NOVUM

THE WAY TO ADVANCE

DATA ANALYTICS & SOFTWARE DEVELOPMENT COMPANY

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About Us

Founded in 2017, Novum specializes in Data Analytics, Software Development, and ERP Implementation, delivering impactful solutions across both local and international markets.

As the demand for business process automation, complex data management, and ERP solutions grows, we are committed to providing tailored solutions that meet specific market needs—enabling agile decision-making through advanced analytics and supporting diverse business functions with robust ERP systems.

Our mission is to elevate decision-making, reporting, and business processes by fostering a data-driven culture across corporate, business, and functional layers. As a trusted Microsoft partner, we align with globally recognized Microsoft Cloud standards to ensure smooth digital transformations for our clients.

Backed by extensive domain expertise and industry experience in fields such as technology, aerospace, petroleum, business consulting, non-profit, risk & finance, and education, our team brings a dedicated, customer-focused approach and proven methodologies to every project. At Novum, we are driven by best practices, innovation, and a commitment to empowering clients with impactful, forward-looking solutions that drive real change in their industries.

Microsoft Solutions Partner	**Microsoft** Solutions Partner	**Microsoft** Solutions Partner	**Microsoft** Solutions Partner
Data & AI Azure	Digital & App Innovation Azure	Modern Work	Business Applications

What We Do

As the business landscape evolves and market demands shift, companies face increasingly complex challenges that call for advanced digital solutions. Novum offers a comprehensive suite of services—including data warehousing, big data visualizations, custom software development, and enterprise resource planning (ERP) systems—designed to enhance decision-making, optimize processes, and drive business value within your organization.

By elevating management to a data-driven approach, we enable structured workflows and increased organizational efficiency. As a trusted Microsoft Solution Partner across multiple areas, we support SMBs and enterprise-level clients by implementing key Microsoft Cloud solutions in Data & AI, Business Applications, Apps and Innovation, and Modern Desktop.

With a strong market presence and extensive technical expertise, we provide high-value services, including data analytics, business process consulting in manufacturing, application development, crowd modeling, and demand planning, leveraging the latest in IoT and AI technologies. We have supported digital transformations in industries such as Consumer Goods, Health & Pharma, Telecommunications, Agriculture, Construction, Oil & Gas, and Government sectors, delivering impactful results across diverse sectors.

Software Development

By applying modern development and engineering principles, in conjunction with the latest advancements in the cloud, mobile, and desktop technologies, we create tailored solutions that connect co-workers and companies with their customers, simplify and accelerate business processes, and optimize costs.

Our team has experience in developing multi-purpose types of software, starting from company management tools to complex solutions for SME. We specialize in creating back-end and front-end to deliver ready-to-use solutions. By integration of the latest technology, we create complex and interactive multimedia applications, to full modern demand. From assessment to ideation and true innovation, we work alongside your team, ensuring you have the guidelines, guardrails and expertise you need to be successful.

Supported Technologies

C | C++ | C# | .NET Core | Java | python | php | ASP.NET Core | .NET WCF RIA Services | node express | KeystoneJS | yii framework | Laravel | django

Power BI Consulting

In this digital era, data modeling and transformation into visual reporting became an inseparable part of modern organization that enables data-driven decision making. Power Bi, one of Microsoft's best reporting tool has the capability to create data-centric culture by empowering dashboards, reports and creating multiple data-oriented solutions using Azure Analytics.

Benefits of such an integration can be seen across all departments such as Finance, Supply Chain, Manufacturing, Sales & Marketing, Operations & Management and HR.

It aims to efficiency and process optimization by discovering business opportunities that can reduce cost, increase margin, track certain processes of sales and further, assist in organizational strategy development. We offer variety of Power BI related services such as:

Power BI Implementation
(**Modeling, Visualization and Reporting**)

Power BI Consulting
(**On-Demand**)

Why Power BI?

Microsoft Power BI is a cloud-based set of business intelligence technologies and tools, that will deliver valuable insights to your organization. By connecting Power BI to any database you can leverage your data to build dashboards & reports that will give you insights into the following:

Building live & rich Dashboards – Monitor your important data from across your organization

Interactive Data visualizations – Charts, Maps, Graphs, etc.

Performance and monitoring of IoT devices

Inventory levels and forecasts of Sales and Stock

Monitoring of business processes (Supply Chain, Finance, Sales, Stock and etc.)

Data Warehouse

Nowadays, data management is becoming vital for creating a successful analytics environment and data-driven culture in the organization. Many global corporations have turned to data warehousing to organize data streaming from corporate branches and operation centers around the world. In SMEs, the data warehouse is mostly used to aggregate raw data collected across all business units. Our team will help to bring all the needed business intelligence data from any kind of multiple sources such as ERP, CRM, databases, raw les, external applications, or manufacturing equipment under a single data warehouse with advanced architecture to unlock deeper insights for data-centered decisions. It ensures awless creation of reporting, analytics, and building customized KPIs. Data Warehouse will assist you not only to receive centralized information in one place but also automate the process of data allocation and will help in structuring advanced analytics tools.

Data warehouses are programmed to apply the uniform format to all collected data, which makes it easier for corporate decision-makers to analyze and share data insights with their colleagues around the globe. Standardizing data from different sources also reduces the risk of an error in interpretation and improves the overall accuracy of information. Data warehouse use cases focus on providing high-level reporting and analysis across all business units and at different levels of organization.

WHY DO COMPANIES NEED A DATA WAREHOUSE?

With companies embarking on digital transformation of their business operations, almost every business process is becoming dependent on a multitude of IT systems and the data those systems record and maintain. For companies to operate efficiently and achieve their goals, employees from top-level executives to individual contributors need efficient access to data and analytics that provide actionable insights as to how a company is operating, areas of risk or concern and opportunities for competitive advantage.

Data-Driven Decision Making

Corporate decision makers will no longer have to make important business decisions based on limited data and hunches.

Data quality and consistency

Since data warehouses gather information from different sources and convert them into a single and widely usable formats, departments will produce results that are in line and consistent with each other.

Quick and easy access to do

Agility is an important factor that sets you above your competitors, Interactive Data visualizations – Charts, Maps, Graphs, etc.

Microsoft Dynamics Finance and Operation

As an expert in ERP migrations and cloud ERP solutions, Novum understands the nuances and requirements to migrating and modernizing your ERP applications. That's why we take care of implementation, training, and ongoing maintenance so you can focus on the work that matters most.

97% of Fortune 500 companies choose Dynamics 365 or Power Platform

500K organizations use Dynamics 365 and Power Platform every month

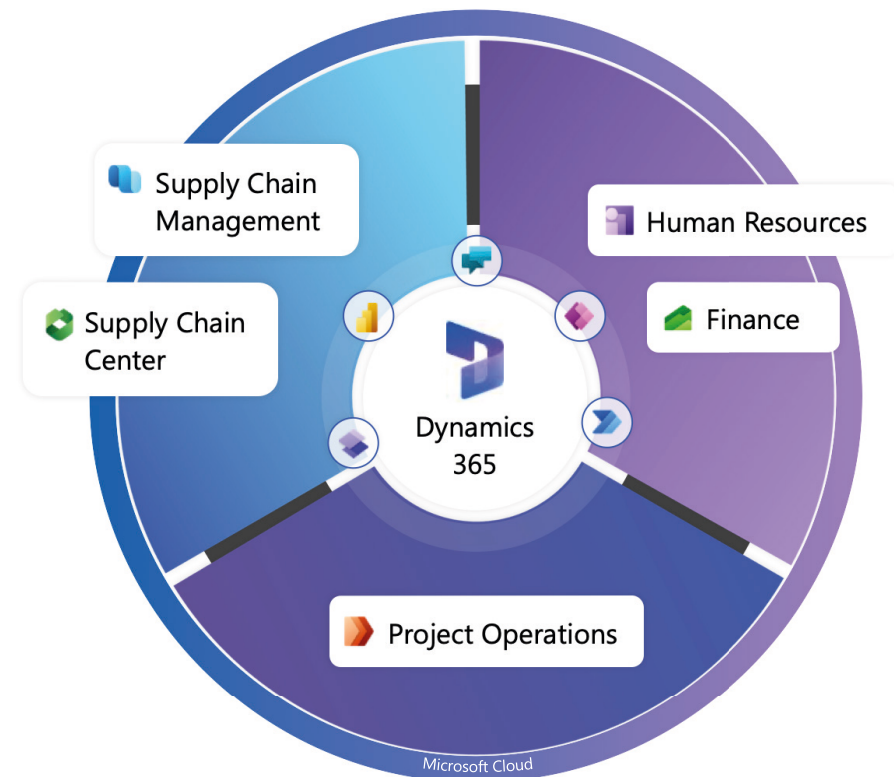**40K+** customers use Copilot features in Dynamics 365 or Power Platform

Microsoft Dynamics 365   Microsoft Power Platform

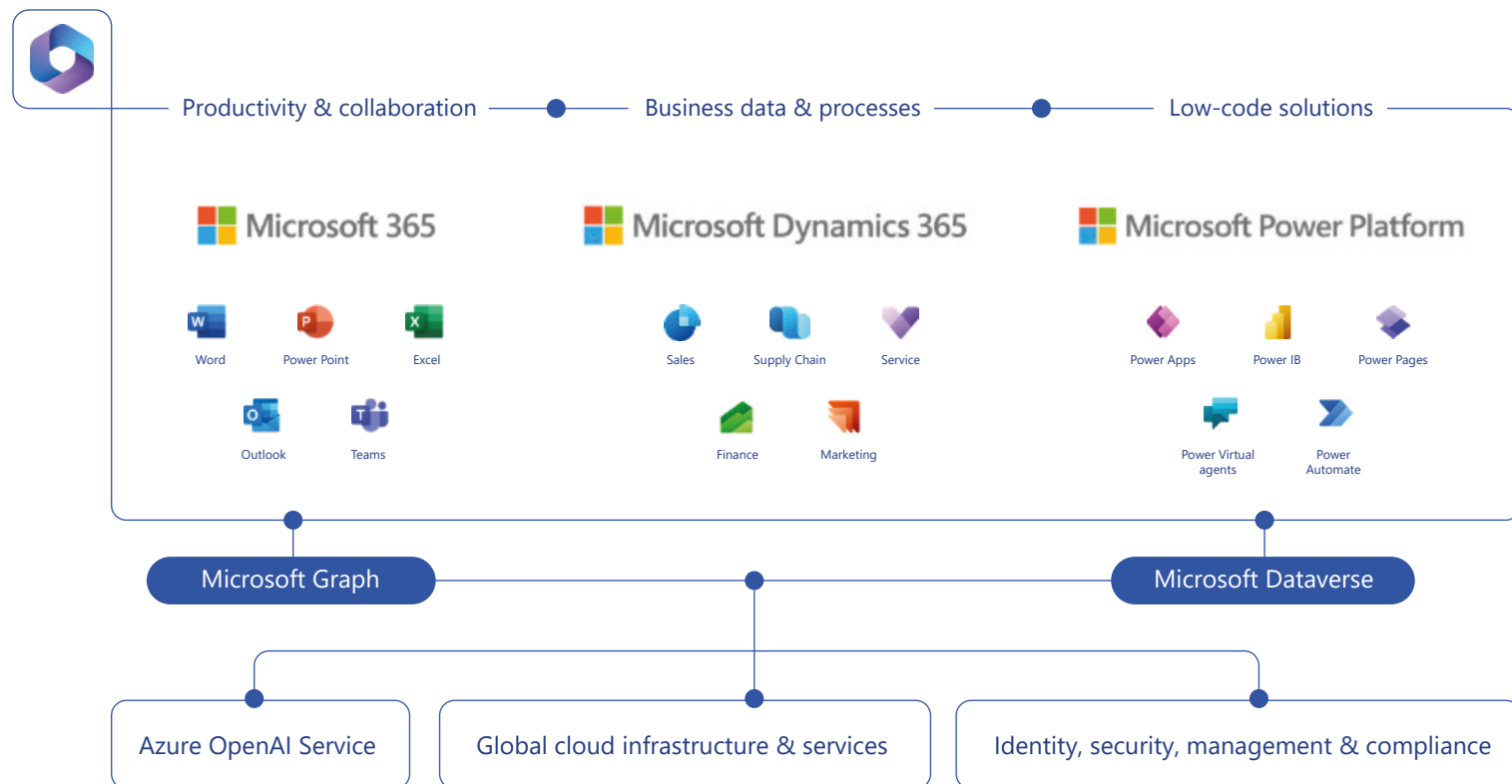# How we can help
modernize your ERP system

Migrate to the cloud with confidence

Drive business model transformation

Supply Chain Management

Supply Chain Center

Human Resources

Finance

Dynamics 365

Project Operations

Microsoft Cloud

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The blueprint for cross-organization impact

Productivity & collaboration — Business data & processes — Low-code solutions

Microsoft 365

Word · Power Point · Excel

Outlook · Teams

Microsoft Dynamics 365

Sales · Supply Chain · Service

Finance · Marketing

Microsoft Power Platform

Power Apps · Power IB · Power Pages

Power Virtual agents · Power Automate

Microsoft Graph — Microsoft Dataverse

Azure OpenAI Service

Global cloud infrastructure & services

Identity, security, management & compliance

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Artificial Intelligence & IoT

We use Microsoft Cognitive Services and technologies like TensorFlow and Python OpenCV to provide high-quality solutions in Face and Object Detection. Currently, we use these technologies to provide trac counters in Shops and Boutiques and integrate it with CRM solutions to provide precise, more adjusted sales planning and employee performance evaluation. Moreover, we expand algorithms to apply to different areas such as education or production. Our AI development services include:

Machine Learning

We use machine learning to build AI solutions that can gather unstructured data and convert it into actionable insights that drive business growth.

Business Intelligence

Our AI engineers create and perform strategies to execute optimization, customer analysis, forecasting and performance analysis.

Computer Vision (Face Recognition)

Our AI experts have developed solutions for the recognition of objects and classification of images using Amazon Rekognition and Deep Learning-based Visual Search.

ChatBot Development

We engineer chatbot solutions that act like human beings and facilitates personalized interaction with customers thereby making a huge difference in resource costing and maintenance.

What Is IoT?

Internet of Things (IoT) is the process of adding internet connectivity into physical devices forming a network which includes buildings, vehicles, electronics and much more. IoT adds the potential in working of the connected business as well as home infrastructure.

How can IoT help my business?

IoT devices has brought digital transformation to another level by reading information instantly processed by machines and integrating them with reporting tools and ERP's. IoT devices to a huge extent eliminates the need to manually record or enter data into any systems and can be managed remotely from anywhere. This will ensure streamlined business flow within the set timeline and helps with cost optimization considerably. Due to instant visibility of information, IoT devices help in providing tremendous business opportunities that lead to increased revenue generation. It enables businesses to take decisions wisely and promptly, and take corrective measures well in advance.

Access to Valuable Data (**Sales; Equipment; Supply; Workplace; Environment**)

Better Understanding of Customer Demand and Behavior

Improved Inventory Management

More Cost-Effective Operations

Enhanced Remote Working Options

Microsoft Sustainability Manager

Microsoft Cloud for Sustainability empowers organizations to accelerate progress in sustainability while also driving business growth. It brings together a range of environmental, social, and governance (ESG) capabilities across the Microsoft cloud portfolio and solutions from our global ecosystem of partners.

Together, we're helping organizations to achieve transparency and gain valuable insights to effectively manage their environmental footprint. By helping to integrate sustainability practices throughout their organization and value chain, we help them create new value inan ever-evolving landscape.

Sustainability is a fundamental aspect of Microsoft's business. We prioritize sustainability by not only optimizing our own operations but also by fostering a community of customers and partners who are dedicated to advancing their sustainability goals. Through collaboration, sustainability solutions, and investments in climate equity and innovation, we're driving transformative change to create a world where every individual and organization can thrive.

Reporting

Reporting templates provide insight into how your organization is performing on ESG factors. Use Power BI reports and visualizations to prepare for internal and external reporting requirements to disclose ESG metrics and targets. Specifically, templates containing aggregations aligned to CSRD metrics help streamline regulatory report preparation. Reports cover these key ESG areas and more:

- Carbon
- Water
- Waste
- Workforce health and safety
- Workforce composition
- Governance
- Stakeholder engagement
- Workforce training and development

You can customize and extend templates to accelerate analysis and support initiatives to improve upon ESG metrics.

Why try Microsoft Sustainability Manager?

Microsoft Sustainability Manager automates data connections and calculations to help you record, report, and reduce your organization's emissions more efficiently.

Record

• Automate data collection
• Break down data silos
• Calculate emissions more accurately across scopes

Report

• Visualize your impact
• Track your performance against goals
• Gain actionable insights
• Streamline reporting

Reduce

• Set and track sustainability targets
• Collaborate seamlessly
• Integrate your sustainability insights
• Support emission reduction strategies
• Re-imagine fundamentals

1. Understand what's involved

At a high level, configuring Microsoft Sustainability Manager involves defining your organization, importing operational data, setting up calculations, creating goals, and running reports.

Knowing this ahead of time can help you get a better handle on what resources and data you'll need to get started. For example, begin thinking about reference data that might be unique to your organization, such as particular spending or contractual instrument types.
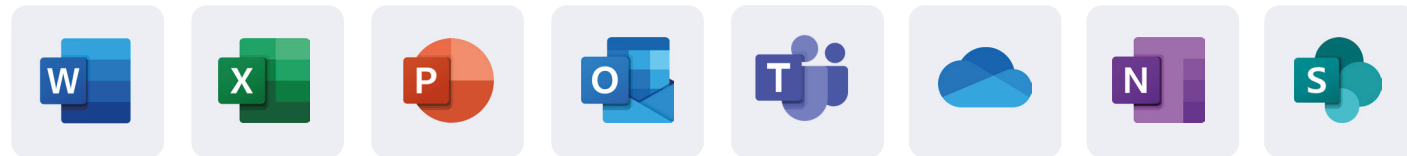
2. Plan for the level of effort

Start incrementally, but expect that configuration and implementation might take a few months for your first scenarios. It all depends on your organization's size, familiarity with carbon accounting, and sustainability goals.

You'll get a better understanding of what's involved as you walk through the configuration process, as one of the most important factors in maping out a plan will be how you define your organization. Early in the configration process, you'll create your company profile, set up your organizational structure and hierarchy, and add facilities.

Modern Desktop Deployment M365

What is Microsoft 365

Microsoft 365 is designed to help you achieve more with innovative Office apps, intelligent cloud services, and world-class security.

Microsoft 365 is our cloud-powered productivity platform. With a subscription to Microsoft 365, you can get:

> The latest productivity apps, such as Microsoft Teams, Word, Excel, PowerPoint, Outlook, OneDrive, and so much more.

> The ability to install on PCs, Macs, tablets, and phones.

> 1 TB of OneDrive cloud storage.

> Feature updates and upgrades not available anywhere else.

Data Audit

In a modern organization data gathering and management are a vital part of its performance and other aspects. To efficiently manage data and fully realize it's potential an organization must be aware of it is structure, location, condition, and value of it's asset. Conducting an audit will enhance the knowledge on this matter and raise awareness on all required points to improve overall strategy and benefit for stakeholders.

It is vital for organizations to understand inconsistencies in data creation and curation practices with relevant suggestions on further structuring. Data Audits are especially useful for group companies to consolidate data from multiple ERP or reporting sources and prepare report & analysis for stakeholders. An organization that is knowledgeable of it is data can maximize the value out of it, if properly handled and aligned with organizational goals and objectives. Based on NDAF (Novum Data Audit Framework) the following parameters can be examined:

Data Type	**Data Source**	**Data Storage**	**Data Format**

Data Gathering Method	**Control of Data**	**Duration of Data**

Corporate Trainings

At Novum, we value education and passion to learn, we do organize corporate trainings as a part of our consulting service. Our focus is on teaching how to deal with daily needs and apply them for particular cases. Our instructors have significant experience in corporate trainings based on Microsoft products. Providing different levels of trainings, across organization starting from top management down to mid-range managers who need to demonstrate analytical skills in their daily work process. Training can be tailored and adjusted specifically for organization type, sector and department to develop required skillset and achieve organizational goal.

Power BI   EXCEL VBA   Microsoft SQL Server   .NET Core

Industries We Serve

As the Microsoft Solution Partner, Novum provides services in Data Analytics and Software Development. For many years, we have successfully delivered multiple projects, working in industries such as:

Health Care & Pharma

Beverage and Product Manufacturing

Food Retail & Distribution

Agriculture

Natural Resources (Mining / Oil & Gas)

Construction

Government Entities (Multiple)

Aerospace & Transportation

Our clients

NOVUM
THE WAY TO ADVANCE

Aster
We'll Treat You Well
(UAE, DUBAI)

KITOPI
(UAE, DUBAI)

GILAN HOLDING

ITALDIZAIN

engineering

AGRO DAIRY
NATURE'S BEST

bumernng
CASHBACK SERVICE

IMIC
IDEAL MANAGEMENT
INVESTMENT & CONSULTING

AGA GROUP

TRADE OPERATIONS

LU-MUN
HOLDING

AZERBAIJAN AIRLINES

PASHA Bank
New heights. Together.

THE STATE STATISTICS
COMMITTEE OF AZERBAIJAN REPUBLIC

AZERBAIJAN SUPERMARKETS

avrora

ABU DHABI
AD CYCLING CLUB
(UAE, ABU DHABI)

AZERBAIJAN INTERNATIONAL MINING COMPANY

unicef
(INTERNATIONAL)

G
GESCO ASC

AVROMED

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Recent projects

Avromed Pharmaceuticals

Sector: Pharmaceuticals   **Project Type:** Cloud Transformation

Case: Avromed Pharmaceuticals faced challenges in managing data storage and operational scalability as the business expanded. Our team collaborated with Avromed to design and implement a secure, Azure-based cloud infrastructure tailored to their needs. This cloud solution improved data accessibility and security, allowing Avromed to scale operations efficiently. Furthermore, the new infrastructure facilitates seamless integration of existing systems and enhances regulatory compliance. With improved data accessibility, Avromed can now make informed, timely decisions that support ongoing growth in the highly regulated pharmaceutical sector.

Read more about the project

Azerbaijan Airlines

Sector: Travel & Transportation   **Project Type:** ERP & Data Warehouse Implementation

Case: Azerbaijan Airlines sought a comprehensive solution to improve financial and operational efficiency across their organization. Working together, we implemented Microsoft Dynamics 365 Finance as an end-to-end ERP system, integrated with a custom-built, large-scale data warehouse. This centralized data solution enabled Azerbaijan Airlines to streamline key processes including budgeting, procurement, and reporting. By consolidating disparate data sources, the data warehouse empowers the airline with real-time insights, supporting data-driven decision-making at all levels. This has significantly enhanced their ability to respond quickly to operational demands and maintain high standards of service in the travel and transportation industry.

Read more about the project

Recent projects

Kitopi

Sector: Food & Distribution   **Project Type:** Modern Desktop and BI Reporting

Case: As Kitopi shifted to a new ERP system, they encountered challenges in generating real-time operational reports, which are critical for tracking and resolving data inconsistencies. To address this, we developed near real-time BI reports that enabled the operations department to monitor and address gaps in the ERP system promptly. Additionally, we enhanced and deployed daily financial reports, improving Kitopi's financial oversight and control. We also guided Kitopi's GCC-wide implementation of Microsoft Office 365, managing the entire migration, change management, and adoption process. This transformation fostered greater collaboration across teams and strengthened the organization's corporate infrastructure, aligning their tools and processes for optimized productivity.

The State Statistical Committee of Azerbaijan Republic

Sector: Government   **Project Type:** #Data Analytics & Visualisation #Trainings

Case: Power BI integration in The State Statistical Committee of Azerbaijan Republic. This project was initiated by Unicef to get more qualitative information about KPI's of Birth, Education, Child Protection and many other areas of country development and statistically important indicators.

Recent projects

TP Engineering

Sector: Oil & Gas

Project Type: #Data Analytics & Visualisation #Trainings

Case: Power BI training and Consultancy at TP Engineering was completed. Company was interested in calculating some KPIs with Power BI as it took huge efforts to do calculations in spreadsheets or not even possible in certain cases. We held trainings in Power BI and Advanced Excel to Project Management and Engineering teams, that helped to transfer most of KPIs to Power Bi dashboards resulting in the decision to further expand reporting with SAP.

Agrodairy

Sector: Agriculture

Project Type: #Data Analytics & Visualisation #Report Automation

Case: Integration of automated reports with ERP, to facilitate daily operational processes with reports such as Sales Report, Stock Report, Harvesting Report, Cash Collection and Debt Aging. This helped to enhance control of the process and make data-driven decisions. Case: Integration of automated reports with ERP, to facilitate daily operational processes with reports such as Sales Report, Stock Report, Harvesting Report, Cash Collection and Debt Aging. This helped to enhance control of the process and make data-driven decisions.

Partners

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