ACE SOFTEX

Unveiling the Future

Ace Group’s Mandate

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Primary Business Entities

Ace Software Exports Limited (ASEL, BSE Listed company)

- Ace InfoWorld Private Limited (AIWPL, WOS of ASEL)
- Aqe TechTools Private Limited (ATPL, WOS of ASEL)

Ace Infoway Private Limited (AIPL, 40% Subsidiary of ASEL)

- QeShiftware Pty Ltd (65% Subsidiary of AIPL, Australia Company)
- QeRadol Inc. (50% Subsidiary of AIPL, USA Corporation)

QeNomy Digital LLP (QeNomy, 40% Subsidiary of ASEL)

- Camera Ready Art.com Inc. (CRA, WOS of QeNomy, California, USA Corporation)

QeCAD Studio LLP (QeCAD, 40% Subsidiary of ASEL)

Note: All current & future initiatives presented in this presentation will be across the above entities. All of the above entities will be collectively referred as **Ace Group**.

Ace Group - Business Verticals

Software Consulting	Digital Services for SMEs	AEC / Building Solutions	Publishing Services	Digital Products
Product Engineering	Design & E-publishing Solutions	CAD Design & Drafting	Data Conversion, Tagging & Annotation	Smart PPS
Digital Transformation	Online Retail Solutions	BIM & Digital Solutions	Pre-press & Digital Publishing	QQQe
Enterprise (ERP, CRM, Cloud, Integrations)	CRM & CMS	3D Modelling & Rendering	Processes & Workflows	Calrik
NewGen Tech (Data, Analytics, AI/ML, IIoT)	Digital & Email Marketing	Architectural Structure & MEP	Apps & Integrations	Rotawiz

Software Consulting: Service Offerings

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Current Expertise

Product Engineering	Product Development	Product Re-engineering & Modernization	Product Testing & Quality Assurance	Product Maintenance & Support
Digital Transformation	Custom Software Development	Legacy Migration & Modernization	UI/UX/CX Services	E-commerce & CMS Development

Planned to attain expertise in 2024 Q3 & Q4

Enterprise Solution	ERP, SCM, & CRM Solutions	Enterprise Application Integration (EAI)	Enterprise Cloud Solutions	Legacy Application Modernization
New-Gen Tech	Data, AI, ML, BI & Analytics	Robotic Process Automation (RPA)	Low-code & No-code	IoT & IIoT

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Software Consulting – Tech Stack

	Current Expertise	Planned to attain expertise in 2024 Q3 & Q4
Frontend	Angular, React, Next, HTML 5	
Backend	.NET, NodeJS, Nest, Laravel, CI, PHP	Java
Database	MS SQL, MySQL, ORACLE, MongoDB, PostgreSQL	DinamoDB, CosmosDB
Mobility	iOS, Android, React, Flutter	
Cloud & DevOps	AWS, Jenkins, Docker	Azure, GCP, Kubernetes
Integrations & Automation	Zapier	Snowflake, Blue Prism, UI Path, Mule Soft
Platforms	WordPress, Drupal, Sitecore, Magento, Shopify, BigCommerce	Salesforce, PowerBI, Tableau, Qlik Sense, Appian

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Digital Services for SMEs: Service Offerings

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E-commerce Services	eStore Design & Configuration	Platform Migration	eStore Maintenance	Omnichannel Solutions
Digital & Email Marketing	Search Engine Optimization	Paid Ads Marketing	Marketing Automation	Full-service Email Marketing
Design Services	Creative, Graphics, Merchandise	Vector Artwork & Digitizing	Book Design (Interior, Cover & Illustrations)	
CMS Services	Website Design & Development	Platform Migration	Website Maintenance	Content Management
E-Publishing	eBook Conversion	Online Distribution	Book Marketing	Author Club Management

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Digital Services for SME – Tech Stack

eCommerce Platforms	Shopify	BigCommerce	WooCommerce	Volusion	Magento		
ESP	Mailchimp	Klaviyo	MailerLite	Brevo	Omnisend	ConstantContact	
CMS/CRM	WordPress	Drupal	Sitecore	Pipedrive	Monday	FreshSales	HubSpot
Marketplace	Amazon	eBay	Walmart	Target	Etsy		
Digital Marketing	Google	Facebook	Instagram	Amazon	Google Ads	Google Shopping	
Marketing Automation	Marketo	Pardot	Mailchimp	Drip	Klaviyo		

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AEC/Building Solutions - Service Offering

CAD Design & Drafting	Architectural Drafting	CAD Conversion	CAD As-Built Drawings	Town Planning Drafting	
BIM & Digital Solutions	Point Cloud to BIM	4D to 7D BIM	Architectural BIM	Scan to BIM	BIM Coordination & Clash Detection
3D Modeling & Rendering	3D Floor Plan	Architectural Walkthrough	Interior & Exterior Rendering	360° Virtual Tours	Product Rendering
Architectural Structure & MEP	Structural & MEP Drafting	Structural & MEP BIM	Steel Shop Drawings & Detailing	Rebar Detailing	Tekla Detailing

AutoCAD · Autodesk Revit · 3DS Max · Autodesk Navisworks · Autodesk Recap Pro · SolidWorks · ArchiCAD · SketchUp · Corona Renderer · Blender · Lumion · Keyshot

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Publishing - Service Offering

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Data Conversion, Tagging & Annotation	Document Conversion PDF, Word, or any to XML	XML & Non-XML based Workflow Conversions	Specialized Conversions Scraping, Image, MathML, etc.	Keyword, Caption, Geo Tagging & Annotation
Pre-press & Digital Publishing	Full-service Project Management	Efficient Editorial - Word File Structuring & Copyediting	Production Solution - Typesetting, Artwork, & Graphic, Book Cover Design, Proofreading, QA & Digital Products	
Processes & Workflows	Backoffice (Subscription, Content, Customer Service)	E-commerce (Product Catalogue, Inventory, Orders)	Marketing Automation (ESP, CRM, Analytics)	
Apps & Integrations	Custom App Development	E-Commerce & CMS Website	Digital Asset Management (DAM)	Cross-media Publishing Integrations

Rakuten Kobo

CreateSpace

Amazon Kindle

Apple Books

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Software Consulting – Future plans

PRESENT STATE *This is where we are today*		FUTURE STATE *Our mandate, alongside our current offerings.*
Small & Medium size projects $5k to $25k monthly revenue per client	**Project & Client**	Large/Enterprise projects $100k to $2m project value
2nd Gen tech - .NET, PHP, JS Frameworks Bespoke solutions, 2 to 10 FTEs per client	**Tech & Service**	Establishing COEs: AI/BI, Cloud, Salesforce Digital Transformation, End-to-end solutions
80 to 100 tech resources	**Team**	COE: Additional 70 to 90 domain experts Global & Local High-performing Sales/Marketing & Account Management Team

Software Consulting – CoE Initiatives

CoE – 1: Data, AI, BI, ML

Hired CoE Lead
Hired a team of AI/ML engineers & currently under mentoring
Started one client engagement (small Data project)
Developed multiple PoCs for process maturing
The initial team planned is 12 to 15 engineers.

CoE – 2: Cloud Services

Managing three key clients' infrastructure in AWS Cloud
Managing scalability, security, and cost-efficiency in AWS Cloud
Utilising various AWS and Microsoft Azure services for application development & DevOps
The initial team planned is 10 to 13 engineers.

CoE – 3: Salesforce

Administrative tasks for current key customers
Integrations with website and marketing automation tools
Salesforce integration with our homegrown products
To serve US associations, leveraging over 15 years of client relationships and strategic partnerships.
The initial team planned is 11 to 15 engineers.

Platforms we plan to work with. Many more will be added in due course

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Digital Services for SMEs - Future plans

PRESENT STATE *This is where we are today*		FUTURE STATE *Our mandate, alongside our current offerings.*
5k+ Customers $500 to $5000 revenue per project	**Project & Client**	Look for mid-size business with recurring needs $10k to $100k project value
Shopify, BigCommerce, WordPress platforms Digital Marketing & Design Services	**Tech & Service**	COEs: Shopify PLUS, WordPress VIP, Mktg Automation Becoming Integrations specialists across the platforms
80 to 100 tech resources	**Team & Opportunities**	COE: Additional 30 to 50 domain experts ESP, Platforms, and Digital Agencies Partnerships

AEC/Building Solutions – Future plans

PRESENT STATE *This is where we are today*		FUTURE STATE *Our mandate, alongside our current offerings.*
Small Medium Clients $1000 to $10000 revenue per project	**Project & Client**	Large/Enterprise projects $50k - $100k project value
Architectural Drafting, Construction Documentation, 3D Modeling & Rendering	**Tech & Service**	Focus on big Architecture firms, General Contractors, Builders, Property Developers, Interior designers. BIM, Scan to BIM, MEPF (Mechanical/HVAC, Electrical, Plumbing, Fire) Animation, Walkthrough.
55 to 60 Architects & Civil Engineers	**Team**	80 to 100 (Architects, Civil, Mechanical & Electrical Engineers Onsite sales, tech support staff (USA, Canada, Australia)

Digital Products

At present, Ace Group is a 100% service business
The mandate is to become 60 (Services) : 40 (Products) business

SMARTPPS

Development start – Oct 2024

Beta launch – Apr 2025

QQQE

Under development

Beta launch – Jan 2025

RotaWiz

Beta launch – July 2024

Commercial launch – Oct 2024

Calrik

Product ready

Launch in the next 30 Days

Disclaimer:
All product names are only internal code names, and the final release may have different names or configurations. Features and functionality are shown for a basic explanatory purpose, and the end product may have different features, target segments, or GTM strategies.

SMARTPPS

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Problem Statement

Complex/Dynamic large SKU based companies, scheduling, planning, optimization, what if analysis, with user friendly navigation.

Solution

Building a product with user friendly for the Scheduler, Plant Head, Operation Manager, with following functionality.

Why Ace

We are working closely with one of the Industry leader for domain knowledge, and they have fully operational products tightly linked to their business.

Future Opportunities

- Integration with other ERPs
- Expansion to pan India and Overseas market
- Developing full blown ERP
- Getting private equity or VC funding
- Getting acquired by a potential ERP or other enterprise companies

SMARTPPS

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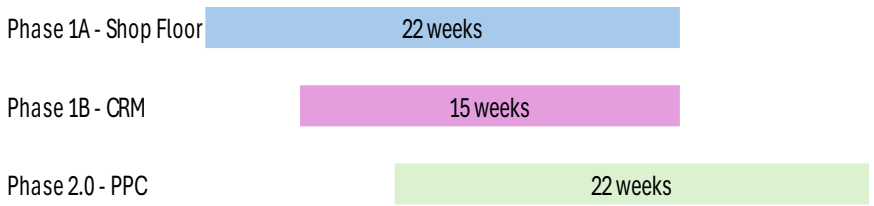
Target Market - SAP Installations

- Gujarat – 4,000+
- Pan India – 19,000+ *(excl. Gujarat)*
- Europe – 22,000+
- USA – 10,000+

Development Schedule



Industries

- Manufacturing
- Pharmaceutical
- Chemicals/Specialty Chemicals
- Consumer Products
- Food Processing

Other ERP OEMs

- Oracle *(Fusion Cloud & NetSuite)*
- Microsoft (Dynamics 365 & BC)
- Infor
- Epicor
- QAD

Key Success Factors

- Domain knowledge from an Industry leader
- Fully functional Product available (non-modular and built with older generation technology)
- 4 Beta Customers across different Engineering segments
- Key SME Core Team - Technical Architecture, Data & Cloud Architecture, Full Stack Developer, covering more than 200 Man Years of experience

Development Team (30+)

- Project/Product Manager(2)
- Technical Architect
- Cloud Specialist
- Data Architect
- BA *(2)*
- UI/UX *(3)*
- Full Stack *(9)*
- Integration Specialist *(4)*
- Data Specialist *(4)*
- QA *(6)*

Onboarding Team (10 - 30)

Support Team (10 - 30)

QQQE
Your AI Sales Assistant

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Problem Statement

Small ecommerce businesses face a daunting challenge: optimizing sales with limited resources and expertise. Without the right tools, they struggle to evaluate performance, pinpoint areas for improvement, and implement effective strategies.

Solution

An AI enabled sales assistant which will provide detailed performance insights, recommend strategies, and assist in implementation through seamless integrations

Opportunity

4.7 m
WooCommerce Stores

4.4 m
Shopify Stores

Other Platforms:

6.95k Wix Stores	**2.93k** Squarespace Stores	**2.23k** OpenCart Stores
2.08k PrestaShop Stores	**1.89k** Big Cartel Stores	**1.83k** Ecwid Stores

Calrik

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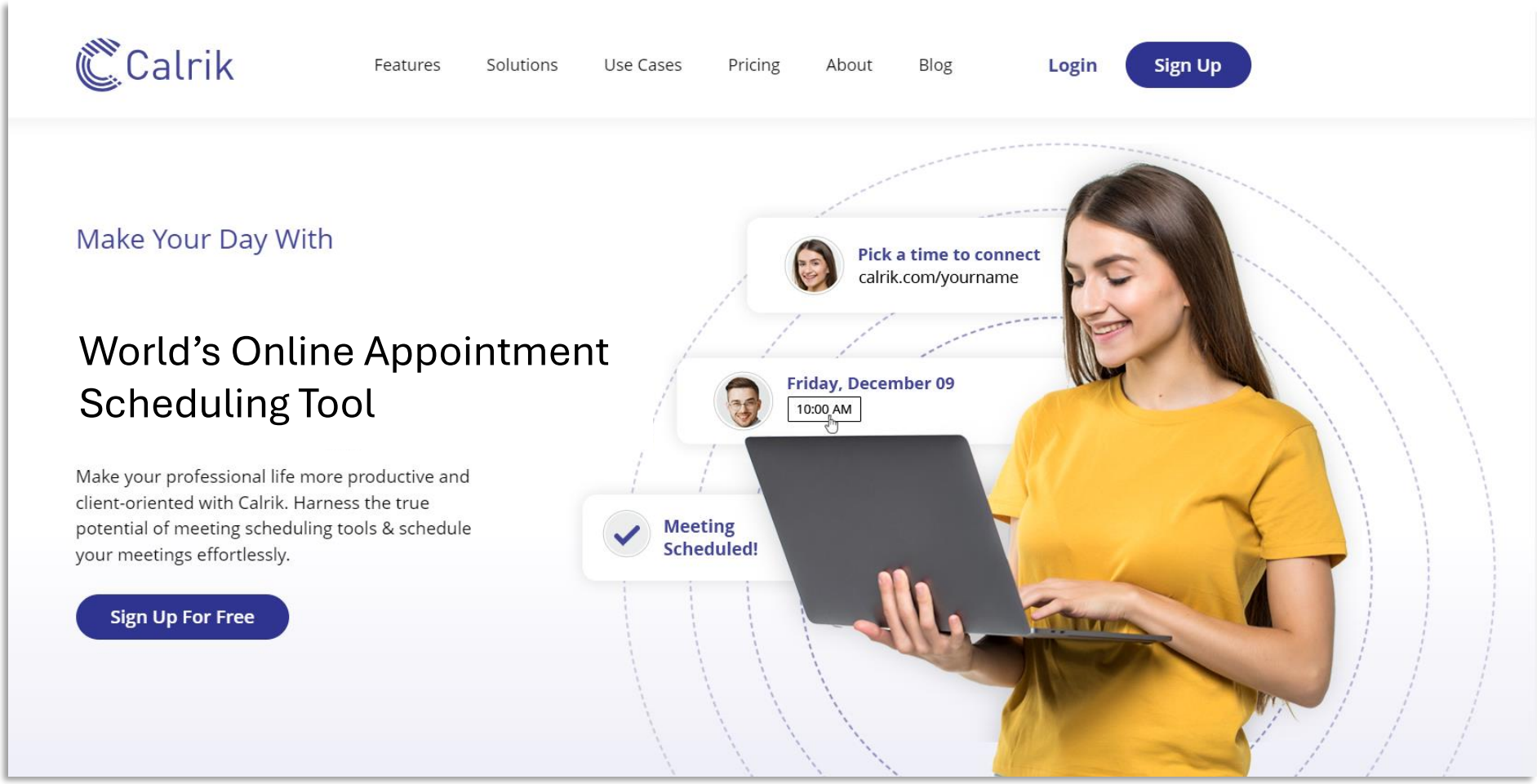

Integrations:

Google, iCloud, Office 365, Outlook, zoom, Google Meet

salesforce, HubSpot, Microsoft Teams, insightly, GoToMeeting, ZOHO CRM, pipedrive

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RotaWiz

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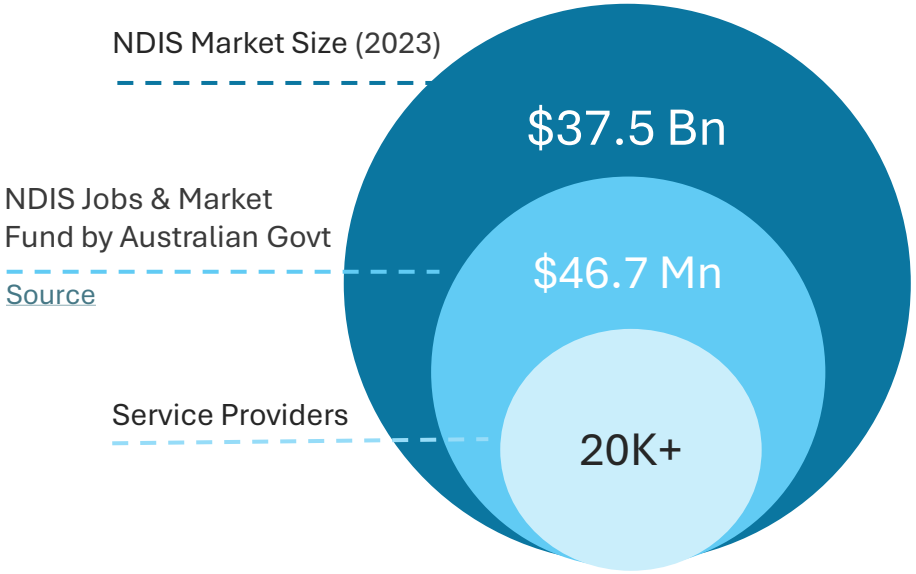
RotaWiz is providing effortless rostering to health service providers and caregivers for the betterment of people with disabilities. The objective is to establish RotaWiz as a leading NDIS software in Australia and become a platform where providers, caregivers and patients communicate seamlessly.



Market Participants (users)

- Registered NDIS Providers (20k+)
- Disability Care Agencies
- NDIS Plan Managers
- Disability Support Workers
- Case Managers
- NDIS Participants
- Families and Carers

NDIS Compliance

- Automatically calculates and charges the correct NDIS rates for different services and durations.
- Tracks and manages worker qualifications and skills to ensure they are matched with appropriate participants.
- Generates reports and invoices that comply with NDIS requirements.

Efficient Scheduling

- Creates rosters based on participant needs, worker availability, and budget limitations.
- Allows workers to input their availability and request leave.
- Identifies potential scheduling conflicts and suggests solutions

Mobile App

- Provides a communication platform for Clients to work together with workers, participants, and coordinators.
- Sends notifications about changes to schedules, assignments, and payments.
- Facilitates feedback and communication between participants and workers.

Connect Independent Carer with Providers

- Integrates Between independent carer account and provider to effectively work together
- Hiring made easier through RotaWiz connect where carers are able to find work in the same rostering platform