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Concern of AMBER GROUP

AMBER IT LIMITED

Navana Tower (7th Floor)
45 Gulshan-1, Dhaka-1212

www.amberit.com.bd
info@amberit.com.bd

+880 9611 123 123

COMPANY INFORMATION

- Business Name: Amber IT Ltd
- Business Type: Private Company
- Company Registration number: C-40869
- TIN: 183991736821, VAT No: 18131075080
- Tel (PBX): + 88 02 8819252 (Hunting) ; IP-PBX : +88 09611 123 123
- Fax: +88 02 8819221
- E-mail: info@amberit.com.bd
- Address: Navana Tower (7th Floor), 45 Gulshan-1, Dhaka-1212, Bangladesh
- Banking Details:
  - Bank: United Commercial Bank Ltd
  - Branch: Gulshan 2
  - Account No: 0541101000000561
  - Routing No: 245261725

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INTRODUCTION

HISTORY

Amber IT is leading Internet Service & IP Telephony service provider in Bangladesh. It was formed in 1997 by the name of Dhakacom LTD. In 2015 it was rebranded to Amber IT LTD to reflect upon its parent company AMBER GROUP which is one of the largest conglomerates with many diversified business in textiles, particle boards, lifestyle shopping, leisure resorts, media, entertainment, telecommunications and IT. With a humble start with Dial-UP services, today AMBER IT is a leading broadband Internet, Data and IP Telephony services. It is a market leader in information technology solutions and services in Bangladesh.

SCOPE OF WORK

As a BTRC licensed Nationwide ISP and IPTSP we provide Internet, VPN Data and IP Telephony services and solutions to corporate and residential users. We also offer Domain Registration, Web Hosting, Video Conferencing and other IT services and solutions.

COMPANY STRATEGY

VISION

To be the regional telecom solutions & service provider of choice.

MISSION

Amber IT offers wide range of solutions and services that fulfill the various needs of business corporations and residential users. Each of our solutions has been developed with an eye on empowering our customers, fulfilling their Business needs and capitalizing on their existing infrastructure. Our technical expertise, vast experience, and knowledge of Business Solutions, Networks and Telecommunications, ensure that all diversified applications operate smoothly together as one total solution.

VALUES

1. Keep it simple! There's no reason why individuals who wish to be involved in the Internet, need to have sophisticated technical knowledge and ability.
2. Provide the best technology available! Those who know technology or need the most from it will be suitably impressed with our high-tech equipment.
3. Make it affordable! Our packages are almost always Low-cost.
4. Complete Customer Satisfaction: we always emphasize on improved performance by consulting and responding to customers business need.
5. Reliability: We believe in honesty, integrity and self-respect.

GOALS & OBJECTIVES

To provide innovative, world class, independent and value added Business & Tele-communications solutions through consulting and integration services that enable clients to improve performance and fulfill their Business needs. To provide secured connectivity to residential users with voice, video and data services.

BUSINESS CONCEPT

ABOUT US

Amber IT is a private limited company incorporate under Registrar of Joint Stock Companies and Firms (RJSC). It is a subsidiary company of Amber Group. Amber IT adopts a customer & business driven methodology that boosts productivity and commitment for customers and fellow employees. The company employs more than 250 highly motivated individuals inspired by experienced senior management. The company's principal office is located at Navana Tower (7th Floor), 45 Gulshan South C/A, Circle-1, Dhaka-1212, Bangladesh. All operations, from administration to sales, take place at this location.

We have been providing a variety of telecom solutions and services to different industries. Our diversified solutions fulfill the various needs of corporations and telecom operators. Each of our solutions has been developed with an eye on increasing operator revenue, enhancing user satisfaction, and providing a real competitive edge to our customers. Our operations exist among different parts of the country; we have our main Data Center in Dhaka and regional offices in 15 strategic district across the country.

LICENSES

- Nationwide ISP License [BTRC/ISP-Nationwide(75)dhakacom/2008-64]
- VSP License [BTRC/LL/VSP (482) DL/2013-482]
- Nationwide IPTSP License [BTRC/LL/IPTSP/Natiowide(6)dhakacom/2009-5]

PRODUCTS

- **Network Solutions:** We provide network solutions based on Cisco & Juniper
- **Video Surveillance:** We provide video surveillance system from well known brands
- **Video Conferencing:** We are distributor partner of Vidyo Inc, USA.

SERVICES

- **Broadband Internet:** Corporate and Residential
- **Corporate Data:** VPN, MPLS, L3, L2, SDH
- **Capital Market:** DSE, CSE & CDBL
- **IP Telephony:** IP-Phone, IP-PBX, IVR, Short Code Routing, Call Center Solutions

- International Private Leased Circuit (IPLC)
- **Web Hosting:** Domain Registration, Web page Design & Hosting
- Server Colocation & VPS
- Firewall, Bandwidth Management, QoS, Antispam & Antivirus
- IT Solutions, Network Integration, Network and Data Security
- Wi-Fi Hotspot, VSAT, Wireless and Optical-fiber Connectivity

COMPETITIVE ADVANTAGE

- **Business competitiveness:** what makes the business competitive with other businesses in its sector, what are the competitive advantages

- **Group Strength:** Firm backing from the Group motivates us to excel in our business goals.

- **Experience:** We have over 15 years of experience in successful operation as Telecom solution and service provider. Amber IT is run by innovative and technical sound team.

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- **Own IIG:** our sister-concern company is a licensed IIG which enables us to provide upstream redundancy, maximum availability, best path routing and service quality.
- **Advanced Technology:** Our network is built on latest technologies from Cisco & Juniper, Dell & HP.
- **Solid Infrastructure:** Own premise Data Center located at Navana Tower (7th Floor), Gulshan Circle-1, a telecom hub in Dhaka. We have Generators, IVR and UPS for power backup; cooling and dehumidifying system; access control & surveillance, fire-alarm & protection and 24/7 NOC.
- **Strong Backbone:** MPLS with 10G core backbone and 1G edge PoPs. We are in 62 districts with our carrier partners GP, Bangla Link, Citycell, BTCL, Fiber@Home and Summit Communications.
- **Logistics & Support Delivery:** Our support service is distributed from 06 district level Support offices and 35 PoPs in strategic location well equipped with test and fault finding equipments such as OTDR, Power Meter, Laser Light, Fusion Splicer, own transport
- **Customer Support:** Proactive Monitoring, on-site and off-site support

QUALITY POLICY & OBJECTIVES

Amber IT is committed to provide quality services to all its customers at all times by innovative and professional management. It has adopted ISO 9001:2008 QMS. **Certificate No: MSBD 36370414**

MEMBERSHIP

- Internet Service Provider Association Bangladesh (ISPAB)
- Asia Pacific Network Information Center (APNIC)
- Cable Security Task Force (CSTF)
- Bangladesh Association of Software & Information Services. (BASIS)
- Bangladesh Internet Exchange (BDIX)
- Bangladesh Computer Emergency Response Team (BDCERT)

OUR PARTNERS

TECHNOLOGY

- Technology Partners
- Cisco
- Juniper
- Vidyo
- HP
- Dell
- Allot
- Grandstream Networks

CARRIER

- Grameen Phone
- Bangla Link
- City Cell
- BTCL
- SingTel

NTTN

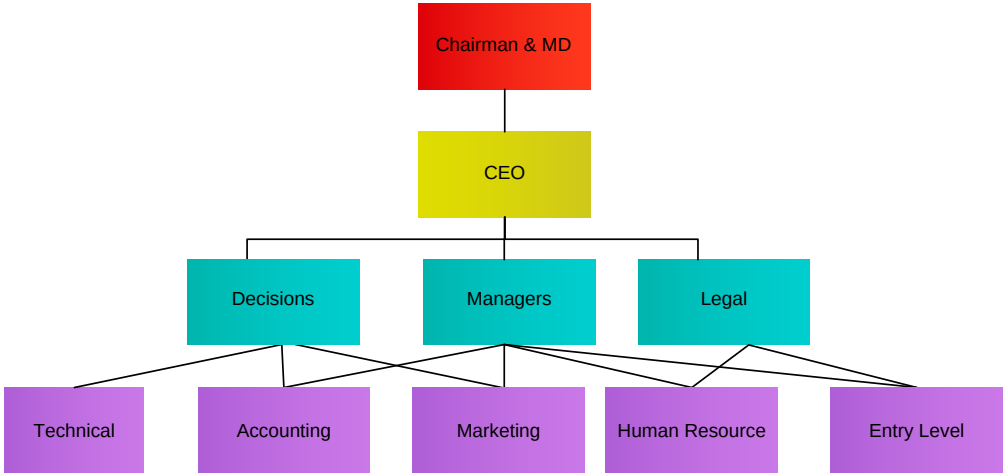
- Fiber@Home
- Summit

PEERING

- GOOGLE
- BDIX
- AKAMAI

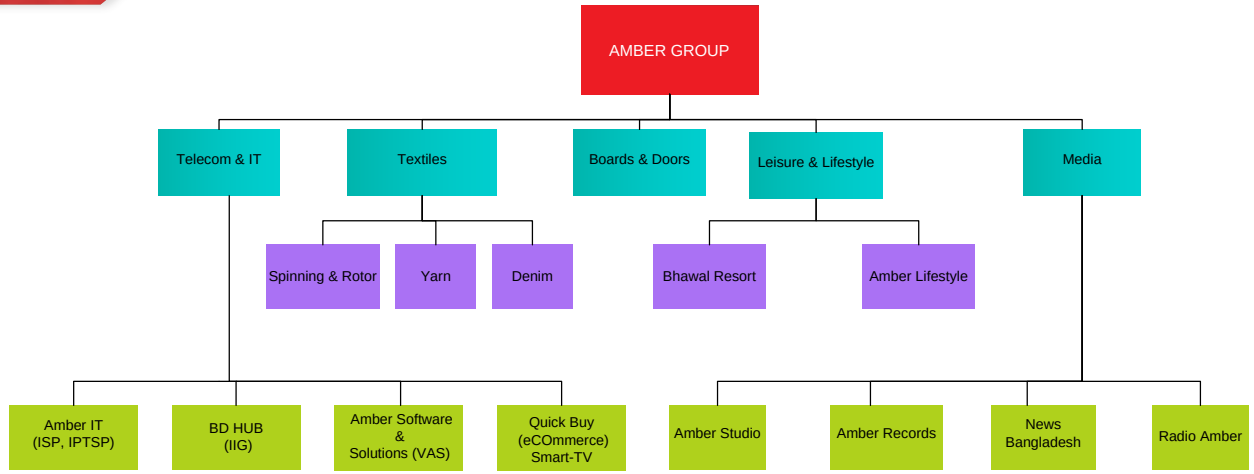
MANAGEMENT STRUCTURE

The Chairman & Managing Director sits at the top on the board. The CEO reports to the Managing Director. The CEO sets up business policies based on decisions made with the technical, marketing and accounting team. Targets are met with the drive of the Marketing and Technical team and legal advisors.



OWNERSHIP STRUCTURE

With the start of the year 1996, Mr. Showkat Aziz Russell, a young Bangladeshi businessman, founded a group of sizable companies which he named Amber Group of Companies. Within the twenty years to follow, the Amber Group grew to become one of Bangladesh's leading private sector groups involved in a broad range of economic activities. Today the twenty sister companies of Amber Group employ over 3,000 people. The yearly turnover of the group in Bangladesh exceeds $145 million and its paid capital is $50 million. The interests and activities of Amber companies are diversified yet complementing each other. Together Amber companies cover a wide range of business fields. The scale and depth of the group activities and resources have endowed it with a unique flexibility that enables it to be proactive in coping with the economic and social changes.



DIRECTORS

- M. A. Hashem, Chairman 15%
- Showkat Aziz Russell, Managing Director 85%

MAJOR COMPANIES OF AMBER GROUP

INDUSTRY	COMPANY
Textile	• Amber Cotton Mills LTD • Amber Denim Mills LTD • Amber Rotor Spinning Mills LTD • Amber Yarn Mills Ltd
Manufacturing	• Amber Board Mills LTD
Leisure and Lifestyle	• Bhawal Resorts • Amber Lifestyle
Real Estate	• Amber Holdings LTD
Media	• Radio Amber • Newsbangladesh.com • Amber Records • Studio Amber • Amber Smart TV
Telecom/IT	• Amber IT • BD HUB • Amber Software & Solutions • Quick Buy • Chef Online

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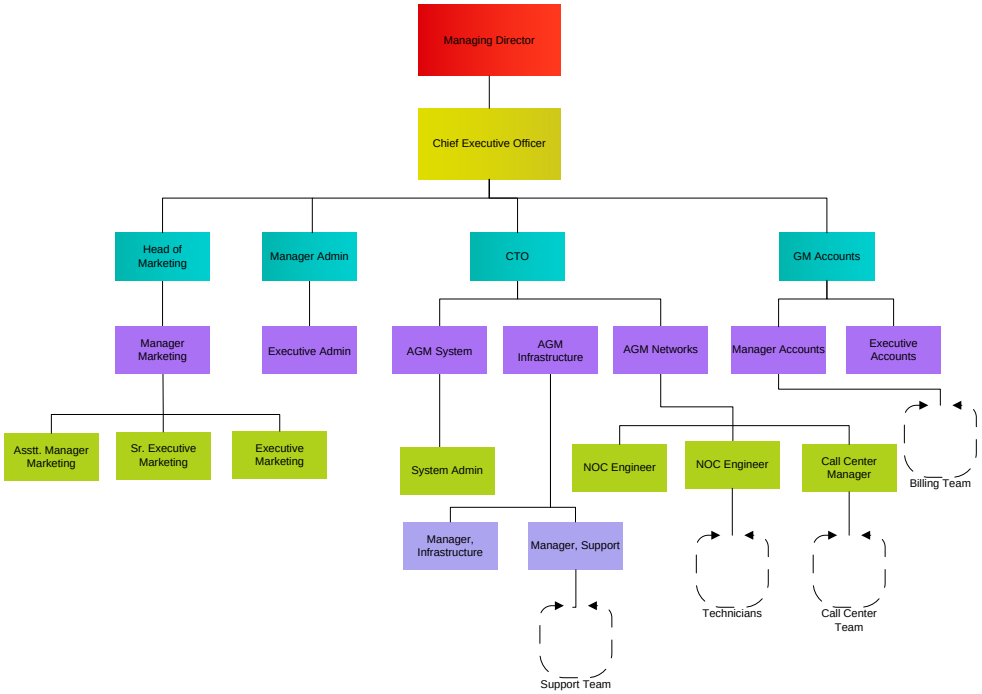
MANAGEMENT TEAM



BUSINESS & LEADERSHIP SKILLS

Mr. Showkat Aziz Russell is the Chairman and Managing Director of Amber Group. Starting with Amber Cotton Mills in 1996, the group has flourished with gradual demand of its products and services in the market.

He is the Chairman of IBAIS University, Association of IUB Alumni (AIA), Bhawal Resort, News Bangladesh, Amber Smart TV, Amber Radio and Amber Records.
He is the Managing Director of Amber Cotton Mills, Amber Denim Mills, Amber Board Mills, Amber Rotor Mills, Amber Holdings, Amber Group, Amber IT and BD HUB.

He is the Vice President of Bangladesh Textile Mills Association (BTMA)

He is the Director of Bangladesh Cricket Board (BCB), United Commercial Bank Ltd, Real Estate & Housing Association of Bangladesh (REHAB), St Peter's School of London and National Institute of Textile Trading & Research (NITTR)

CEO: MR. AMINUL HAKIM PROGOTI

With long years of industry experience he has attained many industry standard technical certifications such as MCSE, RHCE, CCNA, CEH, CHFI, and specialized training in Wireless and Optical fiber transmission systems. He has attained fellowship from JPCERT/CC, KrCERT & Cyber Security Malaysia as cyber security analyst. He served as consultant for many years in the ISP industry.

Mr. Hakim has a proven ability to produce innovative products, market penetration, team motivation, boost sales and customer service. He has pioneered in introducing many new services such as wireless broadband, IPDSLAM, FTTX, etc.

OFFICE AND ADMINISTRATIVE PERSONNEL

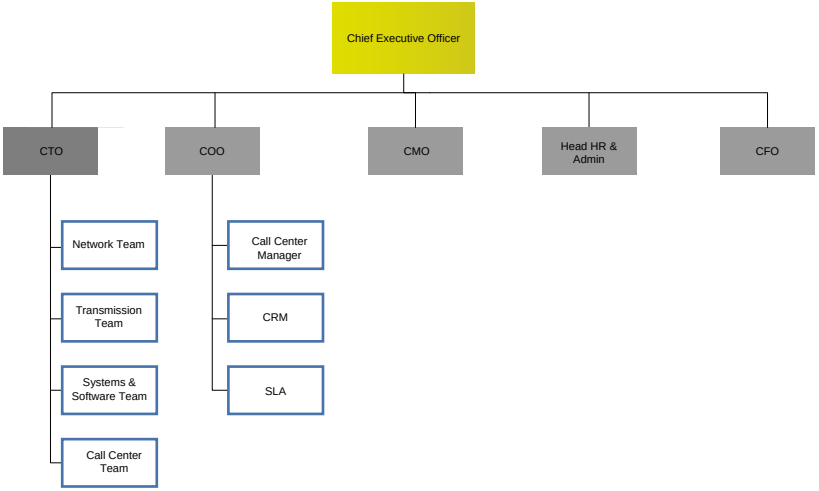
- Total Number of Departments : 12
- Total Number of Employees : 250

SL	DEPARTMENT	NUMBER OF EMPLOYEE
1.	Administration	07
2.	Sales & Marketing	16
3.	Accounts & Billing	11
4.	System	14
5.	Fiber	39
6.	RF	06
7.	Infrastructure	02
8.	Software	06
9.	Power	01
10.	Call Center	09
11.	Line man & Tower man	95
12.	Driver & Peon	19

SKILL SETS & VENDOR CERTIFICATIONS

CERTIFICATION NAME	NUMBER OF EMPLOYEE
CISA Isaca	1
Cisco Certification	5
EC-Council	3
RedHat Certification	3
Juniper Certification	4
Microsoft Certification	2

TECHNICAL SUPPORT STRUCTURE



- **SUPPORT LEVEL**

Level-1	Call Center (Help Desk)
Level-2	Customer Support
Level-3	Technical Support

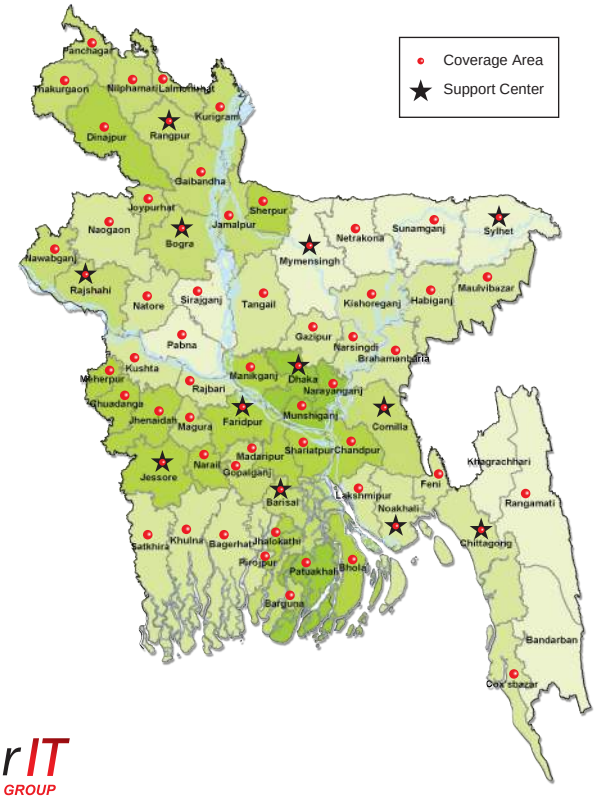
- **SUPPORT HOURS**

Network Support	24/7
Monitoring System	24/7
Field Support	8/7
System Support	12/7

EQUIPMENTS & LOGISTICS

EQUIPMENT NAME	QUANTITIES
Cisco Router ASR 1310	02
Cisco Router ASR 7200	02
Juniper SRX	50
Cisco Catalyst Switch	70
Allot Bandwidth Manager	02
Server	30
Generator	06
Splice Machine	14
OTDR	03
Car	02
Pickup Van	06
Microbus	01

NATIONAL COVERAGE



	Total	Coverage
Divisions	07	07
Division	64	60
Upazillas	500	300

Fiber Optic (Own)	1500 KM (approx.)
Fiber Optic (Lease)	310 KM (approx.)
Radio Connectivity	150

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SUPPORT OFFICES

Network Operating Center (Gulshan)	Navana Tower (7th Floor), 45 Gulshan-1, Dhaka
Uttara	46, Amir Complex (1st Floor), Sector-3, Uttara, Dhaka
Motijheel	67 Motijheel C/A, Dhaka
Dhanmondi	House # 2, Road # 13 (New), Dhanmondi R/A, Dhaka
Mirpur	House # 6, Road # 6, Section-6, Block-A, Mirpur-10, Dhaka
Sylhet	33 Housing Estate, Ambarkhana, Sylhet-3100
Comilla	Bangora Comilla

POP LOCATIONS

SL	POP NAME	TYPE	ADDRESS	COVERAGE AREA
1	Amber NOC		Navana Tower (7th Floor)	
2	Gulshan 2	FON	Unicorn Plaza, 141 Gulshan Circle 2, Dhaka	Gulshan 2
3	Banani	FON	H-14, R-3, B-I, Banani	Banani
4	Uttara	RF	AH Tower, 1st Floor, Road # 13/A, Sec-3, Uttara, Dhaka.	Uttara, Chalaban, Gazipur, Tongi
5	Uttara	FON	Amir Complex	Uttara
6	Motijheel	FON	67 Motijheel C/A, Dhaka	Motijheel
7	Old Dhaka	FON	4/1 Gulbadan Super Market, Moulavibazar	Old Dhaka
8	Mouchak	FON	63/3 Creative Canvas Shidha Shari	Mouchak Moghbazar
9	Elephant Road	FON	Suit # 109/112, BS Bhaban, 75-76 Laboratory Road	Elephant Road Dhanmondi

SL	POP NAME	TYPE	ADDRESS	COVERAGE AREA
10	Dhanmondi	FON	H # 2, R # 13 (New), Dhanmondi R/A,	Dhanmondi Lalmatia, Mdpur
11	Kawranbazar	FON	50 Kazi Nazrul Islam Avenue, Kawranbazar	Kawranbazar
12	Mirpur	FON	H # 6, R # 6, S-6, Block-A, Mirpur-10	Mirpur
13	Mohakhali	FON	H # 466, R # 31 (5th Floor), Mohakhali DOHS	Mohakhali DOHS
14	Narayangonj	RF	Hatabo, Masumabadh, Rupgonj Narayangonj	Rupshi Rupgonj, Hatabo Sonargaon, Meghnaghat
15	Narayangonj	RF/FON	Haque Plaza, 13th Floor, Chashara Circle, Narayangonj	Narayangonj
16	Rajendrapur	RF	Amber Connon Mills, Rajendrapur, Gazipur	Mawna, Gazipur Rajendrapur
17	Ashulia	RF/FON	Chowdhury Plaza, Jamgora Chowrasta, Ashulia, Saver, Dhaka.	Ashulia, DEPZ, Shavar
18	Savar	RF/FON	Shugandha Super Market, GF Shavar Bazar Bus Stand	Shavar, Hemayetpur Aukpara, Ashulia

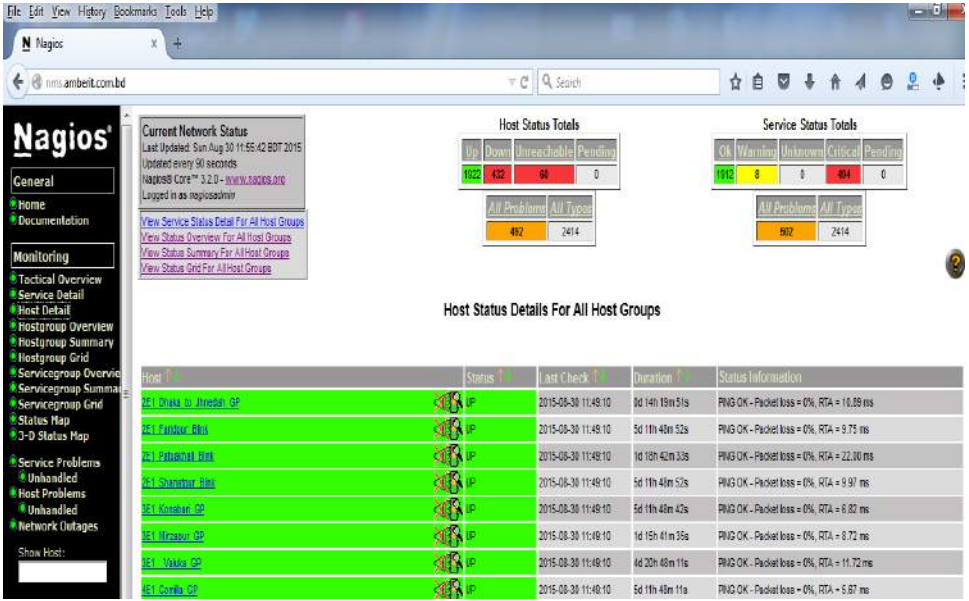
SL	POP NAME	TYPE	ADDRESS	COVERAGE AREA
19	GEC	FON	1147/A CDA Avenue, East Nasirabad, Chittagong	GEC More, Nasirabad, Kulshi
20	CEPZ POP	FON	Ali Plaza(9th Floor), Free Port, Chittagong	CEPZ and Surroundings Area
21	Kalurghat POP	RF/FON	Kalurghat BSCIC, C & A	Kalurghat & Surroundings Area
22	Sylhet	FON	33 Housing Estate, Amberkhana, Sylhet-2100	Amborkhana, Zindabazar, Shibgonj, Biswanath
23	Comilla	RF	Bangora and Chandina	Bangora Chandina

SUPPORT TOOLS

Cacti is an open-source, web-based network monitoring and graphing tool used for monitor network traffic & CPU load.

NETWORK MONITORING SYSTEM (NAGIOS)

Nagios is an open-source computer-software application which monitors systems, networks and infrastructure. It alerts users when things go wrong and alerts them a second time when the problem has been resolved.

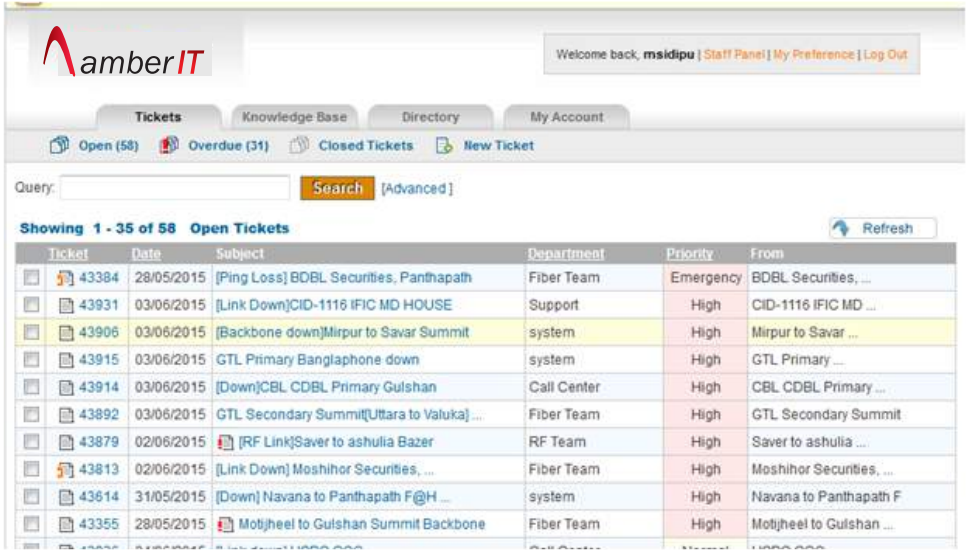


IP ALLOCATION DETAILS (IP PLAN)

IPplan is a free (GPL), web based, multilingual, IP address management and tracking tool written in php 4, simplifying the administration of your IP address space.

TICKETING SYSTEM

osTicket is used for handling customer trouble ticket and tracking them till resolving the problem. Customer can generate tickets directly or call our call center to generate one. You emails are also logged in the ticketing system.



BANDWIDTH PATTERN ANALYZER (NET FLOW)

NetFlow Analyzer is a bandwidth monitoring and capacity management tool that has been optimizing thousands of networks across varied industries for peak performance. By providing an in-depth visibility into network traffic and its patterns, NetFlow Analyzer gives business knowledge of real-time network behavior and how traffic impacts the network's overall health.

SOME CUSTOMERS REFERENCES

FINANCIAL INSTITUTE	ENTERPRISE
1. United Commercial Bank Limited	1. Samsung R&D Center Bangladesh Ltd
2. The City Bank Limited	2. PRAN Group
3. Islami Bank Bangladesh Limited	3. City Group
4. National Bank Limited	4. IMI Sourcing Ltd
5. Jamuna Bank Limited	5. Edison Group
6. The Premier Bank Limited	6. Epilyon Group
7. Southeast Bank Limited	7. Epic Group
8. Social Islamic Bank Limited	8. Dhaka WASA
9. IFIC Bank Limited	9. United Group

FINANCIAL INSTITUTE	ENTERPRISE
10. AB Bank Limited	10. VF Asia
11. BRAC Bank Limited	11. South China Textile Ltd
12. Cash Link Bangladesh Ltd	12. Uttara Food Pvt. Ltd
13. Midas Finance Ltd	13. Z H Sikder University
14. Union Capital	14. World Fish Organization
15. Dhaka Stock Exchange Member Connectivity	15. CRP Savar
	16. Save The Children
16. Chittagong Stock Exchange Member Connectivity	17. bKash Limited
	18. Adex Corporation
17. CDBL Connectivity	19. Buhler India Pvt. Limited
18. HSBC Bank Limited	20. Knit Asia Ltd
19. Dhaka Stock Exchange	21. Children Place. And many more ....

HOME USER	IPTSP CUSTOMERS
In prime residential areas of Dhaka we have more than 5,000 FTTH home connections.	More than 15 different call center are using our IPTSP Services Around 35 Corporate are using our IPTSP Service More than 8,000 individuals are using our IPTSP Serves

GET IN TOUCH

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