



# Vizual Platform Overview

CHANGE THE WAY THE WORLD  
EXPERIENCES!

Saturday, 17 June 2023



- 
- McKinsey estimated that an additional *\$13 trillion* could be added to global GDP by 2030 through *Digitization and Automation*
  - *70%* of transformation efforts *fail*
  - Executives cite a variety of hurdles that reflect the complexity and difficulty of implementing a successful digital program. *A lack of leadership or digital talent tops the list.*

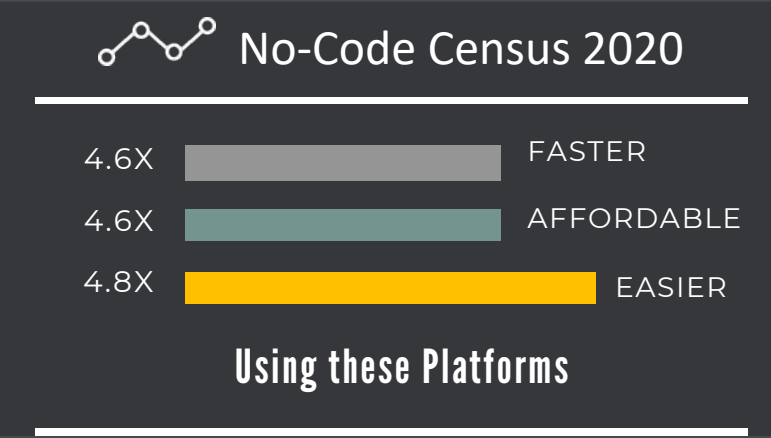


# MYTH – Investing large budgets means success!

- *Investing large budgets* for digital automation does not guarantee a rapid transformation
- Companies in the top quartile of the *Developer Velocity Index (DVI)* outperform others in the market by 4-5 times.
- Citizen developers and Non-programmers are now building the applications. The global survey cites that “*citizen developers*” score **33 % higher on innovation** compared with bottom-quartile companies.
  - *For example, one pharmaceutical company grew its low-code platform base from eight users to 1,400 in just one year.*



# Research Statistics



**10  
Times**

FORRESTER INDICATES THAT LOW-CODE CAN ACCELERATE SOFTWARE DEVELOPMENT BY 10 TIMES.

**50%** 

GARTNER PROJECTS THAT 50% OF MEDIUM TO LARGE ENTERPRISES WILL ADOPT LOW-CODE AS ONE OF THEIR STRATEGIC PLATFORMS BY 2023.

**65%**

ACCORDING TO GARTNER, 65% OF APPLICATION DEVELOPMENT WILL BE LOW-CODE BY 2024

**87%**

A MCKINSEY SURVEY FROM EARLIER THIS YEAR ADDITIONALLY REPORTED THAT 87% OF BUSINESSES ARE ALREADY SEEING A DEVELOPER SHORTAGE, OR ANTICIPATE ONE IN A FEW YEARS.

**1.2M** 

ACCORDING TO THE BUREAU OF LABOR STATISTICS, THE SHORTAGE OF ENGINEERS IN THE U.S. WILL EXCEED 1.2 MILLION BY 2026.



# Our Solution

## Vizual Platform – A No Code/ Low Code Platform



**No Code/ Low Code**



**User friendly – Simple  
& Easy to use**



**SaaS based**



**Secure and Stable**



**Optimally Architected**



**Minimal Project Costs  
- No SI cost needed**



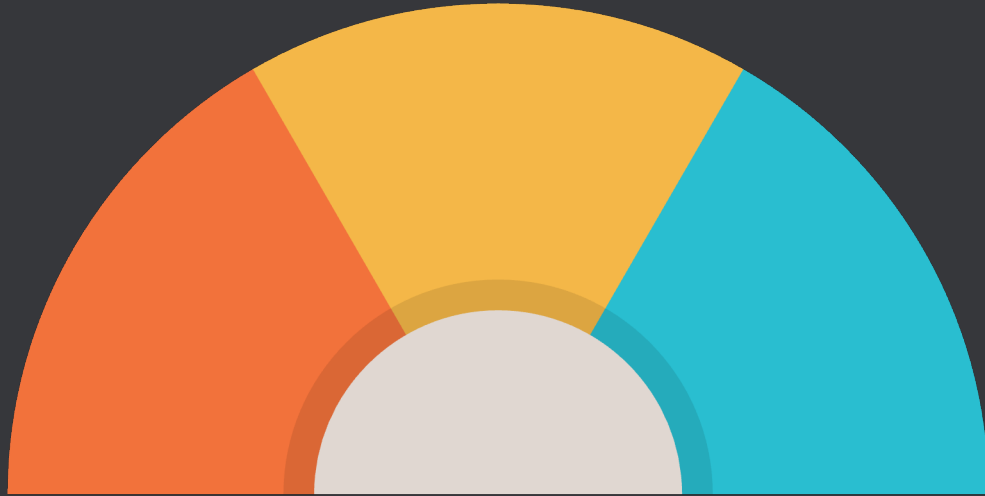
**Standardized  
Approach – BPMN 2.0**



**6 times faster than  
the competition**



# Our Solution



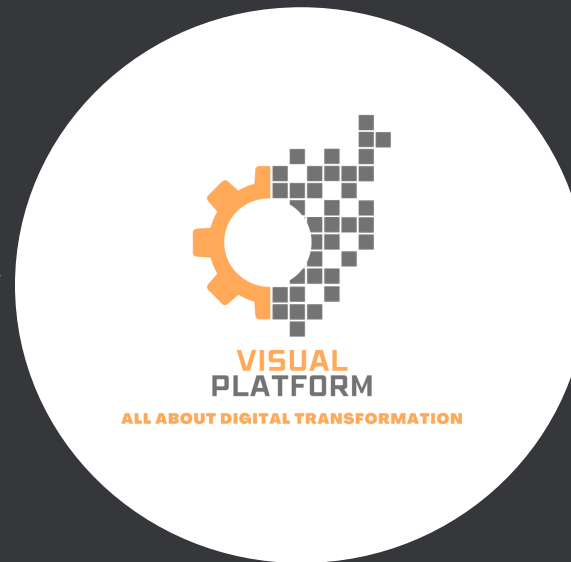


# High Performance Process Automation

## SAMPLE BUSINESS PROCESSES – Industry Agnostic



## Vizual Platform – High Performance Business Process Orchestration & Rule Engine – Industry Agnostic



## KEY BENEFITS

Great Efficiency & Greater Staff  
Productivity, Error Free

Faster Disbursement

Enterprise Grade Security

No need to write code for  
Integrations

Approval on the GO!

Notifications – SMS, Email and  
WhatsApp

Data visibility – Monitoring  
various KPIs/ Metrics

Faster Time to Market to  
introduce new Loans



# Business Case Study – US Fintech – First Pilot

### ABOUT CUSTOMER

A US-based Fintech organization - the name cannot be disclosed due to security reasons. The company provides loans to its US customers. The largest segment of its customers is salaried professionals.

This opportunity is driven by a Singapore-based partner, 'Innovatiq Technologies.' 'Innovatiq Technologies' is an Information Technology Enabled Service (ITES) with a high focus on Digital Transformation Solutions.

Currently, the loan processing is done manually; the process is cumbersome and inefficient, making it unable to scale. The US Fintech could only process 300 loan applications daily with their manual operations, despite receiving 1000 loan applications daily from their customers.

### NEXT STEPS

The customer is pretty satisfied with the pilot outcome and is working on crafting the final requirements for the project implementation.

## US Fintech powered by Vizual Platform



Current Statistics with Manual Processing



Statistics when powered by Vizual Platform

Note: Here % is the number of applications processed per day against received. The number shows the number of applications being processed per day.



### CHALLENGES

The US Fintech could only process 300 loan applications daily with their manual operations despite receiving 1000 loan applications per day from their customers. Currently, loan document verification happens manually, approvals are done manually, and the process is cumbersome and inefficient.



### SOLUTIONS

The US Fintech has chosen "Vizual Platform" as their technology partner for doing a PILOT to automate their loan application screening, verification, and loan approval. The solution includes a form designer, application screening and approval workflows, a Notification system, Business Rules for loan validation, and Reports for the number of applications processed, approved, rejected, and the real-time status. The solution also uses an AI-driven OCR system for the image-to-text conversion processing of various loan documents.



### BENEFITS/ BUSINESS IMPACT

Using the 'Vizual Platform,' the end-to-end business process, including loan application screening, document verification, loan approval, etc., was automated. The platform enabled our clients to process all the applications daily, easily meet their expected traffic of 1000s of loan applications per day.



### APPROACH FOLLOWED

The customer data, specifically the images like salary slips and address proof, is stored in the secured file system. All the aspects of security were looked at while designing the solution, e.g., SSO, SonarQube & Harbor Trivy compliance, HTTPS, and Token support. Best in the class OCR solution, which is secured, has a high accuracy level and faster processing.







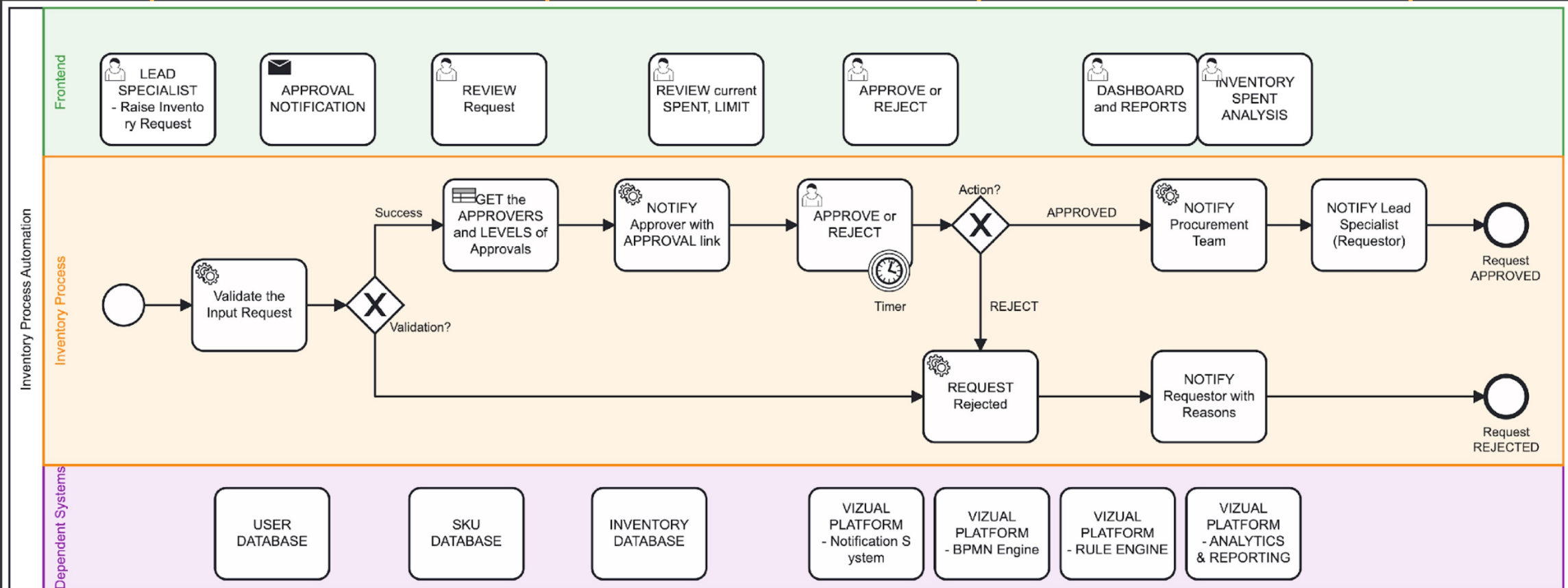
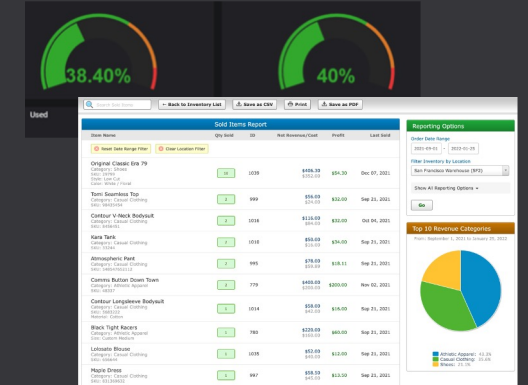
## PILOT In Dental Chain - USA

# Inventory Requisition

# Approval Notification

# Approval Form

# Dashboard & Reports



# First Paid Customer

ONE OF THE LARGEST GLOBAL  
CONSULTING FIRM



# Business Case Study – Email Task Automation

## Prior to Vizual Platform

- *Hard to track*
- *Declining subscriber engagement through time*
- *Achieving relevance is difficult / No traceability*
- *Information overload*
- *Customer frustration*
- *And many more....*

## With Vizual Platform

- Satisfied customers
- Accountability and Traceability
- Visibility and Control
- Automated and Simplified Task Management
- Microsoft Outlook is the Interface
- Eliminates Ticketing system
- Lead data is up-to-date





# Email Task Automation - Solution

- Email Plug for Microsoft Outlook
  - **Add Task**
    - Email Identification
    - Category
    - Timeline
    - Budget details
    - Auto population of several data from Email
    - **Task Creation Workflow (Business Process)**
    - **Database** - Task / KPI, BDO and Clients
  - **View Task**
    - View my open tasks
    - View tasks that I assigned
  - **Update Task**
    - Approve Task
    - Accept Task
    - **Task Update Workflow (Business Process)**
- **Reminder through Scheduler Service**
  - Scheduler Service
  - Task Reminder Email Notification
  - **Task Management workflow (Business Process)**
- **Dashboard at Organizational level**
  - Dashboard view of task completed on time
  - Dashboard view of task failed to complete on time
- **Reports at individual level**
  - My open tasks
  - My completed tasks



# Demo



Fintech Loan Processing Demo




Telecom Campaign Mgmt. Demo



# Thank You for your time

For customer facing enterprises like Fintech, Healthcare, Manufacturing, Telecom whose focus is Customer retention, “Vizual Platform” ensures customer retention through seamless customer experience by unifying discrete systems using a no-code, visual, BPMN-2.0\* compliant solution which is 6X faster than that of the existing market leader.



 Website

<https://www.vizualplatform.com>

 Email

[dinesh@vizualplatform.com](mailto:dinesh@vizualplatform.com)

 New York,  
USA

 Singapore

 Bangalore,  
India





# Appendix



Team





# About US



Dinesh B Sharma  
CEO & Founder

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**20+ years** of experience in **Product Management, Technology expert** and Product Marketing, ex **Product Line Manager at Nokia, ex Group Product Manager at Tecnotree**



Kedar Kumthekar  
CSA

**30+ years** of experience as Corporate strategist, currently Country Head with one of the largest Finnish Telecom Service Provider



Arup Choudhary  
Mentor & Advisor – Technology

**32+ years** of experience, worked with **Yahoo Research Labs** in the US for 20 years. AI/ ML expert, worked closely with **Dennis Ritchie**

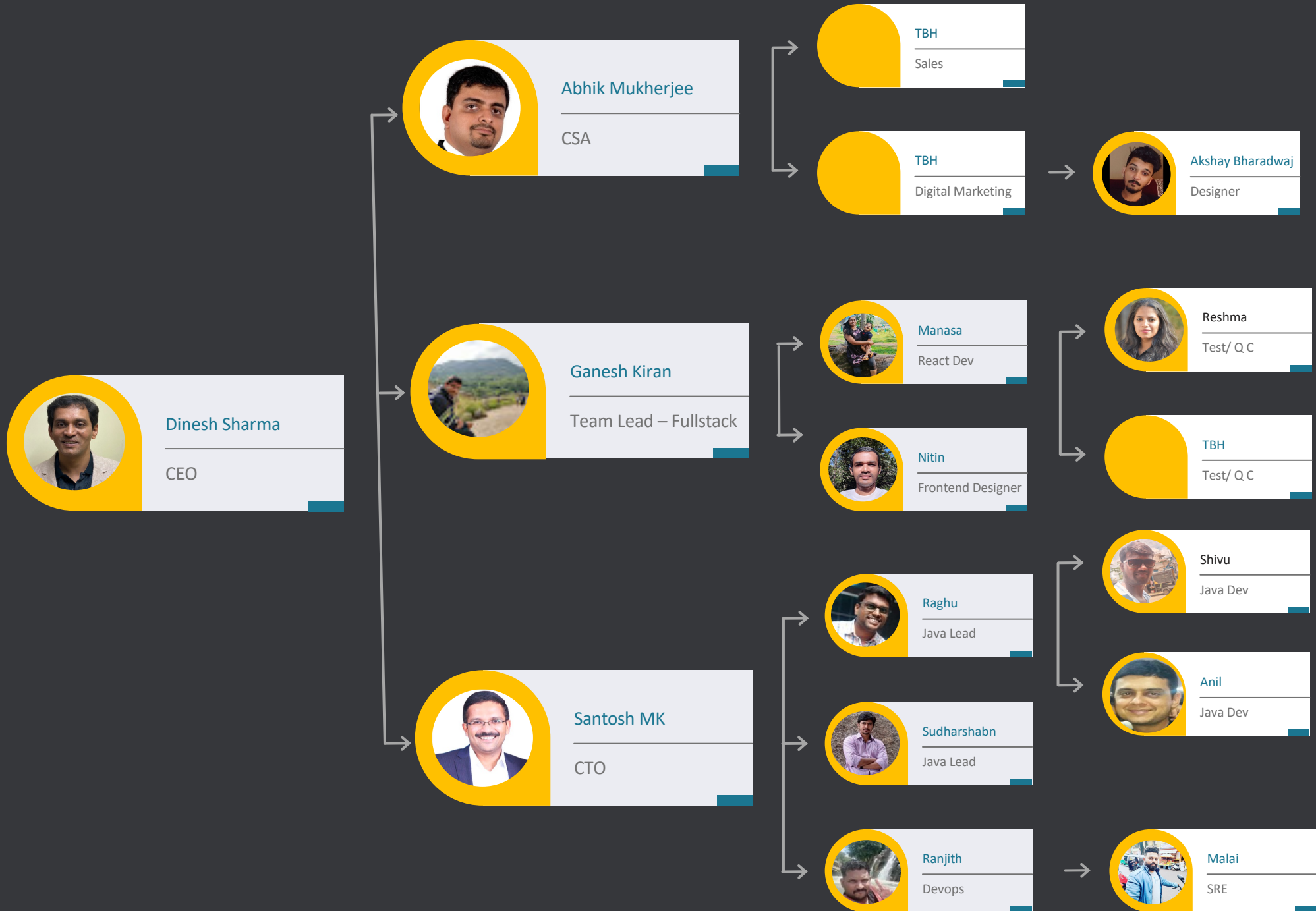


Santosh Kumar  
CTA

**25+ years** of experience, Renowned **Enterprise Architect**, Architected several Enterprise products at **Nokia, HP**



# Team

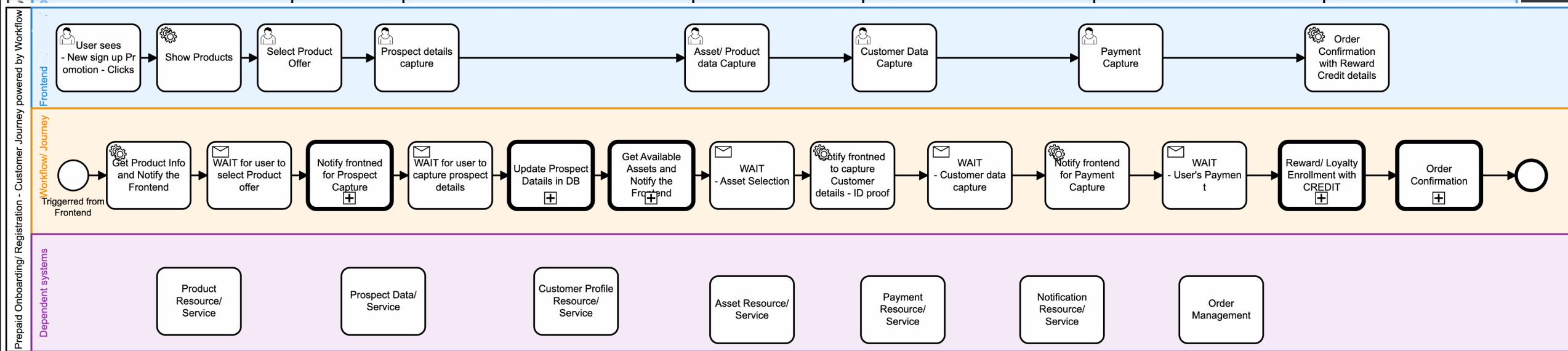
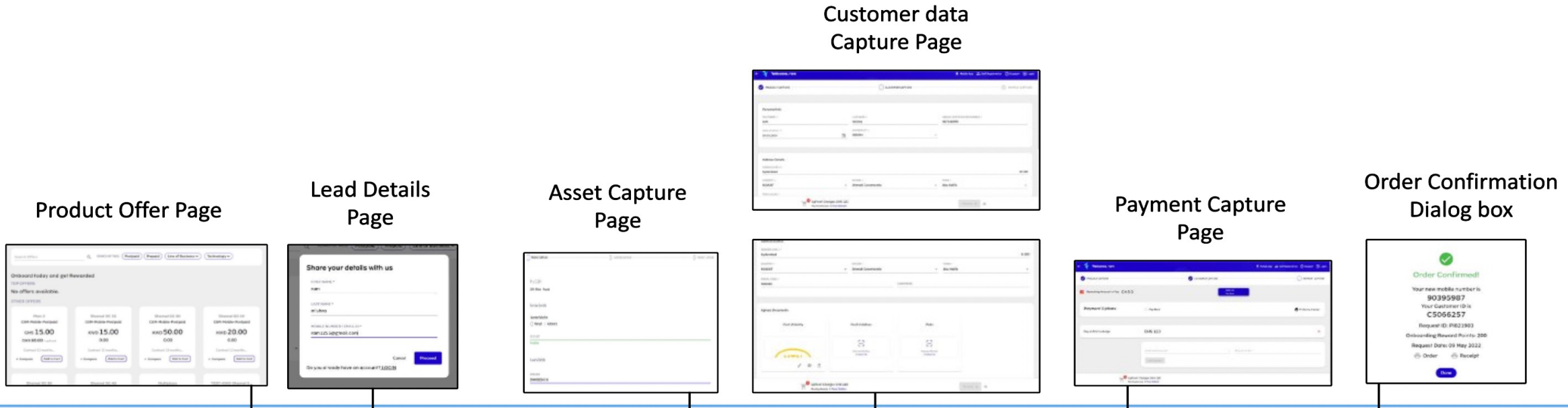


# Business Processes

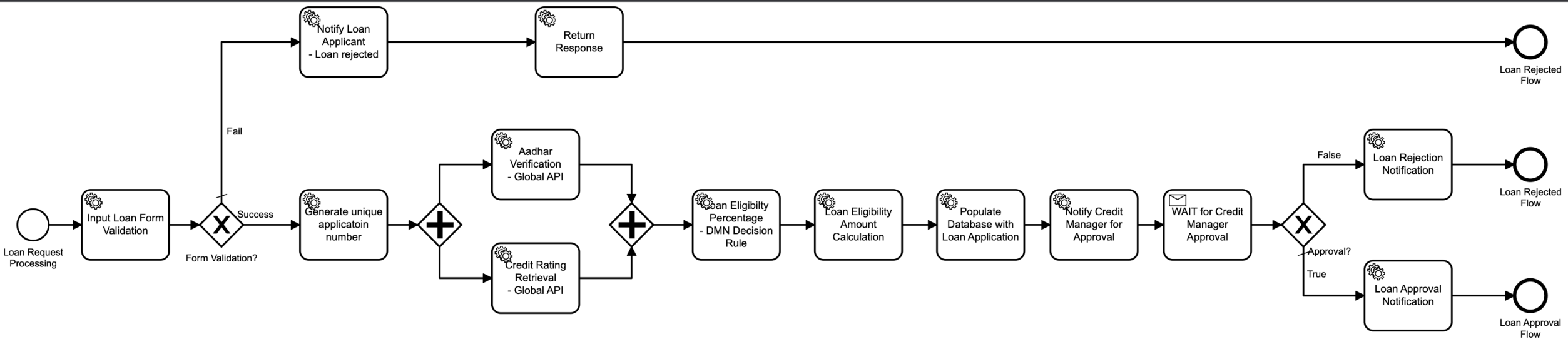




# Customer Onboarding Use case

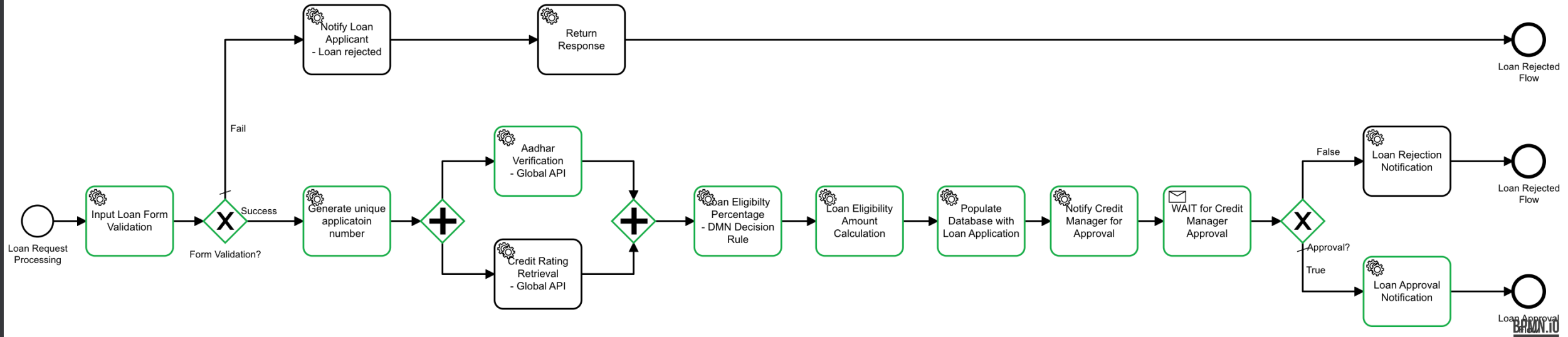


# Fintech Loan Processing Business Process



# Fintech Loan Processing Business Process - Execution

## Monitoring -- DigiFinance Loan Processing

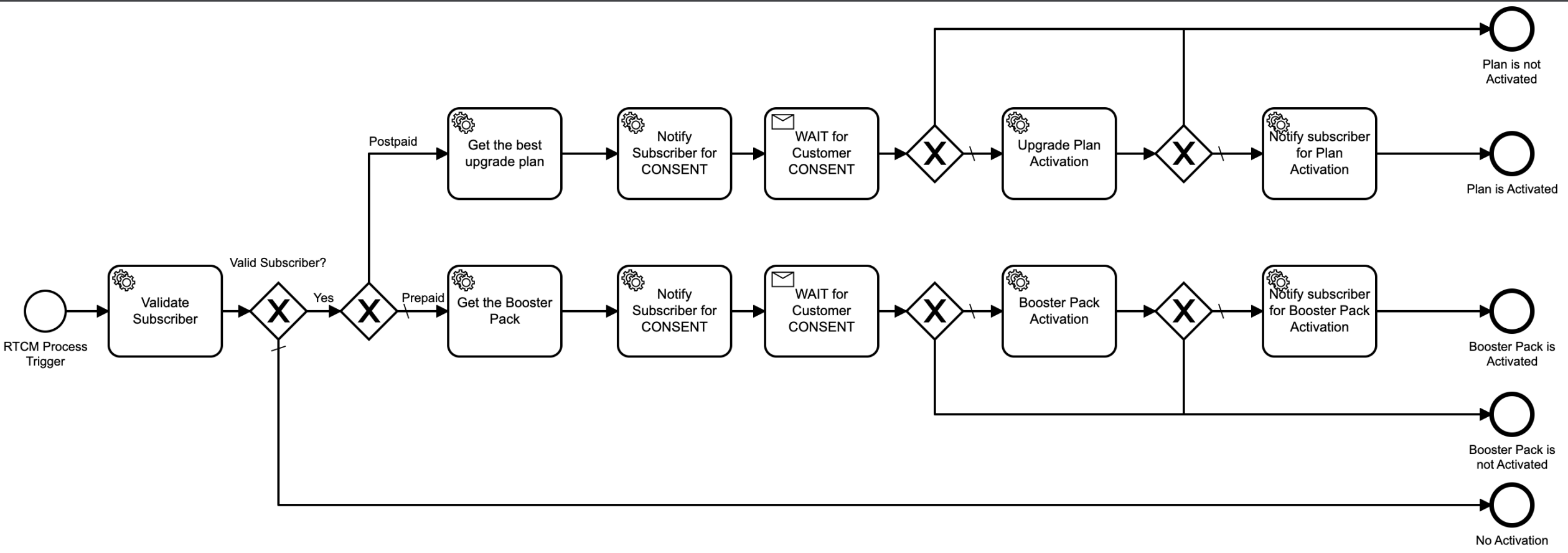


Instance Id	Time Taken (ms)	Time Stamp	Status
08f0afb8d8bc44ed91dbb8a5ef6050f015	0.001607	25 Jul 2022 12:02:17 pm	SUCCESS
08f0afb8d8bc44ed91dbb8a5ef6050f015	0.000007	25 Jul 2022 12:02:17 pm	SUCCESS
08f0afb8d8bc44ed91dbb8a5ef6050f015	0.002407	25 Jul 2022 12:02:17 pm	SUCCESS
08f0afb8d8bc44ed91dbb8a5ef6050f015	0.002267	25 Jul 2022 12:02:17 pm	PENDING

Back

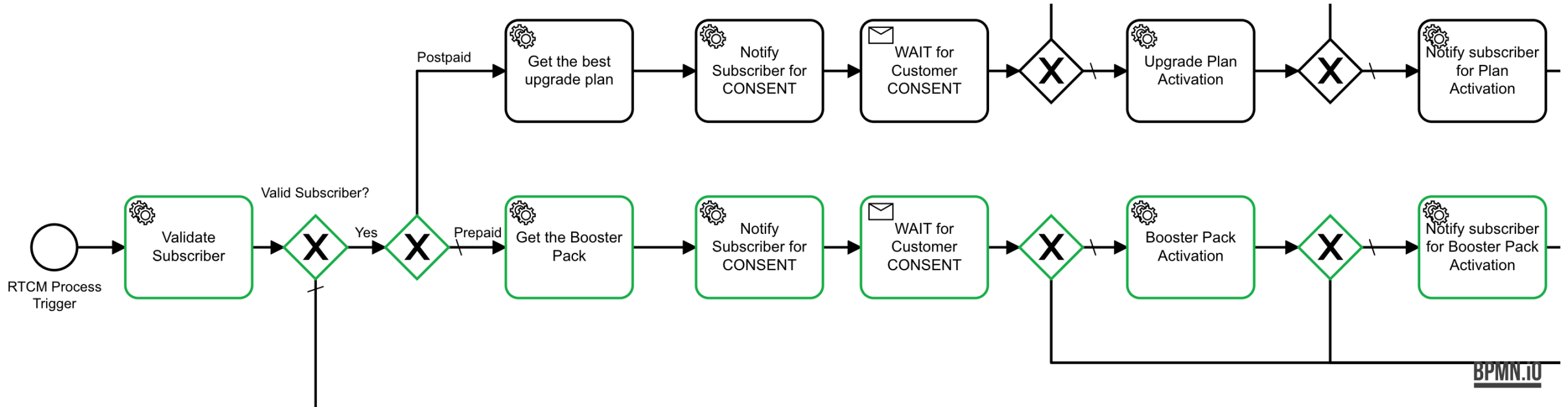


# Campaign Management Business Process



# Campaign Management Business Process - Execution

## Monitoring -- RTCM Process BPMN



Instance Id	Time Taken (ms)	Time Stamp	Status
53b57253683346559da586af3e7af8b90	0.000336	25 Jul 2022 12:05:14 pm	SUCCESS
53b57253683346559da586af3e7af8b90	0.000013	25 Jul 2022 12:05:14 pm	SUCCESS
53b57253683346559da586af3e7af8b90	0.002202	25 Jul 2022 12:05:14 pm	SUCCESS

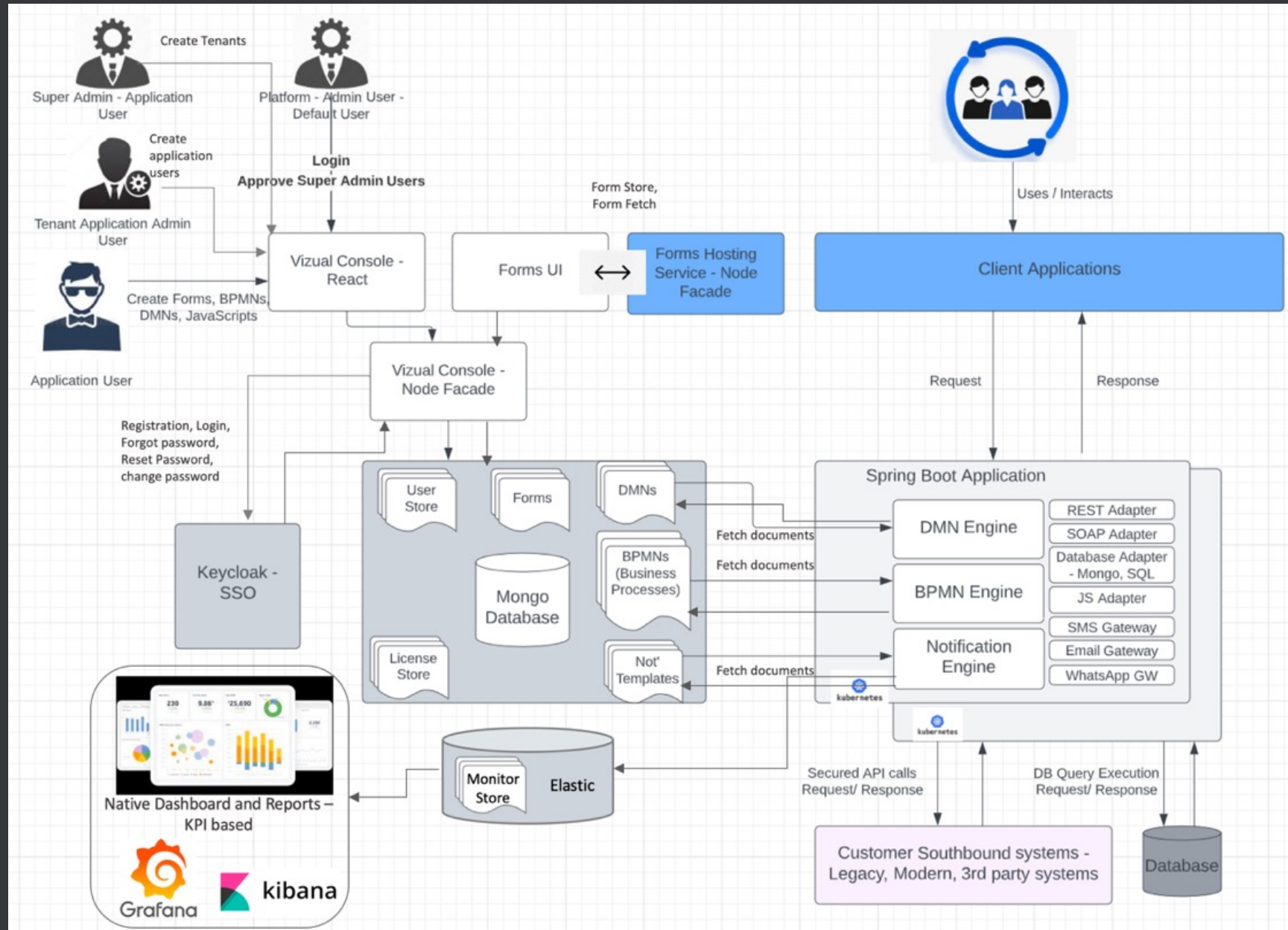


# Technology and Architecture





# Architecture



# Key features

User Management  
with Multi-Tenant  
support

Easy to use Modeler  
BPMN, DMN, Forms

BPMN Engine/  
Business Process  
Execution Engine -  
BPMN 2.0 standard -  
6X faster

DMN / DMN Rule  
Engine - DMN  
standard -6X faster

Event Process/ Event  
Management

Monitoring -  
Graphical view for  
BPMN Monitoring,  
Heatmaps

Rich Functionalities -  
Parallel Processing,  
User Task, Call  
Activity

FEEL Expression  
support

Built-in Adapters -  
REST, SOAP,  
JavaScript, Mongo,  
SQL - Oracle, MySQL  
etc.

Service Hub - No  
Coding for creating  
Entity Data Model  
and REST API  
controllers

Notification Engine -  
SMS, Email and  
WhatsApp

Query Execution -  
Mongo and any SQL

Multi Cloud, Hybrid  
deployment -  
Containerized



# Technology Stack

## SSO

KeyCloak

## Database

Mongo

## BPMN Engine

Springboot

## DMN Engine

Springboot

## Notification Engine

Springboot, Kafka

## Frontend

React

## Façade Layer

Node.js

## Algorithms

ML, Graph Algorithms

## Execution

In memory

## Logging & Reporting

Log4j, ELK & Grafana

## KPIs and Monitoring

Proprietary

## WhatsApp

Twilio



# Security

SonarQube  
compliance

Harbor Trivy  
compliance

Data is encrypted

OAUTH2 and JMT  
Token support

HTTPS

User Management  
using Keycloak SSO



# Market Overview and Competition



# Competitive Analysis

Legend:





FAIR/ STRONG      MODERATE/ NEUTRAL/  
ROADMAP      WEAK

FEATURES / VENDORS	VIZUAL PLATFORM	CAMUNDA	PROCESS MAKER	OUTSYSTEMS	SIEMENS/ MENDIX	STRUCTR	JHIPSTER
USABILITY/ MODELER							
"HIGH PERF." PROCESS ORCHESTRATION							
DMN RULE ENGINE							
SERVICE HUB / CODE GEN FOR MICRO SERVICES							
APP STUDIO/ FRONTEND/ MXDP							
SAAS							
TCO							
STANDARDIZATION/ <u>NO</u> VENDOR LOCK-IN							





# Roadmap



# Roadmap

	MVP/ POC June '21	Vizual Platform 1.0 Sept '22	Vizual Platform 2.0 March '22	Vizual Platform 3.0 Sept '23
Frontend		<ul style="list-style-type: none"> <li>BPMN 2.0 Modeler</li> <li>DMN Modeler</li> <li>User Management</li> <li>Java Script UI</li> </ul>	<ul style="list-style-type: none"> <li>Form Builder - UI</li> <li>Integration Service UI</li> <li>Query Service UI</li> <li>Notification Service UI</li> </ul>	<ul style="list-style-type: none"> <li>Transaction/ Saga Pattern in BPMN Modeler</li> <li>App Studio POC – Convert a sketch into a working React App</li> </ul>
BPMN 2.0 Orchestration Engine	<ul style="list-style-type: none"> <li>Light-weight High-Performance BPMN Engine POC</li> </ul>	<ul style="list-style-type: none"> <li>Light-weight High-Performance BPMN Engine Implementation – Service Task, Gateway, Parallel Processing and many more...</li> </ul>	<ul style="list-style-type: none"> <li>User Task</li> <li>Sub Process</li> <li>Input/ Output</li> </ul>	<ul style="list-style-type: none"> <li>XOR Gateway</li> <li>Transactions/ Saga Pattern POC</li> <li>Array Processing</li> </ul>
DMN Engine	<ul style="list-style-type: none"> <li>Light-weight High-Performance DMN Engine POC</li> </ul>	<ul style="list-style-type: none"> <li>Light-weight High-Performance DMN Engine Implementation with Hit Policy – Collection, Unique, First, Collect Aggregation etc.</li> </ul>		<ul style="list-style-type: none"> <li>DMN Enhancements, Priority Hit Policy support</li> </ul>
Service Hub	<ul style="list-style-type: none"> <li>Integration Service (Wrapper service) POC</li> </ul>	<ul style="list-style-type: none"> <li>Integration Service (Wrapper service) Implementation</li> <li>SSO Service, Logging service</li> <li>Database Query Service</li> </ul>	<ul style="list-style-type: none"> <li>Code Generator - Custom Micro service creation</li> <li>Code Generator – Database Query as a Service</li> <li>Notification Service</li> </ul>	<ul style="list-style-type: none"> <li>Code Generator - Extend existing Micro Service</li> <li>Notification Service Enhancement – Push and WhatsApp</li> </ul>
Monitoring and IT Infra		<ul style="list-style-type: none"> <li>Dockerization, Rancher, Kubernetes</li> </ul>	<ul style="list-style-type: none"> <li>BPMN Monitoring Reports</li> </ul>	<ul style="list-style-type: none"> <li>BPMN Heatmaps POC</li> </ul>





# Pricing



# Pricing

SETUP FEE	TRANSACTION & SUPPORT	CONSULTING & SERVICES
Platform Fee Setup Fee	Transactions / Business Process Instances run on Vizual platform Metric - Number of Process Instances started per month 8x5 - Support included	<u>Optional</u> Project Consulting Solutioning & Delivery Customer Training and Enablement
\$30,000	Project specific	Project specific

