



qazcode

**AI-Powered.  
Game Driven.  
Business Ready**

[www.qazcode.com](http://www.qazcode.com)



# Qazcode At a Glance



## 8+ years

Experienced in developing, implementing, and supporting products for the largest telecom operator in Kazakhstan, Beeline Kazakhstan, and Veon Group.

## 750 experts

Our team comprises 750 experts in Product Development, Software Engineering, Data Science, Agile, IT Architecture, Project Management, Low Code, and AI.

## 60+ products

AI, IT Productivity, Business Process Automation, Mobile Applications, Customer Experience, Teletainment Platform, and Gamification.

## 70+ AI models

Our in-house team has developed over 70 AI models across various domains, including ML, DL, and GenAI.

## 40+ projects

Utilized Agile product management methodologies such as Scrum, Kanban, Hybrids, and HADI, resulting to decrease the time required to launch new products by threshold.

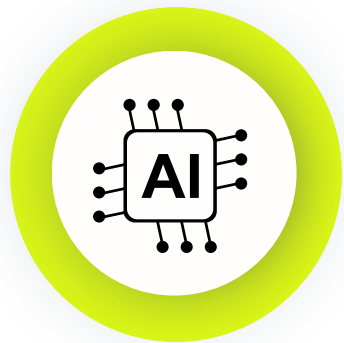
## Regions we work

Central Asia, Europe, and Middle East

## 3 months

Average Time to Market for project teams releasing New Products.

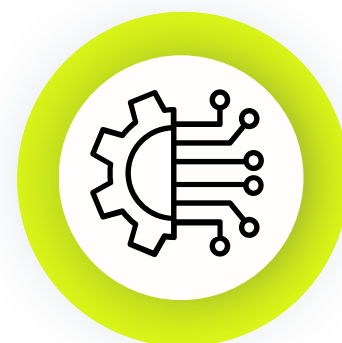
# AI Solutions



AI Agents



AI Bots



LLM

## Unlock Data Potential with AI-Powered Solutions—Enhance Decision-Making for Business



Data Ingestion



Evaluation & Re-ranking



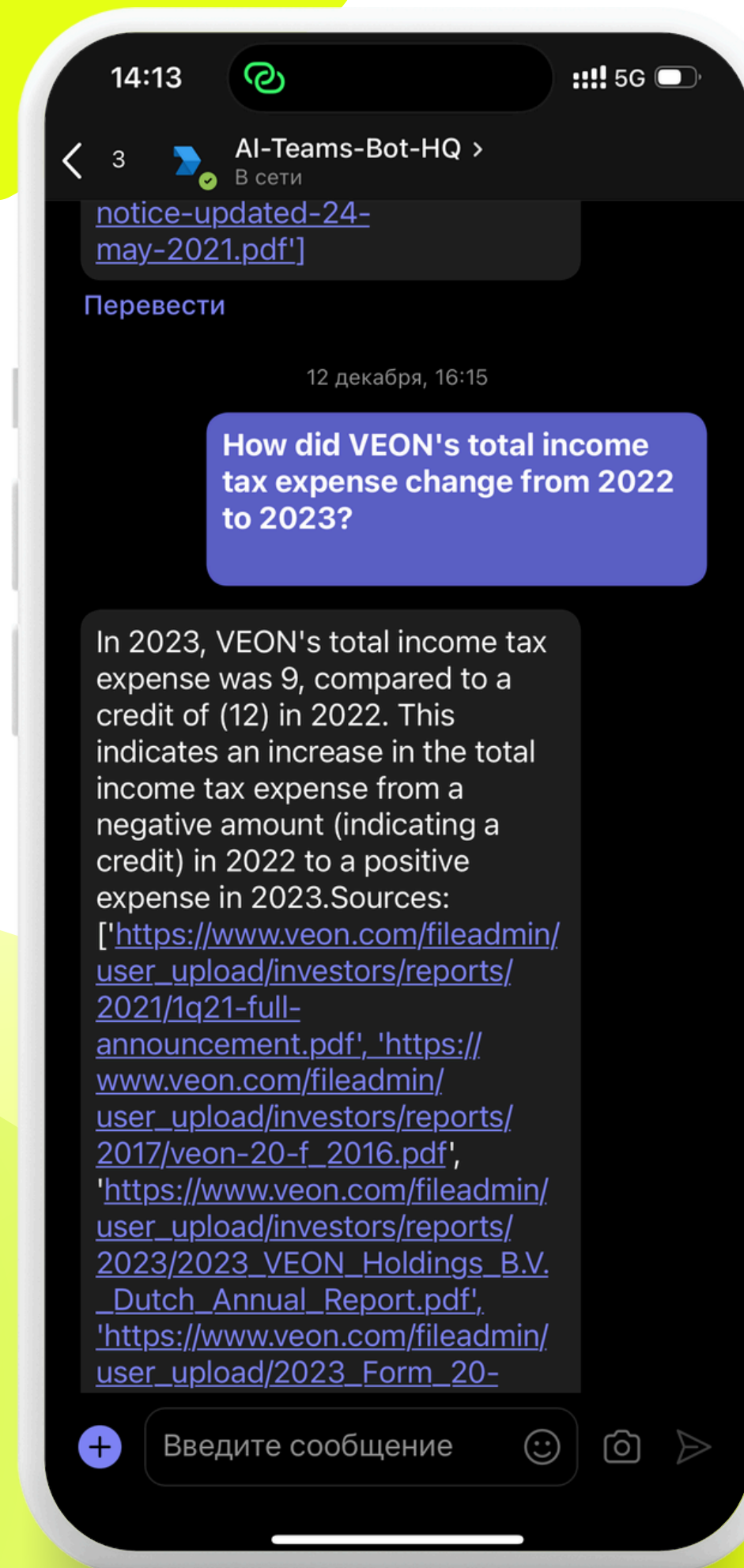
Chunking & Preprocessing



Response Generation



Informational Retrieval



**Enterprise AI Assistants**  
for instant access to information  
& Board Members AI Assistant

**Enterprise AI chatbot**  
for Customer support services

**AI Tutor chatbot**  
for Kazakh language



# Entertainment Platform



All in One  
Entertainment  
Hub



Content as a  
Marketing



Loyalty  
features &  
referrals



Digital Only  
Telecom

## Seamless Entertainment, Exclusive Content, and Smart Rewards



New Market  
Segment



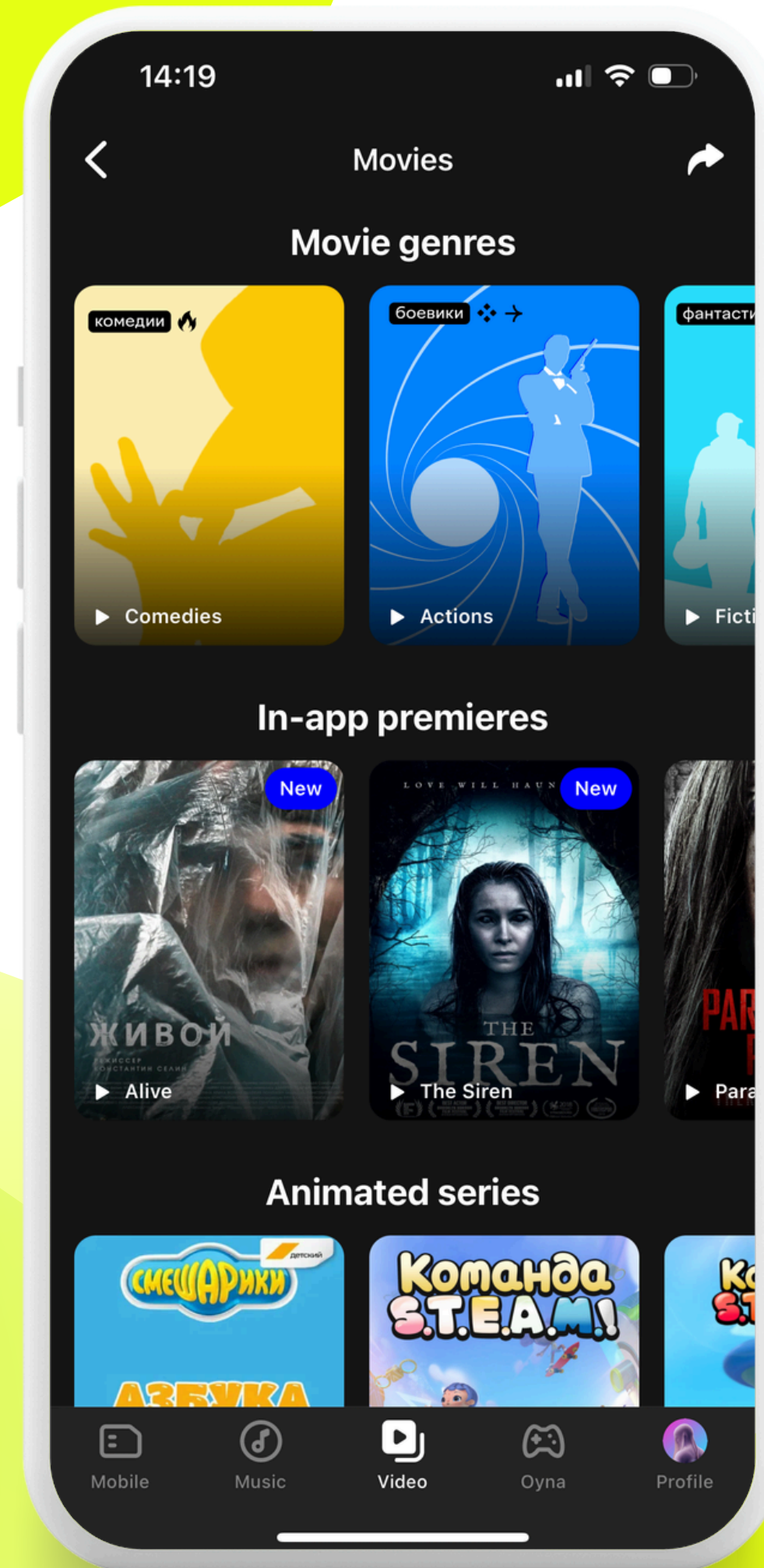
Increased Products  
Activation



Competitive  
Edge



Increased User Retention  
& Brand Loyalty



# 221%

Annual Increasing of  
Monthly Active Users

# 98%

Annual Revenue  
Increasing

# 58%

Annual Telecom Active  
Base Increasing

# 4.5

Rating on Google Play  
Market | AppStore



# Rewards Platform



Single, Regular  
& Multi-level  
Tasks



Personalisation  
& Results of  
the year



Statistics &  
Progress  
Tracking



Admin Panel  
for Managing

## Boost Engagement, Generate Leads, and Learn



Enhanced User  
Engagement



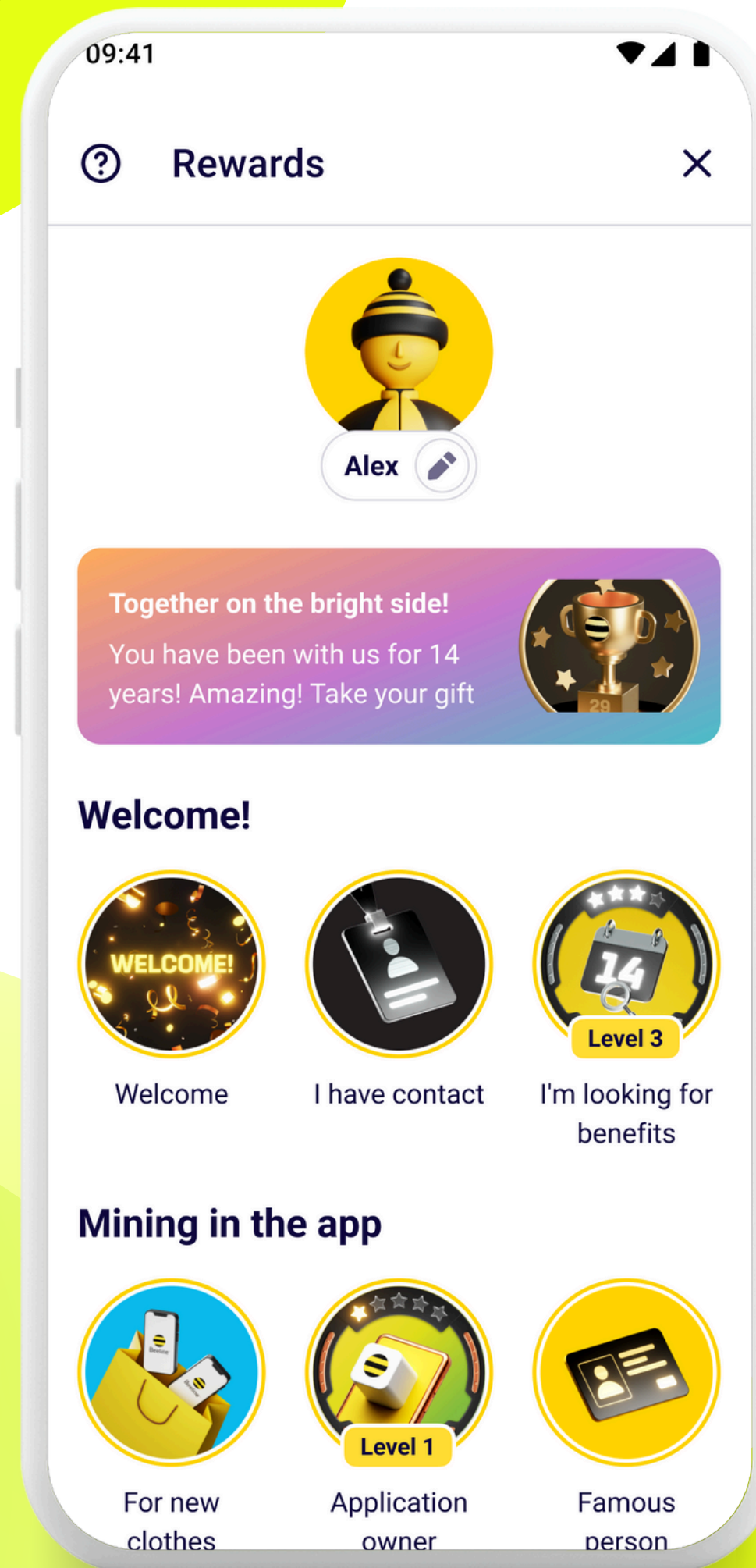
Increased Products  
Activation



Data-driven  
Personalization



Better Leads  
Generation



Beeline™  
KZ

**25%**

Penetration into MAU

**X2**

Stickiness (DAU / MAU)

**+7%**

Average revenue  
per User

**+4 p.p**

Payment rate

# Gaming Platform



Casual Games  
Catalog



Quizz  
Games



Admin  
& Gaming  
Analytics



Fraud  
Prevention

## Play, Connect, and Grow— Transforming Gaming Experience into Engagement



Increase in  
ARPU | ADPU



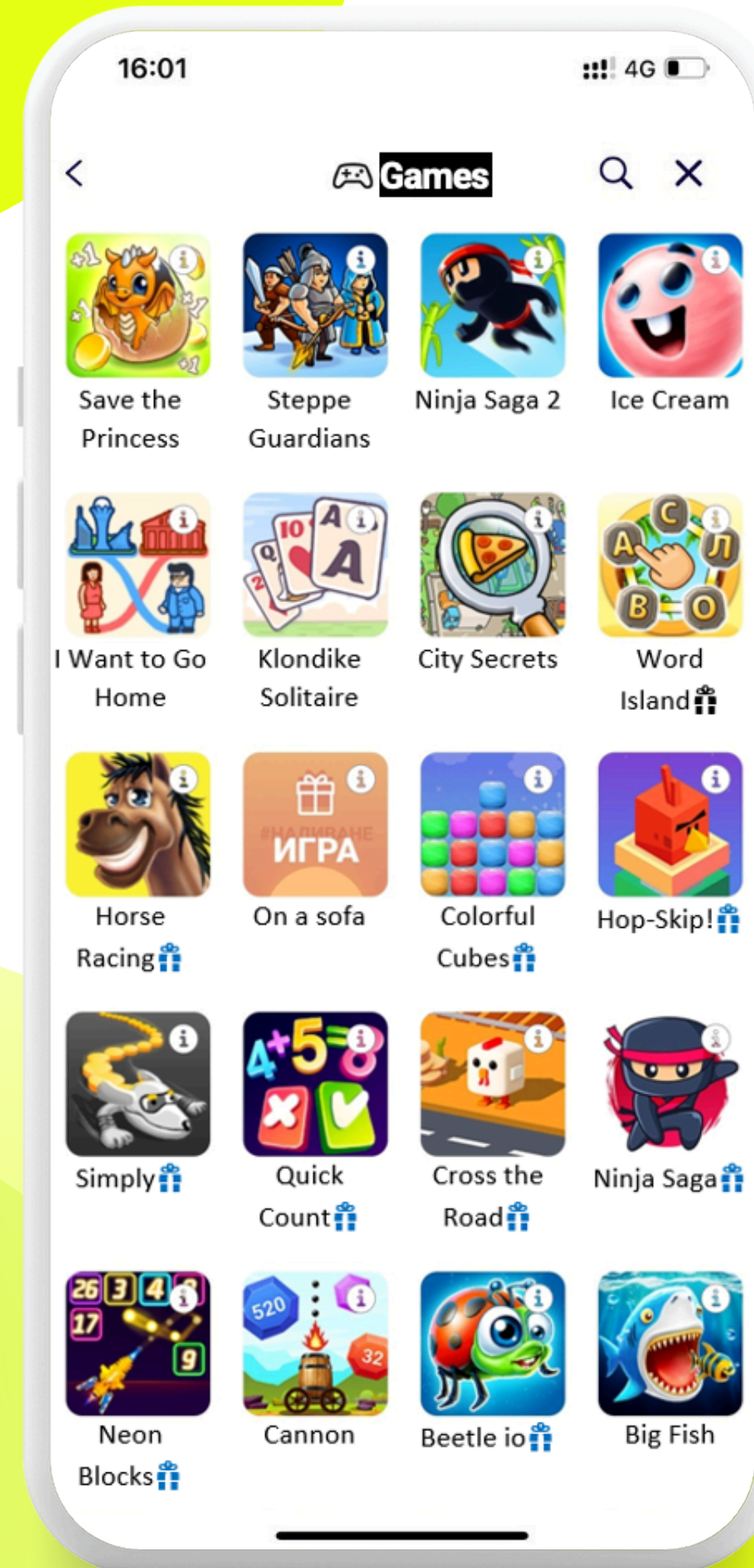
Customization  
of Games



Integration in  
a Customer's App



Growth in Monthly  
Active Users



# #1

Choice among non-telco  
services included in tariffs

# 15-30%

Penetration among  
application users

# X4

Time spent by users in  
the applications

# MAU

Growth through acquisition  
of new users

# ARPU

Growth as a result of  
higher customer activity



# BSS System Integration



Consulting  
for BSS  
implementation



Technical  
and business  
audits



BSS System  
Design



BSS  
Implementation  
and support

## Enhance Efficiency and Flexibility – Seamless BSS Integration Aligned with Your Business Goals



Solutions  
Architects



Software  
Engineering



Salesforce  
automation



Project  
Management



Quality  
Assurance



CRM  
Solution



**180**

3PP Systems  
(both B2C & B2B domains)

**30**

Systems to decommission

**3.7K**

Use cases & Use Stories

**8K**

Product test cases

**4K**

3PP test cases





# Your fast track to Innovation

**Email:**

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**qazcode**