INTELLiGENCE

Keep Simplifying

WHAT WE DO

Problem Identification

Feasibility Analysis

Strategy Layout

Execution
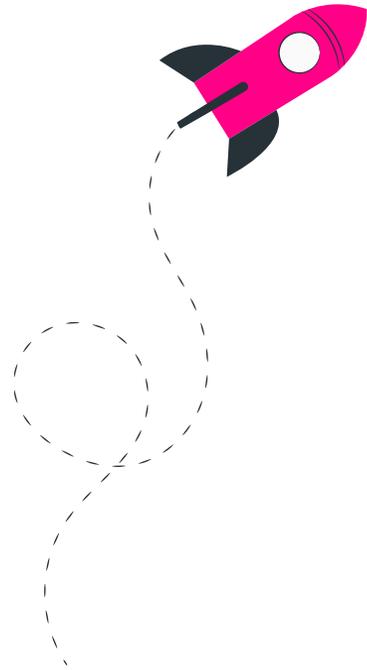
INTELLIGENCE is a Platform for INTELLIGENCE-sharing and technology collaboration between stakeholders to build collective capabilities in the cutting-edge areas, to solve the real-world problems.

FOUR ELEMENTS

These four elements are translations of our beliefs, what we should all strive for to achieve every day in everything that we do.

Creativity

Leading with creativity to adapt & improve the guest experience.

Authenticity

Being genuine & transparent in the way to relate with others.

Connectedness

Creating meaningful interaction & connections with people.

Personality

Showcase bold and innovative work while being genuine and humble in how we treat others

BUSINESS PHILOSOPHY

Intelligence has always aimed to identify issues that bug the service industry and implement
solutions that make life simpler, for our guests and our staff.
Reflecting the motto of KISS (Keep It Simple and Straight) in our way of working, NJ Intelligence has a straightforward journey to resolve your issue

ONE

➤ Keep Simplifying

TWO

➤ Balance between over-usage
➤ and under-usage of technology

THREE

➤ Scalability

Why ?

Speed up your digital transformation journey.

Solving real business problems with technology.

Digitisation to produce more with limited workforce.

Prioritize the problems having immediate ROI impacts.

What?

Kickstart your Innovation dream.

Multiple engagement options to start small and grow gigantic.

**B**rand visibility across multiple platforms offered by INTELLIGENCE.

How?

Simplicity while solving any complex problems.

The multi dimensional approach to look at any project which brings a unique flavor.

Who?

Who are open for new ideas, ready to believe on machines and technology.
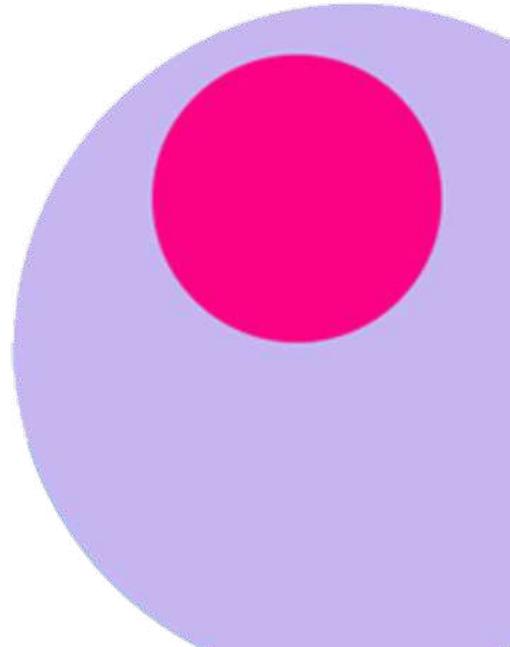
OUR SERVICES

Just as our parent organization, NJ Intelligence works on every project with creativity, confidence and sincerity. Our focus on utilizing the core values in our technological pursuits is what has set us apart from the competitors
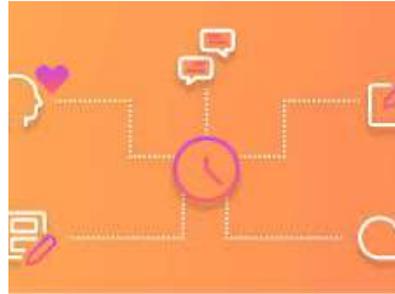
Design Thinking

Learn the experiences from the best minds of the industry and watch your business grow

Collaborative Models

We have developed various models of collaborative marketing that already been proven with several businesses and are dedicated to creating more success stories

Internationalization

By leveraging the adoption of advanced technologies-based solutions among enterprises, NJ Intelligence aims to foster the innovation ecosystem at a global level.
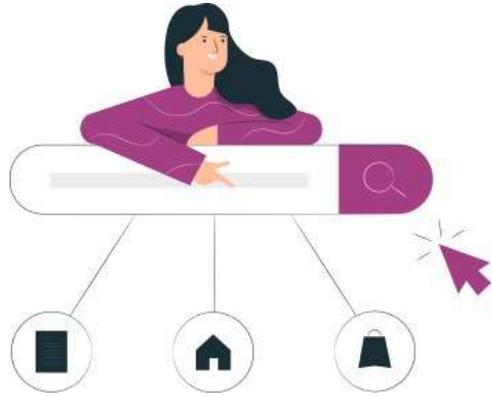
THE
THREE PILLARS

Building collective capabilities in the cutting-edge digital areas. Accelerating from product development to go-to market launching, collaborative POCS, leveraging the technological and networking capabilities. Ultimately, we aim to identify issues that bug the service industry and implement solutions that make life simpler, for our guests and our staff.

PEOPLE

Unique combination of team having technology, domain, strategy and design perspectives

DOMAINS

More than two decades of experience INTELLIGENCE has been spearheading the acceleration of a product from development to go-to-market launching in the shortest time possible.

CREATIVITY

With the correct design thinking process, we align the innovations as per the business roadmap & prioritize the ones that can have an meaningful impact.

KEEP SIMPLIFYING
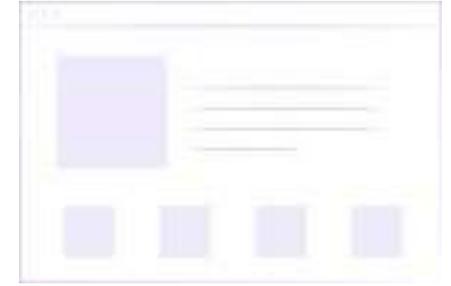
By simplifying the process with the help of technology and design in any business.

With deep roots in technology, the inspiration was to create the cognitive solution of human vs machine, to solve every small and big problem.

With a strong belief to identify and solve business challenges by providing technological solutions.

OUR VOICE

Every business is a human business, we follow a systematic co-design approach built on foundation of deep user research', accelerating from product development to go-to-market launching with our technological and networking capabilities.

Initially was the world of invention vs. today is the world of Innovation.

Sharing the best, without reinventing the wheel

    - low risk

    - low investment

    - fast execution

Intelligence supported by deep technologies is the backbone for business growth.

OUR MISSION

Our mission can be summed up in two words – keep simplifying.

We firmly believe the biggest hurdle to digital transformation has always been the lack of simplicity. But unless it's easy for people to interact with technology, how will they adopt it? So, our focus is on simplifying the process with the help of UI-friendly tools - designed for speed and simplicity.

NJ Group's roots in technology go deep, which inspired us to bring humans closer to machines and create meaningful products that can help revolutionize how they can collaborate to keep simplifying life.

OUR VISION

Our vision is to create a lasting impact on how humans tap into the power of technology.

Each one of our businesses looks to bridge herculean gaps to simplify people's lives with affordable and innovative solutions.

We are also conscious of the need to avoid the overuse or underuse of technology. In today's hyper-connected world, we aim to strike the perfect balance and deliver harmonious digital mandates to thrive in competitive marketplaces.

Finally, we help charter smart technology journeys by focusing on delivering great CX - clearing the path to long-term business disruption.

OUR TARGET AUDIENCE
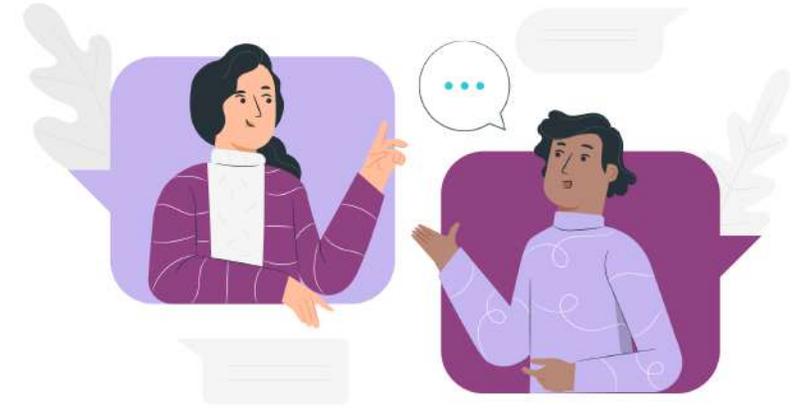
Our main audience are SME (small medium enterprises) who is willing to find solutions for their business with the help of smart technologies and doesn't require much technical skill to run or maintain the solutions.

With this clear fact that the optimization of business processes using modernization and automation with smart technologies, is no more a copyright of only high investing.

organizations but totally affordable and possible for SMEs provided they have the desire, mindset and ready to take calculated amount of risk and believe on technology.

OUR MOTTO

To Create a meaningful product which can revolutionize at global level and help business to grow.

BRINGING INTELLIGENCE TO BUSINESSES

A platform for intelligence & technology collaboration between stakeholders to network and build collective capabilities in cutting-edge digital areas, NJ Intelligence has been spearheading the acceleration of a product from development to go-to-market launching in the shortest time possible. With the correct design thinking process, we align the innovations as per the business roadmap & prioritize the ones that can have an immediate impact.

Designed using the modern technologies of data science and Artificial Intelligence, NJ Intelligence is committed to grow your business. And gain a new outlook with NJ Intelligence.

COLLABORATE

WHAT'S SO GOOD ABOUT INNOVATIONS

Enterprises around the world are looking forward to working with startups to solve real business problems. The current competitive edge, less overhead costs, and a stronger innovation focus of startups are the major factors for adopting their solutions in real-time businesses of every size. They are consistently outperforming existing solution providers as their innovative solutions are giving the corporate organizations a competitive edge.

To protect their strategic position, corporations need to become aware of market shifts caused by new technology and innovation in their core or adjacent business fields. For businesses, internal innovation is often hampered by protecting the core cash flow, whereas a startup has more freedom to develop truly disruptive solutions. Hence, by collaborating or investing in such fields, corporates can witness incremental growth in revenues and margins.
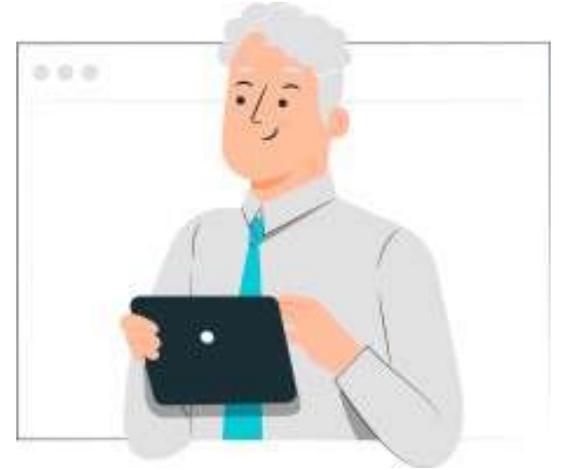
COLLABORATE

THE CHALLENGE

Every innovative product needs a proper marketing plan, starting from the design to the launch at a global level. With technology changing very fast, time & speed have become as important as the quality of product and its business impact. If not exposed correctly and on time in the current competitive world, the product can become outdated quickly even if it is innovative, robust and solves a big problem for businesses. Plus, most startups have limited bandwidth in terms of marketing budgets for national and international exposure.

NJ Intelligence understands the need of speeding up your digital transformation journey while doing justice to our innovative product.

COLLABORATE

WHAT WE OFFER

In the current market, where quick implementations of innovation have become the need, we build collective capabilities between enterprises and entrepreneurs. Our ready-made platforms help speed the product launch journey by executing the innovations in a faster and low-risk manner and meet like-minded people trying to solve similar problems.

EXPLORATION

How to find the correct innovators for your business?

COLLABRATIVE MODELS

How can Industries work with startups in real business problems?

MEASUREMENT

How to measure success and accordingly prioritize the areas of innovation?

SUCCESS STORY

How have businesses practically adopted innovation to reduce non-essential costs and overheads?

MEET OUR PEOPLE

The NJ Team comes to work together in a multiracial country and multicultural environment to provide solutions for our guests. Our team is empowered with more than 10 different professional skills, ensuring each one plays a significant role in making the right decisions.
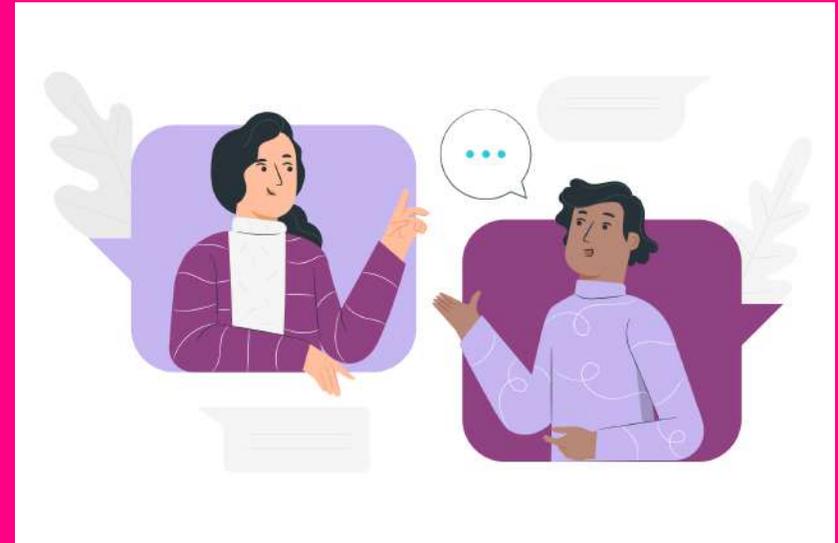
OUR TEAM

in **NEELENDRA JAIN**

Founder & Chief Executive Officer

29 plus years of experience has taught Mr. Neelendra one thing - the next day should never be the same as the one before, whether in terms of concepts, technology or profits.

in **NEETU JAIN**

Chief Financial Officer

Starting her professional journey as a teacher, Ms. Neetu Jain applied the same principles to help create an organization that enriches people's lives. Her current role utilizes her talent from her teaching days – a keen eye for detail and razor-sharp focus.

in **JOEL SALDANHA**

Group Vice President

A dynamic service-centric visionary, Mr. Joel Saldhana has gained more than 14+ years of invaluable experience in the F&B industry. His practical and proactive approach to achieving goals has guided us to conceptualize and create unique guest service experiences since our inception.

OUR TEAM

in **ANKIT JAIN**

Chief Technology Officer

With 16+ years of IT experience in entrepreneurial and National Startup ecosystem under the Ministry of Electronics & IT, Mr. Ankit Jain has been the backbone of the organization. His tenacity and technical expertise of all IT areas are complemented by the corporate and real ground experiences in major corporate organizations.
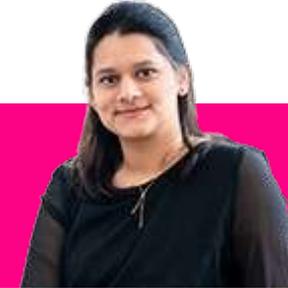
in **NIHARIKA JAIN**

Executive Management Trainee

A relative newcomer, who studied in Singapore and India, graduated in Business Marketing from the UK and Masters in International Business in Singapore, and travelled across the globe, Ms. Niharika Jain joins the organization as a Management Trainee.

VISUAL IDENTITY

Our bold and confident brand palette - consisting of Flickr Pink, Plum and Dark Turquoise, - ensures that our communications will be as distinctive as they are impactful.

Dark Turquoise means: Trust, Authenticity, Wisdom, Solutions Flickr Pink is related to Forward thinking, is Genuine and Bold and stands for communication Plum represents Luxury, Ambition, Intuition

Primary Colour
Flickr Pink

HEX   FC0284
RGB   252, 2, 132
CMYK   0, 99, 47, 1

Primary Colour
Plum

HEX   904181
RGB   144, 65, 129
CMYK   0, 54, 10, 43

Primary Colour
Dark Turquoise

HEX   2ACBD8
RGB   42, 203, 216
CMYK   80, 6, 0, 15

Secondary Colour
Maximum Blue Purple

HEX   C5B6F1
RGB   197, 182, 241
CMYK   18, 24, 0, 5
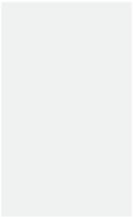
Secondary Colour
Cultured

HEX   F0F1F2
RGB   240, 241, 242
CMYK   0, 0, 0, 5

These colours encapsulate the concept of providing solutions in a genuine way through a communicative process.

VISUAL IDENTITY

LIFESTYLE

DIGITAL INNOVATION

CREATIVITY

THE LOGO

INTELLIGENCE visual identity represents and engages the conceptual meaning of communication. It encapsulates a dynamic and progressive feel to the mark while it stands for solving problems from a personal perspective.

A bold, clean mark for the willing to have a solution clients.

Our logomark represents everything that INTELLIGENCE is, a balanced, active, communicative brand to new levels.

OUR FOCUS AREAS

FOOD TECHNOLOGY TRENDS

With the COVID-19 pandemic, restaurants are forced to look beyond traditional methods to operate their business, and one option was to turn to technological solutions. Adding on the pressure of increasing operating costs, technology and innovation is the key for restaurants to not just survive, but thrive, in this new connected and contactless era. Listed below are four (4) upcoming trends in the Foodservice Industry relating to technology.

PAYMENY RELATED INNOVATIONS

Currently, different innovative payment methods are being leveraged to increase efficiency and to introduce contactless ordering in foodservices outlets. As restaurant owners look to streamline the checkout process further, we will see changes in the types of payment-related solutions adopted. Some examples include pay-at-table solutions, voice ordering over smart speakers and voice assistants through phones and QR code checkout.

ADOPTION OF ROBOTIC TECHNOLOGY

Driven by staffing shortages and an increasing interest in contactless dining experience, restaurants are turning to robots as a solution. Some examples include having Artificial Intelligence powered robots replacing baristas, chefs and servers. This trend is expected to continue as labour shortage and long and repetitive nature of work remain motivations for restaurants to automate operational processes.

OUR FOCUS AREAS

AUTOMATED INVENTORY MANAGEMENT SOFTWARE

Powered by technologies such as Artificial Intelligence, it enables the tracking of food and beverage stocks, anticipating quantities and helps to streamline the supply reordering process. Additionally, with the growing concern in sustainability, the implementation of such software helps restaurants to reduce food wastage.

ONLINE ORDERING SYSTEM AND DELIVERY APPLICATIONS

With the increasing demand for convenience and contactless transactions, this fuels the growing online food orders and contactless home-deliveries. Today, the food delivery market is now worth more than $150 billion globally, which has more than tripled since 2017. Apart from third-party food delivery applications, it is observed that restaurants are following the lead of larger fast-food chains in developing their own integrated online platform and applications. This allows the restaurants to stay closely connected with their customers digitally

4 KEY STRATEGIES

Strategies

Catalysing innovation to drive new revenue streams Enterprise SG will work with partners to provide end-to-end support to businesses to help them address changing consumer preferences for convenience, health and wellness, and sustainability.	Growing homegrown regional brands and supporting internationalisation To provide support to help food services companies break into foreign markets and continue to capture new opportunities in emerging cities.	Grooming digital champions and strengthening competencies of enterprises ITM 2025 will continue to drive mass adoption of baseline technologies via the Productivity Solutions Grant, which supports companies to adopt bite-sized and cost-effective digital and automation solutions.	Stepping up job transformation and creating quality roles for locals ITM 2025 serves to help F&B companies build a strong workforce core that is resilient to various disruptions. This will be in the form of talent development programmes and career conversion programmes.

4 KEY STRATEGIES

Digital Elements

Potential **collaboration between food services and tech ecosystem partners** to drive food resilience and sustainability goals. Example: using tech innovation to keep food supplies fresh.

ITM 2025 aims to encourage expansion through formats such as **cloud kitchens** and help companies with food retail products increase exports through **regional e-commerce platforms.**

Examples of digital solutions include **leveraging data** to improve operations and building **smart kitchens that utilise predictive analytics** to optimise resources and track waste management.

Talent development programmes aim to groom local talents in areas such as **digital marketing, food tech and data analytics** to support digitalisation movements in F&B.

OUR

INNOVATIONS

NJ Intelligence has always aimed to identify issues that bug the service industry and implement solutions that make life simpler, for our guests and our staff. Here are some other solutions brought forward by NJ Intelligence:

ZITIMAMA'S

Digital Avatar

A virtual salesman which will enable the uniform experience of Zitimama's to the customers across the globe irrespective of human interference, on the tips of customers.

Roaming Kitchen

Integrated platform of mobile applications and web interfaces to fulfill the end-to-end cycle of customer ordering till the roaming kitchen delivers at their doorstep.

Integrated Platform

A single inhouse platform covering all digital needs of a modern Quick Service Restaurant (QSR) service including online ordering, delivery, takeaway, loyalty membership progamme, payment gateway, menu engineering, franchise management, promotion management, communication and networking.

ROADCHEF

Roadchef by NJ Intelligence is an upcoming innovative digitally-enabled food delivery platform that aims to revolutionize the food delivery scene by incorporating the idea that location should not limit the businesses of food establishments.

Will revolve around having food being prepared in a central kitchen before assembling and packing into a roaming digital food truck whenever an order is received.

Final preparations and assembly of food will be done during the journey of food delivery in the roaming food truck.

Promotes the idea of serving piping hot food, at a better value-for-money price point to consumers.

A cognitive digital avatar made in collaboration with technology and service industry expert to collect real-time feedback

Includes live monitoring by staff in real-time in the backend to suggest immediate action on required cases

With the aim to tackle the biggest challenge of identifying the problem statement with the help of Artificial Intelligence and data analytics, while collecting, monitoring and handling customer feedback in the service industry

Taking approximately six (6) seconds of your guest's time, Eagle is sure to elevate the customer service of businesses in the service industry

eagle
BY NJ GROUP

Real-time service recovery model

Live monitoring at the backend to track real-time escalations

No customer data compliance required

Secure application with data managed at your end

Easy customization dashboard as per business requirement

Maintenance support provided

COLLECTING

6 SECONDS

HANDLING

MONITORING

Relish Your Food

We offer you the most amazing array of dishes that will satisfy any palate. From pizzas to parathas – you'll get it all.

Order Now

No more glaring at the watch, wondering where's the food. With us, your food will reach you in a snap – hot & ready to go.

Easily Order

Ordering was never this easy. All you have to do is choose you "craving" and it will be delivered to you in a jiffy.

SCOOtr

food discovery

Scootr is an online platform that empowers unique band rare home-made food creators with reach and market exposure. Based on collaborative creation and consumption, this platform opens the world of home crafted food items to a vast and discerning audience looking for quality home cooked dishes. Creators gain an audience, reach and logistical capabilities, while users gain on-demand access to these products in real-time, delivered straight to their homes or offices.

UPCOMING SOLUTIONS FOR F&B

NJ Intelligence is constantly developing new technological solutions for the foodservice industry. Some of the upcoming innovations include a food delivery platform, a table reservation platform and a menu management solution. They are expected to be launched by the end of 2022.

FOOD DELIVERY

NJ Intelligence plans to develop a hi-tech platform which encompass new innovative delivery/takeaway models, having food from multiple restaurants delivered in a single order at zero delivery cost.

Using modern technologies like Artificial Intelligence and Machine Learning, exceptional levels of efficiencies can be reached which ultimately streamlines the delivery experience.

Some key features include evaluating the most efficient way of distributing orders and predicting the duration it would take to prepare a meal.

TABLE RESERVATION

A smart and thin application which integrates features such as seating capacity validation and auto-generation of new bookings of external platforms, all powered by modern technologies.

A low-cost platform with all the required features of online reservation of seats in restaurants that is easily scalable to multiple restaurants

MENU MANAGEMENT

NJ Menu Management is designed as an easy management low-cost solution for managers or waiters. Powered by a robust Application Programming Interface (API), managers can upload menu items in bulk and the system will help map the items and create a final menu.

It also helps to maintain the old versions of the restaurant's menu since menu update is a very frequent process in running a restaurant.

Another key feature includes providing menu price recommendations, powered by intelligence.

Neelendra Jain
Founder and Chief Executive Officer

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Have a unique perspective to change the world?

Let us know here.