

Engineering Software & AI Systems That Run Real Business Operations

AI-driven product engineering, system integration, and cloud modernization, built for reliability, control, and scale.



Belinnov Solutions Pvt. Ltd.
India | UK | Canada

About Belinnov

Engineering-led software partner for scalable, secure and AI-ready business system

Belinnov Solutions is a founder-led software engineering company based in New Delhi, India, with **more than 10 years of delivery experience.**

We help businesses design, modernize and operate reliable digital platforms across **web, cloud, mobile, enterprise systems and applied AI.**

Our strength lies in combining product engineering mindset, delivery discipline and long-term ownership — working as a **technology partner rather than a traditional outsourcing vendor.**

AT A GLANCE

10+	Years of delivery experience
~50	Engineers & Consultants
~15	Clients served
~50	Projects delivered
4	ISO certifications

Vision & Mission

Our guiding direction and purpose



Vision

To become a trusted global partner in enabling inclusive, responsible and sustainable growth for businesses and communities.



Mission

To create lasting value by bringing together people, ideas and technology in ways that help organizations move forward with clarity, confidence and purpose.



WHAT WE BELIEVE

We believe growth should not be one-sided. It should create value for clients, employees, partners and the wider ecosystem we operate in.



What We Do

Engineering Systems That Power Real-World Operations



Product Engineering

Full lifecycle product development — discovery to deployment to scale. End-to-end ownership.

CORE



Commerce & EPOS Platforms

Restaurant Management, EPOS systems, and e-commerce products. Built on real operations, not theory.

CORE



Legacy Modernization

Re-platforming, cloud migration, and breaking monoliths into modern, scalable architectures.

CORE



Cloud & Infrastructure

Azure, AWS and GCP delivery. DevOps, infrastructure-as-code, performance and cost engineering.

CORE



Managed Services & Staff Aug

Dedicated extended teams on T&M or fixed monthly. Embedded as part of your engineering org.

CORE



AI Products & Agents

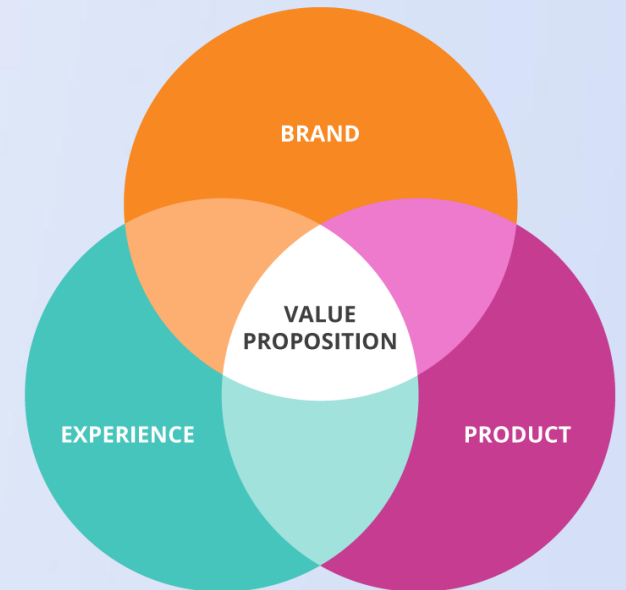
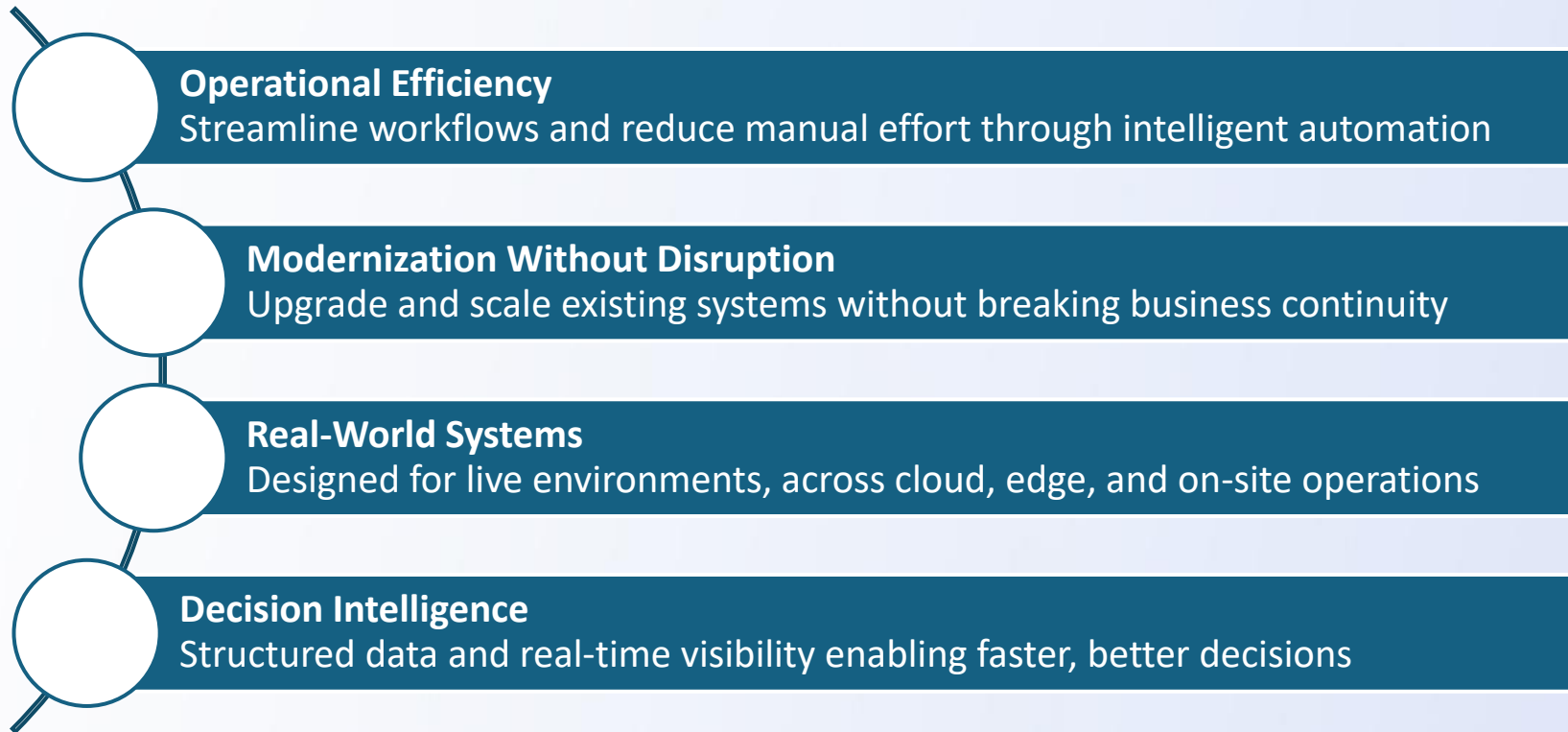
AI-based QC for garments (live), conversational AI agents, and OpenAI / Azure OpenAI integrations.

EMERGING

We build, modernize, and run systems that businesses depend on every day.

Our Core Value Proposition

From Fragmented Systems to Structured, Intelligent Operations



We turn complex systems into reliable, intelligent operational engines.

Certifications & Memberships

Quality, security, and process — formalized.

CERTIFIED	CERTIFIED	CERTIFIED	CERTIFIED
			
ISO 9001	ISO 14001	ISO 20000	ISO 27001
Quality Management Systems	Environmental Management	IT Service Management	Information Security Management

MEMBERSHIPS & REGISTRATIONS

Nasscom Member

Startup India Recognized

MSME Registered

Trust, Continuity and Delivery Confidence

How Belinnov makes international collaboration predictable, transparent and low-risk.

INTERNATIONAL DELIVERY MODEL

Founder-led • Structured • Practical



Quality & Delivery Discipline

Documented processes, structured reviews and production-focused engineering practices before client delivery.



IP & Data Protection

Mutual NDAs, clear ownership terms, controlled access practices and deployment in the client's preferred cloud region.



Communication Rhythm

Clear meeting cadence, written updates, overlap hours and named points of accountability throughout the engagement.



Continuity & Ownership

Founder-led involvement, stable senior engineering oversight and structured knowledge management reduce delivery dependency risks.



Cultural Fit & Transparency

Direct, realistic communication. We do not over-promise, and we escalate risks early when clarity is needed.

Our goal is to operate as a dependable technology partner — transparent in communication, disciplined in delivery and practical in execution.

What We Offer — Products & Services

We combine owned IP products with product-engineering services — one technology partner, not a project-by-project vendor.

Proprietary Products

IP owned by Belinnov · cross-sellable product line

LEAD GERMANY OFFERING

Garment / Visual QA Platform

Computer vision-based quality inspection for manufacturing.

COMMERCE PLATFORM

Commerza

Multi-tenant B2B/B2C e-commerce; live German apparel deployment.

RESTAURANT PLATFORM

Sordiz

Decade-long domain maturity; certified payments; North America deployments.

SINGLE
TECHNOLOGY
PARTNER

Engineering Services

Dedicated product teams · modernization · integration

MANAGED SQUADS

Product engineering & managed development

Embedded or dedicated teams extending the client's technology function.

PLATFORM BUILD

Custom platform development

Architecture, multi-tenant SaaS and systems integration (.NET, PostgreSQL, React).

MODERNIZATION

Legacy modernization

Re-platform aging systems into current, maintainable architectures.

Partner advantage: owned IP lets us combine capabilities — e.g., embed QA into production systems, or pair e-commerce and inspection data on one platform.

Where We Focus — Target Industries

We lead with sectors where we already have proven delivery, and extend selectively as we build local footing.

PRIMARY VERTICAL — GERMAN BEACHHEAD

Manufacturing Quality & Traceability

FOCUS

Textile/apparel and light manufacturing producers needing visual QA, inspection digitization and process traceability.

PROOF POINT

Live production deployment with a German apparel client via Commerza; purpose-built computer vision QA product for garment inspection.

WHY NOW

Strong Mittelstand fit: precision, process discipline and measurable quality outcomes — not AI hype.

Lead conversation: reduce inspection variance, structure QA data, and improve production traceability.

SECONDARY VERTICALS — PLATFORM & OPERATIONS DEPTH

E-COMMERCE / B2B-B2C PLATFORMS

Digital commerce beyond the factory floor

Multi-tenant commerce architecture; live German deployment; B2B/B2C order, catalog and workflow depth.

HOSPITALITY / RESTAURANT TECHNOLOGY

Operations platforms with payments depth

Decade-long restaurant domain maturity; certified payment integrations; active deployments in North America.

Expansion approach

Anchor in Manufacturing QA → extend into digital commerce and operations when client needs naturally expand.

Who We Engage — Target Roles by Organization Size

Our engagement model adapts to how decisions actually get made — from owner-led Mittelstand firms to multi-site enterprises.

Small & Owner-Led Organizations

< 200 employees · founder / owner-led decision path

Decision is concentrated. We engage the business owner first and bring production leadership in for practical validation.

PRIMARY

CEO / Managing Director

Geschäftsführer · decision-maker and budget owner



VALIDATION

Head of Production / Technical Director

Confirms process fit, site constraints and feasibility

Typical entry point: direct business conversation backed by a practical production walk-through.

Mid-to-Large Organizations

200+ employees · multi-site / layered decision path

Pain, technical confidence and scale-up approval usually sit with different stakeholders. We sequence the engagement accordingly.

1

PAIN OWNERS

QA / Production / Operations

Pain owner and budget influencer

2

GATEKEEPER

CTO / Digitalization / IT

Architecture, security and integration fit

3

SPONSOR

CEO / Business Unit Head

Scale-up and multi-site adoption sign-off

Practical takeaway: start with the pain owner, validate technically, then bring in the executive sponsor for scale.

How We Work

A structured delivery rhythm with clear ownership, written updates and no surprises.



OUR DELIVERY COMMITMENT

Weekly written progress reports • Documented decisions • Named owner for every workstream

AI Dining Flow Optimization

Optimizing restaurant operations with AI-assisted workflow intelligence

A multi-location dining business was facing inefficiencies across order flow, kitchen coordination and service time.

1

CHALLENGE

Operational friction

- Delays in order processing and fulfilment
- Limited visibility between front-end and kitchen operations
- Inconsistent customer experience during peak hours

2

SOLUTION

AI-assisted flow control

- Designed an AI-powered workflow system to optimize order routing
- Connected front-of-house and kitchen systems for real-time coordination
- Enabled dynamic prioritization by load, timing and resource availability

3

IMPACT

Faster service rhythm

- Reduced service delays and improved operational efficiency
- Improved coordination across teams and systems
- Enhanced customer experience during high-demand periods

AI applied where it matters: inside live operational workflows.

Banking Platform Modernization

Transforming legacy banking systems into scalable platforms

A financial services organization needed to move beyond outdated infrastructure with limited scalability and flexibility.

1

CHALLENGE

Legacy constraints

- Legacy systems restricting performance and integration
- High maintenance overhead with limited agility
- Difficulty supporting modern digital services

2

SOLUTION

Cloud-ready architecture

- Re-architected systems into a modern, cloud-based platform
- Enabled modular and scalable architecture for future expansion
- Integrated with existing systems while minimizing disruption

3

IMPACT

Reliable growth layer

- Improved system performance and scalability
- Reduced operational complexity and maintenance effort
- Enabled faster rollout of new services and features

Modern infrastructure that supports growth, innovation and reliability.

AI Agents & Automation

Enhancing operations with AI-driven automation

An enterprise wanted to improve efficiency in repetitive processes and decision-making workflows.

1

CHALLENGE

Manual process load

- High dependency on manual processes
- Slow turnaround times and operational bottlenecks
- Inconsistent decision-making across workflows

2

SOLUTION

Embedded AI agents

- Developed AI-driven agents for task automation and decision support
- Integrated automation into existing systems and workflows
- Enabled real-time responses and intelligent process handling

3

IMPACT

Automation at scale

- Reduced manual effort and improved process efficiency
- Faster turnaround with more consistent outcomes
- Scalable automation across multiple workflows

Automation that scales with operations, not just isolated tasks.

How We Engage

Flexible models — we adapt to how you want to work.



Fixed-Price Project

Defined scope, fixed timeline and cost. Best when requirements are clear and outcomes well-understood.

Best fit: new product builds, modernization with clear scope



Time & Materials

Pay for what you use. Best when scope is evolving and you want flexibility to pivot.

Best fit: discovery phases, exploratory builds, ongoing enhancements



Dedicated Team / Staff Aug

Embedded engineers reporting into your org, on monthly retainer. Time-zone-aligned.

Best fit: long-term capacity building, extension of your engineering team



Managed Services

We own the platform and its operations end-to-end — build, run, and support.

Best fit: live products needing ongoing engineering + SLA-backed support

Why Belinnov

Founder-led. Process-driven. Practical in delivery.

01 Founder-Led Accountability

Direct ownership from engagement discussion to delivery oversight.

02 Practical Engineering Mindset

We focus on systems that can be built, deployed, maintained and improved over time.

03 Production-Oriented Delivery

Experience in building and supporting live business-critical platforms, not only prototypes.

04 Certified & Process-Driven

ISO-certified organization with documented quality, security and delivery practices.

05 International Collaboration Ready

Experience working with clients and partners across India, UK, Canada and Europe-aligned contexts.

Reliable execution · Transparent communication · Long-term continuity

Let's build something that runs in production.

Tell us about your problem. We'll come back with an honest take on whether we're the right fit and how we'd approach it.



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Indicative Commercials

Ballpark ranges only. Final pricing depends on scope, team mix, and engagement length.

ENGAGEMENT MODEL	TYPICAL ENGAGEMENT	INDICATIVE RANGE	BEST FOR
Fixed-Price Project	3–9 months 4–8 engineers	€ 40K – 200K+	<i>New product builds, modernization with clear scope</i>
Time & Materials	Variable 2–6 engineers	€ 20 – 50 / hour	<i>Evolving scope, exploratory builds, enhancements</i>
Dedicated Team	6+ months 1–10 engineers	€ 3K – 8K / month per engineer	<i>Long-term capacity, embedded engineering teams</i>
Managed Services	12+ months Dedicated pod	Monthly retainer from € 10K	<i>Live platforms needing build + run + SLA support</i>

Note: Indicative ranges only, based on typical engagements. Actual pricing depends on team seniority mix, location, technology, timeline pressure, and commercial terms. We share detailed proposals after a scoping conversation.

Data, IP & Security

How we handle your data, your IP, and information security.



NDA-First Engagement

Every prospect and client engagement starts with a mutual NDA. Discovery conversations are protected from the first call.



IP Ownership

For client-funded development, all IP is assigned to the client. No retained rights, no reuse, no ambiguity in contracts.



Information Security

ISO 27001 certified. Access control, encryption at rest and in transit, audit logging, and documented incident response.



Data Residency

We deploy to the client's chosen cloud region. We don't move data across geographies without explicit agreement.



Background-Checked Team

All engineering staff complete background verification. Access to client data is role-based and logged.



Audit & Compliance Support

We support client-side audits, SOC reviews, and compliance attestations. ISO 9001 / 20000 / 27001 / 14001.

Your data and IP are handled with the highest level of security and responsibility — documented, audited, and certified.

Industry & Domain Experience

Software engineering applied across enterprise, operational and customer-facing business environments

Enterprise & Regulated Industries

Banking, insurance and other process-heavy environments where secure platforms, data handling, reporting and workflow modernization are critical.

ENTERPRISE

Banking & insurance experience

Retail, Restaurant & Commerce

EPOS systems, restaurant platforms, e-commerce products, inventory, order management and multi-location transaction workflows.

DEEP

Multiple live systems

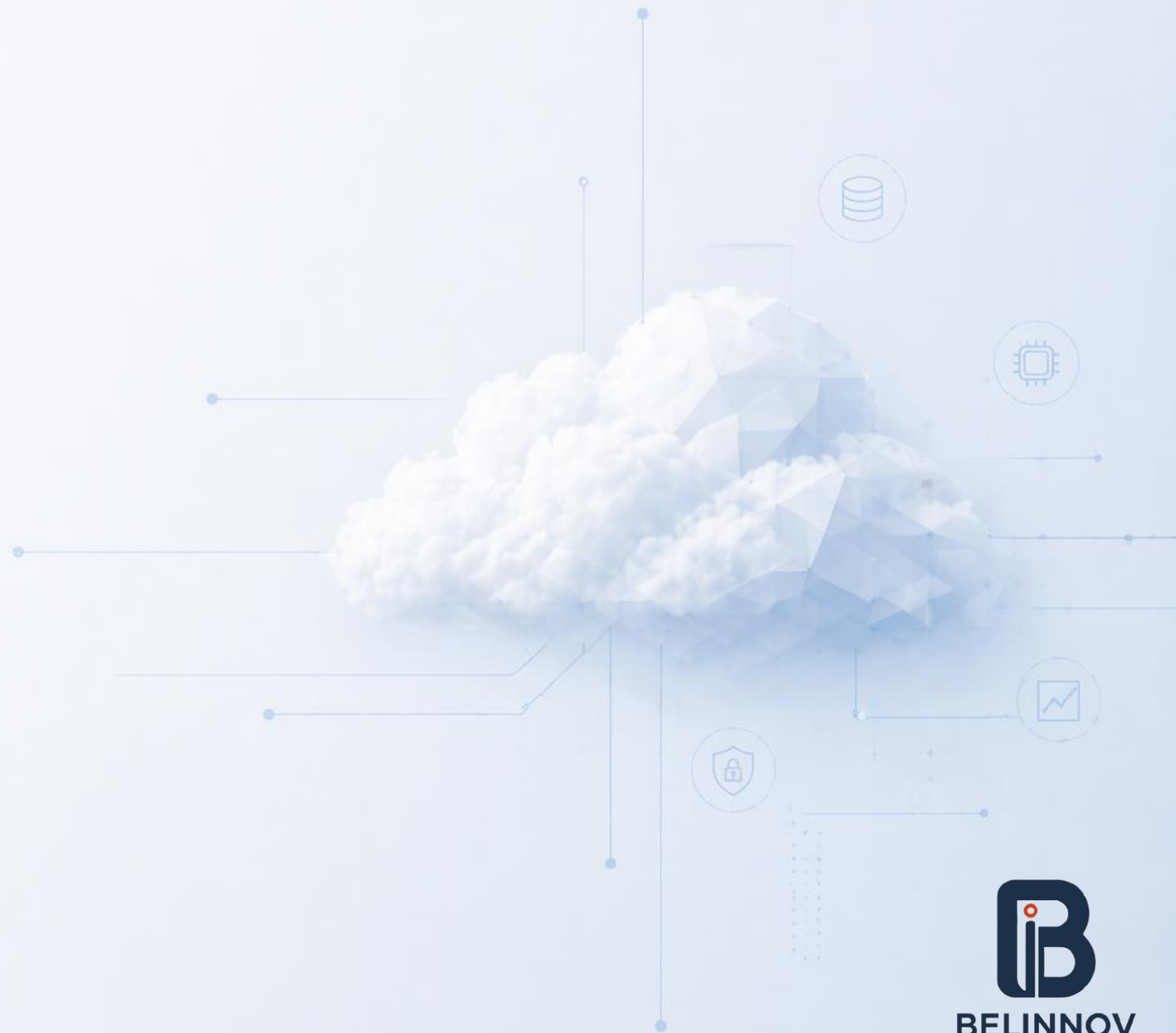
Manufacturing & Industrial Operations

ERP systems, service-center workflows, production support, quality control and applied AI solutions for operational efficiency.

APPLIED

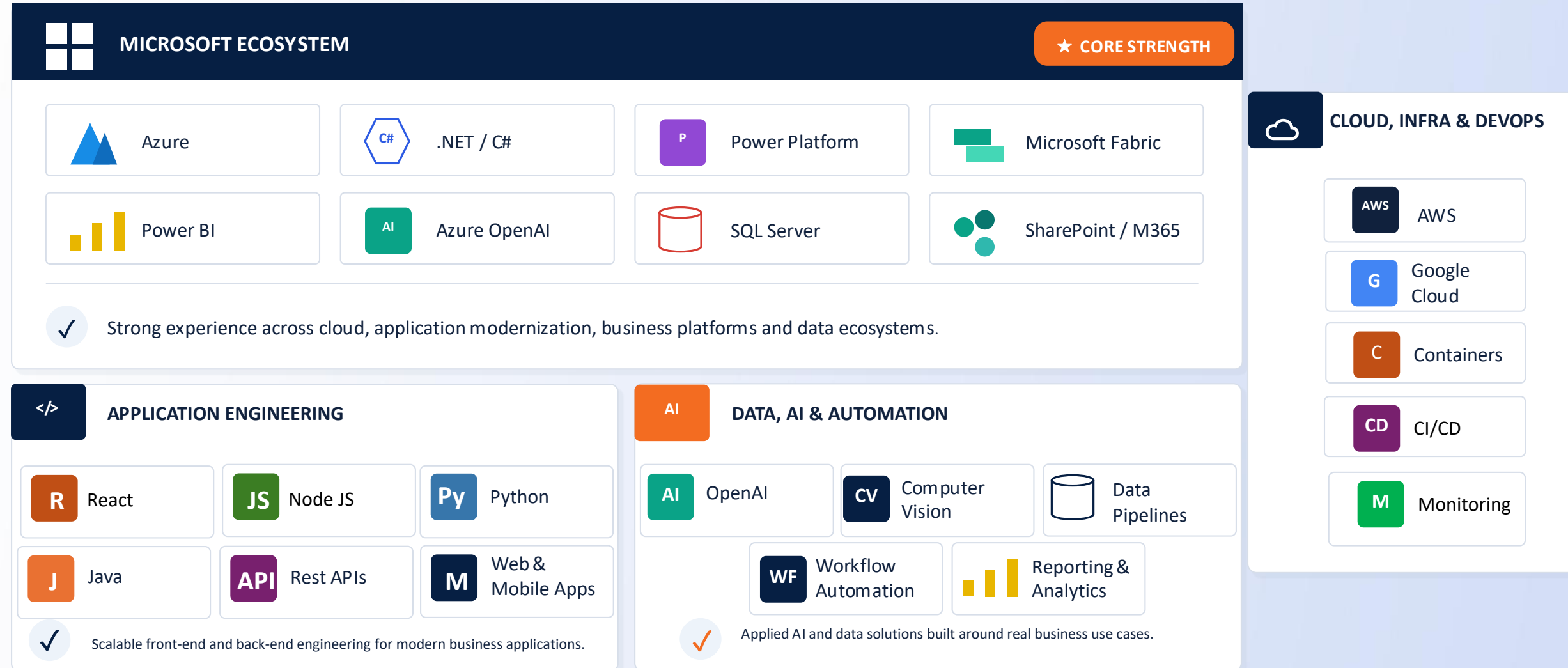
ERP + AI use cases

THANK YOU!



Technology Strengths & Platform Experience

Microsoft led engineering complemented by modern cloud, data , AI and application technologies.



We choose technology based on business fit with Microsoft as a major area of strength.

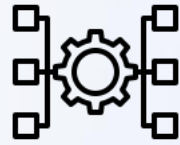
How We Are Different

Built for Production. Designed for Trust.



Beyond Prototypes

We build systems that go live and stay reliable, not proof-of-concepts



Governance by Design

Structured systems with auditability, control, and compliance built in



AI That Works in Operations

Embedded into workflows, not isolated models or dashboards



Engineering Discipline

Strong architecture, modular design, and scalable system thinking



Reliability at Scale

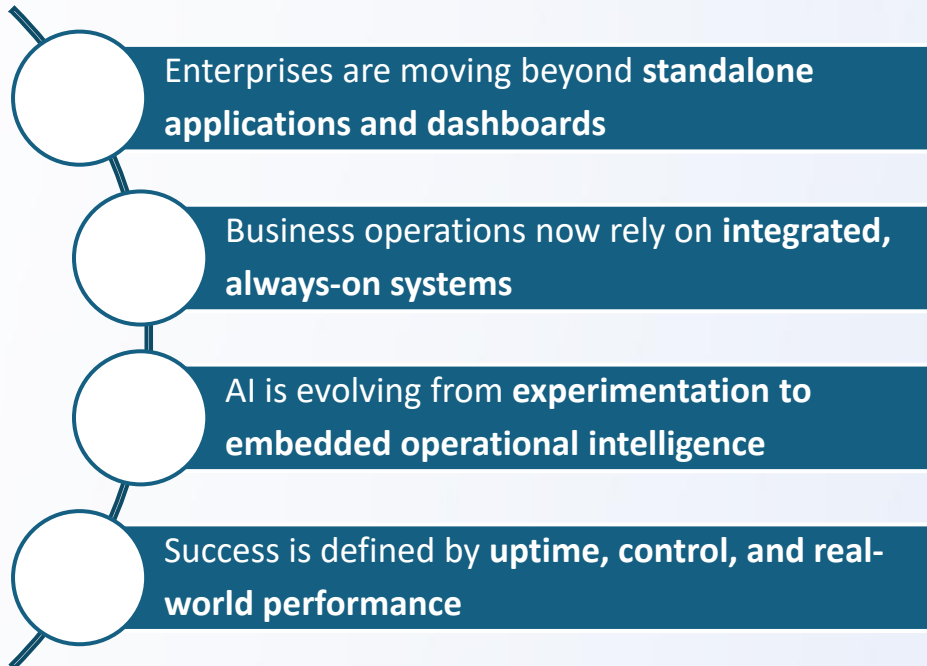
Designed for high-volume, real-time, business-critical environments

Our focus is not just building technology, but making it work, every day, at scale.

The Shift & The Challenge

From Software Tools to Operational Systems — And Why Most Fail

The Shift



The Challenge



Fragmented Ecosystems	Disconnected tools leading to broken workflows
AI as an add-on	Intelligence layered on top, not embedded into operations
Limited control & governance	Black-box systems with low transparency and accountability
Unreliable at scale	Systems that work in demos but fail in real environments

The Belinnov Point of View

Engineering Systems That Work in the Real World



System-led approach

Designing complete, connected systems, not isolated solutions.



Production-first mindset

Built for live environments from day one, not proof-of-concepts.



AI embedded in workflows

Intelligence integrated into day-to-day business operations



Control, governance & reliability by design

Transparent, auditable, and scalable systems

We build systems that don't just support operations; they run them.

AI & Data Systems Built for Real Operations

End-to-end intelligent systems,
not isolated models

AI-powered automation
embedded into workflows

Data pipelines, warehousing &
real-time analytics

Designed for **accuracy,**
scalability & operational control

What This Enables

Intelligent
workflows

Operational
visibility

Faster, data-
driven decisions

From data to decisions, engineered as a single, integrated system.

Product Engineering for Real-World Use

End-to-end **product engineering**, from concept to deployment

Designed for performance, scalability, and long-term reliability

Built to support **complex workflows and real business operations**

Integrated with **AI, data systems, and enterprise platforms**

Key Capabilities

- **Web & Mobile engineering** for real-world usage
- **Enterprise-grade applications** for complex workflows
- **Architecture-first system design**
- **AI-native product development** with intelligence built-in

We engineer products for performance, security, and future-readiness.

Scalable Infrastructure for Modern Digital Systems

Designing and managing **cloud-native and hybrid infrastructures**

Built for **high availability, performance, and scalability**

Supporting **AI systems, enterprise applications, and transaction platforms**

Ensuring **secure, resilient, and cost-efficient operations**

Key Capabilities

Microsoft & Azure Engineering

Cloud & DevOps Engineering

Large-Scale Cloud Modernization

Data Migration & System Transformation

Infrastructure that scales with your business, reliably and securely.

Case Studies

AI Dining Flow Optimization

Reduced delays, improved coordination, better peak-hour performance

Banking Platform Modernization

Cloud-based architecture, improved scalability, faster rollout of services

AI Agents & Automation

Reduced manual effort, faster turnaround, consistent decision-making