ISF Analytica & Informatica Pvt.Ltd
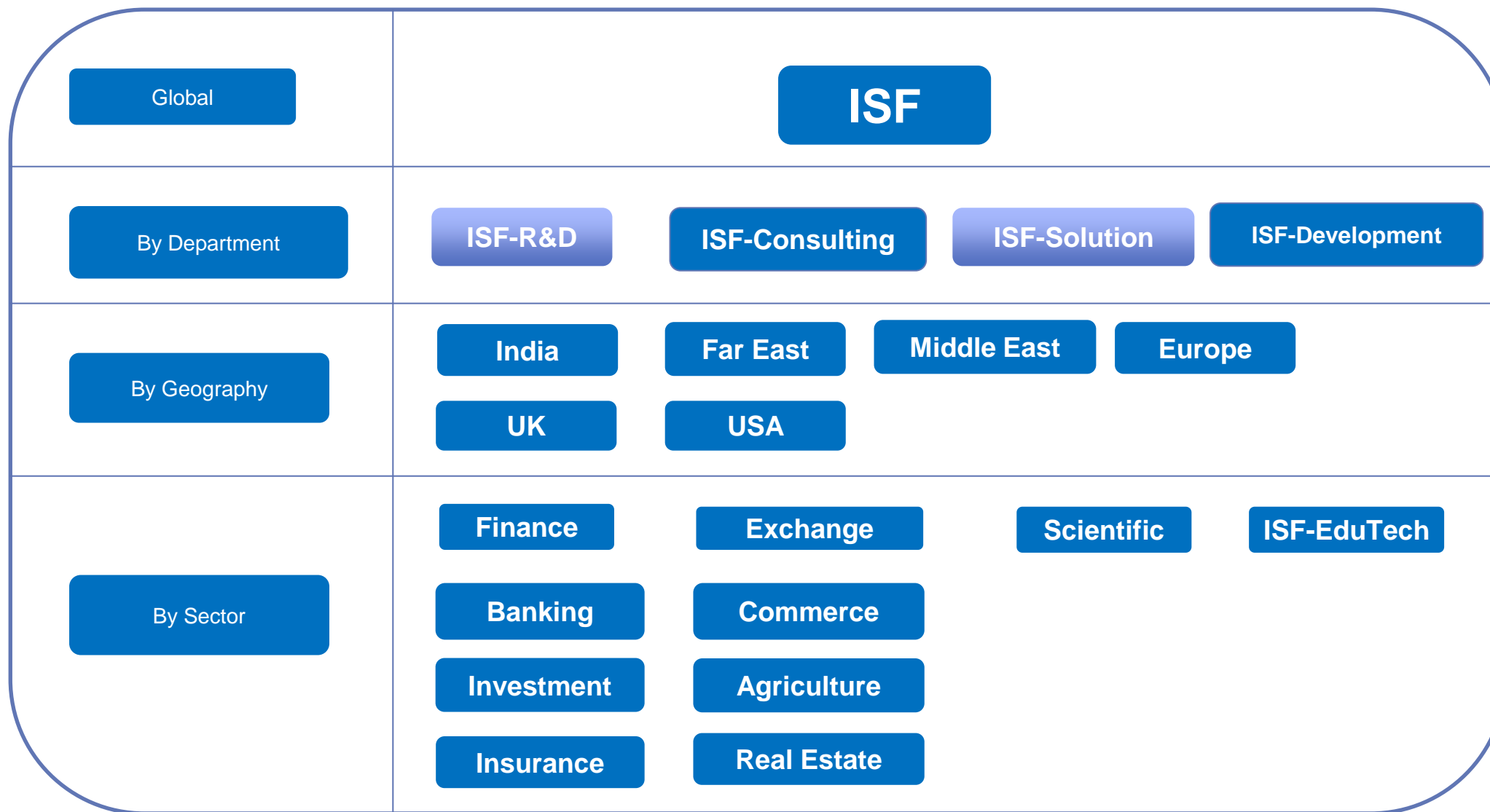
Vision & Mission

VISION

"To be world's most preferred vendor for all IT consulting and solutions"
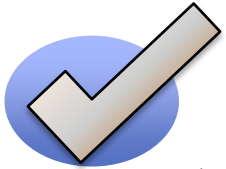
MISSION

To enable start up's and SME's to raise funds on our exchange platform with our investor's network and give them an end-to-end IT consulting and solutions

ISF Organization Structure

ISF ANALYTICA & INFORMATICA

| Global	**ISF**			
By Department	ISF-R&D	ISF-Consulting	ISF-Solution	ISF-Development
By Geography	India	Far East	Middle East	Europe
	UK	USA		
By Sector	Finance	Exchange	Scientific	ISF-EduTech
	Banking	Commerce		
	Investment	Agriculture		
	Insurance	Real Estate		

Uniqueness

Bring expertise in proven Industry Leading AI capabilities - Data Science (Microsoft Cognitive services, IBM Cognitive Services, Google Machine Learning Cloud …)

Experience in Transforming Legacy Systems with AI and Block-chain Technologies leveraging ready solution blueprints for different domains to bring disruption
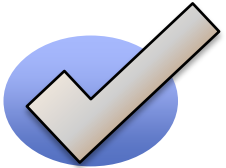
Rapid development leveraging an AI platform with varied NLP, Machine Learning & Deep Learning capabilities

Smart AI Solution Studio to create solutions - From PoC, PoV, Pilot and Full Blown

Enable block-chain integration with native code to ensure transparency, immutability and secure data transfer using distributed ledger.

About Us

SKILLS

- ❖ Innovative Solutions Framework (ISF)
- ❖ Complex System Integration
- ❖ Statistical Analytics
- ❖ Emerging Technologies
- ❖ AI Competency
- ❖ Block chain
- ❖ Internet of Things
- ❖ Augmented & Virtual Reality
- ❖ Payment Gateways (PCI DSS)
- ❖ Continuous Computational Language
- ❖ Service Virtualization

EXPERIENCE

- ❖ 70 Man-Years of Industry Experience
- ❖ Highly skilled team of 12
- ❖ Strong knowledge and execution using emerging technology
- ❖ Subject Matter Expertise in areas of Finance, Retail, Banking, Logistics, Exchange, Agriculture & Real Estate
- ❖ Proven track record of development in Financial Technology & Banking
- ❖ Promoters worked with companies like IBM, JPMC, L&L, NEC, etc.

Product Suits

Exchange / Marketplace Core Library

Cognitive & SAS Processing

Financial Exchange

- Security Exchange
- Commodity Exchange
- Forex Exchange
- KYC Tools

Target – Financial Markets

Entrepreneurial Suite

- Notes Buddy
- Mentor Box
- Pitch Deck
- Start-up Exchange
- EZOfficeMate

Target - Start-ups

Marketplace Suite

- Market Place
- Warehouse Mgmt.
- Logistics Mgmt.
- Accounts Mgmt.
- EzShopMate
- EZOfficeMate

Target – ecommerce

Agriculture Suite

- Agri Exchange
- Veg. Composter
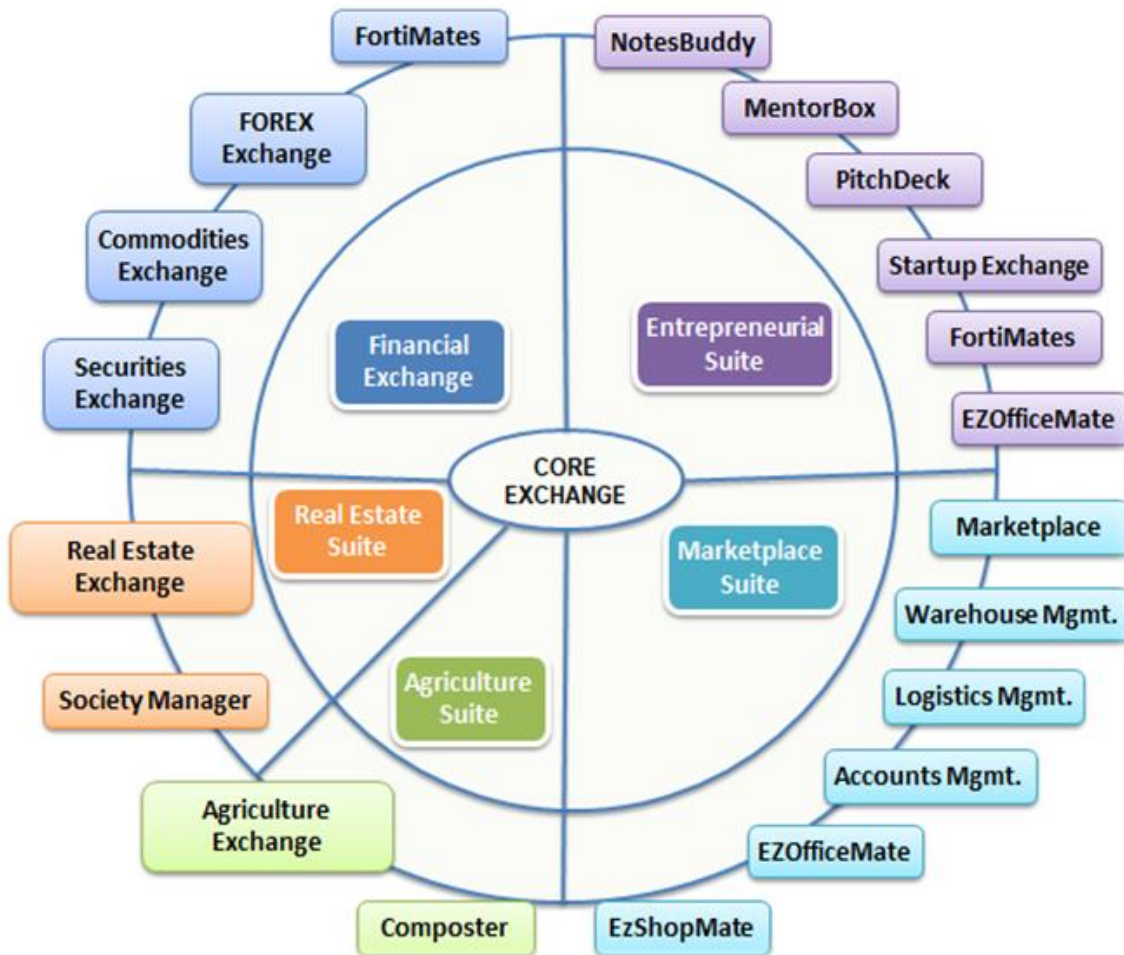- Real Estate Suite
- Society Manager

Target – Agriculture

Target – Real Estate

Block chain

Exchange Suit
ISF Securities Exchange facilitates the transactions associated with both buying and selling of securities. Buyers and sellers of shares and stocks can track the price changes of securities from the stock markets (derivatives, equity etc.) in which they operate.

Entrepreneurial Suit
ISF's Entrepreneurial Suite helps you in your journey of Entrepreneurship; we have products that can help you right from your Idea stage till your business is flourished. You can tap into any stage whenever you want we just have the right products for you.

Marketplace Suit
ISF has built over year white label for a market place / exchange. The white label is used to buy, sell, bid and settle as its transaction functions. You get the basic modules of on boarding customers, suppliers, vendors, and companies, so on and so forth to carry out the transactions in the field of Warehouse, Logistics, Accounts Management and B2C E-commerce Platform EZ ShopMate.

Agriculture Suit
The need for an agriculture exchange stems from the need to invest in human beings basic need of survival; food, clothing and shelter.

Real Estate Suit
We offers real estate professionals, home seekers, agents, sellers an innovative online real-estate platform. It helps in simplifying all property decisions.

Exchange Suit

Entrepreneurial Suit

Marketplace Suit

Agriculture Suit

Real Estate Suit

Dashboard - Automated and Secure Email Solution

ISF ANALYTICA & INFORMATICA

Channels (1)
- Mailbox
- SMS System
- Fax System

Adapters (2)
- Email, SMS etc.
- Adapters for

Smart KYC (3)
- Face Recognition
- Document Verification
- Digital Identity
- User Profiling
- Trust Score
- Monitoring
- Reporting

Pre-Process (3.1)

Pre-Processing
- OCR
  -> PDF
  -> TIFF
- Parser
  -> HTML

Extraction (3.2)

Continuous Feedback Learning

Classifier Model (ML & NLP)
- Email Header, Body
  -> Entities
  -> Keywords
- Attachments
  -> Entities

Rules (3.3)

Rules Engine
- Understand Intent
  -> Apply Rules
- Categorize
  -> Emails
  -> Attachments

Action (3.4)

Automation Script
- Perform Action
  -> Connect
  -> Push Emails & Attachments
- Update Log

Classified Emails & Attachments (4)
- Escalation Email
- Follow-up Category
- Contain Information & Attachment Docs
- Seeking Information
- Low Priority Emails Auto-Responding

Various Categories

Email User Community

ORCHESTRATOR (5)

Admin Module (6)
- Administration
- Configuration
- Monitoring
- Analytics
- Reporting
- Security
- User Role
- Training ML Module
- Re-Training ML Module
- Feedback Learning

Services (7)
- Feedback Learning
- Search (Ref. No, Party ID, Policy ID
- Indexing (Email & Attachment)
- Text Extraction & Processing
- Image Processing
- NLP
- Analytics
- ML
- DL
- Python
- NLTK
- SKLEARN
- TensorFlow
- PyPDF2
- Pandas`

Vocabulary/Metadata (8)
- Insurance Domain Vocabulary
- Common Vocabulary

Analytics, Auto-Responder
- Analytics & Dashboard

Turning AI into ROI in BFSI

ISF ANALYTICA & INFORMATICA

Capital Market
- Fraud Detection
- Credit Risk Assessment
- High Speed Trading
- Prediction & Forecasting
- Cyber Security

Consumer Banking
- Smart Wallet
- Anti Money Laundering
- Robo Advisors
- Recommendation Engines
- Leads Conversion

Insurance
- Smart Entity Extraction
- Financial Crimes
- Personalized Budget Optimizer
- Trade Finance

Cognitive Insurance Claim Processing

Smart Fraud Detection - AI Based
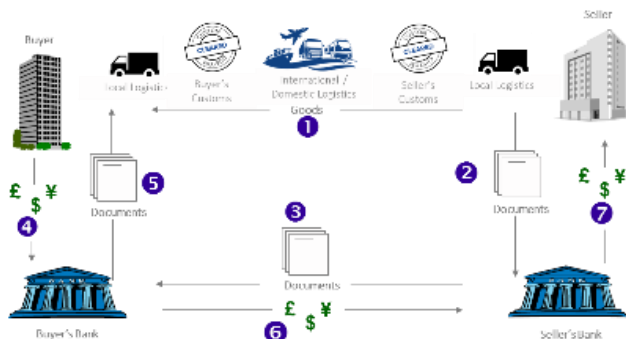
Improved turn around time & reducing risks of exposure to fraud & regulatory violations

Cognitive Document Processing

Intelligent entity extraction from unstructured documents (Loan Processing, Claims Processing)

Automating Financial Crime Detection

Automate FinCrime, AML, Enhanced Due Diligence report generation using NLP and Machine Learning based risk scoring

Solution – Banking & Finance

Cognitive Security Monitoring

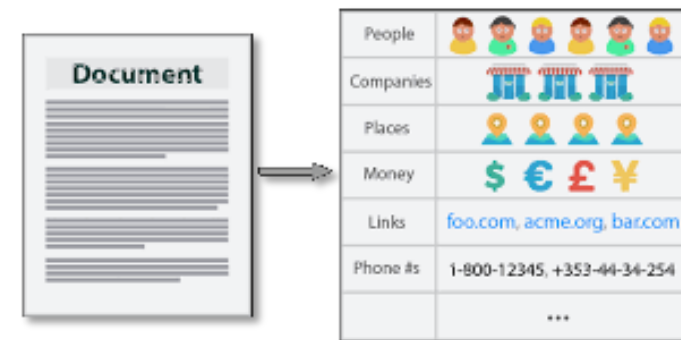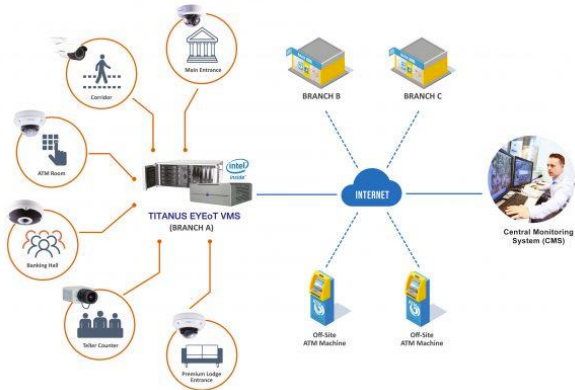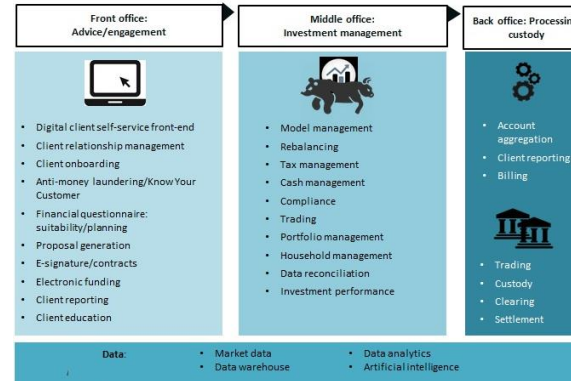Automatically detect human, animal intrusion, criminals with weapons, violent activities, ATM crowd counting, fraud detection with facial stress
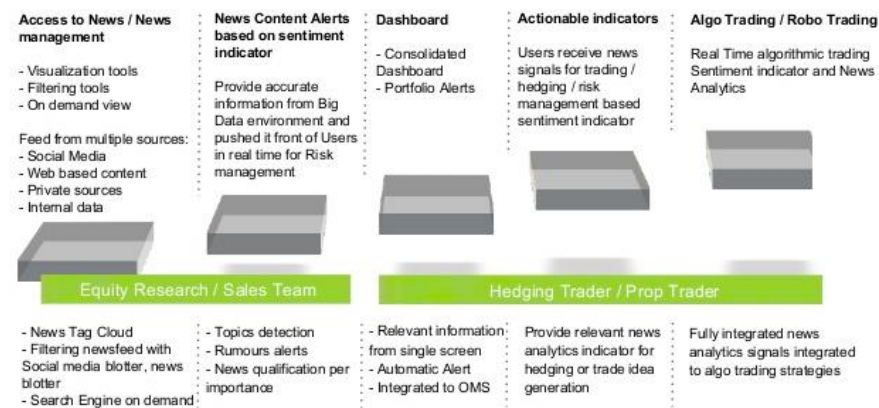
Robo Advisory Services

Front office: Advice/engagement	Middle office: Investment management	Back office: Processing, custody
• Digital client self-service front-end • Client relationship management • Client onboarding • Anti-money laundering/Know Your Customer • Financial questionnaire: suitability/planning • Proposal generation • E-signature/contracts • Electronic funding • Client reporting • Client education	• Model management • Rebalancing • Tax management • Cash management • Compliance • Trading • Portfolio management • Household management • Data reconciliation • Investment performance	• Account aggregation • Client reporting • Billing • Trading • Custody • Clearing • Settlement
Data:	• Market data • Data warehouse	• Data analytics • Artificial intelligence

Various variants of Robo Advisory services to automate and aid human advisory services.

Market Sentiment Analytics

Access to News / News management	News Content Alerts based on sentiment indicator	Dashboard	Actionable indicators	Algo Trading / Robo Trading
- Visualization tools - Filtering tools - On demand view Feed from multiple sources: - Social Media - Web based content - Private sources - Internal data	Provide accurate information from Big Data environment and pushed it front of Users in real time for Risk management	- Consolidated Dashboard - Portfolio Alerts	Users receive news signals for trading / hedging / risk management based sentiment indicator	Real Time algorithmic trading Sentiment indicator and News Analytics

Equity Research / Sales Team

- News Tag Cloud
- Filtering newsfeed with Social media blotter, news blotter
- Search Engine on demand

- Topics detection
- Rumours alerts
- News qualification per importance

Hedging Trader / Prop Trader

- Relevant information from single screen
- Automatic Alert
- Integrated to OMS

Provide relevant news analytics indicator for hedging or trade idea generation

Fully integrated news analytics signals integrated to algo trading strategies

Customer Journey Analytics

Improve customer journey in your website, mobile apps, chat bots and virtual assistance using Machine Learning based cognitive solution

Sentiment analysis of products and services by social media conversation mining. Sentiment analysis of stocks and stock market

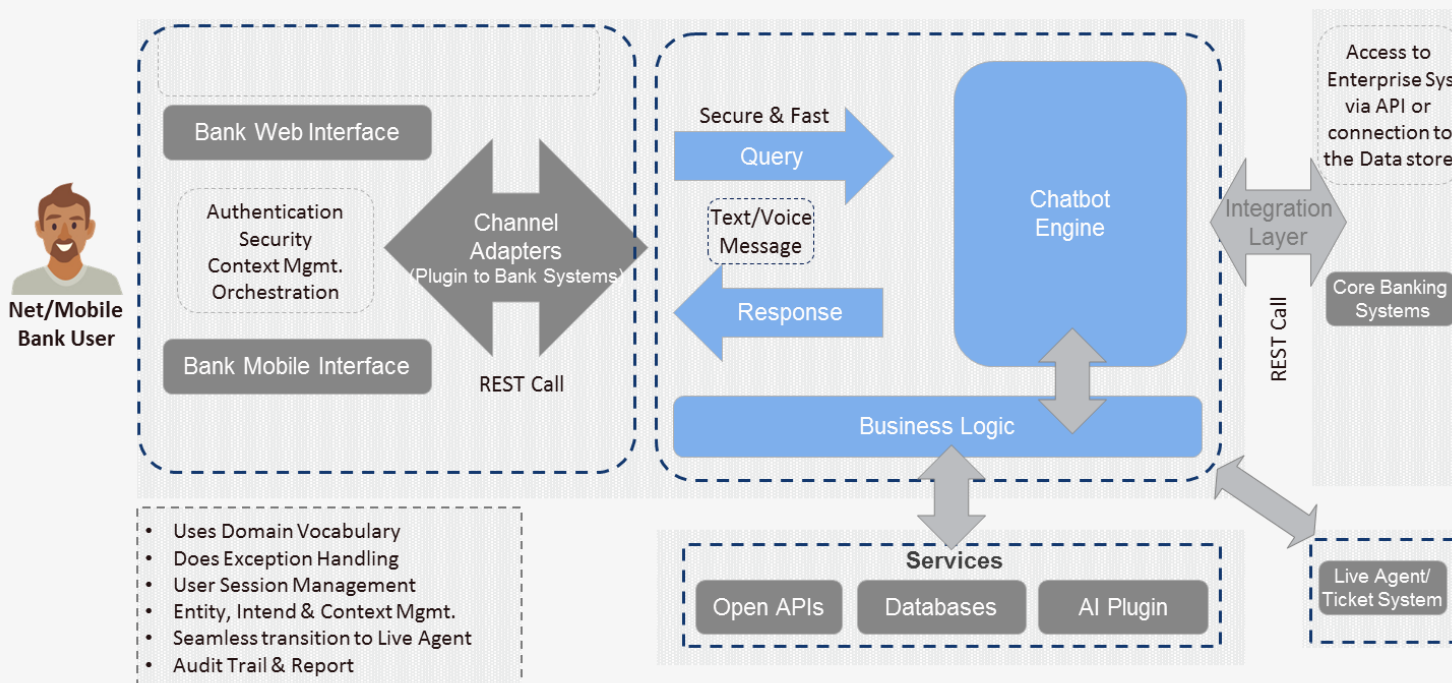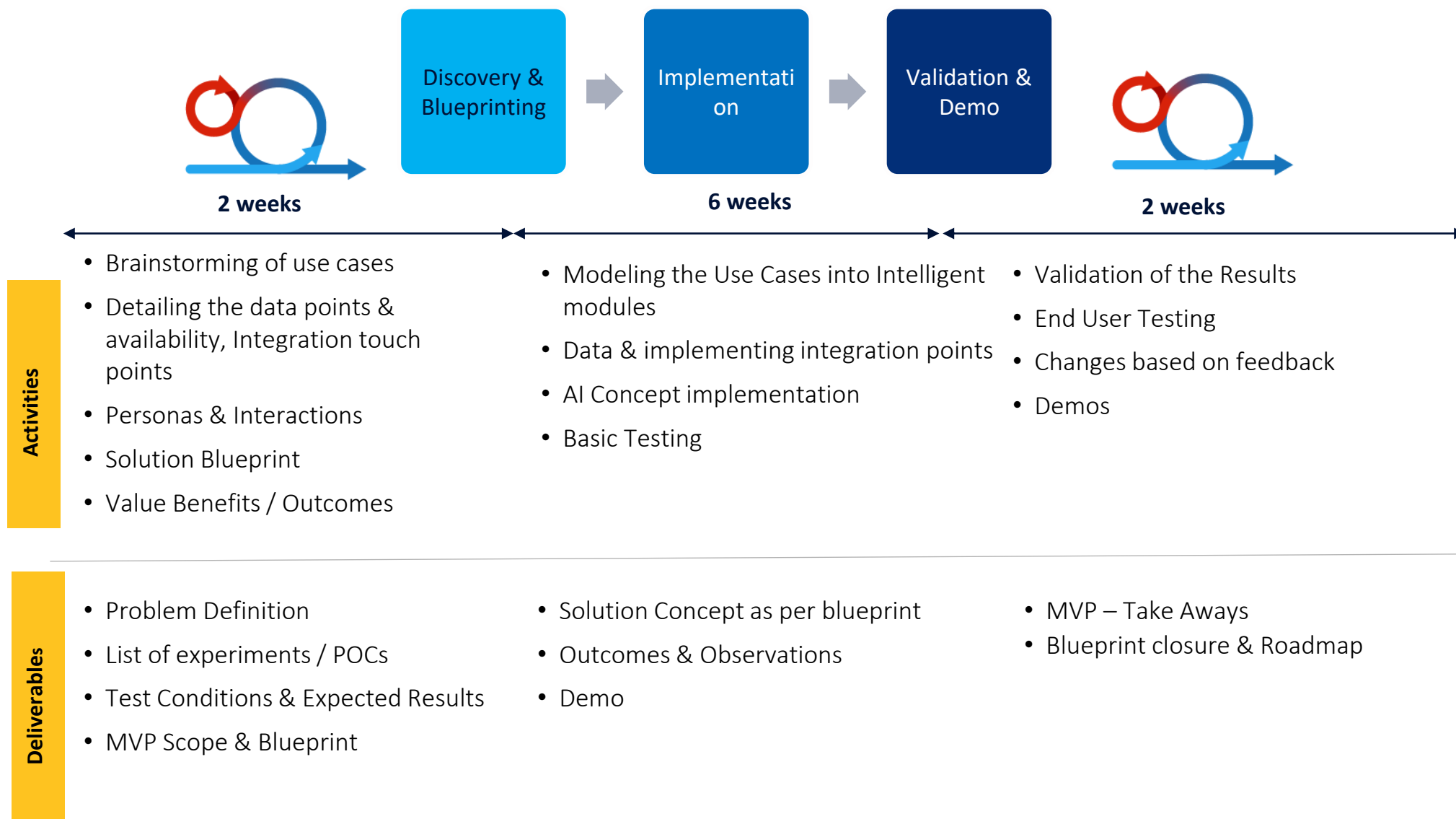# Transactional Chat Bots

Smart AI Enabled ChatBot for Banking Support

Sample Project Implementation Timeline

2 weeks — Discovery & Blueprinting → **6 weeks** — Implementation → Validation & Demo — **2 weeks**

Activities

Discovery & Blueprinting (2 weeks)
- Brainstorming of use cases
- Detailing the data points & availability, Integration touch points
- Personas & Interactions
- Solution Blueprint
- Value Benefits / Outcomes

Implementation (6 weeks)
- Modeling the Use Cases into Intelligent modules
- Data & implementing integration points
- AI Concept implementation
- Basic Testing

Validation & Demo (2 weeks)
- Validation of the Results
- End User Testing
- Changes based on feedback
- Demos

Deliverables

Discovery & Blueprinting
- Problem Definition
- List of experiments / POCs
- Test Conditions & Expected Results
- MVP Scope & Blueprint

Implementation
- Solution Concept as per blueprint
- Outcomes & Observations
- Demo

Validation & Demo
- MVP – Take Aways
- Blueprint closure & Roadmap

ISF EduTech Proposal

ISF ANALYTICA & INFORMATICA

Courses

ISF Education
- Skill Development
- Skill Assessment

Training
- Classroom
- Online
- ISF Mentor Box

Courses (left column):
- Design Thinking
- Block chain
- Big Data Analytics
- Cloud Computing
- Web Development

Courses (right column):
- ML & Deep Learning
- Neural Network
- Computer Vision
- NLP, NLG
- App Development

Human Resources
- Onshore
- Offshore

ISF Development
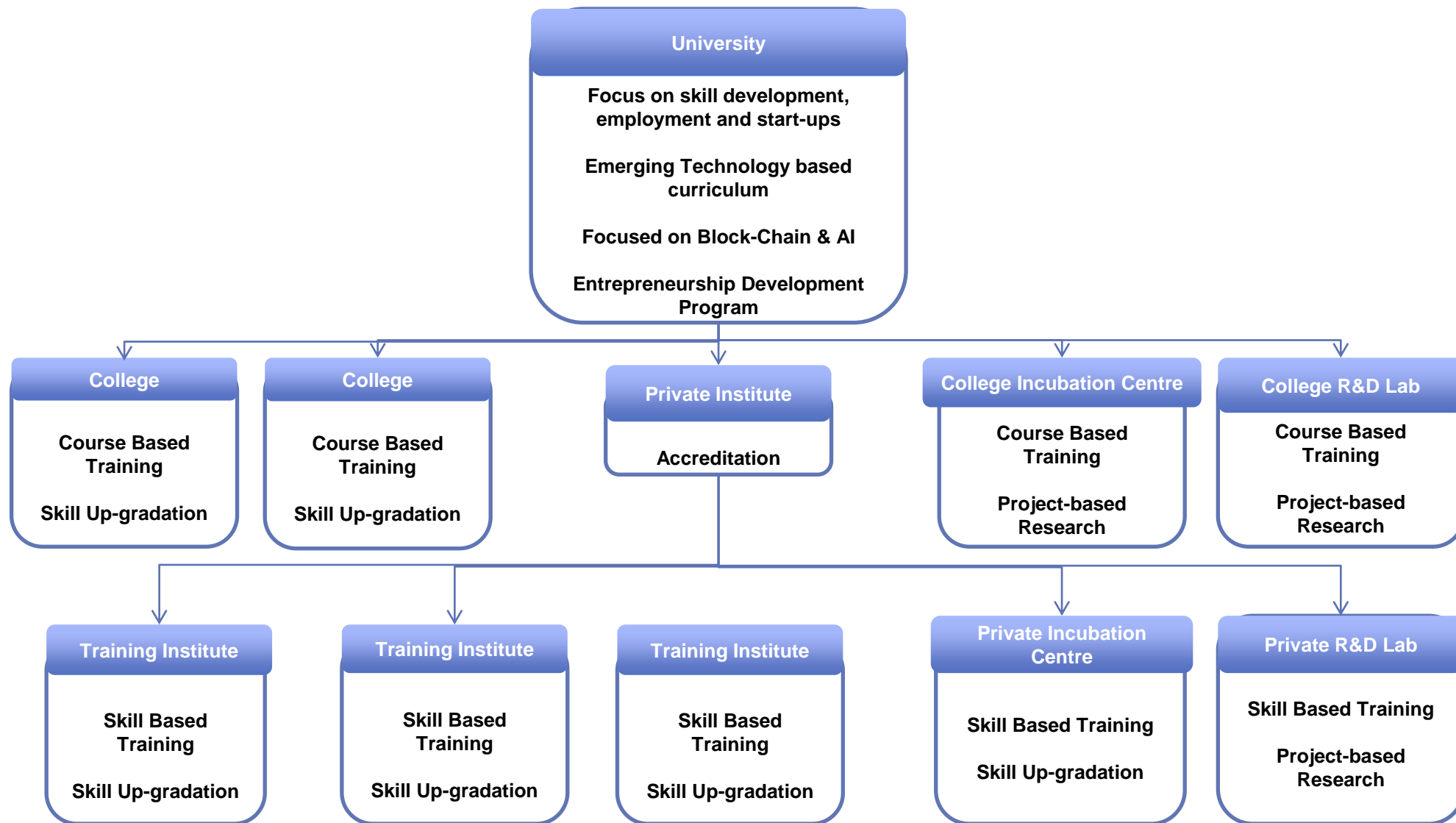- Offshore Centre

Project
- International Companies

Up-skilling Process

- ISF Education focuses on skill development and assessment
- ISF Skill Development Institute will focus on training college freshers and resources from IT background, B.E and graduates which experience ranging from 1 to 3 years would gather knowledge in the emerging technology space like Design thinking, Web-development, Block-chain, Deep Learning and Cloud Computing
- Courses would encompass both technical up-skilling and Japanese language education
- ISF would be responsible for all technical up-skilling
- All training would be imparted in different formats; it may include both classroom or online training or a combination of both
- For online training ISF would use its in-house developed product Mentorbox
- Human resources coming out of training would also be provided to our International clients/ counterpart for permanent job.
- The business model of every project execution can be different depending on the International project/client requirement
- An onshore-offshore model can as well be worked out depending on the requirement which would enable better cost management
- ISF can take care of the offshore development in that case by setting up two teams one for onsite and the other for offshore.
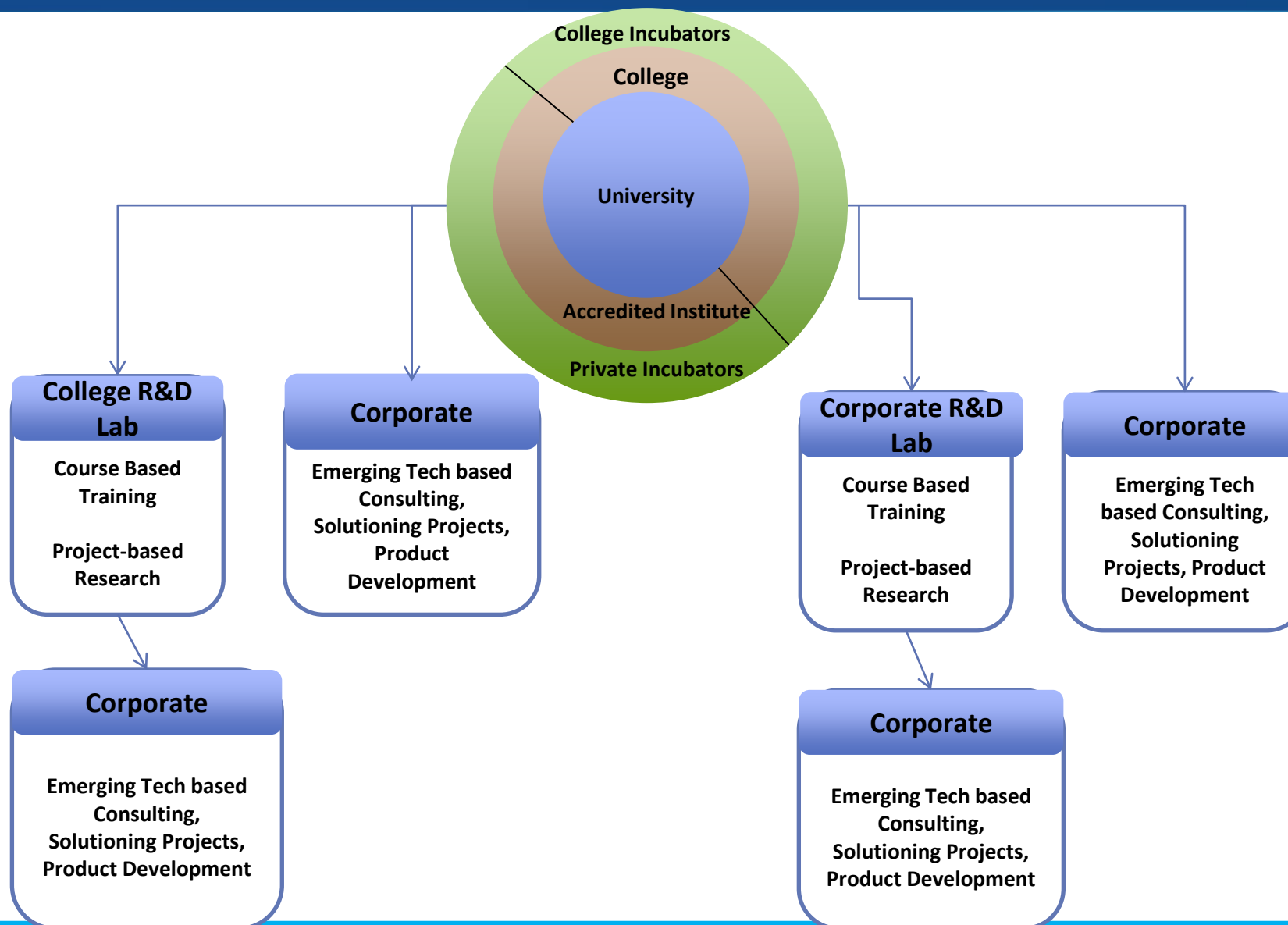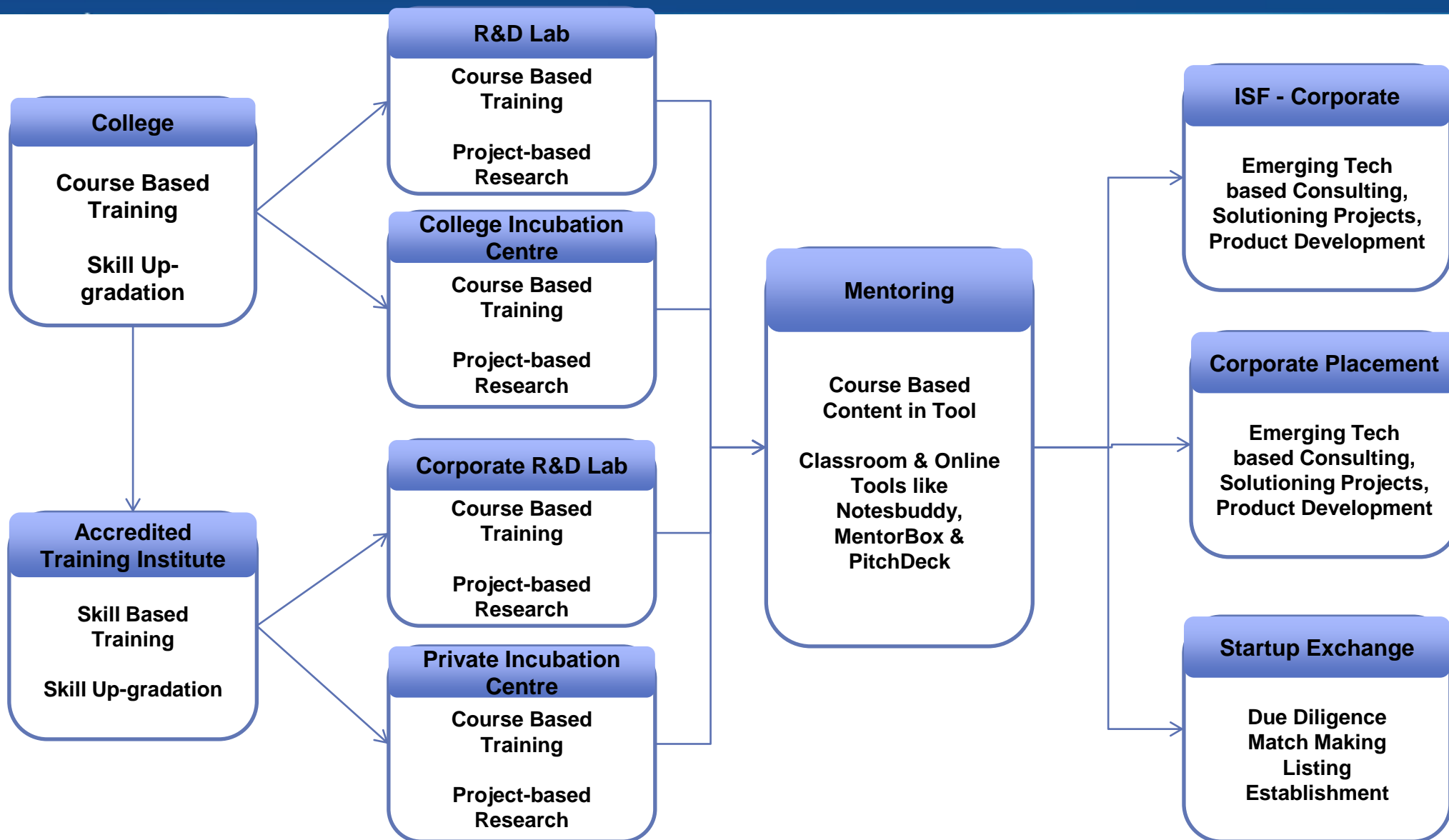
Implementation Road Map

University

Focus on skill development, employment and start-ups

Emerging Technology based curriculum

Focused on Block-Chain & AI

Entrepreneurship Development Program

College

Course Based Training

Skill Up-gradation

College

Course Based Training

Skill Up-gradation

Private Institute

Accreditation

College Incubation Centre

Course Based Training

Project-based Research

College R&D Lab

Course Based Training

Project-based Research

Training Institute

Skill Based Training

Skill Up-gradation

Training Institute

Skill Based Training

Skill Up-gradation

Training Institute

Skill Based Training

Skill Up-gradation

Private Incubation Centre

Skill Based Training

Skill Up-gradation

Private R&D Lab

Skill Based Training

Project-based Research

Training Process

College to Corporate World

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