

 MADE IN INDIA

Appice India Architecture & Deployment Brief

On-prem, hybrid and multi-cloud reference architectures for regulated enterprises in India.

Audience: Solution architects, infosec, platform engineering, procurement

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Web: appice.ai/made-in-india.html

Architecture overview

Appice is structured around three layers: **Channels** (where customers are reached), **Appice ADS** (the decisioning system), and **Enterprise Core** (your systems of record). Signals flow from Channels and Core into ADS; decisions flow back out across Channels and into Core.

LAYER	COMPONENTS	OWNER
Channels	App, web, SMS, WhatsApp, email, voice, RM, branch, call centre, partner channels	Customer
Appice ADS	Integrate, Intent, Interact, Insights, Allyvate AI, Inform	Appice / Customer (per deployment model)
Enterprise Core	Core banking, CRM, ESB, data warehouse, MDM, identity, channel infrastructure	Customer

Deployment models

MODEL	WHERE IT RUNS	TRADE-OFFS
On-prem	Customer data centre	Maximum data control. Customer manages capacity and uptime.
Private cloud	Customer-owned cloud account (single CSP)	Customer cloud guarantees + Appice operational support.
Hybrid	Sensitive workloads on-prem, scalable on cloud	Best of both — at the cost of integration complexity.
Multi-cloud	Two or more CSPs	No single-cloud lock-in. Higher cost-of-ops baseline.

Integration patterns

- **Real-time signals** — webhooks, Kafka / Kinesis / Pub-Sub, server-side REST API.
- **Batch signals** — SFTP, scheduled ETL, bulk-load APIs.
- **Channel egress** — SMS gateways, push (FCM, APNS, web push), WhatsApp BSP, email ESP.
- **Identity** — SSO (SAML, OIDC), MDM, customer-master systems.

Open APIs & SDKs

Appice exposes its capabilities via open REST APIs and 10 client SDKs (iOS, Android, Kotlin Multiplatform, Flutter, React Native, Web, Unity, Cordova, IBM MFP, Kony / Temenos Quantum). The OpenAPI 3 spec is published at dev.appice.ai/openapi/appice-api.yaml; the developer portal at dev.appice.ai hosts quickstarts, references and a Postman collection.

Compliance & audit

- Every decision is logged with the inputs, the rule path, the model score and the executed outcome.
- Retention is configurable per policy (typical: 7 years for regulated banking).
- Standard certifications: ISO 27001, SOC 2 Type 2, PCI DSS, ISO 22301 (in progress / status varies — confirm with Appice for current state).
- Local-regulation alignment: RBI, SAMA, MAS, GDPR, DPDP, HIPAA, LGPD.

Reference architecture (PSU bank)

Customer DC → Appice ADS (on-prem) → core banking (Finacle / Temenos) over private network → channel egress (bank-owned SMS gateway, WhatsApp BSP). Audit logs streamed to bank's SIEM.

Reference architecture (telco)

Customer hybrid (BSS/OSS on-prem; analytics workloads on private cloud) → Appice ADS (hybrid) → CRM, billing, channel apps. Decisions delivered via push, in-app, SMS, RCS.

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