

**Business Automation Ltd.**



**COMPANY PROFILE**



Empower. Innovation. Experience.

## Background and establishment:

Business Automation Ltd. is a pioneering ITES company of Bangladesh with both local and global footprint. It has over 22 years of experience under its belt with more than 300 clients. It offers one stop service system, customer management services, data analysis, IT service delivery, device integration etc. it also provides standard kiosk, led, signage, IoT based products etc. Innovation and R&D teams leverages quality-related data within provider environments to create and offer new solutions to providers complementary to their services. With its sound understanding of various business avenues and vast pool of resources, Business Automation Ltd. mobilizes the proper individuals, skills, and technologies to assist organizations enhance its performance and rework expenses into competitive business assets.

### Business Automation Ltd.

Company focused on Software & ITES

**22+**  
Years in service  
**Industry Experience**

**We are**

- Specialized in integrated service delivery platform
- 12 local and international Award winner
- Experienced in implementing Micro service architecture
- Experienced in designing of turn-key projects and service management

**300+**  
Customers  
**Our served customers**




**8+**  
Countries  
**International experience**

**Capabilities**

- Proven record of implementing the e-governance project of interconnected inter-ministry/agency
- Setting up 12,000+ user e-governance system with financial transaction
- Stakeholder integration experience (RJSC, NBR, NID, DIP, eNothi, Sonali Pay etc.)

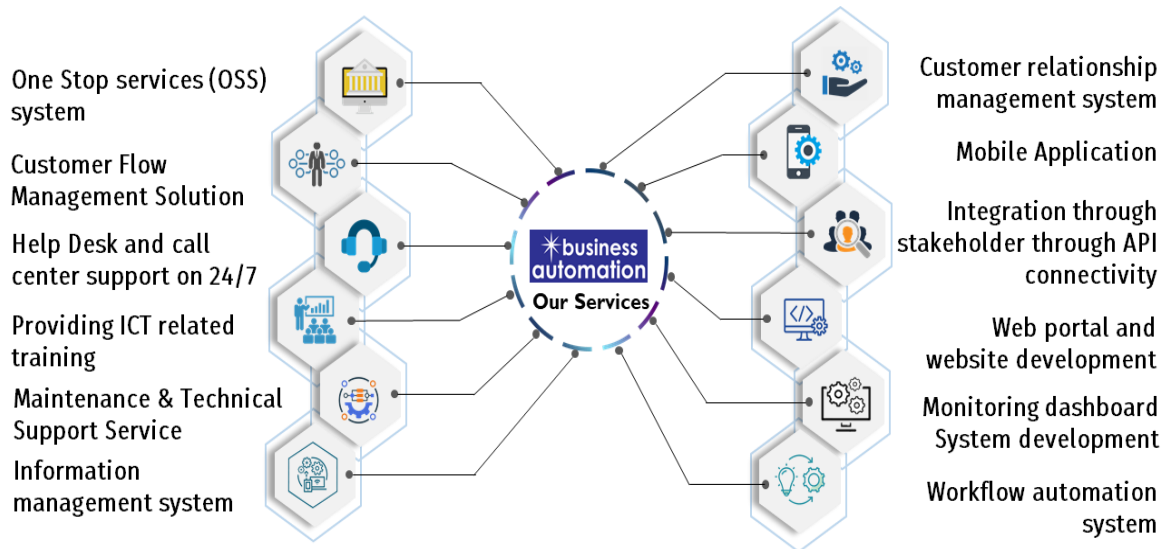


*The company has been implementing its tagline to drive the following theme:*

 <b>Empower</b> To empower organizations for better customer experience using technology, process and people.	 <b>Innovation</b> To unleash the innovative ideas to identify unique business needs.	 <b>Experience</b> To design, implement, and deliver transformative customer experiences
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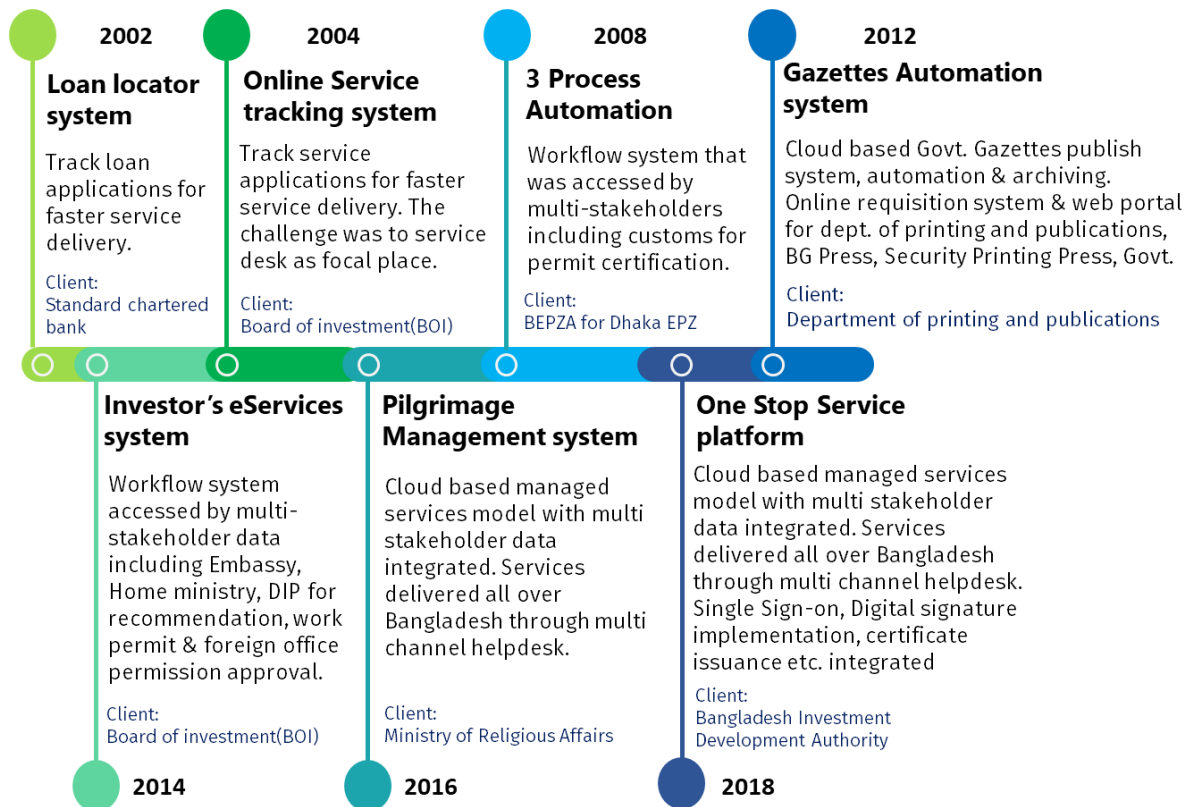
## The company's portfolio of services:

The company has been pioneering in many areas in IT solutions in Bangladesh including web development, customize software, software packaging with e-learning solution, e-Governance solution, document archiving and document management, content development, etc.

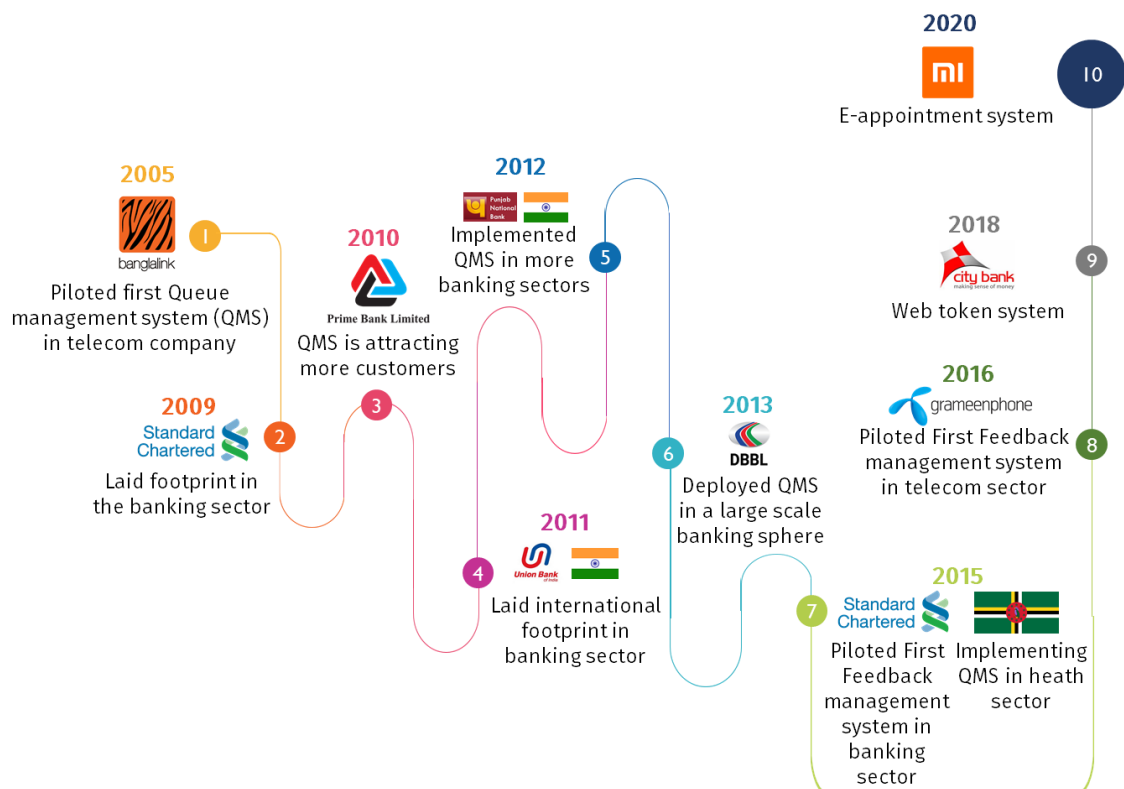


Business Automation engages resources with specialized knowledge of each practice to provide the best solutions possible for both public and private sectors. The result is a response tailored to each project fully reflecting the intent of the client's policies and priorities, significantly improving service delivery and performances. We are committed to transfer knowledge and skills to our valuable clients. For customers support, Business Automation Ltd. has highly skilled technical professional human resources from diversified background. For technical support, the company has a pool of resources that can join on project basis for IT operation and management.

Business Automation is a CMMI level 3, ISO 9001:2015, ISO 27001:2013 (ISMS) Quality Management System Certified. Also certified by IT auditor on IS control.











**Illustration: Business Automation experience on building service delivery platform**



**Customer Journey**




## Capabilities of cloud infrastructure and multi-country & stakeholder operation

Business Automation Ltd. is operating in management of cloud-based system for Government entities. The major capabilities of the company are given below:

 <p>Proven track record of <b>operation and management of cloud infrastructure</b>;</p>	 <p>Working experience of <b>managing servers</b> locating in <b>multiple data centers including BCC</b>;</p>
 <p>Proven track record of <b>multi-country operation 24X7</b> basis;</p>	 <p>Dashboard and API manager built on <b>micro-service architecture</b>;</p>
 <p>Proven track record of <b>integration of multiple system</b> through 3<sup>rd</sup> party API (NID, Passport, UDC, Airlines, eTIN, eNothi, RJSC, CDA etc.);</p>	 <p>Familiarity with devices required to operate the system including <b>self-service devices</b> (medical kiosk, check-in kiosk, digital signage etc);</p>
 <p>Worked with Government's <b>Computer Incident Response Team (CIRT) &amp; software quality test team</b> and <b>CSE dept. of BUET</b> for software testing;</p>	 <p>Management of <b>large-scale data</b> (eMutation system - <b>23 TB</b> located in Cloud Infrastructure of National Data Center of BCC; <b>PRP 300 GB</b>);</p>

## Location

Location and infrastructure of any company is important, particularly software companies are more sensitive in this regard. Considering the importance of that, Business Automation Ltd. has established three offices.

 <p><b>Karwan Bazar  STP-1 (Operational HQ)</b></p>	<p>The main corporate office is at STP-1, BDBL Bhaban (Level-9), 12 Karwan Bazar, Dhaka-1215, established by the Government for the software companies with dual power supply. 4100 Sqft (3500 Sqft at 9th Floor and 600 Sqft at 6th Floor) office space in Kawran Bazar has been well equipped for smooth communication works with clients and partners. The whole office is fully, well-designed network connected with adequate PC &amp; servers, and every employee is connected for communication such as Internet and telephone from the desk.</p>
 <p><b>Mirpur DOHS (Development office)</b></p>	<p>2700 Sft. office space in Mirpur DOHS has been well equipped for smooth software development works. The whole office is fully, well-designed network connected with adequate PC &amp; servers, and every employee is connected for communication such as Internet and telephone from the desk. These direct accesses in communication provide more utility for the development team for searching information.</p>
 <p><b>Hi-Tech park (Assembling Unit)</b></p>	<p>4600 Sft. office space in Bangabandhu Hi-tech City has been well equipped for assembling unit and hardware development. The whole office is fully, well-designed network connected with adequate PC &amp; servers, and every employee is connected for communication such as Internet and telephone from the desk.</p>

## Logistic Facilities

Sl.	Items Description	Details
01.	Office Space	Total Office Space -11,341 sqft.
02.	Discussion/Meeting Rooms	2 Nos. (Size: 14x12)
03.	Library Rooms	Books: 120 (Approx.)
04.	Number of A/C	14 Nos.
05.	Office System	Both Cabin & Open System
06.	No. of Server	08 Nos.
07	Server Configuration Data center-1 (4 servers) Data center-2 (4 servers)	All Physical Servers are configured with Enterprise Grade Virtualization and contained several VM as per projects need.
	UAT & Training-1	1)Dell Power Edge R730 CPU- Intel Xeon Processor x 2, RAM- 128GB DISK- 1.6TB (RAID 5) NIC- OnBoarddual 1gb network Onboard Dual 10GB RJ45 Ethernet
	UAT & Training-2	2)Dell Power Edge R720 CPU- Intel Xeon Processor x 2, 12 Core RAM- 64GB DISK-3TB (RAID 5) NIC- OnBoarddual 1gb network Onboard Dual 10GB RJ45 Ethernet
	Production-1,2,3	1)Super micro-Server_F619P2-RT_2 CPU- E5 2620v3 V3 12 Core RAM- 256GB RAMDDR4 DISK- 1.2TBx03SASHDD, RAID5, NIC- OnBoarddual 1gb network Onboard Dual 10GB RJ45 Ethernet Chipset- x540Chipset,)
	Production-4,5,6	2)Lenovo System X3650M5 CPU- Intel Xeon Processor x 2, RAM- 128GB, 256GB, DISK- 1.8TB, 2TB (RAID 5) NIC- OnBoarddual 1gb network Onboard Dual 10GB RJ45 Ethernet

<b>08.</b>	Server Rack (02 Nos)	Toten 42 U Rack with KVM console
<b>09</b>	Cloud server	2
<b>10.</b>	No. Of Web Server/DB server	06 Nos.
	Operating System (Open Source)	Ubuntu, Sun Solaris, Fedora CentOS, Debian, Oracle Linus
<b>11.</b>	Operating System (Work Station)	Windows 7, Windows 10
	Operating System (Server)	Windows Server
<b>12.</b>	No. of PC and Laptop	160 Nos.
<b>13.</b>	Number Printer	09 Nos.
<b>14.</b>	Printer Configuration	a) Canon IR2520 b) RICOH MP 2501 c) HP LaserJet 400 M401dn d) Epson L380 (02 Nos) e) Canon LASER SHOT LBP 3300 f) HP LaserJet P3005n g) HP LaserJet 400 M402dn h) Cannon iP1880
<b>15.</b>	Number of Scanner	05 Nos.
<b>16.</b>	Scanner Configuration	a) Cannon canoscan Lide 110 b) Cannon Pixma c) Cannon Lide 120 d) Cannon Scan 4400F e) HP Deskjet F2280
<b>17.</b>	Online UPS	3 (2 KVA)
<b>18.</b>	Offline UPS & Stabilizer	45 Nos.
<b>19.</b>	Generator	Power Craft – 7000E
<b>20.</b>	Multi Media Projector	02 Nos.
<b>21.</b>	GSM Modem	03 Nos.
<b>22.</b>	Router	11 Nos.
<b>23.</b>	Access point	16 Nos.

24.	Dialogic IVR Card	01 Nos.
25.	Voice/Fax Modem	01 Nos.
26.	Fax Machine	01 Nos.
27.	Switch	22 Nos.
28.	Firewall	Juniper SRX 240 H2
29.	Load Balancer	TP Link TL-ER5120
30.	Internet connectivity	48 Mbps
31.	Smart TV (04 Nos.)	Sony (02 Nos.), Samsung (02 Nos.)
32.	Digital Signage	04 Nos.
33.	Passport Scanner	04 Nos.
34.	Support Service	24/7 Support Service

## Connectivity and cloud data management:

Our internet connectivity in our different offices has given below:

SI	ISP	Location	Bandwidth	Type of Service
1	Intercloud	Karwan Bazar (BDBL 9th floor)	10 MBPS	Dedicated
		Data center (BDBL 7th floor)	8 MBPS	Dedicated
		Data center (BDBL 7th floor) NTMC passport data Connectivity	5 MBPS	Dedicated
		Mirpur DoHS	2 MBPS	Dedicated
2	ISN	Karwan Bazar (BDBL 9 th floor)	3 MBPS	Dedicated
3	Telnet	Data center (BDBL 7th floor)	2 MBPS	Dedicated
4	ADSL	Mirpur DoHS	1 MBPS	Dedicated
5	Link3	Development centre	8 MBPS	Dedicated
		Haj office (Ashkona)	2 MBPS	Dedicated
6.	Wink	Hi Tech Park	10 MBPS	Dedicated



## BA Network Operation and Infrastructure Monitoring

Continuous uptime of business-critical services and availability of optimal performance is ensured by BA-NOC which includes the critical activities mentioned below:

- Monitor network, servers, and applications for health and performance
- Analyse bandwidth and proactively identify bottlenecks
- Continuously monitor and analyse security threats and attacks
- Modify network configurations per the business need
- Pickup faults and troubleshoot quickly to reduce the mean time to repair

## BA-NOC Operation

BA (Business Automation) is directly connected and serving with four Data Centers among which two are National Data Center (NDC) and BTCL Billing Production Data center, BTRC's NAID Production Data Center. Work scopes among these Data Centers are:

- Monitoring Networks, Servers and Application Availability
- Health Check of all Servers, Application and Network equipment.
- Manage and monitor of all VM's.
- Monitoring and analysing security threats and attacks
- Update Network configuration as per business needs.
- Find out the faults and troubleshoot it at earliest possible time.

## BA-NOC Management Policy:

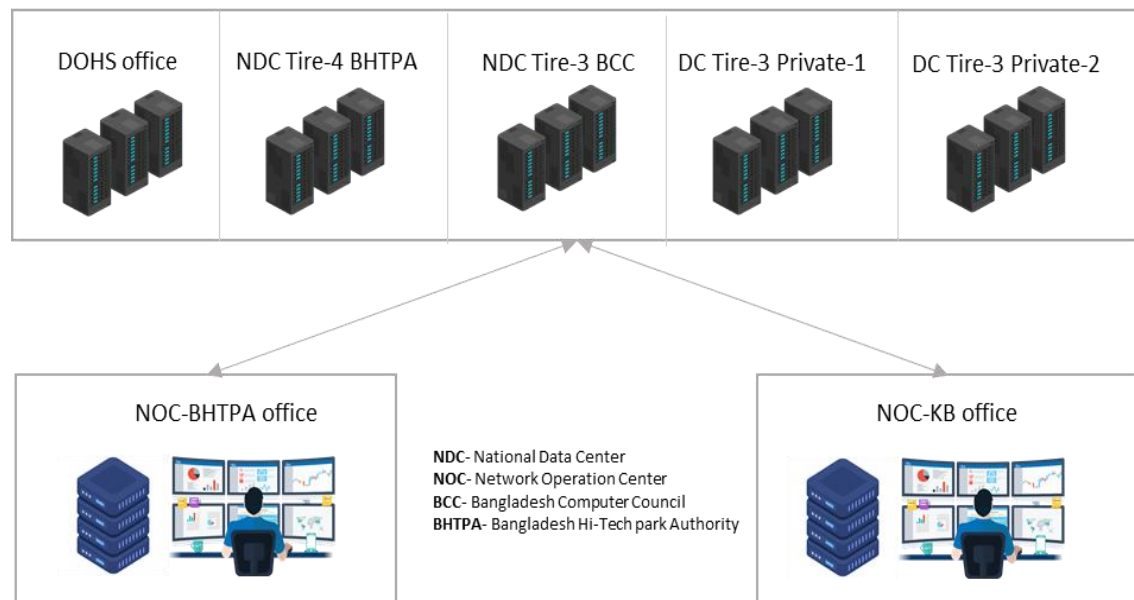
- Incidents are detected as soon as possible and properly reported.
- Incidents are handled by appropriate authorized personnel with 'skilled' backup as required.
- Incidents are properly recorded and documented.
- All evidence is gathered, recorded and maintained in the BA-NOC Incident Reporting form that will withstand internal and external scrutiny.
- The full extent and implications relating to an incident are understood.
- Incidents are dealt with in a timely manner and service(s) restored as soon as possible.
- Similar incidents will not recur.
- Any weaknesses in procedures or policies are identified and addressed.
- All incidents shall be analysed and reported to the designated officer(s).
- Learning from the incidents are recorded from all IT supported locations.
- All environments subject to the BA-NOC Policy determined by the BA Information Security Team and Management.

## Process of BA-NOC:

There are three level NOC team comprising experienced engineers in charge of monitoring infrastructure health, security and capacity of an environment

- Level-1 team are responsible for monitoring the availability and reachability of all applications and Gateway
- Level-2 team are responsible for monitoring, providing and managing all BA surveillance systems
- Level-3 team of BA-NOC are responsible for monitoring all VMs, ECS, Cloud Infrastructure, Databases, Physical and Virtual Infrastructures, Source Codes of all stages of any projects.

Network Operation & infrastructure Monitoring Diagram













Depending on the intervention required NOC and the MSP technical teams work together to resolve issues based on severity, alert type and other criteria.

## Organization and Staffing:

Name of the Company	Business Automation Ltd.
Year of Establishment	28th December,1998
Type of Organization	Private Limited Company
Total Number of Employee	Total employee-160
	Full time employee-140

	Part time employee-20
No. of Software Products	50+ Nos.
No. of International Clients	06 Nos.
No. of Local Software Clients	300+ Nos.
Trade License	05-67639
Certificate of Incorporation	C-36980 (1280)/98
BOI Registration	200001024 - H
eTIN No.	197084103735/Circle - 316
VAT Registration #	19111039302 (Area Code - 190303)
BIN#	001403042-0203
E-mail Address	sales@batworld.com
Web Site Address	<a href="http://ba-systems.com/">http://ba-systems.com/</a>
Name of Bankers	- IFIC Bank Limited - Dutch-Bangla Bank Limited - Standard Chartered Bank - Premier Bank Limited
Paid up Capital	BDT 3,13,86,000.00
Turn Over-Last Three Years: Financial Year 2019 - 2020 Financial Year 2018 - 2019 Financial Year 2017 - 2018	BDT 235,909,285.00 BDT 197,013,068.00 BDT 194,139,813.00
Membership with Business Association	- Bangladesh Association of Software & Information Services (BASIS) - Bangladesh Computer Samity (BCS) - Bangladesh Association of Call center & Outsourcing (BACCO)

## Major Projects:

Client	Project
 <p><b>Ministry of Religious Affairs</b> Government of the People's Republic of Bangladesh</p>	<p>Pre-Registration System for Pilgrim for Ministry of Religious Affairs (MoRA)</p> <hr/> <p>Developed, Implemented, Operation &amp; Maintenance of Integrated Web Based Hajj Management Information System (HMIS) for MoRA</p> <hr/> <p>Design, development &amp; implementation Hajj Guide mobile apps for MoRA</p>
 <p><b>Bangladesh Investment Development Authority</b> BIDA</p>	<p>Design, development, implementation operation and maintenance of Online One Stop Service System for BIDA</p>
 <p><b>Bangladesh Economic Zones Authority</b> (BEZA)</p>	<p>Web Based One Stop Service (OSS) System for Bangladesh Economic Zones Authority (BEZA)</p>
 <p><b>BANGLADESH HI-TECH PARK AUTHORITY</b></p>	<p>Web Based One Stop Service (OSS) System for Bangladesh Hi-Tech Park Authority</p>
 <p><b>Ministry of Civil Aviation and Tourism</b> (MoCAT)</p>	<p>Designed, Developed &amp; Implemented Online Travel Agency Management System</p>
 <p><b>Ministry of Home Affairs</b> (MoHA)</p>	<p>Turn-Key Solutions for Online Security Clearance System for Ministry of Home Affairs (MoHA) and Stakeholders</p>
 <p><b>Bangladesh Council of Scientific &amp; Industries Research</b> (BCSIR)</p>	<p>Implemented the database and automation of information technology in the BCSIR as a part of Digital Bangladesh</p>
 <p><b>ভূমি মন্ত্রণালয়</b> পশ্চিমবঙ্গ বাংলাদেশ সরকার</p>	<p>Enhancement &amp; Maintenance of e-mutation system</p>
 <p><b>Bangladesh Telecommunication Regulatory Commission</b> (BTRC)</p>	<p>Build and manage the software solution for "NOC Automation and IMEI (NAID) System for Bangladesh Telecommunication Regulatory Commission (BTRC)</p>
 <p><b>Bangladesh Tourism Board</b></p>	<p>Developing a Web Portal and a Tourism Database for Bangladesh Tourism Board</p>

Client	Project
 <p>Bangladesh Export processing Zones Authority (BEPZA)</p>	Automation of Three Priority Processes- Import Permit (IP), Export Permit (EP) and Sub-Contracting Permit (SCP)” at BEPZA
 <p>International Finance Corporation</p>	Development of a web-based resource monitoring dashboard for the partnership for cleaner textile (pact) program Bangladesh.
 <p>Bangladesh Telecommunication Company Limited (BTCL)</p>	Supply, Installation, Testing and Commissioning of Hardware and Software for Subscriber’s Ledger Management System on Turn-Key Basis and Establish a Data center.
 <p>National University</p>	Integrated Software (MIS/ERP) Solution for NU
 <p>Dutch Bangla Bank Ltd.</p>	The Queue Management System (Queue-Pro)
 <p>Ministry of Foreign Affairs (MoFA)</p>	Queue Management System (Queue-Pro) for Ministry of Foreign Affairs (MoFA)
 <p>National Board of Revenue, Bangladesh</p>	The Queue Management System (Queue-Pro)
 <p>Ministry of Industries</p>	Digitization of Department of Patents, Designs & Trademarks (DPDT) –Dhaka, Fund provided by IFC.
 <p>World bank group</p>	Development of A Web-Based Resource Monitoring Dashboard for The Partnership for Cleaner Textile (Pact) Program Bangladesh

## Management Team

The Company has strong foundation with its sponsors and have solid track record in terms of corporate structure, administration, financials and management. The sponsors of the company have sound business track record, which has been enclosed herewith. From their business experience, they have set a good corporate management and administration to run the operation of the companies. Further, their business track record and financial status indicate that they are capable enough to invest for larger projects and they will be continuing the business for long time. Also, the sponsors are already experienced enough of working with larger projects successfully.



### **Mr. Jahidul Hasan**

#### **Managing Director & Chief Executive Officer**

Managing Director, CEO and Co-Founder of Business Automation Ltd. He has done his graduation from the University of Dhaka. He also has management certifications from Indian Institution of Management & University of Hong Kong. Jahidul Hasan has been involved in various ICT development initiatives in Bangladesh. Before starting Business Automation, he served as IT consultants for several organizations including MNATRAD NV in Belgium. After the venturing this company, he has been involved in designing solutions pioneered in Bangladesh. During this journey, he has driven the solutions and innovation in the company. Currently, he is driving the transformation in corporate management with implementation of corporate governance. He was the Managing Director of TerraTech and CoKreates.

Jahidul Hasan is active in e-Governance standing committee of Bangladesh Association of Software and Information Services (BASIS) and Bangladesh Computer Samity (BCS). He was also Joint Secretary General of BASIS.



### **Mr. Shoeb Ahmed Masud**

#### **Director & Co-founder**

After graduation from Institute of Business Administration (IBA), Dhaka University, Mr. Shoeb Ahmed Masud had started his professional career as an ICT Entrepreneur. Since inception in 1998, he led Business Automation Ltd. to become one of the leading ICT service providers in Bangladesh. He has actively engaged in management of the company and has also been active in supervision and guidance to various teams for implementation of 100+ IT projects. He had lead BASIS (Bangladesh Association of Software and Information Services) during (2006 - 2008) as an elected Secretary General, and as the Chairman of various Standing Committees of BASIS. Currently he is also Vice President of BASIS (2018 - 2021).

Last 20 years Mr. Shoeb Ahmed had contributed his ICT knowledge in government business process automation and other ICT related projects including BOI Online Service Tracking System (BOST) of Board of Investment, Bangladesh (BOI); One Stop Service (OSS) System of Bangladesh Economic Zones Authority (BEZA); One Stop Service (OSS) System of Bangladesh Council of Scientific and Industrial Research (BCSIR); Haj Management Information System (HMIS) of Ministry of Religious Affairs, Government of the People's Republic of Bangladesh; Pilgrim Pre-Registration System of Ministry of Religious Affairs, Government of the People's Republic of Bangladesh. As a resource person, Mr. Ahmed represented in various committees for the development of ICT industry through various policy reforms.



## **Md. Bazlul Haque Biswas**

### **Director**

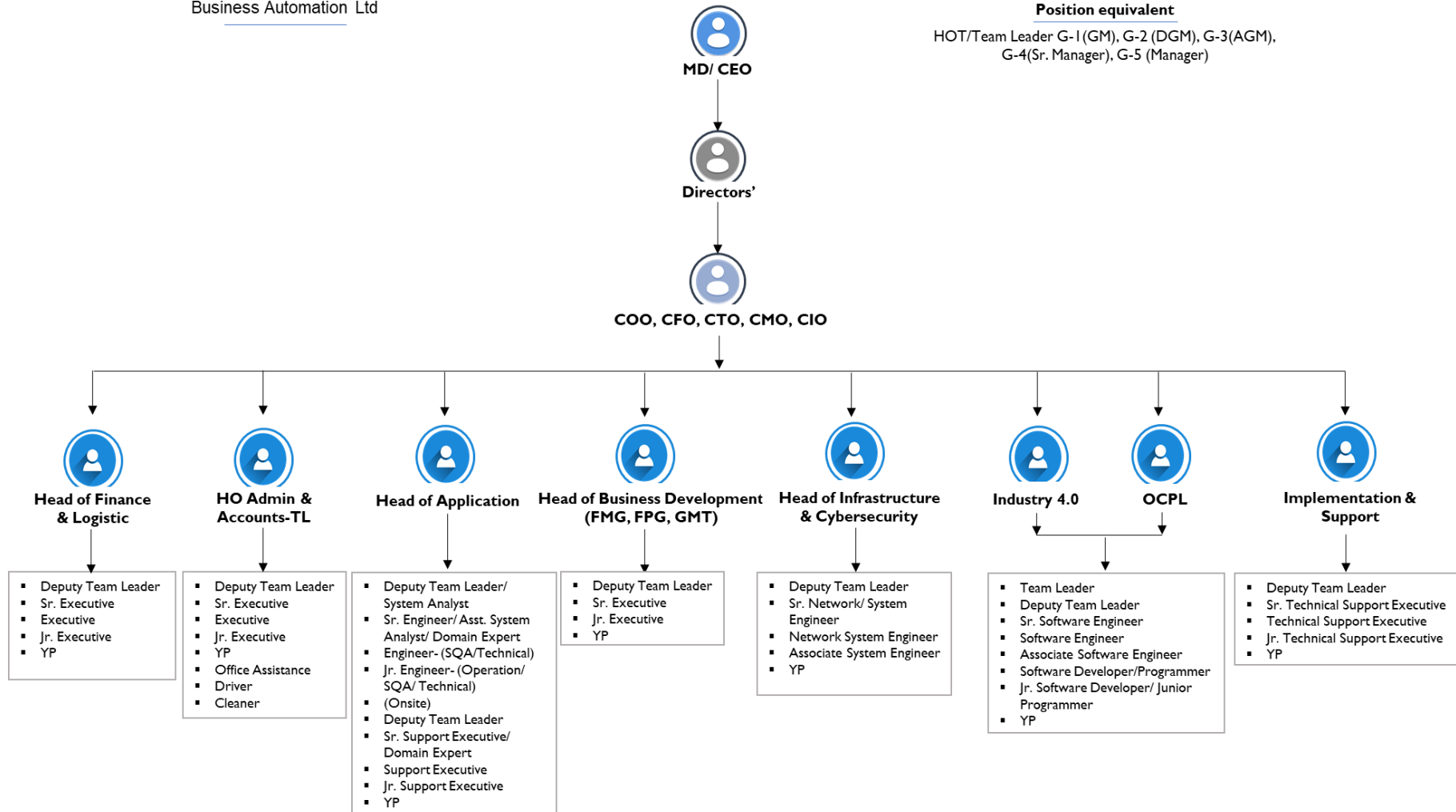
Md. Biswas joined at Business Automation Ltd. in January 2016 as a director and CEO for e-Governance project. He has completed Ba (Hons), MSS, DU & Santo Mariam University of Creative Technology. After completing his academic life, he has started his service life as an Asst. Commissioner in Public Service Commission and he has successfully carried out his service life as Upazila Magistrate, Upazila Nirbahi Officer (UNO), Addl. Deputy Commissioner, Deputy Secretary, Deputy Commissioner, Joint Secretary and Addl. Secretary to the Government.

He has the following management and Leadership Skill-Project management, Office Discipline and management, Administrative management, Mass Communication, leading responsibilities at field level as well as in the Secretariat of the government, Procurement activities as procuring entity, Team management, etc.

# Organizational Structure

Business Automation Ltd

**Position equivalent**  
 HOT/Team Leader G-1 (GM), G-2 (DGM), G-3(AGM),  
 G-4(Sr. Manager), G-5 (Manager)





## Corporate Governance

Business Automation Ltd is committed to the principles of good corporate governance in compliance with the recommended best practices and relevant rules, regulations and guidelines of the Government of Bangladesh. Our philosophy of corporate governance is depending on the following principles:

- Making a clear distinction between personal convenience and corporate resources
- Communicating externally in a truthful manner about how the company is run internally
- Complying with the laws of the country
- Having a simple corporate structure driven by business needs
- Maintaining transparency
- Embracing a trusteeship model in which the management is the trustee of the shareholders' capital.

We are working to achieve corporate structured operation and to maintain Governance. We are in the process of implementation of different guidelines set by the regulatory authorities. In setting the practices, Business Automation is reviewing the current status within the company and the regulatory requirements for corporate governance. The current governance plans are shared below:

### Independent directors in the Board

The company has a plan to incorporate independent directors in the Board to accommodate such directorship, the articles of association have been amended. The board of directors will be soon reconstructed with independent directors, as suggested from the regulatory authorities.

### Audit committee

The company has formed an internal audit committee by the executives to look after the compliances required to ensure proper governance.

### Promotion committee

The company has formed a promotion committee by the executives to look after the promotion issues in the company. The committee comprises representation from technical, human resources and business teams.

### Corporate social responsibility

While designing its service, Business Automation has always considered how every citizen can avail the services from the system developed by them. The company will continue to perform its social responsibility in an innovative manner with the growth of the company.

### Grievance redressal system

The company has zero tolerance policy in any kind of indiscipline and gender sensitive issues. The company is an equal employment opportunity provider and will continue to be so. Even if an employee is having any grievances are welcomed by the management for discussion.

## Management Control system within the organization

For smooth functioning of the organization, management has been encouraging in implementing various control mechanisms in daily operations. Management of the company is committed to ensure that the proper controlling system has been implemented.

## Legal compliances with companies act, tax and VAT law

The company values that legal compliances are very important for management control. To ensure that these compliances are followed, the company has encouraged the relevant employees for proper training on their respective working matters.

## Expenses control

The company has formed a cost review committee that is responsible for reviewing the cost in the company. The committee, headed by a member of the management committee, oversees the expenses on a periodic basis and checks whether the cost can be rationalized considering the quality of operation.

## Customer relationship

Considering this philosophy, Customers are the key in any business, the Business Automation has developed an in-house customer relationship management (CRM) system tailored to the needs of the company. Based on the experiences, this custom-made system captures the customer interaction data.

## Project management

For successful delivery of projects, Business Automation maintains basic rules of project management. There is a team of Project coordination headed by a certified project manager, they are playing the role to maintain the project management for developing and delivering projects successfully.

## Billing management

Business Automation has developed a monitoring dashboard named InsightDB for monitoring the data for taking decisions where it keeps a complete record of all the invoices to ensure that proper revenue billing is done on time. The invoices are generated through internal project management. Every project is entered in the project management workflow including the billing milestone. The project management teams get alert for billing and keep updated the status. The invoice and tax documentations are kept tracked through the system.

## Server management

Business automation has a dedicated team to maintain and manage hardware, software, security & backups of the server and systems. It helps to minimize server slowdowns and downtimes, build server secured environments and Ensure servers continue to meet the needs of the organization as it evolves.

## Data security management

Business Automation maintains a dedicated data security team for securing data and to protect organizational & client's data. The system maintenance and management is done by multi-team human resources that reduces the risks. The security team conducts regular workshops for awareness on security. Moreover, the teams follow the guidelines of data security as part of VAPT.

## Documentation control management

The company has introduced a document management system. The documents are uploaded in the system for future references. The uploaded documents are categorized into various categories and the access to the system is based on the role.

## Support quality management

The company has developed a survey form for obtaining customer feedback on support quality. The data has been planned through 2 different methods. For physical installation and deployments, the customer service team collects on the form which are reviewed on a regular basis. However, on the service delivery platform like registration or one stop services, the visitor / service seeker will be able to give feedback. These digital data is monitored and analyzed for service quality improvement.

## Team management and leadership development

The company is working through team management where every team is led by a team leader who plans the composition of team members and their capabilities. According to the requirements to perform from the position, the leader analyzes the experience and technical know-how of the respective human resources.

## KPI monitoring

The company has introduced key performance indicators (KPI) for the teams so that their operational activities can be monitored. Each team has different KPI based on the relevance of their operational activities. The KPIs are submitted on a monthly basis. The management has set the KPI in their dashboard for real time monitoring.

## Gender diversity and feedback from employees

Regardless of age, gender and religion, every employee gets a fair chance to work, perform and grow in this organization. Moreover, we create an environment where people with physical disability can also work. In this context, the company has a mandate for maintaining a certain level of gender ratio and the team leaders are encouraged to maintain gender diversity. From the human resources team, regular meetings are held for dissemination of information and collecting the feedback from employees. The employees are given alternate contact for any confidential feedback. All the feedback is placed to management for review and addressing the issues.

## Code of Conduct

Business Automation Ltd. is committed to high standards of corporate behavior towards employees, customers, suppliers, government and communities in which we operate. We ensure that management and employees across the group have a clear understanding of principles that are important in conducting our business.

## Compliance with laws, regulations and Company's orders/policies

Management and employees should be familiar with, and strictly observe all laws and regulation in force covering their operations including those covering the payment of taxes, employment of staff, office orders / policies, protection of intellectual property. Compliance with the Company's internal operating policies and procedures is of equal importance.

## Ethical business conduct and fair dealing

Management and employees must accept responsibility for maintaining and enhancing the Company's reputation for integrity and fairness in its business dealings. In its everyday business transactions, the management and employees must be seen to be dealing even-handedly and honestly with its entire customer, suppliers and others with whom the Company has a relationship.

## Gift and Entertainment

Employees of the company must make sure that they deal with customers, suppliers and other business relations in a way that avoids any appearance that their independent judgement on behalf of the Company will be influenced by personal advantage.

## Equal opportunity employer

In employment related matters, including recruitment, promotion, transfers, layoffs, discipline, compensation and benefits, decisions are made on the basis of the qualifications, performance record and abilities needed for the work to be performed.

## Working environment

The Company is committed to providing a clean, healthy and safe working environment for its employees. Employees of the Company have a duty to take every reasonable precaution to keep a congenial & healthy environment to avoid injury to themselves, their colleagues and members of the public.

## Protecting Company assets

Employees of the Company are responsible for the proper use, the protection and the maintaining of all company assets including intellectual property. These may only be used in relation to achieve the Company's business objectives.

## Company's Multidisciplinary Team

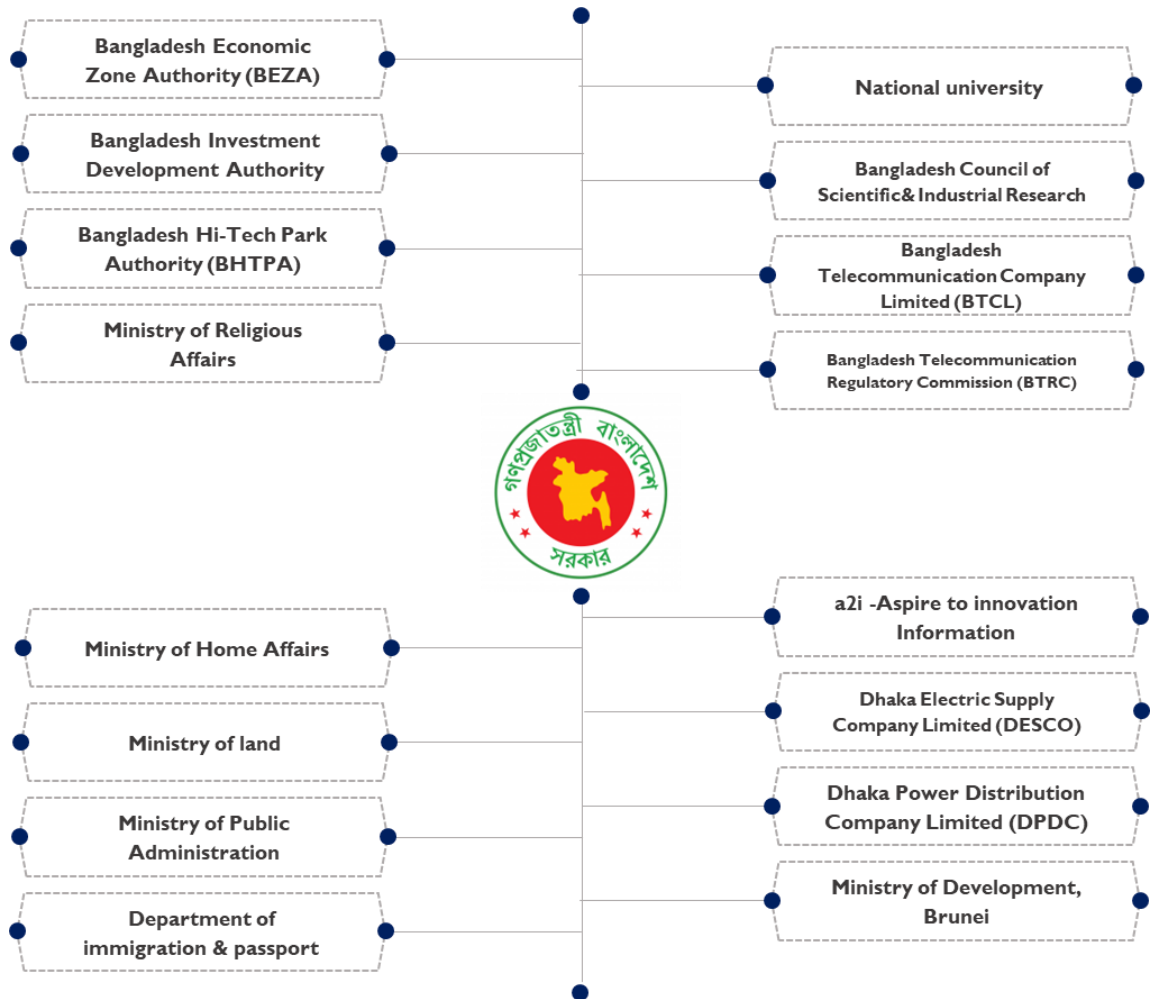
The principals, core professional experts and staff constitute the regular staff members and manage the operation of the company. The Team Members are from different discipline, like Computer Science, Engineering, Business Studies, and General Science and with at least Diploma in IT Field. Beside education, the resources are trained and certified under vendor certification program organized by IBM, Oracle, Microsoft and Cisco. Besides the development team, we have a strong Support Service Team who is responsible for Installation, Maintenance, Trouble-Shooting and Support Services. The Team consists with Engineers and Certified Professionals and works dedicatedly round the clock.

Team Name	Number
Management	05
Project Management Specialist	06
Business Development	12
Interactive Web Application Specialist	30
IT Specialist for Business Application	06
IT Specialist for Mobile Application	06
Quality Control Specialist	06
Training Specialist	06
Information Security Expert	05
System Integration Expert	05
Payment Gateway Expert	03
Maintenance & Support Service Engineer	20
Communication	08

Team Name	Number
Accounts and Finance	06
Technical Documentation Team	06
Admin, HR & General service Team	10
Total Number of Part Time Employees	20
<b>Total Team Member</b>	<b>160</b>

## Our Respective Clients

### Government Sector:



### Banking, Financial Services and Insurance:



### Hospitals & Health Organization:



## Telecom & Utility:



## Contact information

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