AUDAX LABS

# Audax Labs' Comprehensive Mobile App Development Services

# Our Capabilities & Experience

Audax labs is an Innovation Partner with a strong System Integrator background. We work with enterprise clients in their innovation journey from ideation to enterprise grade deployment.

## PARTNERS



HITACHI Inspire the Next

Microsoft Solutions Partner

talend Partners

Google Cloud Partner

## CUSTOMERS



HITACHI Inspire the Next

Microsoft

Parker

KARMA

EV Bike Manufacturer

Rabobank

9to5 seating

Kelvin

BONSai mediagroup

## INDUSTRIES

- Automotive
- Manufacturing
- Healthcare
- BFSI
- Retail

## TECHNOLOGIES

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**AI**
Artificial Intelligence

**AR, VR, & XR**
Augmented Reality

**IoT**
Internet of Things

**Cloud**
Storage & Computing

**Data**
Managing Data lifecycle

## GLOBAL PRESENCE



SEATTLE
OXFORD
DALLAS
NOIDA
SAN JOSE
KOLKATA

# Mobile App Revolution

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## Uniqueness of Audax Labs' Solution

### Innovative Approach

- An innovative and strategic approach focusing on creating applications that resonate with end-users.

- Crafting intuitive, scalable, and feature-rich solutions that align with client objectives and user preferences.

### Leveraging Advanced Tools

- Utilizing cutting-edge tools like Microsoft's Visual Studio, Xamarin, and Azure

- Enabling seamless cross-platform functionality

- Elevate the user experience

- Security protocols

- User-Centric design

### Commitment

- Commitment to user-centric design, ensuring that each app interface is intuitive, visually appealing, and easy to navigate.

- Our focus on user experience extends beyond functionality, considering aspects like accessibility, responsiveness, and overall user satisfaction.

### Tailored for Excellence:

- Our solutions aren't just about delivering applications; they're about crafting experiences tailored to meet industry-specific needs, driving efficiency, and fostering growth.

# Industry Challenges

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## Finance

- **Security Concerns**: Need for robust security in financial transactions due to increasing cyber threats and data breaches.
- **Personalized Services**: Demand for personalized banking experiences to meet customer expectations and retain loyalty.
- **Regulatory Compliance**: Challenges in adhering to stringent regulatory standards while ensuring seamless user experiences.

## Healthcare

- **Patient Care**: Challenges related to improving patient care, treatment access, and the coordination of medical services.
- **Data Accessibility**: Importance of easy access to medical records, secure data sharing among healthcare providers, and patient engagement.
- **Telehealth Integration**: Integration of telehealth services into existing healthcare systems, ensuring smooth communication between patients and practitioners.

## Manufacturing

- **Inventory Management**: Complexities in managing inventory levels, supply chain disruptions, and inventory tracking inefficiencies.
- **Supply Chain Optimization**: Need for optimizing supply chains, improving production efficiency, and reducing operational costs.
- **Real-Time Analytics**: Challenges of obtaining real-time data insights for decision-making and process optimization in manufacturing units.

## Retail

- **Enhanced Customer Experience**: Need to create personalized shopping experiences, streamline checkout processes, and engage customers effectively.
- **Seamless Shopping Journeys**: Challenges related to omnichannel retailing, ensuring consistency across online and offline shopping experiences.
- **Customer Retention**: Importance of building customer loyalty through rewards programs, targeted marketing, and personalized recommendations.

## Common Challenges Across Industries

- **Data Security**: Security concerns regarding sensitive customer data and regulatory compliance in handling user information.
- **User Experience Enhancement**: The necessity to prioritize user-centric design for improved customer engagement and satisfaction.
- **Operational Efficiency**: Streamlining operations through mobile solutions to increase efficiency and reduce manual processes.
- **Adaptation to Technology**: Adapting to evolving technological landscapes to stay competitive and meet customer expectations.

# Key Steps in Development Process

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## 01 Consultation & Strategy

In-depth understanding of client objectives, defining goals, and devising a comprehensive strategy.

## 02 Design & Prototyping

Creating visually appealing interfaces, wireframes, and prototypes for user validation.

## 03 Development & Testing

Implementing functionalities, conducting rigorous testing, and ensuring high-quality standards.

## 04 Deployment & Support

Launching the app and providing ongoing maintenance and support for seamless operations.

# Deliverables

**Customized Mobile Applications:**
Tailored solutions designed to meet specific client needs and objectives.

**User-Centric Design:**
Intuitive interfaces focused on enhancing user engagement and ease of navigation.

**Cross-Platform Compatibility:**
Ensuring seamless functionality across diverse devices and operating systems.

**Robust Security Measures:**
Implementation of industry-standard security protocols to safeguard user data.

**Seamless Integration & Maintenance:**
Smooth integration with existing systems and continuous support for optimal performance.

# Tools Used for Development

**Microsoft's Visual Studio**
Enhances development cycles, ensuring robust security and streamlined processes.

**Xamarin**
Facilitates cross-platform compatibility, allowing for broader audience reach and efficient development.

**Azure**
Utilizes cloud solutions for scalability, performance optimization, and efficient data management.

# Case Scenarios

## FINANCE

Creating secure and user-friendly mobile banking applications to facilitate seamless transactions.

## HEALTHCARE

Enhancing patient care through intuitive healthcare apps for easy access to medical services.

## MANUFACTURING

Streamlining operations with customized mobile solutions for inventory management or logistics.
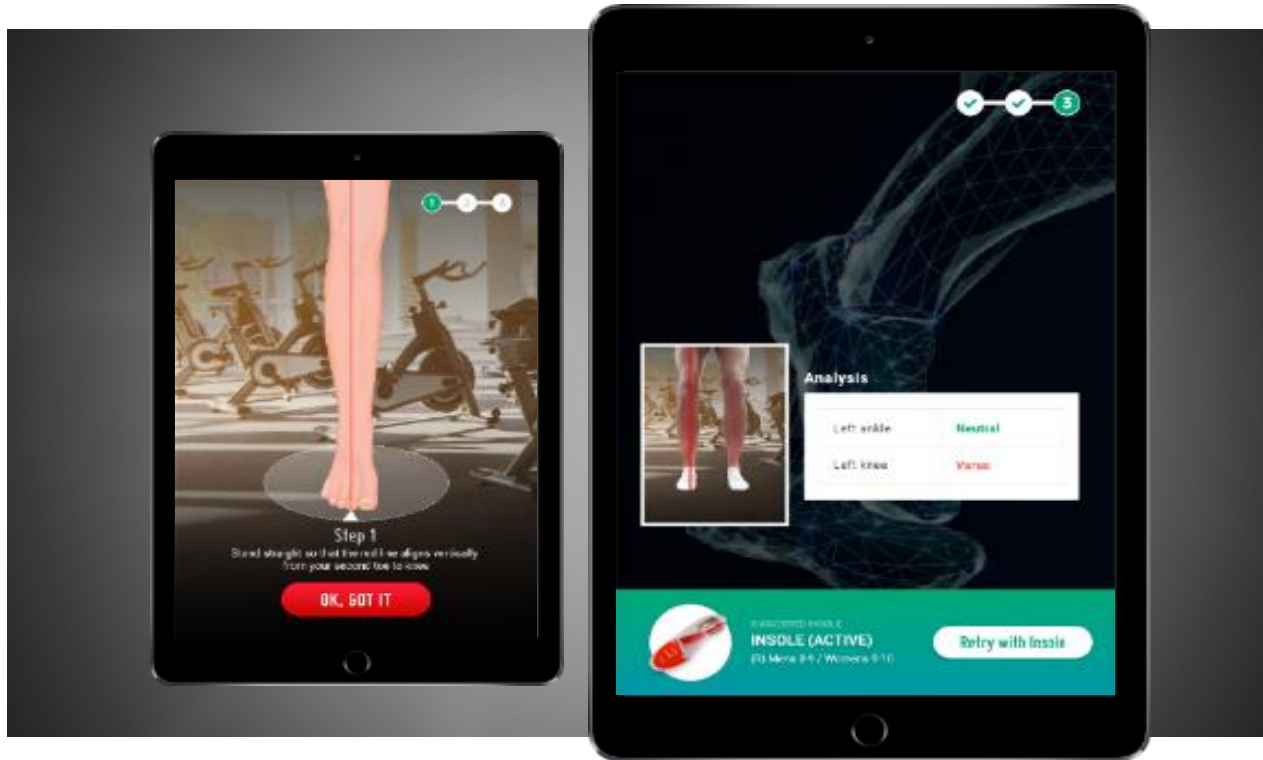
## RETAIL

Elevating customer experience with personalized mobile shopping apps for increased engagement and loyalty.

## ENTERTAINMENT

Providing engaging and user-friendly media streaming applications for a superior entertainment experience.

# AI and AR based Custom Shoes solution



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## Challenge:

A large US-based custom shoe and insole manufacturer wanted to provide its customers with a convenient and personalized experience by eliminating the need for professional caregivers.

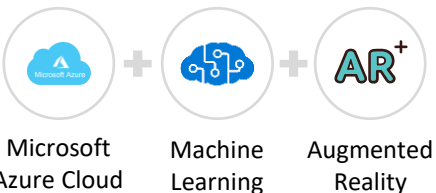Currently, their products are marketed and recommended by chiropractors.

## Solution:

Audax Labs developed a Custom Shoe App using technologies like AI (Artificial Intelligence), ML (Machine Learning), and AR (Augmented Reality).

The app scans the feet and determine the position of ankle and feet. The app would use highly trained ML engine then suggests the best custom shoe/insole for the user.

## Solution Component:

Microsoft Azure Cloud + Machine Learning + Augmented Reality

## Outcome (ROI):

• No professional caregivers required
• Cost effective
• Scope of business expansion

# Connected Vehicle App- Karma Revero Car

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## Solution Component:

Azure + Apple Swift + Unity + iOS

## Challenge:

Karma Auto wanted to stay ahead of the competition by providing owners of its Revero Phev a comprehensive and rich user experience.

Karma wanted to provide a capability for their users to control their car through their mobile devices.

## Solution:

Audax Labs developed a "connected car" solution for Karma Automotive on iOS and Android using Karma Cloud Service with following features

- Car Charging Status, Manage Charge Times
- Health and Diagnostics
- Locator, Roadside Assistance
- Privacy Mode, HVAC Control
- EV Range Calculator, Valet Mode
- Charge Station Locator

## Outcome (ROI):

- Enhanced customer experience
- Save time and cost
- Enhance safety and security
- Predictive maintenance

# Supra Boat's AR App – Boat Builder



▶ WATCH DEMO

**Solution Component:**



Azure  +  AR⁺  +  Unity  +  iOS

**Challenge:**

Supra Boats wants to provide its customers a rich user experience and allow them to configure the boats according to their taste and choice.

They want the 3D builder to be hosted on their websites. Supra also wants to create an AR based 3D builder app that can be used on the users mobile.
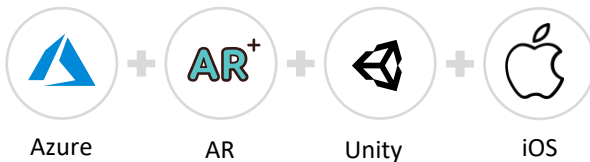
**Solution:**

Audax Labs developed 3D Builder for Supra and Moomba boats using ThreeJS and Unity and integrated into their websites. The solution would allow users to configure a boat, save the boat, and take picture, save configurations in their CRM. Users can also share the configured boats on social media.

An AR based 3D builder was also developed for mobile users.

**Outcome (ROI):**

• Improve Brand experience
• Increase in traffic on Supra and Moomba websites
• Increase in sales

# Atlas - Parking App for Microsoft Campus

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**Solution Component:**



Azure Maps Indoor Atlas + Indoor Atlas + Android + Microsoft .Net

**Challenge:**

Finding and reserving an available parking space is a recurring problem for employees of a large enterprise. After parking, finding the directions to the meeting room could be challenging and this eats into precious productive time.
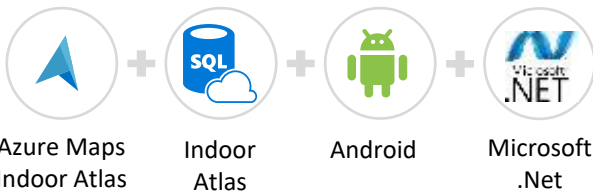
**Solution:**

Using Azure maps, users can navigate to meeting venues and find the available parking facilities in that area. Parking can be booked online and can be redeemed via QR Code.

Users can view indoor maps of the meeting venue and find the meeting room location and directions.

**Outcome (ROI):**

- Saves time and cost
- Allows to block car parking space
- Allows navigation to meeting venue and parking