

CAPABILITY STATEMENT & ENTERPRISE PROFILE

Digital Transformation & Enterprise Web Engineering

Webasty Technologies acts as an agile digital acceleration partner for forward-looking enterprises. We re-engineer business processes, modernize legacy infrastructure, build custom software modules, connect mission-critical ERP/SAP platforms, and engineer high-throughput omnichannel platforms that drive measurable bottom-line value.

Digital Transformation Legacy Modernization	Custom Architecture Tailored Modules & APIs	ERP / SAP Synced Real-Time Data Pipelines	Global Delivery SLA-Backed 24/7 Support
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OUR MISSION

Empowering Businesses with Intelligent Engineering

To architect resilient, scalable, and secure digital software that eliminates operational bottlenecks, simplifies complex integrations, and creates transformative digital advantage through engineering craftsmanship.



OUR VISION

Pioneering Next-Gen Web Intelligence

To be the global benchmark in enterprise digital transformation, where modern web technology, legacy system interoperability, automated AI workflows, and conversion-focused commerce operate in flawless harmony.

Enterprise Philosophy & Core Pillars

We approach every digital transformation journey through strategic alignment: examining how code quality, system interoperability, user adoption, and cloud infrastructure contribute to company valuation and operational agility.

Microservice & API-First Architecture Loosely coupled services that allow businesses to update, scale, or replace components without risking monolithic failures.	Data Security & Enterprise Governance Zero-trust mindset, strict OWASP compliance, encrypted data at rest/transit, role-based access control, and GDPR/CCPA alignment.
Zero-Bloat Engineering Culture Clean, maintainable, self-documenting codebases built to platform standards, reducing lifetime maintenance expenditure.	Continuous ROI & Performance Tuning Aggressive optimization for sub-second speeds, frictionless customer funnels, and real-time business visibility.

DIGITAL TRANSFORMATION AS A SERVICE (DXaaS)

Modernizing Legacy Systems & Digital Workflows

Digital transformation is not merely adopting new software; it is fundamentally transforming how organizations deliver value. Webasty guides enterprises through digital maturity stages—from sunsetting fragile monolithic applications to orchestrating unified, cloud-native digital ecosystems.



Legacy Modernization & Replatforming

DECOUPLING MONOLITHS & ELIMINATING TECH DEBT

- Deconstructing legacy architectures into microservices & headless APIs
- Zero-downtime database schema migration & data sanitization
- Converting outdated PHP/Java/ASP systems into modern reactive stacks
- Code auditing, performance bottleneck diagnostics & security hardening
- Preserving critical business logic while rebuilding modern user interfaces



Cloud Migration & Infrastructure Engineering

ELASTIC, SCALABLE & HIGH-AVAILABILITY CLOUD

- Cloud architecture design on AWS, Google Cloud & Microsoft Azure
- Containerization using Docker and orchestration with Kubernetes
- Automated CI/CD pipelines for frictionless staging-to-production deploys
- Global edge caching, DDoS mitigation & WAF setup with Cloudflare
- Automated auto-scaling clusters capable of weathering flash traffic spikes



Business Process Automation (BPA)

REPLACING MANUAL PAPERWORK WITH DIGITAL ENGINES

- Custom digital workflows for procurement, invoice approvals & audits
- Document parsing, OCR invoice extraction & ledger ingestion
- Automated alert escalation, Slack/Teams notifications & task dispatch
- Self-service B2B customer & vendor portals eliminating email threads
- Interactive analytics dashboards offering real-time operational KPI tracking



Enterprise Governance & Security Engineering

PROACTIVE COMPLIANCE, BACKUPS & UPTIME

- Zero-trust authentication, SAML 2.0, Okta, Azure AD & OAuth2 SSO
- Automated encrypted cloud backups with isolated disaster recovery
- Vulnerability scanning, dependency auditing & automated patch deployment
- Granular permission matrices & audit trails for enterprise regulatory compliance
- Comprehensive SLA monitoring with guaranteed 99.99% infrastructure uptime

The Webasty 4-Stage Digital Transformation Framework

Stage 1: Discover & Audit Complete audit of existing tech stacks, databases, bottlenecks & security vulnerabilities.	Stage 2: Architect & Blueprint Designing API contracts, data flows, database schemas & target cloud architecture.
Stage 3: Agile Engineering Iterative sprint development with continuous automated testing, code review & CI/CD.	Stage 4: Migration & Scaling Zero-downtime cutover, team training, performance benchmarking & 24/7 SLA support.

CUSTOM MODULES & ENTERPRISE SYSTEM INTEGRATION

Custom Module Engineering & ERP / SAP Integration

Modern enterprises cannot operate with isolated software islands. We specialize in building bespoke modules and robust, two-way automated middleware pipelines that connect front-facing web systems directly with enterprise ERP, CRM, and accounting engines.

Custom Module & Plugin Development

BESPOKE EXTENSIONS FOR CMS & PLATFORMS

- Custom plugins & modules for WordPress, Magento, Shopify & Laravel
- Complex pricing rules, tier-based B2B quotations & contract discounting
- Custom membership gates, recurring billing & subscription modules
- Tailored database schemas, custom post types & lightweight admin interfaces
- Strictly standards-compliant code built without third-party dependencies

ERP & SAP Integration Services

REAL-TIME TWO-WAY DATA PIPELINES

- Certified connectors for SAP (ERP, Business One, S/4HANA), MS Dynamics & NetSuite
- Bi-directional synchronization of stock levels, prices, multi-warehouse catalogs
- Automated sales order ingestion, invoice reconciliation & customer credit lines
- Resilient middleware design with message queues (RabbitMQ, Kafka, SQS)
- Fault-tolerant automated retry logic, payload encryption & audit logging

AI Web Development & Machine Learning

INTELLIGENT AGENTS, SEARCH & AUTOMATION

- Enterprise LLM integrations (OpenAI, Anthropic Claude, custom models)
- Vector databases (Pinecone, pgvector) for semantic enterprise search
- Conversational bots capable of triggering transactional backend actions
- Intelligent product recommendation engines driving average order value (AOV)
- Automated content generation, summarization & automated customer sentiment analysis

Full-Stack Web Application Dev

HIGH-CONCURRENCY WEB PLATFORMS & SAAS

- Custom web applications engineered with Node.js, Python, or modern PHP
- Ultra-responsive single page applications (React, Next.js, Vue, Tailwind)
- RESTful & GraphQL API design with interactive Swagger/OpenAPI documentation
- Multi-tenant SaaS architectures with strict tenant data segregation
- In-memory caching architectures utilizing Redis, Memcached & Varnish

Enterprise Integration Ecosystem Matrix

ERP & Finance: SAP S/4HANA, SAP Business One, Microsoft Dynamics 365, Oracle NetSuite, Odoo, QuickBooks, Xero	CRM & Service: Salesforce Sales Cloud, HubSpot, Zoho CRM, Zendesk, Microsoft Dynamics CRM
Payment & Billing: Stripe, PayPal, Razorpay, Adyen, Authorize.Net, Klarna, Braintree	Logistics & WMS: ShipStation, FedEx, DHL, BlueDart, Delhivery, EasyPost, SAP WMS

COMMERCE PLATFORMS & MOBILE APPLICATIONS

Omnichannel Ecommerce & Mobile App Engineering

We build high-converting storefronts and frictionless mobile applications designed to optimize transactional velocity, maximize lifetime customer value (LTV), and deliver unified shopping experiences across all touchpoints.



Comprehensive Ecommerce Architecture

HIGH-CONVERSION TRANSACTION PLATFORMS

- High-throughput multi-store, multi-currency & multilingual setups
- Frictionless 1-page checkout flows & automated abandoned cart recovery
- B2B enterprise portals: Wholesale pricing, tiered MOQ & credit terms
- Warehouse management, barcode scanning & order fulfillment sync
- Compliance with PCI-DSS standards, secure tokenization & fraud scoring



Shopify & Shopify Plus Development

CUSTOM THEMES, APPS & PLUS MIGRATIONS

- Custom Liquid storefronts engineered for 95+ Google Lighthouse scores
- Shopify Plus checkout extensibility, custom functions & automated workflows
- Private & public Shopify App development via Shopify GraphQL Admin API
- Seamless legacy migrations (Woo/Magento to Shopify) with 100% SEO parity
- Headless Shopify storefronts using Hydrogen, Oxygen & Next.js



Magento / Adobe Commerce Engineering

ENTERPRISE HIGH-SKU ARCHITECTURE

- Custom extensions, complex attributes & multi-website hierarchical setup
- Speed tuning via Redis cache, Varnish HTTP accelerator & Elasticsearch
- Automated batch data imports & delta updates from central ERPs
- Security vulnerability hardening, security patch application & version upgrades
- Hyvä Theme implementation for blazing-fast mobile Core Web Vitals



WordPress & WooCommerce Engineering

TAILORED CMS & SCALABLE SHOPS

- Fully bespoke theme development with zero commercial page-builder bloat
- Custom post types, ACF Pro schemas & lightweight administrative UX
- High-scale WooCommerce stores customized for high order volume
- Headless WordPress backends serving decoupled mobile & web apps
- Bank-grade security hardening, custom wp-admin shields & clean code



Mobile App Development (iOS & Android)

CROSS-PLATFORM & NATIVE PERFORMANCE

- Cross-platform applications using React Native & Flutter frameworks
- Native Swift (iOS) and Kotlin (Android) development for demanding tasks
- Real-time push notifications, geolocation, biometric login & device APIs
- Offline caching, SQLite sync & background processing workflows
- End-to-end Apple App Store and Google Play Store submission & compliance



Progressive Web Apps (PWA) & Headless

APP-LIKE EXPERIENCES VIA THE BROWSER

- Offline service workers & background sync for uninterrupted mobile browsing
- Instant installability without app store friction, reducing acquisition cost
- Decoupled headless frontends consuming unified backend commerce APIs
- Dynamic client-side rendering with lightning-fast route transitions
- Push notification capability directly to mobile and desktop browsers

PERFORMANCE MARKETING, SUPPORT & PARTNERSHIP

Data-Driven Digital Marketing & Ongoing SLAs

World-class software requires continuous traction and proactive reliability. Our digital marketing strategies drive targeted customer acquisition, while our SLA support packages safeguard your uptime around the clock.



Technical SEO & Organic Dominance

SEARCH RANKINGS & DISCOVERY ENGINES

- Comprehensive technical audits: Schema.org JSON-LD, Core Web Vitals & crawl efficiency
- Robots.txt & XML sitemap optimization for clean search engine indexation
- High-intent keyword architecture, competitor gap analysis & on-page optimization
- Authority link building, digital PR & international SEO multi-region hreflang setup
- Continuous tracking via Google Search Console, Ahrefs, and Semrush



Conversion Rate Optimization (CRO) & PPC

MAXIMIZING RETURN ON AD SPEND (ROAS)

- A/B multivariate testing, heatmaps, scroll maps & user session recordings
- High-yield Google Ads campaigns (Search, Shopping, Performance Max, Display)
- Targeted Meta Ads (Facebook/Instagram) & LinkedIn B2B lead generation funnels
- Retargeting funnels, dynamic product ads & high-converting landing pages
- Full-funnel attribution models via Google Analytics 4 & BigQuery pipelines



Content Marketing & Email Automation

NURTURING, RETENTION & LIFETIME VALUE

- Automated email marketing sequences (welcome, browse abandon, post-purchase) via Klaviyo
- B2B thought-leadership articles, whitepapers & technical case studies
- Customer lifecycle segmentation driving repeat transactions & reducing churn
- SMS & WhatsApp automated transactional updates & promotional broadcasts
- Comprehensive campaign reporting with actionable cohort metrics



24/7 Enterprise SLAs & DevOps Support

PROACTIVE MONITORING & GUARANTEED RESPONSE

- Real-time synthetic uptime monitoring with 99.99% availability guarantee
- Scheduled security vulnerability patch application & server hardening
- Daily automated cloud offsite backups with tested 1-hour disaster recovery
- Dedicated monthly developer sprint hours for iterative feature enhancements
- Priority incident ticket escalation with rapid SLA turnaround times

Engage Webasty Technologies for Your Transformation

Website:	https://webasty.com	Direct Phone:	+91 8800366005
Email:	info@webasty.com	Delivery Centers:	Delhi NCR, India (Serving Global Clients)
Engagement Models:	Fixed-Scope Projects • Dedicated Team Retainers • Managed SLAs	Industry Focus:	Ecommerce, B2B Manufacturing, SaaS, Retail, FinTech