



Connect Anytime Anywhere

সংযোগে - সবসময় - সবখানে

Corporate Profile

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1. INTRODUCTION

Bangla Phone Limited is the leader of communication network service with USD 123 million investments. Under a strategic infrastructure sharing agreement with some of the largest mobile vendors and its own fiber backbone of almost **3100 km** fiber, BPL holds its presence in all over Bangladesh. Currently total fiber length of BPL network is over 5000 Km. The fiber backbone expansion is growing at such a rate that by the mid of year 2012, the whole of Bangladesh will come into our own fiber coverage. By this time, our strategic partnership gives us presence in almost any part of Bangladesh.

Bangla Phone Limited was established in 2004 by a team of knowledgeable and experienced shareholders, who previously established and operated leading companies in Bangladesh and USA. We have a very satisfied clientele to whom we have already provided services. **Since we provide TELCO GRADE service, our backbone is used mainly by the telecom operators like TELETALK, ROBI etc.** Being an excellent player in providing service in the TDM world, we have grown the confidence to augment our service in the data world too.

Headquartered in Dhaka, Bangladesh, **Bangla Phone Limited** is a private limited company.

1.1 OUR GOAL

- Dependable Low cost communication service + other ancillary services.
- Service is our No.1 mission.
- Implement innovative ideas using local talents in IT sector.
- To become carrier's carrier.
- Use technology to beat competitors.
- Be the single vendor solution of all communication service including data, voice, fax, video etc.

1.2 TECHNICAL STRENGTH

Bangla Phone has high technical expertise in Multiple level of its workforce. Our departments have been designed with a perfect mix of talent and experience. Our departments are comprised of 14 engineers from BUET, who are dealing with the technical matters of Bangla Phone. Our fiber backbone designed by the collaboration of engineering and OSP departments, our network parallels the performance and stability of any world class fiber network. In terms of experience, we have people, who have 20 -30 years experience in the telecommunication industry.

2. SERVICE PORTFOLIO

2.1 DATA

2.1.1 INTRANET

BPL is fully capable of connecting geographically dispersed locations anywhere in Bangladesh through its widespread presence.

We are currently providing the following type of data communication service:

- **Ethernet Private Line (EPL):** It is a private point to point line between 2 branches or between a **branch** and **head office**. The interface is RJ-45.

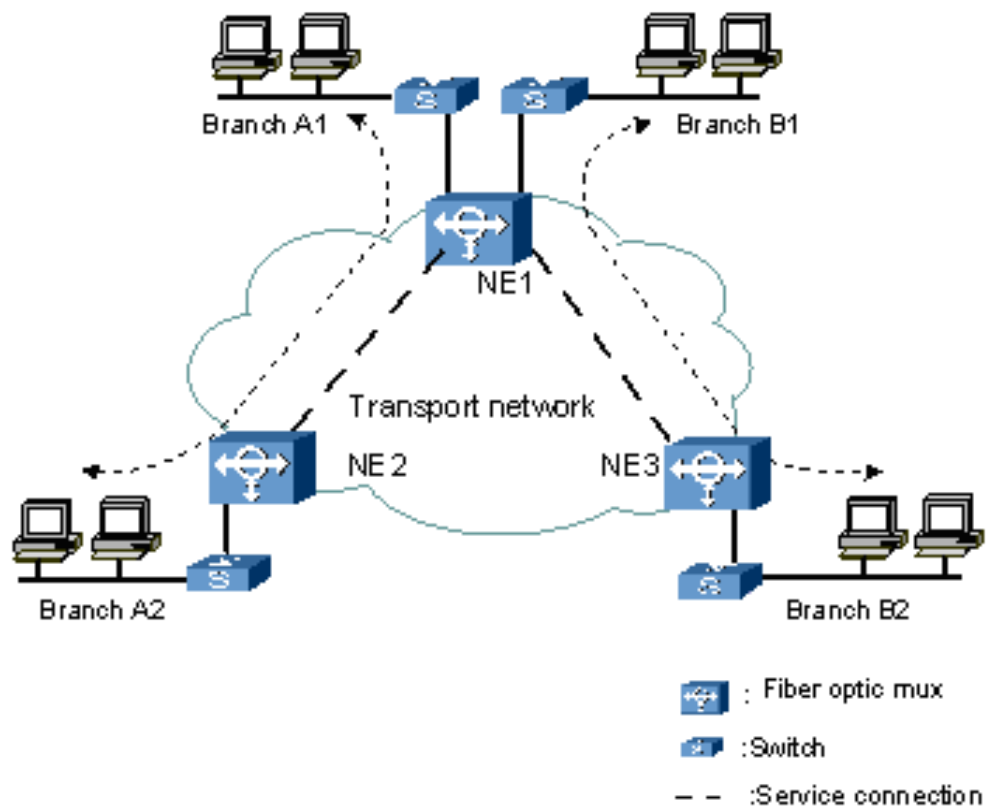


Figure: EPL (Ethernet Private Line)

- **EPLAN (Ethernet Private LAN):** A LAN established on top of SDH network.

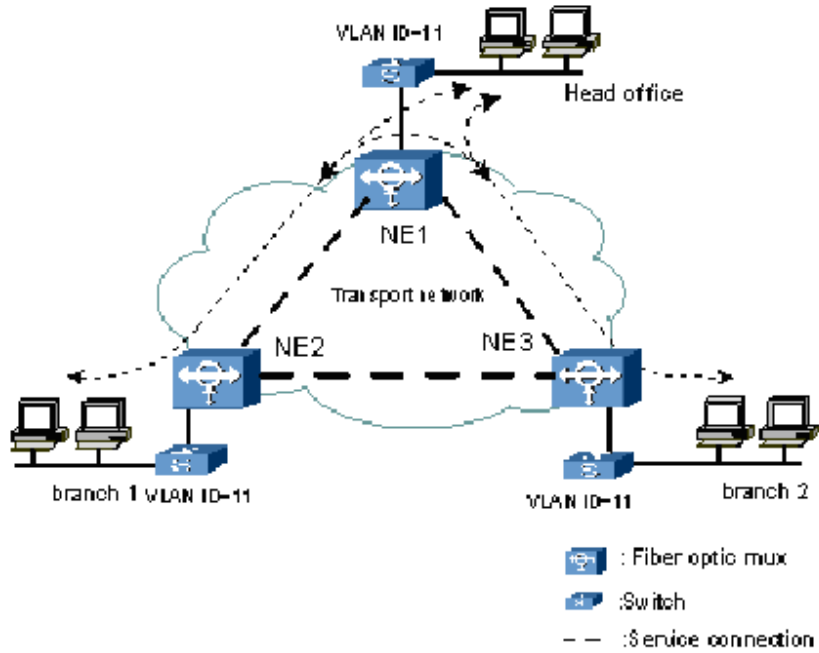


Figure: EPLAN (Ethernet Private LAN)

- **Point-to-point DDN service:**

This is an $n \times 64$ kbit/s service [64 kbps, 128 kbps, 256 kbps, 512 kbps, 1024 kbps, and 2Mbps]. The interface protocol is V.35/V.24/ X.21/RS-449/EIA-530.

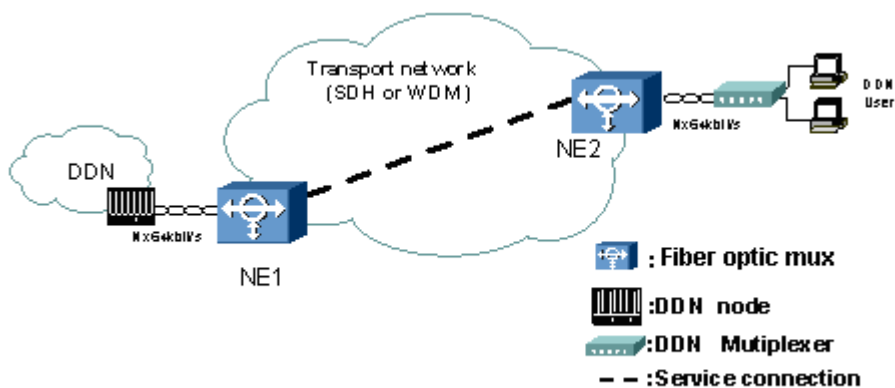
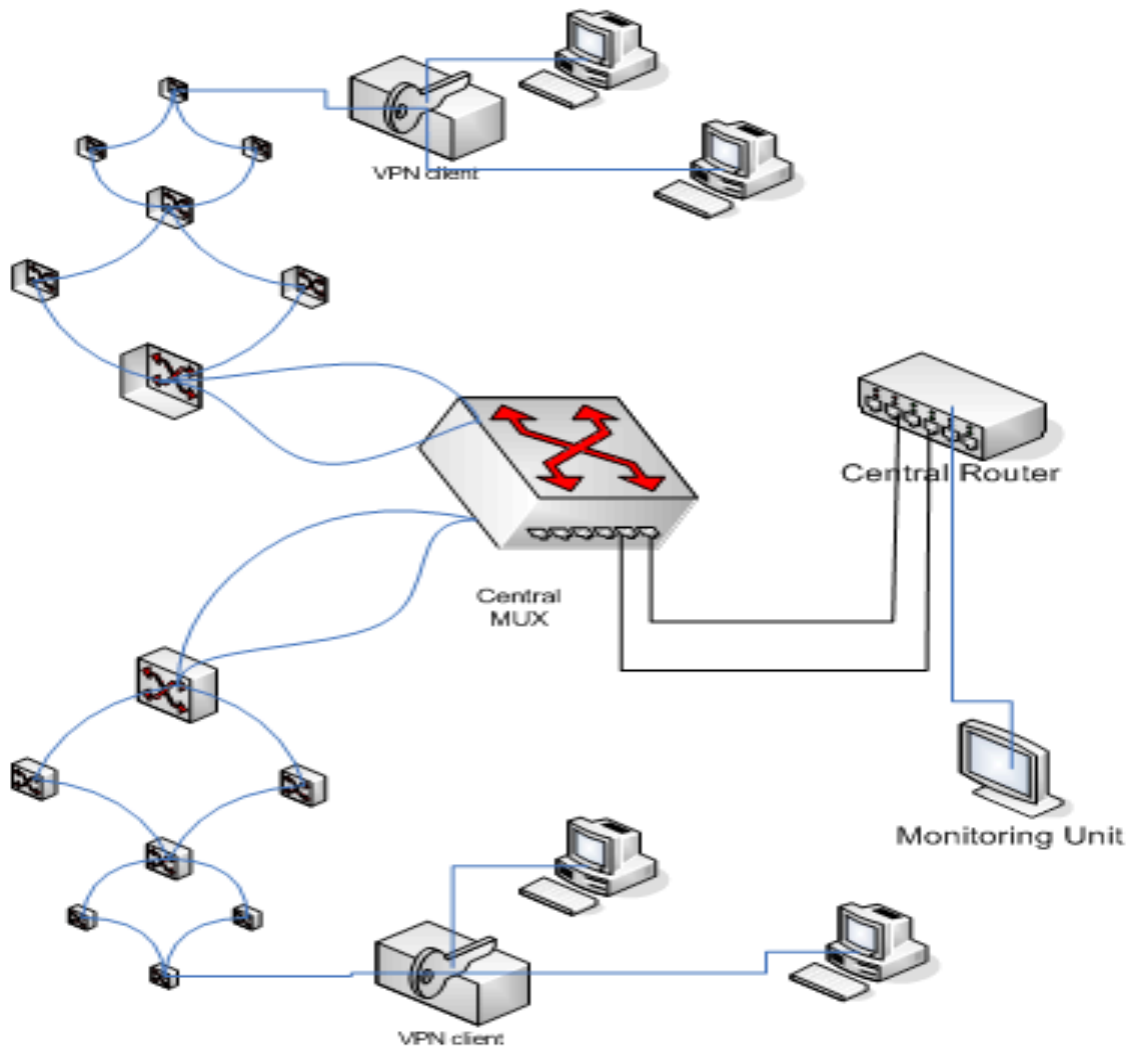


Figure: Point-to-point $n \times 64$ kbit/s service

- **Ethernet WAN service:** This is a cheaper version of the EPLAN. This service is not monitored by the central NMS. It is monitored by the MRTG graph or cacti.



- Point-to-multipoint IP transit service over SHDSL through fiber (64-2304 kbps).
- Point-to-point IP transit service over SHDSL through fiber (64-2304 kbps).

2.1.2 INTERNET

Currently we cannot provide direct Internet connectivity. But we shall be able to provide internet service when we connect to the submarine cable within the next 2 month. By this time, our customers can connect to 3rd party ISP by using our fiber, without paying any extra charge. We have a mux installed in Mogbazar from where we shall be able to give internet connectivity through submarine cable.

2.2 VOICE

The services include:

- Basic voice services
- Fax service
- Supplementary services
 - Caller ID identification
 - Call Waiting
 - Call forwarding within group only
 - Call forward incoming only
 - Call Transfer within group only
 - Call transfer incoming only
 - Distinctive Dialing
 - Abbreviated Dialing
 - Hotline
 - Outgoing Call Bearing
 - Do-not-disturb Service
 - Registered Dialing
 - Malicious Call tracing
 - Call Back
 - Number barring
 - Call hold
 - Inquiry Service
 - Centrex calling
 - Call Hunting
 - Quota restricted Calling
 - Advice of Charge at call start, during a call, at call end
 - Secretary Service
 - Block the blocker
 - Time restricted calling
 - Selective Call Acceptance
 - Authorized code for STD/IDD
 - Absent Subscriber
 - Password call
 - Call identification display during call waiting
- **IP Centrex services**

2.3 INTRA-OFFICE CENTREX SOLUTION

IP Centrex can be used for the communication among the headquarters and branches in different geographical locations. The SoftSwitch defines the headquarters and the branches as a basic subscriber group. Subscribers in this group can be both IP phone subscribers and PBX subscribers. They can enjoy the basic services and new services of IP Centrex.

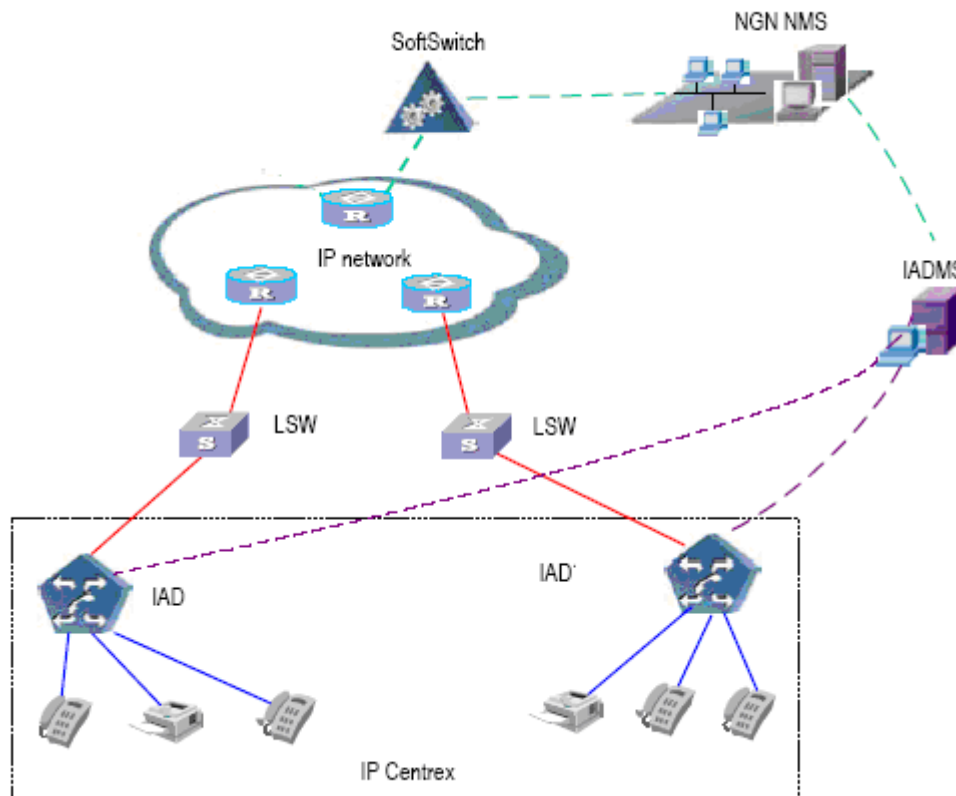


Figure: Centrex solution

2.4 INTEGRATED DATA, VOICE, FAX AND PABX SOLUTION

We can offer integrated data, voice, fax and PABX services to the corporate customers. This service will be available, when our R & D product "BANGLABOX™" comes into market by the end of year 2006.

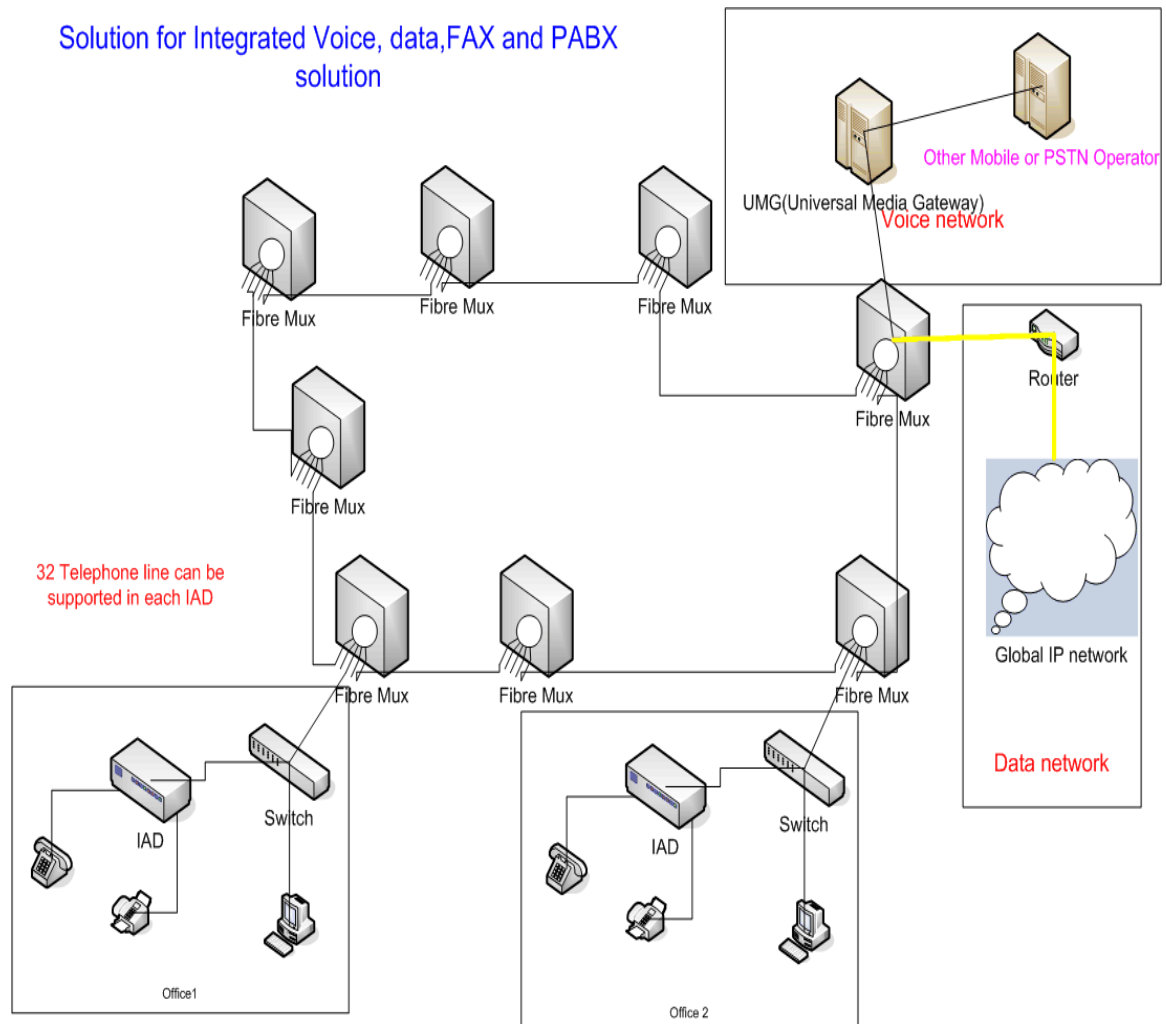


Figure: Integrated solution of BPL for corporate customers

3. SERVICE CHARACTERISTICS

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3.1 SERVICE PROTECTION

We have designed our backbone infrastructure with multi-core fiber optic cable, containing various **loops** and branches providing data redundancy. In the case of a cable failure or cut, data is automatically re-routed to ensure that data packets reach their intended recipients. Bangla Phone is using several different protection methodologies and switching techniques to ensure **redundancy**. Our protection schemes are:

- 1+ 1 Linear MS-Protection: 1 active line and 1 standby line
- 1: N Linear MS-Protection: N active line and 1 standby line
- Path Protection ring(1 fiber in the ring is the **active fiber**, another is **protection fiber**)
- MSP ring(Part of **traffic** in 1 fiber is **active** and another part is **protection** for **another fiber**)

3.2 PROACTIVE MONITORING

Bangla Phone has a state of the art Network Management Center equipped with world class equipment and T2000 NMS Software. T2000 software has:

- Advanced modularized architecture
- Open standard interfaces
- High availability of functionality
- Total network management solutions for optical network
- Integrated functionality of network management
- Quicker time-to-market and end-to-end provisioning of multi-service
- MSTP management and ASON management
- Simplified network operation and maintenance
- Fast and intelligent discovery functionality

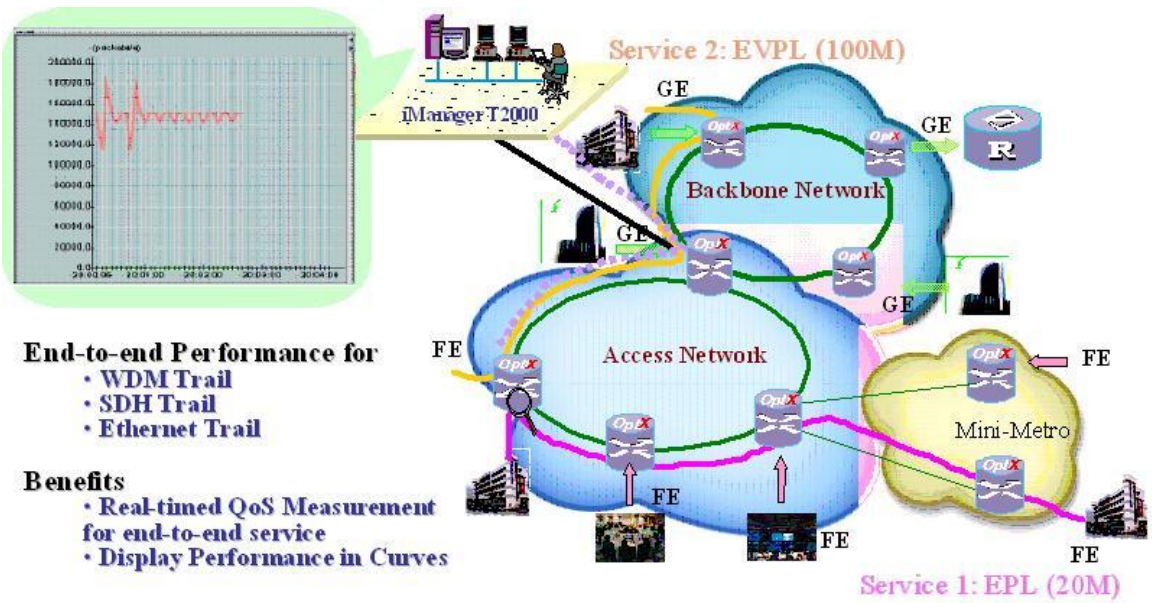


Figure: Ethernet Performance monitoring

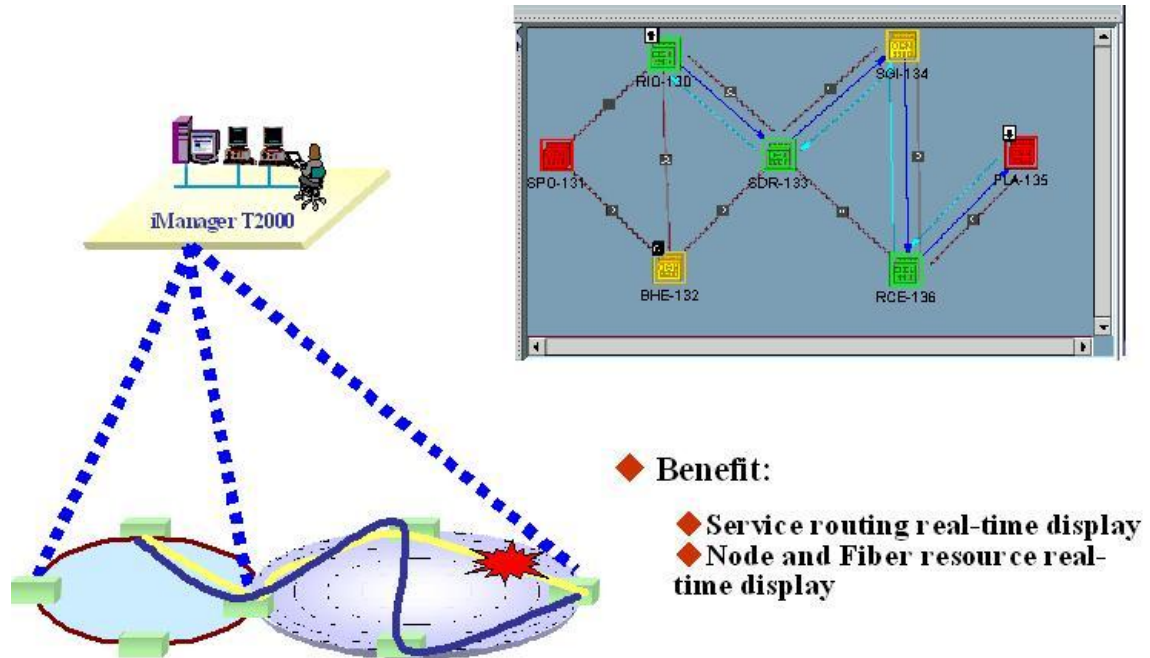


Figure: End to end route status monitoring

4. NETWORK COVERAGE

We have 3 rings inside Dhaka and we have rings on our way to Sylhet.

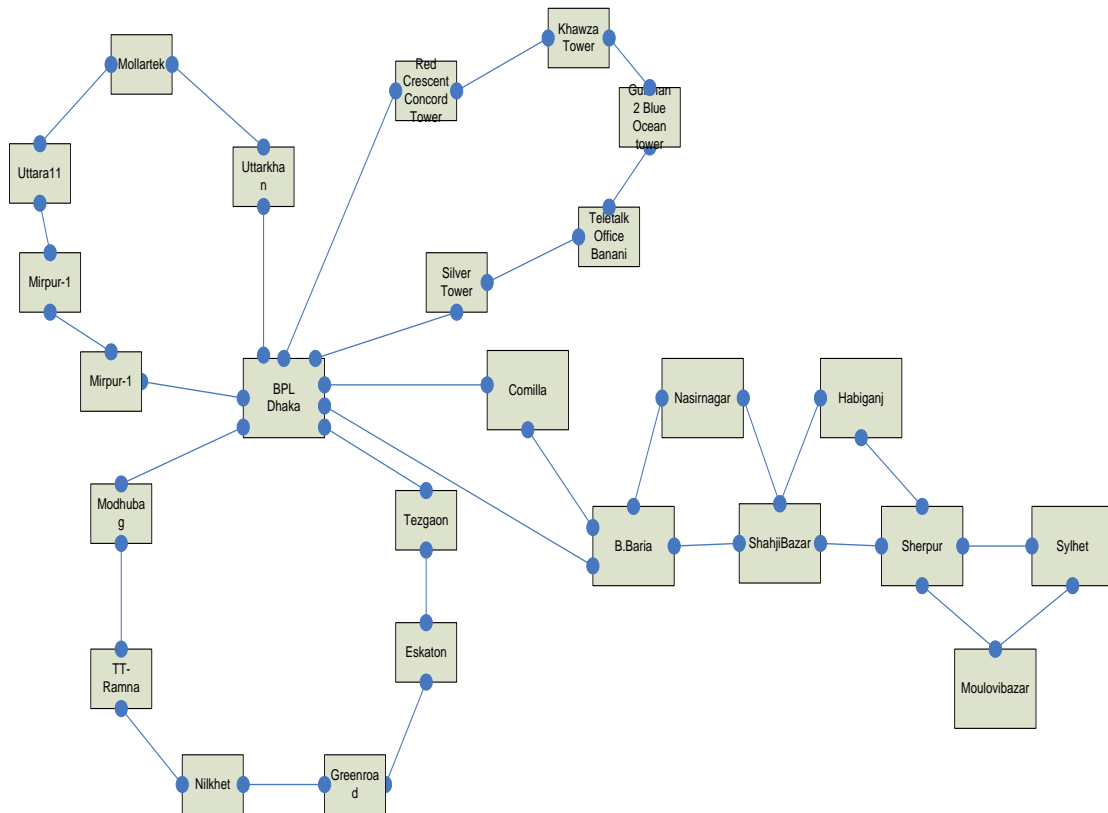


Figure: Our Network Coverage (Our Muxes are located in these locations)

5. CUSTOMER SUPPORT

We provide 24 hour customer service through our Help Desk facilities. Our expert staffs work around the clock to support your continued connectivity and to attend your queries.

Bangla Phone is managed by highly skilled staff members. Three (3) sets of technical teams contain:

- Outside Plant (OSP),
- Transmission, switching and network engineers
- ISP department
- Network Management and Monitoring Department

5.1 CUSTOMER SUPPORT CENTER

- Customer can call 03599234567 to access first level technical support team.
- We have 24hour hotlines to receive customer's troubles.
- We provide 24 hour x 7 day customer support.

5.2 TROUBLE HANDLING PROCEDURE

- Support center staff log customer's trouble and forward the written document to NMC,
- NMC generates a trouble ticket, notes the time, and assigns the trouble ticket to a support team under the guidance of one team leader.
- The team takes necessary action to resolve the trouble as early as possible. In case of delay, the team will be held responsible and penalized. Trouble ticketing ensures prompt customer support.
- In case the trouble stays more than 1 day, higher technical teams are called in.

5.3 EQUIPMENT MAINTENANCE

Muxes are monitored centrally from our NMC. In case of any trouble, we provide prompt supply of spare equipment and/or parts. We give customers 1 year equipment guarantee and service support.

Our compact, yet efficient Sales, Marketing and Finance/Accounts teams are devoted to unparalleled Customer Care.

Our Engineers will not only be available in our Network Management Center, but also in mission critical points of our service within our coverage area. We maintain excellent relations with other service providers, vendors, and related authorities, thus providing world class service to our customers.

6. TECHNICAL EXPERTISE

- BPL has a rich suite of technical people from both home and abroad.
- We have 53 engineers. Of these, 22 are from BUET. 7 of them are engaged in R & D activities in collaboration with the US part of the company.
- Our OSP department is enriched with experienced people who have expertise in laying all kind of cables throughout the whole of Bangladesh.
- Our ISP department is enriched with experienced system engineers and support engineers, who have been the primary player in the ISP industry in both the system and field level.
- Our switching, transmission departments are enriched with trained and talented engineers of their respected field.

7. EXECUTIVE SUMMARY

MANAGEMENT PROFILE

Amjad Khan - Founder, President, and Chief Executive Officer

Mr. Khan is responsible for strategic vision and the day-to-day operations of the Company. He has 17 years as a founder and operator in the technical, communications and software industry. In 1992, he became the first president of HLA Connecting Point a Communication equipment supplier and Software developer. He subsequently became the owner of the company and added a sister entity, BCI, Inc., that became one of the first company to provide CLEC services in the USA. Mr. Khan oversaw the Northwest business operations as well as the development of new market opportunities.

TECHNICAL ADVISORS

Terry Jett

Terry R. Jett acts as the technical advisor for BANGLAPHONE, LIMITED. He has primary responsibility for network management and operations, information technologies, customer service, project management, emerging technology research and development, and lab operations. Mr. Jett is overseeing the build-out of the central office switching environments, inter-office and long-haul IP and Sonet Networks, IP strategy and overall CLEC roll-out, transport network, and Internet data services.

Dan Sheldon

Dan Sheldon is responsible for all IP, DSL, and ATM network engineering and operations throughout each of the Company's markets. Dan works closely with strategic vendors and partners in researching, developing, and implementing new technologies, including convergent VoIP, DSL-based high-speed Internet meshed networks. Mr. Sheldon brings nearly 10 years of telecommunications experience to this position at BANGLAPHONE, LIMITED, including various responsibilities with a variety of Broadband and Internet service providers.

Todd Kirnan

Mr. Kirnan has 5+ years of experience as the Team Leader of the Network Operations Center (NOC) of a facilities-based CLEC with an extensive fiber optic backbone and network spanning all of New York State. Mr. Kirnan has extensive experience in the installation and testing of lines and circuits from the LEC. Mr. Kirnan is facile in the use of network and line monitoring equipment and programs such as HP Open view, Harris, Centest, NetAnalyst and Orion software. Mr. Kirnan dealt extensively with the LEC to resolve customer troubles and complaints from inception through resolution. Mr. Kirnan's responsibilities also included configuring and supporting DACS, MUXs, relay panels, Cisco routers and Nortel DMS switches.