

**NOVUM**

THE WAY TO ADVANCE

**DATA ANALYTICS &  
SOFTWARE DEVELOPMENT  
COMPANY**



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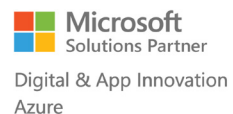
## About Us

Novum, founded in 2017, provides services in Data Analytics, Software Development, and ERP Implementation. For many years, we have been successfully delivering multiple projects, working within local and international markets.

Due to increasing demand for business process automation, complex data management, and ERP solutions, we offer customized solutions for each customer to meet market demands, e.g. analytics for agile decision-making, and ERP for multiple lines of businesses.

Our primary aim is to bring decision-making and reporting and business process to the next level, both visually and process-wise, by creating a data-driven culture in corporate, business, and functional layers of the organization.

As a Microsoft partner, we follow and implement all internationally recognized Microsoft Cloud and related technological structures to ensure smooth processes and digital transition for our customers. With a team enriched by extensive domain knowledge and industrial experience spanning technology, aerospace, petroleum, business consulting, non-profit, risk & finance, and education, we bring passion, determination, and proven methodologies to serve our clients & diverse needs. At Novum, we are committed to applying the best industrial practices, ensuring a customer-centric approach, and driving unique methodologies to stay at the forefront of technological advancements. Our mission is to empower our clients with innovative solutions that make a lasting impact in their respective industries.



## What We Do

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

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 takes management to the next, data driven level, thus leading to structured workflow and increased efficiency of your organization. Novum is the Data & Ai Solution Partner of 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 various 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 helped to digitally transform are Consumer Goods, Health & Pharma, Telecommunications, Agriculture, Construction, Oil & Gas as well as Government Entities

**OUR SLOGAN REFLECTS GOALS, BELIEFS, KNOWLEDGE AND TRANSFORMATION THAT WE BRING INTO ORGANIZATIONS. WHAT WE DO, CREATES LONG LASTING VALUE.**





## 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





## 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.





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## 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



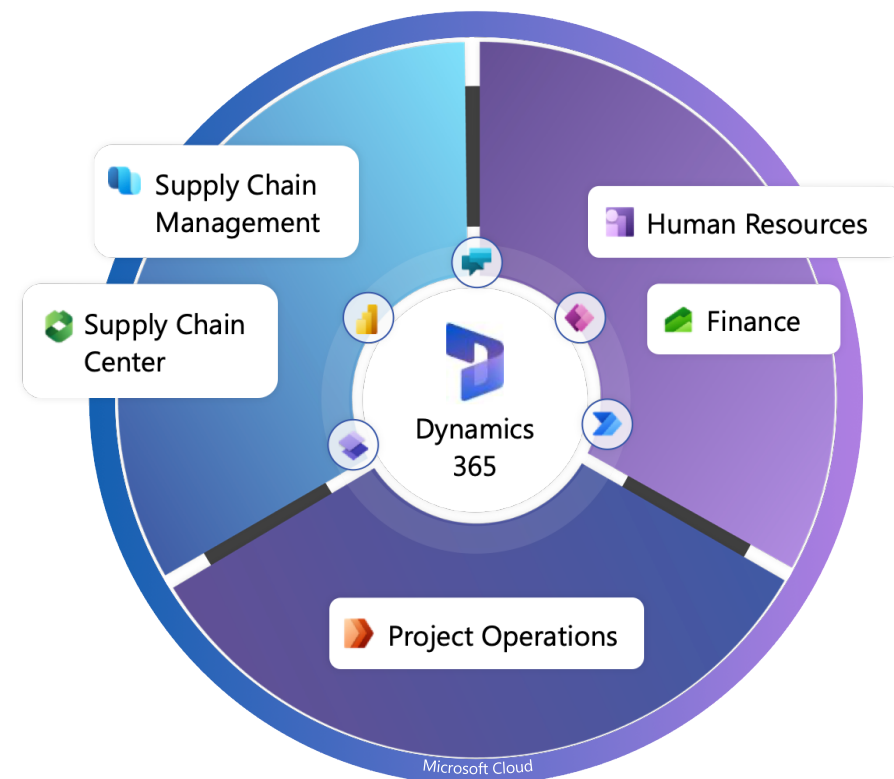
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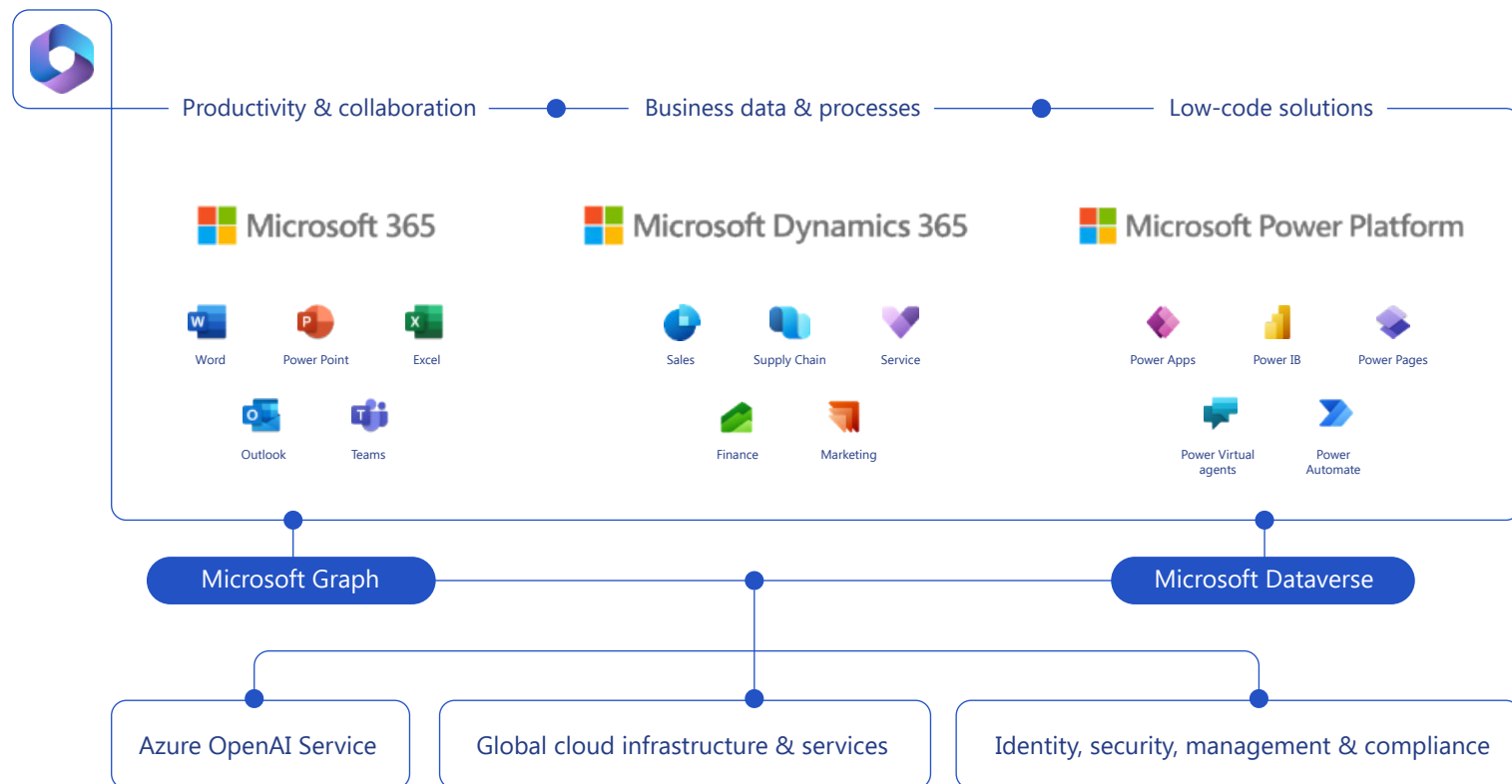
## How we can help modernize your ERP system

Migrate to the cloud with confidence

Drive business model transformation



## The blueprint for cross-organization impact



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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 in an 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
- Waste
- Workforce composition
- Stakeholder engagement
- Water
- Workforce health and safety
- Governance
- 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.

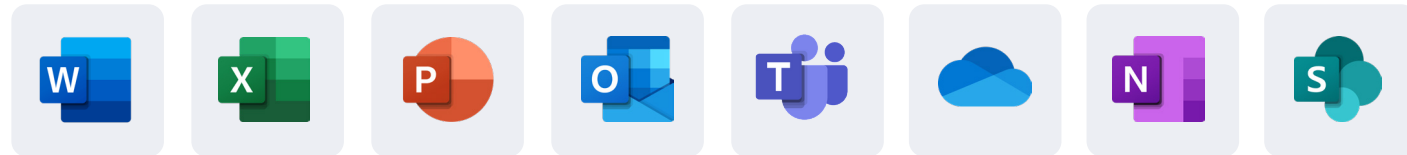
### 2. Plan for the level of effort

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 mapping out a plan will be how you define your organization. Early in the configuration 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.

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## 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 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 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:

**Data Type****Data Source****Data Storage****Data Format****Data Gathering Method****Control of Data****Duration of Data**



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## 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.





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## 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**

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## Our clients



I T A L D I Z A I N



TRADE  
OPERATIONS



THE STATE STATISTICS  
COMMITTEE OF AZERBAIJAN REPUBLIC



AVRO MED

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## Recent projects

### 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 country development and statistically important indicators.

### TP Engineering

**Sector:** Oil & Gas

**Project Type:** #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 resulting in the decision to further expand reporting with SAP.

## Recent projects

### 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, DATA ANALYTICS & SOFTWARE DEVELOPMENT COMPANY Daily Sales, Cash Flow and Demand Planning.

### Lumun Holding

**Sector:** Diversified

**Project Type:** #Data Audit

**Case:** Evaluate the ERP current(working) ERP at "Factory X" in order to assess data availability, structure level, moreover it is reliability. All business units were taken into 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:** Support and consult 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 ERP, to facilitate daily operational processes such as Sales Report, Stock Report 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-driven decisions.

## 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 sotware 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 sending them directly to their mobile phones eliminating the need to wait in the reception area and allowing easy access to the desired office spaces.



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## Partners



Yealink



logitech



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Modern Work