



**Balihans**

# POWERING THE FUTURE OF BUSINESS

S O F T W A R E  
D E V E L O P M E N T  
S O L U T I O N S

Balihans is a leading global provider of digital transformation, consulting, and business solutions. We enable enterprises worldwide to leverage technology to achieve operational excellence, enhance customer experiences, and drive innovation.

**NEXT**





## About Us

With a strong focus on innovation and customer-centricity, we deliver cutting-edge solutions across a wide range of industries, including IT consulting, digital transformation, cybersecurity, cloud computing, and data analytics. Our team of highly skilled professionals is committed to empowering businesses with the tools and expertise they need to succeed in today's rapidly evolving digital landscape.



Presence in 3 Continents  
50+ Customers Served  
350+ Consultants  
28 Partner Ecosystem  
600+ Projects Delivered

**NEXT**



# Software Development Portfolio

## Our services

Advisory & consulting

Software Design & Development

Manual & Automated Testing

API & Integration

DevOps & FinOps

Managed Services

## Indutries

Banking & Financial Services

Energy, Resources & Utilities

High-Tech

Insurance

Media & Entertainment

Communications & Information Services

Healthcare & Life Sciences

Hospitality

Manufacturing

Professional Services

Retail & Consumer Goods

Travel & Logistics

NEXT





# Unique Value Proposition

## End-to-End Partnership

We are a single vendor handling the full software lifecycle: from Architecture & Strategy through Development, Testing, DevOps, and Support.

## Technology-Agnostic Expertise

Proficiency in multiple core stacks (Python, Java, JavaScript) and all major cloud platforms (AWS, Azure, GCP).

## Continuous Delivery Focus

Capabilities centered around CI/CD and DevOps principles.

## Customer Benefit

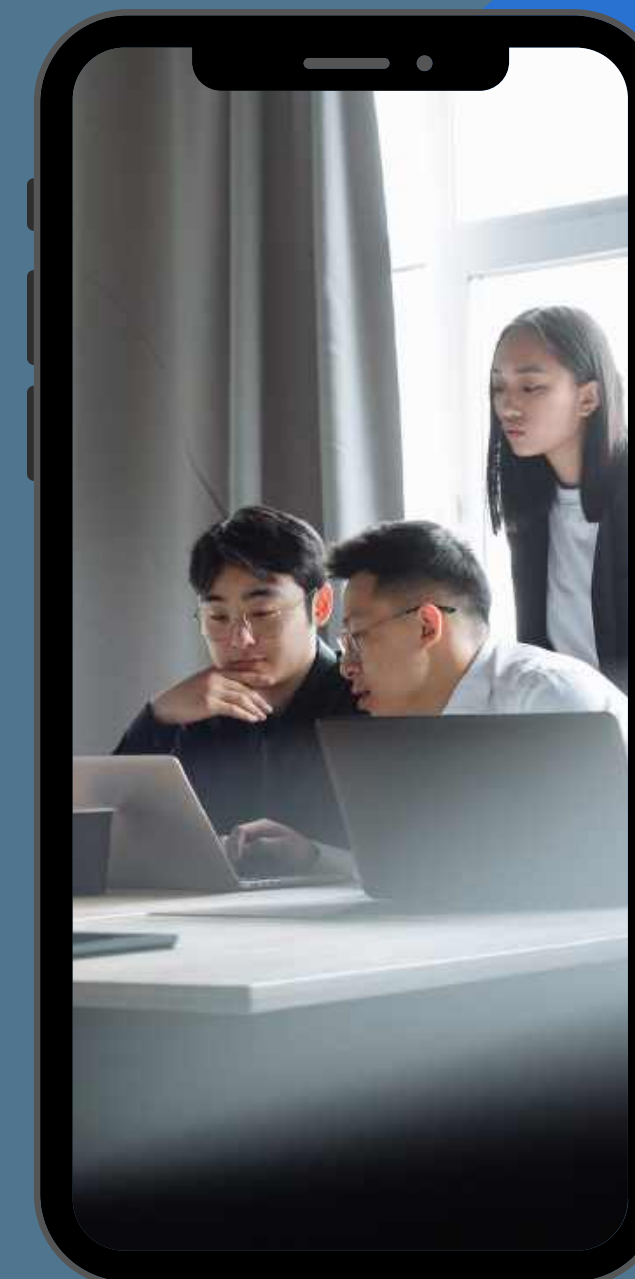
Simplicity and Cohesion: Eliminate complexity and communication gaps between multiple vendors.

## Customer Benefit

Optimal Solutions: We recommend and implement the best technology fit for your business challenge, ensuring future-proofing and performance.

## Customer Benefit

Speed and Quality: Accelerated time-to-market, reliable deployments, and superior operational stability.



**NEXT** 

# Core Technology Stacks and Value

## **Python Stack**

Django, Flask, Pandas, NumPy, Data Science, Machine Learning, Automation, Microservices.

### **Best Suited For**

Data & Efficiency: Rapid prototyping, AI/ML integration, complex backend logic, and business process automation.

## **Java Stack**

Spring Boot, Spring Cloud, Enterprise Architectures, High-Performance Microservices, API Development.

### **Best Suited For**

Reliability & Scale: Building robust, scalable, and high-transaction enterprise applications.

## **JavaScript Stack**

Full-Stack Node.js, Front-End (React, Angular, Vue.js), RESTful API integration, Single Page Applications (SPAs).

### **Best Suited For**

Modern UX: Engaging user interfaces, dynamic web applications, and fast, modern user experiences.



**NEXT**



# Cloud & Infrastructure Mastery

## **Amazon Web Services**

EC2, S3, RDS, Lambda (Serverless),  
ECS/EKS (Containers),  
CloudFormation/Terraform.

## **Azure Solutions**

Azure VMs, App Services, Azure Functions,  
Azure SQL/Cosmos DB, Azure DevOps  
Services.

## **Google Cloud Platform**

Compute Engine, Cloud Run/Functions,  
Kubernetes Engine (GKE), BigQuery,  
Firestore.

## **DevOps & CI/CD**

Automated testing, pipeline development  
(Jenkins, GitLab CI, Azure DevOps), Monitoring  
(Prometheus, Grafana), DevSecOps.

### **Key Focus**

Flexibility and Breadth: Infrastructure as Code,  
Serverless design, and core compute services.

### **Key Focus**

Enterprise Integration: Seamless fit with  
existing Microsoft ecosystems and  
robust PaaS offerings.

### **Key Focus**

Innovation & Data: Excels in containerized  
workloads, machine learning tools (Vertex  
AI), and Big Data solutions.

### **Key Focus**

Resilience: Ensures your applications are secure, observable, and  
deployed automatically with high frequency.  
Export to Sheets



**NEXT** 



# End-to-End Capabilities & Process

## Architecture & Design: Laying the Groundwork

We design future-proof, scalable architectures across AWS, Azure, and GCP. Our strategy embeds security and efficiency from day one, choosing optimal patterns and leveraging Python for data foundations, Java for enterprise stability, and JavaScript for modern agility.

## Agile Development: Collaborative & Transparent Execution

Balihans uses Agile/Scrum to deliver working software quickly and transparently. Our dedicated teams use JavaScript (React/Vue) for UIs, build powerful APIs with Python (Django/Flask), or handle high-volume processing with Java. We guarantee high quality and alignment through continuous client collaboration.

## Quality Assurance (QA) & Testing: Ensuring Zero-Defect Releases

We uphold quality with a "Shift-Left" philosophy and comprehensive automated testing. We implement full coverage using frameworks like JUnit (Java) and robust scripting in Python for performance and integration checks. This ensures stable, reliable releases with zero-defect goals.

## System Integration: Connecting Disparate Systems

We specialize in creating a cohesive technology ecosystem by integrating new applications with existing infrastructure. This involves developing high-performance APIs—often in Node.js or Java—and managing secure data flow across all your cloud and legacy systems, ensuring non-disruptive digital transformation.



**NEXT**





# Why Bali hans

## Expertise and Innovation

We are a team of highly skilled professionals with expertise in a wide range of technologies and industry best practices. We are at the forefront of innovation, constantly exploring and implementing the latest technologies to deliver cutting-edge solutions.

## Global Presence

Balihans' global delivery presence empowers us to leverage a diverse talent pool and deliver exceptional service worldwide. This translates to 24/7 support, cost-effective solutions, and seamless cross-time zone collaboration, enabling us to effectively serve clients with global operations and address their unique needs.

## End-to-End Partner for IT/Business Solutions

Balihans' end-to-end services capability provides a distinct advantage. Instead of managing multiple vendors, clients rely on us for a seamless and coordinated approach to all their IT and business needs, eliminating the complexities of managing multiple contracts and integrating disparate systems.

## Customer-Centric Approach

We prioritize customer satisfaction and build strong, long-term relationships. We understand that every business has unique needs, and we tailor our solutions to meet specific requirements and achieve desired outcomes.

## Data-Driven Solutions

We leverage data analytics and insights to deliver data-driven solutions that drive measurable results. Our focus on data-driven decision making helps our clients make informed choices and optimize their business operations.



**NEXT**





# Case Study

## Legacy System Modernization & Scaling

### The Client

A mid-size financial technology firm specializing in recurring subscription billing. They serve 500,000 active users with a high volume of time-sensitive, daily transactions.

### Challenge

Their core Java 8 system, running on self-managed servers, could not handle the rapid user growth. Peak load events caused latency spikes of 4 seconds and required frequent manual intervention, risking regulatory compliance and service uptime.

NEXT



### Solution

We executed a full system overhaul focusing on resilience and elasticity. The backend logic was refactored into high-throughput Java/Spring Boot microservices. We implemented Infrastructure as Code (Terraform) to provision and deploy the containerized application onto a managed AWS EKS (Kubernetes) cluster, establishing a zero-downtime CI/CD pipeline via GitLab.

### Results

Performance Gain: Average transaction latency was reduced from 4.0 seconds to 0.9 seconds (a 77.5% improvement). Cost & Capacity: The new architecture dynamically scales to handle peak demand, resulting in a 300% increase in peak throughput capacity while achieving a sustained 15% reduction in monthly cloud operating costs due to optimized resource utilization.



# Case Study

## AI Innovation for an E-commerce Retailer

### The Client

A fast-growing online clothing retailer needing highly personalized recommendations to combat cart abandonment and increase Average Order Value (AOV).

### Challenge

Customer faced a critical engagement hurdle: their platform relied on generic, static product listing rules (e.g., "new arrivals" or "best sellers") rather than personalized data. This resulted in a poor customer journey, especially on mobile, where the checkout abandonment rate had escalated to a damaging 72%. The generic browsing experience failed to drive cross-sells or motivate purchase, severely limiting the Average Order Value (AOV). To reverse this trend and unlock significant revenue growth, the client urgently required a bespoke Machine Learning (ML) solution capable of real-time user behavior profiling. The core requirement was speed: the custom, integrated feature needed to be live and contributing to revenue within a single business quarter (12 weeks).

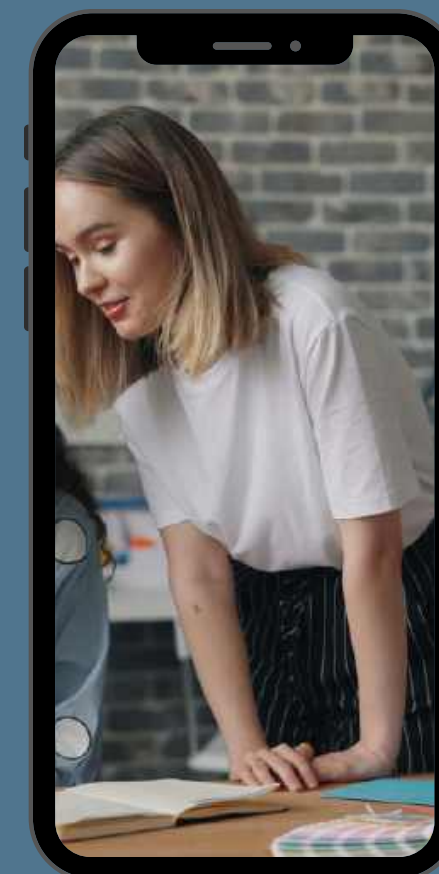


### Solution

We developed a bespoke, high-accuracy Python-based ML model for real-time user-behavior profiling. The inference service was deployed in a cost-effective, auto-scaling manner using GCP Cloud Functions (Serverless). This ML endpoint was tightly integrated into the dynamic, high-speed JavaScript (React) frontend for instantaneous, personalized product display on page load.

### Results

Time-to-Market: The entire recommendation feature, from data strategy to production deployment, was completed in 10 weeks. Business Impact: The feature drove a 20% rise in overall user engagement metrics and directly contributed to a 9% increase in Average Order Value (AOV) across all mobile and web transactions within the first 30 days.



**NEXT**







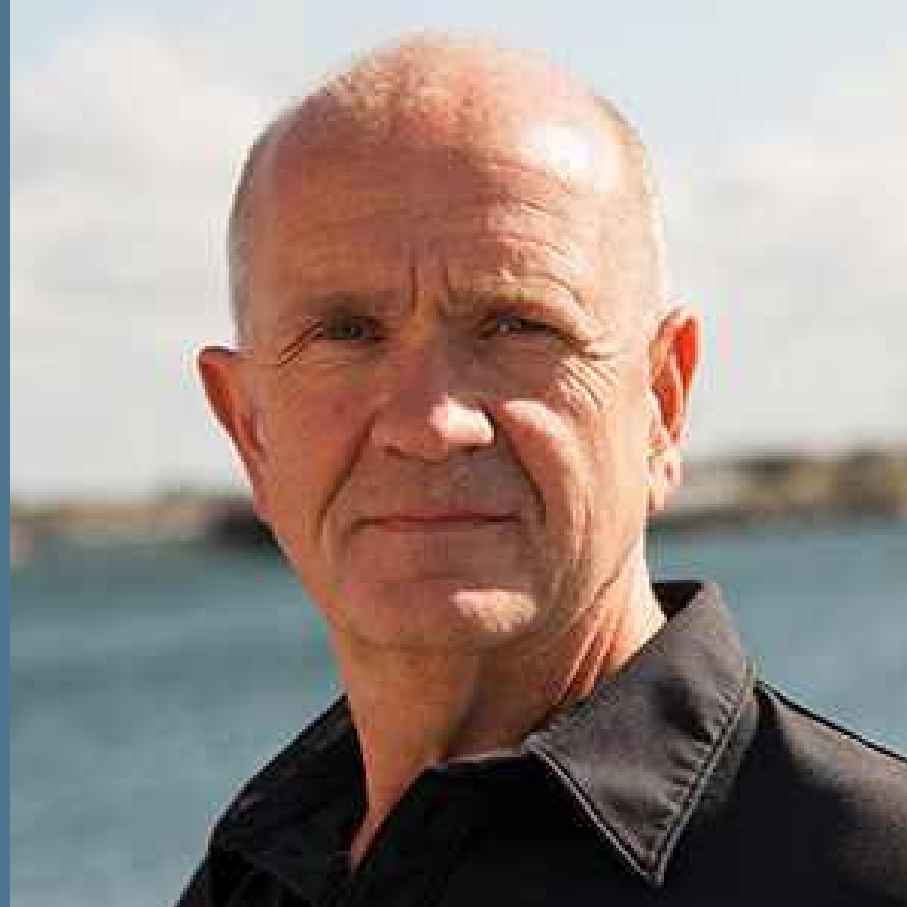
**Ruth Weatherall**  
**Co-founder, UP3 Services** ”

Balihans designed complex solutions for us such network printing integration that seemed impossible until it was done



**Lars Oxelstedt**  
**COO, Procori SMC**

We were looking to get offshore development services. The team (Balihans) fit nicely with our work culture and delivery model



# Hear from our Customers

## Customers love us because

### Focus on Results

We are committed to delivering measurable results that exceed client expectations. We work closely with our clients to understand their business goals and develop customized solutions that drive growth, improve efficiency, and enhance profitability.

### Reliability & Timeliness

We have a proven track record of meeting deadlines while maintaining the highest quality standards. Customers rely on Balihans to deliver their IT solutions promptly, ensuring minimal disruption to their business operations and maximizing productivity.

### Scalability & Future-Proofing

Balihans understands the evolving nature of businesses and the need for scalable IT delivery solutions. We deliver customers' deliverables with scalability in mind, allowing them to expand operations without major disruptions or costly redevelopments

**NEXT** >

# THANK YOU

<https://balihans.com>

## Implement Faster, Implement Better

Proven methods resulting in expected outcome with BaliHans's enterprise solutions

Requirements

Run workshops & gather requirements

Align Teams

Select right team as per product lines

Design & Dev

Design optimum solution on platform

Test & Deliver

Test end to end, perform Go-live