Company Profile

Metafour- Global Bridging

through

Britain &   Bangladesh

An Introduction to the M F Asia Limited
A Subsidiary of Metafour Limited UK

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1. Introduction

MF Asia Limited is the Bangladeshi subsidiary of Metafour UK. It has been in operation for last 14 years in Bangladesh; remotely working for a number of prestigious global customers. Currently it has taken its stride to explore and serve the ever emerging local market of Bangladesh.

As a global IT company, Metafour as a group offers innovative & reliable software solutions in the logistics (Courier, Distribution, Shipments) and travel (Agents, Tours, and Excursions) sectors, streamlining processes and offering an outstanding return on investment.

Metafour is an employee owned, financially robust organisation with a presence in both the United Kingdom and Bangladesh. Metafour provides software, hosting, support, development, and systematic upgrades.

Metafour understands its clients' businesses and markets; understands technology. It values Software as a Service and knows how to apply technology for its clients' businesses.

Metafour's expertise is in applying hard-earned knowledge to its client's business. It endeavours to make sure that client will have the advantage over its competitors.

Some of the key elements of Metafour's capabilities and values that underpin unique service and benefits it provides to its customers:

- Commitment to work in partnership with the client and deliver the right solution for each of the clients.

- Continuous investment in research and development, giving clients the benefit of the latest software at affordable prices.

- Hosting at three state-of-the-art facilities allow Metafour to offer private cloud "Software as a Service"; providing affordable enterprise quality speed, security and resilience.

- Strong commitment to a modern ethical and open business style.

2. Timeline- UK-Bangladesh Journey

2.1. 1980 – The beginning

- Established in 1980 as a commercial programming business – developing multi-user applications for business.

2.2. The 80's – In the Courier Industry

- During the '80s, developed its own programming language and database to speed up software development and design.
- Secured investment from 3i to market programming language and database. Sizeable developer community established.
- Developed an express courier system in the late '80s for a specific customer, and decided to market this more widely. Customer base of over 50 customers established.

2.3. The 90's – In the Travel Industry

- In 1994, following approaches from one of the now directors, decided to develop tour operator reservations system.
- 1995 – Tour operator reservations system, named Embarque, brought to market. Successfully sold to well over 20 tour operator companies since then.

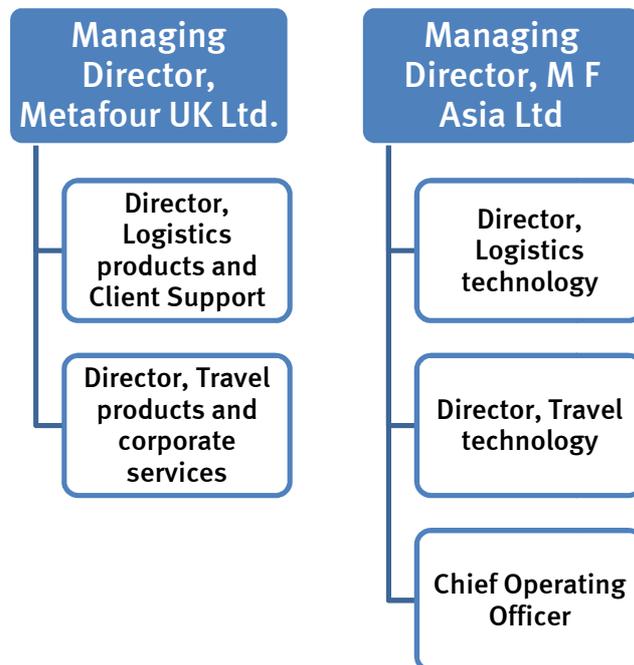## 2.4. 1999/2001 – New Horizon- M F Asia Bangladesh

- 1999 – Established wholly-owned offshore software development facility in Dhaka, Bangladesh.
- 2001 – Bought back shares from 3i and established Metafour International as the holding company for the UK and Bangladesh businesses.

2.5.   The noughties – Age of cloud computing

- 2000 – Developed first application delivered entirely over the internet via a browser, called MailSource iTrak, still in use at 30+ blue-chip companies in the UK & continental Europe.
- 2002 - First online travel system implemented for The Imaginative Traveller. Subsequently, successfully deployed similar functionality for more than 10 of our travel customers.
- 2002 - Acquire Ipex Ltd – competitive courier software company.
- 2003 - Launch of hosting service based in iP House, London Docklands. Our advanced hosting facilities are used by 50+ companies to operate significant parts of their businesses. Users include travel companies, merchant banks, FTSE 100 businesses and courier companies.
- 2004 – Replacement for express courier product is launched – called NetCourier – delivered entirely over the Internet.
- 2006 – Empower – Metafour's online booking engine for travel companies is launched.
- 2007 – Implement uFile, an archive management solution at Deutsche Bank and Canon UK.
- 2008 – Launch NetCourier for corporates
- 2009 – Re-establish ourselves as the primary solution provider in the business travel company Expotel.
- 2010 – Launch Empower Suit of applications, an end-to-end solution for the travel companies.
- 2011 – Start developing the next generation of our application using state of the art enterprise technology. Due to be released in 2012.

3. The Teams

The Metafour Group employs around 30 people in its London and Dhaka offices. Corporate management comprises of two teams, one in the UK and the other at Dhaka.

Managing Director, Metafour UK Ltd.	Managing Director, M F Asia Ltd
Director, Logistics products and Client Support	Director, Logistics technology
Director, Travel products and corporate services	Director, Travel technology
	Chief Operating Officer

4. Logistics Products

4.1. NetCourier

NetCourier is the leading product in the marketplace for managing courier, freight, and mailroom business, providing you with a one-stop shop, from operations and client services to invoicing and management reporting.

NetCourier has an intuitive web-based interface for easy access from anywhere in the world with and Internet connection and the system is highly configurable to suit individual business users.

NetCourier provides a single cohesive solution to book any type of courier, express or freight service. NetCourier is configurable, allowing each department to see only its relevant view of the business; very powerful.

NetCourier is the perfect solution for:

- International Express Courier
- Sameday Courier
- Overnight Courier
- Air Freight
- Next Flight Out
- Consolidations
- Mailrooms, corporate receptions
- Facilities management (FM)

The key benefits of using NetCourier:

- Reduce costs with automated process
- Increase competitiveness with tariff comparisons
- Analyse your business with comprehensive management reporting
- Improved client relationships sales with web tracking, web bookings and alerts
- Improve service levels with NetCourier "Workflows"
- Reduce human input errors and better communications with one central system
- Improve communications with automated alerts, tracking and POD returns.

4.2. NetCourier for Corporates

NetCourier for Corporates makes mail and parcel tracking a breeze. The multi-carrier application helps you track parcels anywhere in the world with your current suppliers, integrated into one system.

Summary of features:

- Receive and manage deliveries
- Delivery pre-alerts
- Route tracking
- Tracking parcel delivery
- Proof of delivery (POD)
- Service level compliance (SLA)
- Instant audit trail
- Management reports

4.3. NetCourier Connect

For courier companies who need to avoid the cost and errors of double entry, NetCourier Connect provides automatic label production for your main suppliers, and automated tracking retrieval from them, as well as integrated supplier invoice checking. NetCourier Connect unifies your system and your suppliers into one interface with simple and speedy set up.

Advantages of NetCourier Connect:

- Transmit live data to suppliers reducing both time and cost
- Instant live tracking data straight to client desktop
- Simple and speedy set up for both client and supplier
- No bespoke software needed
- No additional hardware needed
- Maintained through Software as a Service (SaaS) principle

5. Travel Products

Metafour's systems have been specifically designed for travel companies, and have been developed by people with extensive experience in the travel industry. They are all well established, robust systems in wide usage, with a proven track record.

5.1. Empower Office

Empower Office is a fully functional tour operator management system. It is a mature, stable product which has now been in the marketplace for 15 years, and is reliably used by many travel and tour operator companies all running their operations in different ways. Naturally, the product has been continually upgraded during these years to keep it current in an ever changing travel industry.

Empower Office offers fast, dynamic integration of data into a powerful back office system. It has all the features you would expect from a reservation system - sales, operations, marketing, and accounting; plus a flexible management information and reporting module to help our clients really keep their finger on the pulse of their business.
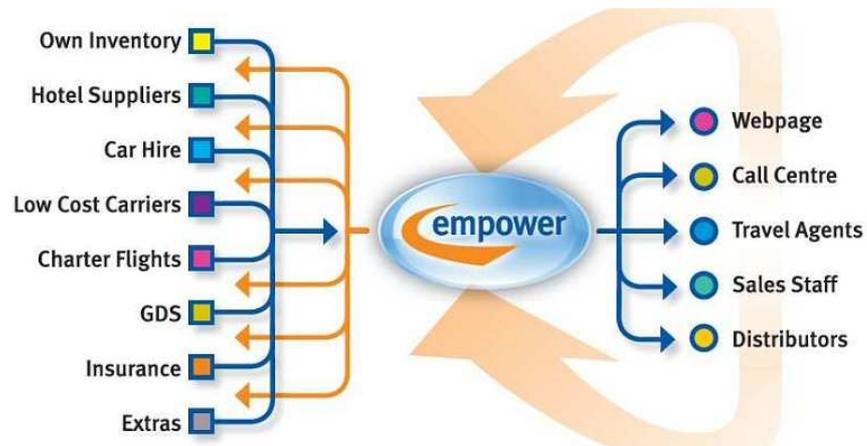
Empower Office can provide functionality for package holiday sales, tailor made holiday sales, or (most commonly) tailored packages.

Some of our Empower Office clients include Arrow Tours, Intourist, Tucan Travel, Tapestry Holidays, Elixir Holidays, Forces Holidays, and Prestige Holidays; amongst others.

5.2. Empower Connect

Empower is the online booking portal that connects the tour operator's reservation system, in-house inventory and any XML supplier feeds together to offer availability to customers through the internet; with the bookings written directly back into your reservation system.

Metafour has helped a number of clients to successfully achieve online bookings using Empower including Arrow Tours, Intourist, Tucan Travel, Budget Expeditions, Hotele.es, Tapestry Holidays, etc.

5.3. Empower Website

Empower Website is the proven Content Management System specifically designed for travel companies. It gives you the flexibility to manage website to reflect your unique brand and style.

Empower Website gives total control over customer's website to:

- Increase traffic
- Increase conversion levels from visitors
- Add, change or remove products instantly
- Monitor online marketing campaigns
- Offer live online bookings
- Instantly manage web appearance

The comprehensive system allows the customer to change any copy on website, add and remove images, add properties and locations, change property type, update resorts, include destinations, and add special offers – amongst a host of other features.

6. Services

6.1. Bespoke Software Development

Metafour is a software development company, and as such, is always willing to undertake development work on behalf of its clients to fulfil needs that are not met by only package offerings.

Metafour gained substantial experience in successfully developing new and ancillary applications for its customers. Together with the directly owned low-cost development environment in Bangladesh, this makes Metafour an excellent choice to develop functional, cost-effective software and websites.

6.2. Hosting Services

Metafour offers a website and system hosting service at its own server installations in the UK (Surrey and Kent). The hosting service features include:

- Highly specified virtual server dedicated to each client.
- Direct connection to the UK Internet backbone.
- 3 different routes to the Internet for redundancy.
- 5Mb/s, burstable bandwidth, additional on demand.
- Physically secure environment – the servers are in a fire resistant, bomb resistant, high-security building with an independent power supply, and generator backup.
- Effective firewall to prevent unauthorised access to the servers. (No security incidents in 6 years.)
- Spare server if the main server or the firewall fails.
- Passed rigorous Deutsche Bank, HSBC and BP independent security audits.
- Separate backup space on a different machine – unlimited.
- Daily security copies of all your data.
- Optional disaster recovery site at our Docklands, Surrey, Kent and/or Dallas, Texas, USA facilities.

7. Customers say

"Metafour's expertise and industry knowledge have helped us keep ahead of our competitors. On top of that they're a bunch of really nice people to deal with. We have worked closely with Metafour to launch our website that allows online bookings the end product has far exceeded our expectations. Our website now accounts for 85% of our overall business."

Ben Green, Arrow Tours

"The mix of enthusiasm, backed by absolute competency across a range of disciplines makes Embarque and the Metafour team an excellent choice. We've been delighted at the success of the system and the quality of support is outstanding."

Andrew Lee, Exclusive Escapes

"Having looked at many possible alternatives we selected Metafour as a company whose approach to our requirements was open, flexible and positive. Embarque has turned out to be more than flexible enough for our complicated needs and Metafour have been happy to make software changes to suit our requirements, thus adding extra functionality to the system. We recommend both the company and its software highly."

Cheri Dixon, Prestige Holidays

 "Embarque is very user friendly, I can work my way around very easily and find just what I want. The client records show me everything I need. This is really going to help us move our business forward."

Brenda Jabaack, Bartle Holidays

"NetCourier has improved the efficiency of our operations by as much as 80%."

Michael Birkett, Mailroom Management, Shell

"NetCourier impresses our clients and helps us secure important business."

John Hood, Systems Analyst, SBS Worldwide

"NetCourier made a positive impact on our sales and customer relations."

David Bridges, Management Team, Eurostar

"NetCourier is one of the key elements in the efficient delivery of the business support service for us."

Claire Gerritsen, Document Logistics Manager, Allen & Overy

"NetCourier is flexible enough to encompass all our requirements."

Tony Floyde, Facilities Manager, IPC Media

8. Bangladesh Exposure

8.1. Outsourcing Award:

MF Asia has been a member for Bangladesh Association of Software and Information Services (BASIS) for more than a decade. Recently it has own the National Outsourcing Award 2013 awarded by (BASIS). This shows the appreciation it gets from the industry and its people. While receiving the award, F T Ahmed, Managing Director of M F Asia says –

"Our integrity, service and dedication have been rewarded for the work we are doing for overseas customers. This time we will open the local horizon"

8.2. Jatiyo Muktijoddhah Council (Jamuka)

Jatiyo Muktijoddah Council has recently given MF Asia the responsibilities to develop its website with a database for Mukktijoddhas (Freedom fighter) who apply to and are enlisted with Jamuka. M F Asia has engaged its full capacity to come with a product that would create a new benchmark in public domain.

9. People

9.1. Mark Rogers, Managing Director, London, UK

Mark is the Managing Director, a co-founder and shareholder of Metafour. For the last 25 years Mark has been devoted to developing Metafour's long term business and financial strategy whilst applying his wealth of expertise and knowledge to the company. Mark has excellent design and engineering skills combined with strong leadership abilities. Mark has a B.Sc in Chemical Engineering from Leeds University.

9.2. Tanvir Ahmed, Managing Director, Dhaka, BD

Tanvir is the Managing Director of the development office in Dhaka, Bangladesh. He joined Metafour in 1999 and spent nine years working as a Software Development Manager in the London office before making this transition, taking with him a wealth of experience and knowledge regarding clients and solutions. Tanvir graduated from Bangladesh University of Engineering and Technology with a B.Eng in Computer Science and Engineering.

9.3. Rob Udwin, Director, London, UK

Rob is a shareholder and Director of the business and has been with the company since 1994. He is primarily responsible for the management of the Metafour's Travel team and solutions, with a volume of experience in the travel and IT industries. Rob qualified with a B.Sc in Zoology in 1981 from the University of Manchester.

9.4. Amir Ibraham, Director, London, UK

Amir Ibrahim is currently both a shareholder and Director at Metafour UK. Graduating in 1994 from Kings College London with a B.Sc in Electrical and Electronic Engineering, Amir joined the company in 1995 as a Sales Support Analyst. Since then, he has succeeded in working his way up to Director of the Logistics team within NetCourier UK.

9.5. Mahabobur Rahman, Director, Dhaka, BD

Mahabob studied accounting in ICMAB (Institute of Cost and Management Accountant, Bangladesh) and completed his MBA (major in Finance) from

East West University, Bangladesh in 2010. He joined Metafour in 2001 as a
Software Developer and worked his way up. He is responsible for
development and implementation of Logistics solutions.

9.6. Manik Roy, Director, Dhaka, BD

Manik joined Metafour in 2004 and quickly became the technical lead of
travel product development. He led development of Empower Connect, the
middleware that connects our travel clients to 40+ travel product suppliers,
including Global Distribution Systems (GDS/CRS) like Galileo and Sabre.
Manik graduated from Bangladesh University of Engineering and Technology
with a B.Eng in Computer Science and Engineering.

9.7. Firoz Mannan, Chief Operating Officer, Dhaka, BD

Firoz has 10 years experience in Project Management, Software
Development, Quality Assurance, Infrastructure monitoring, and Customer
Support. He joined the company in 2002 at Dhaka and worked in all areas of
the business. He spent more than a year in the UK during 2007-2008
managing projects and customers. He has extensive knowledge of bespoke
business travel solution Phoenix that we developed for Expotel.

9.8. Imtiaz Rahi, Software Architect, Dhaka, BD

Imtiaz is a specialist in technical leadership in telecommunication network
services, software development and IT solutions for organization covering
all aspects of technology and business issues. More than 11 years of
experience with speciality in open source software, tools, and solutions on
Linux and UNIX platforms. He is a Fedora Ambassador from Bangladesh.