



# APPLINATION

Unlocking potential, together.

# ELEVATOR PITCH

We offer innovative software solutions to our clients to help them thrive and facilitate their success.



## 01 Mission

Our mission is to help companies gain a competitive edge by providing them with innovative technology solutions that consistently exceed their expectations.

## 02 Vision

Our vision is to create a sustainable digital world where everyone can reach their full potential. We aim to develop solutions that are simple, meaningful, and prioritize our clients' business needs and experience.

## 03 Specialization

We specialize in Machine Learning, Cloud Development, Mobile Application Development, Web Application Development, Java, DevOps, and SAP.

# PROBLEM STATEMENT

## **Limitations in Customization**

Off-the-shelf software solutions may not fully meet the unique requirements of businesses, limiting their ability to tailor the software to their specific needs and workflows.

## **Lack of Technical Expertise**

Lack of expertise and resources to identify and implement optimal solutions often lead to increased operational costs, system downtime, and hampered competitiveness.

## **Inefficient Workflow and Infrastructure**

Many businesses struggle with inefficient and outdated software systems that hinder productivity and growth potential, resulting in time-consuming manual processes.

# SOLUTION OVERVIEW

## Simple and Unique

We understand that every business is unique. That's why we provide simple and unique websites that enable you to reach your target audience effectively.

## Innovation and Quality

Our team of professionals works with cutting-edge technology and follows industry best practices to deliver high-quality solutions to our clients.

## Client-Focused Approach

Our client-focused approach combines our people, methodologies, tools, and techniques with a vision that prioritizes our clients' long-term interests.

# COMPETENCY

## Server-Side

Java 8, Java 11, Spring Boot, Kafka, KSQL, .NET, PHP Core, Laravel, NodeJS, Python and Golang

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## Front-End

AngularJS, ReactJS, HTML, CSS, Bootstrap, Ajax, jQuery

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## Cloud Development

Google, Azure and AWS Kubernetes framework

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## DevOps

GCP and AWS, Dynatrace, Gitlab, Cloudflare, Kubernetes, Docker, Grafana, Terraform

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## Mobile Application Development

Kotlin, Swift, Angular, Ionic, Flutter, React Native

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## Machine Learning

Generative AI, NLP, R, Python

# KEY CLIENTS



## **Bally's Corporation**

Bally's Corporation is a multinational organization that operates casinos, hotels, and gaming businesses around the world.



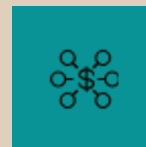
## **MotoGP**

MotoGP is the premier international motorcycle racing championship that takes place in over 20 countries.



## **BlocPal International Inc.**

BlocPal International Inc. provides global blockchain and digital asset management solutions.



## **CredAble**

CredAble is a supply chain finance platform for businesses.

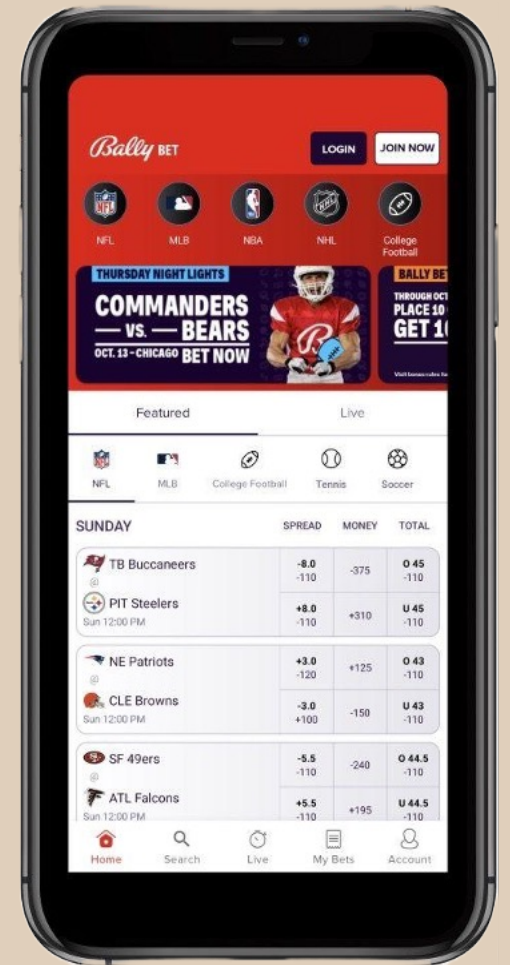
# **CASE STUDIES**

# CASE STUDY – BALLY'S CORPORATION

Applination has played a crucial role in enabling Bally's to establish a centralized odds feed service. This service delivers real-time odds information to support external marketing efforts and enhance trading and risk capabilities. By providing access to real-time odds data, marketing teams can create dynamic content to drive customer acquisition.

To meet the demands of high-velocity message streams, state-of-the-art technologies such as Apache Kafka and KSQL were employed. Applination independently integrated the service with leading sport feed providers, including SportRadar, Sportcast, IMG Arena, Betgenius, and DonBest.

Additionally, our team at Applination undertook middleware development for the new BallyBet mobile application. Furthermore, we are responsible for providing comprehensive support across various BallyVerse platforms, including player account management, retail, e-commerce, and more.





# CASE STUDY – AVP

We have developed a cutting-edge Tournament Management software that efficiently caters to the needs of managing a vast user base, including over 150,000 players and 600+ tournament organizers. The AVP TM system empowers users with seamless management capabilities across various aspects: Tournament Setup, Team Creation, Pool Setup, and Playoff Brackets.

To ensure optimal tournament operations, we have implemented sophisticated algorithms for game scheduling, tournament format management, and handling multiple formats within a single event. Moreover, we have incorporated live scoring and live broadcast features on social platforms to enhance user engagement and expand the game's reach to a broader audience.

The tournament organizers, being the primary stakeholders, benefit from the various functionalities the software offers. They can seamlessly communicate with their teams, facilitate online payments, and even provide discounts. Additionally, the software aids in financial management and reporting for the organizers' convenience.

Furthermore, we have augmented the software with an Athlete Identification program aimed at identifying talent at a national level. This program involves college players, college coaches, and clubs, fostering the development of national teams. To enhance user accessibility, we have also developed a mobile application specifically for this purpose.

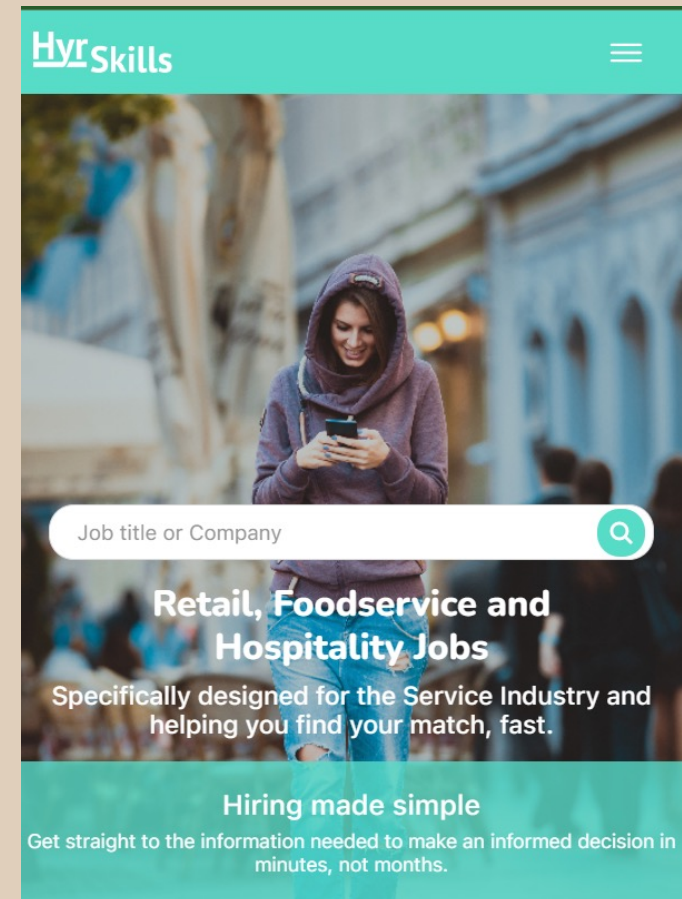


# CASE STUDY – HYRSKILLS

HyrSkills is a pioneering employment/executive search platform dedicated to blue-collar jobs in Canada. We have meticulously developed this platform from the ground up and implemented a proprietary algorithm that efficiently matches job seekers with suitable employment opportunities based on their skills, salary preferences, and desired locations. In addition to the core technology, we leverage industry-leading tools and services such as Amazon S3, Firebase, and Google Maps to enhance the functionality and user experience of the platform.

The platform's unique selling proposition (USP) lies in its ability to swiftly and accurately match job seekers with suitable employment opportunities. This is made possible through a sophisticated algorithm developed by our skilled team of experts. Moreover, we have incorporated an instant chat feature that facilitates seamless communication between job seekers and employers, streamlining the hiring process for both parties. To empower employers and website administrators, we have developed comprehensive reporting functionalities. These reports enable them to track their status on the platform, gain insights, and make informed decisions.

Since the launch of HyrSkills in May 2023, they have attracted more than 20 employers and over 1000 job seekers. This positive response underscores the value and effectiveness of our platform during its Phase I launch.



# PROFILES

# PROFILE – SHASHANK SRIVASTAVA

Head of Delivery

- A rich and extensive 15-year professional trajectory across diverse domains, roles, and cutting-edge technologies.
- Extensive exposure and hands-on experience in multiple domains, including Shipping (Liner and Ports), Retail, E-commerce, Logistics and 3PL, Business Intelligence, Finance & Fintech, and Sports.
- Instrumental in establishing Microsoft Center of Excellence, driving CMMI-3 implementation, leveraging SharePoint, Java, .NET, PHP, and JavaScript frameworks, facilitating cloud migration, and spearheading Monolithic to SOA migration initiatives.
- Demonstrated versatility by seamlessly transitioning between roles such as Software Engineer, Business Analyst, Project Manager, Engagement Manager, and Program Manager, fostering a holistic understanding of software development lifecycles and project management methodologies.
- Fostered a close working relationship with Bally's for their Sportsbook project over the last 2 years

# PROFILE – PANSHUL SHARMA

Java Architect

- Seasoned professional with 10+ years of experience in Java/J2EE, Struts, Hibernate, Spring, and Spring Boot, delivering robust software solutions.
- Expertise in Travel, E-Commerce, and Fintech industries, understanding specific domain requirements and challenges.
- Extensive experience designing and developing microservices using Spring Boot, enabling scalable and modular applications.
- Proficient in AWS cloud services (EC2, VPC, security, ELB, RDS) for deploying and managing highly available and secure applications.
- Skilled in change/release management, CI/CD, and build tools (Maven, Gradle), ensuring efficient software development processes.

## Skills

- **Technologies:** Java/J2EE
- **Java Frameworks:** Struts, Spring, Hibernate, Spring Boot, JPA
- **Stream Processing:** Kafka
- **Application/Web Server:** Apache, Nginx, Tomcat, RedHat, WildFly
- **Database:** MySQL 5.7, SolR
- **ORM:** Hibernate
- **Database Migration Tool:** FLYWAY
- **CI/CD Tool:** Jenkins
- **Cloud services:** AWS, Azure

# PROFILE – NITIN KUMAR

Full Stack Developer

- Accomplished professional with over 15 years of experience designing and developing applications using MS technologies, Angular, and Node.
- Extensive expertise in database development, utilizing stored procedures (SP) and functions to ensure efficient data management and retrieval.
- Proficient in MS.NET development, leveraging the power of this technology stack to create robust and scalable applications.
- Broad experience across diverse domains, including Retail, Production Planning, and General Accounts, understanding the specific needs and challenges of each industry.

## Skills

- **Server-Side:** MS.NET, NodeJS
- **Front-End:** Angular, NodeJS
- **Application/Web Server:** IIS, Apache, Ng
- **Database:** MS 2005, 2008, 2016, MySQL, Postgres
- **Reports:** Crystal, SSRS, Custom SQL

# PROFILE – ANKIT SINGH

Senior Java Developer

- Highly qualified professional with 9+ years in Java/J2EE, Struts, Hibernate, Spring, Spring Boot development.
- Extensive experience in the Retail, Warehousing, and Sportsbook domains, gaining valuable insights into the specific needs and challenges of these industries.
- Proficient in Infor customization for optimized business processes.
- Demonstrated proficiency in designing and developing microservices using Spring Boot, ensuring scalability and modularity in application architecture.
- Skilled in change and release management processes, implementing CI/CD methodologies and utilizing build tools like Maven and Gradle for streamlined software development.
- Expertise in the Sportsbook domain, with a focused involvement of 2 years, providing domain-specific knowledge and delivering tailored solutions for the sports betting industry.

## Skills

- **Technologies:** Java/J2EE
- **Java Frameworks:** Struts, Spring, Hibernate, Spring Boot, JPA
- **Stream Processing:** Kafka
- **Application/Web Server:** Apache, Nginx
- **Database:** MS-SQL, MySQL
- **CI/CD Tool :** Jenkins
- **Cloud services :** AWS, Google Cloud

# PROFILE – SONU KUMAR

Database Specialist

- Proficient in database design, development, and administration, with a strong focus on ensuring efficient and robust data management.
- Extensive experience in designing and developing products in the Retail, BFSI, and BI domains, delivering tailored solutions to meet industry-specific requirements.
- Skilled in Microsoft.NET MVC, ASP.NET, and C# development, utilizing these technologies to build scalable and high-performing applications.
- Specialized in designing BI products, leveraging expertise in data visualization, analytics, and reporting to deliver valuable insights for informed decision-making.
- Proficient in SQL performance tuning, designing optimal database structures, and implementing stored procedures, functions, triggers, views, and query optimization techniques for enhanced database performance.



**THANK YOU**