



COMPANY PROFILE



CTRENDS SOFTWARE & SERVICES LTD.

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Company Profile

CTrends Software & Services Limited is a software development firm which focuses on business innovations. We are dedicated to bring fresh thoughts and produce innovative solutions to our clients' business challenges. We use technology as a tool solve business challenges and enable big business gains. Information technology is evolving very fast and becoming more extra-ordinary every day or so. We take the advantage of this fast innovation development to produce to charming solution for our valued clients.

Thou we are a software company, we take strong position on business R&D to find out what businesses need. Therefore, we make a very strong partnership with our sister company, Innovative Minds Consulting Limited – a management consulting firm, to get the heart of business practices & norms, legal and regulatory compliance requirements and clients' general gain aspirations.

We develop software products which can be configured and customized by the clients and implementation consultants worldwide without the need of re-programming. Our clients can use our product on their PC, smartphone as well as tabs – same application, multiple front-ends (iOS and Android). We produce business applications with cover ERP, BI and GRC areas in nature, which are integrated fully. However, our business model is focused Managed Capacity and Managed Service. We deploy the technology on the cloud and we take care of it for our clients.

Innovation is one of our core work values. We define 'Innovation' as meeting customer needs with unique solutions. Our approach to work is being innovative to bring improvements in the top line as well as the bottom line of an organization.

Our vision statement is:

“We bring innovation to your business and innovation leads to success.”

Our guiding principles are:

- ✓ *Think fresh, think big and act boldly*
- ✓ *Focus on value delivery to customers*
- ✓ *Build a strong talent pool full of creativity and passion*
- ✓ *Build a lovable workplace and be a part of great work products*
- ✓ *Collaborate across boundaries*
- ✓ *Contribute to the society through responsible works*

Automation Experience

In today's world, all the corporates have some experience of business process automation. The level of automation may vary, but all have a common experience that deploying a software does not mean the system will deliver expected values. It literally gives a lot of headache to ensure a smooth operation.

However, for some deployments where IT applications are working smoothly, management faces another difficulty. The outputs produced by the systems are not designed as suitable for management level. Different CXO positions have different focus areas to monitor and control. The ERP systems are not designed with CXO focus areas with monitoring dashboards. Some BI applications are available for dashboards. But, their outputs are not designed with adequate business control perspectives. They generally fall short at various verticals of management (CXO).

Management Practices

It is a common observation globally that management executives are more inclined to monitor business operations and other areas of concern by using PowerPoint slides instead of online software. They look into various domains, e.g., commercial, operational, compliance, risk, governance, etc. They always look forward to getting automation-assistance in these areas.

ERP systems automate the work processes. BI systems prepare monitoring dashboards. So, what about a BI system that works like interactive PPT by pulling data from ERP?

What We Do

You want such a system with enough coverage which has interactive PPT-style dashboards and fit for management integrating the operating processes? You need process automation on an OPEX model?

Then, you may lean on us.



Our Focus

We focus on business processes. We concentrate on automating critical information management of an organization from management perspective. We provide automated management dashboards for each vertical of management role, e.g., CEO dashboard, CFO dashboard, CMO dashboard, CSCO dashboard, CIO/CTO dashboard, CAO dashboard, etc. These dashboards operate based on related business processes that are executed by all levels of employees in the organization.

Our Key Offerings

Managed Service

We provide IT services to our clients with people, process and technology to run business processes of our clients. Our people will work as your people. We execute and manage your IT processes. YOU DO NOT HAVE TO WORRY ABOUT PEOPLE AND PROCESS EXCELLENCE. We will do it all for you.

Managed Capacity

Thinking of investment in technology? Yes, it increases when you increase the coverage of technology. Most corporates worry about big investments not being utilized properly. Here we are to help you. WE MANAGE YOUR IT INVESTMENT and help you to plan for better utilization. You simply get what you need. You only pay us on a rental model and enjoy big coverage without investment (CAPEX).

Our Products and Services

We develop products that can be configured by our clients or consultants to meet client business need. We have organized our business applications into different application suites and modules according to market needs. Our approach to product development is a top-down approach.

Human Resources Management:

Human resource is the most critical asset of an organization. Talent management is more focused now than ever before. The triangle of “People – Process - Technology” starts with people. Therefore, the foundation of our system is the HR application suite. We have provisioned the following functional features under this suite.

- Talent Acquisition
- Employee Database & Organization Structure
- HR Operations
- Time Management
- Payroll Accounting
- Income Tax
- Provident Fund
- Performance Management (PMS)
- Travel Management
- Vehicle Fleet Management
- Infrastructure Management

Financial Management:

The financials are at the heart of all business processes. Therefore, integration of financial reporting, accounting and control with the operational processes is so vital for an organization. Keeping this in mind, we have provisioned the following functional features in under this suite.

- General Ledger
- Treasury Management
- Accounts Payable
- Accounts Receivable
- Fixed Assets
- Cost Center Accounting
- Product Costing
- Profit Center Accounting
- Profitability Analysis

Supply Chain Management:

For an organization which deals with physical products, supply chain optimization is so vital for them. However, vendor lifecycle management and procurement are generally required for every organization, be it trading, manufacturing or service. Therefore, we have organized the supply chain functionalities addressing all types industries with the following functionalities. Our clients can configure the system to suit their business nature easily.

- Material Lifecycle Management
- Vendor Lifecycle Management
- Demand Planning
- Sourcing and Purchasing
- Foreign Trade Regulations
- Warehousing and Inventory
- Freight Forwarding and Shipment
- Vendor Self-Service

Sales & Marketing Management (CRM):

Sales is the most important business process of an organization. Sales is the life line. We have provisioned all the commercial processes under this suite. It is worth noting, your distributors and retailers can also perform their entire trading using this system that will seamlessly integrate with your sales and supply chain processes through PCs, smartphones and tabs. You can monitor the market movement live. 😊

- Product Lifecycle Management
- Customer & Partner Lifecycle Management
- Bulk SMS System
- Marketing and Branding
- Pre-Sales Activities
- Sales & Distribution
- Partner Self-Service
- Customer Service

Production & Quality Management:

Production planning and control is the most rigorous area in a manufacturing concern due to its integration with so many significant processes and calculations. It is completed for all those integration and detailed data requirements. Once automated, this is the most influencing area of the organization. Therefore, we have planned the following functionalities in proper integration and simplification under this suite.

- Capacity planning
- Master production scheduling
- Detailed production scheduling
- Materials requirement planning (MRP)
- Production execution and shop floor control
- Workers' wages calculation and performance monitoring
- Quality management
- Product finishing, packing and dispatch control, etc.

Special Suites

GRC Platform:

Corporate governance, risk management and compliance (GRC) is a core concern area of all the management personnel. Internal control is a core element of implementing GRC in an organization. But, these functionalities are rarely found in information systems. Therefore, we have provisioned this as a separate suite as well.

CXO Cockpit:

We have designed this application suite for management personnel. The senior management officials can plan the business and monitor in real time how it is performing. Separate functional areas have been provisioned for different CXO positions, e.g., CEO, CFO, CMO, CSO, CIO, CTO, CHRO, etc. These features are integrated with low-level processes in real-time. Business Intelligence functionality is an integral part of the system and requires some automated ETL processes to consolidate the data in various formats.

Tasks & Activities Management (TNA):

Tasks and actions are the things that we do every day. Business use protocols of operation most of which are outside the systems. We felt that companies can be heavily benefited if task management can be automated and linked with internal control.

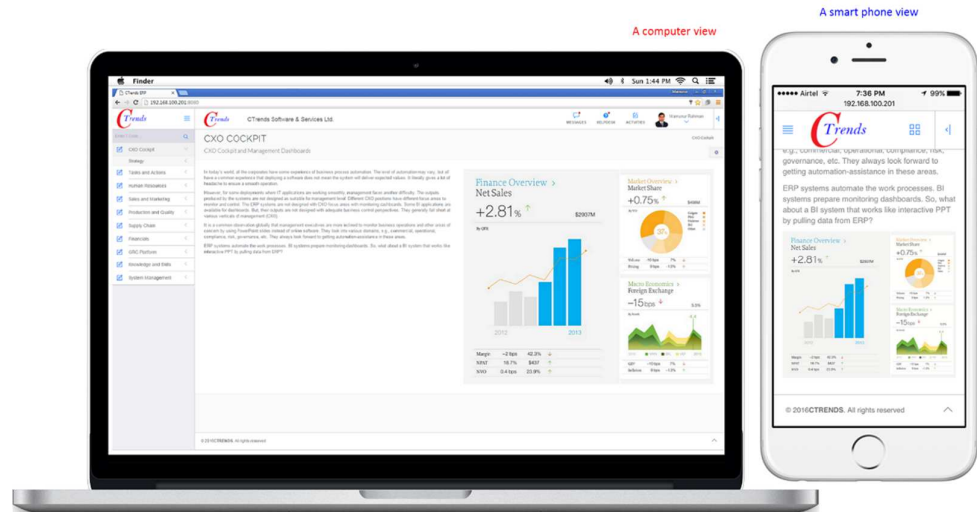
Industry Solutions

We have felt the need of delivering industry specific applications which cannot be covered with generic vanilla system. We have identified two primary industries that are very specific and look for such applications, and we are also ready for them. The first one is the telecom sector and the second one is the banking sector. We offer the industry solution on top of our generic product as an extension. Following are our industry specific applications:

- Telecom Management System:
- Subsidiary Banking System (SBS):
- Microfinance Management System:

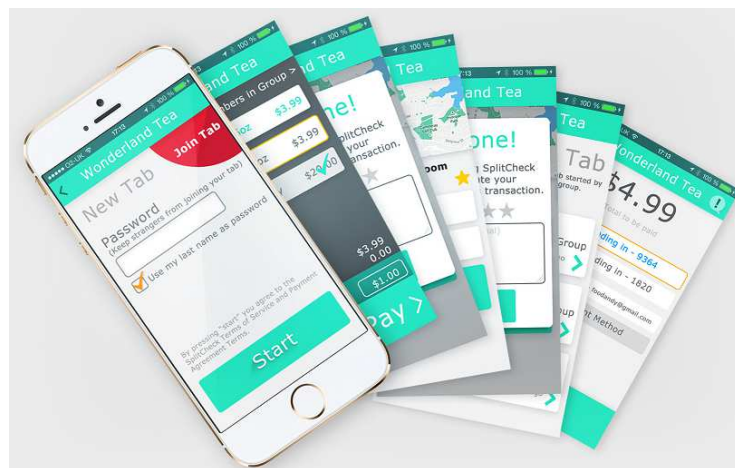
Application Portability

We developed different versions of the application. For heavy duty works and full-fledged functionality, we have optimized the web front-end. For working while on the go, the smartphone app is more suitable and fast. Though the responsible web application can be used from all smartphones and tabs, mobile apps are designed for specific job requirements. We see in the above picture the same web application differently on a laptop and a smartphone.



However, we have a special tablet app for reporting and presentation, while mobile app has been for activities on the go. We have done this to suit user tendency. As we see, management personnel are already in the practice of bearing tabs instead of laptops with them in business meetings and gatherings. Therefore, a tab with project cord and such a reporting application can make their task easier and more enjoyable. We have developed these two portable apps for the following platforms:

- *Apple iOS*
- *Google Android*



Board of Directors

CTrends Software & Services Limited's board of directors consists of two shareholders. Both the directors get involved in governing the organization. The board executive committee (BEC) contains a chairman and a Managing Director. The Chairman currently plays the role of the chief executive officer (CEO).



MAMUNUR RAHMAN, CISA, EEE (BUET)

Chairman

Mr. Rahman is a renowned corporate personality in the field of technology and advisory services. His industrial coverage is primarily in the areas of telecommunications, information technology and banking. He is also a leading personality in the field of innovation development initiatives, entrepreneurship and leadership development. He drives innovation in an integrated manner with business and technology. He dreams of a new generation enterprise solution that speaks business. He sees a highly value-adding opportunity into business through technology in an untraditional way. He founded CTrends to produce and deliver that dream solution along with services that speaks directly business without the need of another layer of explanation or interpretation or even mapping.

He also founded a management consulting firm, Innovative Minds Consulting Limited, that dreams, speaks and lives business excellence. He sees CTrends as an enabler and multiplier of the leverage that Innovative Minds brings into business.



SHAHEDUZZAMAN CHOUDHURY, FCA, EMBA (IBA)

Managing Director

Mr. Choudhury is a renowned personality in the accountancy profession in Bangladesh. He has been in the finance and management profession for about 20 years in several renowned local and multinational companies in South Asia. He has a strong track of financial information systems and optimization of their usage. He along with Mr. Rahman has set up CTrends, the power house in producing next generation business solutions.

He loves technology and sees lots of opportunities that could revolutionize the usage of technology for making business processes highly efficient, effective and transparent. As finance and accounting are at the core of all major business processes of an organization, he foresees how those processes could be seamlessly integrated. Technology sees business applications as a great gift to the initiatives of transforming those ideas into action. He along with Mr. Rahman is highly committed to CTrends as an excellent business platform.

Our Human Capital

We have three directors managing the operations of the company and managing the projects. We have 15 FTE as of now. In the technology domain we prefer engineers from BUET and public engineering universities. For talents in the sales, marketing and supply chain, customer service, human resource, financing/capital raising, banking and financial services, we prefer IBA graduates/ MBAs and well reputed universities. For accountancy and corporate affairs, we prefer FCAs, FCMAs, FCS, etc. For legal supports and advisory, we prefer barristers and LLMS. We have a pool talent from all these domains and qualifications.

Logistics

We have a fully furnished office at Niketan. Our office has an accommodation capacity of 45 personnel. As our business nature is of software development, we mainly require ICT logistic supports to deliver our products and services with a better quality. Hence, we mention below our ICT logistics in terms of software and hardware.



A. Software:

As a core principle, we use open-source technologies to produce our products. We primarily use PHP/Laravel, J2EE and Xcode as well as smart front-end technologies, e.g., JQuery, CSS3, HTML5 as well as several commercial libraries.

B. Hardware

We have the following hardware assets that help us to smoothly deliver our assignments.

SL	Item	Quantity
1	Laptops for staff	30 pcs
2	Servers	2 pcs
3	LAN	1 pc
4	Routers	2 pcs
5	Printers	5 pcs
6	Scanners	4 pc
7	Large digital TV (55") instead of O/H projector	6 pc
8	UPS	1 pc
9	Diesel Generators	1 pc

We would like to mention that we expand our resources continuously based on our business growth. If we find that any new project is demanding additional or new logistics and other resources, we take necessary steps to acquire them without delay.

Clientele

We have started commercial deployment. We have covered by this time some renowned organizations. We have experience of delivering to the following esteemed clients in Bangladesh.



- ✓ Avery Dennison Bangladesh Ltd.
- ✓ Paxar Bangladesh Ltd.
- ✓ Adhipress Bangladesh Ltd.
- ✓ BCL Associates Ltd.
- ✓ G.K. Garments Ltd.
- ✓ Savar Shirts Ltd.
- ✓ Global Outerwear Ltd.
- ✓ Global Outerwear Washing Unit
- ✓ Global Technologies Ltd.
- ✓ Innovative Minds Consulting Ltd.
- ✓ Masih Muhith Haque & Co. (CA firm)

Our Strategic Partners

We have a strategic alliance for delivering heterogeneous and big projects with the following esteemed firms.

- Innovative Minds Consulting Ltd.
- DataSoft Systems Bangladesh Ltd.
- People Talent Tech Sdn. Bhd., Malaysia



Why to Choose CTrends?

Our purpose is to bring exceptional technological solutions to create value by making innovative contributions to our clients. We have various deployment models for your including managed service, managed capacity, cloud solution, etc. We have strong R&D and implementation partners to make a great value proposition for you. You take care of your business, we take care of your automation works, even investment on your technology.

YOU CAN LEAN ON US.



Call us or write to us for detailed discussions on our products and your business requirements.

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