EXECUTIVE SUMMARY

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COMPANY OVERVIEW

Software development is a global need and industry. Centres of excellence that leverage the talent and skills in one geography and cater to the requirements in another, are an established, successful model. Adding a third leg to the equation, that of a precision and quality driver, makes it a game-changing combination, which is what **Alegra Labs** with its German collaboration represents, transforming cognitive models into artificial, intelligent systems.

*"Awarded as one of the promising startups in India, **Alegra Labs** is a registered MSME Web Application Development Company and a registered establishment in the National Apprenticeship Training Scheme (NATS) under the Ministry of Education, Government of India. It is an ISO 9001:2015 certified company"*

INTRODUCTION

Information technology has made a significant contribution to almost every facet of life in the modern world. It has promoted communication, facilitated access to information, and enabled automation and efficient processing resulting in productivity gains.

The demand for skilled IT resources and IT solutions continues to grow, led by industrialized nations like the USA. Indian IT companies have established themselves as budget-friendly providers of quality solutions. The efforts of IT companies are supported by the vast IT and software talent pool emerging from educational institutions, eager to make its mark.

With newer requirements as well as solutions emerging, the industry continues to grow rapidly, creating employment and wealth along the way.

COMPANY & OPPURTUNITY

Started in 2016, **Alegra Labs** has established itself as a reliable provider of cutting-edge technologies. It has successfully delivered over 200 international projects to clients from, among others, the USA, Germany, Switzerland, Netherlands, the UK, India, and Australia. Its clients range from medical institutions to e-commerce stores to fintech (banking and financial services) corporations and even scientific research organizations.

Repeat client orders are a testament to the satisfactory results they have delivered for clients. **Alegra Labs** has, in multiple situations, taken up abandoned and failed projects for clients earlier handled by other providers, and turned them around.

Alegra Labs specializes in web applications, SaaS (Software as a Service), Data Science, and Artificial Intelligence (AI) solutions. Among its many successes, a few noteworthy mentions include:

- *Development of a full cycle application, from clinic to online store, for a Chinese Herbal Medicine Manufacturer (http://www.kamwo.com). A comprehensive video walk-through of the case is also available on the **Alegra Labs** website.*

KAMWO MERIAN HERBS

Groundbreaking ground-up digitization of a legacy industry

BACKGROUND

Traditional Chinese Medicine (TCM) had continued to ply their trade through legacy practices. Efforts at introducing automation into the processes had come to nought, leading to low volumes and delays at each step in the value chain. There was neither a web application through which raw herbs and granules could be submitted to herbal dispensaries, nor an online presence of formulating remedies.

KAMWO & ALEGRA LABS JOINS HANDS

A revolution was brought in the industry through a partnership between family-owned New York-based **Kamwo Meridien Herbs** and Germany/India based software solutions provider **Alegra Labs**.

The vision of the younger members of the family of combining Western pharma practices with traditional healing, together with the skills of **Alegra Labs** in creating software solutions through cutting-edge technologies such as web applications, SaaS (Software as a Service), Data Science, and Artificial Intelligence (AI), revolutionized the landscape for participants in the TCM value chain. In the process, **Alegra Labs** became the first software development company to penetrate into the Chinese Medical Industry.

THE SOLUTIONING PROCESS

The task involved establishing a business-to-business eCommerce hub encompassing an online store, search engine optimization, marketing, profit sharing, and robust security measures. As no existing reference could be utilized since the TCM industry had no online presence, every aspect of the solution had to be crafted and developed from the ground up. It was an uphill task that ultimately set a benchmark within the industry.

THE OUTCOME

The solution includes not only a Practice Management module but also incorporates an EMR suite for TCM (https://tcmsuite.com/guide). It lists nationwide natural health professionals and offers a free, comprehensive reference for herbs, formulas and herbal products. A Herbal Dispensary Management System is also included.

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Today, thanks to the transparent, digital process offered by Kamwo, doctors can prescribe medicines online and get all the traditional Herbs and other ingredients from the site. Doctors can also order them as granules, globules, capsules etc., with the provision of the medicines being directly shipped to the client.

- *Insurance and subsidies related project for a popular dental clinic based in Berlin. The project is moving into the next phase – analysis of X-rays using AI.*
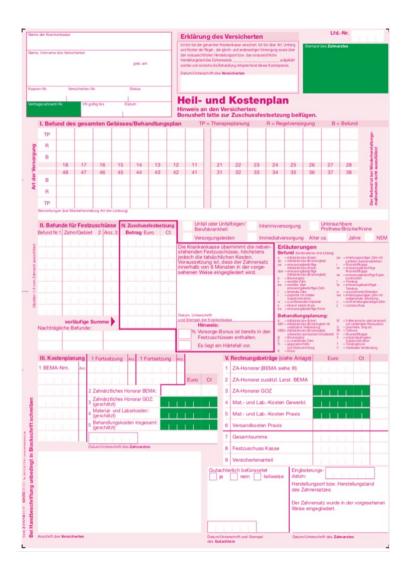
CASE STUDY
CHAIRSIGHT

Dental therapy in Germany is no longer like drawing a tooth

INTRODUCTION

The process of dental treatment in Germany is elaborate, even though, like other medical treatments, it is subsidised. A detailed treatment plan needs to be made, along with a calculation of the costs and who will bear how much, such as government subsidy, insurers, the patient, and so on. Only after this has been established and approvals obtained, can the treatment begin.

Thereafter, the dentist entered the current findings into the scheme, along with the standard care for the same, creating the HKP (Heil- und Kostenplan), which is the process as well as the form that needs to be completed and updated. The process is complex, and takes away a significant part of the dentist's time and attention in administrative work.

CLIMBING THE MOUNTAIN

While the subsidy calculation has been automated, the therapy assessment automation is a mountain that no software company has been able to climb. **Alegra Labs** is the first software company that has successfully created an automated solution for both the subsidy calculation as well as therapy assessment in an integrated manner.

The solution provides an enabling environment for the provision of complementary services for companies in the health care market and makes the creation of the HKP (Heil- und Kostenplan) easier.

HOW DOES IT WORK NOW?

There are several steps in the therapy work-flow:

1. The dentist can paste the status from other dentist software and manually update or add findings.

2. The system calculates the possible therapies after which the dentist can start the therapy planning.

3. The dentist can choose the laboratories he would like to send the Offer to and generate a Request for proposal (RFP).

4. The dentist can decide on one of the existing Offers.

5. The dentist can change the factors of some of his services and add a reason why he needs to do so.

6. The dentist will send an email to the assistant which can be used to enter all collected information into the dentist software.

7. The therapy planning is complete and the action can move to the software of the dentist. The HKP form will be created there.

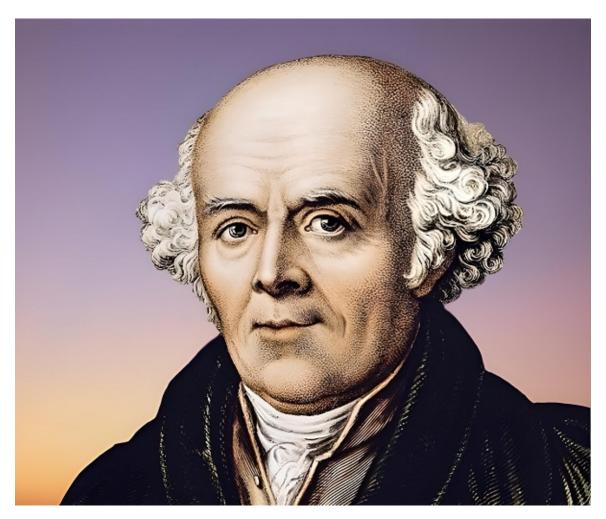- *German Homeopathic Research Centre, with whom the association has crossed the 5-year mark.*

CASE STUDY
SYMPTOM COMPARISON REPERTORY

Making homeopathy whole

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BACKGROUND

Homeopathy is a system of medicine based on the 'like cures like' principle. It uses doses of tiny quantities of substances believed to have triggered an ailment in an individual, to trigger the body's protective response and cure the ailment. It claims to promote holistic well-being in an individual.

The cure or prescription is based on the experience of the practitioner and consultation with a repertory of homeopathic knowledge that is usually in the form of a book of reference listing symptoms and successful cures for treating those symptoms. This database has been built based on a system of 'drug provings' through trials done on healthy people.

WHAT IS THE PROBLEM?

Around 500,000 symptoms have thus far been recorded through these 'provings.' These are scattered over numerous works known as 'sources.' There are believed to be about 75 such tomes in existence at this point in time. No single work is understood to contain more than 40% of all possible records.

Each practitioner, thus, relies on no more than one such journal, or 40% of the database, for treating people seeking cures for their ailments. This is a sub-optimal scenario for the system.

A MOVEMENT TAKES SHAPE

Despite the failure of earlier efforts to create a unified database, **Dr. Carl Rudolf Klinkenberg**, a specialist in general medicine since 1993, took it upon himself to redress the situation and has been successful in enlisting funding support from the government and other private bodies to support this initiative.

Invited to participate in the selection process, **Alegra Labs** was able to solve the problem in 48 hours and a partnership was born. The goal – to create a complete reference work for physicians and alternative practitioners, which unites all important sources.

A SOLUTION TAKES SHAPE

Alegra Labs works with an intelligent, self-learning system in which the symptoms can be added, corrected, re-weighted and the attitudes and settings can be adjusted at any time. This flexibility in processing makes it modular, expandable and therefore sustainable. The program has a powerful text comparison algorithm with the ability to compare the symptoms in a transparent manner.

It also:

- *Filters out symptoms that are repeated in later sources because they were only copied*
- *Filters out symptoms that were added by later authors, thus expanding the reference work*
- *Recognizes symptoms that were rated higher by later authors because they had since been proven in practice*

What do we get?

A reference work that combines all important sources from 215 years of homeopathy in one single work. This increases the reliability and safety of drug selection for acute and chronic diseases in daily practice.

- *Ongoing association with marquee Indian corporations such as the Tata Group, Axis Bank, and Airtel.*

German precision and Indian software skills come together at **Alegra Labs** to enable clients realize the benefits of their technology investments faster while reducing uncertainty and risk in projects. Their approach to development is consultative, backed by on-ground and on-phone availability that is enabling businesses and governments become more efficient and effective.

AREAS OF EXCELLENCE:

Data Science

Using analysis, mining, and data visualisation techniques, helping clients sift through large volumes of data to extract relevant information, detect patterns and guide executive decision-making. Developing software for analysing real-time as well as archived data., as well as crawlers, spiders, and bots.

Artificial Intelligence

Designing and delivering self-service bots and recognition systems that minimize the need for human intervention, with the help of first-principle Machine Learning and Deep Learning techniques.

Web Applications

Building Online Stores, ERP applications, and intranet software for Enterprise collaboration, big and small, simple and complex.

Headquartered in Guwahati, India, **Alegra Labs** has offices in India, Germany and the UK.

INDUSTRY & MARKET ANALYSIS

The Indian IT/ Software industry requires no introduction. It is perhaps India's best-known export and has made an immense contribution to positioning the country as a global investment destination. It is responsible for opening up many job opportunities and, along with BPM, employs over 5 million people. From just over 1% in the nineties, the industry today contributes close to 8% to the nation's GDP.

Custom software development, designing software that meets the specific needs of an individual or a company, is an integral part of the industry. With each industry and company being unique in one way or another, the demand for custom software is global and limitless.

Growth is driven by factors such as the requirement for real-time data analysis, the rising need for flexible workspace to enhance productivity, and the increasing adoption of the low code development platform (LCDP) for easier software development. The growth of cloud technologies has improved the agility and performance of custom software development and made it easier and faster to release newer, higher-quality versions for instant adoption.

Alegra Labs has established itself as a key player in the expanding market of custom software development.

MANAGEMENT AND OPERATIONS

Alegra Labs is the result of the vision of an alumnus of the Indian Institute of Technology (IIT), Kharagpur, the oldest of all institutions that comprise the renowned Indian education brand. Its continuing success and growth are fuelled by the exceptionally talented workforce it hires and nurtures.

Key personnel:

	ROLE	EXPERIENCE
Jay J. Das	Founder & CEO	Alumnus of IIT KGP, with over 15 years of experience
Syed Mafuz Mazid	CTO	Over 10 years of experience in project delivery for overseas clients
Hiren Das	COO	Industrial experience of over 8 years
Bikram Rongpi	DevOps Engineer	Familiarity with all Operating Systems. Track record of solving seemingly unsolvable issues for clients
Michael Baskear	HR	Expert in talent recruitment and retention. Connected with a network of educational institutions.

IT Operations of **Alegra Labs** are based on a full-cycle development philosophy, from order to delivery, and cover post-development services.

This approach is based on the experience and understanding that no project has a full stop. Support is needed by clients right through the project implementation stages, which, in some cases, may be switched on gradually over a period of several months.

This is where the 24x7 phone support comes into play, with its complement of database administrators and project managers who provide quick, efficient support to help clients navigate smoothly through the new business software transformation.

COMPETITIVE ADVANTAGE

Alegra Labs has leveraged its strengths and established a strong foothold in the industry. It has formed strategic business partnerships that have enabled it to grow rapidly in certain markets, like its partnership with Hamburg-based HBT (http://www.hbt.de), a renowned software company in Germany.

It is the first software development company to penetrate into the Chinese Medical Industry, making two notable innovations during the course of 2 years.

A project based on automating subsidies and insurance in the European Medical Market has garnered praise from clients.

Continuing innovation, unique client solutions and delivery effectiveness in all areas of high-end technology operations are fuelling their leadership in the industry.

GOALS

Alegra Labs aims to support organisations as they reimagine and reposition their businesses and make them future-ready. Its focus is on small and large-scale business firms that require software development, implementation, and consultation support from a professional firm.

Geographically, it aims to build on its already established client relationships in the Chinese, German, Australian, Canadian, and Middle Eastern markets and use these as launch pads for further expansion into newer markets.

Upcoming SaaS product launches include:

- *A B2B Marketplace that will cater, to begin with, to the Pharmaceuticals, Grocery, and Garments industries.*
- *A Real Estate-focussed SaaS product for the Indian and the UAE markets that will enable people to manage all aspects with ease.*

Meanwhile, their office and employee expansion will continue apace.

FINANCIAL PLAN

Financial prudence underpins the success of **Alegra Labs** and is a source of comfort to first-time clients.

As a sole proprietorship company with zero debt on its books, **Alegra Labs** has complete control over the deployment of its financial resources. As a forward-looking entity, it continues to invest in its people resources as well as technology innovations.

Robust growth is forecast in some of its major areas of operation:

- *The Artificial Intelligence market is forecast to scale at 42.3% annually.*
- *With 60% of German reported to try homeopathic medicine, demand for homeopathic treatments is expected to be ever-increasing,*

These can be expected to have a positive rub-off on the demand for the solutions of **Alegra Labs** as well as its financial fortunes.

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CONCLUSION

Alegra Labs represents the best of German quality and precision combined with Indian software skills and talent pool, transforming cognitive models into artificial intelligent systems through innovation and expertise in cutting-edge technologies such as Data Science, Artificial Intelligence, and Web Applications.

We invite you to partner with **Alegra Labs** and benefit from its model of excellence in custom software development.

Options of a financial partnership are also available.

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