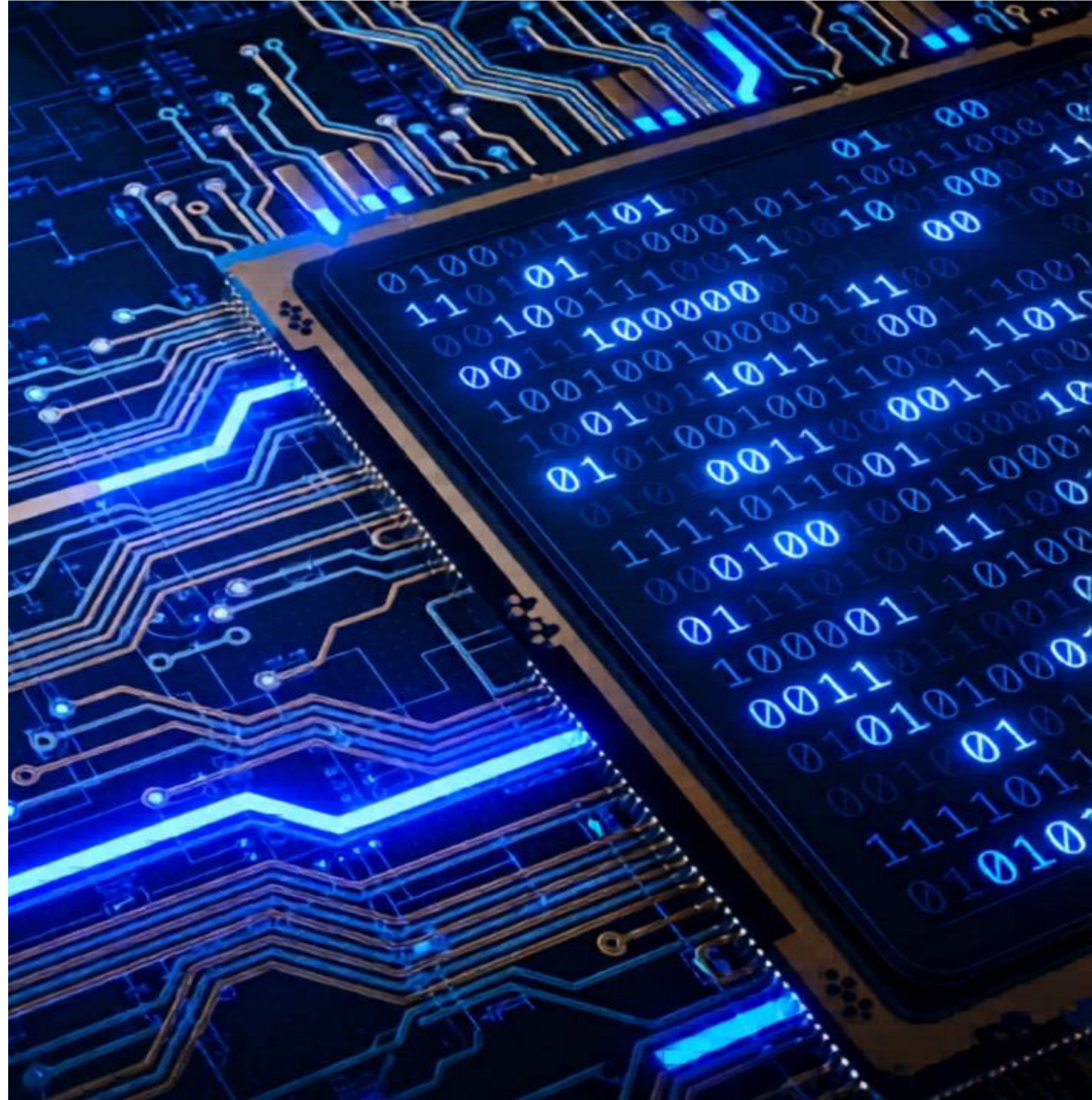




Appzlogic

Your **Trusted AI** Digital
Transformation Partner



Appzlogic: Empowering Businesses with Intelligent AI-Driven Transformation

OUR VALUES



Fueling innovation, driving success

We embrace creativity, explore emerging tech, and stay ahead of trends to drive client success.



Unleashing the power of exceptional solutions

We deliver excellence in software development, testing, and security services, consistently exceeding expectations through continuous improvement.



Empowering success through customized partnerships

Client success is our priority. We listen, collaborate, and deliver tailored solutions based on trust and transparency.



Diverse minds exploring infinite possibilities.

We adopt and advocate diversity in our talent resource pool. The unique diversity of our intellectual capital by design precipitates into value creation for our stakeholders.



At **Appzlogic**, we are committed to helping businesses unlock new possibilities through the power of Artificial Intelligence. As a leading AI-driven technology partner, we specialize in Generative AI, AI Consulting & Strategy, Machine Learning, Data Engineering, Cloud Engineering, and AI-powered Security Solutions. Our focus is on delivering intelligent, secure, and scalable enterprise solutions that accelerate innovation, optimize operations, and drive measurable business growth for organizations worldwide.

Company Overview

Delivering Innovation. Driving Impact. Building Trust.



55+

Global Clients



250+

Global Workforce

Our Services and Capabilities



CORPORATE HEADQUARTERS

14800 QUORUM DRIVE, Suite
286,DALLAS, TX 75254
Telephone: +1 (408) 987-5597
Email: info@appzlogic.com



US DEVELOPMENT OFFICE

741 Ames Av Milpitas CA 95035
Telephone: +1 (408) 987-5597
Email: info@appzlogic.com



CANADA DEVELOPMENT OFFICE

Street – 3000-421 7 AVE SW,
CALGARY, AB T2P4K9
Telephone : +1 (408) 987-5597
Email: info@appzlogic.com



INDIA CORPORATE OFFICE

Iconic Corenthum Tower-C, 5th floor,
India Accelerator, Sector 62 Noida
Telephone: +91- 999-922-3471
Email: info@appzlogic.com

Our Main Pillars



AI & Data



AI Consulting & Strategy



AI Development



AI Chatbot Development



AI Agent Development



AI Integration



Generative AI Solutions



Data Engineering



Data Analytics & BI



Cybersecurity



Application Security



Infrastructure Security



Cloud Security



Governance, Risk & Compliance (GRC)



Security Assessments & Testing



Threat Detection & Response



Enterprise Platforms



Camunda



Azure



Salesforce



MuleSoft

AI & Data

Intelligent Solutions. Data-Driven Impact.

We help organizations harness the power of AI and Data to drive innovation, automate decisions, and unlock new growth opportunities.



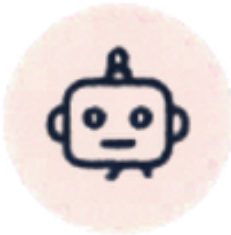
AI Consulting & Strategy

Build a roadmap for AI adoption aligned with your business goals.



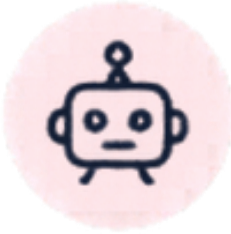
AI Development

Custom AI solutions designed and built for real-world impact.



AI Chatbot Development

Intelligent chatbots that enhance customer experience and efficiency.



AI Agent Development

Autonomous AI agents that automate tasks and drive business outcomes.



AI Integration

Seamlessly integrate AI capabilities into your existing systems.



Generative AI Solutions

Leverage GenAI to create content, accelerate workflows, and innovate.



Data Engineering

Build robust data pipelines and platforms for reliable data flow.



Data Analytics & BI

Turn data into actionable insights with advanced analytics and BI.

Business Outcomes



Smarter Decisions

Leverage AI and analytics to make faster, data-driven decisions.



Operational Efficiency

Automate processes and optimize operations to reduce costs.



Innovation at Scale

Accelerate innovation with AI-powered solutions and modern data platforms.



Sustainable Growth

Unlock new opportunities and drive long-term business value.

Cybersecurity

Secure Today. Resilient Tomorrow.

We help organizations strengthen their digital defenses, protect critical assets, and build a resilient security posture in an evolving threat landscape.



Application Security

Secure your applications across the SDLC with threat modeling, code reviews, SAST/DAST, and runtime protection.



Infrastructure Security

Protect your networks, servers, and endpoints with advanced controls, monitoring, and threat prevention.



Cloud Security

Secure your cloud environments with best practices, zero trust principles, and continuous compliance.



Governance, Risk & Compliance (GRC)

Build a strong security foundation with risk assessments, policies, audits, and regulatory compliance.



Security Operations & Services

24/7 monitoring, threat detection, incident response, and vulnerability management to stay ahead of threats.

Protect What Matters Most



Proactive Threat Detection



Rapid Incident Response



Security Expertise You Can Trust



Resilient Operations and Business Continuity



Stronger Security Posture

Reduce risk and prevent security breaches.



Threat Resilience

Stay prepared and respond faster to evolving threats.



Compliance Assurance

Meet regulatory requirements with confidence.



Business Continuity

Protect your business and build customer trust.

Enterprise Platforms

Modern Platforms. Seamless Integration. Business Impact.

We leverage leading enterprise platforms to help organizations automate processes, integrate systems, and deliver exceptional customer experiences.



Orchestrate complex business processes with speed, agility, and reliability.

- End-to-end process orchestration
- Workflow automation at scale
- Real-time visibility and monitoring
- Open and extensible platform



Build, deploy, and scale applications with confidence on a secure, cloud-first platform.

- Scalable and resilient cloud infrastructure
- AI, Data, and Analytics services
- Enterprise-grade security
- Global reach and hybrid flexibility



Drive customer success with the world's #1 CRM platform.

- 360° customer view
- Sales, Service & Marketing cloud solutions
- Workflow automation and insights
- Highly customizable and scalable



Connect applications, data, and devices—anywhere, anytime.

- API-led connectivity
- System and data integration
- Reusable API assets
- Built for scalability and governance



Accelerate Innovation
Leverage best-in-class platforms to build faster.



Seamless Integration
Connect systems, data, and people effortlessly.



Operational Efficiency
Automate, optimize, and scale with confidence.



Business Outcomes
Deliver better experiences and measurable impact.

Case Studies

Real-world solutions. Measurable impact.
Proven results across industries.



Creative Image Search and Generation

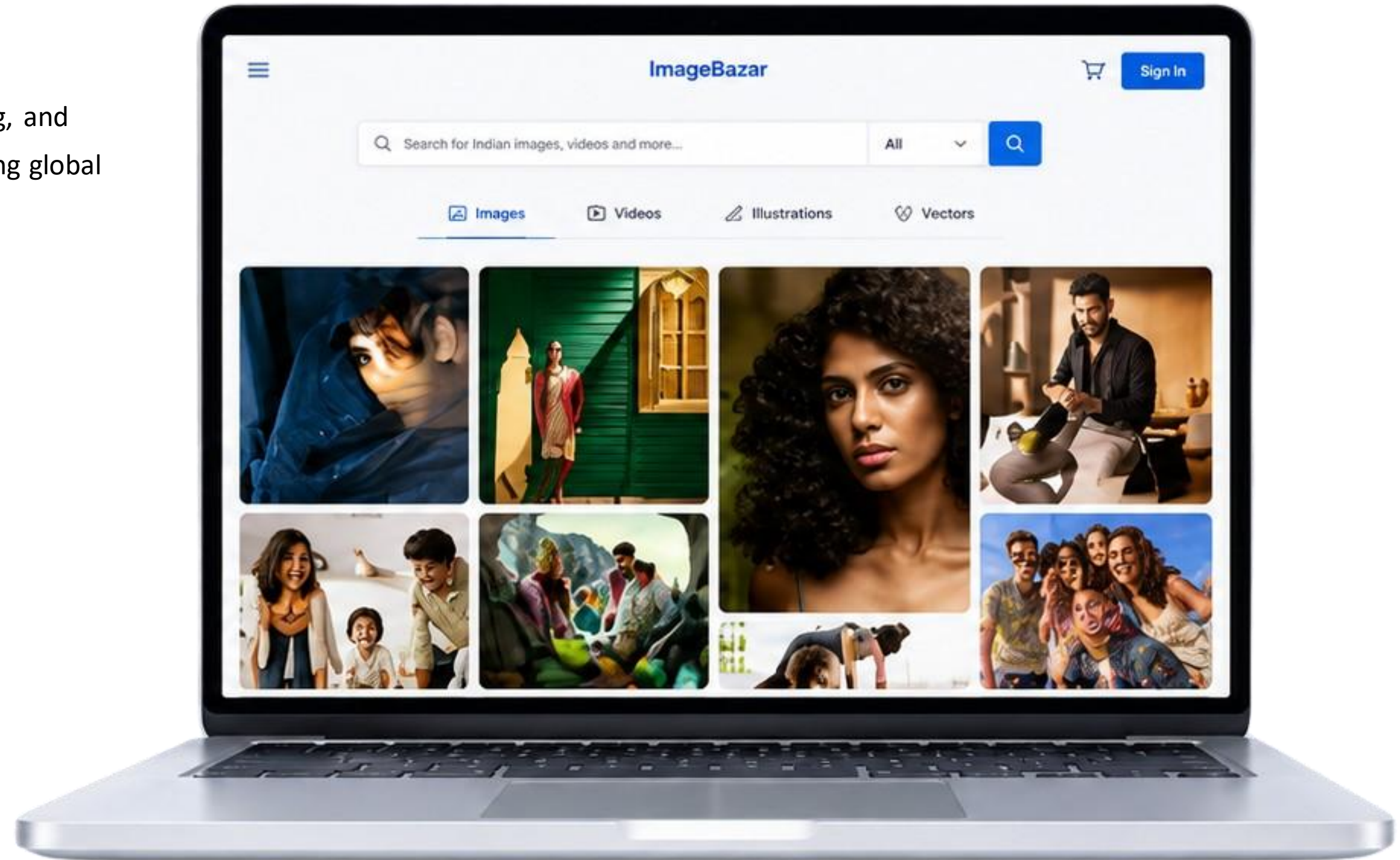
ImageBazar is a cutting-edge platform for discovering, purchasing, and downloading creative Indian images and videos, trusted by leading global brands for advertising, marketing, and publishing.

AI Features

- AI-powered image search and generation for advertising and marketing
- Enhanced keyword and semantic search for creative assets

AI Tech

Vector DB (Milivus), Open AI Models (text-embedding-3small), gpt-4o-mini, Dall E 3)



Entrepreneur Support Platform

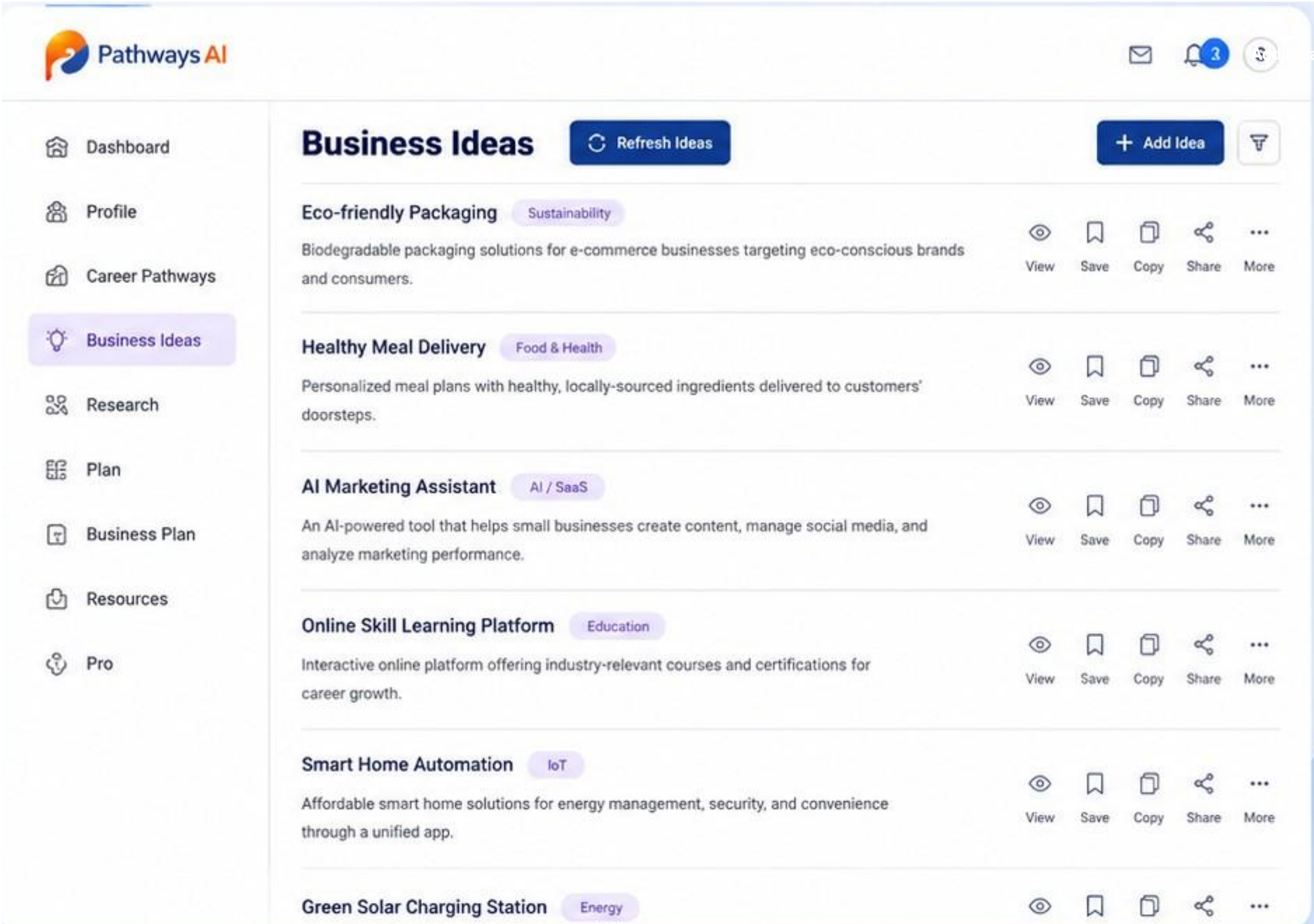
Pathways is an AI-powered platform designed to guide entrepreneurs through the entire business creation journey, from idea generation to execution.

AI Features

- AI-generated business ideas and market research automation
- Business planning tools with tailored execution steps

AI Tech

Google Vertex AI (Gemini)



Customer Support Platform

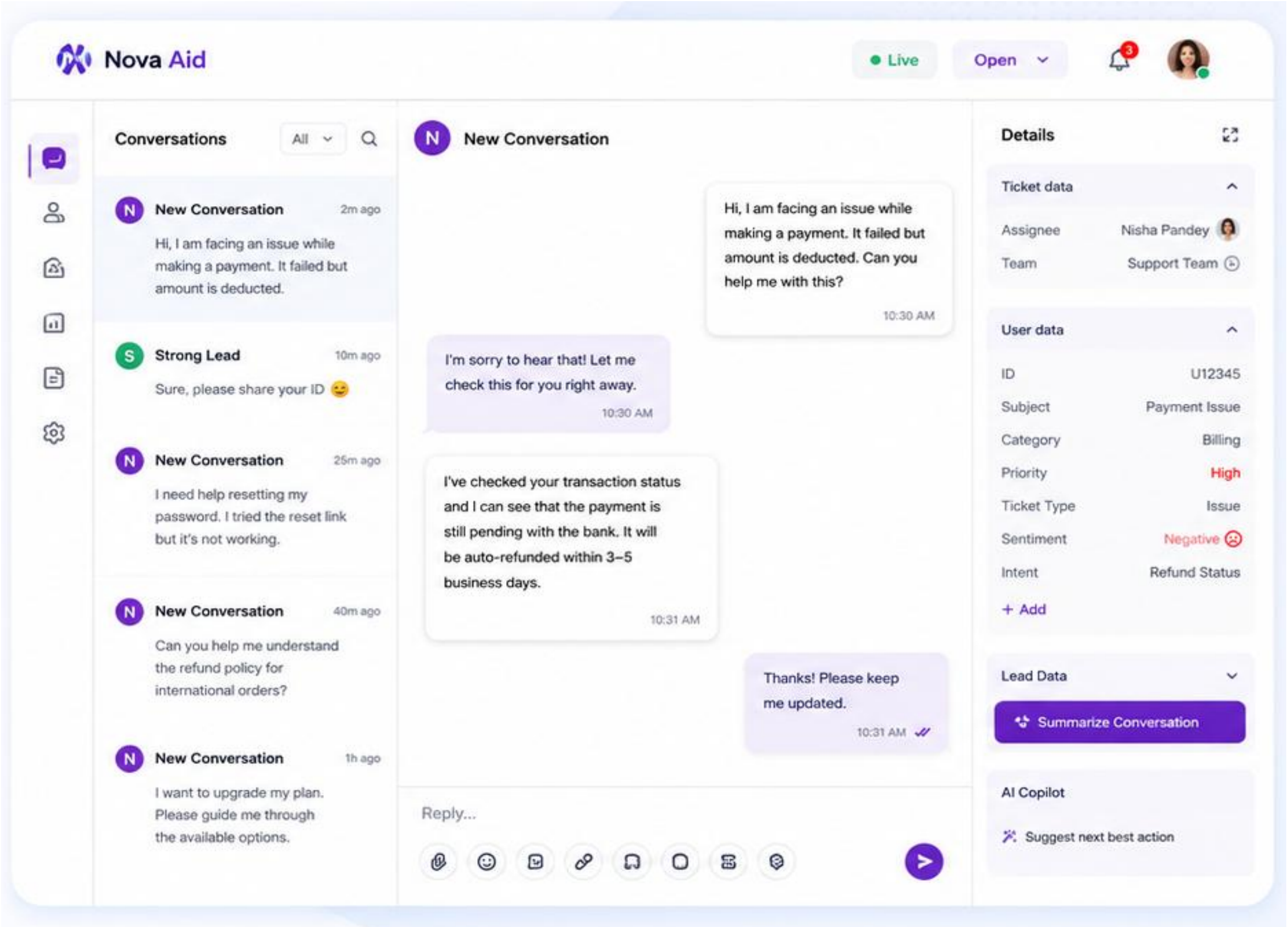
Nova Aid is an AI-powered, end-to-end customer support platform that enhances service efficiency and user satisfaction.

AI Features

- AI chatbots with retrieval-augmented generation
- Multiple bot profiles and AI Copilot for automated task management and support

AI Tech

Vector DB (Milivus), Open AI Models
(text embedding-3 small, gpt-4o-mini, Assistants API)



Harvard Business School - Case Study

PROBLEM STATEMENT

- HBS has huge backlog of existing data integrations which have no documentation of historical data mappings and transformation rules
- Reverse engineering is required to identify the information before comprehensive data validation scripts can be constructed.
- This effort has proved time consuming as each workflow may have child workflows or behind the scenes complexity.

SOLUTION OFFERED

- Reverse engineering of Informatica workflows / mappings
- Design and create test strategies that leverage reusable and scalable ETL validations scripts and/or templates
- Code and execute complex SQL queries that validate the accuracy of big data content from source to target tables

MAJOR ACHIEVEMENT

- **Error Reduction and Improved Data Accuracy:** Achieved a significant reduction in data errors and inconsistencies by implementing robust ETL validation processes, leading to improved overall data accuracy.
- **Scalability and Future-Proofing:** Successfully addressed scalability challenges by optimizing ETL processes, ensuring that the data integration framework can handle growing volumes of data without compromising performance.
- **Reduced Downtime and Improved Reliability:** Minimized downtime associated with ETL processes by proactively identifying and addressing issues through validation, leading to more reliable and continuous data integration.
- **Streamlined Decision-Making Processes:** Contributed to more informed decision-making by ensuring the availability of accurate and trustworthy data for analysis and reporting.

Sage – Case Study

PROBLEM STATEMENT

- Sage is migrating from On Premises to Azure Cloud, where all their current ETL processes need to be shifted.
- Development of the pipeline on the cloud/OnPrem needs to be thoroughly tested and be made sure is giving the desired result.
- A solution needs to be implemented that can take up the daily monotonous task in an automated framework.

SOLUTION OFFERED

- Reverse engineering of Azure pipeline and the business logic implemented.
- Designing a generic framework that can take-up the monotonous task and automatically share back the result in case of any discrepancy encountered.
- Design and create test cases and test strategies to provide holistic testing experience.



SOLUTION

Data Integrity Preservation:

Successfully migrated data with minimal or no loss of integrity, ensuring that the transformed data in the new system aligns with business rules and expectations.

Data Consistency Across Systems:

Ensured data consistency across the old and new ETL systems, guaranteeing that the same dataset produces identical results after migration.

Mapping and Transformation Accuracy:

Validated that the mappings and transformations in the new ETL system accurately reflect the logic implemented in the old system, preventing discrepancies in data processing.

Documentation and Knowledge Transfer:

Documented the entire migration process, including data mappings, transformations, configurations, and best practices, facilitating knowledge transfer to the operational team.

Transforming QA Automation for Gorilla Expenses with Azure DevOps Overview – Case Study

PROBLEM STATEMENT

- Manual testing processes leading to longer release cycles.
- Lack of a unified platform for managing test automation across web and mobile platforms.
- Difficulty in ensuring consistency and reliability of testing across different environments and devices.
- Traceability

CONCLUSION

The collaboration between Gorilla Expenses and AppzLogic, leveraging Azure DevOps, transformed the QA automation process, aligning it with modern DevOps practices. This strategic approach not only streamlined the release process but also significantly improved the quality and reliability of Gorilla Expenses’s applications across all platforms.



SOLUTION

Appzlogic implemented a comprehensive solution leveraging its proprietary automation framework integrated with Azure DevOps to address these challenges. The solution encompassed:

Azure DevOps Integration:

Implemented CI/CD pipelines in Azure DevOps to automate build, test, and deployment processes. Configured Azure Test Plans for comprehensive test management and Azure Repos source control.

Device Lab Integration:

Utilized Azure Pipelines to integrate with cloud-based device labs for automated testing across a wide range of devices, ensuring system & device compatibility.

Comprehensive Testing Strategy:

Web Automation: Implemented Selenium WebDriver with Azure DevOps for automated regression testing on web applications.

Android & iOS Automation: Utilized Apium integrated with Azure DevOps for automated testing on Android and iOS platforms, ensuring app compatibility and performance.

API Testing:

Conducted automated API testing to ensure backend services function correctly with the front-end applications.

Database Testing:

Automated database validation tests to ensure data integrity and consistency.

Test Data Management:

Implemented a strategy for generating, managing, and utilizing test data efficiently, ensuring tests are run with varied and realistic data sets.

Transforming QA Automation for a Global FinTech Enterprise

with Azure DevOps - Case Study

PROBLEM STATEMENT

- Manual testing slowed release cycles and delayed product delivery.
- Regression testing required significant effort across multiple applications.
- Limited automation resulted in inconsistent test coverage and increased defect risk.
- Collaboration between Development and QA teams lacked continuous feedback.
- Growing fintech platforms required a scalable, reliable, and maintainable automation framework.

BUSINESS IMPACT

- Faster and more predictable software releases.
- Complete automation of planned UI and API test scenarios.
- Improved release confidence through continuous testing.
- Reduced manual testing effort and regression cycle time.
- Higher software quality with early defect detection.
- Scalable QA process supporting enterprise-wide digital transformation.



SOLUTION

Appzlogic designed and implemented an enterprise-grade automation framework integrated with Azure DevOps to accelerate software quality and delivery.

Azure DevOps Integration

- CI/CD pipeline implementation for automated build, testing, and deployment.
- Continuous execution of regression suites within release pipelines.

Comprehensive Test Automation

- UI Automation using Playwright (JavaScript).
- API Testing using RestSharp, Bruno & APIDog.
- Backend data validation using SQL & Python.
- Performance testing using K6.

Scalable Automation Framework

- Modular and reusable automation architecture.
- Improved framework maintainability and future scalability.
- Faster execution with reduced manual intervention.

Continuous Quality Engineering

- Early defect detection through automated pipeline validation.
- Real-time feedback for developers and QA teams.
- Enhanced collaboration across the software delivery lifecycle.

CONCLUSION

By implementing a modern automation strategy powered by Azure DevOps, Playwright, and automated API validation, Appzlogic enabled the client to accelerate release cycles, improve software quality, and establish a scalable Quality Engineering framework that supports continuous innovation in the banking and fintech ecosystem

Automating Insurance Endorsement Workflow with BPMN - Case Study

PROBLEM STATEMENT

- Manual endorsement processing caused delays in policy updates and approvals.
- Repetitive data entry increased the risk of human errors and inconsistencies.
- Limited visibility into workflow status impacted operational efficiency.
- Compliance and audit requirements were difficult to manage with manual processes.
- Increasing endorsement requests demanded a scalable and automated workflow.

BUSINESS IMPACT

- Faster processing of insurance endorsement requests.
- Reduced manual effort and operational costs.
- Improved data accuracy through automated validation.
- Enhanced compliance with complete audit trails.
- Better customer experience through quicker policy updates.
- Scalable workflow capable of handling growing business volumes.



SOLUTION

Appzlogic implemented a BPMN-based Endorsement Workflow using Camunda to automate policy endorsement requests from initiation to completion.

Automated Workflow Orchestration

- Designed end-to-end BPMN workflows for policy endorsement processing.
- Automated request routing, approvals, and business rule execution.

Smart Validation & Decision Engine

- Automated data validation to identify missing or incorrect information.
- Business rule-based decision gateways for approval, rejection, or review.

API & System Integration

- Integrated with core insurance applications through APIs.
- Automated policy updates, document management, and stakeholder notifications.

Compliance & Audit Trail

- Complete traceability of every endorsement request.
- Automated record keeping for regulatory compliance and reporting.

Scalable Process Automation

- Parallel processing of multiple endorsement requests.
- Reduced manual intervention while improving operational efficiency.

CONCLUSION

By leveraging Camunda BPMN, Appzlogic transformed a traditionally manual endorsement process into an intelligent, automated workflow. The solution streamlined policy updates, strengthened compliance, improved operational efficiency, and enabled insurers to deliver faster, more reliable services while supporting future business growth.

Building a Comprehensive Investment Management Platform for a FinTech & Payment Client - Case Study

PROBLEM STATEMENT

- Legacy investment management processes lacked a unified digital experience across web and mobile platforms.
- Real-time portfolio tracking and fund information were difficult to deliver without seamless third-party integrations.
- Ensuring secure transactions while maintaining an intuitive user experience was a key challenge.
- The platform needed to support increasing customer demand without compromising performance or reliability.
- Customers required a single solution to manage portfolios, invest in SIPs, and monitor investment growth.

BUSINESS IMPACT

- Enhanced customer experience through a unified investment platform.
- Increased client engagement with intuitive dashboards and portfolio insights.
- Reduced manual effort through automated portfolio updates and fund synchronization.
- Improved transaction security and customer trust.
- Scalable architecture supporting future business growth and increasing user adoption.
- Faster access to investment insights, resulting in improved operational efficiency.



SOLUTION

Appzlogic designed and developed a secure, scalable, and feature-rich Investment Management Platform comprising a responsive website, customer portal, and mobile applications.

Unified Investment Platform

- Developed responsive web, customer portal, and iOS/Android mobile applications.
- Enabled customers to manage investments from a single digital platform.

Portfolio & Investment Management

- Interactive dashboards with real-time portfolio performance and growth analytics.
- Easy investment into existing or new SIPs with a streamlined user journey.

Third-Party API Integration

- Integrated trusted financial APIs for real-time fund information and portfolio management.
- Automated synchronization of investment data to ensure accuracy.

Security & Scalability

- Implemented enterprise-grade security to safeguard financial transactions and customer data.
- Built a scalable backend architecture capable of supporting growing user volumes.

Continuous Support & Maintenance

- Ongoing application monitoring, feature enhancements, and performance optimization.
- Dedicated maintenance team for issue resolution and platform improvements.

CONCLUSION

By delivering a modern Investment Management Platform with secure architecture, real-time portfolio visibility, third-party API integration, and seamless web and mobile experiences, Appzlogic enabled the client to accelerate digital transformation, improve customer engagement, and build a scalable fintech solution that supports long-term business growth.

OUR PREMIER CLIENTS

Trusted by leading organizations worldwide

Partner Associated Clients



Our Premier Clients



Our Clients

TECH
mahindra

Walmart

seeCOLe
see Clinical data On Lens

CapitalOne

Ameriprise
Financial

bounteous x Accolite

ClinicalConnect™

Virgin
plus

SWIGGY

IKEA

imagesbazaar

SECUREAUTH®

1minuut
innovatie

progressive
content

RGP
To the Power of Human™

noon
Academy

HARMAN
A SAMSUNG COMPANY

Visual
Learning
Kids

MAXERIENCE

MAX INTERNATIONAL
THE GLUTATHIONE COMPANY™

Edgewater
Gardens



FUJITSU

gorilla
expense

Hamilton
Health
Sciences

HARMAN
A SAMSUNG COMPANY