

ACCELERATE GROWTH



LONGWApps

COMPANY PROFILE 2023

Why We Exist

Every Business is in a constant struggle to survive in the technology bubble. We cater that need by reengineering business processes frequently to match the latest trends

Our Vision

To build a true unicorn with pure Sri Lankan talent

Our Mission

Empower businesses to innovate their business processes with the right integrations to offer more value to the customer

Our Partners

We are not alone.
We are in this together with amazing partners who strengthen us,
believe in us and enable us to maximise the value we provide



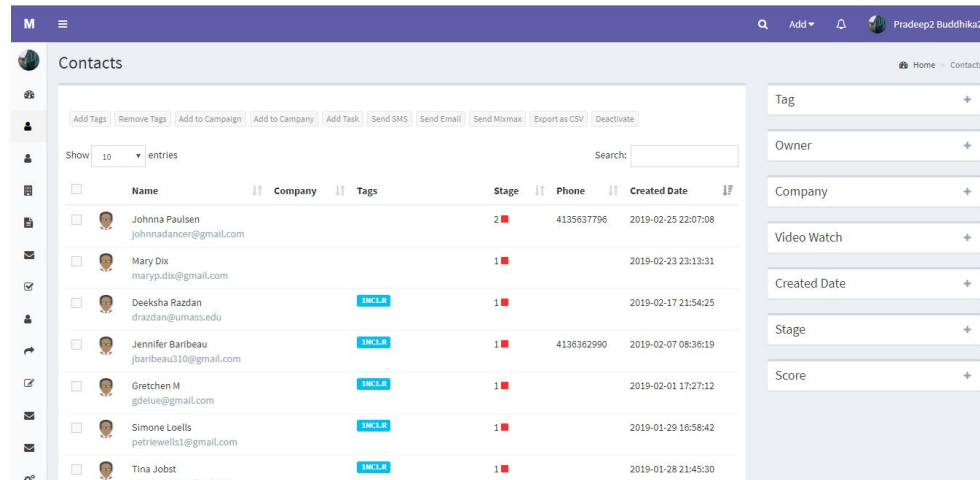
What we do

- System Integrations
- Custom web application development
- API development
- Mobile app development
- eCommerce seller tools
- Fintech solutions
- Real Time communication systems
- Telco Systems

Some of the work we can be proud of

Micoachee CRM Platform

- Development of a tailor made centralized CRM system replacing Agile CRM
- Development of a visual workflow management module
- Integration of all core services used by them in to the custom built CRM platform
- Development of single sign on functionality between Micoachee and Nudge Coach
- Development of critical customer insights using Machine Learning models



The screenshot displays the 'Contacts' interface of the Micoachee CRM Platform. The interface includes a navigation bar at the top with a search icon, 'Add' button, and user profile 'Pradeep2 Buddhika2'. Below the navigation bar, there are several action buttons: 'Add Tags', 'Remove Tags', 'Add to Campaign', 'Add to Company', 'Add Task', 'Send SMS', 'Send Email', 'Send Mixmax', 'Export as CSV', and 'Deactivate'. A search bar is present with the text 'Search:'. The main content area shows a list of contacts with columns for Name, Company, Tags, Stage, Phone, and Created Date. The 'Created Date' column is sorted in descending order. The right sidebar contains a list of filters: Tag, Owner, Company, Video Watch, Created Date, Stage, and Score.

Name	Company	Tags	Stage	Phone	Created Date
Johnna Paulsen johnnadancer@gmail.com			2	4135637796	2019-02-25 22:07:08
Mary Dix maryp.dix@gmail.com			1		2019-02-23 23:13:31
Deeksha Razdan drazdan@umass.edu		INCL.R	1		2019-02-17 21:54:25
Jennifer Baribeau jbaribeau310@gmail.com		INCL.R	1	4136362990	2019-02-07 08:36:19
Gretchen M gdue@gmail.com		INCL.R	1		2019-02-01 17:27:12
Simone Loells petriewells1@gmail.com		INCL.R	1		2019-01-29 16:58:42
Tina Jobst		INCL.R	1		2019-01-28 21:45:30

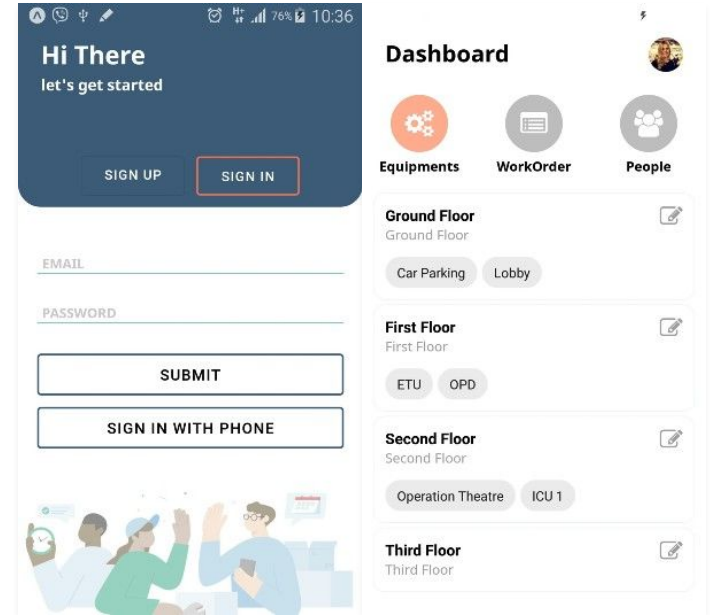
T-Mobile Partner API for ACS

- Development of T-Mobile wholesale partner API integration
- Development of T-Mobile admin portal for ACS staff
- Development of T-Mobile public portal for ACS customer
- Development of RADIUS server through ACS VPN to T-Mobile
- Integration of Zoho Accounting API with RADIUS feeds for real time charging



Fixapp

is a platform which is under development to support field service engineers and technicians to track corrective maintenance/ breakdown requests easily without having to use a single paper.

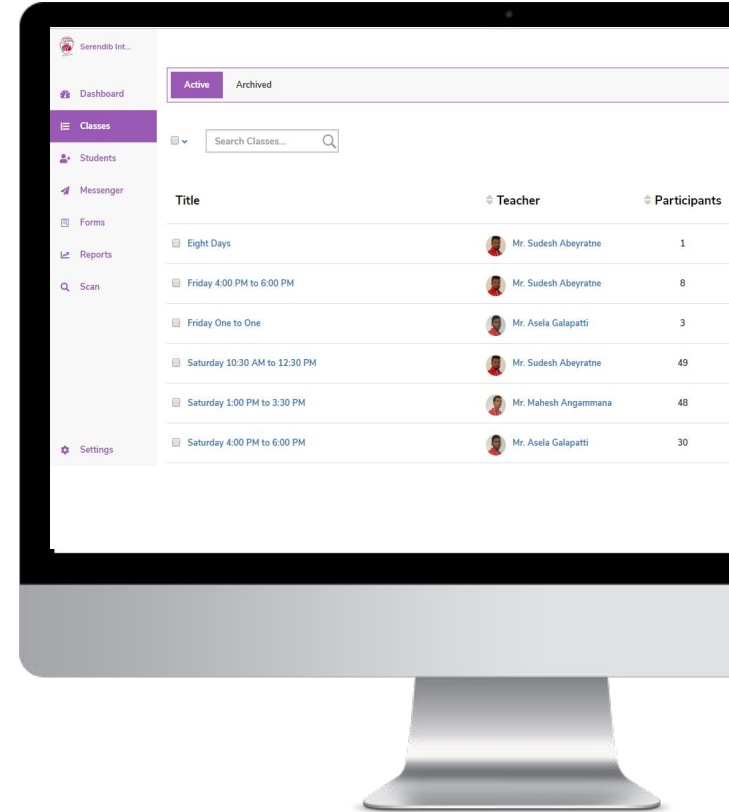


We have more ways to
empower entrepreneurs



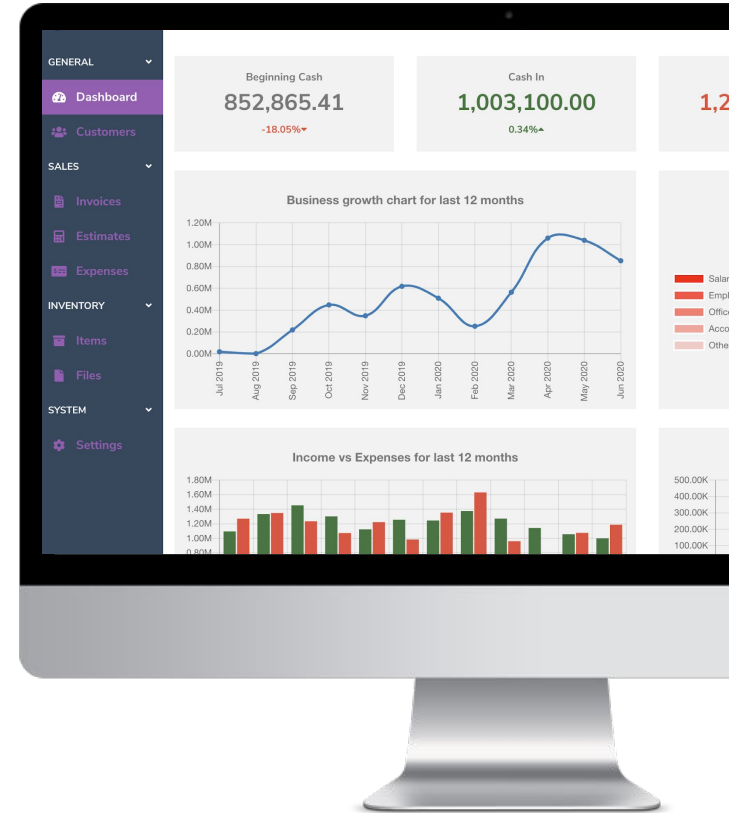


Cloud based institution management system



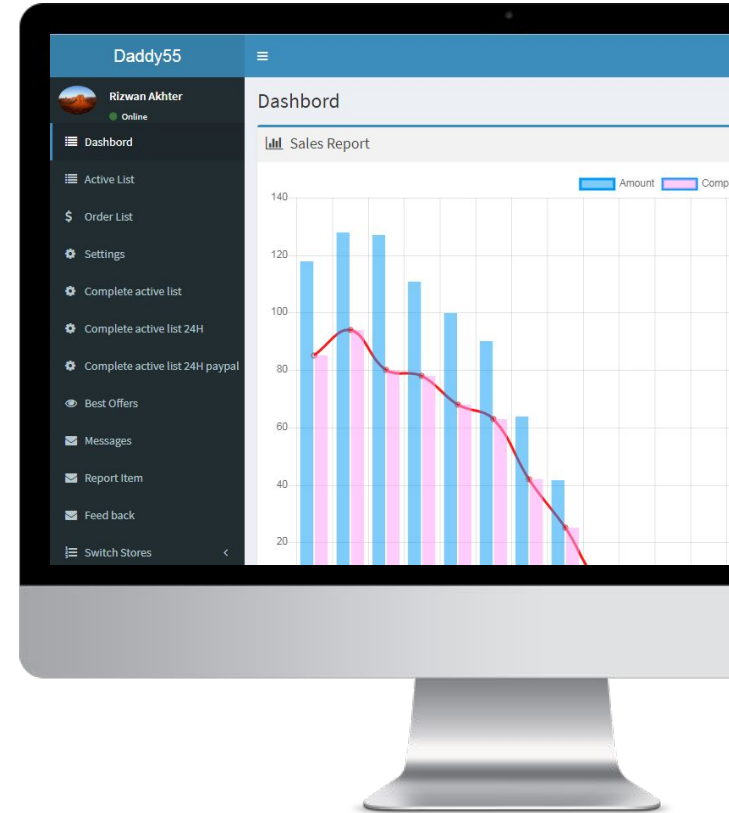


Cloud based invoice and payments management system



3izGroomer

Cloud based eBay seller tools



What they say about us



Jaime Relej - MiCoachee

“Upul and his team is very supportive and pay attention to small details. They helped us to automate most of our workflows and created a visual workflow management module for us to easily customize the workflows whenever we needed to.”



Tony Pizzamiglio - The Growth Engine

“After getting few integration work done we partnered with LONGWApps to facilitate all our API integration jobs. Upul and his team is highly competent on what they do and deliver on time and within the budget.”

Unique things made possible by
unique people





Upul Dissanayake

Founder & CEO

upul@longwapps.com

Upul holds a Bachelor's degree in Electrical & Electronic Engineering from University of Peradeniya and serves as the CEO and Chief Architect



Pathum Jayatissa

Sr. Software Engineer

pathum@longwapps.com

Pathum holds a Bachelor's degree in Computer Engineering from University of Peradeniya and serves as a Sr. Software Engineer



Pradeep Senevirathne

Sr. Tech Lead

pradeep@longwapps.com

Pradeep holds a Bachelor's degree in Electrical & Electronic Engineering from University of Peradeniya and serves as a Sr. Tech Lead



Lakmuthu Chamath

Software Engineer (Mobile)
chamath@longwapps.com

Chamath holds a Bachelor's degree in Computer Science from the Eastern University and serves as a Software Engineer (Mobile)

Dilini Nimeshika

Software Engineer (UI/UX)
dilini@longwapps.com

Dilini holds a Bachelor's degree in Computer Science from the University of Jaffna and serves as a Software Engineer

Usira Kodithuwakku

Associate Tech Lead
usira@longwapps.com

Usira holds a Bachelor's degree in Computer Engineering from University of Peradeniya and serves as an Associate Tech Lead



Suresh Ariyadasa

Software Engineer

suresh@longwapps.com

Suresh holds a Bachelor's degree in Computer Science from the Eastern University and serves as a Software Engineer

Devapriya Peiris

Financial & Accounting Advisor

peirisdevapriya@gmail.com

Devapriya is a member of CA Sri Lanka and responsible for managing and advising on LONGWApps financials and Accounting

Nimesh Madhuwantha

QA Engineer

nimesh@longwapps.com

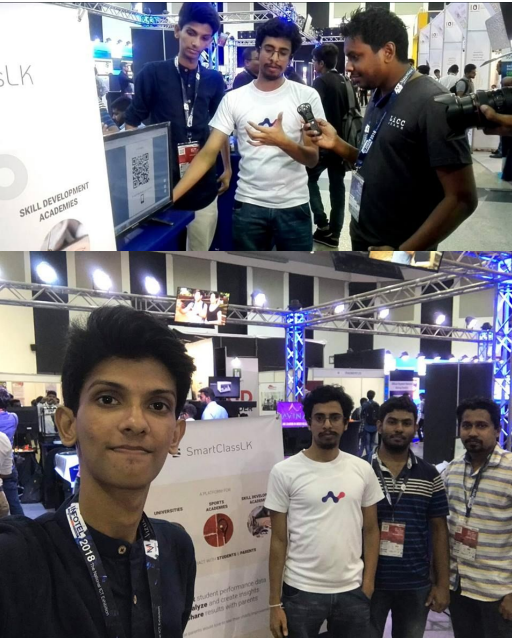
Nimesh holds a Bachelor's degree in Statistics and Operation Research from University of Peradeniya and serves as a Software QA Engineer

Our proud moments

SeedStars Colombo 2018

Seedstars is one of the largest startup competitions and returned to Sri Lanka for the 3rd time. SmartClass got selected for the final 12 startups got the chance to pitch our business model to an internationally recognised panel of judges. This became a turning point for us to redefine the product vision to be something completely new and innovative.





SmartClass first ever public appearance at
INFOTEL 2018

We took part at the 2018 INFOTEL Startup Pavilion as our first ever public appearance for SmartClass. We launched a mini game called Word Hunt to make the audience interact and spread awareness about the brand.



National Startup Challenge 2018

Venture Frontier Lanka together with OviBees Ventures organized the National Startup Challenge 2018, a 2 days program providing training, mentorship followed by a pitching challenge.

SmartClass got selected for the final 30 startups and took part in the program. Feedback received from the event helped a lot to redefine the path which SmartClass was headed to.

Together, we are



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