

ARTIFICIAL INTELLIGENCE APPLICATION DEVELOPMENT

Unlocking Your Business Potential with
AI-Powered Automation and Innovation



10+

In the ever-changing landscape of technology, we are on the verge of a new era. An era in which **innovation is no longer an option**, but rather a **requirement**. Paynalli Systems is to take up this charge, providing **businesses** with the boundless potential of **generative AI** and **large language model** technologies (LLMs). Our goal is simple: to expand the capabilities of automation and **transform businesses** across the board.

Our commitment to innovation and excellence is demonstrated by the real-world impact we've had on a wide range of clients. We are proud that our solutions have made an indelible imprint on more than ten clients across four important sectors: **medical** services, **marketing and advertising**, **legal** services, and **customer support**.



OUR ROLE

As your dedicated partner in this journey, we are committed to helping you overcome the most critical challenges in the adoption of large language models and AI application development.

1. Understand your requirements: Assess your current needs and identify opportunities for automating your workflows. We make the complex simple and streamline the development of your application by navigating the complex world of Generative AI

2. Data Quality and Quantity: We transform your data into actionable insights. We assist in sourcing, cleaning, and augmenting your data to ensure it is both abundant and of high quality.

3. Security and Ethical AI Development: We enforce responsible AI practices, ensuring your application complies with ethical guidelines, including fairness, transparency, and accountability. We also implement security practices to protect your business against common cyber attacks: <https://shorturl.at/jLRW3>

4. Optimization and Efficiency: Through fine-tuning and model optimization, we make your AI application more efficient, reducing resource consumption and boosting speed.

5. Time-To-Market and Innovation: We accelerate your journey. By automating workflows with Generative AI, we reduce development timelines, allowing you to stay ahead of the competition and focus on innovation.



TOP 10 SOLUTIONS WE PROVIDE TO OUR CUSTOMERS

1

Personalized Marketing and Advertising

2

Customer Support Chatbots

3

Document Analysis queryable through Chat GPT

4

Recommendation Systems

5

Virtual Assistants with voice recognition and natural language understanding

6

Automated IT Talent Management System and Resume Screening

7

Copywriting Automation

8

Healthcare Diagnostics System

9

Code Generation

10

Automated Social Media Posting



01

VIRTUAL ASSISTANT FOR SOFTWARE DEVELOPMENT

Paynalli Systems developed a virtual assistant to accelerate requirements gathering by extracting actionable items from meeting discussions

THE PROBLEM

Our customer, a top **information technology** consulting company in **Mexico**, faced challenges manually capturing and organizing important details from lengthy and complex **business analysis** discussions, and needed to ensure no actionable task is missed during the meetings with their clients.

Paynalli Systems developed a **virtual assistant** capable to analyze the conversation and accurately **extract actionable tasks** and important details from the meeting. This accelerated the requirement gathering process for our client during business analysis meeting with their clients.

Here are some of the benefits of our virtual assistant for software development:

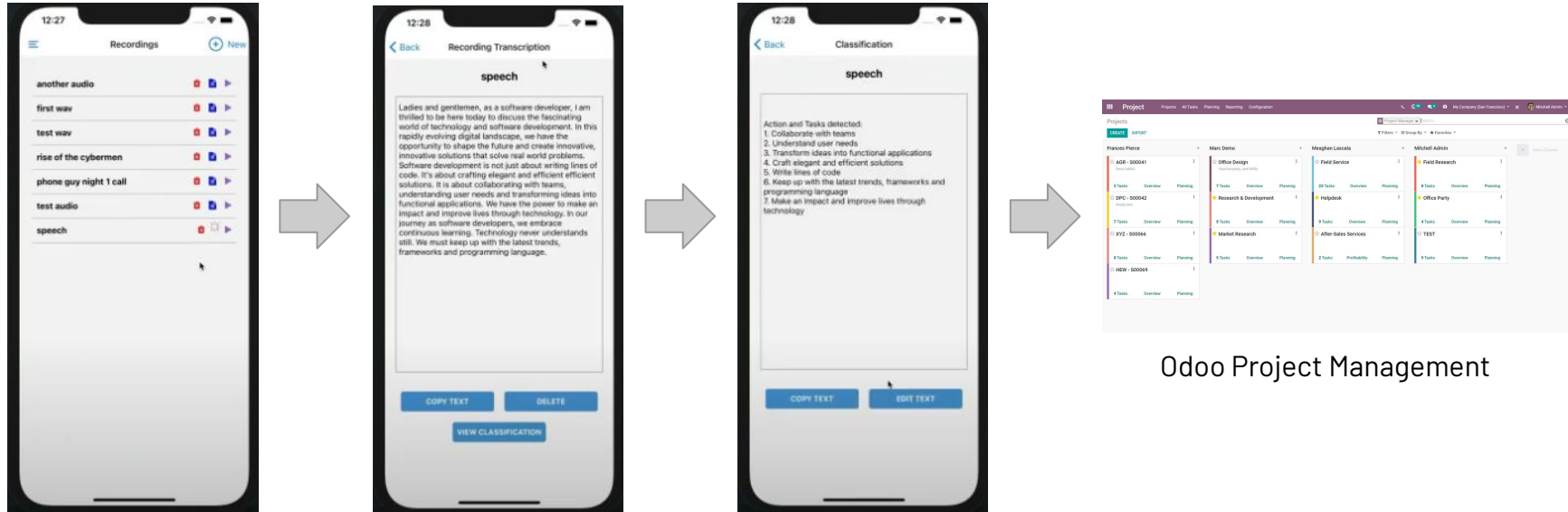
Improved Decision-Making: The tool's ability to organize and present information in a structured manner enhances decision-making by providing clear insights and action points.

Reduced Workload: Team members are relieved of the burdensome task of manual note-taking and data organization, leading to improved job satisfaction and reduced workload stress.

Enhanced Collaboration: It facilitates better communication by providing a centralized and easily accessible record of meeting outcomes, promoting collaboration and alignment among team members

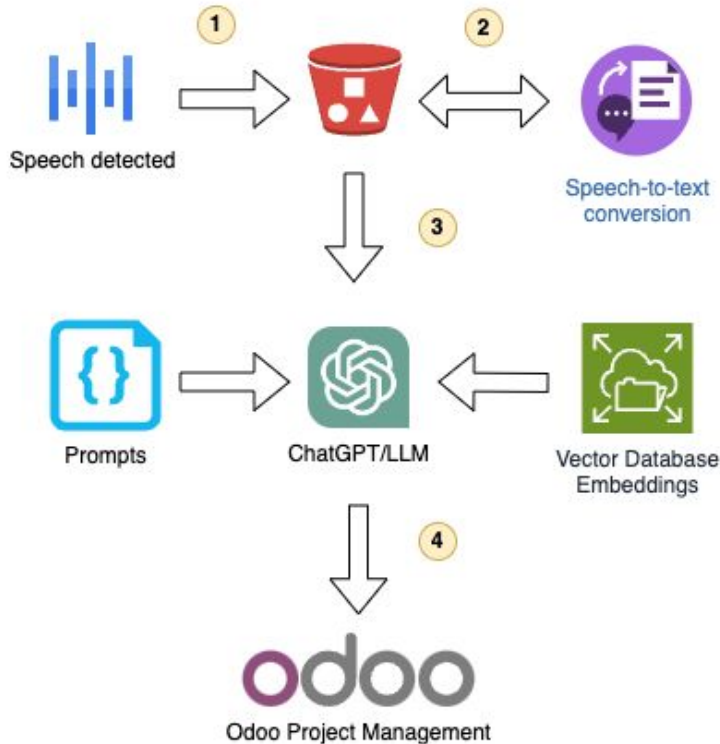
OUR SOLUTION

Our **virtual assistant** captures a requirements gathering sessions, transcribes them, and extract actionable tasks which later can be stored in a project management tool via API integration



Odoo Project Management

OUR IMPLEMENTATION



1. Conversation recording: Conversation is captured (with previous consent) and securely stored.

2. Speech-to-Text: Speech to text conversion is performed for future processing. Transcription is securely stored

3. Transcription Processing: Transcription is fed to Paynalli's fine-tuned and embedding enriched LLM for text summarization and actionable items extraction

4. Integration with Odoo: once actionable task are identified, are automatically uploaded into Odoo Project Management module



02

XANOOM.AI RESUME BUILDER

The smartest resume builder,
proficient in producing
professional resumes based on
your individual career narrative.

THE PROBLEM

Writing an effective **resume** can be challenging for both **new graduates** and **experienced professionals**. The difficulties they face are often rooted in the following factors:

- 1. Lack of Experience:** New graduates typically have limited work experience, making it difficult to showcase relevant qualifications and skills. They may struggle to identify relevant experiences and achievements to include.
- 2. Information Overload:** On the contrary, experienced professionals may have a wealth of experience, but they struggle to condense it into a concise and impactful resume.
- 3. Changing Career Paths:** Career transitions or changes can introduce uncertainty and complexity into resume writing. Professionals may find it challenging to align their past experiences with their new career goals.
- 4. Evolving Resume Standards:** Resume writing standards evolve over time. Both new graduates and experienced professionals might be unfamiliar with current best practices, which can make their resumes seem outdated.
- 5. Tailoring for Specific Roles:** Customizing a resume for a specific job application is essential, but it can be time-consuming and requires a deep understanding of the position's requirements.

OUR SOLUTION

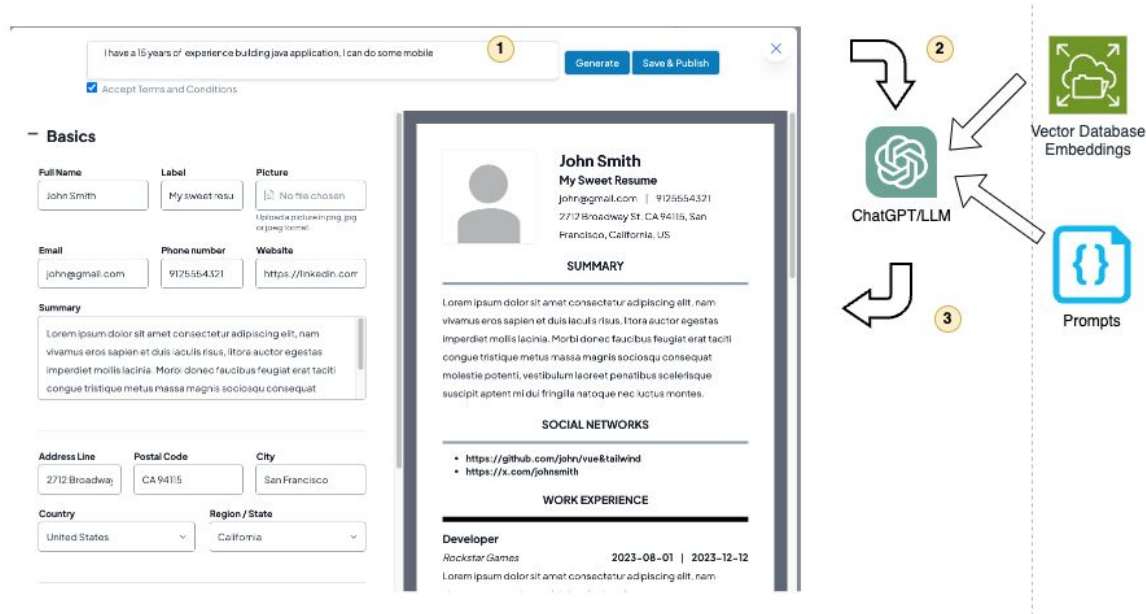
Paynalli Systems created **xanoom.ai** to allow anyone, whether they are **recent graduates** with limited experience or **seasoned professionals**, to create a resume effortlessly; taking the candidate's professional experience expressed in colloquial language to a professionally written resume in seconds.

By employing **prompt engineering** and **customized large language models**, we addressed the most common difficulties encountered when writing a resume:

1. **Highlighting Relevant Experience:** Our **xanoom.ai** automatically identifies a candidate's relevant skills and aligns them with an specific role by analyzing the context of the job description. This helps new graduates to highlight skills needed and even seasoned professionals with a wealth of experience can benefit from **xanoom.ai** as it condenses all this experience into a concise and impactful resume.
2. **Language Enhancement:** Xanoom.ai enhances the language and structure of resumes, ensuring they are clear, concise, and compelling.
3. **Resume Template Standards:** Xanoom.ai uses resume JSON schema as the standard to represent resumes in a structured fashion. It includes a set of resume templates, allowing candidates to create a resume effortlessly.

OUR IMPLEMENTATION

1. Candidates describe professional experience in their own words
2. Xanoom.ai analyzes skill set, summarizes and categorizes the profile based on context
3. A resume is generated and formatted according to best practices





03

MARKEETO.AI

MARKETING TOOL

Unlock the power of personalized cold outreach with AI. Markeeto.ai uses Generative AI to identify buyer personas from LinkedIn and seamlessly match them with the most relevant service offerings

THE PROBLEM

Marketing teams using traditional cold outreach systems often struggle with the accurate identification of prospects. Identifying the right buyer persona involves a significant amount of manual work, research, and data analysis, which can be time-consuming and prone to errors. The challenges include:

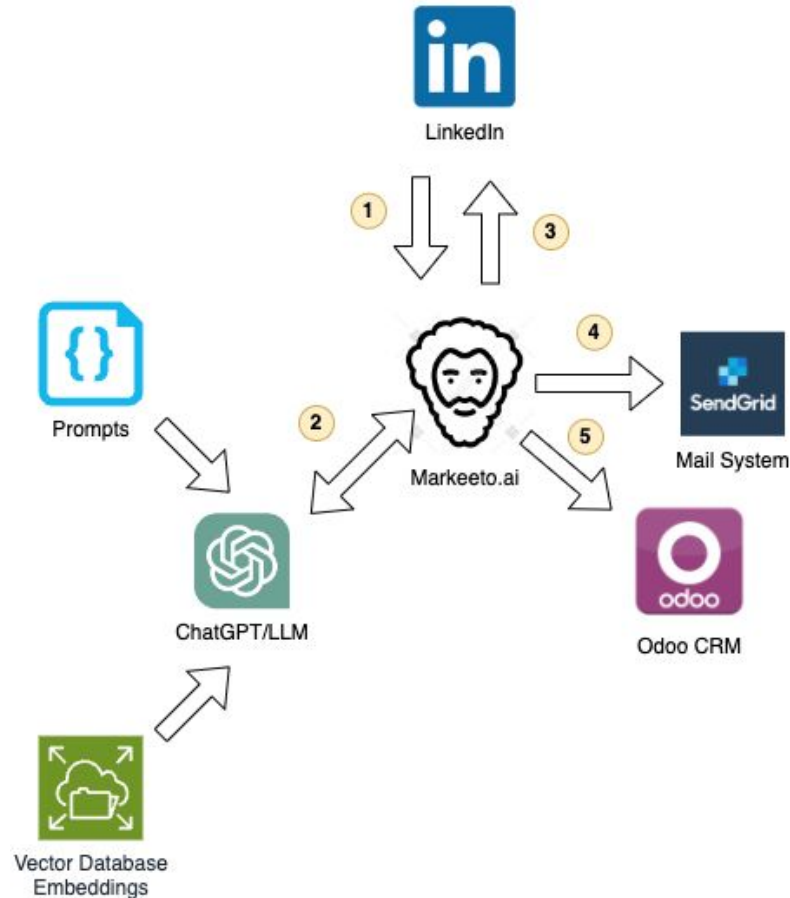
1. **Time-Consuming Research:** Traditional systems require your team to manually research and analyze each LinkedIn profile, often sifting through a vast amount of data to understand the prospect's preferences and needs.
2. **Mismatched Service Offerings:** Incorrectly identifying the buyer persona can lead to mismatched service offerings, resulting in ineffective outreach and missed opportunities.
3. **Generic Outreach:** Inaccurate targeting leads to generic, one-size-fits-all outreach messages, which are far less effective in engaging prospects.
4. **Resource-Intensive:** The manual nature of traditional systems demands significant time and resources, which can limit your outreach scalability.
5. **Human Errors:** Manual processes are susceptible to human errors, which can result in lost leads and a less-than-optimal return on investment.

OUR SOLUTION

By automating the prospect identification and personalized outreach process with Generative AI, **markeeto.ai** offers a multitude of benefits:

1. **Pinpoint Accuracy:** The Generative AI in **markeeto.ai** accurately identifies the buyer persona from LinkedIn profiles, ensuring that your outreach is precisely targeted.
2. **Efficiency and Scalability:** Automation reduces the time and resources needed for prospect identification, allowing you to scale your outreach efforts without increasing your workload.
3. **Customization:** Personalized marketing emails are automatically generated, tailored to the specific needs and interests of each prospect. This enhances engagement and response rates.
4. **Minimized Errors:** Automation reduces the risk of human errors, ensuring that your outreach is consistently accurate and effective.
5. **Improved Lead Conversion:** Accurate prospect identification and tailored outreach messages increase the likelihood of converting leads into clients.

OUR IMPLEMENTATION



1. Ingest prospect data from **linkedin** into **markeeto.ai**.
2. Analyze prospect data, identify the buyer persona, match it with a suitable service offering and generate **linkedin** messages and mail messages.
3. Send custom **linkedin** messages to prospect
4. Send custom email messages to customer using **sendgrid**
5. Update CRM with prospect data to keep track of follow ups and meetings



04

CUSTOMER SUPPORT

JIRA PLUG-IN

Our innovative solution combined the power of Jira ticketing system with Azure Chat-GPT to improve customer support efficiency for our client

THE PROBLEM

Traditional customer support systems often struggle with providing swift and precise responses to customer queries and issues. Agents often find themselves sifting through extensive **standard operating procedures** (SOPs) to deliver **accurate information**, leading to delays, errors, and inefficiencies. This can result in frustrated customers, reduced productivity, and increased support costs.

Our client, faced the following issues while using Jira as ticket systems for their technical support department:

- 1. Complexity and Learning Curve.** Ticketing systems can be difficult to use and have a steep learning curve. Given the scale and complexity of the know-how necessary to provide technical support, our client found scaling the customer support team difficult.
- 2. Data Overload.** Our customer struggled to manage and make sense of the large amounts of data and the complexity of standard operating procedures, resulting in information overload and trouble extracting relevant insights.
- 3. Delays in Customer Service.** Customers of our clients were dissatisfied with ticket response times, and customer service representatives were overworked.

OUR SOLUTION

Paynalli Systems provided a solution integrating **Azure ChatGPT** to the existing **Jira workflows** by developing custom extension using **Jira's Forge Framework**. This enabled technical support representatives to handle **10 times** as many tickets per hour than they could previously.

By partnering with Paynalli Systems our client streamlined and improved technical support practices and reduced costs, simplifying learning curves, conquering data overload, and eradicating the delays in customer service

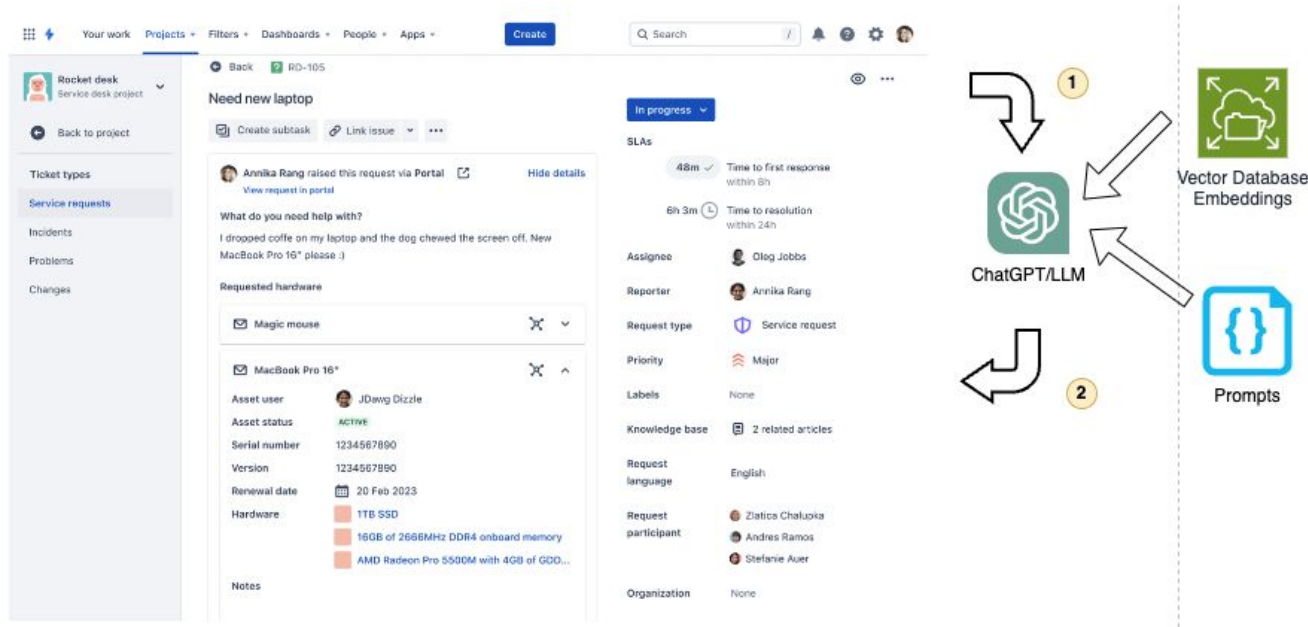
1. Increased team scalability. By automating the technical support ticket response, make it easier for the team to scale

2. SOPs Queriability. The solution not only generated a ticket response that could be vetted out by the technical support representative, but also make it easy to transfer knowledge to new team members by asking questions rather memorizing massive standard operating procedures.

3. Speedier Technical Support. Our client's customers were delighted with the new response time. When a customer opens a ticket, our system instantly accesses the relevant standard operating procedures and uses AI to generate coherent and rapid responses.

OUR IMPLEMENTATION

1. A user open a ticket in jira service management and markeeto.ai plugin generates a suitable response
2. The technical representative reviews and vets out the generated response and approved. This dramatically reduces the response time to the end user



Thank You!



¿ Do you have any question?

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