

**DATA ANALYTICS &  
SOFTWARE DEVELOPMENT COMPANY**

**NOVUM**

THE WAY TO ADVANCE

# NOVUM

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## WHAT WE DO

As the business environment evolves and market demand shifts, businesses confront with more complex problems that require modern solutions. The vision of Novum is to transform complex data into useful and digestible form.

What we offer is a broad range of solutions on big data visualizations in order to promote decision making processes and create business value within your organization. Correct data analytics & visualization take management to the next, data driven level, thus lead to structured workflow and increased efficiency of your organization. In recent years, Novum obtained silver partnership with Microsoft, serving SMBs and Enterprise level companies by implementing Microsoft Cloud and technologies such as Azure SQL DB, Azure Data Factory, Azure Analysis Services, Stream Analytics and Power BI.

Long term market and technical experience allow us to serve companies with different valuable business services as data analytics, business process consulting in manufacturing, application development, crowd modelling and demand planning, by means of taking advantage of modern IoT and AI technologies. Industries that we have involved in are Consumer Goods, Health & Pharma, Telecommunications, Agriculture, Construction, Oil & Gas as well as Government Entities.

**" OUR SLOGAN REFLECTS GOALS, BELIEVES, KNOWLEDGE AND TRANSFORMATION**

**THAT WE BRING INTO ORGANIZATIONS. WHAT WE DO, CREATES LONG LASTING VALUE. "**

The logo for NOVUM, featuring the word "NOVUM" in white, uppercase, sans-serif font centered within a dark blue rounded rectangular background.

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## ABOUT US

Novum, founded in 2017, provides services in Data Analytics, and Software Development and Business Process Management. For many years, we have successfully delivered multiple projects, working within local and international markets. Due to increasing demand for process automation and complex data management, we offer customized solutions for each customer in order to meet market demands, e.g. reporting, agile decision-making, and workflow optimization in multiple industries such as manufacturing, supply chain and etc...

Our primary aim is to bring decision-making and reporting to the next level, both visually and process-wisely by creating data-driven culture, in corporate, business and functional layers of organization. As the Microsoft partner, we follow/implement all internationally recognized Microsoft Cloud and related technological structure to ensure smooth processes and digital transition for our customers.

Because of multi-industrial experienced team members, those who have functioned at technology, aerospace, petroleum, non-profit, risk & finance and education, our team has passion to bring innovation & creativity. We help our customers to achieve their goals through applying unique approaches.



## SOFTWARE DEVELOPMENT

We build highly affordable custom software for companies large and small. By applying modern design principles, in conjunction with the latest in cloud, mobile, and desktop technologies, we create tailored solutions that connect co-workers with each other and companies with their customers, simplify and accelerate business processes, and lower costs.

Our team has experience in developing multi-purpose types of software, starting from company management tools to complex solutions such as financial reporting, HR management, small to mid-size customized ERP's and mobile applications. 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 fulfil modern demand. The follow up of agile practices ensure that the projects are delivered to our clients within the stipulated time and budget.

**Supported Technologies:** React JS | Angular JS | Dart | Flutter | C | C++ | C# | Java | Python | PHP | ASP.NET Core  
ASP.NET CORE WEB API | WCF | Node JS | Express JS | Keystone JS | Yii framework | Laravel | Django



In addition, we offer special services for automating Excel based reports. By writing macros or creating Excel add-ins we may reduce the execution time for reports preparation dozens of time and together with reasonably reduce probability of mistakes.



## POWER BI CONSULTING

In the modern environment data modeling and transformation into visual reporting became unattachable part of modern organization that enables data-driven decision making. Power BI, tool by Microsoft has strong 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 organisation. By connecting Power BI to Dynamics 365 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 process ( Supply Chain, Finance, Sales, Stock and etc.)**

Power BI imports data from over 200+ sources such as SQL, Access, Excel, Google Analytics as well as from unstructured data from web, devices spreadsheets or cloud based technologies





## DATA WAREHOUSE

Nowadays, aggregation of data becomes vital for creating a successful analytics environment and data-driven culture in organization. In SMEs, the warehouse 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 files, external applications or manufacturing equipment under a single data warehouse with advanced architecture to unlock deeper insights for data-centered decisions. It ensures flawless 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 unified format to all collected data, that 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 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 into 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 it into a single and widely used format, departments will produce results that are in line and consistent with each other

**Quick and easy access to do** - Speed is an important factor that sets you above your competitors, Interactive Data visualizations – Charts, Maps, Graphs, etc

# DATA AUDIT

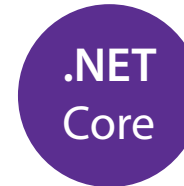
In a modern organization data gathering and management are a vital part of its performance and other aspects. To efficiently manage data and fully realize its potential an organization must be aware of its structure, location, condition, and value of its asset. Conducting an audit will enhance the knowledge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

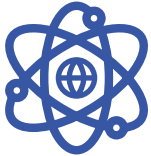
It is vital for organization to understand inadequacies in data creation and curation practices with relevant suggestions on further structuring. Especially, useful for holding companies to consolidate data from multiple ERP or reporting sources and prepare report & analysis for stakeholders. An organization that is knowledgeable of its 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:

<b>Data Type</b>	<b>Data Format</b>	<b>Duration of Data</b>
<b>Data Source</b>	<b>Data Gathering Method</b>	
<b>Data Storage</b>	<b>Control of Data</b>	

## 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 and 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.





## 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 traffic counters in Shops and Boutiques and integrate it with CRMs to provide precise, more adjusted sales planning and employee performance evaluation. Moreover we expand algorithms to apply into 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 to 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 a human being. Our team develops chatbots that facilitate personalized interaction to increase loyalty and customer retention.

## WHAT IS IoT ?

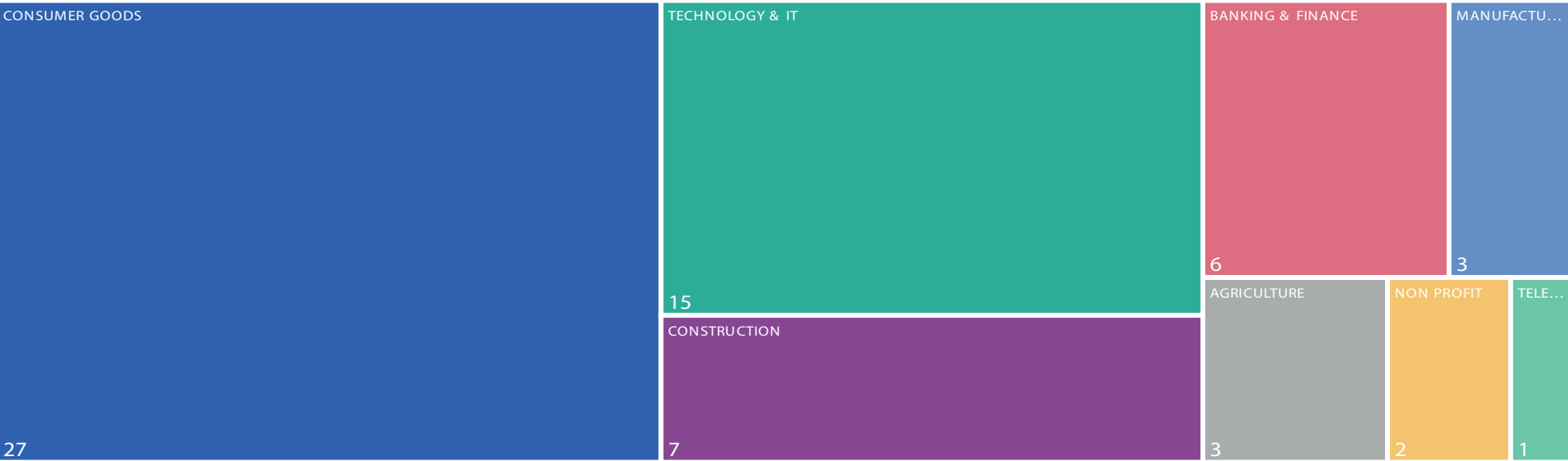
Internet of Things (IoT) is the process of adding internet connectivity into physical devices forming a network which includes buildings, vehicles, electronics and much more. IoT adds the potential in working of the connected business as well as home infrastructure. Generates the atmosphere of an exclusive service across businesses from scratch to end. Makes devices able to interact over the internet and they can be monitored remotely.

### How can IoT help my business?

IoT will help businesses keep track of the availability of raw materials, product expiry, equipment, tools, and machines, while maintaining a prompt supply to customers. This will ensure streamlined business flow along with timeline and cost optimization. It also provides 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**

# FIELDS WE SERVE



● CONSUMER GOODS ● TECHNOLOGY & IT ● CONSTRUCTION ● BANKING & FINANCE ● AGRICULTURE ● MANUFACTURING ● NON PROFIT ● TELECOMMUNICATIONS

Note:  
 The visual reports have been compiled based on recent projects, in last 1 year. All information is based on true operational data of the company.  
 \*The illustration represents quantity of projects done so far by industry

# OUR CLIENTS

Avromed

Bumeranq Kart

Pasha Bank

Gilan Holding

IMIC

The State Statistics Committee of Azerbaijan Republic

Italdizayn LLC

AGA Group

Azerconnect LLC (NarMobile | Bakcell)

Agro Dairy

Avrora

TP Engineering

UNICEF

Trade Operations

Insider.az

INKOEL

Lumun Holding

Azerbaijan Supermarkets

## RECENT PROJECTS

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### **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 is initiated by Unicef to get more qualitative information about KPI's of Birth, Education, Child Protection and many other country development and statistically important indicators.

### **TP Engineering**

**Sector:** Oil & Gas

**ProjectType:** #Data Analytics & Visualisation#Trainings

**Case:** Power BI training and Consultancy at TP Engineering has been done. 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. Currently they are planning to sync Power BI with SAP.

### **Italdizain Group**

**Sector:** Luxury Retail (Jewelery, Furniture and other appliances)

**Project Type:** #Data Analytics & Visualisation#Report Automation

**Case:** The core idea of the project is synchronization of Power BI with ERP, CRM and spreadsheets in order to deliver centralized reporting system (dashboard) for Top Management as well as Boutique Directors, Brand Managers and Marketing department for future analytics of customers and products sales. Reports include: Stock Control, SKU Report, Daily Sales, Cash Flow and Demand Planning has been implemented.



## RECENT PROJECTS

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### Lumun Holding

**Sector:** Diversified

**Project Type:** #Data Audit

**Case:** Objectives of the project were to evaluate current(working) ERP at “Factory X” in order to asses data availability and structure level, moreover it is reliability. All business units were taken in to consideration, including manufacturing and all other production facilities. The aim of avaluation, is to proceed futher with integration of more advanced, reliable and centrilized reporting system for all business units.

### Avromed

**Sector:** Pharmaceutical

**Project Type:** #DataWarehouse#ERP#BusinessProcessConsulting#ReportsAutomation

**Case:** Objectives is to support and consult in order to bring company’s operations into a fully developed digital environment by integrating Microsoft Office 365, Power BI with further integration of agile and lean end-to-end processes in ERP. Review all internal operations and processes, implement digital reporting by integrating nation-wide full scale datawarehouse.

### Agrodairy

**Sector:** Agriculture

**Project Type:** #Data Analytics & Visualisation#Report Automation

**Case:** Integration of automated reportings with current ERP, in order to facilitate day to day operational process with following 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 drivend decisions.

## RECENT PROJECTS

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### Aga Group

**Sector:** Real Estate & Infrastructure

**Project Type:** #SoftwareDevelopment#DataAnalytics#Reporting

**Case:** QES – QR Code entrance system in business centres of Aga Group. We developed a custom software which is currently used in Caspian Plaza and planned to be used in Demirchi Plaza and Aga Centre. The software allows companies to create unique QR codes for their guest and send it directly to their mobile phones so that guest doesn't have to wait/stop at reception for registration and may enter the building by scanning QR code from phone.

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