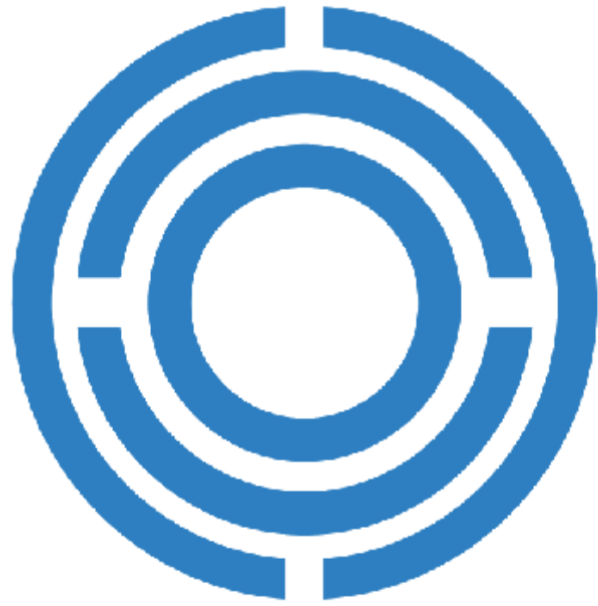




OtoMatic

Company Profile

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COMPANY OVERVIEW

OTOMATIC, was incepted in 2022 with the goal to provide custom tailored solution and service catering to the client's specific need. Our core competence lies in Software Development, IT solutions.

The venture was initiated by entrepreneurs from IT and Engineering background with the intention to develop solution to ease everyday operation for targeted industry. The goal is to achieve maximum customer satisfaction and reliance through simple yet safe, secured and efficient solutions to serve the customer needs.

By virtue of the collaboration of its dynamic and experienced stakeholders from various industries has created diverse market vertical for the company. Based out of Bangladesh we are proactively endeavoring to expand our clientele and solution and service domain.

COMPANY BACKGROUND

With our experience of software development, product development and designing, we believe the creation of a simple, robust, user friendly and functionally rich software solution is the ideal proposition for our clients.

We aim to achieve perfection in delivery through specific focus on customer need and ensuring we touch every aspect of our clients' operation through simplicity and user-friendly attributes.

Our goal is to ensure the effective implementation of solution in customers' business operations, focusing on fundamental functionalities and achieving business optimizations such as increased agility, efficiency, fine-line cost optimization and top-line growth, resulting in overall increased profitability.

VISION

Our vision entails, we maintain the highest standards of professional integrity and ethics.

- Priority "ONE" is customer and customers' needs.
- Pursue excellence, growth and diversification to increase value for our customers and opportunity for our organization.
- Become a one stop solution shop and a household name for our customers.

MISSION

At Otomatic our mission is to deliver the highest standard of services and solutions based on simplistic approach and innovative applications of technology. Exceed customers' expectations in quality of service, responsiveness and efficiency; Maintain the solution within the budget and schedule.

STRUCTURE & RESOURCE

Since inception our organization has been divided into the following functional departments;

- Sales & Marketing
- Development and R&D
- Solution Deployment
- Support Service Centre
 - Call Center
 - Field Support Team
- Accounts & Revenue Collection

At present we have a resource base of **22 personnel** and is ever increasing. All the resources in the team have been hand-picked and are either industry professionals or charismatic young guns with a knack for creative problem solving and hardworking.



ORGANIZATION FOOTPRINT

We are strongly present in the Dhaka and Chittagong region.

We currently have business footprint all over the country. We are continuously contemplating on expanding our business footprint. Apart from Dhaka and Chattogram, we have established our foot-print in 12 cities across the country.

Our current presence is in the following cities in Bangladesh

- Dhaka
- Chattogram
- Sylhet
- Comilla
- Narayanganj
- Gazipur
- Savar
- Mymensingh



SOLUTION & SERVICE PORTFOLIO

Our first product and the flagship solution for the restaurant management system is called the HOSTT. We have received great market response and the solution has evolved to address multi-dimensional needs of our clients and potential new clients. Along with our first product our solution portfolio has also evolved and expanded, based on market need we have come up with several more solution that has boosted our business prospect and future.

SOFTWARE & SERVICES OFFERED

Our services are supplementary to our solutions and are targeted to enable our customers to make effective utilization of our solutions.

Our bread-and-butter products are,

- RESTAURANT POINT OF SALES
- RETAILERS POINT OF SALES
- FINANCIAL ACCOUNTING SOFTWARE
- HR & PAYROLL MANAGEMENT SOFTWARE

We at OTOMATIC, realize the importance of service and therefore we emphasize our efforts to ensure our clients experience the best possible service from our software. This has been the mantra for our success. We take pride in our quality of service and we can confidently write the word "QUALITY" with bold uppercase letters. As the saying goes "Quality comes at a price!"; even then we are inclined to charge our customers a nominal monthly service fee to enable us to sustain the business.

However, in exchange we offer a bouquet of activities/ services, with the target to achieve complete client satisfaction. Our service offerings include the following,

1. Round the clock call-center support - for level 1 category of snags.
2. Online remote support - for level 2 category of snags.
3. On-site support - for level 3 category of snags.
4. Complete re-installation of the system, if deemed necessary or in case of hardware malfunction or shifting.
5. On-demand re-training of staff.
6. Proactive preventative maintenance, i.e bug fixes, patch updates, system updates.

Free of cost unlimited feature updates of the system as we make continuous updates and enhancements of our system. [this is applicable for the clients existing modules only].

CLIENT BASE

We proudly boast our clientele as we are the market leader in the Restaurant Management System domain and have majority of the foreign chains in our portfolio along with 1000+ restaurants.

Our clients' businesses range from fast food, coffee shops, bars, lounges, bakeries to regular dining & fine dining restaurants.

Below is a list of our favorites and major clients

