SEBPO

COMPANY PROFILE

ServicEngine Limited

A Sister Concern
of

Abdul Monem Ltd.

Our Strength

- 2000+ IT Skilled Resources
- Government, National, International 100+ Clients
- Over 2000 million BDT Yearly Turnover
- CMMI Level-3 Dev Company
- ISO 27001 & ISO 9001 Certified company
- Sister Concern of Abdul Monem Ltd.

Global Award Winning BPO
Recognized for our Brilliance

SEBPO

Inc. 5000	IAOP	BASIS NATIONAL iCT AWARDS 2022	(Bangladesh Government)
6th Time	9th Time	5th Time	6th Time
5000 Fastest-Growing Private Company in USA	Top 100 Global Outsourcing Company	BASIS ICT National Award	National Export Import Trophy

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ISO/IEC 27001:2013 Certified

CMMI LEVEL 3

ISO 9001:2015

BACKGROUND

Welcome to the nation's most prominent business process outsourcing company ServicEngine Limited which began in 2006. With offices in the U.S. and Bangladesh, our deep industry expertise helps our clients manage risk, enhance product features, and master their business transformation challenges cost-effectively and in line with their goals and standards. We believe ourselves as a unique company with over 1600+ skilled professionals that provide quantifiable and sustainable value to the client's business. We do things differently.

OUR VISION

❖ **Build relationships**

❖ **Be a vital sourcing asset**

❖ **Help guide client growth and stability in the global marketplace**

❖ **Maintain strong workplace standards and opportunities for our employees**

WE OFFER STRATEGIC PARTNERSHIPS

We are not the typical outsourcing company focused on the short term. We hold great value in building significant long-term business relationships. With experience in various industries including advertising, technology, software, banking, publishing, insurance, travel, and more, **ServicEngine Ltd.** prides itself on being able to adapt to any kind of business. As of the recognition of our expertise and quality management in numerous projects, **ServicEngine Ltd.** has achieved **ISO/IEC 27001:2015, ISO 9001:2015 & CMMI Level 3 certification**.

ServicEngine Ltd. is a proud catalyst in fulfilling the government's vision of IT-ICT Export excellence by 2021. For its heartfelt contribution, ServicEngine Ltd. delivery Center (Mohakhali, Dhaka) is declared as **Private Software Technology Park (STP)** under Bangladesh Hi-Tech Park Authority (ICT Ministry, Government Republic of Bangladesh).

WE BELIEVE IN CLIENT MANAGEMENT

We believe proactive communication and responsive action are critical for our clients. For our heartfelt effort, on August 21, 2014 – **ServicEngine Ltd.** was ranked as **No. 2092 by Inc. Magazine on its 33rd annual Inc. 500|5000.**

International Association of Outsourcing Professionals **(IAOP®)** named **ServicEngine Ltd.** a Top 100 Global Outsourcing Company for the Third Consecutive Year-2016. Being on the list of 100's growing Global Outsourcing Company, has become the perfect metaphor to celebrate the successful 15 years of milestone.

SEBPO has been consistently recognized as one of the "5000 Fastest-Growing Private Companies in America" by Inc., and as a Top Global Outsourcing Company (GO100) by the International Association of Outsourcing Professionals (IAOP) since 2014.

MANAGEMENT

A.S.M. MohiuddinMonem
Chairman, ServicEngine Ltd.
DMD, Abdul Monem Ltd.

Matt Kochen
CEO
ServicEngine Ltd.

Syed Akram Hossain
COO
ServicEngine Ltd.

Gazi Alim Al Razy
Head of Business Development
(BD)
ServicEngine Ltd.

> *"The success of SEBPO is driven by our clients' success. Experiencing these achievements while playing such a valuable role in the development of Bangladesh has been incredibly humbling and fulfilling."*
>
> *– Matt Kochan | Chief Executive Officer, SEBPO*

ServicEngine Limited

WE PROMOTE A PERFORMANCE-DRIVEN CULTURE

Our multi-discipline leadership team is comprised of technical professionals, a creative marketing and communications group, who have applied engineering methodologies to excel in providing solutions. We believe you cannot manage what you can't measure, so our employees have formal metrics-based scorecards that ensure ServicEngine Ltd. Key Performance Indicators (KPIs) are aligned with your business goals.

OUR SERVICES

ServicEngine Limited provides professional outsourcing support to multi-disciplined organizations for:

1. **Web & Software Development**

2. **Mobile Apps Development**

3. **Data Aggregation & Analysis**

4. **Digital Advertising Operations**

5. **ICT Training**

6. **GIS Technology**

7. **AR/VR Technology Solution**

8. **Broadcasting Technology**

9. **Toll & Car Parking Solution**

Our range of solution offerings improves interactions, strengthen workflow management, enhance business intelligence services, and streamline legacy applications to support real-time, flexible business processes. We enable our clients to be more efficient and innovative in managing their business.

WEB & SOFTWARE DEVELOPMENT

Regardless of industry, our clients find working with ServicEngine Ltd. web and software development teams relieves the pressure on their staff members, because our commitment is clear: projects are delivered on time and on budget.

Our team members are degreed professionals selected for their expertise, who enjoy working for a company that maintains the highest standards in customer service, confidentiality, and quality. In short, ServicEngine Ltd. is a best-practice business partner that helps make your business stronger.

SOFTWARE ENGINEERING

From systems administration to scheduled maintenance, ServicEngine Ltd. has the expertise and the availability to handle important behind-the-scenes activities, meaning you avoid forced overtime for your staff, or worse, asking them to do tasks they may not be trained to do.

ServicEngine Ltd.'s experienced software engineers are experienced in managing client projects:

MOBILE, WEB & APPS DEVELOPMENT

Mobile, Web & Applications Development are a Pandora's Box, yet as broad as the spectrum of web applications and development tools is, when you're creating or improving an app for your business, that app is the only one that matters.
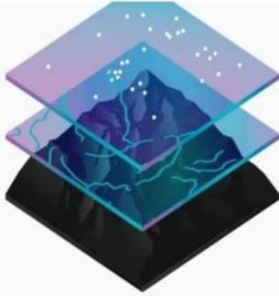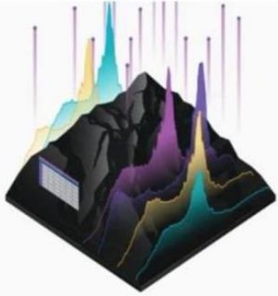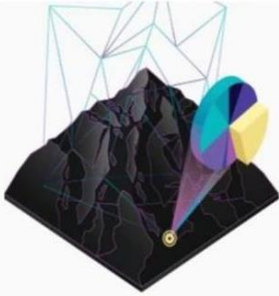
ServicEngine Ltd. builds and customizes apps for iPhone, iPad and Android and provides porting services so your apps will work with all smart phone platforms. Our developers have extensive knowledge of the mobile development environment and expertise in **iOS, Android**, as well as developer tools like Xcode, Cocoa Touch framework and Objective C, Java for Android.

➢ Content Management System Configuration

➢ Customized Training Programs &

  Support for Proprietary Languages

➢ E-Commerce Site Development, Setups & Deployments

➢ Front-End and Back-End Development

➢ Programming Languages

➢ Prototype Development

➢ Responsive Design & Development
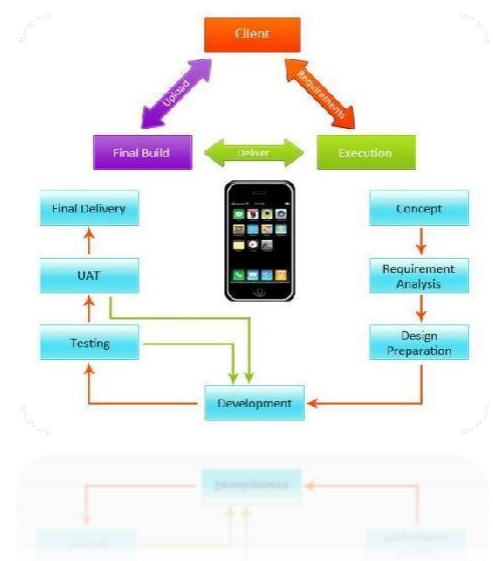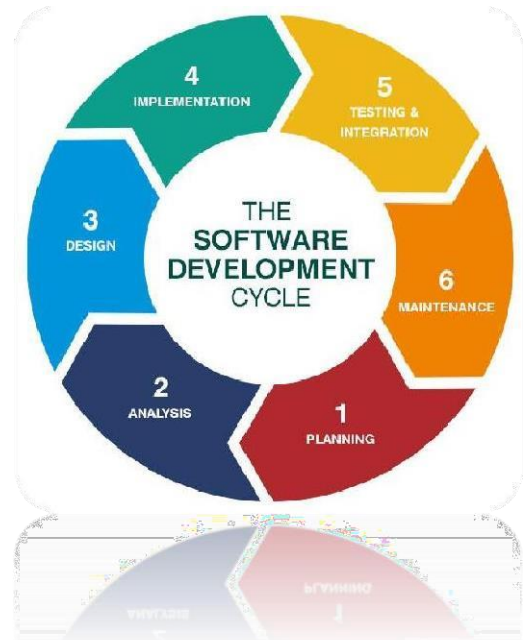
GIS & WEB-GIS MAPPING

A geographic information system (GIS) is a framework for gathering, managing, and analyzing data. Rooted in the science of geography, GIS integrates many types of data. It analyzes spatial location and organizes layers of information into visualizations using maps and 3D scenes. With this unique capability, GIS reveals deeper insights into data, such as patterns, relationships, and situations helping users make smarter decisions.

Maps

Maps are the geographic container for the data layers and analytics you want to work with. GIS maps are easily shared and embedded in apps, and accessible by virtually everyone, everywhere.

Data

GIS integrates many different kinds of data layers using spatial location. Most data has a geographic component. GIS data includes imagery, features, and basemaps linked to spreadsheets and tables.

Analysis

Spatial analysis lets you evaluate suitability and capability, estimate and predict, interpret and understand, and much more, lending new perspectives to your insight and decision-making.

Apps

Apps provide focused user experiences for getting work done and bringing GIS to life for everyone. GIS apps work virtually everywhere: on your mobile phones, tablets, in web browsers, and on desktops.
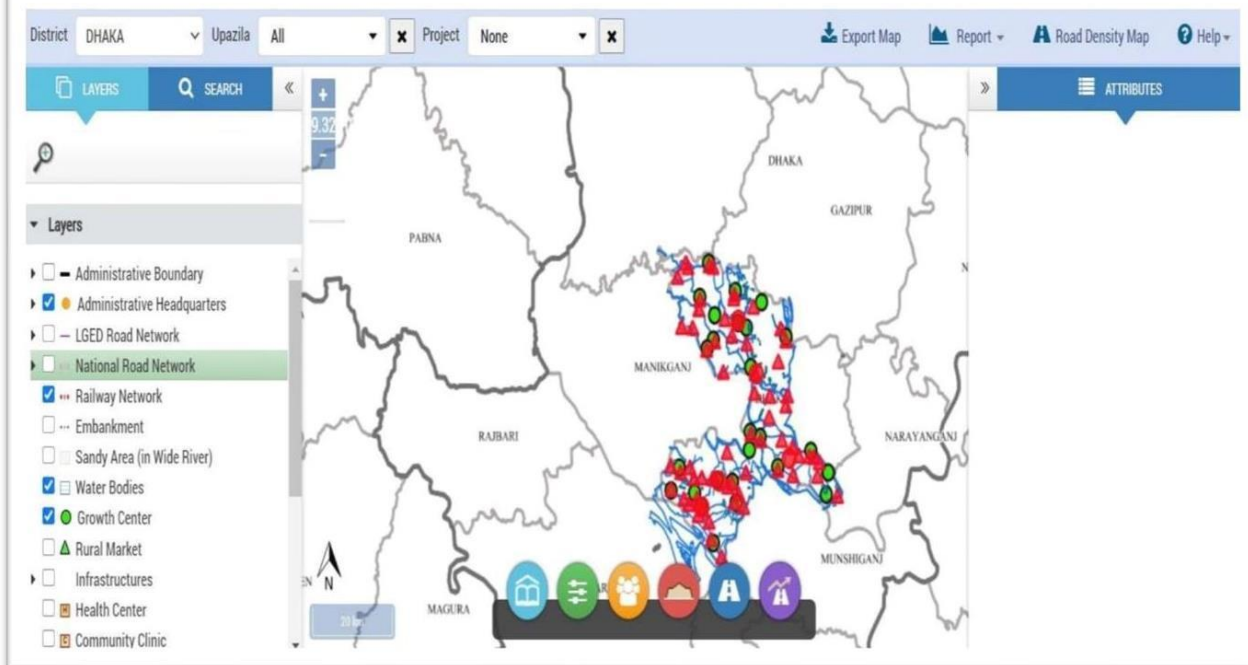
DIGITAL ADVERTISING OPERATIONS

Digital advertising operations demand that considerable amounts of time be spent in back-office functions. While those operations are vital to producing and optimizing successful campaigns, they also absorb valuable time that could be spent on more proactive, strategic, or revenue-generating tasks.

At ServicEngine Ltd., we work as an extension of our clients' teams, providing campaign management solutions that allow our clients to spend their time most productively. Regardless of the size or scope of the campaign, we help our clients maximize their resources to deliver comprehensive campaigns that achieve optimal results.

- ❖ Campaign Management
- ❖ Inventory Management
- ❖ Reporting and Analytics
- ❖ Workflow Management
- ❖ Customer Support and Troubleshooting

Regardless of the advertising platform, we are ready to be a part of the team, helping to:

- ❖ Facilitate online campaign management process
- ❖ Receive media plan briefs and upload media plan on clientplatform
- ❖ Add creative to placements and implement clicktag
- ❖ Perform ad optimization
- ❖ Ensure accuracy of media plan entry and click tag implementation
- ❖ Communicate with client contacts to resolve any media trafficking issues.
- ❖ Track all advertising tools, partners and promotions used throughout thecampaign to maximize ROI.

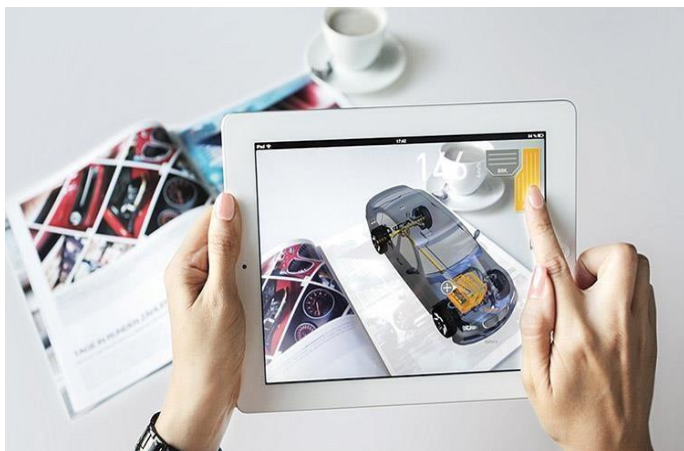| Campaign Management | Inventory Management | Reporting and Analytics | Workflow Management | Customer Support |

ServicEngine Limited

ServicEngine Limited is one of the fastest growing firms in AR/VR Technology in Bangladesh. It Specializes in offering best AR or VR product to basic & specialized customer. With our robust infrastructure, we embark to manage all our projects as efficiently as possible.

We focus on adding value to your core businesses by bringing effective changes to the current processes so that you can realize greater benefits.

Our vision is to become a global trendsetter in developing end-to-end operational models combining expert resources, global best practices & technology for our target industry verticals.

Bangladesh: House-8, Abbas Garden, DOHS, Mohakhali Dhaka-1206. United States: 78 E Main Street; Marlton, NJ 08053

BROADCASTING TECHNOLOGY

The era of total digital broadcasting, from program production to digital receivers, will soon be upon us as a result of advances in image compression technology, higher integration and improved performance in LSI devices, and the rapid progress in digital technologies including the development of digital transmission systems.

This sequence begins with the relay of video signal by a camera on the scene or in studio and continues through program production, editing, storage, network operations, transmission, and reception. In recent years, broadcast studios have introduced advanced digital technologies and functionalities that will allow processing of broadcast signals in the studio and over relay networks. The digitalization of broadcast signals sent to households has also become a major concern in many countries. Some examples of the many advantages of digital broadcast signals are multichannel broadcasting capability, high image quality, sophisticated functions, convergence of broadcasting with other media, and efficient spectrum utilization.

The International Telecommunication Union Radiocommunication Sector (ITU-R), which debates the merits of broadcast systems from an international perspective, has been the scene of a longtime controversy on standardization, particularly among its membership from Japan, the United States, and Europe. An agreement, however, has finally been reached, and international standards are now being formulated for satellite, terrestrial, and cable systems for each of these regions. Intense competition has subsequently evolved with each of these groups trying to promote its own system throughout the world. In this regard, a number of countries including Singapore, Hong Kong, and Brazil have already begun comparison trials of the three systems for digital terrestrial television broadcasting, the broadcast signal of greatest importance.
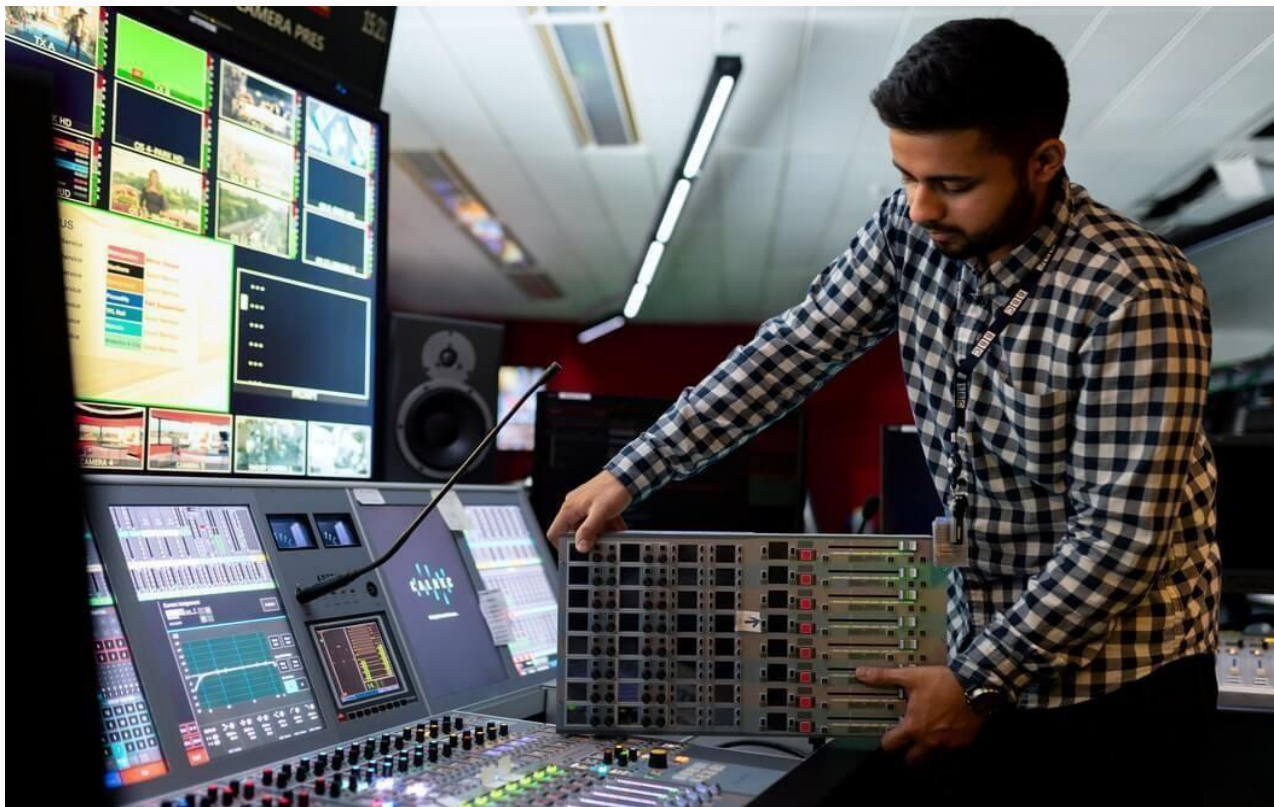
TOLL AUTOMATION SYSTEM

Electronic toll collection (ETC) systems charge a toll to users without requiring any action or stopping by the driver. The system debits the accounts of registered car owners or identifies the license plate for later billing, without requiring vehicles to stop. ETC lanes improve the speed and efficiency of traffic flow and save driver's time.

ETC can be added to any tolled facility through various technologies such as a bar code label affixed to the vehicle, a proximity card, a radio-frequency transponder mounted in the vehicle, license plate recognition, and global positioning systems (GPS).

Smartphones have opened up new ETC methods. Georgia's Peach Pass system introduced a free smartphone app allowing drivers to designate occupancy/toll eligibility for its express lanes.Other apps allow users to pay for tolls through Mobile Banking or a bank card account.

CAR PARKING SOLUTION

The automated parking system works with a combination of conveyance devices, software technology, and a mobile app for the best user experience. The system consists of an array of electro-mechanical infrastructure and computer-controlled robots. The conveying devices are capable of vertical and horizontal movement and used to store/retrieve vehicles to/from available multi-depth parking positions without human intervention. The system characteristics are:

- ❖ Electro-mechanical conveying devices

- ❖ Enclosed structure, single-level or multi-levelstructure

- ❖ Multidimensional/multidirectional/multi-depth movements

- ❖ Entry/Exit Bay rooms

TRAINING PROJECTS

Training on Web Design & Development, Graphic Design & Digital Marketing.
LEDP, ICT Division

Training on Data Analytics.
Hire & Train Program, EDGE Project, ICT Division
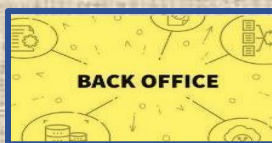
Online Training on AR/VR
LICT Project, ICT Division

Training on Professional Digital Content Management
SEIP Project, Bangladesh Hi-Tech Park Authority

Training on E-Commerce Professional
Bangladesh Hi-Tech Park Authority

Training on IT Service Provider.
HER POWER Project, ICT Division

Back Office Process

Risk & Compliance

Digital Ad Operations

ServicEngine Limited

- PHP, Laravel
- Python, Django
- JavaScript, jQuery
- Ajax
- Vue JS
- React JS
- React Native
- C#, Asp.net
- C/C++
- Java, JSP
- Delphi
- Flash
- Flex
- Open-Source CMS
- MS SQL
- MySQL
- Oracle
- PostgreSQL
- VB
- HTML, DHTML
- XHTML, XML
- CSS
- Adobe
- Unix, Linux
- Apple,
- Windows Mobile
- PALM OS
- Android Graphic Design

ServicEngine Infrastructure & Capability Statement

- ❖ Over 2000+ number of IT skilled human resource.
- ❖ Each group of professionals are teemed with young lads and experienced souls.
- ❖ Every single member is highly proficient in English Language (Most of them comes from English Medium background)
- ❖ A pool of experienced Team Leads & Managers for delivering optimum projectoutput. (Average cumulative experience of each team is more than 15 years inrelevant industry)
- ❖ The company is backed by country's large conglomerate- Abdul Monem Limited.
- ❖ Secure & friendly environment, we believe, "Better people deliver better service - producing better results!"
- ❖ Majority client base in United States (with remote office in NJ, USA).

Facility & Infrastructure

- ❖ Around 60,000 sqft operation floor capacity.
- ❖ Own substation capacity with 11,000V.
- ❖ 24-hour generator (415 KVA) backup.
- ❖ 24/7 IT Help Desk Support.
- ❖ Uninterrupted power supply –dual power backup system.

Physical Security

- ❖ 24/7 security guard.
- ❖ Access control device at each floor.
- ❖ Access restricted area- Server Room & other critical infrastructure.
- ❖ Vehicle Search Mirror Security Inspection Device
- ❖ Fire extinguisher.
- ❖ Metal detector.

ServicEngine Limited

IT SECURITY & MANAGEMENT

- ❖ Firewall
- ❖ Laptop Encryption
- ❖ Wi-Fi Security
- ❖ CCTV Camera System
- ❖ No CD/DVD, USB access in the production environment.
- ❖ A very efficient IT management team (In house) for ensuring smooth run ofoperation with computer & networking equipment-accessories.

ISP BACK UP

- ❖ 3 ISPs for internet redundancy.
- ❖ 99% uptime of the production environment.
- ❖ Dedicated internet bandwidth for all members.

NATIONAL RECOGNITION

- ❖ President Awards of Bangladesh 2017
- ❖ Export Authority Gold For 2013-2014
- ❖ President Awards of Bangladesh 2014
- ❖ Private Software Technology Park
- ❖ Bangladesh Hi-Tech Park Authority

INTERNATIONAL RECOGNITION

- ❖ ISO/IEC 15001:2013
- ❖ ISO 9001:2008
- ❖ CMMI Level 3
- ❖ SOC TYPE ONE (AICPA Service Organization Control Reports)
- ❖ IAOP (International Association of Outsourcing Professionals) all members.

ServicEngine Limited

PROJECTS AND CLIENTS

Sl.No.	Project & Client's Name	Logo
1	**Project Name:** BBS Survey, Data Service & Certificate Management Software **Client's Name:** Bangladesh Bureau of Statistics	
2	**Project Name:** Development of FBO Database, Registration & Complaint Management System **Client's name:** Bangladesh Food Safety Authority	
3	**Project Name:** PEP Profiling Software **Client's Name:** Bangladesh Police (Special Branch)	
4	**Project Name:** Design, Development, Installation & Configuration of ERP Software **Client's name:** Bangladesh Small and Cottage Industries Corporation	
5	**Project Name:** Development of e-Learning Management System **Client's name:** Ministry of Labour	
6	**Project Name:** Supply, Design and Development with Installation of BMD webportal including GIS System **Client's Name:** Bangladesh Meteorological Department	

7	**Project Name:** Development of E- Learning Platform for BAU and BSMRAU **Client's Name:** Department of Agriculture Extension	
8	**Project Name:** Web-Based Sales Target &Prescription MS. **Client's Name:** ROCHE Bangladesh Ltd.	
9	**Project Name:** Commercially Important Person (NRB) Application Management System **Client's Name:** Ministry of Expatriate Welfare and Foreign Employment	
	Project Name: Content Report Management System Software **Client's Name:** Bangladesh Telecommunication Regulatory Commission	
	Project Name: Digitalization of Citizen Services & Database Management System Development at Pirganj Municipality **Client's Name:** Pirganj Municipality, ICT Division	
	Project Name: Development of Human Resource Management System (HRMS) andVMS **Client's Name:** Bangladesh Meteorological Department	
	Project Name: Cloud-based Accounting Application Management System **Client's Name:** Coca-Cola, Bangladesh	

	Project Name: Establishment of Community Radio Center in 12 DAE Regions of Bangladesh **Project Name:** Digital Monitoring and Reporting System with Mobile Apps **Client's Name:** Department of Agriculture Extension	
	Project Name: BISF Sale Automation System **Client's Name:** Bangladesh Insulator & Sanitaryware Factory Ltd.	
	Project Name: Jute Knowledge Bank Mobile Apps and Portal **Client's Name:** Bangladesh Jute Research Institute (BJRI)	
	Project Name: Sheikh Kamal IT Training and Incubation Center Project **Client's Name:** Bangladesh Hi-Tech Park Authority	
	Project Name: Development of Games inAndroid & Ios **Client's Name:** Skill Development for Mobile Game & Application, ICT Division	
	Project Name: Digital Marketing Training for Internal Resources **Client's Name:** Igloo Ice Cream	
	Project Name: Development ERP Solutionalong with a responsive Mobile App (Android& iOS) **Client's Name:** AM Bran Oil	

Sl.No.	Project & Client's Name	Logo
19.	**Project Name:** Android-Based Mobile Application for Comparing & Detecting Offensive Editing in Photos. **Client's Name:** Bangladesh Police	
20.	**Project Name:** Web Application Development **Client's Name:** IGLOO Foods Limited.	
21.	**Project Name:** Web Application Development **Client's Name:** TAKA Bazar	
22.	**Project Name:** Supply, Installation and Commissioning of IT/ITES Project **Client's Name:** Bangladesh Chemical Industries Corporation (BCIC)	
23.	**Project Name:** Supply, Installation and Commissioning of IT/ITES Project **Client's Name:** Directorate of Nursing & Midwifery	Ministry of Health
24.	**Project Name:** Supply, Installation and Commissioning of IT/ITES Project **Client's Name:** Ministry of Food	Ministry of Food

ServicEngine Limited

MARKETING AND SALES ACTIVITIES

- ❖ IBC 2022, RAI Amsterdam, Big site Tokyo, Japan
- ❖ Turkey Bangladesh Business Delegation
- ❖ Trade fairs/B2B events: IT Outsourcing fair at USA
- ❖ Trade fairs/B2B events visited in Bangladesh: All the event for B2B fair organized by BASIS
- ❖ Marketing Activities: Search the potential leads, SEO

WE NEVER SLEEP

Dhaka, Bangladesh   **Medford, NJ, USA**

- ❖ We have 2 offices in 2 different time zone – One in Bangladesh and theother is in USA.
- ❖ When we sleep at Bangladesh then the USA starts working and vice-versa.
- ❖ You can reach to either side by a single buzz any time around theclock.
- ❖ This will ensure a feel that we are never lost either in an emergency or a normal discussion.
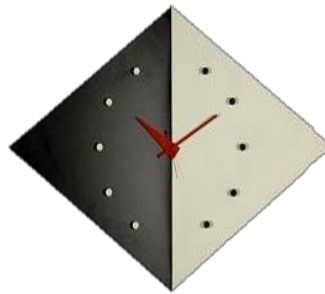
WHERE YOU CAN FIND US?

Bangladesh Office:

- ➢ **Mohakhali** - House-8, Abbas Garden, DOHS,Mohakhali, Dhaka-1206
- ➢ **MBD** - Monem Business District, Level -7, 111 Bir Uttam C.R. Dutta (Sonargaon Road), Dhaka -1205S
- ➢ **RAOWA Club** - VIP Road, Mohakhali, DOHS Bypass, Dhaka 1206
- ➢ **Jashore**- Sheikh Hasina Software Technology Park, Bejpara Street, Jashore Sadar, Jashore-7400

U.S. Office:

- ➢ 2 N Main Street, Suite 303 Medford, NJ 08055

☎ **+8809606221173, 01711924545**   ✉ **gazi.alim@sebpo.com**   🌐 **www.sebpo.com**

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