

# exelia technologies

helping businesses move forward...

Quality. Innovation. Impact.

exelia

## who we are

Exelia Technologies, a custom software development house, is committed to delivering innovative business enabling solutions;

- ensuring cost effective results and specializing in AI, Blockchain, real-time cloud-based dashboard solutions, ERP systems, data mining solutions, mobile apps with vast experience and expertise in native and cross platform development.
- Consulting services in both business and technology fields are also offered, encapsulating the total solution offering as a package and our goal is to build sustainable long-term partnerships with our clients thereby being viewed as an extension of their teams.

# timeline

## Mobile Apps

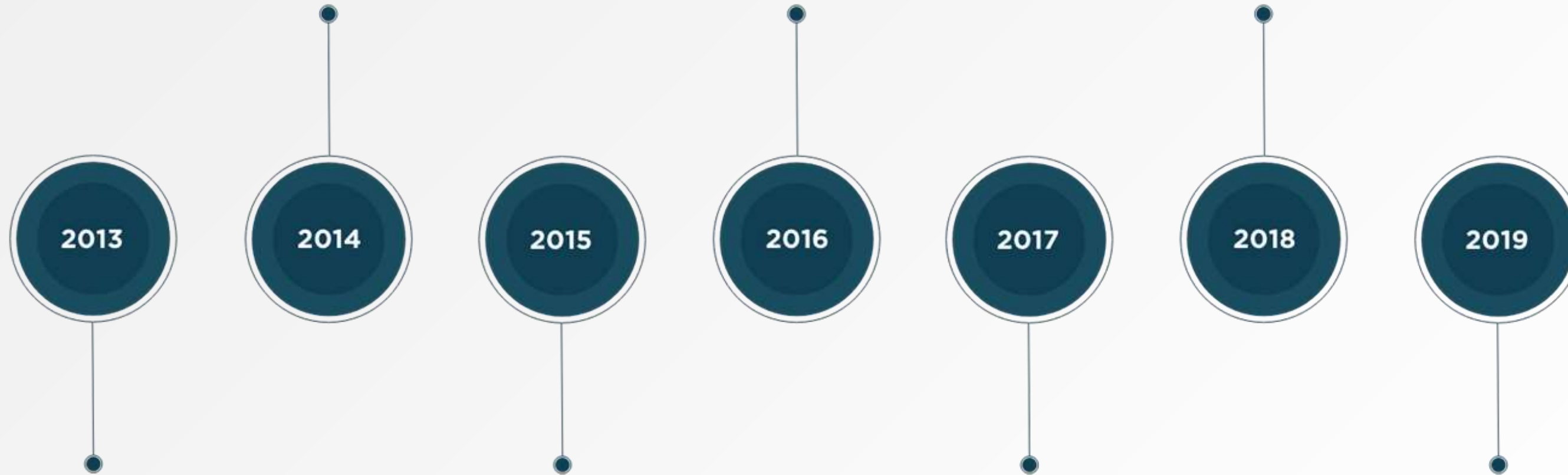
Apple introduces Swift and Exelia quickly gains domain expertise. Crossing the two-digit numbers in both number of mobile app projects and team with mastery in mobile apps and scalable systems.

## Cloud Solutions

With the industry demand of scalable solutions that meet a viral market growth, Exelia specialises in horizontally scaling systems and increases expertise in cloud solutions, NoSQL systems and graph database systems while also establishing developer

## Blockchain

The teams continue to grow in all three countries and with the industry pushing for blockchain systems, Exelia enters gains expertise in smart contracts with Ethereum and implements its first of many blockchain based applications.



2013

2014

2015

2016

2017

2018

2019

### Exelia is Established

Growing rapidly and frequently changing to bigger office spaces, a team with expert software engineers established in Nicosia, Cyprus.

### Complex Real Time

Exelia introduces its own protocol, eμTM© for efficient bandwidth usage in IP based data exchange and implements it in the maritime industry.

A new development office established in Pakistan and domain expertise in real-time solutions at a time that was scarcely found in modern applications.

### Artificial Intelligence

With a new development office in Croatia, the team grows and formulates a department specialising in artificial intelligence (A.I.) with applications using machine learning and custom implementations of specialised algorithms.

### NLP & NLU

The A.I. team grows and expertise in Natural Language Processing (NLP) and Natural Language Understanding (NLU) is gained with projects requiring human interfacing via spoken and written language.

## online shopping overview

- With the recent changes to lifestyle and restricted movements, a need to be able to perform online grocery shopping has grown.
- Cyprus's market in online grocery shopping is very limited, while in other countries such as the UK, it's a well-developed market and a very successful model. Prior to recent events, Tesco for example is pushing their online space hard, making their business online first with more revenue and investments in their online space versus their retail stores.

*tesco.com*

*In the Food & Personal Care market in the United Kingdom, tesco.com is ranked #1 with > US\$2,500m in 2019. Therefore, tesco.com accounts for 25% - 30% of eCommerce net sales in this category. The top stores are tesco.com, ocado.com and asda.com.*

- As such, Exelia has already developed an eCommerce platform as a full solution, that can be customized, configured and deployed within a span of two weeks, with the only work needed the catalogue and payment gateway option. The solution can rival that of well-known online stores such as Tesco, in this very expedited matter of time.

## online shopping key factors

The solution that the shopping experience focuses on the below areas:

- Payment Options  
Information on payment methods provided by the store, i.e. the supported cards, bank transfer, e-wallets, invoice, direct debits, etc. **Exelia can facilitate and integrate the type of payment methods required.**
- Shopping Software  
The online retailer's choice of infrastructure for completing eCommerce purchases. **Exelia can provide the type of commerce platform required.**
- Distribution Channels  
In the retail space in Cyprus, most companies are active in brick & mortar, and not online spaces. A need for at least 1 online space is required, thus **Exelia recommends the direct online web store.**
- Shipping Service Providers  
This is a service that needs to be completed by the company itself, or use the existing delivery services. **If these do not exist, a 3rd party service should be provided to facilitate this process.**
- Social Media Activity  
Activity scores are presented to measure how often the company posts and their audience's reaction on each of their social media pages. This is a vital requirement to push and create knowledge and awareness of the online web store. This is a service that needs to be completed by the company itself, or use the existing activities that exist. **If these do not exist, a 3rd party service should be provided to facilitate this process.**

## **online** shopping solution business requirements

The business requirements and features our solution offers, on a high level, are:

- Responsive mobile webstore
- Upload unlimited number of products
- Product attributes
- Product comparison
- Stock management
- Different prices for different groups of their customers, hide prices for extra valuable items
- Downloadable products
- Return management
- Product tags
- Multiple images per product
- Featured products, sale products or new products
- Bundle (e.g. special offers) and grouped products
- Product specifications
- Security & Compliance
- Access control list on products, categories, and manufacturers
- Import and export
- Bulk editing

**online** shopping solution technical requirements

On a more technical level, the following basics are offered:

- Search engine-friendly
- Sitemap
- Microdata
- Localizable URLs
- Breadcrumbs
- URL Canonicalization
- Google Analytics integration
- Anonymous checkout
- One-page checkout
- Phone order support
- Multilingual and multi-currency support
- PDF order receipts

**online** shopping solution driving more business



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# online shopping solution screenshots

The header features the Exelia logo with the tagline "Quality. Dynamism. Innovation." on the left. A search bar with the placeholder "Search store" and a "Search" button is in the center. On the right, there are icons for user profile, heart, and shopping cart. Below the header is a navigation bar with "US Dollar" on the left, "English" on the right, and menu items: "ALL CATEGORIES", "MANUFACTURERS", "MY ACCOUNT", "BLOG", and "CONTACT US".

The hero banner displays a large image of roasted chicken pieces on a dark surface with a sprig of rosemary. The text "LIQUID FOR CHICKEN" is prominently displayed in white, with the subtitle "The Best General Tso's Chicken" below it. A blue "SHOP NOW" button with a shopping cart icon is positioned on the left side of the banner.

A photograph showing several jars of jam with red and white patterned lids, arranged on a wooden surface. A green left-pointing arrow is visible on the left side of the image.

JAM & SPREADS

A photograph of a white plastic container of Hatsun Ghee with a green lid and a yellow label featuring a woman's face. The brand name "HATSUN" is visible at the top of the label.

GHEE

A photograph of a seafood market counter displaying various fresh seafood items, including shrimp and fish, in metal trays. A green right-pointing arrow is visible on the right side of the image.

MEAT & FISH

A photograph of a large quantity of cooked, orange-colored shrimp in a metal tray. A green right-pointing arrow is visible on the right side of the image.

FROZEN FISH

## NEW PRODUCTS

# online shopping solution screenshots

The screenshot displays the Exelia online shopping interface. At the top left is the Exelia logo with the tagline "Quality. Dynamism. Innovation." Below it, a navigation bar includes "Euro", "ALL CATEGORIES", "MANUFACTURERS", "MY ACCOUNT", "BLOG", "CONTACT US", and "English". A search bar is located at the top right. The main header features a banner image of food and the text "MEAT & FISH" and "Home / Meat & Fish".

On the left side, there are several filter sections:

- PRICE:** A range from 23 \$ to 297 \$ with a slider.
- MANUFACTURERS:** A list of brands with checkboxes and counts:
  - GREEN GROCERY (2)
  - GROCERIES SHOP (2)
  - HORMEL (1)
  - REFRESH FOODS (3)
  - SEASONS (2)
- WEIGHT:** A list of weight options with checkboxes and counts:
  - 1 KG (1)
  - 2 KG (1)
  - 5 KG (1)
- CATEGORIES:** A list of categories with checkboxes:
  - Breakfast
  - Meat & Fish
  - Frozen Fish

The main content area shows a grid of product categories:

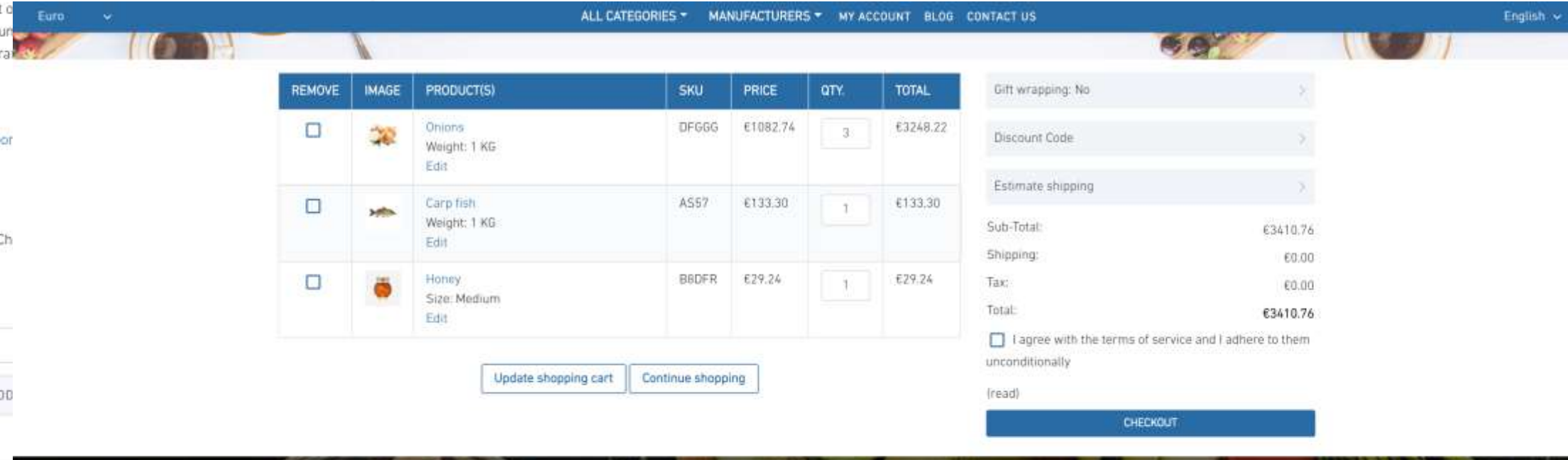
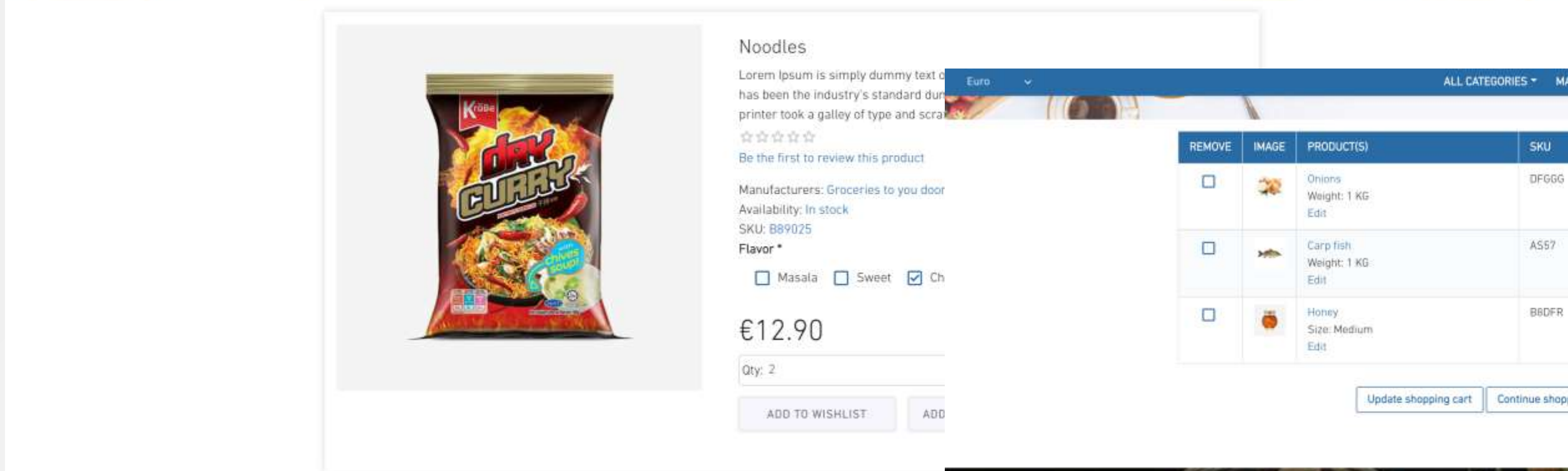
- FROZEN FISH
- DRIED FISH
- FRESH FISH
- MEAT

Below this grid are sorting and display options: "Sort by: Position" and "Display: 6".

The bottom section displays three product cards:

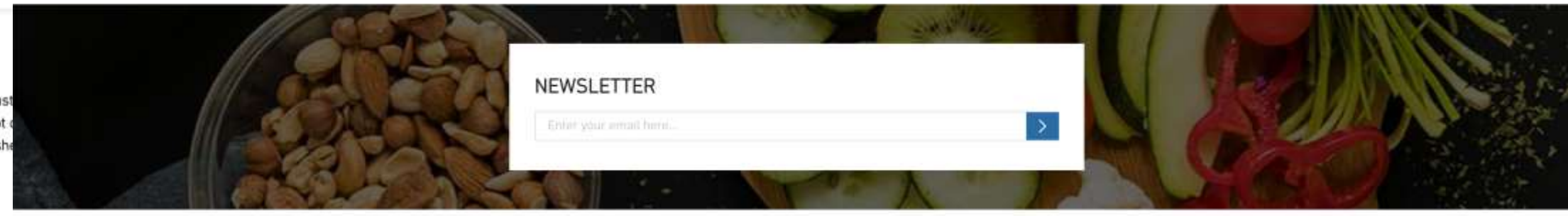
- Carp fish:** Labeled "HOT", priced at €133.30, with a 5-star rating.
- Cereals:** Weetabix box, priced at €73.10, with a 5-star rating.
- Cheese:** Buck's Soap Company soap bars, priced at €30.10, with a 5-star rating.

# online shopping solution screenshots



Overview specification Product Tags

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets of random letters, and recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



**Thank you**