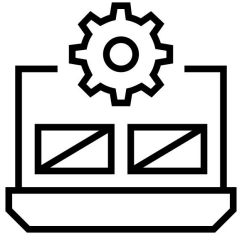
Innosoft®

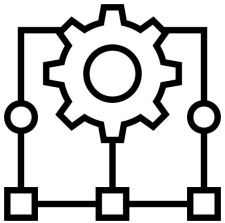
Innovative products
process based development

Innosoft Expertise

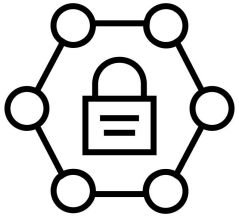


Software development according to CMMI practices

Computer vision



Web / high-load systems



Blockchain и IoT

Our team — 20 young professionals

Main Innosoft Projects

YORSO is an Alibaba for fish and seafood

Our web-service automates sales, purchases and logistics of the products on the b2b fish and seafood wholesales market.

Our distinctive features:

- Legally valid electronic document management
- Shipping company participation in transportation tenders
- Worldwide product distribution and search
- Only targeted offers to customers according to their profile
- Dutch auction system support
- Full logistics and customs support
- Actual transactions on the international market: Russia, China, Thailand, Morocco, Mauritania, Baltic and Latin American countries

Target audience

Categories:

- Fish and seafood producers / fisheries
- HoReCa и Retail buyers
- Large distributors

Volumes

- From 28 tons to 1000 tons of products per month

Geography:

- Western Europe
- Russia and CIS
- Asian Pacific Region
- African seaboard countries
- North and Latin American countries

Problems Yorso solves

High distribution costs

Fish and seafood suppliers have to blur their focus from primary business and build the sales and procurement departments

Expenditure for intermediaries

Intermediaries (traders) in the supply chain solve the organizational issues but their service leads to additional price grow. Traders «force» the purchases price unprofitable for suppliers and create additional expenses for the end buyers

How it works

Supplier

Provides:

- Product price and description
- Product photos and videos
- Possible product delivery ways
- Updating volumes, prices, descriptions, photos, videos in manual or automatic mode

Yorso

Provides:

- EDM and product promotion
- Counterparty verification
- Calls and clients search
- Meetings with counterparties
- Logistics

Customer

Gets:

- 24/7 showcase
- Detailed information
- Product subscription
- New product requests
- Search in 1 click
- Advanced search
- Quick response
- Store delivery

Our advantages

Focus on fish and seafood market

We speak our customers language having 12 years of experience on fish and seafood wholesales market. Moreover, we have been developing the project for 3.5 years while testing hypotheses and business model on international market: Russia, China, Morocco, Mauritania, Thailand, Ecuador, etc.

We have the working product

Multilingual website with products and orders management system, built-in business-specific CRM with Email-marketing, legal EDMS, search system, user requests, communication and notifications system

Team and resources

Vyacheslav Lukin

Executive director

12 years in IT&T (Megafon, Huawei, NVision)
Master's degree MSIT-SE CMU IU, 2016

Dmitriy Maksimenko

Sales director

12 years in b2b wholesales trading
(Russian Sea group, Meridian, Rosfood)
MBA Strategic management, 2009

Team

7 sales representatives in Russia, Morocco, and Mauritania
2 software engineers with 5+ years of experience
Data Scientist
International lawyer
Procurement manager

People and processes

Location in Innopolis city allows scaling development department and collaborating with the best world-known universities, professors, Data Science / Machine learning and other laboratories

The education by MSIT SE CMU program gives our employees ability to build processes based on CMMI practices in combination with 6-sigma quality model and Agile-based methodologies for better time-to-market efficiency

Technologies

Server part:

- Phalcon framework as a primary server engine for API and micro services
- NodeJS for notifications and asynchronous messaging
- MySQL as a primary database engine
- Redis database for primary caching and queueing
- MemcacheD for ultrafast caching and storing user sessions
- Sphinx as a search engine
- Ethereum for international EDM

Integrations:

- Amazon SES for Email marketing and analytics
- Yandex for dynamic automated translation
- Kontur EDMS as a verification center for EDM
- 1C for internal accounting
- Dadata/Google API for company addresses and requisites
- Central Bank of Russia as a bank reference
- Bitrix24 for quick operators work

Frontend: React stack

About YORSO

CLIENTS DATABASE

3,5
years on the market

7
countries + entering the EU

600+
registered companies

29
active suppliers

SALES

13 500
tons delivered

5-7%
average additional profit of customers

140+
delivered orders

100%
customers retention rate

YORSO Geography

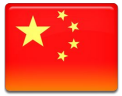
Countries with our offices

Russia

Morocco

Mauritania

Ecuador


China

Spain

Plans for opening offices

Q3-Q4 2018

Italy

Germany

UK

France

Greece

Portugal

Czech Republic

In the future

Mexico

USA

South Korea

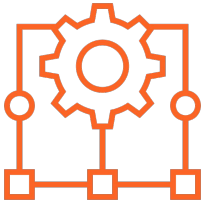
Japan

ITS

Intelligent Transport Systems

Big Data and AI

Computer Vision



Machine Learning

ITS — Intelligent Transport Systems

ATMS— Automated traffic management system

Prediction

- weather condition prediction on the road section
- roadbed condition prediction for 4-24 hours
- prediction quality assessment
- dangerous weather condition warning
- Preventive measure recommendations according to the Road Industrial Methodical Document
- instructions to dispatcher
- notification of interested parties

Video analytics

- autonomous analytics “on the camera”
- statistics collection from the road segment
- ability to receive data in real time
- incidents detection
- does not require broadband Internet connection
- integration with external services to use the system for different business tasks

Problems ITS solves

High road maintenance costs

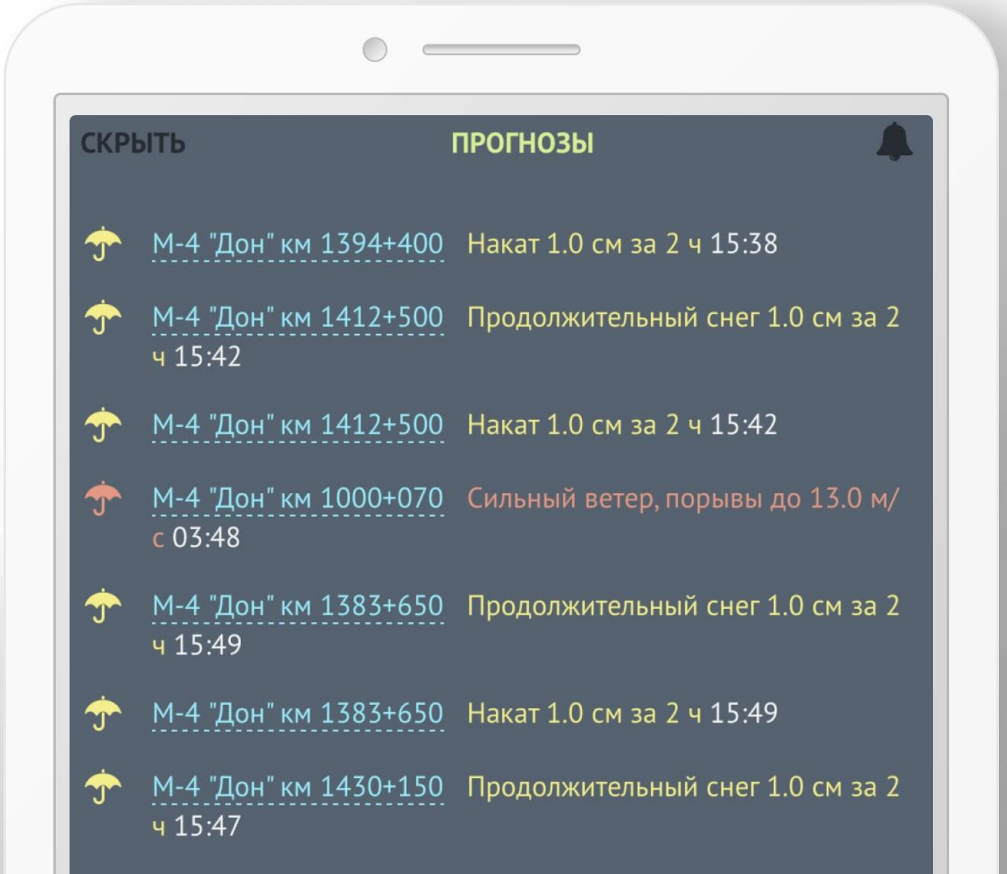
Lack of qualitative road condition prediction does not allow more effective glaze-ice and snow protection on the road. The Road Services “play safe” when ensuring protection.

Cloud video analytics limitations

Current market video analytics solutions require good infrastructure and high-rate channels to stream video to the server, where it is analized. Such approach makes some solutions, that are require local video processing, impossible and expensive.

ITS — weather prediction

- Canadian physical model METRo
- Integration with ATMS
- 1500 road meteorological stations

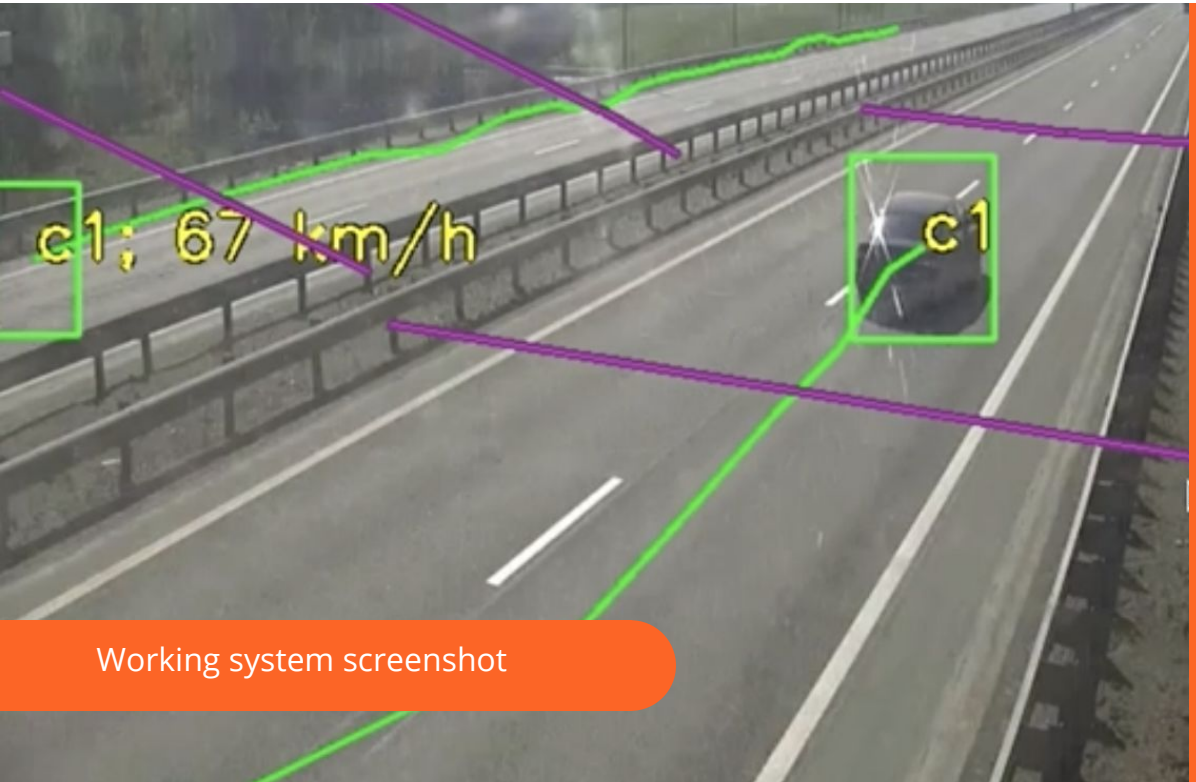


Video Analytics — MMCV

Minimax Computer Vision

- Vehicles detection
- Classification
- Incidents analysis
- Road Traffic Accidents
- Traffic characteristics
- API for data receiving
- Autonomous operation

Computer vision system for traffic analytics



Working system screenshot

Tracked parameters

- Each vehicle speed
- Average traffic speed
- Distance between vehicles
- Traffic density on the road section
- Vehicle class

ITS geography and sales

6 video analytics systems are installed in Federal state institution of Road Management “Baikal region”, Irkutsk

2 video analytics systems were delivered to OOO “IT Smart City”, Moscow;

1 systems are installed in Federal state institution of Road Management “Yenisei”, Kyzyl, the Republic of Tuva.

Future shipments:

4 systems in Baikal region;

7 systems in Yenisei;

3 systems in Road Administration “Moscow-Bobruisk”, Kaluga.

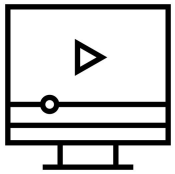
Application variants in Smart City

Smart lighting

Real-time management

Crossroads monitoring

Road traffic accidents recording, load planning



Outdoor advertising

Adaptable in real time

Security

Crowd behavior analytics

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