



[www.itelasoft.com.au](http://www.itelasoft.com.au)



# Company Overview

Building a future together

 iTelaSoft™

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# Supporting Business to Innovate

Innovation Partner for market disruption focused start-ups, scale-ups and agile enterprises.



**iTelaSoft** Completed its 13th year in business in 2022.

we have a 130+ team a spectrum of competencies

we serve clients from Australia to North America

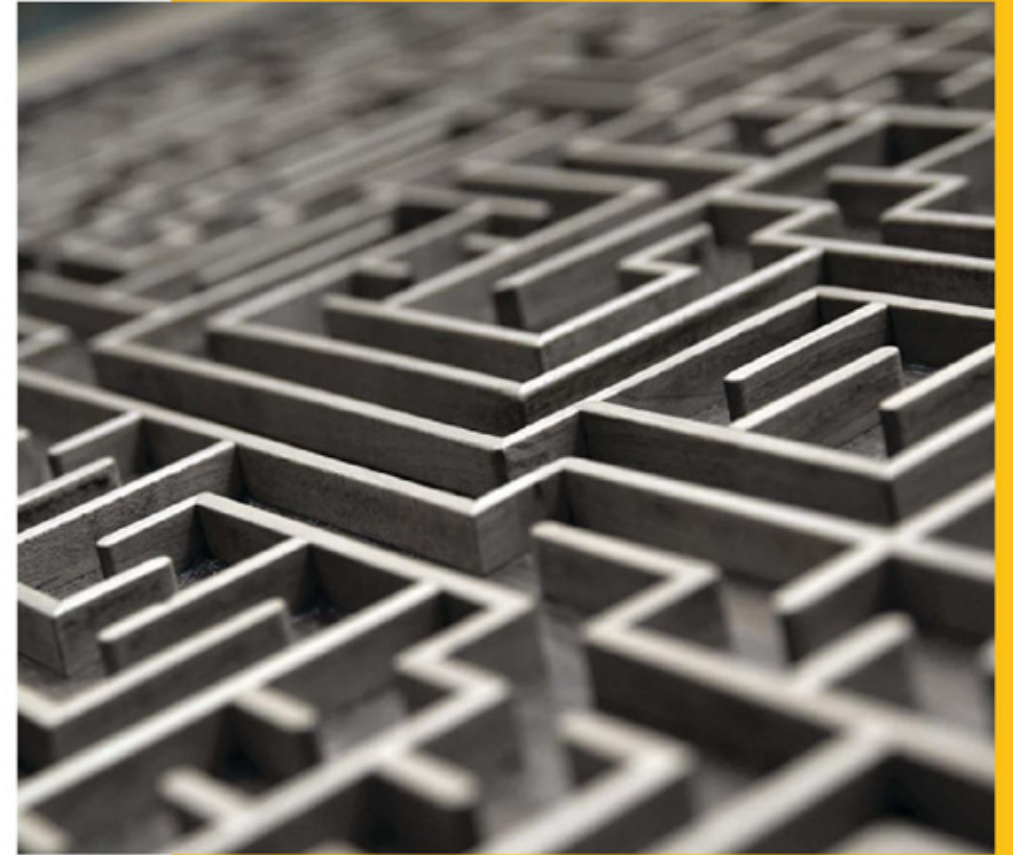


# Some of Our Clients & Partners



# The way we operate

- Traditionally most Solution providers would be regarded as one of many Vendors for a specific task.
- However, at iTelaSoft 99% of our clients have approached us as Innovation Partners where we have resolved "Pain Points" for their respective businesses
- Due to the diversity of competencies we are a "one stop shop" for our business partners



# Competency Focus

## Cloud Native Engineering

Product Roadmap [POC>MVP>Prod]  
Cloud Technology  
Long Term Support

## IOT Device Fabrication & Integration

Device Design & Fabrication  
IOT Solution Development & Integration  
Platform Readiness Testing

## Mobility Solutions

B2B,B2E,B2C Mobile Aps  
Special Purpose Apps  
Mobile Insights & Analytics

## Data Science & Machine Learning

Recommendation & Predication  
AI Bots & Conversational Solutions  
Churn & Retention

# What We Do

We provide innovation services backed by enterprise grade technology to customers who want their ideas to be converted to a business product.





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## Related Companies

Effi >

# Effi launches to shake up Australian mortgage broking

29 June 2020



Source: Effi

Australia's mortgage broking sector is bracing for change thanks to the launch this morning of financial technology (fintech) firm Effi.

Powered by artificial intelligence (AI), Effi combines a desktop and mobile app with a sophisticated borrower dashboard that allows any mortgage broker to elegantly customise it with their

Effi was made possible thanks to a partnership between founder Mandeep Sodhi and Sydney-based technology innovation company iTelaSoft. Founded in 2009, iTelaSoft has a proven track record of enabling small-scale to medium-scale organisations around the globe, seeking cutting-edge technology solutions.

## Some of our latest innovations in action

<https://www.finextra.com/pressarticle/83083/effi-launches-to-shake-up-australian-mortgage-broking>

# Some of Our Solutions

# Key Verticals

## FinTech

Financial space solutions related to Term Lending & Trade Financing, Loan Origination, Home Loan Servicing, AML/CFT KYC, KYT, Payment Processing

## Telco & IoT

IoT and device-based solutions, specializing in Distributed Device Testing, End-to-End Operations Monitoring, GSM Deployment Testing, OSS/BSS Testing, IoT Device Design & Fabrication

## Line of Business Applications

B2B/B2C/B2E Product Design, Web + Mobile Interfaces, Workflow and Business Process Modeling, Full Lifecycle Support (Design > MVP > Production > Long Term Support)



# CloudBnq

Loan Origination for small to midsized banks

CloudBnq is a North American Fin-Tech company, for Loan Origination. The product caters towards community banks who seek for a larger product out-reach in digital form, targeting millennials. The platform provides a web-based experience for easily apply for loan products for the end users and then manage the loan request semi autonomously.

The platform helps to significantly reduce the decision & approval time/effort, also reducing risks to the bank

CloudBnq

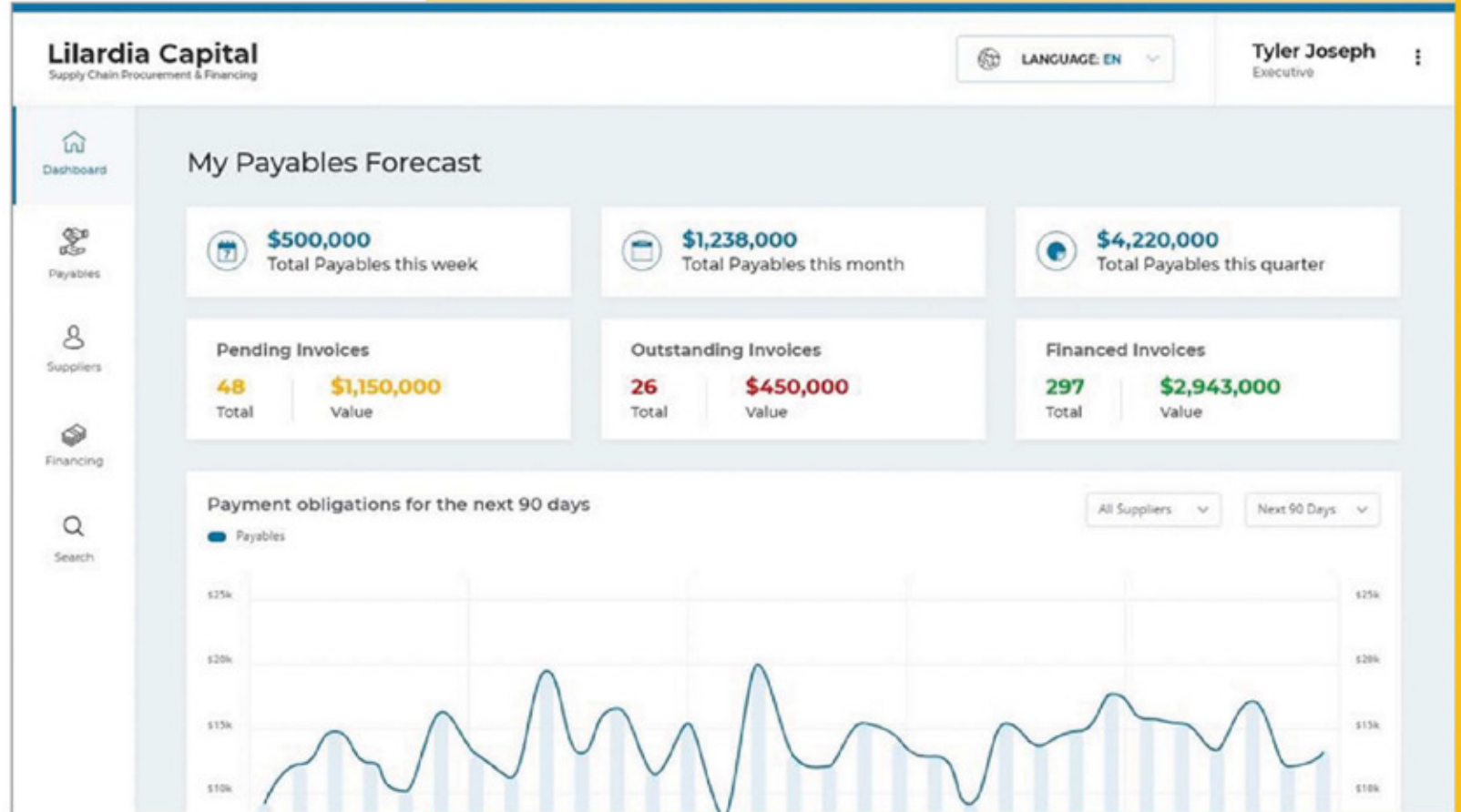
The screenshot displays a user interface for a digital loan origination system. On the left, a blue sidebar contains a welcome message for Mike Cooper and a 'New' button. The main area features a 'VIEW BY' dropdown set to 'All', a search bar for borrowers, and a 'Digital Loan Files' section. This section contains a grid of colored boxes representing different loan stages: 7 New (blue), 94 Total Processing (orange), 3 Pending Manager Approval (orange), 20 Total Approved (green), 9 Pending Borrower Approval (green), 7 Pending Finalize Offer (green), 0 Bank Denied (Last 30 Days) (red), 91 CAM Reviewing (orange), 4 Pending Revised Offer (green), and 0 Approved & Closed (Last 30 Days) (green). Below this grid, several loan cards are shown, each with a title (e.g., Personal Loan, Auto Loan), status (CAM Review Pending), date, borrower name, and a vertical 'PROCESSING' bar with a unique ID. At the bottom, a row of summary cards shows counts for Personal Loan (394), Signature VISA Card (379), Auto Loan (288), and Personal Loan (281).

# Lillardia Capital

Trade Financing platform that allows early payments by financing invoices

Lillardia Capital is a company headquartered in Singapore with its Australian subsidiary.

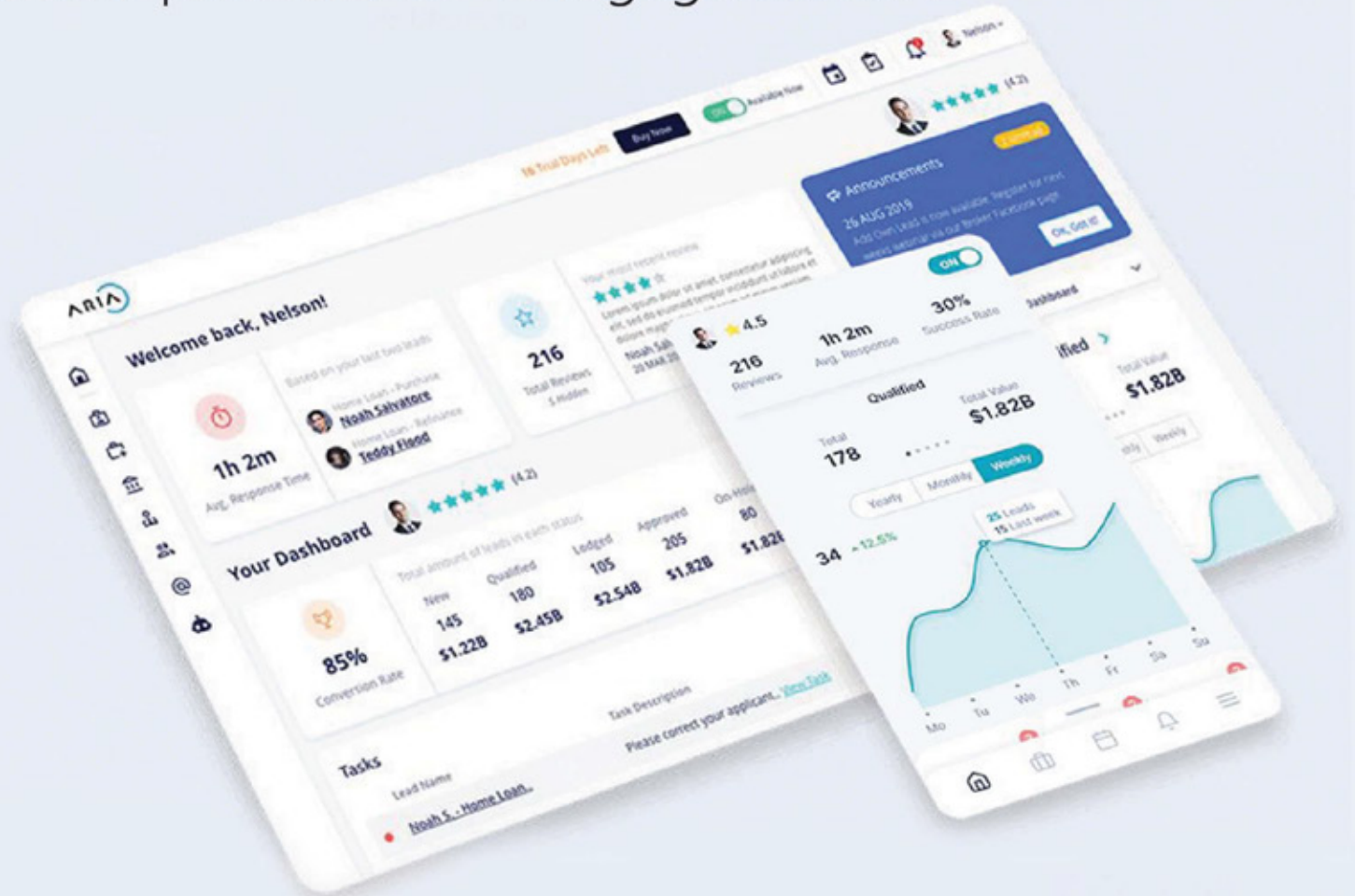
The platform provides end to end Invoice Financing capability connecting Suppliers, Purchasers and Financiers together. The platform also works as a total Payment Processing system as well, providing purchasers the ability to autonomously make payments on the due dates.



# Effi

## Productivity suite and lead generation platform for mortgage brokers

Effi is a lead generation, lead management and a productivity platform specifically built for mortgage brokers. The AI powered platform is targeting to double the productivity of the brokers and increase their revenue generation capability while strictly complying to regulations in the industry.



effi

# AgCrowd

Crowd-sourced micro funding platform for Agri Sector

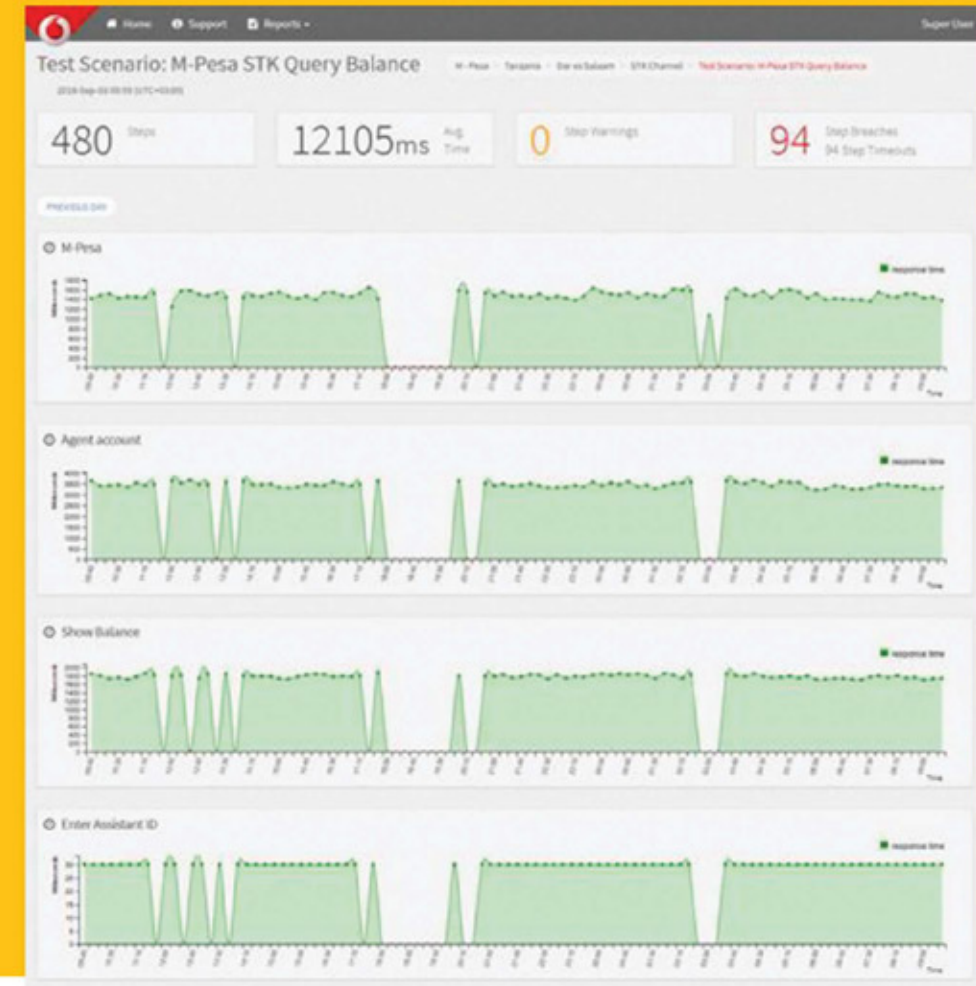
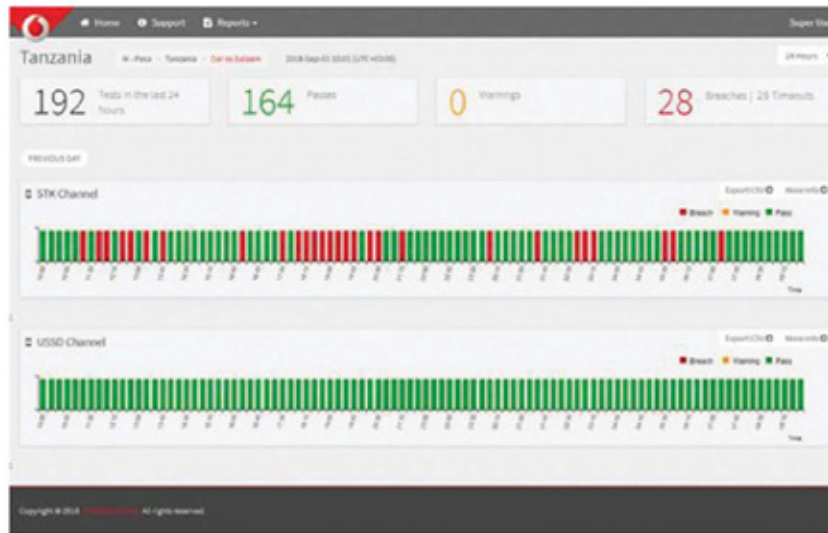
AgCrowd is an Australian Crowd Funding startup specialized in crowdsourced investments in the Agritech & Energy businesses in Australia and New Zealand. The platform provides end-to-end capability of the management of micro funding, cooling-off, finalization, or aborting a fund-raising campaign.



# Service Monitoring Platform

End to End Performance Monitoring for Cellular Providers

E2EPM Service Monitor is a platform created for executing test scenarios over mobile based applications (USSD/STK), Message Hubs and other network components. This helps service providers to monitor & visualize real time application availability, performance and SLA commitments.

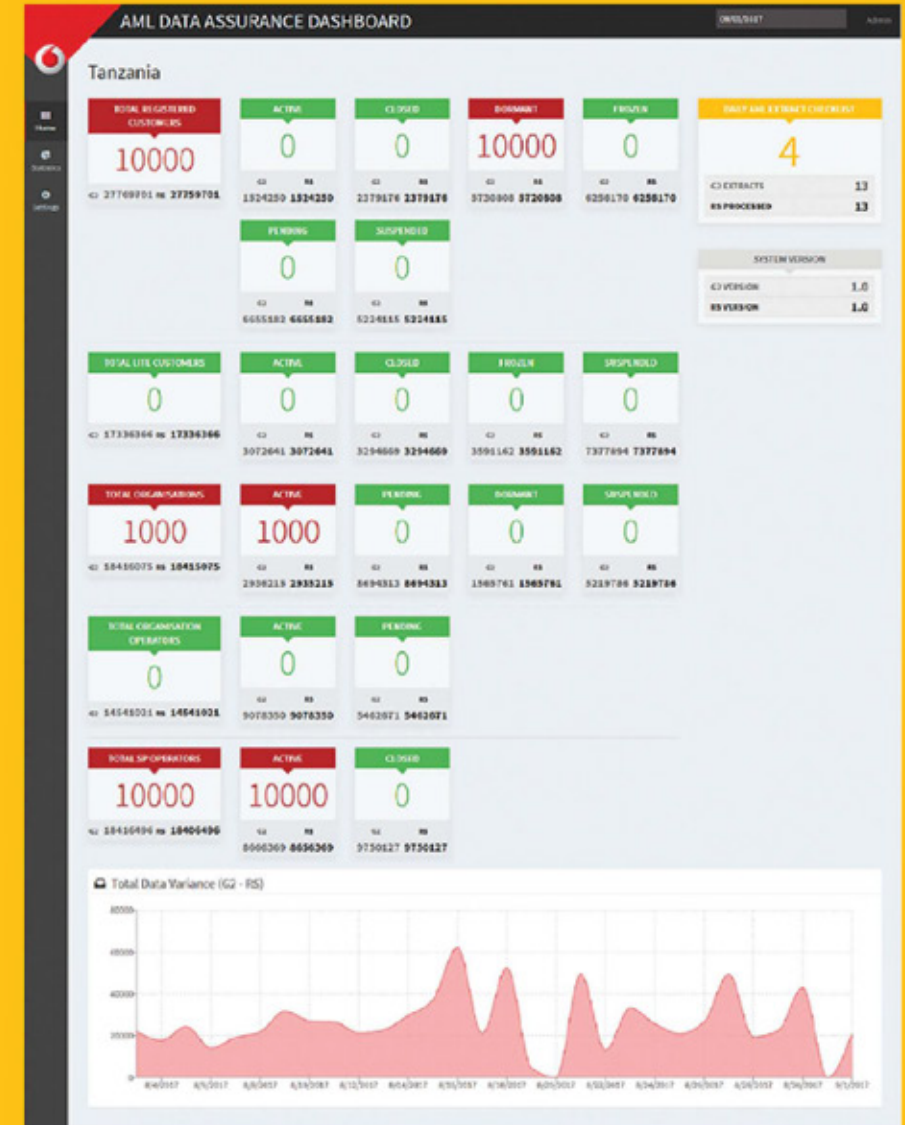




# MPesa AML Data Assurance

## Anti Money Laundering Validation

MPesa is the largest mobile money platform predominantly available in EMEA, run and managed by Vodafone Group UK. As the operator, the company is obliged to monitor suspicious transactions (AML/CTF KYT) and report to authorities. iTelaSoft involved in building the data analytics and dashboarding platform to identify transactions with potentially suspicious identities (or missing identities).



# Genocea Pleiades

## Lab Experiment Workflow Management

Genocea Biosciences is a Boston based biotech company specialized in medical experimentation. The Pleiades framework is a software system that helps scientists to plan and execute experiments with an increased success rate and faster results.

**pleiades**

Dashboard

Status Search

Search  Type  Select Type

**CELL SAMPLE**

- Cell Sample Registration
- Cell Preparation

**GENE**

- Gene Registration
- Gene PCR
- DNA Cloning
- Bacterial Transformation
- DNA Extraction
- Sequence Verification
- Clone Expression
- Induction
- Fixation & Normalization
- Expression Evaluation
- Library Rearray & Stamping

**Cell Assay**

- Bio Assay
- Data Analysis

Click on a node to see Experiment status details

**LEGEND:**

- Created
- In Progress
- Completed

**Recent Experiments**

EXPERIMENT ID	EXPERIMENT TYPE	START DATE	CURRENT STATE	USER
10104	CellBased Assay	04/05/2017	Screening Plate Selection	admin
10103	Cell Preparation	04/05/2017	Finished Cell Preparation	admin
10102	Induction	04/05/2017	ReArray and Transfer	rsingh
10101	Gateway Cloning	04/05/2017	Finish LC Experiment	rsingh
10100	Gene PCR	04/05/2017	Finish LC Experiment	rsingh
10129	Gene PCR	03/31/2017	ReArray and Transfer	akumar
10128	Gene PCR	03/31/2017	Template Plate Selection	akumar
10127	Library Rearray and Stamping	03/31/2017	ReArray and Transfer	atsooka
10126	Induction	03/31/2017	MSDData Addition	rsingh
10125	Induction	03/31/2017	Container Selection	admin
10124	Cell Preparation	03/31/2017	Cell Review	admin
10123	Bacterial Transformation	03/31/2017	Container Selection	admin
10122	Library Rearray and Stamping	03/30/2017	Container Selection	rsingh
10121	Library Rearray and Stamping	03/30/2017	Container Selection	rsingh
10120	CellBased Assay	03/30/2017	Screening Plate Selection	admin

1 - 15 of 228 items

**Recent MSD Data**

MSD Data Capture

MSD PLATE BARCODE

IFNG IL-12P70 IL-2 TNFA

GP-120 (CD4)

Below LLOD Within Range Above LLOD

Copyright 2017 - Pleiades v.1

# HashChing Broker Connect

Connecting mortgage brokers

HashChing is an Australian home loan broker hub connecting home loan seekers with relevant mortgage brokers. iTelaSoft engaged in creating the base product and then as the key innovation partner for mobility, analytics and data science.

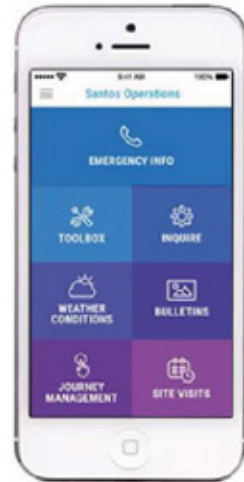
The image displays the HashChing website and its mobile application. The website header includes the #ashChing logo, navigation links for 'Find a broker', 'Compare loans', and 'Calculators', and buttons for 'Login' and 'Get Started'. The main content area features a headline: 'We match you to top rated local broker to help you get a better home loan rate!'. Below this, it shows 'See deals from' with interest rates of '3.49% p.a.' and '3.55% p.a.' for a 'Variable rate'. A 'Get a better' button is visible. The background of the website shows a smiling couple looking at a smartphone. A chat window is overlaid on the right side of the website, titled 'Chat with us!', with a virtual assistant icon and the text: 'Hi, I'm Sri - HashChing's virtual assistant. How can I help you today?'. The chat window also shows the date 'January 29, 2019' and the time '6:30 AM'. Below the chat window, there is a 'Let's talk!' section with the text: 'Before we start, we'd like to know a few details about you.' and input fields for 'Your name:' and 'Email:'. A 'Start chat' button is at the bottom of the chat window. The mobile app interface is shown in the foreground, displaying a list of leads under the heading 'All Leads'. The list includes contact information for Paul Smith, Rebecca Swanson, Geoff Kendall, and James Miller. At the bottom of the app, there are icons for 'Overview', 'Leads', 'Deals', and 'Menu'.



# Santos

## Field Staff Management

An internal application for Santos Energy for managing their field workforce. Managing hazardous work conditions and keeping their field vehicle field in proper maintenance schedules.



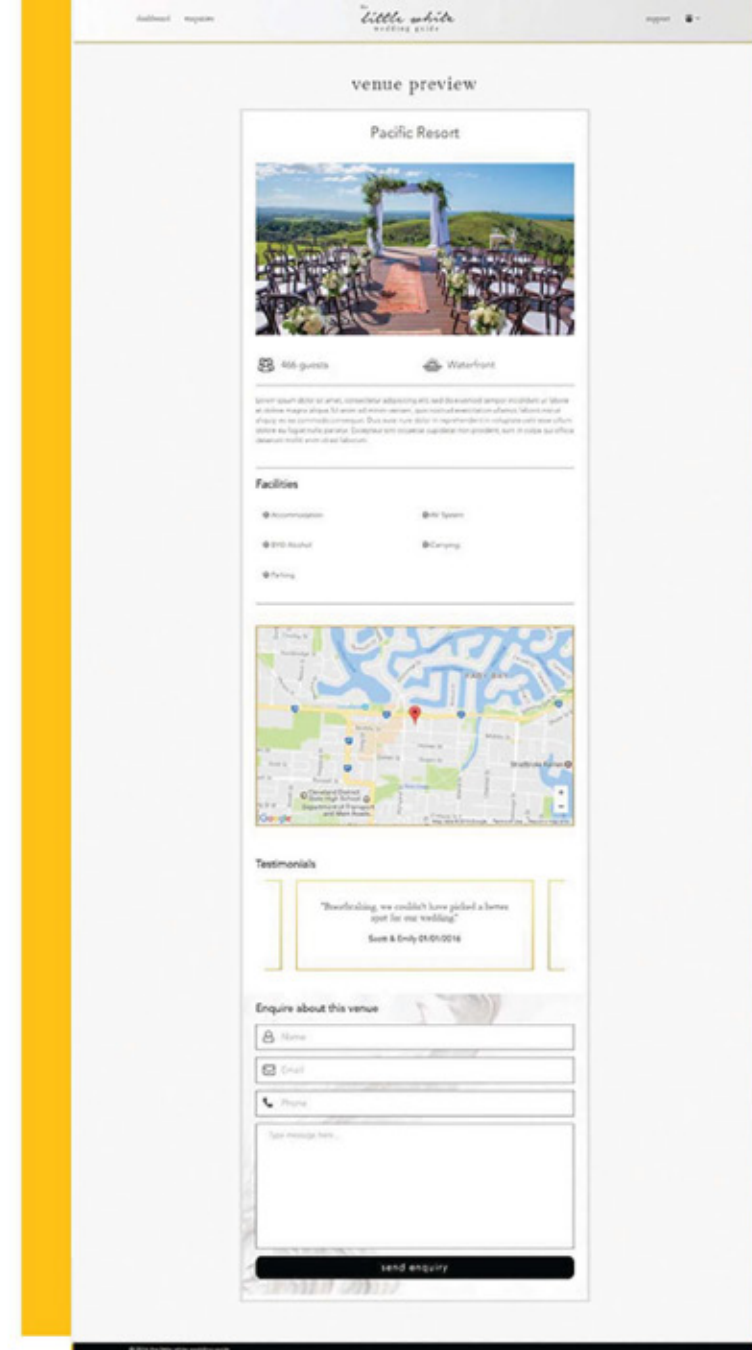
The screenshot displays the Santos web application interface. The top navigation bar is blue with the Santos logo and a user profile for Frank Sinatra. A dark sidebar on the left contains a menu with items: Dashboard, Contacts, Documents, Bulletins, Journey Logs, Site Visits, Planned Work, Weather Logs, Maintenance Logs, MANAGE, Users, and Locations. The main content area shows the 'Vehicle Maintenance Log / HJ-1256' page. It features a 'Vehicle Inspection Profile' section with fields for Name (Dulari), Vehicle Number (HJ-1256), Submitted On (06-11-2017), and Status (Submitted). Below this is an 'Exterior Condition' section with three columns: Tyre Wear (Good), Tyre Pressure (Need Maintenance), and Body And Lights (Need Maintenance). The 'Mechanical Condition' section includes Engine Oil (Close to Lower Limit), Brake Fluid (Close to Lower Limit), and Clutch Fluid (Close to Lower Limit). Each status bar includes a colored indicator (green, yellow, or red) and a refresh icon.

# The Little White Wedding Guide

The Little White Wedding Guide is an Australian start-up for helping to-be-weds to find their dream wedding venue. The mobile app provides the capability to search for vivid locations close to a selected areas, view all details and make an inquiry.

Venue owners can publish their venues on an online portal. They can monitor who are interested of the respective venues and retrieve inquiries.

the  
*little white*  
wedding guide



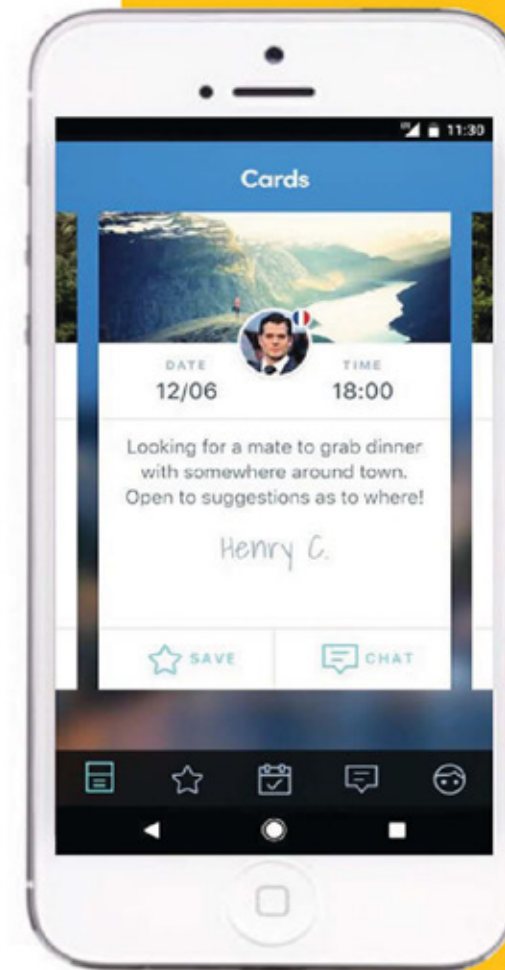
# TravlTalk

## Community Tool for Backpackers

TravlTalk is a UK based start-up with the intention of building a community workspace for young travelers and backpackers. This mobile app allows travelers to meet others in a given city, share work, accommodation and have meet-ups.

iTelaSoft and Spruce Design Sydney, engaged in building a user experience, technical solution and mobile applications for Apple and Android.

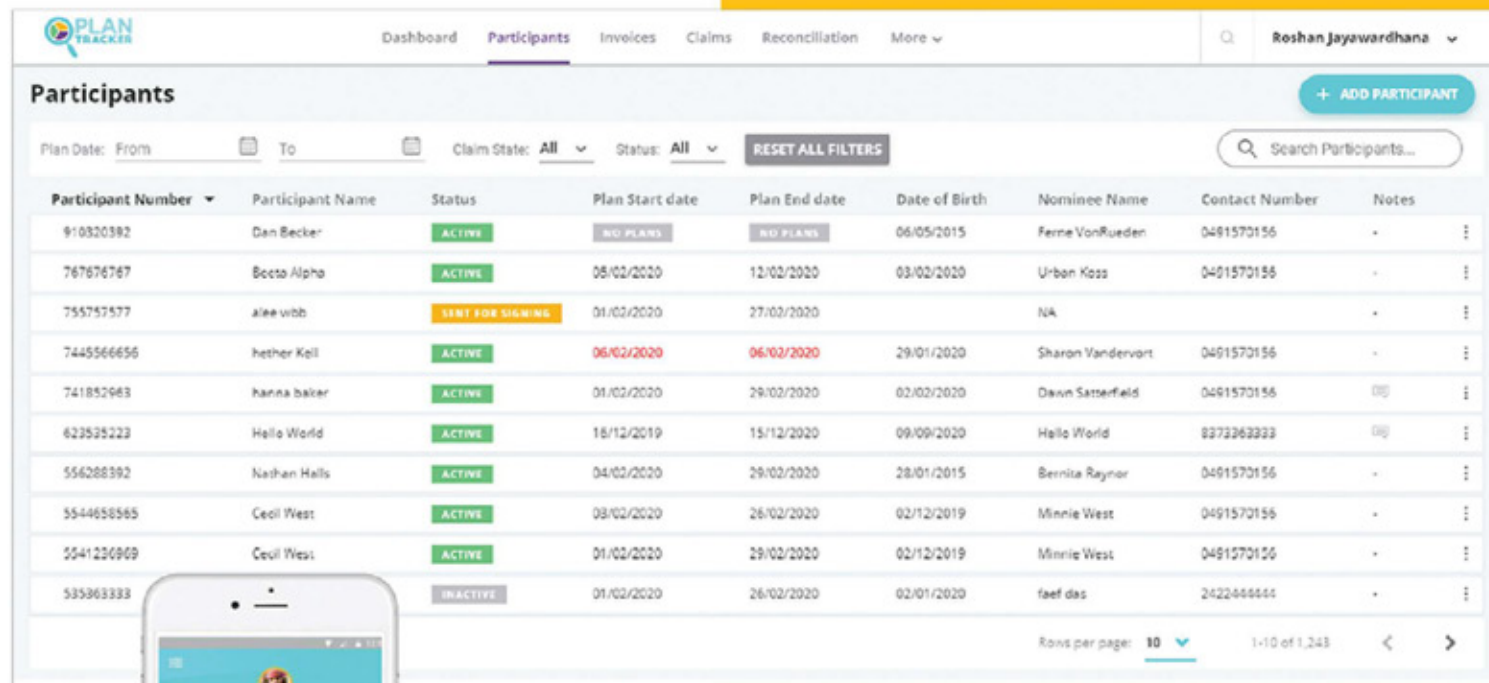
travltalk



# Plan Tracker

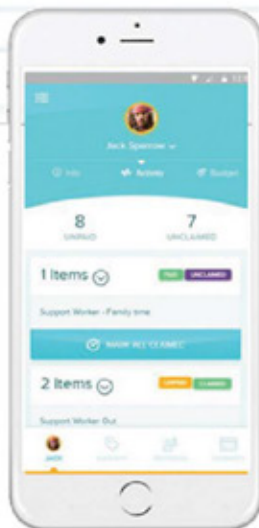
## NDIS Reimbursements

A invoice processing and platform that connects NDIS participants with service providers and plan managers, that allows faster and predictable invoice approvals and reimbursements



The screenshot shows the PLAN TRACKER web dashboard. The top navigation bar includes 'Dashboard', 'Participants', 'Invoices', 'Claims', 'Reconciliation', and 'More'. The user 'Roshan Jayawardhana' is logged in. The main section is titled 'Participants' and features a table with columns: Participant Number, Participant Name, Status, Plan Start date, Plan End date, Date of Birth, Nominee Name, Contact Number, and Notes. A search bar and filter options are also present.

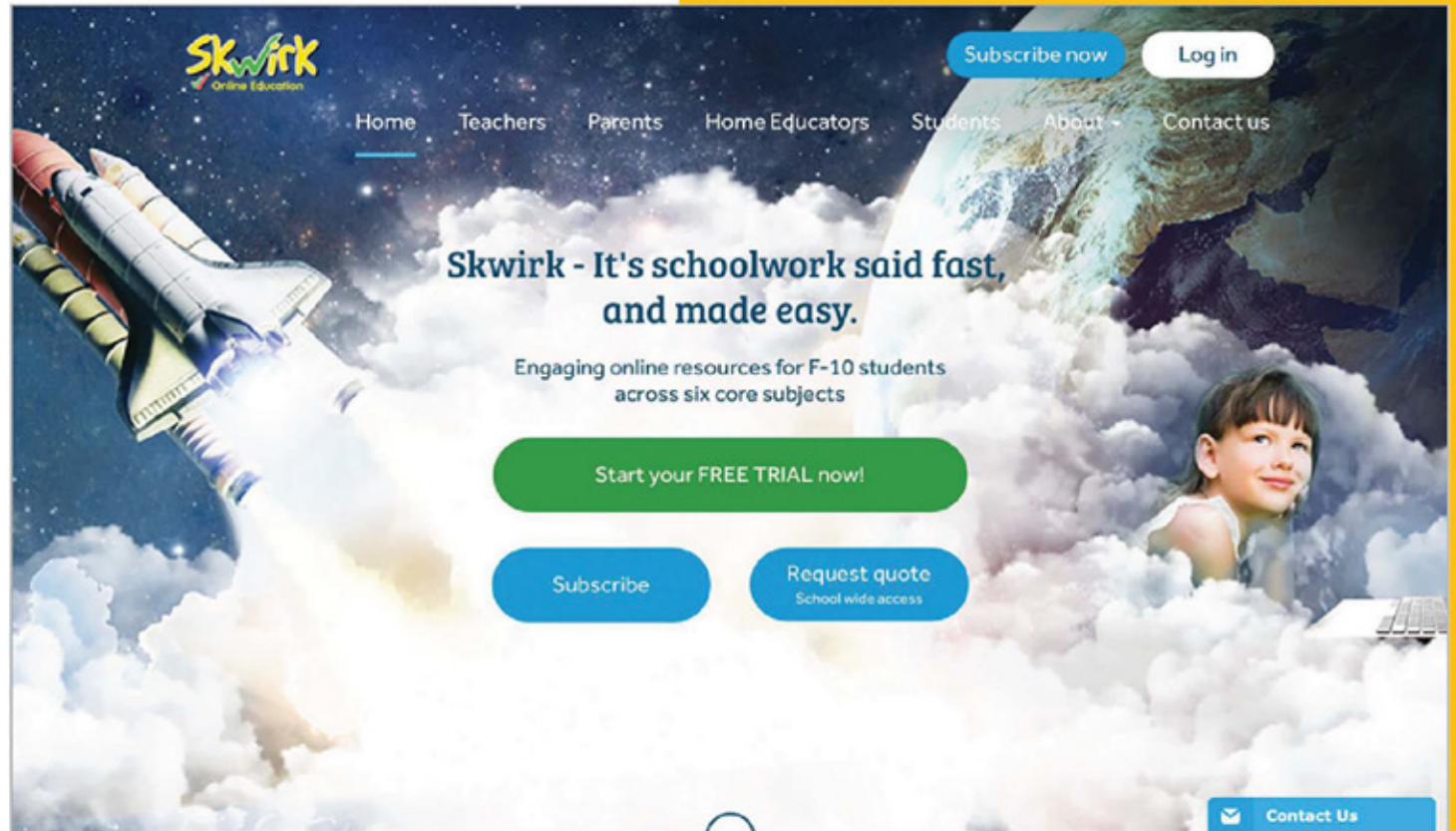
Participant Number	Participant Name	Status	Plan Start date	Plan End date	Date of Birth	Nominee Name	Contact Number	Notes
910320392	Dan Becker	ACTIVE	NO PLANS	NO PLANS	06/05/2015	Ferne VonRueden	0491570156	-
767676767	Becto Alpha	ACTIVE	08/02/2020	12/02/2020	03/02/2020	Urban Koss	0491570156	-
755757577	alee webb	SENT FOR SIGNING	01/02/2020	27/02/2020		NA		-
7445566656	hether Kell	ACTIVE	06/02/2020	06/02/2020	29/01/2020	Sharon Vandervort	0491570156	-
741852963	hanna baker	ACTIVE	01/02/2020	29/02/2020	02/02/2020	Dawn Satterfield	0491570156	DIS
623525223	Hello World	ACTIVE	18/12/2019	15/12/2020	09/09/2020	Hello World	8373263333	DIS
556288392	Nathan Halls	ACTIVE	04/02/2020	29/02/2020	28/01/2015	Bernita Raynor	0491570156	-
5544658565	Cecil West	ACTIVE	03/02/2020	26/02/2020	02/12/2019	Minnie West	0491570156	-
5541250909	Cecil West	ACTIVE	01/02/2020	29/02/2020	02/12/2019	Minnie West	0491570156	-
535963333		INACTIVE	01/02/2020	26/02/2020	02/01/2020	faef das	2422444444	-



# Skwirk

Support children for schooling

Skwirk is a eLearning platform for school children for assisting Australian curriculum. iTelaSoft engaged in modernizing the legacy platform into a cloud native product and increasing the scalability and lowering costs.





# Future School

eLearning for schooling

Future school is a learning assistance product for school children in UK, Australia and New Zealand. iTelaSoft engaged in modernizing the almost 20-year old platform to a cloud native multi tenant product.



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2. PERSONALISED ONLINE ASSESSMENT

3. CUSTOMISED LESSON PLANS, VIDEOS & QUESTIONS

INCLUDES  
PROGRESS MONITORING & REPORTING!

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SEE HOW IT WORKS

Enter your details to get news & offers via email:

# Cheq

## Cloud DevOps

Cheq is a Sydney based fintech startup with the focus of payment advancing. iTelaSoft provided a complete cloud-based DevOps platform for secure release management and build automation.



BLOG

HELP

GET THE APP

## Get your Pay On-Demand with Cheq!

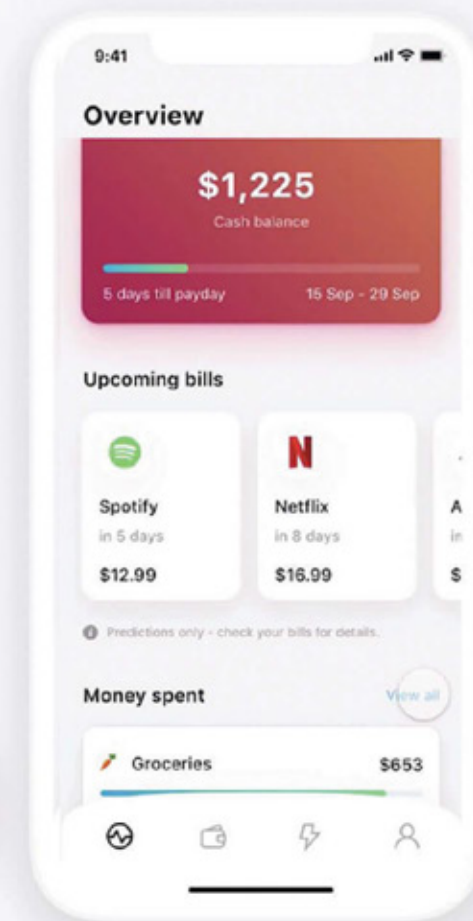
Say goodbye to paydays 🙌 spend smarter, and create a budget, effortlessly! Get started in less than 2 minutes.

Enter your mobile number...

GET THE APP



iOS app coming soon...



# Jingl

## Payment terminal app for capturing surcharges

Small merchants like coffee shops lose money when credit card payment surcharges are not accurately captured in small value transactions. Jingl is an app that automatically calculate and add surcharge into a transaction in order to prevent revenue losses. The app is loaded into the payment devices while managed with a central API capturing transactions.



Jingl

# Smart Energy Metering

Monitor and control energy consumption in industrial, commercial buildings and residential apartments



## Visualize Energy

Get a clear understanding of how your client uses energy

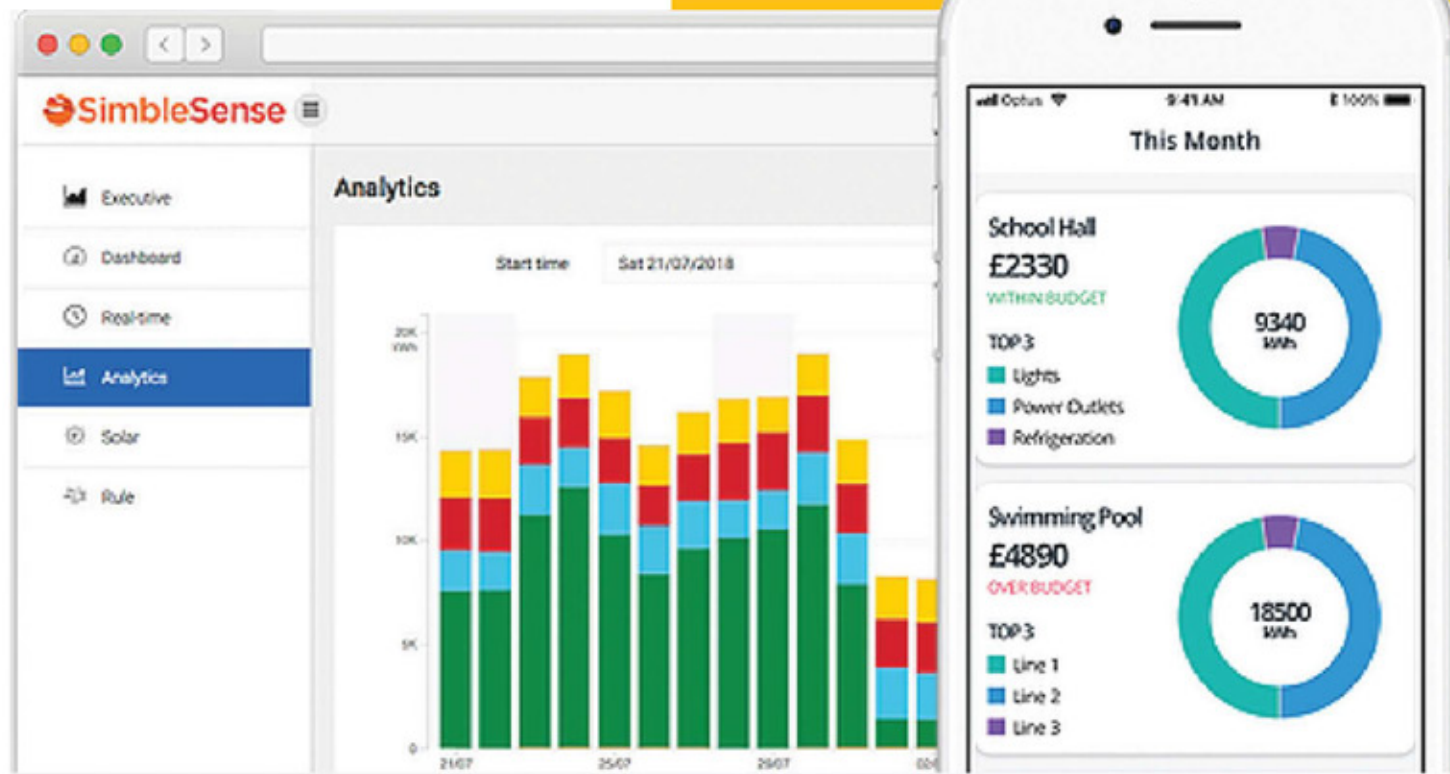


## Control Consumption

Control features work behind the scenes to constantly save energy



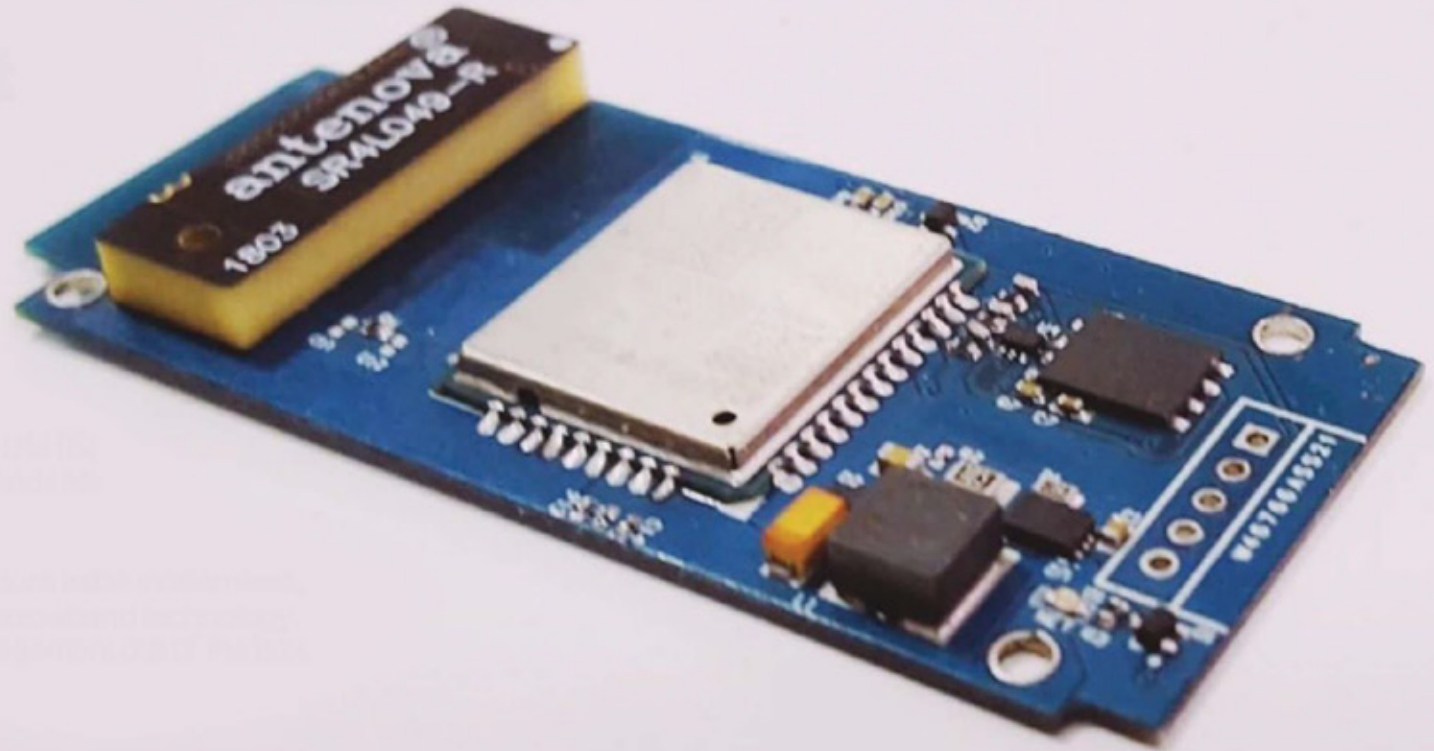
Simble



# Narrowband Migration Kit

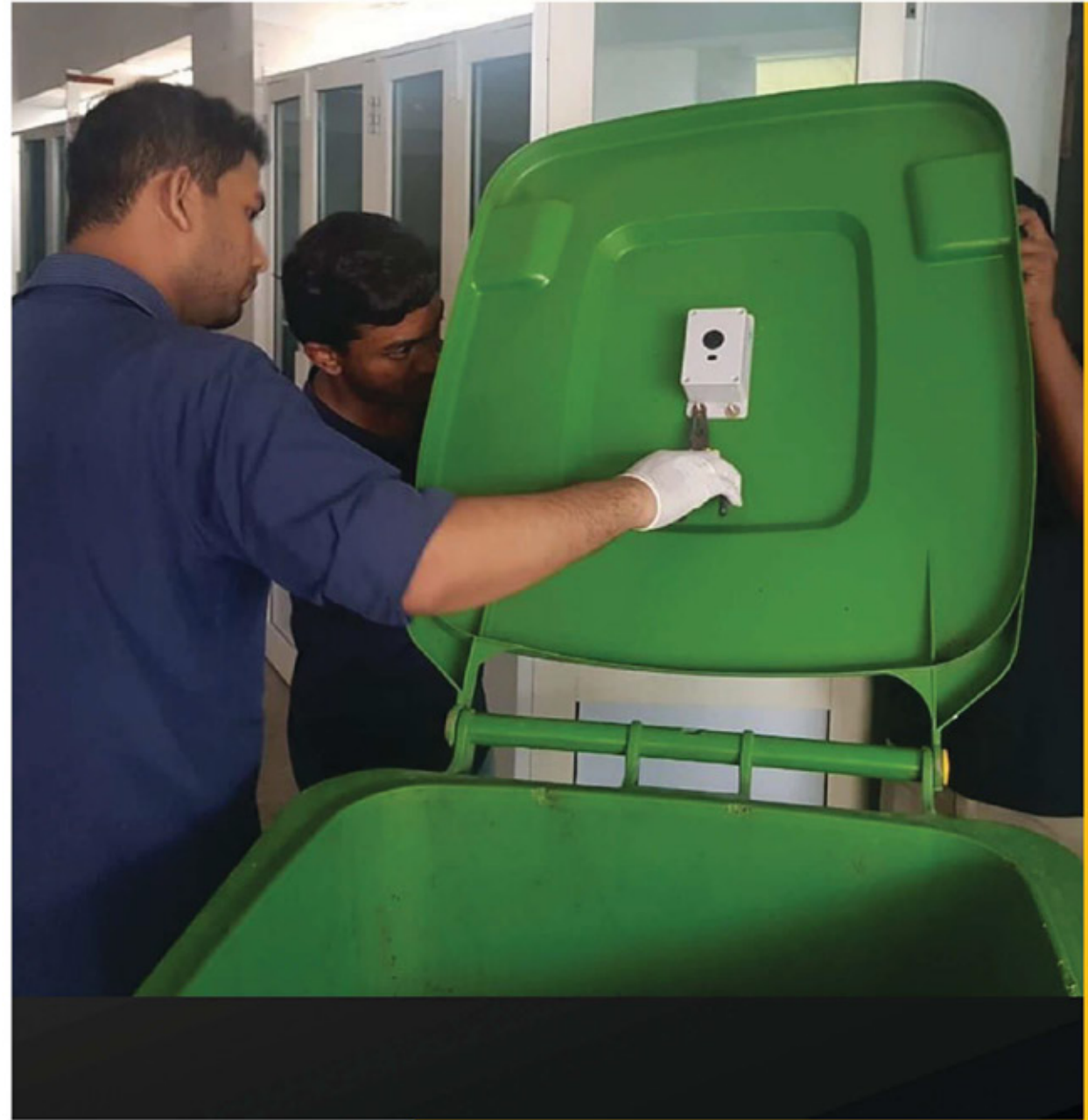
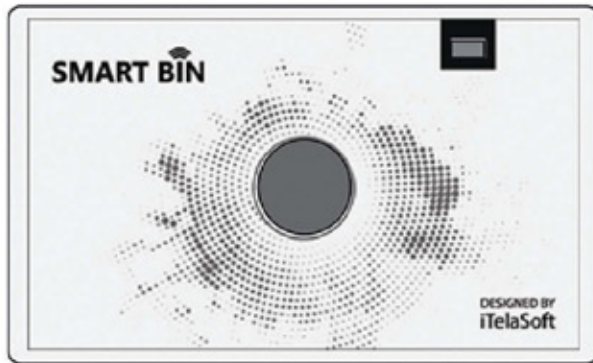
The migration kit allows existing sensors and solutions based on legacy standards (GPRS, EDGE, UMTS) to be migrated to narrowband standards (Cat M1, Cat NB1).

This allows the existing infrastructure to be modernized, with many benefits enabled by narrowband technology, plus standard based device management out of the box.



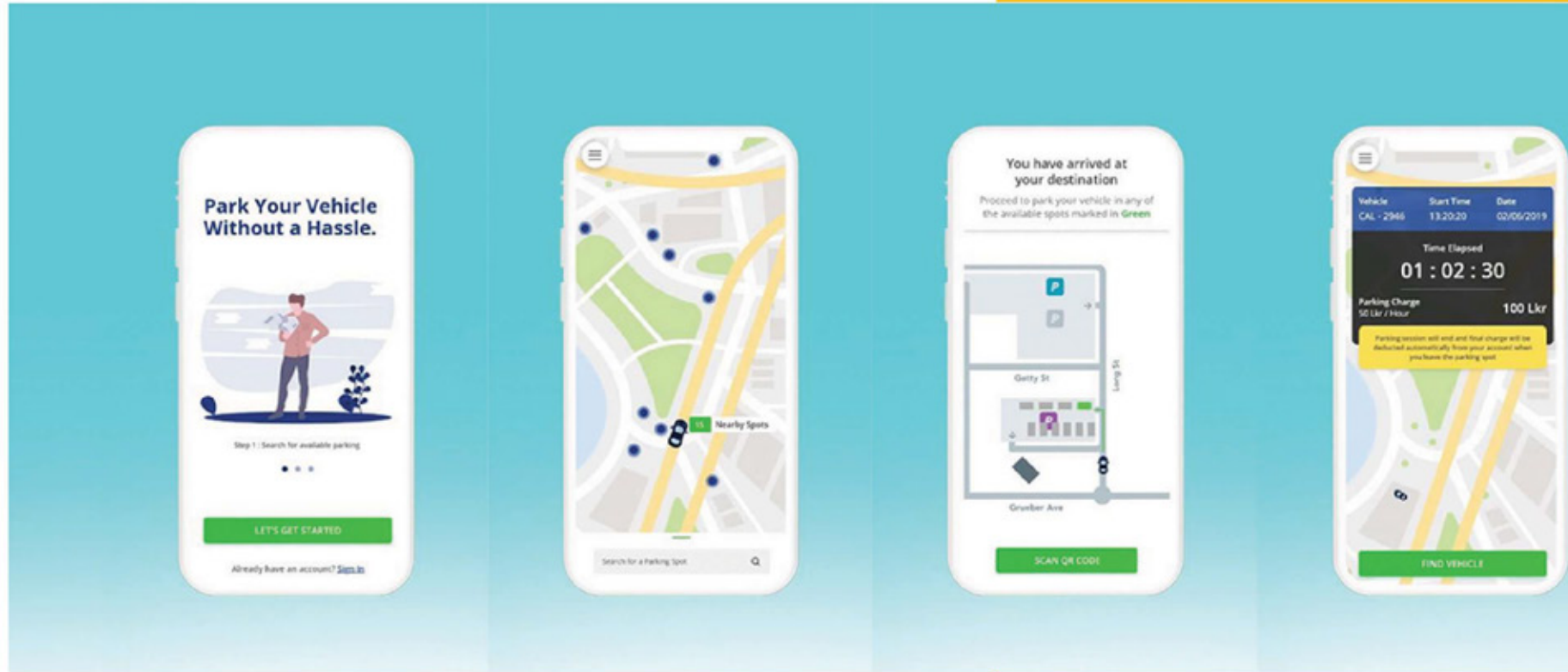
# Smart Bin Platform

Platform for urban waste management consisting of centralized smart sensor system, utilizing NB-IoT access network, allowing authorities to obtain remote data on "smart bins"



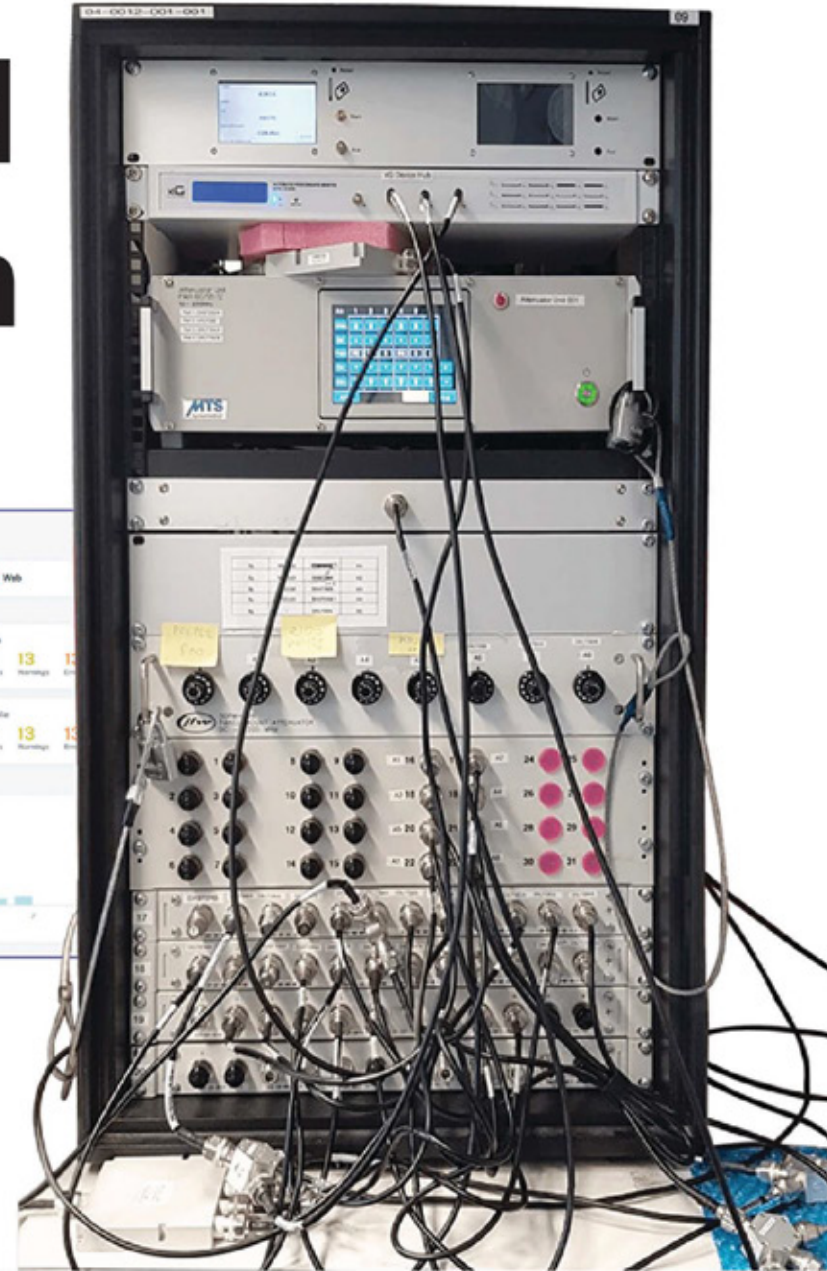
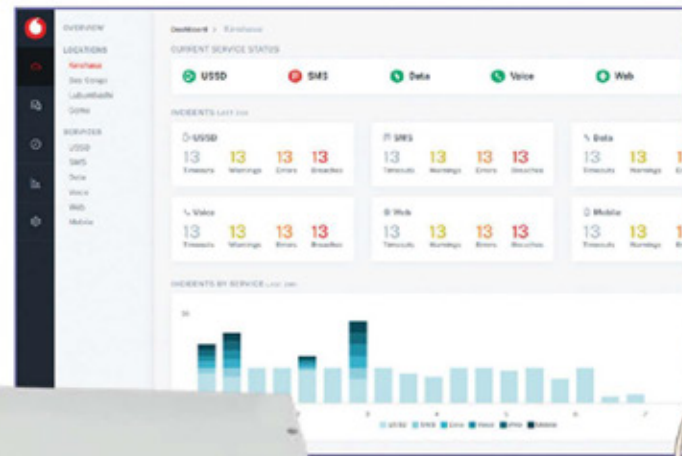
# Smart Park Sensing

Parking Management system with the Mobile App, Web Portal and NB-IoT Parking Sensors,



# LTE, 5G and Narrowband Cellular Test Automation

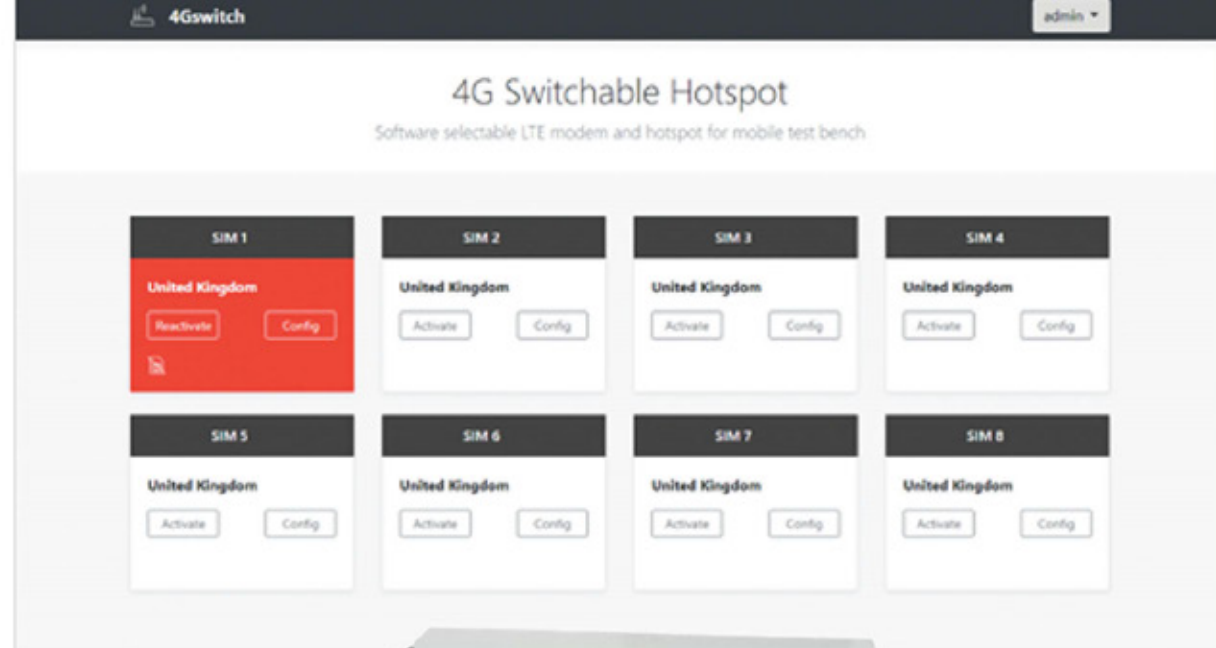
XGP Devices are used in Vodafone and Mobitel test labs in multiple locations for network configuration and equipment testing. It was initially used for the VoLTE rollout testing and then Cat-NB1 testing. The platform is being used for repeated automated testing of predefined test cases as well as low level fine grain experiments using AT commands on narrowband devices.





# Programmable 4G Testbench Router

4G Test Bench Router is a wireless router connected to a 4G modem via a programmable SIM multiplexer. This provides automation capabilities for testing mobile devices and other field equipment across a series of mobile subscriptions.



The screenshot shows a web interface titled "4G Switchable Hotspot" with the subtitle "Software selectable LTE modem and hotspot for mobile test bench". At the top right, there is a "4Gswitch" logo and an "admin" dropdown menu. The main content area displays eight SIM slots, labeled SIM 1 through SIM 8. Each slot shows the carrier "United Kingdom" and has "Activate" and "Config" buttons. SIM 1 is highlighted with a red background and has a "Reactivate" button instead of "Activate". Below the interface is a photograph of the physical 4G Testbench Router, a white, rack-mountable device with a blue display screen and several ports on the front panel.

## 4G Testbench Router

Automated equipment testing



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