Shunno Ek Limited

Company Profile

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Vision and Mission

Shunno Ek Limited's, henceforth referred to as SEL, vision statement is to become one of the leading IT services outsourcing providers in Bangladesh. The mission of the company is two folds: obtain impactful contracts from notable international clients, build an impressive portfolio doing so and hire well qualified technical talents locally able to deliver on those contracts. We wish to train up our talent pool, incentivize and train them as they would be our core competency.

Corporate Directory

Operational Address

Suite A1, House 38/C, Road 6, Block C, Banani, Dhaka-1213, Bangladesh

Banking Partner

Jamuna Bank Limited

Company Online

http://www.shunnoek.com/

Company at a Glance

Incorporation Date

Twenty Sixth day of April, Two Thousand and Twenty-Two (26-4-2022)

Legal Status

Private Company Limited by Shares

Commercial Operation Start

First day of September, Two Thousand and Twenty-Two (1-9-2022)

Number of Shareholders

At the moment of publishing this document, there are two main shareholders: Mohammad Marwan Rashid and Nutan Farah Haq, the respective founding partners of SEL as well as the initial sales and consultancy service providers.

Key Milestone

First Client and Contract Awarded

In August of 2022, SEL obtained a contract with Tavant Technologies, an IT services company based out of the US in providing technical expertise and project management skills for an enterprise data warehouse upgradation project for a leading mortgage firm. This is a key proof of concept project with its success would insure many more similar initiatives in the pipeline for both SEL and Tavant Technologies.

Services

In the inception phase of the company, SEL focused on providing **(1) Project Management competencies especially in the flavor of Agile Scrum Methodology** and (2) **Data Services** such as Enterprise Data Warehouse, EDW, Upgradation tasks.

Going deeper into the above two offerings –

1. Project Management services:
    i) Requirements gathering and finalization by all stakeholders: We gather requirements and confirm priorities to deliver project goals.
    ii) Risk Management services: We identify and monitor risks to predict uncertainties and minimize their project impact.
    iii) Agile Scrum Methodology: We test. We aim to deliver early. We adapt to the ever-changing environment.
    iv) Establishing communications channels between all parties: We use the right tools to make sure everyone is on the same page.
    v) Collaboration and Teamwork: We ensure efficient collaboration, interaction, and communication across teams.
    vi) Estimations and Monitoring: We estimate and keep track of your project headway.
    vii) Budget controls: We adapt requirements to deliver the most value for less through control of your project's cost.
    viii) Improvement lifecycle: We make sure we know what works - and avoid things that don’t.

2. Data Services: We are in the midst of the information economy. An exponential amount of data being generated is of great importance for businesses. However, this data isn't always tidy and accessible. It's mostly messy and needs to be cleaned and organized so that the businesses can monetize the value of their data assets. This data holds the key to important information that businesses can leverage to formulate strategies that can help in overcoming critical business problems. SEL helps enterprises sail through this vast ocean of data by providing services around data handling to monetize and maximize the value of their information assets. SEL provides EDW services. An EDW enables data analytics, which can inform actionable insights. Like all data warehouses, EDWs collect and aggregate data from multiple sources, acting as a repository for most or all organizational data to facilitate broad access and analysis.

Business Principles

SEL's business principles articulate our values and beliefs, these act as the touchstone of our efforts to maintain our highest standard for business quality. The key components of SEL's business principles are as follows:

- People

Our people are the driving factor behind our success and growth. We have complete trust in the ability, ingenuity and power of our people. We will strive to hire the workers with the most potential for learning and going above and beyond and we will strive to compensate them accordingly.

- Innovation

We will strive to invest in R&D to differentiate ourselves from the rest of the pack and make sure we are at the cutting edge of the latest technology and well-proven methodologies.

- Trust

Our reputation will be key to our longevity and survival. Our word will be our honor. We will choose and give them out carefully and truthfully. This is true for our employees, customers and stakeholders.

- Integrity

We expect from our employees, vendors and our customers decorum and decency, so we will hold ourselves to the most stringent ethical practices and avoid even the appearance of impropriety.

- Honesty

What we will say is true and not just technically correct. We will not deceive our customers with dubious practices or trickeries. We will strive to be open and transparent as much as possible without giving up our competitive edge.

- Commitment

We are committed to our customers, stakeholders, employees and above all, our community.

- Respect

We will treat people with dignity and value their contributions. We will maintain fairness in all our dealings and relationships.

- Responsibility

We accept the consequences of our actions. We will admit our mistakes and act to rectify them. We are responsible to our clients, our colleagues and to ourselves.

Business Development and Growth

- New technology and innovation

  COVID-19 has made the world realize the necessity to innovate, that too in warp speed. Many technologies and industries are fighting for their relevance. As aspiring to be one of the frontiers of innovation in Bangladesh, we are fully aware of the importance of R&D. In the last year, we have focused on expansion of our cloud portfolio.

  SEL forecasts a radical growth and adoption of cloud in Bangladesh in the coming years, our teams are ready to fully utilize this opportunity in giving technical expertise in Amazon Web Services, Google Cloud Service, Microsoft Azure, Informatica and Snowflake to name a few.

- Flexibility and Adaptation

  We recognize that 'flexibility' and 'adaptation' are more critical now than any time before. SEL is concentrating on developing products and solutions primarily for a specific industry and specific clients, which may apply to adjacent industries. With our deep domain expertise, we are helping our customers accelerate their growth, enhance the stickiness of our solutions and, over time, achieve competitive advantage. Our product/service strategy is flexible and adaptive, factoring our clients and their employees to create value and long-term engagement. In the changing business atmosphere, we trust this shall give us dividends in the long term.

- Diversification

  Diversification is critical in risk mitigation. Although we have started with one key client and vertical but many more are in the pipeline.

- Human Capital

  The core of everything is the human capital of SEL. Our people will be our pillars of success and existence. We will actively work and invest in ensuring our employees remain motivated and energetic to work for the company. This high level of employee satisfaction generates premium customer satisfaction. We strongly believe that happy employees lead to happy customers. Our interaction with our customers is motivated by the noble belief of collective knowledge sharing and growth.

Board of Directors

The company was founded and by the following people who are represent the current board of directors:

Nutan Farah Haq – Chairperson

Mohammad Marwan Rashid – Managing Director

Market Scenario in the Local Context

The Information Communication and Technology (ICT) sector has been at the forefront of Bangladesh's "Vision 2021" and "Digital Bangladesh" agenda. As a middle-income country, the importance of transitioning to a knowledge-based economy is very crucial for Bangladesh's future. The ICT as a sector of the economy has also been growing fast. The total export from the sector touched the $ 1.0 billion-mark in 2019, showing a 66 per cent growth over the previous two years. The sector is poised to fetch US$ 5.0 billion in export earnings by the year 2025. Bangladesh has made phenomenal progress in expanding mobile financial service coverage. When citizens have universal access to digital devices, Internet and digital literacy with universal identity system, implementation of universal digital financial services (UDFS) would be easier and quicker to ensure a truly inclusive economy and society. From the perspective of ICT industry, implementation of 'Made in Bangladesh' action agenda will make Bangladesh a major hub of ICT and loT devices manufacturing. Bangladesh has also established various back-end capacity for becoming a manufacturing hub of ICT devices and software.

Bangladesh is propelling on the trajectory of new growth curve of rapid digitization determined by technological progress. High-tech and Software Technology Parks, vibrant start-up ecosystem involving over 1200 tech startups, over 100 million internet users, and mounting adoption of digital devices construct the columns of support ecosystem for building Digital Bangladesh. Bangladesh is targeting USD 5 Billion local revenue and USD 5 Billion export by the IT and ITES sector in next five years (Mission5billion).

Principal Vertical

Two main offerings are being targeted by SEL in its formative years:

- Agile Scrum Methodology flavored Project Management.
- Enterprise Data Warehousing as an initial offering of Data Services.

Corporate Responsibility

SEL defines Corporate Responsibility as always operating with integrity, sustaining the Company's long-term viability while contributing to the present and future well-being of all stakeholders.

We recognize that we have certain responsibilities to our clients, shareholders, employees, and the communities in general. But the biggest contribution of the company has to make the long-term sustainability of its business.

Business Ethics

Our customer welfare comes first. We ensure understanding of our client's needs, extending facilities to the right clients at just terms. We care for our clients to enjoy consistent continuous service wherever we operate. All our Board, Management and employees strictly follow regulatory guidelines, instructions, and all applicable laws, rules, and regulations of the country.

Board of Directors

The Board is collectively responsible for the long-term success of the Company. The role and responsibilities of the Board of Directors are set out in the Board Charter in addition to the responsibilities outlined in the Memorandum and Articles of Association. It attains this by:

- Setting the strategic direction and long-term goals of the Company and ensuring that adequate resources are available to meet these objectives and overseeing delivery against it.
- Approving and monitoring capital and financial plans to ensure that they are in line with the Company's strategic directions; the annual budget; the annual and interim financial statements; and capital expenditures and strategic acquisitions and divestments.
- Establishing a risk strategy and a framework for risks to be assessed and managed.
- Determining the culture, values and standards of the company.
- Monitoring financial performance and deviations of the budgeted and the actual figures.
- Monitoring and reviewing management performance.
- Oversight of resources including people and other key resources and by ensuring that appropriate and effective remuneration policies and succession planning arrangements are in place.
- Ensuring that the necessary policies are in place to meet the strategic objectives and oversee effective implementation of the same.

Message from Managing Director

Shunno Ek limited started its journey from mid-2022 and began delivering to clients and earning from September of the same year. We have started out with a handful of employees with plans for 2023 of rapid hiring as more and more projects are added in actualizing the sales pipeline currently in the works. These are exciting times for us as we are finding our way through the competitive international landscape of outsourcing in IT services.

We request you, dear reader, to join our journey in this growth whether you are a potential customer, a trusted partner, a potential employee or colleague. In one word: Welcome!

Regards,

Mohammad Marwan Rashid