

**DATAMATICS**

**DIFFERENTIATE YOUR BRAND  
WITH HUMAN-CENTRIC  
DIGITAL EXPERIENCES**



Datamatics offers **Digital Experience Services** to help your organization scale the digital maturity curve faster than the competition. We help you to digitalize specific business processes rather than attempting a complete digital overhaul of your IT systems. Our strong delivery team skilled in various technologies can help you in areas like web application development, mobile application maintenance services, game development, wearables, mobile app user experience, AI/ML Modeling and AR/VR. We also help software product companies accelerate innovation with web and mobile product engineering services.

## FINTECH OFFERINGS



### Neobanks

Offer your customers an omni-channel banking experience, with a range of digital analytics and onboarding solutions.



### Embedded finance

Leverage payment APIs in your apps to facilitate accelerated commercial transactions, & integrated retail and banking experiences.



### Payments

Implement payment solutions, automated underwriting, and instant merchant onboarding for an expanded market base.



### Digital Lending Platforms

Capitalize on smart partnership strategies, advanced customer analytics framework, to reduce payment defaults and amplify revenues.



### Debt Collection

Track agent activities in-app during the collection process. Expedite service response and reach customers faster with last mile route optimization.



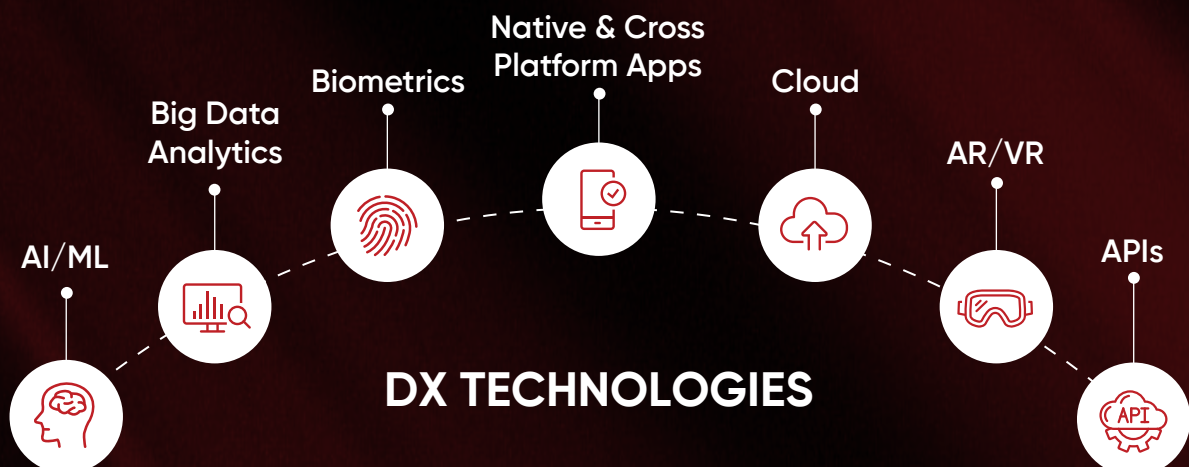
### Trading

Provide customers with a seamless interface for market watch, enabling them to perform in-depth market analysis with advanced graphics.



### Sales Optimization

Implement geo-location tagging, handle leads across stages, and onboard customers via eKYC, eSign/eStamping, instant loan disbursement etc.



# PRODUCT ENGINEERING SERVICES



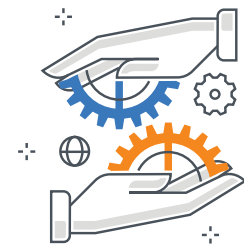
## Product Consulting

- Vision & Strategy
- Design & UX
- Architecture
- Consulting



## Product Development

- Core Product Development & Testing
- Modernization
- DevOps & CI/CD
- Lean/MVP Services



## Lifecycle Management

- Maintenance & Support
- Branding & Marketing
- Launch
- Retire

# ENGAGEMENT MODELS



## Project-based Outsourcing

- Proof of Concepts
- Turnkey Implementations



## Professional Services

- Exclusive Consulting Workshops
- Product Management
- Joint Innovation Labs



## Build - Operate - Transfer (BOT)

- Strategic high value mobile practice creation



## Maintenance and Support

- Jini Lite (Helpdesk Model)
- Term-based Maintenance Contract (Monthly Retainer)

# CASE STUDIES

## A leading provider of Personal Finance Applications in North America

Datamatics helped a leading provider of personal finance and budget apps build a multi-platform app that enabled client's customers to view spend categories, manage expenses, automate bill payments and a lot more. The app achieved:

**2.5+**  
Million Downloads

**4.1** rating out of **5**  
on the app store with  
support for over 65 currencies

A presence across  
**70+** countries

## One of the leading private banks in Asia

Datamatics helped one of the leading private banks in Asia build a digital banking web and mobile app to accelerate business growth and DX transformation. The app helped:

Increase the uptime of loan application user journey by  
**99%**

An improved play store rating from  
**3.6** to **4.2**

Simplified loan application journey with instant loan applications, customer onboarding and disbursement

Digitalized the collection process and onboarded  
**30k+** collection agents

# KEY AWARDS & RECOGNITIONS



Datamatics wins the CRN Excellence Awards 2020 in the Enterprise Mobility category



Datamatics wins the CRN Excellence Awards 2020 in the Virtual Reality category



Datamatics won Gold and Bronze Awards at Asia Pacific Stevie Awards 2019 for TruBot and Virtual Reality Game Application for Alzheimer's Patients



Datamatics won 2019 Artificial Intelligence Breakthrough Award

## ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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