WINCLOUD LIMITED

About Our Company

About Us

WinCloud Limited is the fastest growing mobile value added service provider in Bangladesh , and has a lion share in the market. We are operating with all mobile operators in the country, namely; GrameenPhone, Rob/Airtel, TeleTalk & Banglalink and also with all the major telecom operators in Middle East Region, Malaysia, Pakistan, Italy, UK and Canada.

We have been the first mover to introduce innovative services such as PSMS billing, A2P (Application 2 person) international messaging, mobile app store, telco based mobile wallet, cross-border airtime service and much more. Our decades of dedicated hard work and with collaborative team efforts we have achieved both local and global recognitions, and have a successful footprint in south-east Asia and Mena region. We can proudly say we have an enriched content bank with both local and global contents from all over the globe with our third-party partners.

At present, we are working to expand our product portfolio with latest technologies such as DCB (Direct Carrier Billing), Mobile Identify (MI), alternative payment solutions enabled services, rich communication services, smart cloud based call center service , Over-the-top (OTT) streaming platform, lifestyle service apps and more.

Our team is constantly working to adapt and remain neck-to-neck with the rapidly moving technology, and our mission is to sustain and keep growing with time.

WINCLOUD TEAM

FAISAL ALIM
Chairman

RafsanJany Samir
Managing Director

Reshad Alim
Director

Khaled Bin Alim
Director, Technical

Aziz Arman
Director

Shohel Mollick Ron
Vice President

WINCLOUD

Our Product Line Portfolio

Telecom Billing Service

Premium SMS (PSMS)

PSMS or Premium SMS is used for messaging that charges a premium price to the end user per sent SMS. End user pays a higher price of the message than for a normal P2P message. (Need to Add)This is on-demand service.

For PSMS MO billing, once end user want to do transaction, user shall click on popup button "yes" then send SMS box will come and user just trigger the send button.

Telecom Billing Service

Direct Carrier Billing (DCB)

With DCB the customer simply selects **mobile** billing as the payment method on the mobile device they are using to make the purchase. They are prompted to pay using the phone number of the device being used, or using the phone number of another device.

WinCloud has lunched this secure payment method with Telcocom operator in Bangladesh

Traditional Telecom VAS

SMS Text Based Service

A huge of text base VAS are available through our short code including Daily News, Breaking News, Cricket Live Update, Cricket Alert, Sport Update, Horoscope, Weather Update, Tips, Quotes, Recipes, Namaz Timing, Hadith, Ayat, Voting, Survey, Jokes etc. and Bangla Content service

Besides Bangladesh Market – we are also providing text based subscription services in Middle-East countries, Malaysia & Pakistan targeting Bangladeshi Migrants over these region.

Traditional Telecom VAS

CRBT & Music Content

WinCloud has a very rich Music content bank which comprises of Thirty thousand Bengali music, two thousands Hindi music and twelve hundred English music from **87** licensed Music production house and content partners.

WinCloud is providing these songs to all the telecom operators in Bangladesh, and also to the telecom partners in Singapore Pakistan and Middle East region..

Traditional Telecom VAS

CRBT & Music Content

WinCloud provides interactive Voice Response (IVR) services through short code in Bangladesh and also through the partner's Short-Code in Pakistan, Malaysia and Middle East region.

Some of the Popular IVR services of WinCloud are:
- ➢ News updates,
- ➢ Breaking News,
- ➢ Cricket Live Score,
- ➢ Television News,
- ➢ Dhallywood Gossips,
- ➢ Islamic Services & etc.

Traditional Telecom WAP

WAP

Through GPRS and EDGE technology we are also providing WAP contents like Image, Animated Image, Ring Tones, SMS Tones, Color Logo, Theme, J2ME Games & Application, Video Clips, etc.

We are deploying out these contents in Telco-branded WAP portals in Bangladesh, Middle East countries, Singapore and Pakistan Area. We are also delivering WAP contents through our own WAP portals.

Payment Gateway solutions

WinPay

WinCloud Ltd. come with this solution to make internet shopping as simple, secure and rewarding as using cash. With WinCloud, merchants will be able to offer their clients a secured way to pay from their own bank accounts, debit cards, or credit cards. The design of this Payment Gateway is structured in such a way so that it can facilitate from all existing and advanced technology in Bangladesh. It uses encryption and an end-to-end data authentication system to assure clients of security.
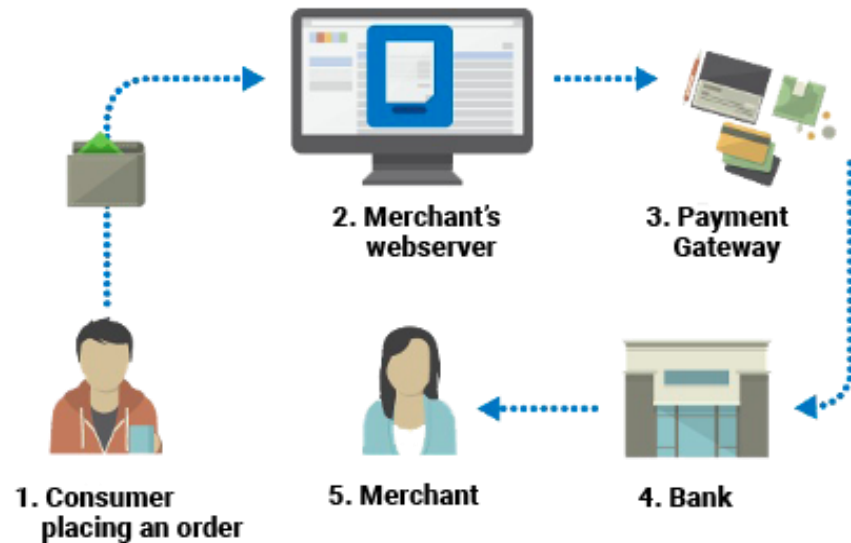
Main Goal
➢ Millstone in Payment Gateway Solution in Bangladesh
➢ Superior service and cutting edge solution
➢ Make e-commerce as easy as possible

Payment Gateway solutions

Credit Card Integration

Credit card Integration is a mobile finance service of WinCloud Limited Integrated credit card service allows businesses to link their system to an integrated payment provider. This simplifies the payment process and gives businesses the ability to process payments directly within existing software
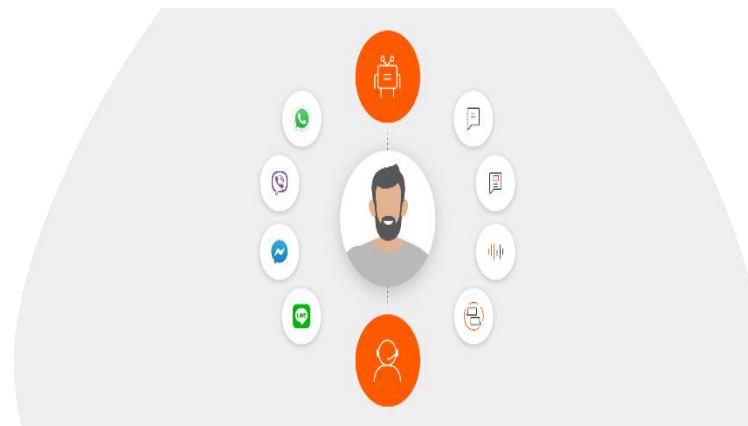
Enterprise services

CPAAS

CPaaS: Communication Platform-as-a-Service Communication as a Service (Caas) is a method of delivering communication services in a method akin to Software as a Service delivery, but with some special considerations relating specifically to communications applications and the integration with proprietary communications systems.

Enterprise services

CCAAS

CCaaS: Contact-Center-as-a-Service
Contact Center as a Service (CCaaS) is a cloud-based customer experience solution that allows companies to utilize a contact center provider's software. A CCaaS model allows businesses to purchase only the technology they need, which reduces the need for internal IT support.

WINCLOUD

Enterprise services

Alternative delivery channel (ADC)

WhatsApp Business Service

Our corporate clients can enhance their customer reachability and deliver a better customer experience on WhatsApps, which is the world's most used social networking platform for communication. Clients can have their own verified business account, using which they can reach their customers with more engagements.

WinCloud has teamed up with their long-proven partner; Wintel to being WhatsApp business solution using WhatsApp Business API.

Viber Business Service

Our corporate clients can enable verified business account for Viber. Viber allows both one-way promotional campaigns to be shared or two-way communications with customers. Clients can send rich and engaging messages with 1000 characters per message along with Image and Button Link.

Enterprise services

Corporate SMS

WinCloud is providing **SMS broadcast service** to various corporate houses, Government Organizations, Educational institutions, business & Social communities etc. which is capitalized for:
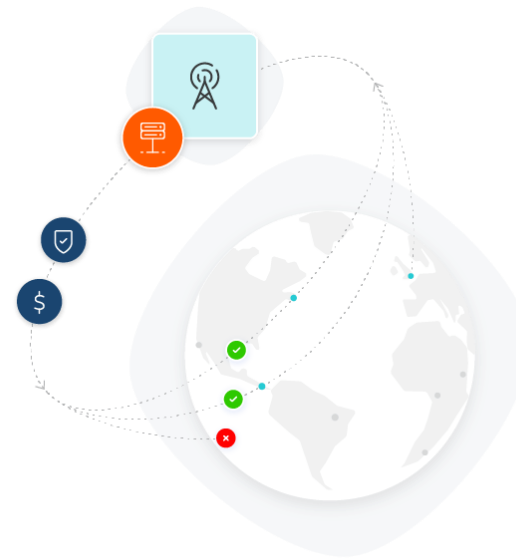
- ➢ A2P SMS
- ➢ Promotions of products & services
- ➢ General SMS Notice Board for specified group
- ➢ Greetings on specific event and program
- ➢ SEIP-BACCO Training
- ➢ RCS, CcaaS
- ➢ Viber & WhatsApp
- ➢ DCB
- ➢ Yoga Club BD
- ➢ Selfie Star
- ➢ And so on…

A2P SMS (INTERNATIONAL)

Application to Person

A2P messaging (application to person **messaging**), also known as enterprise or business **SMS**, is a type of **SMS messaging** technique where a text is sent from a software application run by an enterprise to a consumer's device

This **Enterprise A2P SMS Market** is based on synthesis, analysis, and interpretation of information gathered regarding the target market from various sources. Our analysts have analyzed the information and gained insights using a mix of primary and secondary research efforts with the primary objective to provide a holistic view of the market. In addition, an in-house study has been made of the global economic conditions and other economic indicators and factors to assess their respective impact on the market Exam historically, as well as the current impact in order to make informed forecasts about the scenarios in future.
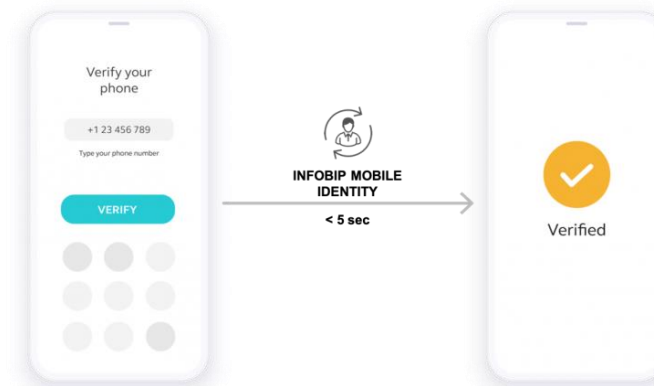
Mobile Identity (MI)

Mobile Identity is a verification solution that consists of several real-time identification and authorization services that enable improved UX and a stronger authentication layer to protect online transactions for user-facing applications and websites on mobile.

These services include:

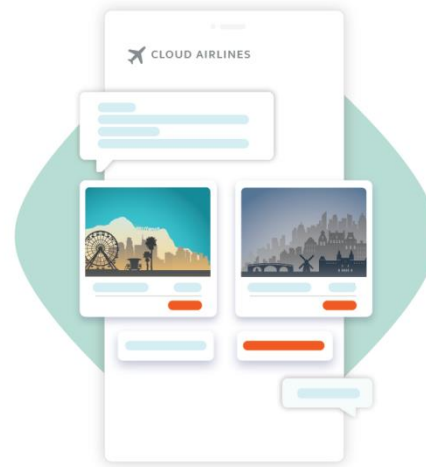Silent Mobile Verification

Personal Data Verification

Instant Form Filling

RCS

Rich Service Communications

Rich Communication Services (**RCS**) is a communication protocol between mobile telephone carriers and between phone and carrier, aiming at replacing SMS **messages** with a text-**message** system that is richer, provides phonebook polling (for service disc)

MNO Partners

Domestic

MNO Partners

International Partners

Content Partners

Solutions Partners

Our Sister Concerns

Association Memberships

- ➢ BASIS
- ➢ BACCO

Thank You!

www.wincloudbd.com