

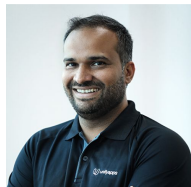


UnifyApps

Unified AI Orchestration & Automation Platform

About the UnifyApps Company

Founding Team



Pavitar Singh

CEO & Co-founder, UnifyApps

Ex-CTO at Sprinklr

2012-2023 (11 years)

Grew Sprinklr \$1m to \$700m ARR

Raised \$31m Seed & Series A Funding from :



and founders of **Wiz, Sprinklr, Walkme, HiBob, & ContentStack**

About the Team

235+ Employees across 4 offices Globally



Working with diverse set of customers globally



We understand your world

Largest Private Sector Bank in India



Top European Telco with Global footprint



America based global enterprise
information management services company



One of India's largest tech logistics company



Leading SaaS Product Company Globally



Top Quick Service Restaurant Chain in APAC



One of the world's largest Audio Devices
manufacturer



American SaaS company,
leader in DXP platform



A leading Fintech aggregator

Systems of Engagement (Website, MobileApp, Customer Portal, Employee Portal, Messaging Channels...)

Customer & Employee Facing Apps



Data Management

ETL & Reverse ETL

MDM



Workflows & Integrations

BP Automation

MW / iPaaS

API Management



Applications

Custom Solutions

Shadow IT

App Modernization

360'



AI

Chatbots

Co Pilot

Content Generation

Summarization

Systems of Record (ERP, CRM, HRMS, Core Systems, DW/DL...)

GenAI / LLMs

Systems of Engagement (Website, MobileApp, Customer Portal, Employee Portal, Messaging Channels...)

Customer & Employee Facing Apps



Data Management



ORACLE



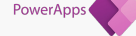
Workflows & Integrations



IBM TIBCO



Applications



AI



Systems of Engagement (Website, MobileApp, Customer Portal, Employee Portal, Messaging Channels...)

Customer & Employee Facing Apps

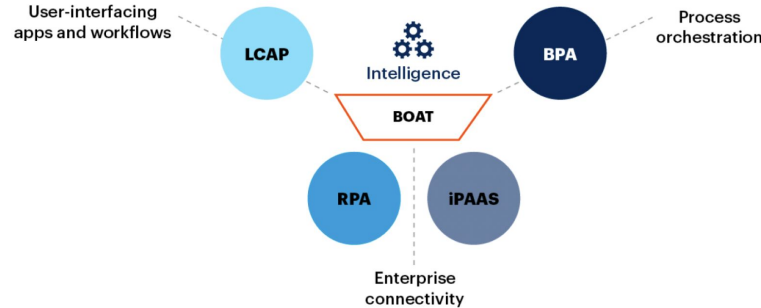
BOAT
Business Orchestration & Automation Technology
for
Systems of Intelligence

Systems of Record (ERP, CRM, HRMS, Core Systems, DW/DL...)

GenAI / LLMs

"Gartner's Vision of Business Orchestration and Automation Technologies (BOAT)"

BOAT is a Unified Platform for Automation



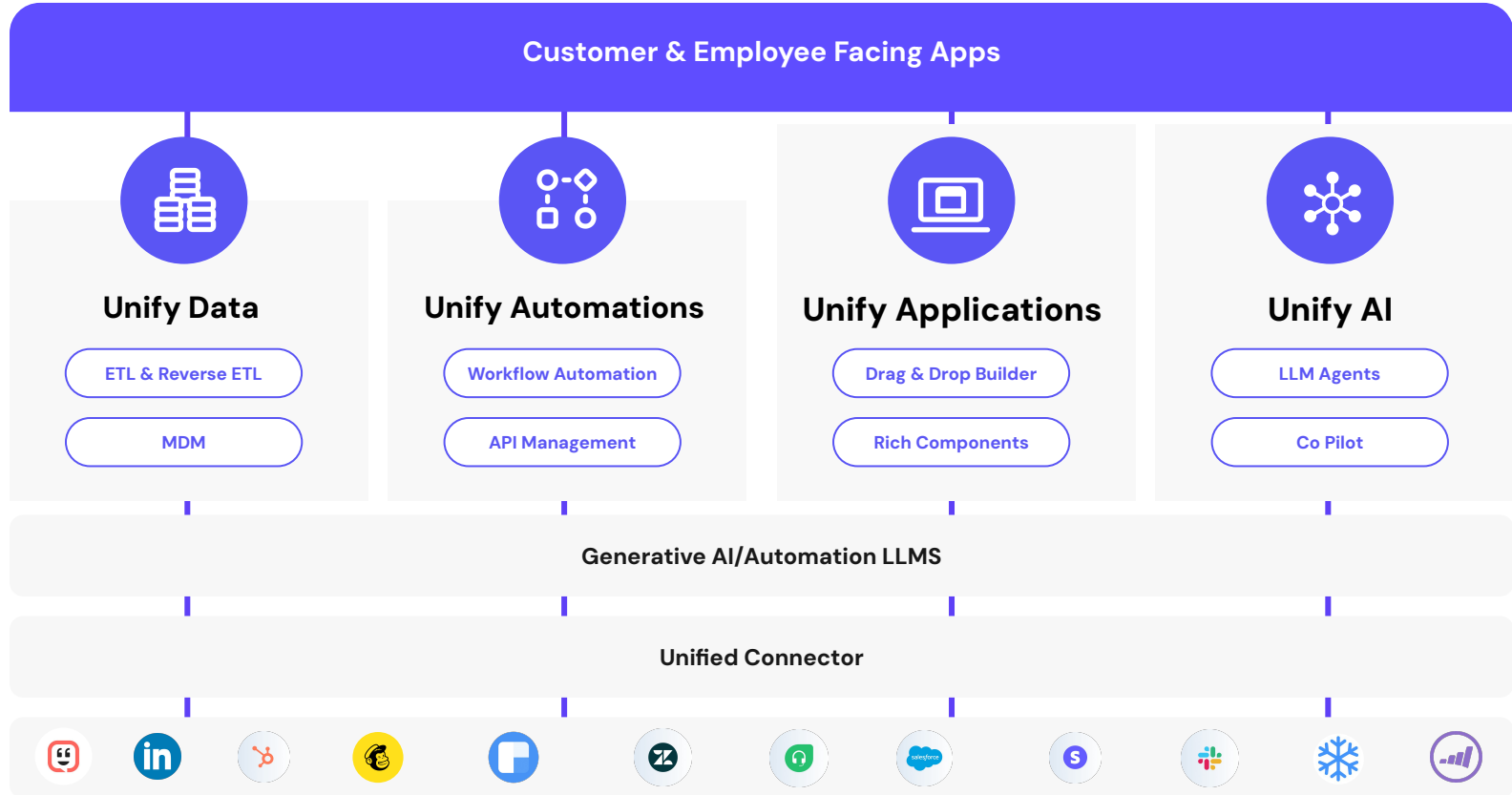
Source: Gartner | 810775_C

A BOAT Platform typically enables:

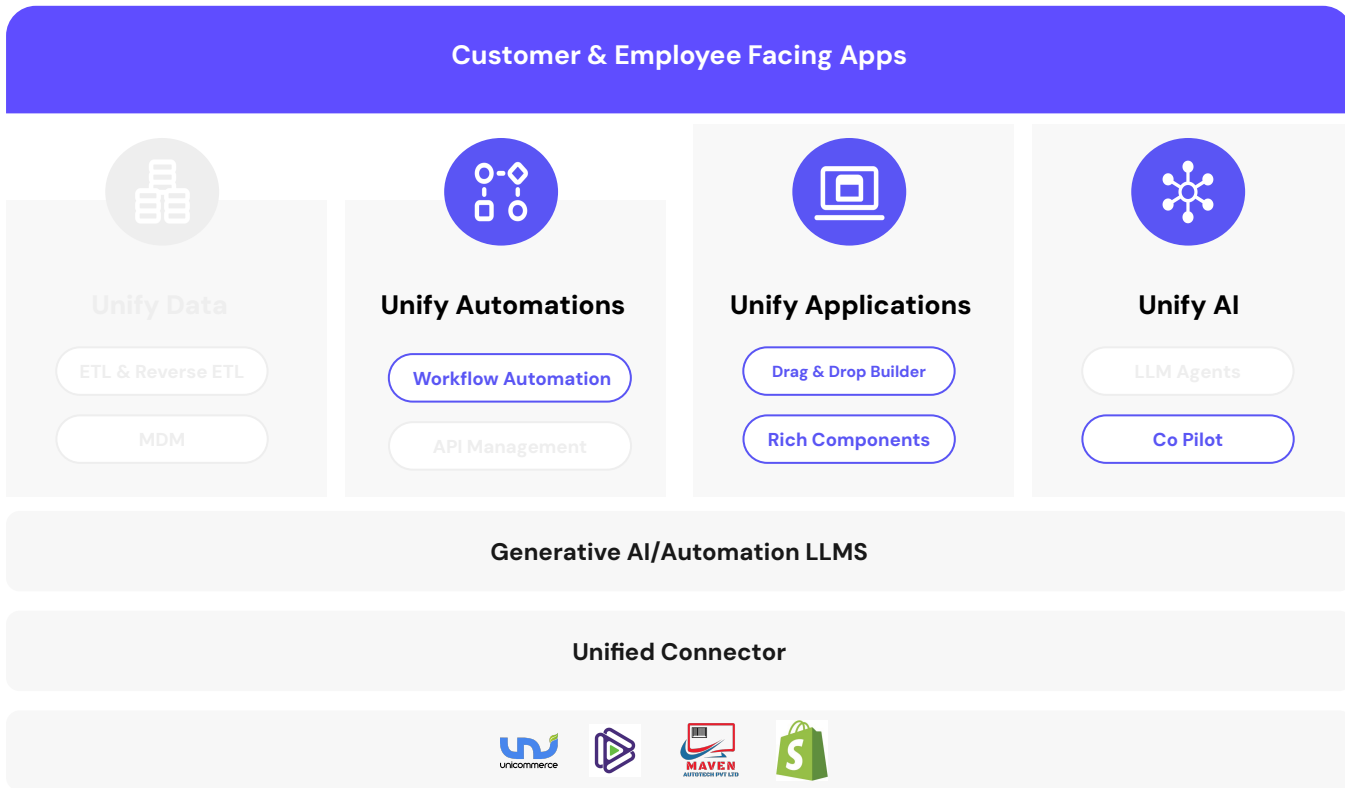
- Long-running workflows with complex rules such as case management.
- Autonomous and intelligent orchestration of tasks powered by generative AI agents.
- Routine task automation.
- Intelligent ingestion of unstructured data.

Source: Gartner | 810775_C

Introducing UnifyApps Platform



Case Study: Large Consumer Electronics & eCommerce brand



Streamlining Order Mgt, Inventory & Delivery Mgmt

Solution

- Orchestrating **workflows across different systems** in a single platform
- Enterprise application providing a **single unified view across entire D2C operations**
- **AI Copilot** to provide real time analytics & insights

Business Outcome

Reduce manual effort & associated operational costs by 80%

Case Study: One of the Largest Global Telecom Group

Employee Facing Apps



Unify Data

ETL & Reverse ETL

MDM



Unify Automations

Workflow Automation

API Management



Unify Applications

Drag & Drop Builder

Rich Components



Unify AI

LLM Agents

Co Pilot

Generative AI/Automation LLMS

Unified Connector



API Management & Cross-Application Automation

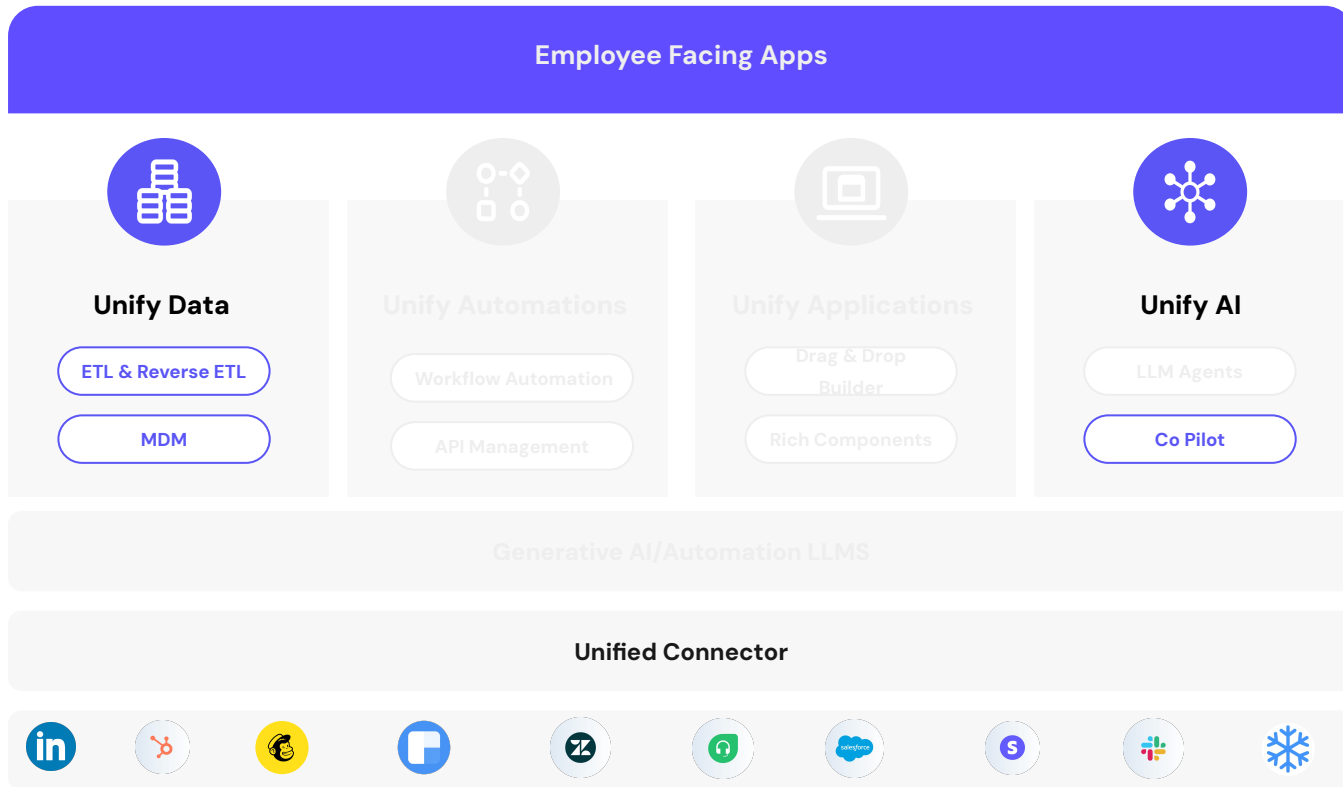
Solution

- **Centralised Integration Platform**, to seamlessly integrate diverse source systems spanning multiple countries
- **Low-Code Application Development**: Create front-end applications with minimal coding, facilitating quicker development cycles

Business Outcome

Fast track GTM for Opcos & reduce operational costs by 55%

Case Study: Global Leader in IT Solutions and Data Engineering



Master Data Management


Solution

- **Master Database as a single source of truth:** Consolidated employee data from all applications into a unified master database
- **AI-powered Copilot for data queries:** quick, real-time responses & insights related to the data stored in the master database
- **Role-based access controls:** Permissions to define who can view & access specific data


Business Outcome

Mitigated risks with data governance, while lowering operational costs


AI Agents needs to go beyond answering basic questions, to orchestrating business processes when needed




Where can I find the opportunity details?



Internally we use Salesforce to capture all opportunity details.

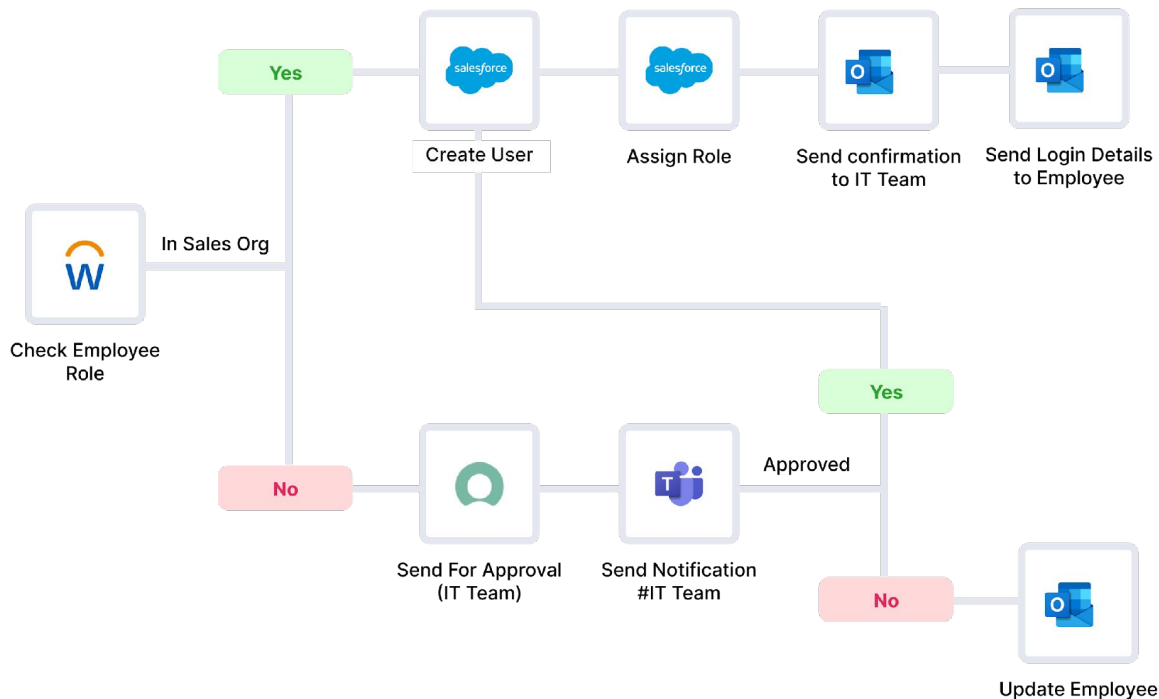


I need access to Salesforce for preparing reports. Can you help me with that?

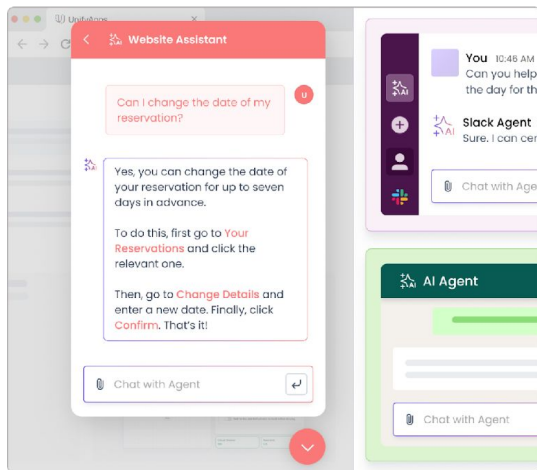


Since you are not in the Sales Org, we have sent your request to IT Team for exception approval.

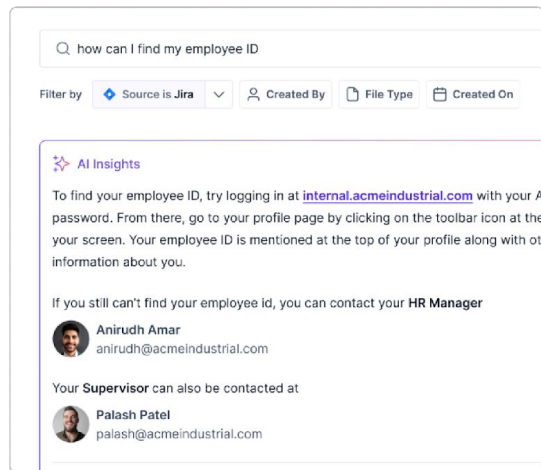
Ask questions



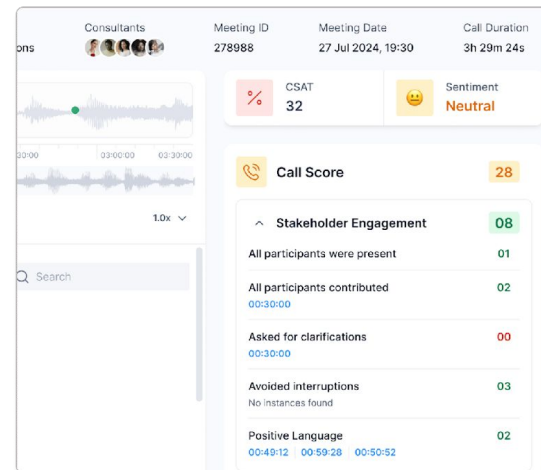
After Gen AI, many business processes will be reimaged, requiring new user experiences that go beyond just chat



CHAT BASED AI AGENTS

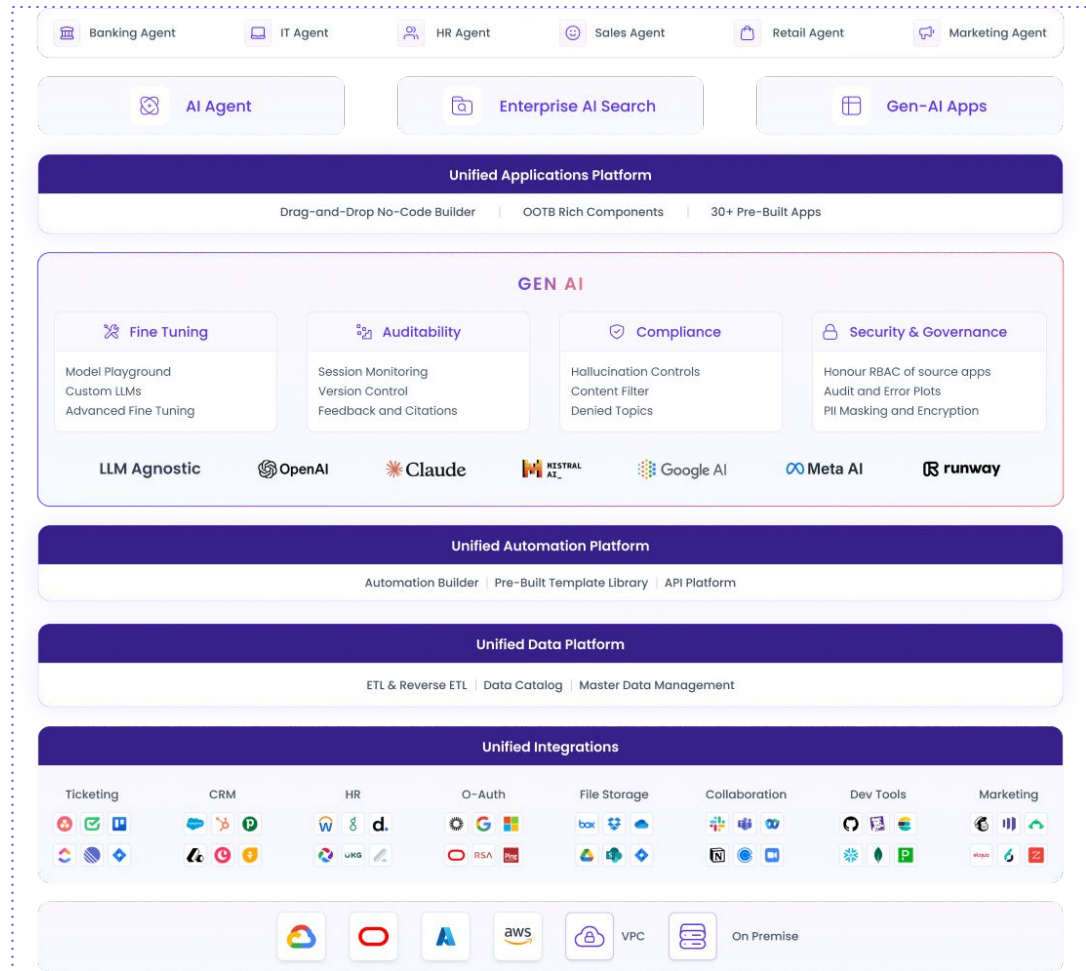


ENTERPRISE SEARCH



GEN AI APPS

Platform Architecture





Thank You



Unified Data Platform

Real-time data replication from any **source** to **destination system**

01

Data Integration Across Platforms

Instantly move data across applications, data warehouses or data lakes.

02

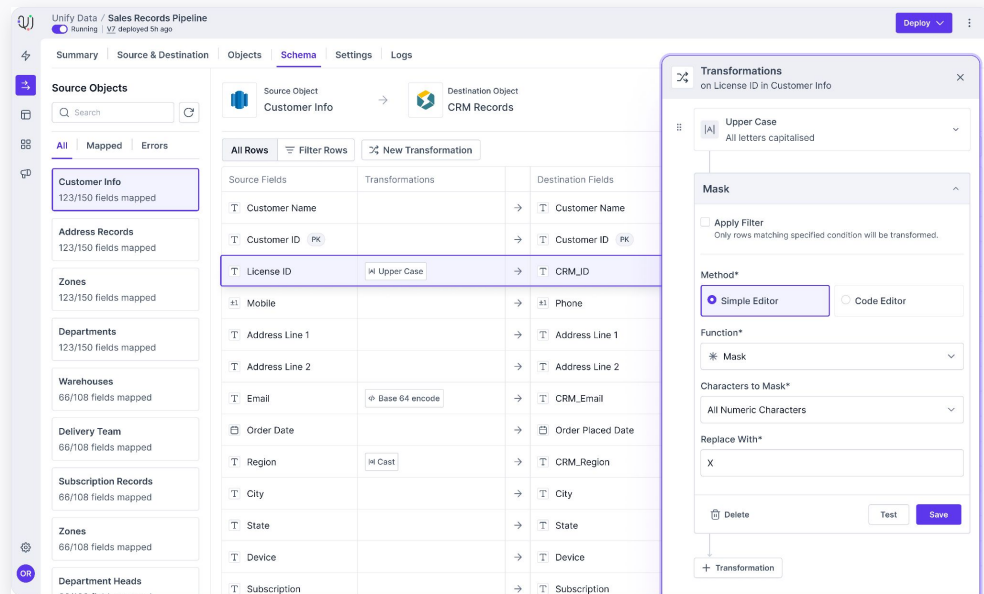
Data Transformations

Enable preload transformations, automated schema mapping.

03

End to End Pipeline Automation

Automate ELT and Reverse ELT pipelines.





Unified Automation Platform

Automate complex business processes
across applications within minutes

01

Build complex business logic

Automate complex business processes like branches for parallel execution and delays.

02

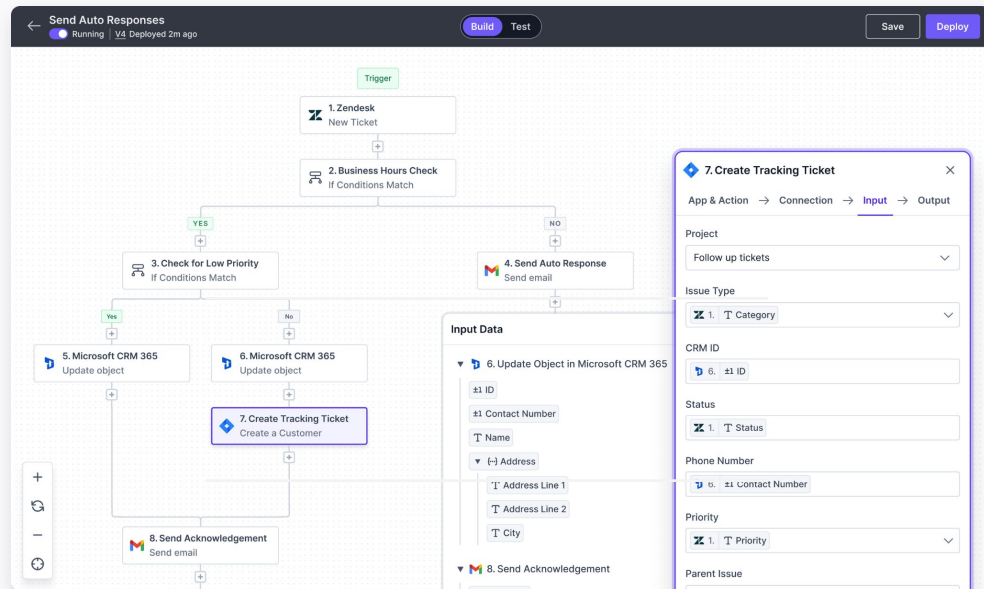
Instantly Deploy Custom Integrations

Choose from 1000+ pre built connectors or build custom ones with our dedicated SDK.

03

Gen AI Powered Co Pilot

Describe what you want to automate in plain text & AI will build it.





Unified Applications Platform

Build enterprise grade applications **10x faster** without writing code & at **90% less development cost**

01

Build a responsive UI within minutes

Simply drag and drop 50+ pre-built components and bring your vision to life using our **No Code Application builder**

02

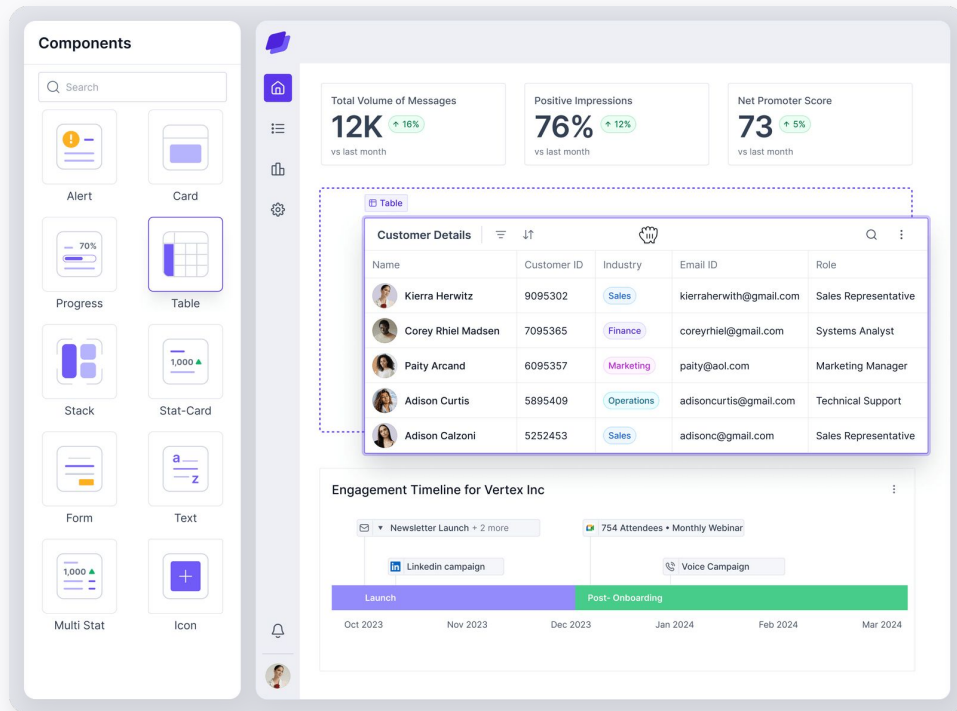
Connect data sources instantly

Leverage 1000+ pre-built connectors and connect data from any source.

03

AI assisted application development

Simplify and fast track your development timelines with AI assisted development.



Unified AI Agent Platform

Enhance productivity with our fine tuned purpose built LLM powered agents

01 Embedded AI Copilots

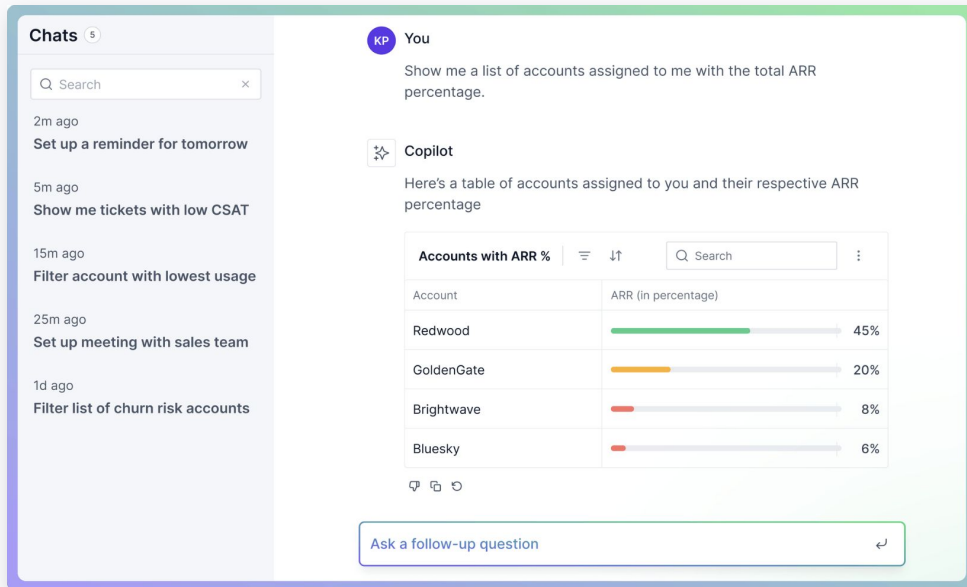
AI powered copilots integrated with your technology stack.

02 Scale Decisions with Data Insights

Enabling you to fetch data, take decisions and execute tasks at scale.

03 Custom trained AI Assistants

AI assistants tailored to support diverse business functions like Sales, HR, Customer support, etc.



The screenshot displays a chat interface with a sidebar on the left and a main chat area on the right. The sidebar, titled 'Chats 5', lists recent actions: 'Set up a reminder for tomorrow' (2m ago), 'Show me tickets with low CSAT' (5m ago), 'Filter account with lowest usage' (15m ago), 'Set up meeting with sales team' (25m ago), and 'Filter list of churn risk accounts' (1d ago). The main chat area shows a conversation with a user (KP) and a Copilot. The user asks for a list of accounts assigned to them with their total ARR percentage. The Copilot responds with a table of accounts and their respective ARR percentages.

Account	ARR (in percentage)
Redwood	45%
GoldenGate	20%
Brightwave	8%
Bluesky	6%

At the bottom of the chat area, there is a text input field with the placeholder 'Ask a follow-up question' and a send button.

Customer Case Studies

One of the largest European Telco with Global footprint

API Management & Cross-Application Automation

CHALLENGE

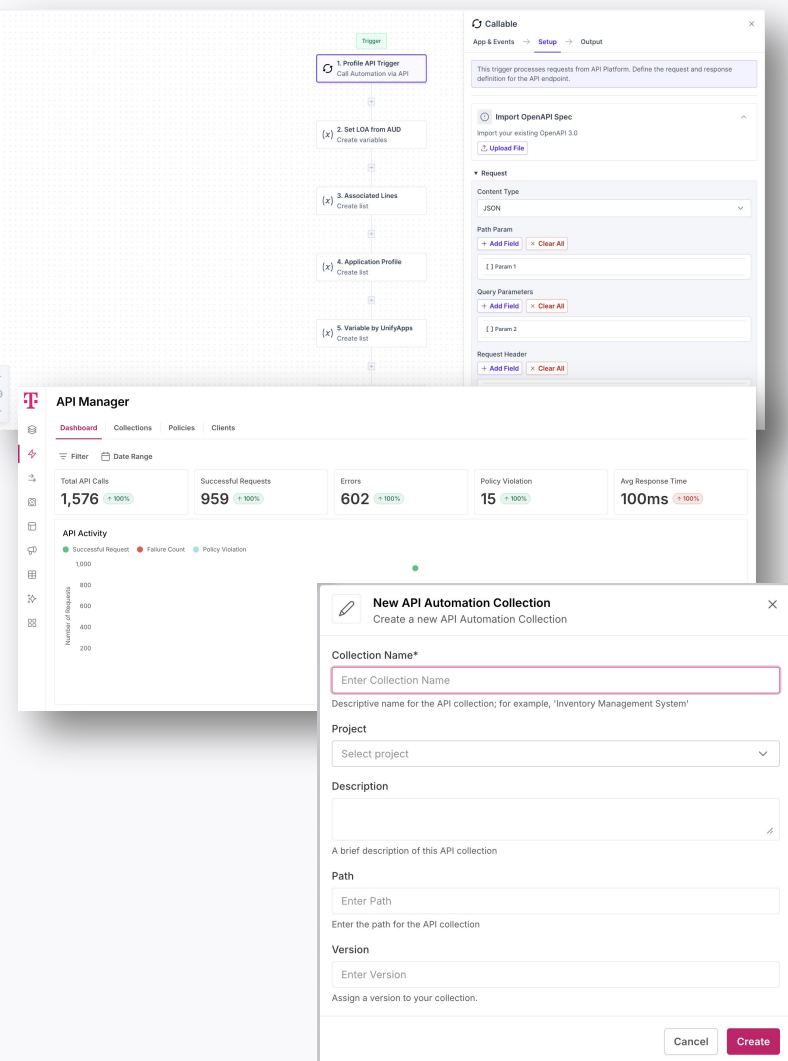
- **Multiple Source Systems (70+):** Leading to difficulties in building Central Applications
- **High Lead Time** to build internal & customer facing applications
- Massive Backlog: with **ever changing internal priorities.**

SOLUTION

- **Centralised Integration Platform:** Harness a centralized platform to seamlessly integrate diverse source systems spanning multiple countries, scaling rapidly and efficiently through intuitive no-code automation workflows and robust governance protocols.
- **Low-Code Application Development:** Create front-end applications with minimal coding, facilitating quicker development cycles and enhanced agility by leveraging pre-built components.
- **AI Actionable Insights:** Access comprehensive visibility into operations and performance via unified dashboards and reporting tools, allowing for detailed analysis through logs and analytics.

EXPECTED IMPACT

Fast track GTM for Opcos & reduce operational costs by 55%



India's largest Audio Devices manufacturer & D2C brand

CHALLENGE

- **Separate & disconnected systems** for Order Mgmt, Inventory Mgmt & Delivery Mgmt
- **High manual effort** in synchronizing above systems
- **No single view of D2C operations** spread across Order Purchases, Inventory & Delivery

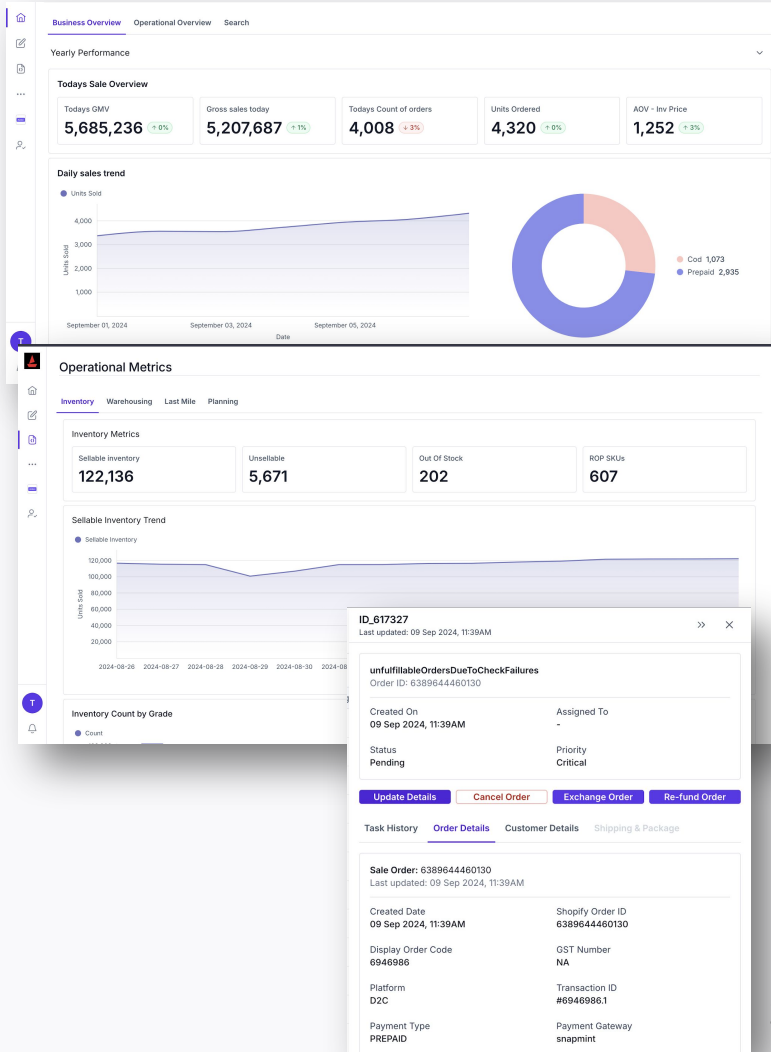
SOLUTION

- **Orchestrating workflows across different systems in a single platform:** Integrated order, inventory, and delivery management systems to automate end-to-end workflows—checking inventory, placing orders, locating the nearest warehouse, initiating order pickups and facilitating last mile delivery.
- **Enterprise application providing a single unified view across entire D2C operations:** Consolidated data from all systems into a low code application. Enabled users to take direct actions, such as initiating refunds for returns, canceling orders due to stock unavailability etc., all within the same application.
- **AI Copilot to provide** real time analytics & insights around business operations related to orders, inventory & delivery.

EXPECTED IMPACT

Reduce manual effort & associated operational costs by 80%

Streamlining Order Mgmt., Inventory Mgmt. & Delivery Mgmt.



One of India's largest tech based Logistics Company.

Mobile App for Delivery Partners' Order and Earnings Tracking

CHALLENGE

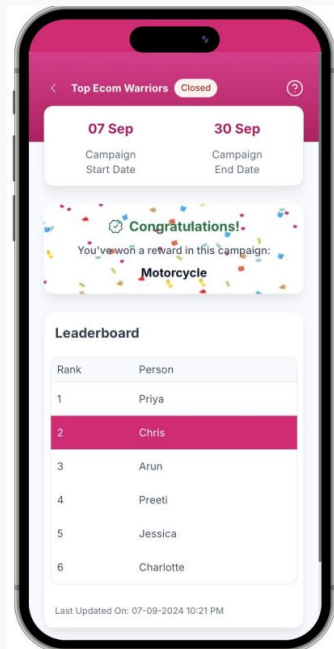
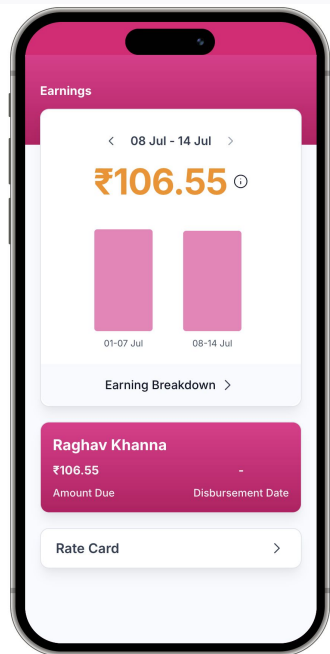
- **No visibility to delivery partners** on how their earnings were calculated
- **Lack of transparency** on commission rates for different order types & weight categories.
- **Manual effort required** to track & convey incentives & commissions to delivery partners

SOLUTION

- **Mobile app for real-time earnings and order tracking:** Provides delivery partners with access to standard rates for different delivery methods (COD, prepaid) and weight categories, along with real-time data on order value, daily delivery activity, order-wise commissions/payouts & more.
- **In-app campaigns for incentives and engagement:** Promotional and informational campaigns sent through the app, offering performance-based rewards, targets, and leaderboards to motivate riders.

STATS & EXPECTED IMPACT

- **18k+ Delivery Partners using the App, 70K+ Daily Hits**
- **Expected to increase avg. number of orders delivered by 10% with same workforce**



CHALLENGE

- **Employee data fragmented across multiple applications**, with no single view
- **Data quality issues**, such as outdated and duplicate information
- **Complex ETL pipelines on current vendor** (Informatica) & data updated with delay

SOLUTION

- **Master Database as a single source of truth:** Consolidated employee data from all applications into a unified master database. Any new application can access accurate, up-to-date data, and changes in the master database are reflected across all systems.
- **Lineage Graph** for linking entities across different applications and establishing relationship between them, thus simplifying ETL configurations
- **Role-based access controls:** Permissions to define who can view & access specific data, ensuring secure data consumption across downstream applications.
- **AI-powered Copilot for data queries:** quick, real-time responses & insights related to the data stored in the master database.

The screenshot displays the UnifyApps Master Data Management interface. The top section shows the configuration for a data source named 'MDS-MSSQL Database' (Microsoft SQL Server) connected to 'Storage by UnifyApps'. The configuration details include: Connection Name: MDS-MSSQL Database, Authentication type: BASIC, Host Address: 10.14.32.8, Port Number: 1433, User: unifypoc_user, and Database Name: mds_ust_unify_poc.

The bottom section shows a 'Lineage' graph for the 'Mphasis POC UEM Model'. The graph illustrates the relationships between various entities: UEM_JOBPosting, UEM_JOBCandidate, UEM_EMPLOYEE, UEM_SelectedCandidateOffer, and UEM_POSITIONS. The relationships are defined as follows: UEM_JOBPosting (One To Many) to UEM_JOBCandidate, UEM_JOBPosting (One To Many) to UEM_SelectedCandidateOffer, UEM_JOBCandidate (One To One) to UEM_SelectedCandidateOffer, UEM_EMPLOYEE (One To One) to UEM_SelectedCandidateOffer, UEM_SelectedCandidateOffer (One To Many) to UEM_POSITIONS, and UEM_POSITIONS (One To One) to UEM_JOBPosting.

Below the lineage graph, a table shows the number of employees who joined in 2018, with a value of 10. A prompt is displayed: 'Can you give me list of employee name and emp no that joined in april?'. The AI-powered Copilot responds with a list of employee names and IDs who joined in April.

Emp No	Employee Name
2354304	Naveedahmed Imamhustain Sanadi
2354104	Payal Hanumant Deshmukh
2354249	Sidda Reddy Sandhya
2354303	Saptarshi Das
2354116	Ashwith Raghunath Shetty
2353912	Shashikant Nishad
2354054	Sathvika Mekala

India's Largest Private Sector Bank – HDFC

Unified Communications Hub

CHALLENGE

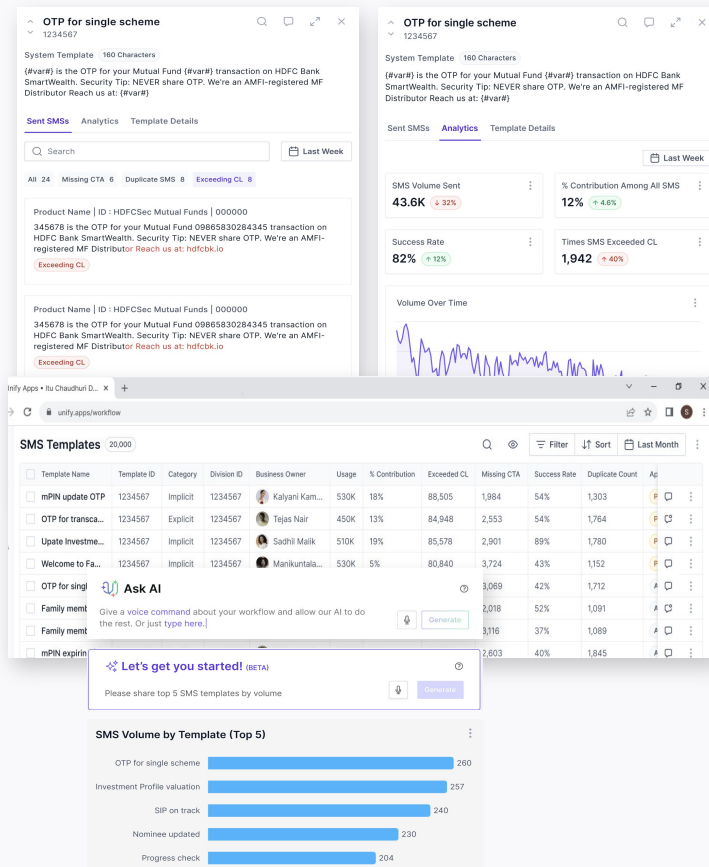
- No Single View of Customer Communication
- 250 Cr+ Messages sent Monthly – Inconsistent & duplicate messaging
- **Reactive** - Manual pull based reporting siloed across systems

SOLUTION

- **Single View of Customer:** Centralize data from all communication channels across all systems & suggest next best actions.
- **AI Copilot:** Leverage generative AI to search through your knowledge base & data sources to **provide customers and agents the latest information.**
- **Multimodal channel capabilities:** Unified Communication Hub to act as brain for communication strategy as it will be connected to all outbound systems.
- **Real time alerts** on basis of discrepancies identified (volume surge, **compliance breach**, duplicates through new templates etc).

EXPECTED IMPACT

Reduce operational effort & messaging costs by \$6M USD.



Gen-AI App for Performance Analysis & Co-Pilot for B2B Account Management

CHALLENGE

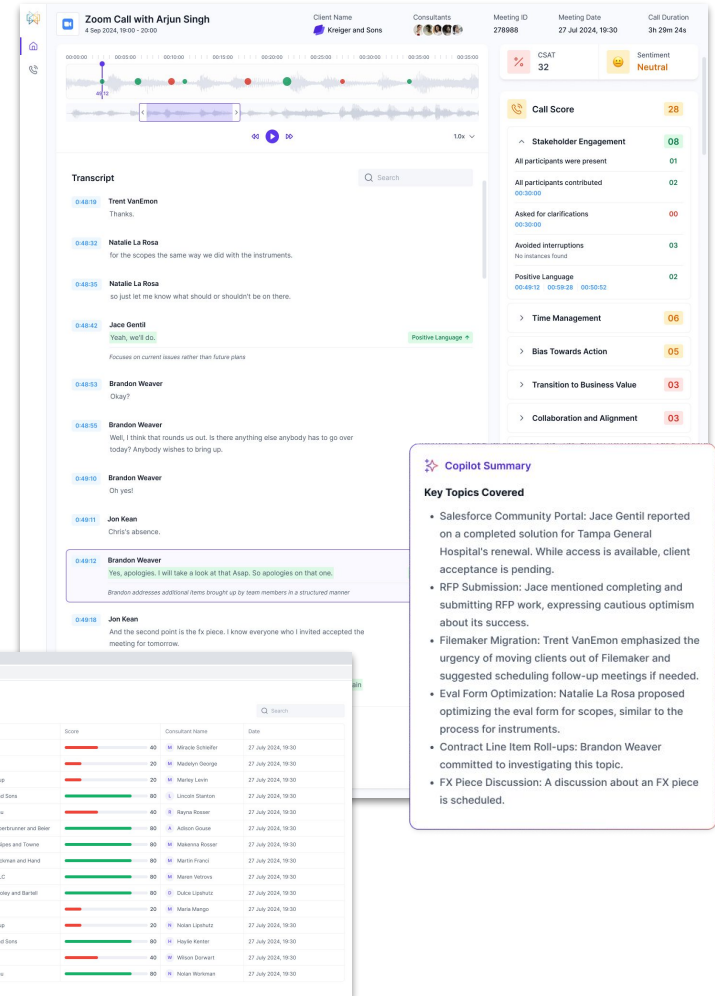
- **Limited visibility** into Implementation Consultant (IC) performance across project cycles
- **Manual & time-intensive process** to track project progress through weekly sprint
- **No systematic way** to identify upsell opportunities and at-risk accounts
- Qualitative analysis of IC performance largely subjective and inconsistent

SOLUTION

- **AI-Powered Performance Analytics Application:** Integrated with Zoom for automatic call recording and transcript analysis, providing real-time IC performance scoring and customer satisfaction metrics
- **Co-pilot for Account Management:**
 - Analyzes meeting transcripts for project progress tracking
 - Identifies escalation needs and task stagnation
 - Provides actionable insights for upsell opportunities
 - Monitors customer satisfaction indicators
 - Generates automated learning paths for ICs

EXPECTED IMPACT

- Improvement in CSAT scores through better project delivery
- Increase in IC and Project performance metrics
- Higher upsell conversion rates





Thank You

Gen AI Native Enterprise Architecture

Gen AI Capabilities

Prompts and Topics

Actions/Tasks

Channels

LLM Agnostic



Claude



OpenAI



MISTRAL AI



Hugging Face



Google AI



ORCA AI



wit.ai



DEEPGRAM



Meta AI

Fine Grained Controls

Chunking & Embedding

Reranking & Rephrasing

Metadata Extraction &
Response Generation

Custom Model & Fine Tuning

LLM Gateway and API Manager

Watermarking

Guardrails

Hallucination Detection

Denied Topics

Content Filters

Redact Sensitive Information

Profanity Detection

Word & Phrase Block

Security &
Governance

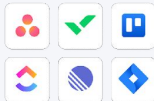
RBAC Integrity across Apps

Real Time Permission

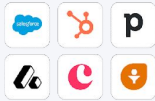
Active Data Retention

Enterprise Knowledge &

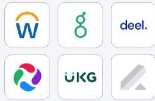
Ticketing



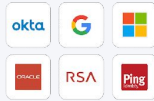
CRM



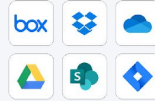
HR



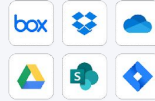
O-Auth



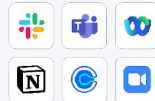
Data



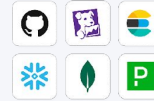
File Storage



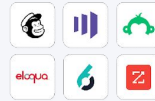
Collaboration



Dev Tools



Marketing



5 Attributes of an AI Agent

Role

Who is this for
and what can it
do?

Data

What knowledge
access do they
have?

Actions

What actions they
can take?

Guardrail

What they
shouldn't do?

Channels

Where do they
work?



AI Agent Development Checklist

Objective & Data Definition

- Objective Definition:
- Data Collection & Cleaning
- Job/Tasks Engineering
- Knowledge Base Setup

Model Fine-Tuning & Integration

- Model Selection
- Fine-Tuning
- Behavior Training
- Memory Management:
- Integration with Systems and APIs
- Multi-Agent Collaboration

Validation and Optimization

- Performance Testing
- Integration Validation
- Guardrails Setup
- Multimodal Integration
- Resource Management

Learning & Updates

- Feedback Loops
- Monitoring and Evaluation
- Continuous Fine-Tuning
- Failure Recovery



LLM-Agnostic

OpenAI

- High accuracy, Low perplexity
- Best For: Creative writing, chatbots, and coding assistance.
- Strengths: Known for generating engaging and coherent text across diverse topics, making it versatile for many applications.

Google AI

- Strong reasoning
- Best For: Multimodal tasks that require integration of text with images or other data types.
- Strengths: Gemini excels in reasoning tasks making it suitable for complex applications. Its ability to handle large documents and perform data analysis further enhances its utility.

Meta AI

- Open-source for customization
- Best For: Research projects and academic use due to its open-source nature.
- Strengths: Performs competitively on various language tasks without relying on proprietary data sources; High Multilingual capabilities.

Claude

- High user intent
- Focus on Safety and Ethics: Designed to minimize harmful outputs, making it suitable for sensitive applications.
- Performance trade-offs; variable performance across tasks.

UnifyApps Platform pricing

