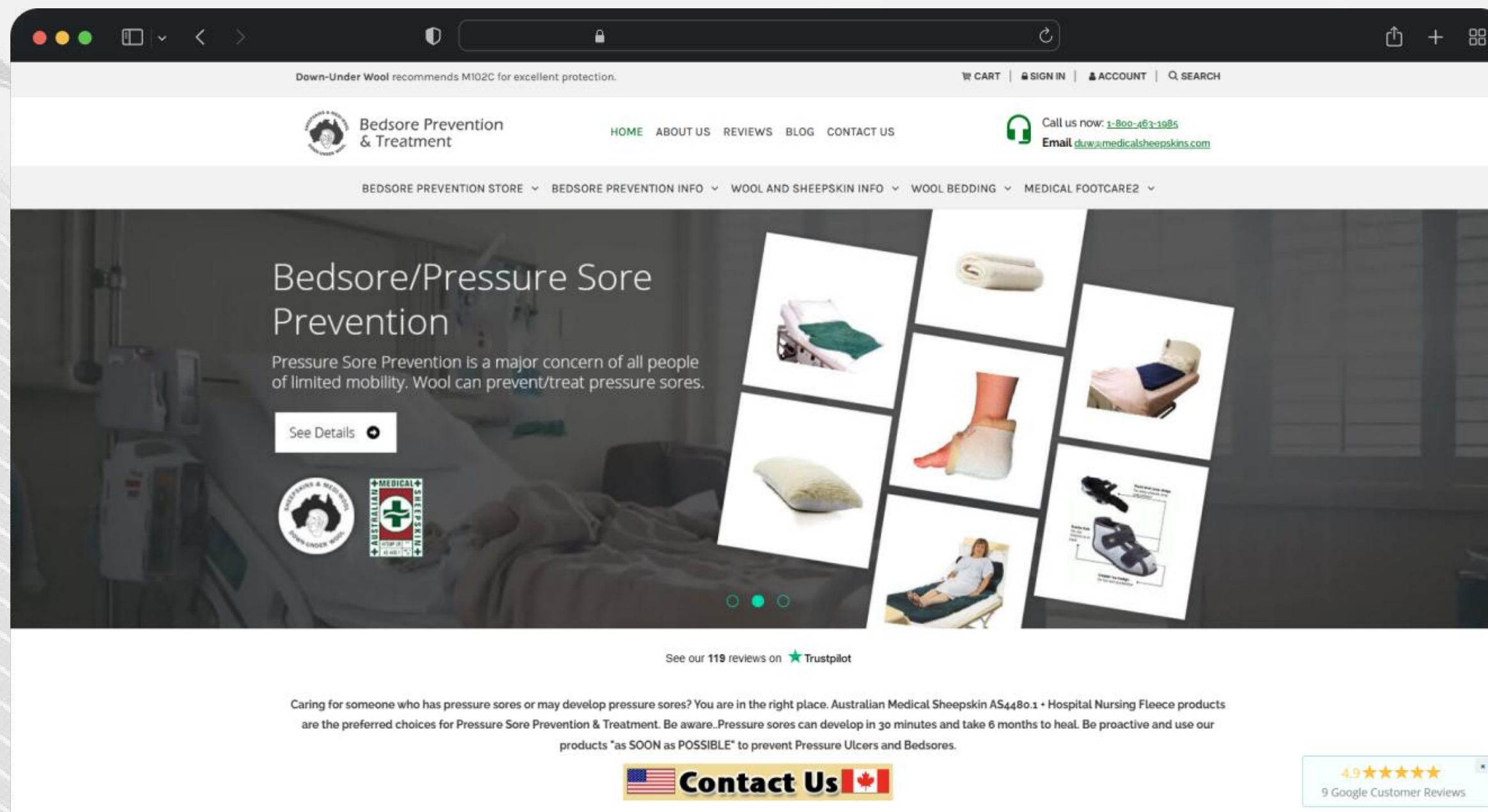
Logo, Business Cards, Flyers,
Brochures
Social Design
Social Media Optimization
Web Design
Website



MEDICAL SHEEP SKIN DEVELOPMENT



We revitalized Medical Sheep's online presence with a user-centric website and a targeted SEO and SEM strategy. Our deliverables included a modern website design, comprehensive SEO strategy, and Google Ads to enhance visibility and generate inquiries.



INDUSTRY

Healthcare

CLIENT SCOPE

Revamp website, and rank on Google to generate inquiries

SERVICES ACQUIRED

Web Design

SEO

SEM

DELIVERABLES

Web Design, and Development

SEO Strategy

SEO Optimization

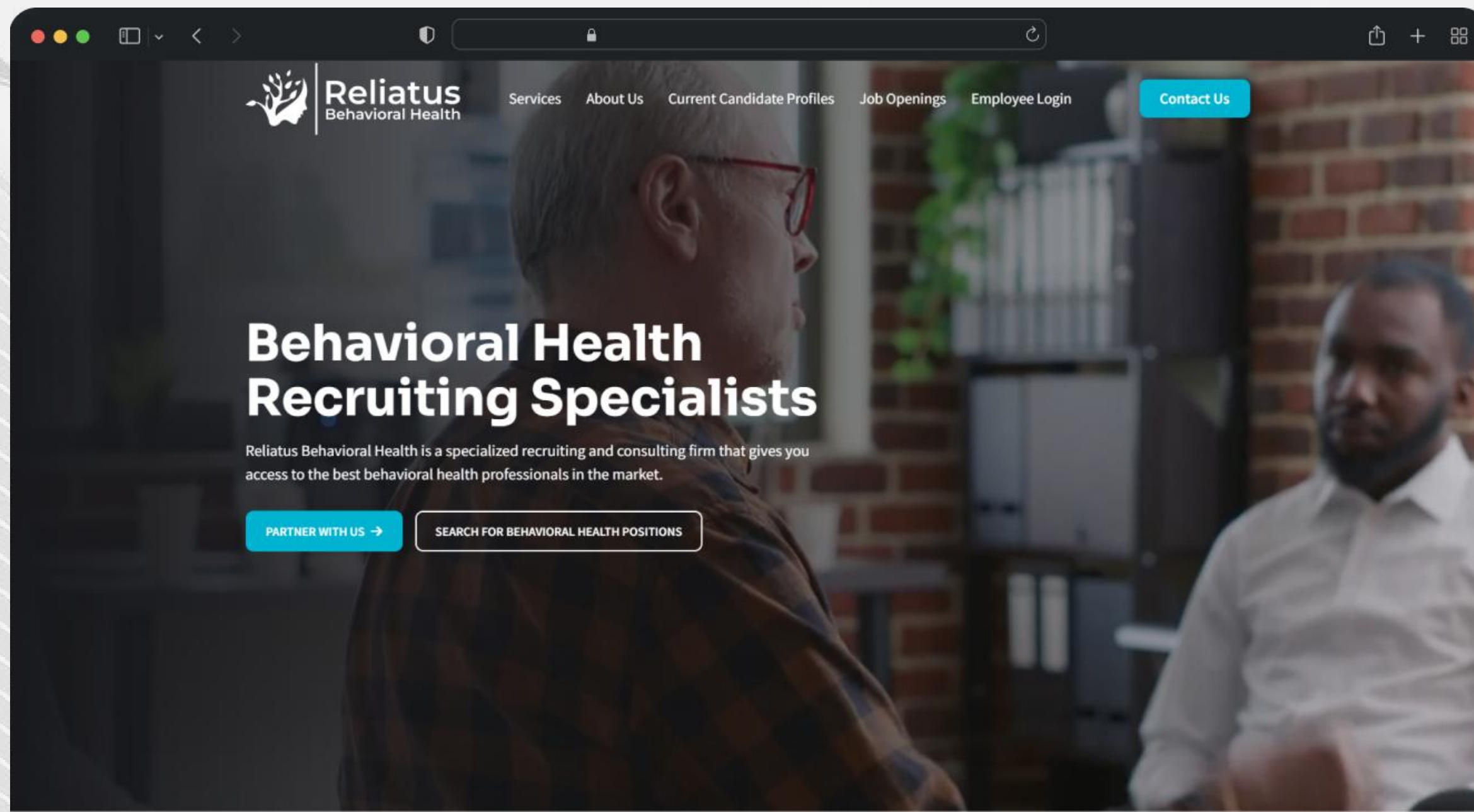
Local SEO

Google Ads

RELIATUS DEVELOPMENT



We empowered Reliatus with a robust web presence and strategic digital marketing solutions. Our deliverables included a responsive website, local SEO, social media setup and campaigns, and email marketing to drive engagement and elevate brand visibility in the healthcare sector.



INDUSTRY

Medical & Healthcare

CLIENT SCOPE

Website

SEO

Social Media Marketing

SERVICES ACQUIRED

Web Development

Digital Marketing

DELIVERABLES

Website

Tailored Digital Marketing Strategy

Local SEO

SEO

Social Media Set-up, and Optimization

Social Media Strategy

Social Media Campaigns

Email Marketing

MAH ADVISING PLLC DEVELOPMENT



We strengthened MAH Advising's digital foundation with a professional website, CRM, and calendar integration, enhancing client interactions. Our deliverables also included LinkedIn personal branding and management, plus targeted PPC campaigns to increase visibility in the legal industry.

INDUSTRY

Law, Legal

CLIENT SCOPE

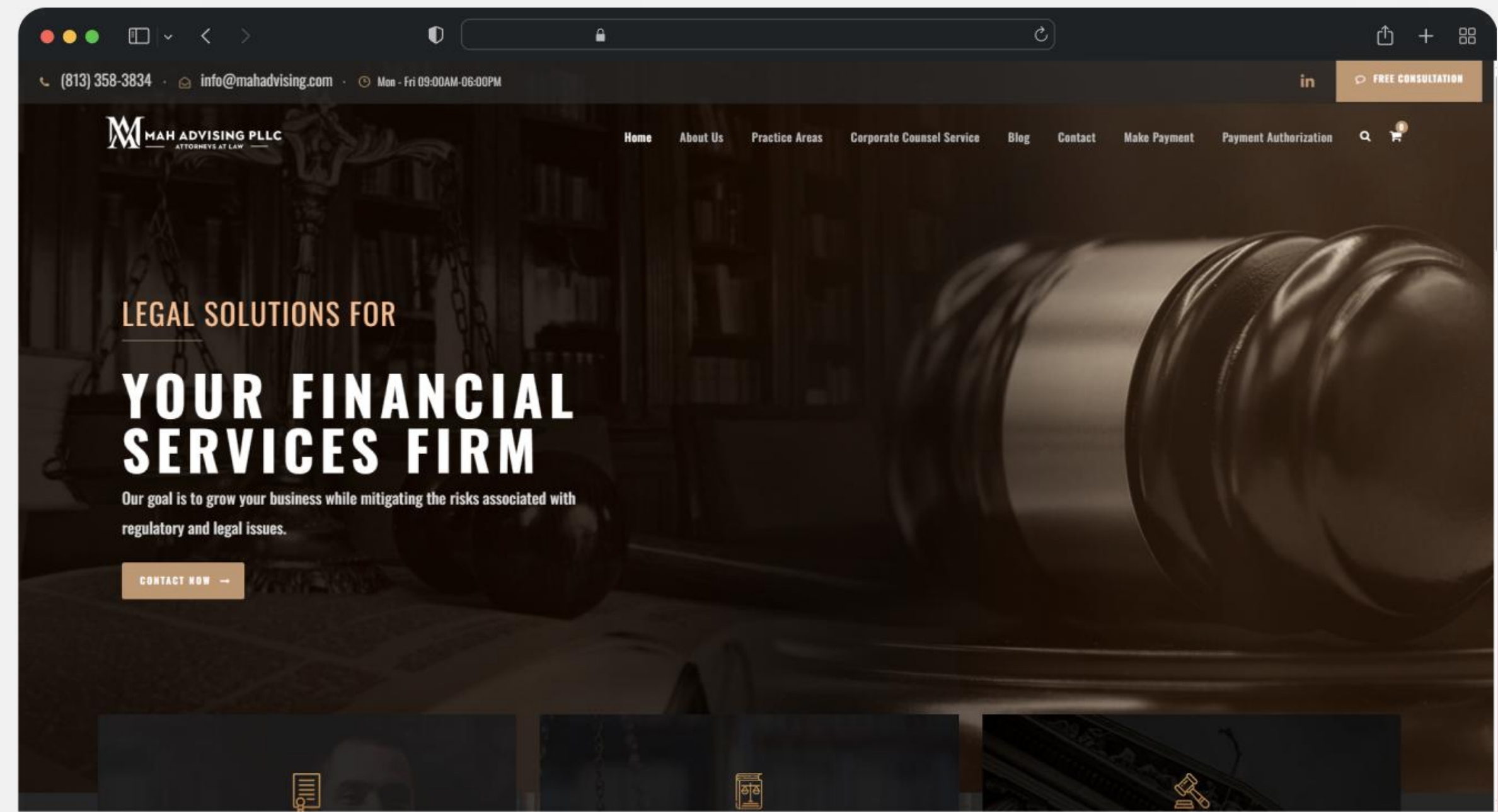
Website, Appointment Setting,
Personal Branding

SERVICES ACQUIRED

Web Development
CRM Integration
LinkedIn Marketing
Google Ads - PPC

DELIVERABLES

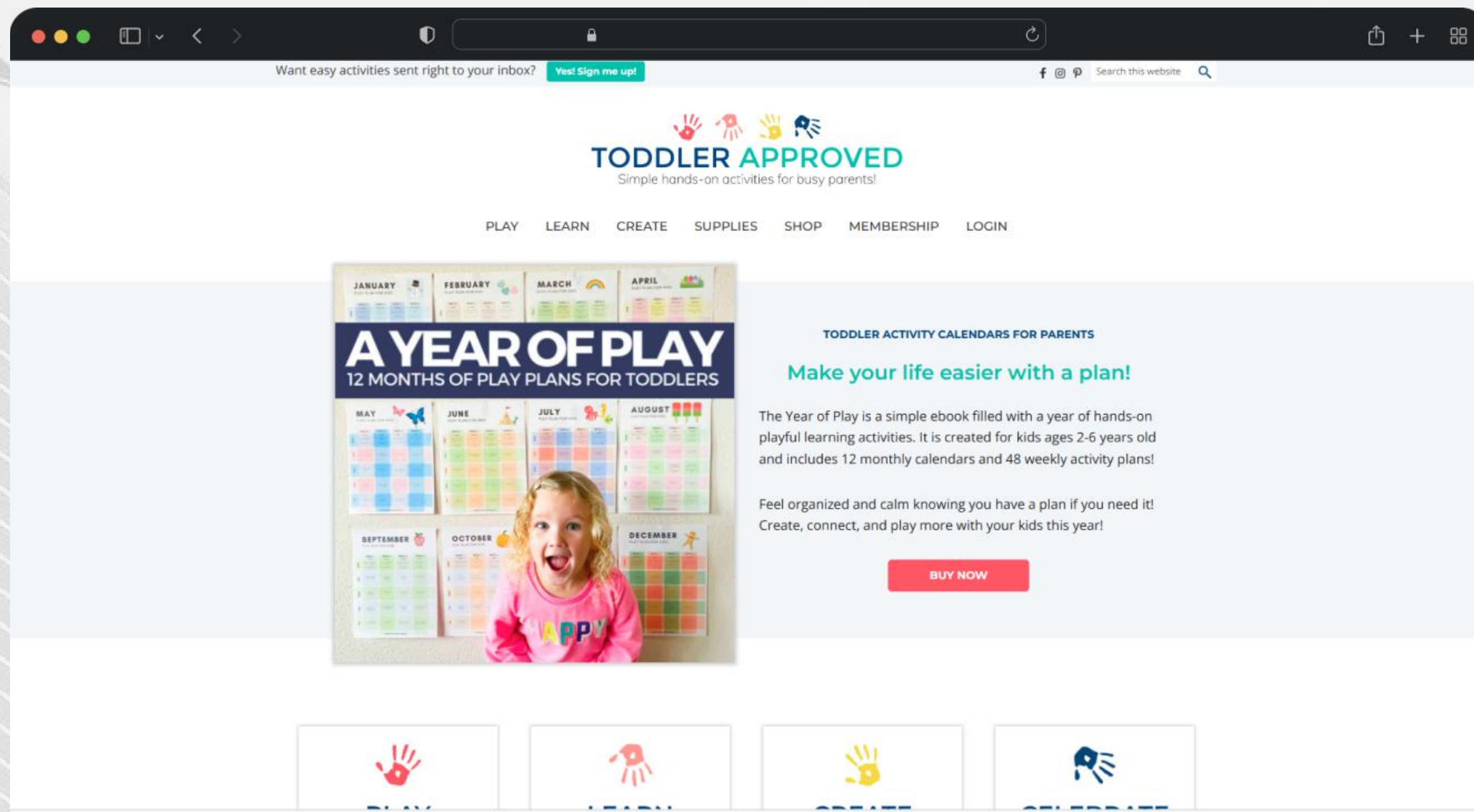
Web Design, and Development
CRM, and Calendar Integration
LinkedIn Personal Branding
LinkedIn Management, and Marketing
SEM - PPC



RELIATUS DEVELOPMENT



We developed an end-to-end recruitment platform for Reliatus, providing intuitive UI/UX, robust product development, and cloud services. Deliverables included comprehensive QA, monitoring and analytics, along with training and support to ensure a seamless digital setup and strategy implementation.



INDUSTRY

Medical & Healthcare

CLIENT SCOPE

Recruitment Platform

SERVICES ACQUIRED

Product Development

PaaS

Digital Set-up

DELIVERABLES

UI/UX Design

Product Development

Cloud Services

QA

Monitoring & Analytics

Training & Support

Digital Set-up, and Strategies

IDEC DEVELOPMENT



We elevated IDEC's online presence with a user-centered website, digital setup, and comprehensive marketing strategies. Our deliverables included SEO and ORM for improved visibility, a custom SMM strategy, content creation, and marketing materials to boost engagement in the design and engineering sector.

INDUSTRY

Design & Engineering

CLIENT SCOPE

Website

Digital Set-up

Social Media Marketing

ORM – Online Reputation Management

SERVICES ACQUIRED

Web Design, and Development

Digital Set-up, and Marketing Strategies

Social Media

SEO & ORM

DELIVERABLES

Web Design and Development

Digital Setup and Marketing Strategies

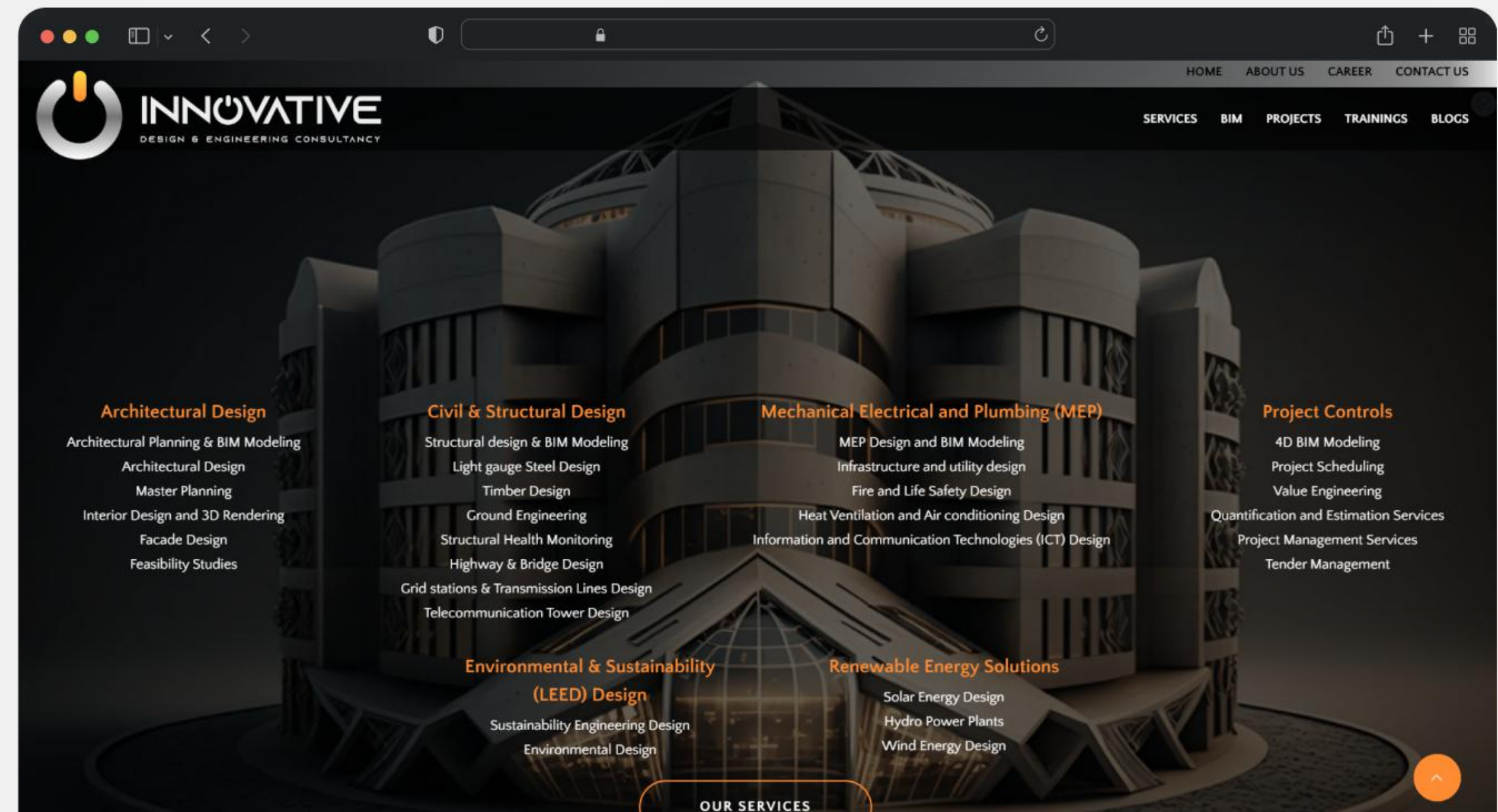
SMM Strategy and Implementation

SEO Optimization

ORM

Content Creation

Marketing Materials



PERMABULL DEVELOPMENT



We collaborated with PermaBull to create web and mobile applications for their hybrid AI ecosystem, which merges blockchain and AI technologies. The applications facilitate seamless interaction between on-chain and off-chain processes, enhancing user experience and supporting PermaBull's dual revenue streams in digital advertising.

INDUSTRY

Hybrid AI Ecosystem

CLIENT SCOPE

Web Application

Mobile Application

SERVICES ACQUIRED

UI/UX Design

Web App Development

Mobile App Development

API Integration

DELIVERABLES

Web Application

Mobile Application

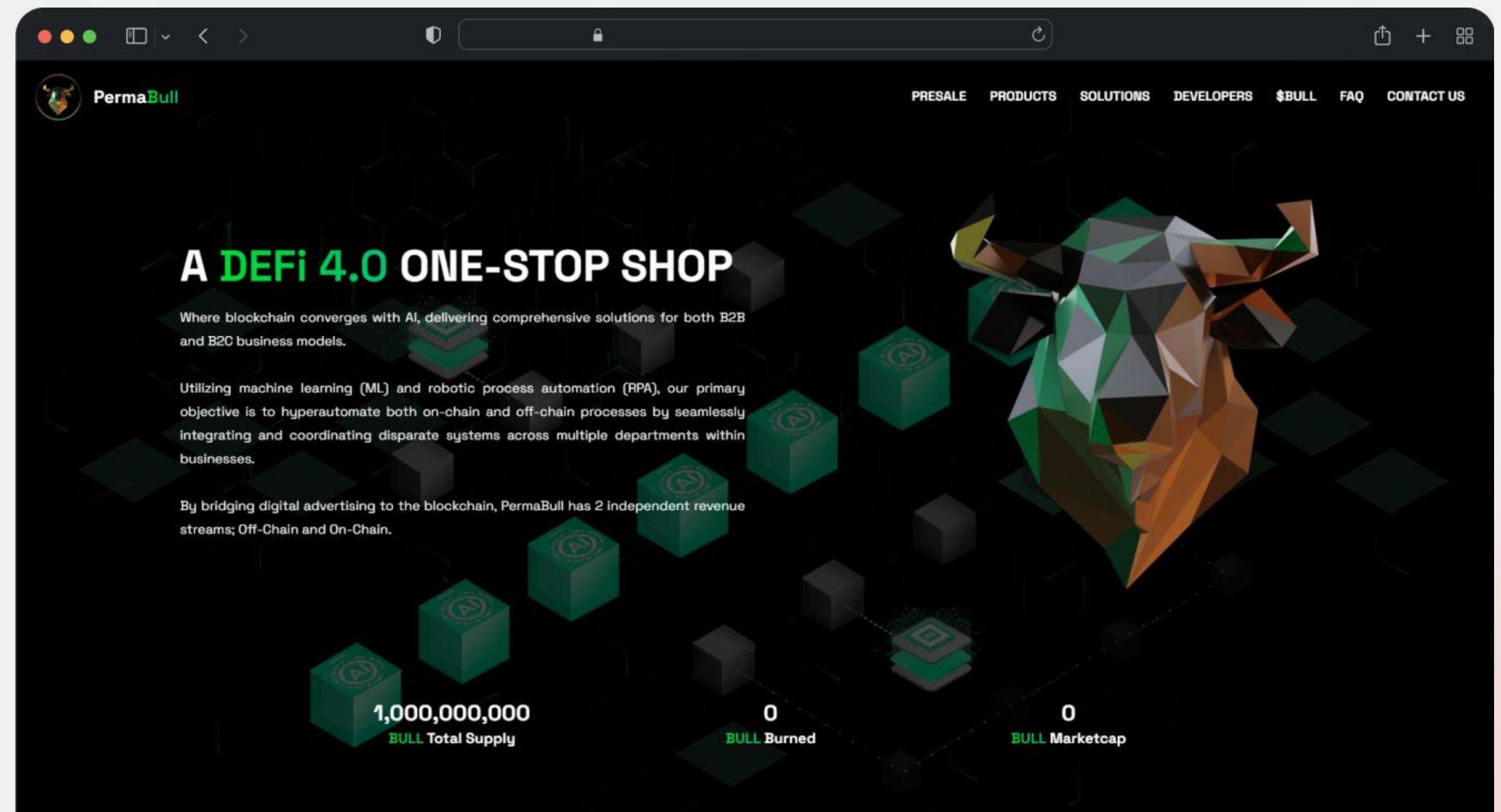
UI/UX Design Mockups

API Integration Documentation

Testing and QA Reports

User Training Materials

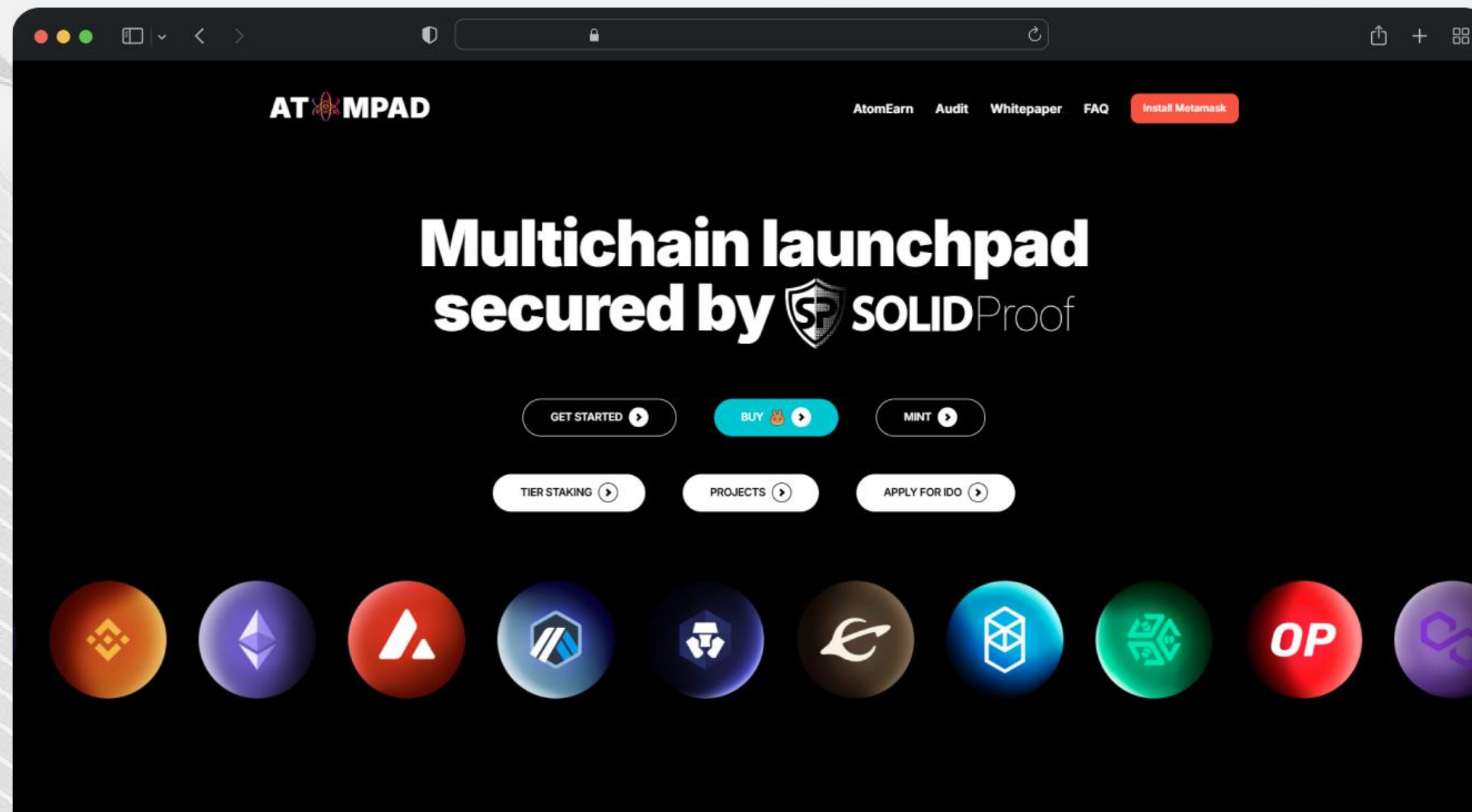
Deployment Guidelines



ATOMPAD DEVELOPMENT



We developed a seamless web application for Atompad, focusing on intuitive UI/UX and efficient wallet API integration. Deliverables included user experience documentation, full DevOps setup, and ongoing QA and maintenance to support their blockchain and crypto operations.



INDUSTRY

Blockchain, Crypto

CLIENT SCOPE

Web Application
Wallet APIs

SERVICES ACQUIRED

UI & UX
UED
Web App Development
DevOps

DELIVERABLES

UI & UX Design Prototypes
User Experience Documentation
Web Application Development
Wallet API Integration
DevOps Setup and Configuration
QA & Maintenance

PETRO LOBBY DEVELOPMENT



We strengthened Petro Lobby's digital footprint with a responsive website, targeted SEO, and SEM campaigns. Deliverables included social media setup and optimization, a content creation plan, and performance analytics to drive visibility and engagement in the digital marketing and consultation space.

INDUSTRY

Digital Marketing, Consultation

CLIENT SCOPE

Website

SEO

SEM

SERVICES ACQUIRED

Web Design, and Development

SEO

SEM

Social Media Set-up & Optimization

DELIVERABLES

Website Design and Development

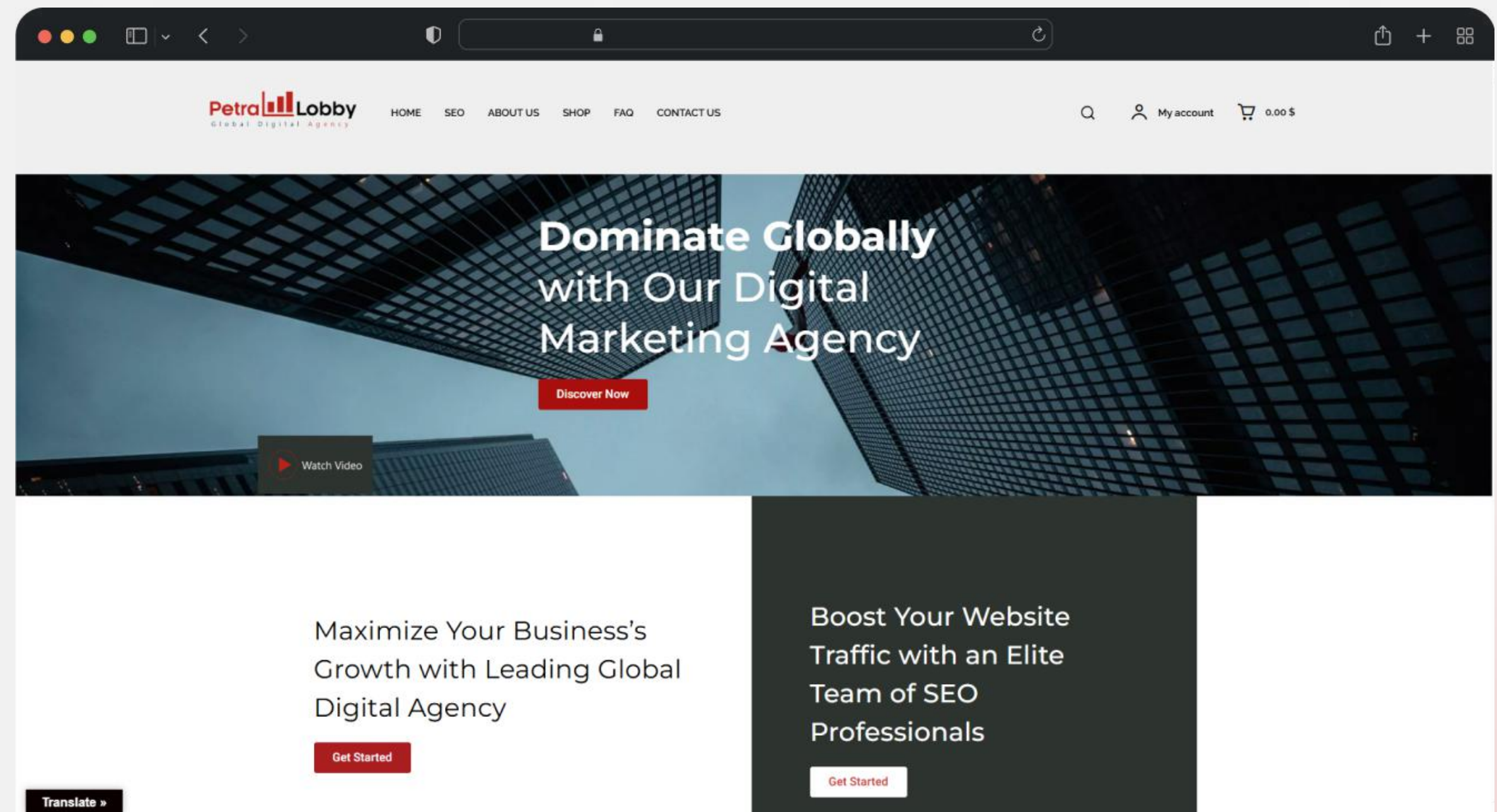
SEO Strategy and Implementation

SEM Campaign Setup and Management

Social Media Setup and Optimization

Content Creation Plan

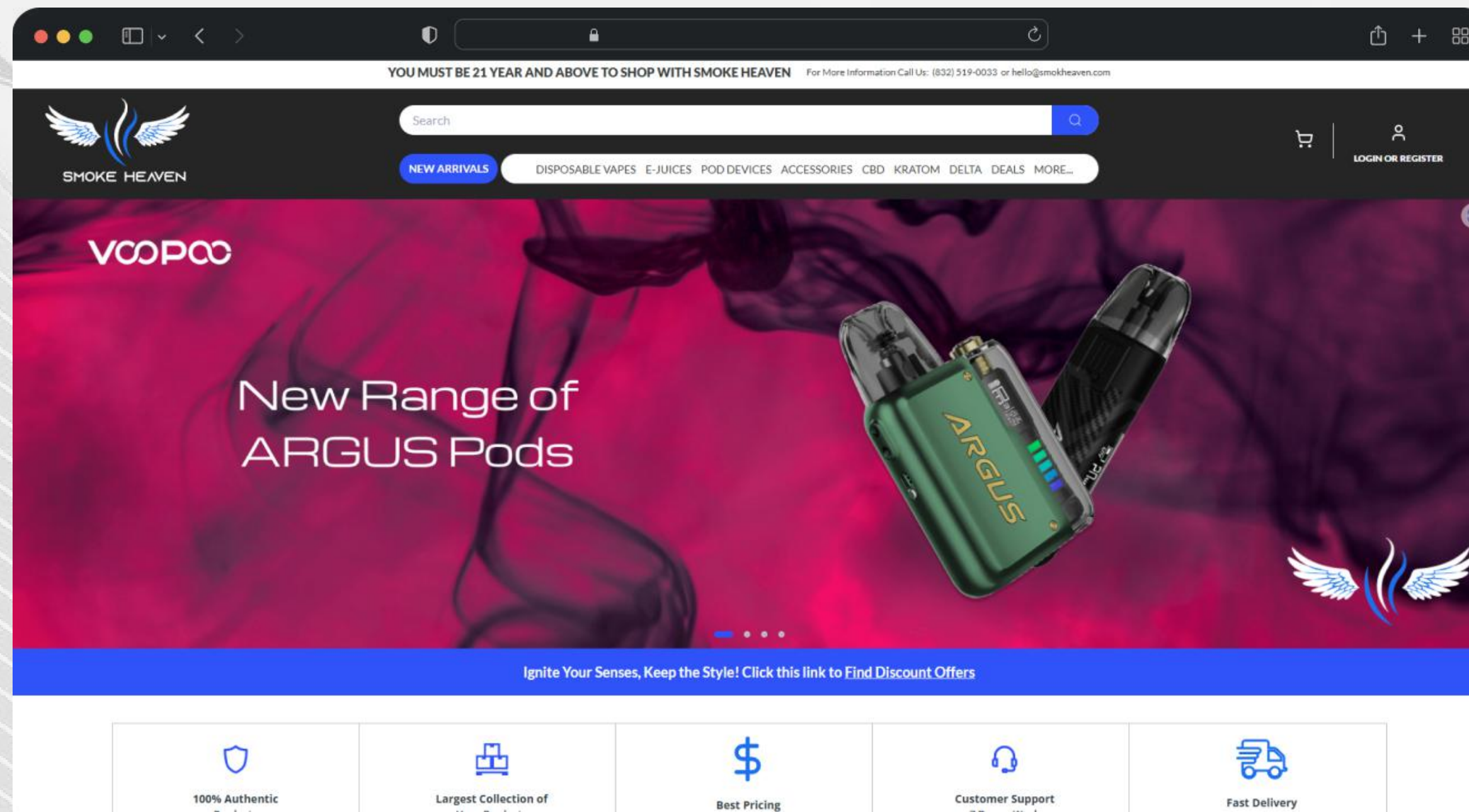
Analytics and Performance Reports



SMOKHEAVEN DEVELOPMENT



We crafted a custom eCommerce website for Smokheaven, emphasizing engaging UI/UX and seamless API integrations. Our deliverables included comprehensive content creation, SEO optimization, analytics setup, and ongoing maintenance and support to enhance their online retail presence.



INDUSTRY

eCommerce

CLIENT SCOPE

UED
Custom Ecommerce Website
API Integrations

SERVICES ACQUIRED

UI/UX
Web Development
Content Creation

DELIVERABLES

UI/UX Design
Custom eCommerce Website
Development
API Integration
Content Creation
Product Descriptions and Multimedia
Assets
SEO Optimization
Analytics Setup and Reporting Dashboard
Ongoing Maintenance and Support

FLEET FORUM DEVELOPMENT



We created a cross-functional team for Fleet Forum, assembling dedicated resources tailored to their project needs. This team included specialists from UI/UX design, to QA, ensuring a robust and efficient web application solution for the transportation and logistics industry.

INDUSTRY

Transportation, Logistics

CLIENT SCOPE

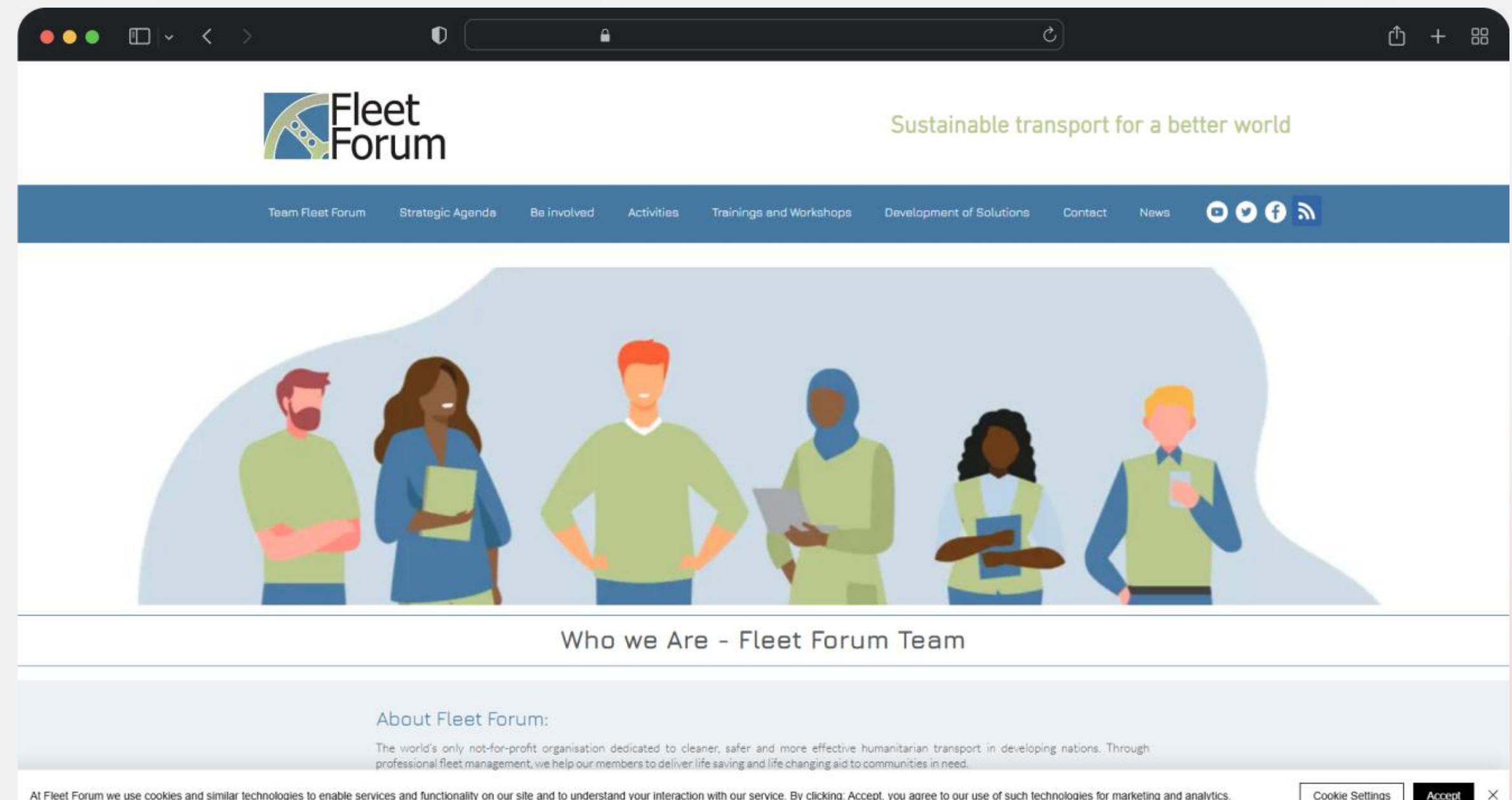
Web Application

SERVICES ACQUIRED

Dedicated Resources

DELIVERABLES

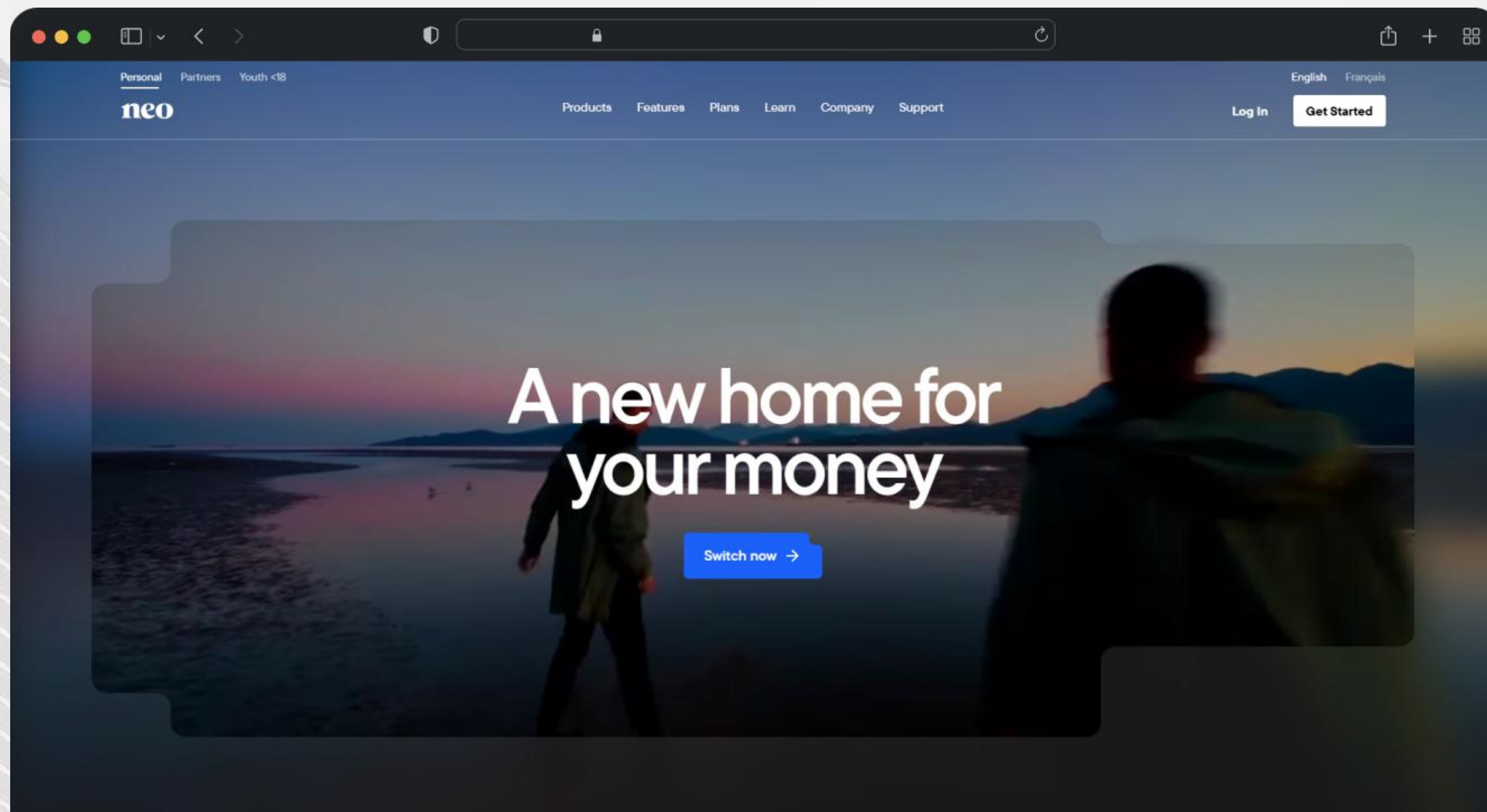
Project Manager
Technical Writer
UI/UX Designer
Front-end Developers
Back-end Developers
API Integration Specialist
QA Testers
DevOps Engineer



NEO FINANCIAL DEVELOPMENT



We collaborated with Neo Financial, offering dedicated teams for product development. Our work included microservices architecture, API integrations, cloud services, and user experience design, enhancing their fintech solutions and operations.



INDUSTRY

Fintech

CLIENT SCOPE

Microservices Development
Product Development

SERVICES ACQUIRED

Dedicated Teams for: Microservices Development
Fintech Development
API Integrations
Cloud Services
User Experience Design (UED)

DELIVERABLES

Microservices Architecture
Fintech Product Solutions
API Integration Documentation
Cloud Infrastructure Setup
UI/UX Design Prototypes
Testing and QA



OUR CLIENTS





Innovasoft



info@innovasoft-int.com



160 Kemp House, City Road London,
United Kingdom



Building no 1. Al Rabi Street,
Riyadh, Saudia Arabia



28 CCA Civic Commercial Area
DHA Phase V, Lahore



www.innovasoft-int.com



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