

# Case Study



## ILLIQUID ASSETS MANAGEMENT SOLUTION

### Key Metrics

The platform was developed specially to be deployed on customers servers ensuring adoption by government funds and large banks who only use inhouse solutions for security and privacy reasons.



**1.5X**

CUSTOMER ACQUISITION



**35%**

EFFORTS SAVED

### INTRODUCTION

An AI based fintech platform for analysis, valuating and trading of illiquid assets. These are highly difficult to manage and in the absence of a reliable solution these assets can be volatile as well as create massive issues in value projection considering global market trends.

### PROBLEM

Complex suite of products covering a range of solutions in monitoring, live simulating and projecting for illiquid assets for funds, credit, corporates. Needed an improved customer experience considering the complexity of the tools being used for higher customer retention. Also developing the solutions and testing to be approved by large funds and corporates to use as a high value B2B product which can scale with volatility and size of the assets being managed.

### SOLUTION

#### Product Suite Development

1

Creating a PaaS solution with a range of products for different types of users depending on their fund sizes and assets managed.

#### Automation

2

Automating the simulation and analysis using live market trends and data to provide more accurate parameters to manage a range of assets.

#### Unique Algorithm

3

Providing a unique intelligence for the users based on incorporating over 30+ years of finance experience across domains and regions to make the product usable globally.

#### UX Design

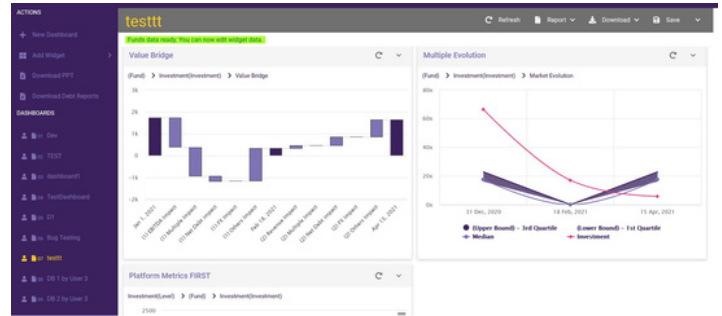
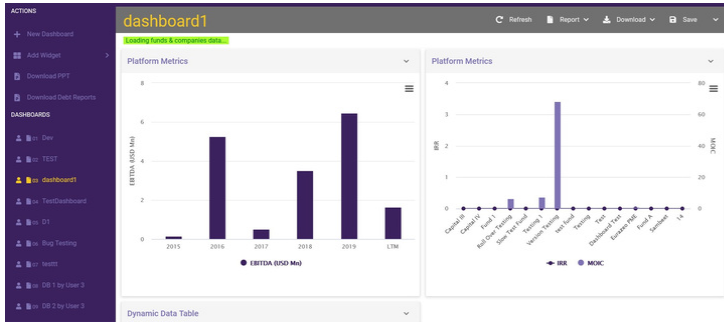
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Detailed UX studies to provide an improved customer experience considering the finance domain to ensure a wider range of users and increase adoption across customer types.

# Case Study



## ILLIQUID ASSETS MANAGEMENT SOLUTION



General Details

Field	Value
Short Description	
Investment Date	
Sector	
Company Type	
Fund	

Latest Economics

Field	Value
Total Investment	
Net Asset Value	
Total Realized Proceed	
Total Equity Value	
Stage of Funding	
Ownership	

Others



### Organization Profile

- \$10 Million Funded
- 50+ Clients
- 5+ Government Funds

### SERVICES OFFERED

We were able to integrate with the existing teams and scale the platform with higher dependencies and development on our end, especially managing the architecture and scaling as well as security measures. We also revamped the UI/UX as well as helped in closing multiple government funds.



Technology Development



UI/UX DESIGN

### CONCLUSION

With successful deployment as multiple government funds we are now working on 4 our products with their suite as well as providing on shore support with our resources in multiple countries.