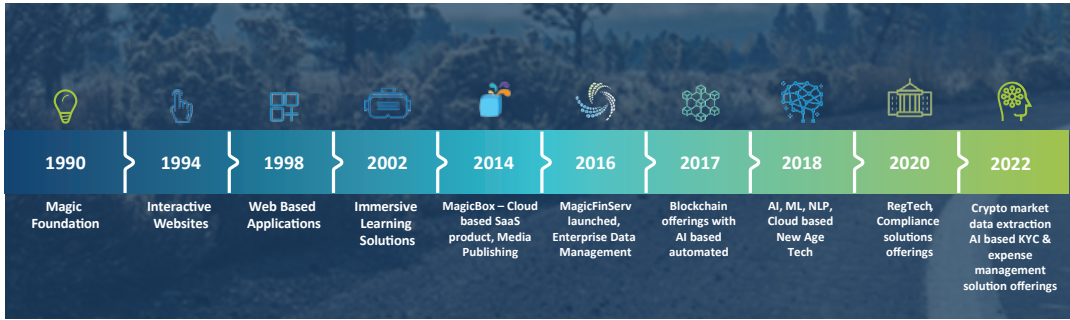


Partnering for Success

www.magicfinserv.com



Magic SW : A 30+ Year Journey of adapting New Age Technologies



30+ Years

15+ Countries

1500 Products



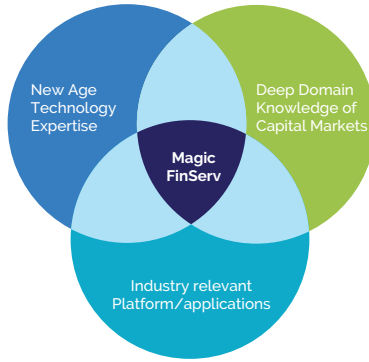
02 Global Locations

15+ Delighted Clients

22+ Years of Domain Expertise

Magic FinServ Technologies

Adapting New Age Technologies to scale



2016

2017

2018

2020

2022

MagicFinServ launched, Enterprise Data Management

Blockchain offerings with AI based automated testing

AI, ML, NLP, Cloud based New Age Tech offerings

RegTech, Compliance solutions offerings

Crypto market data extraction AI based KYC & expense management solution offerings

1 Capital Markets /Buy Side focused

2 Leveraging NewGen Technology (AI, ML, Blockchain, Cloud)

3 Delivering Digital Transformation.

- ▶ We solve last mile problems by providing Pre and Post processing solutions integrated with underlying industry platforms.
- ▶ Disrupting the Status Quo by optimizing Ops & IT for disproportionate benefits
- ▶ We measure our success by improving the ROI of your customers

Leadership Team



**Arjun Malhotra, Chairman,
Board Member**



**Acky Kamdar,
CEO & Board Member**



**Nicki Mehra,
Board Member**



**Parag Samarth,
President**



**Satadeep Mitra,
COO-FinServ**



**Sumit Bansal,
CFO**



**Amit Gupta
Practice Head –
Platform Engineering**



**Vinay Sharma
Practice Head – Testing**



**Amol Mathur
Practice Head - Advisory**



**Sudev Mandal
Practice Head - Cloud DevOps**

Common heritage in building global technology businesses, working relationship over 35 years

Magic Software Inc - Clientele



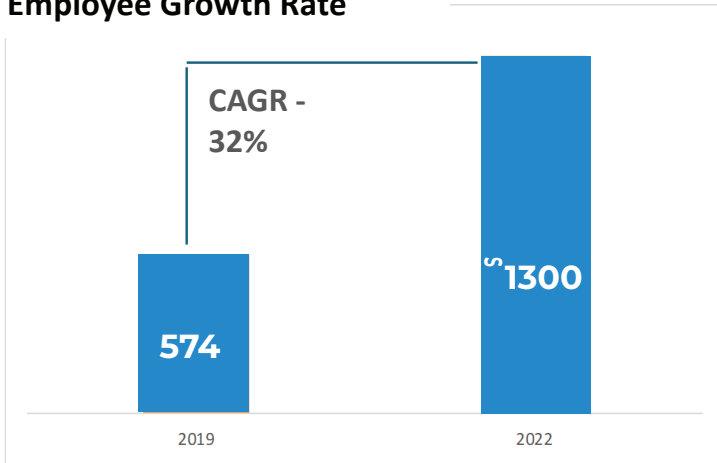
 FinServ Customers

 Top 3 Customers

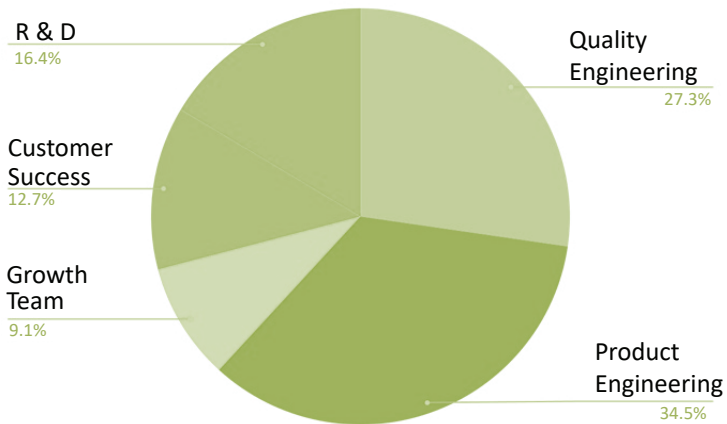


Talent at Magic Software

Employee Growth Rate



Skills Distribution at Magic



High Retention rate for the middle to senior level managers improved from 71% (2019) to 97% (2022)

Our Approach to a Strategic Partnership : Creating Value for our Clients

Positioning your Enterprise on the path to profitable, sustainable growth

Progressively build a Strategic Partnership

- Start Small : Start with a small project to establish credibility, Understand the business, grow organically from there.
- Extended Technology Arm of Customer : We manage the Technology, You manage the Business
- Modernize, Transform : Proactively identify targets for Modernization and Transformation, Retiring of Technical Debt
- Expand : Enhance Value proposition thru AI, ML, Cloud, Data Models

Focus on Data Management and Technology

- Core Competence in Data : Demonstrated competence in Search, Extraction and Presentation of Unstructured Data
- Integrated in Business Processes : Integrating business relevant unstructured data into Core Business processes
- Unified Data Source : Helps create the foundation to a seamless set of products and services, critical for Upsell, Cross-sell

Digital Transformation for profitable growth

- SaaS and AI enablement of existing Platforms
- Focus on Customer Journey
- Integrated Data Layer
- Unified Front End

Leadership team

- Cutting Edge Technology DNA
- Hands on experience in managing large, complex engagements
- Now focused on building Growth Enterprises
- We understand your customer needs

Tech – Accelerator Services

Advisory Services

Leverages capital markets domain and understanding of business rules to create foundation for game changing digital transformation.

DevOps and Automation

Leverages Magic's proprietary automation fabric framework to build frictionless CI/CD and automated testing pipelines, using custom or open-source tools: thus enhancing time to market

Cloud Migration & Management

SaaS enablement of Fintech and custom IT platforms, best practice driven migration to cloud leveraging native properties of Azure, AWS, GCP.

Production Support

Proactive SLA driven support / maintenance of applications, environments, and infrastructure (cloud) to ensure scalability, stability, and availability.

Quality Engineering

Magic FinServ performs comprehensive Functional, Performance Load, Security and User Acceptance Testing for our clients. We offer unique frameworks to build automation pipelines using custom solutions as well as industry standard tools like Selenium and Cypress.

Platform Engineering & Integration

Leverages next-gen & cloud native technologies, including Python, Node.js, Angular etc., building on inputs from advisory services to build, implement and modernize fintech platforms. Also, build and manage APIs, custom interfaces, data feeds in an automated manner to achieve seamless integration between OnPrem and Cloud.

AI/ML Driven User Experience

Leverage Deepsight™, a Magic FinServ platform with AI/ML and RPA at its heart, to automate and integrate last mile business processes for improved user experience and enhanced benefits realization.

Operations

Optimize productivity of operations by automating the acquisition, consumption and distribution of data. Fintechs can choose from our flexible operating and engagement models which fits best for your organisation along with the services offered by Magic FinServ.

Our Services Catalogue



Case Studies

Platform Development

API Integration for an Enterprise Application

Integrated opensource 3rd party APIs, specializing in derivatives full life cycle management, with an existing complex enterprise application for a mid-sized asset manager

AI Consulting & Development

Engineering Partner for an established FinTech firm

Enhanced an existing platform to introduce end to end straight through processing using advanced AI techniques.

AI Consulting & Development

Digital Transformation using AI

Conducted detailed initial study & analysis of client's technology systems to identify potential areas where AI could deliver benefits. Worked closely with the AI team to detail each idea and run it against a defined success criteria.

Testing

Test Strategy & Quality Management of a SaaS Product

Started from scratch with zero test case during the development cycle of a multi-façade SaaS based portal for an Investment Management FinTech.

Test Automation & DevOps

DevOps for a Crypto Currency Exchange

Created a test automation suite and delivered through Continuous Integration/Continuous Delivery with test execution reporting dashboard in a cloud environment. Leveraged Magic's automation framework

Testing

Quality Management of an EDM Product

End-to-end quality assurance for an EDM Product. Testing Strategy, functional and non-functional coverage of scenarios and automation using the best in class techniques

Cloud Architecture Consulting

Open Architecture and multi-cloud integration

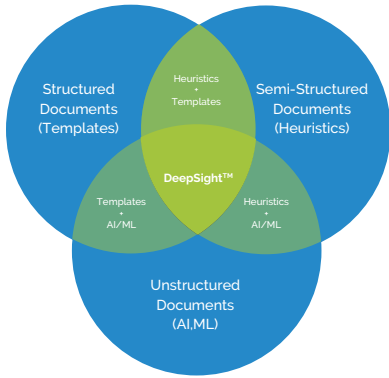
Created an open architecture to integrate multiple services from disparate cloud providers. Objective was to reduce time-to-market, have an extensible cloud ecosystem independent of a cloud provider and leverage each service providers strength

Application & Cloud Support

24*7 Support for EDM Fintech

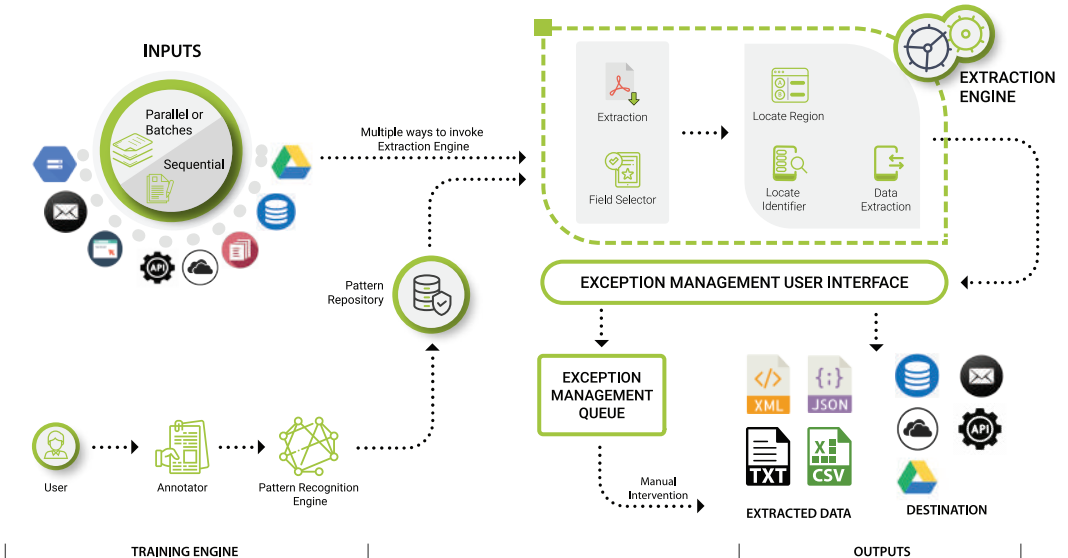
Our support & cloud team provides 24*7*365 support to over 125 clients across the globe to both enterprise & cloud installations. Team, with capital markets knowledge, has a track record of meeting aggressive SLAs

Introducing DeepSight™ - Process Optimization Platform



DeepSight™

DeepSight™ is an accelerator driven solution for comprehensive extraction, transformation and delivery of data from a wide range of structured, semi-structured and unstructured data sources leveraging cognitive technologies of AI/ML along with other methodologies so as to provide a holistic last mile solution.



Case Studies



Client onboarding/KYC

- ◆ Extract and process a wide set of structured/unstructured docs (e.g tax documents, bank statements, driver licenses etc.)
- ◆ From diverse data sources (email, pdf, spreadsheet, web downloads, etc.)
- ◆ Posts fixed format output across several third-party and internal applications for case management such as Nice Actimize



Trade/Loan Operations

- ◆ Trade and loan operation instructions are often received as emails and attachments to emails.
- ◆ DeepSight intelligently automates identifying the emails, classifying and segregating them in folders.
- ◆ The relevant instructions are then extracted from emails and documents to ingest the output into order/loan management platforms



Expense Management

- ◆ Invoices and expense details are often received as PDFs or Spreadsheets attached to emails.
- ◆ DeepSight Identifies types of invoice – e.g deal related or non-deal related or related to any business function legal, HR etc.
- ◆ Applies business rules on the extracted output to generate general ledger codes and item lines to be inputted in third-party applications (e.g Coupa, SAP Concur).



Website Data Extraction

- ◆ Several processes require data from third party websites e.g SEC Edgar, Muni Data.
- ◆ This data is typically extracted manually resulting in delays.
- ◆ DeepSight can be configured to access websites, identify relevant documents, download the same and extract information.
- ◆ Extracted information can be updated in reference data or transaction platforms.



Contracts Data Extraction

- ◆ Buy Side firms deal with several types and numbers of service agreements, credit agreements, etc.
- ◆ Operations related details, Covenants, rate tables, etc have to be extracted and updated in Client Master.
- ◆ These are complex, large documents requiring a specialist to analyze.
- ◆ DeepSight can be trained to look for specific details and content across several documents.

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