



FIRM RESUME

www.devfinity.com

WE ARE DEVFINITY

We help your business get the answers it needs to operate better - and build the technology to make it happen.



Four connected ways to improve how your business works.

Data Intelligence

Turn disconnected data into trusted reporting, analytics, and insight.

- Data Warehousing
- Reporting & Dashboards
- KPIs & Analytics
- AI Insights & Forecasting

Process Intelligence

Improve how work gets done through automation, integration, and better workflows.

- Process Improvement
- Workflow Automation
- System Integrations
- AI Workflows

Application Intelligence

Build and extend software around the way your business actually operates.

- Custom Applications
- Customer & Employee Portals
- System Extensions
- AI-Enabled Applications

Market Intelligence

Improve how customers find, experience, and engage with your business.

- Digital Experience
- Design & Creative
- Marketing Analytics
- Customer Insight

THE PROBLEM

You still can't get the answers you need.

Your business may already contain much of the information you're looking for, but it's often buried across systems, scattered through spreadsheets, or trapped with individual employees. Some of it may be incomplete, inconsistent, or not captured at all. This causes leaders to spend hours trying to answer questions that should take seconds.



Why did profitability change?

Which customers need attention?

What changed this week?

Which projects are at risk?

What should we do next?

What is Operational Intelligence?



Operational Intelligence connects your systems, data, processes, business knowledge, and AI to help leaders understand what's happening, why it's happening, and what should happen next.



What's happening?

See your business clearly, in one place.

Why is it happening?

Understand the reasons behind the numbers.

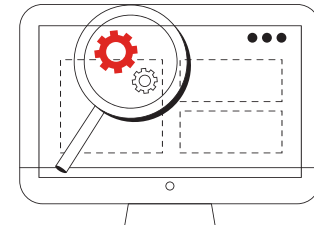
What should we do next?

Act with confidence and get ahead of what's coming.

What Operational Intelligence can do **for your business.**



Whether you're improving reporting, streamlining operations, building new capabilities, or better understanding your customers, Operational Intelligence solves problems that matter.

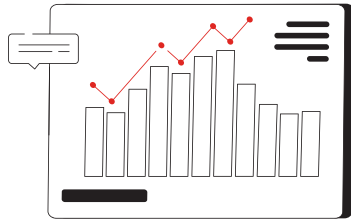


DATA INTELLIGENCE + PROCESS INTELLIGENCE

**See problems before they
become costly.**

Identify declining profitability, operational bottlenecks, customer risk, and emerging issues before they impact the business.

ROI: **Fewer surprises.**

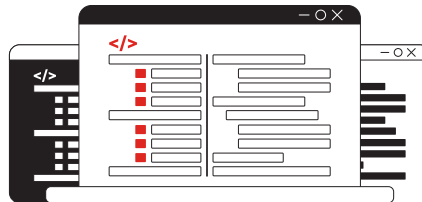


DATA INTELLIGENCE + MARKET INTELLIGENCE

Understand what's driving performance.

Connect customer behavior, operational performance, and market activity to understand what's driving results and where your greatest opportunities exist.

ROI: **Greater confidence.**

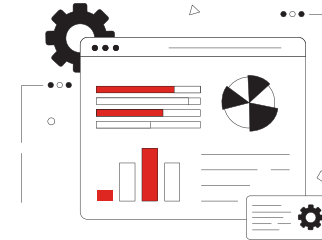


APPLICATION INTELLIGENCE

Build the capabilities your business needs.

Build technology tailored to the way your business operates, extending your existing systems where off-the-shelf software falls short.

ROI: **Competitive advantage.**



PROCESS INTELLIGENCE + AI

Turn understanding into action.

Streamline workflows, automate repetitive work, and deliver the right information to the right people so your business can respond faster and execute with confidence.

ROI: **Faster execution.**

Every initiative moves your business forward.

How we build Operational Intelligence



Data Intelligence

RAW DATA TO REAL INSIGHT

Connecting, organizing, and understanding your business through data.



Process Intelligence

MANUAL TO AUTOMATED

Understanding, improving, and optimizing how work flows through your business.



Application Intelligence

IDEAS TO IMPACT

Designing and building tailored technology around how your business operates.



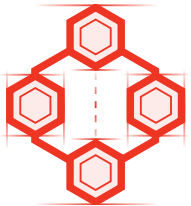
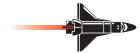
Market Intelligence

TRAFFIC TO CUSTOMERS

Understanding how the outside world experiences and interacts with your business.

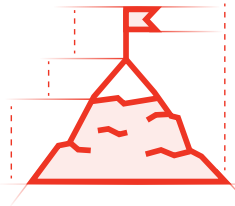
The part other companies skip: **Understanding** your business.

Anyone can implement software. Anyone can build a dashboard. What makes it all useful is Business Context: a working model of how your business actually operates.

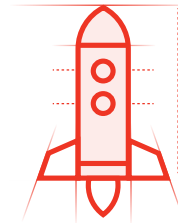


Most technology solutions skip the most important step: truly understanding your business.

They connect your systems, but they don't capture how your business actually operates, makes decisions, and creates value.



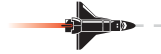
Every business has its own goals, definitions, processes, and way of operating. Business Context captures that knowledge so your technology works the way your business does.



That's what transforms connected systems into Operational Intelligence and allows you to scale your business with confidence and true understanding.

Business Context is why our work compounds **instead of resetting with every project.**

Data Intelligence.



Your business already produces the data. Data Intelligence connects and organizes it so leadership can trust the numbers, see what's changing, and make decisions without stitching together spreadsheets, reports, and systems.

SIGNS IT'S HOLDING YOU BACK

- ↗ Leadership doesn't trust the data or the reports built from it
- ↗ The same metric shows up differently across systems
- ↗ Critical reporting arrives after the decision needs to be made
- ↗ Getting one clear answer still requires spreadsheets and manual reconciliation



Data Warehousing.

Connect information from across your business into a trusted foundation.



Reporting & Dashboards.

Transform trusted information into visibility across your organization.



KPIs & Analytics.

Measure what matters and understand the drivers behind business performance.



AI Insights & Forecasting.

Turn trusted information into trend insights and better decisions.

Process Intelligence.

Your business already has processes. The problem is when they depend on manual steps, disconnected systems, and people remembering what happens next. Process Intelligence helps simplify how work gets done, remove bottlenecks, and automate the right parts of the process.

SIGNS IT'S HOLDING YOU BACK

- Key workflows depend on someone remembering what happens next
- Teams re-enter the same information into multiple systems
- Approvals and handoffs stall work
- Growth means adding more admin instead of more capacity



Process Improvement.

Identify inefficiencies, remove unnecessary steps, and simplify how work gets done.



Workflow Automation.

Automate repetitive work using workflows, business rules, AI, and modern automation technologies.



System Integrations.

Connect the applications that support your processes so information moves automatically instead of manually.



AI Workflows.

Embed AI into business workflows to assist employees, automate decisions, and improve operational efficiency.

Application Intelligence.

Your business shouldn't have to change to fit its software. Application Intelligence extends or builds technology around the way your business actually operates, filling the gaps your existing systems can't.

SIGNS IT'S HOLDING YOU BACK

- ↗ Workarounds have become the official process
- ↗ Critical workflows depend on software the business has outgrown
- ↗ Spreadsheets are filling gaps your core systems cannot handle
- ↗ Off-the-shelf tools force the business to change how it operates



Tailored Business Applications.

Design and build technology that solves unique business problems where off-the-shelf software falls short.



Customer & Employee Portals.

Create tailored experiences that improve the way customers and employees interact with your business.



System Extensions.

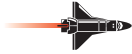
Extend the systems you already rely on with capabilities designed specifically for your organization.



AI-Enabled Applications.

Embed AI directly into business applications to automate work, improve productivity, and create better user experiences.

Market Intelligence.



Market Intelligence helps you understand how customers find, evaluate, and choose your business. We connect customer behavior, marketing performance, and business data so you can see what's creating demand, what's getting in the way, and where to invest next.

SIGNS IT'S HOLDING YOU BACK

- ↗ Your website gets attention but does not create qualified pipeline
- ↗ Leadership cannot connect marketing activity to revenue
- ↗ Buyers cannot find you when they are actively searching
- ↗ Your digital presence undersells the quality of the company

Digital Experience.



Design websites and digital experiences that educate, build trust, and guide customers through their buying journey.

Design & Creative.



Create visual assets and experiences that communicate your business professionally and consistently across every customer touchpoint.

Marketing Analytics.



Measure marketing performance to understand what's working, what's not, and where to invest.

Customer Insight.



Use customer behavior, CRM data, and win/loss analysis to better understand how customers buy and where opportunities exist.

Built on what you already use.

The systems you run and the technology we use to connect them



Systems we connect

ACCOUNTING & FINANCE



HR & PAYROLL



WORK MANAGEMENT & PRODUCTIVITY



COMMUNICATION & COLLABORATION



SALES & MARKETING



Technology we build with

DATA & CLOUD



DEVELOPMENT



MOBILE & WEB



DESIGN & DELIVERY



AI



Don't see your system? Let's talk. We work with many technologies not shown here.

Built for real business problems.

A sample of what we've built for real clients



Enterprise Data Integration

Customer Use Case

A customer needed to monitor the equipment installed in customers' homes, labeling it as active and deducting it from their inventory. They maintained their inventory in Oracle NetSuite, organized job tasks using Salesforce Field Service Lightning, and recorded customer information in a dedicated database. By employing Foundry, we established links among these platforms and implemented an automated system for tracking the equipment. Thanks to Foundry, the integration was accomplished within days, which drastically cut down the monthly hours spent on manual inventory management by hundreds.

[Contact Us](#)



Foundry Specific Production Support

Customer Use Case

A company successfully launched a Generative AI application, developed by Palantir's Foundry Deployed Engineers using their AIP platform. At the completion of Palantir's project, Axis stepped in to seamlessly transition the application from the engineers. We strengthened the data pipelines and set up daily working systems to maintain consistent and accurate AI-driven insights. Partnering with Axis, the company secured a dedicated and efficient support team for their application at a fixed cost, reducing their dependence on Palantir for ongoing technical support.

[Contact Us](#)

Produce High-Quality Leads with Ease

Learn how to use our AI-powered lead generation tool to identify high-quality leads for your business. Our tool uses advanced algorithms to analyze your website and social media presence, identifying potential leads and providing you with contact information and a score indicating their likelihood of converting.

Identify Ideal Customers and Prospects

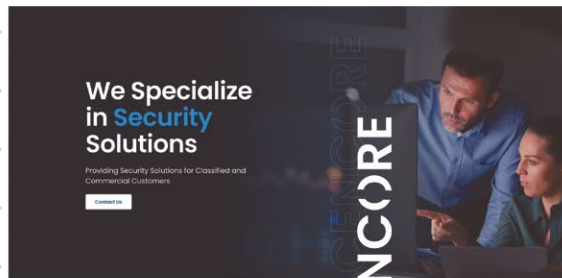
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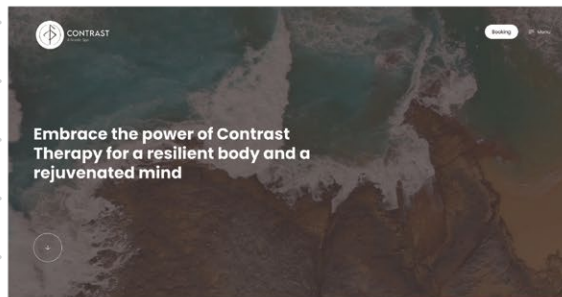
We Specialize in Security Solutions

Providing Security Solutions for Classified and Commercial Customers

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Better Accounting

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Accounting & Tax Services You Can Depend On

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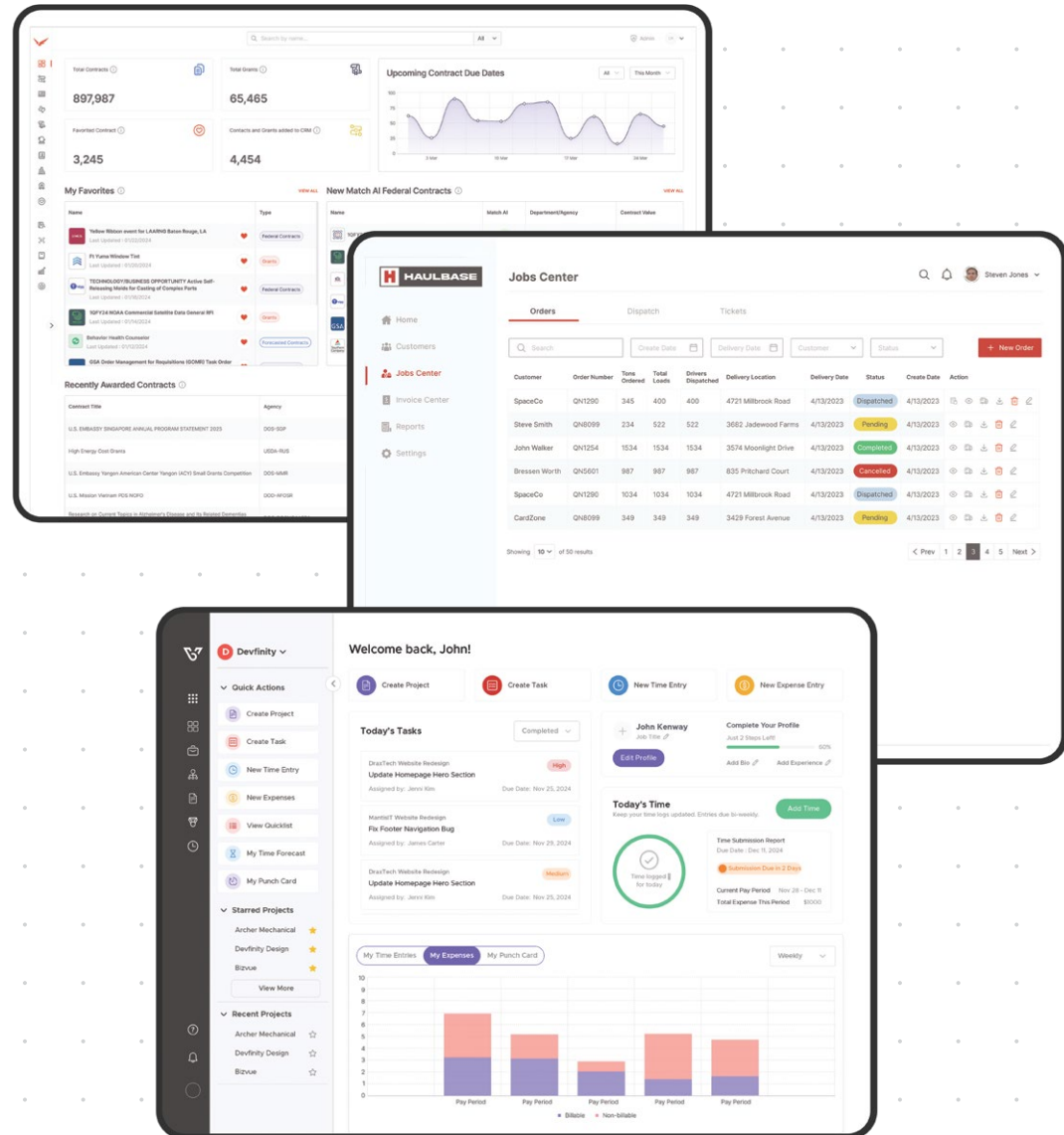
WE BUILT

Miami's backyards for 30 years

NOW LET'S BUILD YOURS

Custom Software Applications

Purpose-built applications designed around the way your business works, helping teams manage operations, streamline workflows, and solve problems off-the-shelf software can't. From internal business solutions to customer-facing products, we build software around what you need.



Dashboards



Interactive dashboards and analytics that bring critical business information into one clear view. From executive reporting to operational KPIs and trend analysis, we help teams see what's happening, understand why, and know where to focus next.



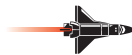
Web & Digital

Websites and digital experiences designed to position your business clearly, improve the customer experience, and turn interest into action. From corporate websites to tailored digital experiences, we build around your brand and business goals.



The Devfinity Difference.

Business understanding backed by broad technical expertise.



Devfinity combines business consulting with deep technical capabilities across data, software, automation, AI, and digital experiences. This allows us to understand the business problem first and recommend the technology that best solves it.

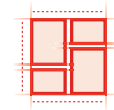
We don't approach every engagement with the same solution. A client may need a focused website or software project, while another may require us to connect multiple systems, rebuild their reporting infrastructure, or rethink an operational process. Our breadth allows us to meet clients where they are and solve the problem in front of them.



WE START WITH THE BUSINESS

Technology comes second.

We don't begin by recommending software. We first understand how the business operates, where it is struggling, what information leadership needs, and what is getting in the way. Then we determine the right technology to solve it.



WE SOLVE THE WHOLE PROBLEM

Not just the technology problem.

Data, software, automation, AI, websites, and business processes rarely exist independently. Our breadth allows us to solve across those areas rather than forcing every problem into a single service or product.

Why partner with



WE BUILD ON WHAT YOU HAVE

Rip-and-replace isn't our default answer.

Most businesses have already invested heavily in technology. We connect, extend, and improve the systems that are working while replacing or building around the ones that aren't.



WE STAY FOR WHAT COMES NEXT

Every project starts further ahead.

The more we work with a business, the better we understand its systems, data, people, processes, and priorities. That knowledge carries forward, allowing each new initiative to start further ahead and making Devfinity more valuable as the relationship grows.

Expertise That Moves **Business Forward.**

Our global team brings together leaders in data, process, application, and market intelligence. One team across the US, Nepal, and Mexico, helping businesses leverage technology and make better decisions with confidence.



Shawn Barber

CEO & Founder

USA 🇺🇸



Madisen Leonard

Director of Growth & Operations

USA 🇺🇸



Bryan Dutson

Director of Client Delivery & Operations

USA 🇺🇸



Janaki Joshi

Director of Devfinity Nepal

NEPAL 🇳🇵



Daniel Avila

Director of Mexico Operations

MEXICO 🇲🇽



Shreya Basnyat

Director of Engineering & Delivery

NEPAL 🇳🇵



Yajal Shrestha

Product Engineering & Design Manager

NEPAL 🇳🇵



Ujjwal Shrestha

Mobile Engineering & Delivery Excellence

NEPAL 🇳🇵



Kabita Dhimal

WordPress Manager

NEPAL 🇳🇵



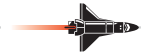
Saroj Poddar

Front-End Manager

NEPAL 🇳🇵

One Global Team. Built for **What's Next.**

Devfinity connects talent and resources across the world, giving businesses access to the expertise and scale they need to move forward.



Kathmandu, Nepal



Salt Lake City, USA



Guadalajara, Mexico



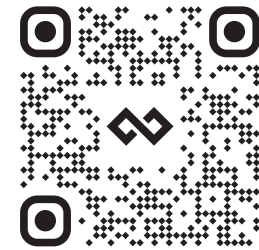
Let's talk about how better
technology can unlock your business.
Start your journey.



Shawn Barber
CEO & Founder



Madisen Leonard
Director of Growth & Operations



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