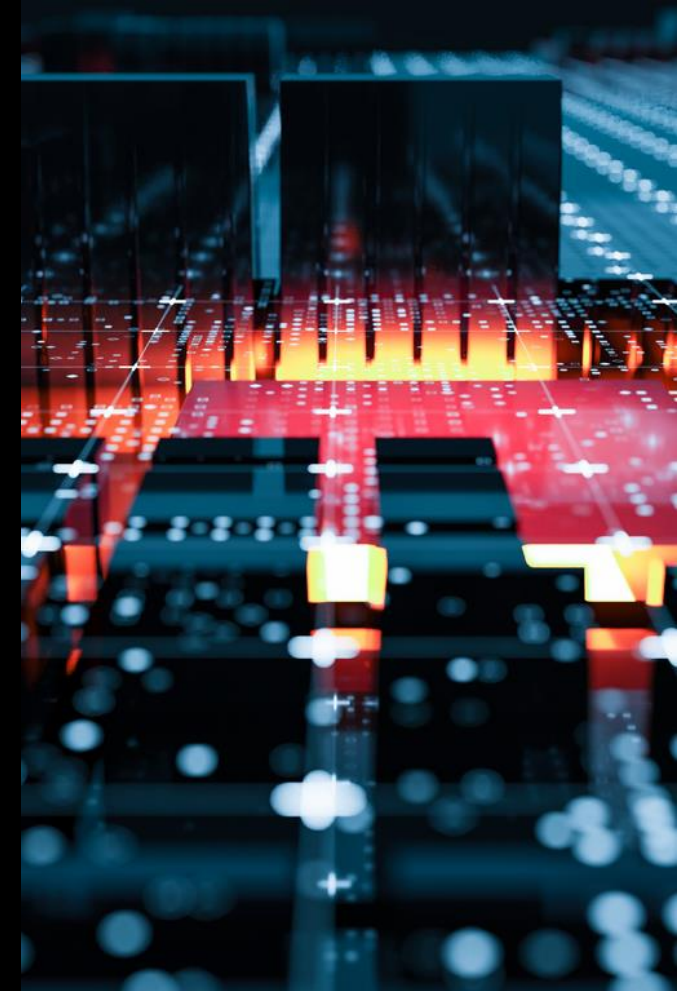


Fintech Solutions



Empowering Financial Success Through
Insight and Innovation



Overview

We offer a comprehensive suite of services tailored for the BFSI industry, leveraging our extensive experience and expertise. Our multifaceted service offerings, coupled with a deep understanding of BFSI industry requirements, enable us to deliver robust and innovative solutions for our clients.

Data Strategy & Customer Segmentation

We provide advanced data analytics services, formulating data strategies and implementing customer segmentation for targeted marketing, demonstrated in our project with QisstPay.



Process Automation & Workflow Management

Utilizing Robotic Process Automation (RPA) and AI, we automate routine tasks, increase productivity, and ensure accuracy, as exemplified by our work with Barclays.



Digital Banking Solutions & Intelligent Decision Engines

Our involvement in the creation of Pennyworth's digital bank and financial planning app underscores our capabilities in building serverless/microservices architectures, native apps, and decision engines.



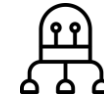
AI-based Financial Management

We've developed fully automated systems that aid SMEs in managing financial accounts, filing tax returns, and generating BI reports, with AI-driven recommendations, showcased in our work with Svish.



UX/UI Design & Open Banking Integration

We design intuitive user interfaces and seamless customer journeys, alongside creating strategic plans for open banking integrations. Our project with UAE Trade Connect highlights this expertise.



Machine Learning & Trading Models

We leverage ML to develop sophisticated trading models, as evidenced in our partnership with Radix Trading.



Customer Feedback & Operational Analytics

We drive actionable insights from customer feedback and operational analytics, providing tailored investment advice through customer segmentation, as seen in our ongoing efforts with KASB.

Key Solution Offerings

Robotic Process Automation (RPA)

Automating repetitive tasks to increase efficiency, reduce costs, and minimize human errors.

Predictive Analytics

Utilizing machine learning and statistical algorithms to analyze historical data and predict future trends, including credit scoring and risk assessment.

AI-Based Fraud Detection

Implementing advanced artificial intelligence algorithms to identify and prevent fraudulent activities.

Digital Banking and Open Banking Integration

Creating secure and seamless digital experiences, while enabling integration with third-party financial services.

Intelligent Decision Support Systems

Leveraging machine learning models for real-time financial forecasting, trading strategy formulation, and investment advice.

Data Strategy & Customer Segmentation

Implementing effective data strategies, providing customer segmentation for targeted marketing, personalization and improving customer service

UX/UI Design

Crafting intuitive user interfaces, streamlined customer journeys, and optimized user experiences.

Chatbots and Virtual Assistants

Developing sophisticated AI-powered chatbots for customer service, transaction processing, and personalized banking services.

Risk Assessment Analytics

Applying data analytics for comprehensive risk assessment, enhancing decision-making in loan approvals, insurance underwriting, and more services

Operational Analytics

Utilizing data analytics for monitoring and improving operational efficiency, predicting future operational needs, and driving continuous improvement.



Generative AI for Risk Identification

Your Partner in Audit Excellence

Seamless transition from legacy systems to an AI-powered audit solution.



Key Features

Generative AI for Risk Identification: Leverages AI to detect patterns and anomalies in vast datasets.

Conversational Audit: Facilitates real-time communication and shared workspaces for efficient audit processes.

Efficiency & Accuracy: Automates repetitive tasks and enhances accuracy through predictive analytics.

Scalability: Adapts to growing data volumes and complexity without compromising performance.

Comprehensive Insights: Delivers actionable recommendations to optimize operations and mitigate risks.

Compliance: Ensures adherence to regulations with continuous monitoring and updates.

Collaboration: Promotes effective team collaboration with integrated tools and platforms.

Transformation Journey

Assessment: Evaluate current audit processes and identify areas for improvement

Research: Explore AI technologies and their potential impact on audit functions.

AI Strategy Development: Define objectives and develop a roadmap for AI integration.

Platform Selection: Choose the right AI platform that meets the organization's needs.

Data Integration: Consolidate data sources for comprehensive analysis.

Model Training: Train AI models to recognize specific audit-related patterns and anomalies.

Continuous Optimization: Regularly update and refine AI models for improved performance.

Success Stories

ML / AI / Analytics

Software Development

Process Automation

Cloud Services



Location: London

Status: 2020 – Phase 1 Delivered

Team: 8

Process automation of Kaizen. The RPA bot handles tracker creation, employee emails, files and data consolidation. It also carries out analysis and report generation in Excel and PowerPoint, along with populating an interactive dashboard for management

PM BA SA AWS Cloud RPA Devs

UAE TRADE CONNECT

Location: UAE

Status: 2022 – Phase 1

Delivered

Team: 7

Development of a UX strategy, detailed persona journeys, process flows, high-fidelity wireframes and an open banking integration proposal as phase one in the development of a trade finance marketplace platform.

PM BA UX SME SA



Location: London

Status: 2020 – Active

Team: 10

Pennyworth is an upcoming digital bank and a financial planning app. We developed the application with a robust serverless / microservices architecture on AWS and native apps on iOS and Android

PM BA SA AWS Cloud React JS

Node JS TL QA iOS Android

RADIX TRADING

A RESEARCH FIRM POWERED BY TECHNOLOGY

Location: United States

Status: 2020 – Delivered

Team: 10

Our team of data scientists and statisticians used statistical and technical indicators for creating ML models. The team developed models for MACD, RSI and Oscillators, regularly delivering trade-worthy and performant alphas via large scale testing

PhD Data Sci PM ML C++

Thank You



Contact Us!



www.softoo.co



info@softoo.co



Saudi Arabia

Spaces - Riyadh, The Front
Airport Road 1st Floor, Riyadh



Europe

R Luis de Freitas Branco,
42-D, 1600-491 Lisbon,
Portugal



United Kingdom

The Porter Building, I Brunel
Way, SLI IFQ,
United Kingdom



Middle East

Business Center 1, M Floor,
The Meydan Hotel, Nad
AlSheba, Dubai, U.A.E.



South Asia

205, Korang Road, I-10/3
Industrial Area, Islamabad,
Pakistan



North America

205 Warren Street Harrison,
New Jersey, 07029,
United States