# Subra Systems Limited

## Company Profile

SubraSystems

# Executive Summary

Founded in March 2008, "Subra Systems Limited" is a specialist provider of software solutions, software development and consulting services. Using state-of-the-art information technology and a stringent quality management system, we help organizations develop enterprise applications and improve business operations.

From systems analysis through to design, development, integration, testing, deployment and maintenance, we offer a wide range of services for complete or partial phases of the software development life cycle. We also offer solutions for Business Intelligence, e-Commerce, and Web Content Management based on technologies from our technology partners including Microsoft, Oracle, Cisco and D-Link. We also have the expertise of Business Process Outsourcing.

As a Microsoft Partner, we have a proven track record in designing, implementing and supporting systems built using the latest Microsoft technologies like Visual Studio Team System, SharePoint System, WPF, WCF, Windows 8 Client and Windows Mobile Platform.

 In order to provide a truly unique service, we build long-term, strategic partnerships with our clients, which are sustained by the agility and passion of our organization, our flexibility and the quality of our deliverables. To that end "Subra Systems" offers on-site, onshore and offshore delivery which enables us to provide flexible and cost-effective software development services that meet specific project requirements, budgets and time constraints.

We deploy the relevant tools, processes and methodologies through our quality management system to ensure the highest level of quality and customer satisfaction at all times. "Subra Systems" is looking forward to be a CMMI level III certified company for Quality Management by the year of 2014.

Over the years, the company has extended the range of its services and built core competences within such industries as banking and finance, manufacturing, real-states, computer software, and media. Some our clients include are: Bishwo Shahitto Kendro, IIDFC, Swan Family, Govt Science School and College, Keari Limited, Pacific Group, Banco Securities Limited, Luke Dhaka, Gomati Housing Limited and so on.

 The market for software to small businesses is estimated at in a billion per year. While the market includes some large competitors, the Company believes that it can compete effectively because of its high quality development team, extensive contacts with effective marketing and innovative product ideas.

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# OUR PILLARS

Software development services from Subra Systems Ltd. Bangladesh stands on its Mission, Vision, and Values. These three entwined pillars have helped us see through all concerns and define our future course of action. Our vigor, attention, and commitment have aided us for profound growth as a software development services provider.

**MISSION**

Our vision is to be a leading IT Solutions provider by the year 2015. As software development service providers, our initiative is to muster and en root enduring value with all those whom we deal with; be it clients, employees, or partners through scrupulous, transparent, judicious, and ethical practices. We work to reduce cost, risk, time, and optimize in quality and regularity. These factors are our guidelines for any task we take up: be it software development, website design services & development, web hosting, testing, content management, E-learning, or web designing.

We strongly believe in teamwork !

**VALUES**

We are dedicated to build an enduring relationship with each customer - a partnership bona-fide on assurance to quality and trust.

**WE VALUE TO BE:**

• Intent on results, not on activity
• Reliable
• Unambiguous
• On time

As a company, and as individuals, we value integrity, sincerity, candidness, individual excellence, constant self-improvement, and mutual respect. We take on challenges of authenticate software development, and gratify ourselves on seeing them through.

We believe, that if we continue to focus on providing the absolute best service in software development field, then only we can continue to grow as a company and an individual.

# Corporate Directory

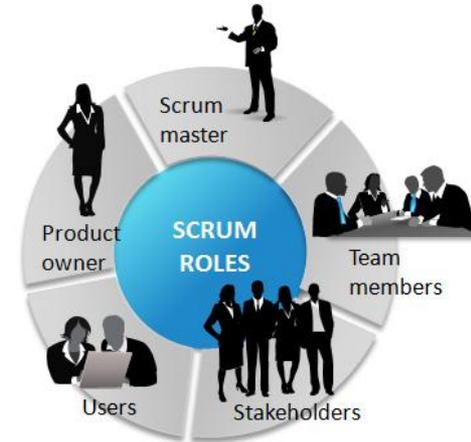| Legal Status | Private Limited Company. |
|---|---|
| Line of Business | Software & Information Technology Enable Services (ITES). |
| Incorporation | 25th March 2008 |
| Start of Commercial Operation | 25th March 2008 |
| Corporate Membership | BCS (Bangladesh Computer Samity)<br>BASIS (Bangladesh Association of Software & Information Services) |
| Office Address | Hasney Tower (10th Floor),<br>3/A Kawran Bazar, Tejgaon,<br>Dhaka – 1215,<br>Bangladesh. |
| Office Telephone | +(880-2) 9145938; 8189460. |
| Contact | Phone: +880 2 9145938, +880 2 8189460<br>Mobile: +88 01978 121 121<br>Email: subra@subrasystems.com |
| Auditor | Aziz Halim Khair Choudhury<br>Chartered Accounts<br>Baitul Mesbah<br>Building # 2 (3rd & 4th Floor)<br>Dhanmondi R/A, Dhaka -1209.<br>Phone: + (880-2) 9137092 |

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# SERVICES OFFERED

| | |
|---|---|
| **APPLICATION SOFTWARE DEVELOPMENT** |  |
| **OFFICE AUTOMATION** |  |
| **CONSULTANCY** |  |

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# SOFTWARE DEVELOPMENT – STRENGTH & SPECIALIZATION

The main strength of "Subra Systems" is the Professionals, Working methodology and Quality assurance.

| Professionals | Consists of Software Developers, Quality Assurance Engineers, Designers, Business Analysts and Project Management Professionals. |
|---|---|
| Working Methodology | Agile Scrum is the core practice of the production team. As Agile is the most versatile methodology for software development till now is been used aligned with other teams i.e. QA Team, Business Analysis Team and Project Management Team. |
| Quality Assurance | QA Team make sure there is no problem in the released software version. QA Team also enforce standard practices to the whole organization. |



"Subra Systems" is specialized in developing large and medium scale enterprise solution for different domains like financial houses, telecom, power sector and other business institutions.

**Business Knowledge**

Our most critical asset are our engineers, both on-site and offshore, speaks the language of business where necessary. They align the business need with software solution through detail understanding of underlying processes, data, workflows, and compliance requirements.

**World Class Talent**

For over last couple of years, we have focused on hiring and training the best talent for "Subra Systems". Every vendor knows that building and keeping a world-class team requires sacrifices in short-term profits and only a few make that choice. As a result, clients confirm that our teams are consistently stronger than any other vendor they have worked with in the past.

# SOFTWARE DEVELOPMENT – PRODUCTS & SUPPORT

**PRODUCTS**

1. **Centralized Back Office and Merchant Banking**
2. **Inventory and Cost Management System**
3. **Provident Fund and Trust Management System**
4. **Website for Tours and Travel Management**
5. **School and Result Processing System**

**SUPPORT:**

Company will provide one month free service for fixing any bug or for any support. After that there should be Annual Maintenance Contract (AMC) agreement between two parties. Apart from that we will provide offsite or on call basis support whenever you ask for.

**OFFSITE SUPPORT / ON CALL SUPPORT:**

Deliverables of Offsite Support and Maintenance:

- Offsite support / On Call support
- Maintenance engineer will be given full support from the company and will be paid by us.
- Identify and help to fix any software related problems within 48 hours
- Fix security issues (including virus attacks and other security problems) within 48 hours.
- Maintain backup and recovery of data etc.

**On Call Basis:** If there any problem occurs in the system then the client will call our support personnel to resolve the issues. Then out support personnel will provide the solution by email, phone going to the clients premises.

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# SOFTWARE DEVELOPMENT - PLATFORM

**Microsoft Visual Studio**

Microsoft Visual Studio 2012 provides many new capabilities to support development on the latest platforms with modern lifecycle tools to make it easier for teams to deliver value continuously. It also enables us to deliver value continuously with Visual Studio Updates to ensure you always have the best solution for building modern applications and for managing the modern application lifecycle.

**Microsoft .Net**

Microsoft.Net is Microsoft's newly redesigned, revolutionary software programming architecture aimed to create Applications which are e-enabled to work on the Internet where they are termed as service. Microsoft.Net is Microsoft's first step towards this technology. Microsoft has tried to build a new era of programming architecture with the introduction of Microsoft.Net.

**Microsoft SQL Server**

Microsoft SQL Server is a cloud-ready information platform that will help organizations unlock breakthrough insights across the organizations and quickly build solutions to extend data across on-premises and public cloud. The next wave of SQL Server investments will help extend organizations beyond the database with a cloud-ready information platform that delivers mission critical confidence, breakthrough insight, and cloud on your terms.

**Microsoft SharePoint**

Microsoft SharePoint is a Web application platform launched in 2001. SharePoint has historically been associated with intranet content management and document management, but recent versions have significantly broader capabilities.

SharePoint comprises a multipurpose set of Web technologies backed by a common technical infrastructure. By default, SharePoint has a Microsoft Office-like interface, and it is closely integrated with the Office suite. The web tools are designed to be usable by non-technical users. SharePoint can be used to provide intranet portals, document & file management, collaboration, social networks, extranets, websites, enterprise search, and business intelligence. It also has system integration, process integration, and workflow automation capabilities.

Enterprise application software (e.g. ERP or CRM packages) often provide some SharePoint integration capability, and SharePoint also incorporates a complete development stack based on web technologies and standards-based APIs. As an application platform, SharePoint provides central management, governance, and security controls for implementation of these requirements. The SharePoint platform integrates directly into IIS - enabling bulk management, scaling, and provisioning of servers, as is often required by large organizations or cloud hosting providers.

# SOFTWARE DEVELOPMENT - TEAM

"Subra Systems Limited" is managed by a team of highly skilled individuals. A strong, well-organized team is key. We are fluent in the most sophisticated project methodologies, but deeply believe that it all comes down to two teams – ours and client's, respecting and bringing the best in each other. We do not believe in people-independent delivery processes. Instead, we create an environment where people are motivated to stay and perform.

Following table summarizes the number of staff members deployed in key functional areas of the company.

| Functional Areas | Staffing |
|---|---|
| Software Development & Quality Assurance Department | 6 |
| Network & Communication Department | 2 |
| Finance, Accounting & Operations | 5 |
| Business Development & Marketing Department | 4 |
| Management Team | 3 |
| **Total** | **20** |

The staffing will service the functional areas described in the operating structure and built the technical, accounting and marketing manpower for execution of the plan. This will continue for the additional staffing needs in the expansion. The technical team consists of the following certified professionals:

# OFFICE AUTOMATION

Any repeatable process within your business can be fraught with human error, which can bring inefficiency to your organization. Doubtless, every manager has wanted processes that are manual and regularly repeated by their workforce to be more automated. The need for automation in a modern, fast-paced business has never been greater.

"Subra Systems" have the capability of providing full automation services to organizations of any sizes. It includes development of software, supplying hardware, designing and installing the network and providing all types of post automation maintenance support.

SharePoint is a powerful, collaborative tool which can help you automate your business processes, using a feature called workflow. The advantages of SharePoint workflow automation are easy to see:

- Minimize human error
- More efficient use of your resources
- Get the right data from the right places to the right people
- Enforcement of organizational policies
- Meeting compliance requirements
- Gathering of data from disparate sources for business intelligence purposes
- Reporting and insight into your business processes

Our SharePoint experts have extensive experience helping our clients transform their traditional 'offline/paper based' processes taking advantages of the benefits that an automated solution can offer, improving and optimizing your processes.

Our workflow design services are the first step in understanding and communicating complex actions. They will be your "blueprint" to successful processes.

Let us help you define, develop and implement your workflow requirements and make process automation a reality within your environment.

# CONSULTANCY

Our technology management consulting team is dedicated to improve the synergy between business and technology through improved process efficiency, reduced cost and optimum business value of IT. The team works closely with some of the big local companies, providing solutions to their issues using a business-focused approach. Starting with an understanding of the business need, the technical team works with its clients under a long term commitment to design and deliver efficient solutions, striking the right balance between leveraging what they have and delivering what they need.

We helps our clients in building a high performance IT organization through formalizing the IT strategy, metrics, business processes, technology infrastructure needed to implement and manage efficient, high quality IT systems. The support team works with its clients in architecture, business value analysis, asset management, product evaluation and selection, data privacy and security of their IT function. The major working areas are:

- **Enterprise Architecture Consulting**
- **IT Project Management Services and Consulting**
- **Technology Infrastructure Services**
- **Production and Manufacturing Plant Automation**

# SOME OF OUR VALUABLE CLIENTS

**Software Development**

- **Banco Securities Limited**
- **Karmo Group**
- **Swan Group**
- **Bishwa Shahitwa Kendro**

- **NEPC Consortium Limited**
- **Popy Library**
- **Urich travels Limited**
- **Govt. Science School & College**

- **Banco Smart Solutions Ltd.**
- **Banco Transworld (BD) Ltd.**
- **X-Group**

**Hardware & Networking Supply**

- **Standard Bank Limited**
- **UCB Limited**

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# CONTACT

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