

Genuity Systems Limited

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Introduction

Genuity Systems Ltd. ('Genuity' or 'the Company' or 'GSL') is a Dhaka based customized software, IP related applications development, and IT services company with global outlook. The Company was established in the year 2003 in Dhaka, Bangladesh. It has by now established itself as one of the prestigious entities providing IT and telecommunications related services not only in Bangladesh but also in overseas countries.

Genuity provided services include but not limited to Contact Center solutions, Voice over IP soft-switch and billing solutions (for overseas markets), Mobile Banking apps, Mobile applications, Interactive Voice Response (IVR) solutions, IP-PBX solutions and advance IT training. Within the past seventeen years we have developed a substantial client base in Bangladesh and overseas. This was the result of our track record of timely delivery and uncompromising quality and reliability of our technology services, thanks to our highly skilled, knowledgeable and motivated workforce.

GSL regularly participate in major global IT and telecommunications exhibitions to promote and market their flagship software product gPlex® Contact Center Solution, and gTalk® IP PBX solution.

Our mission is to provide the community with the most innovative, state-of-the-art, and comprehensive communications, information technology, and software system solutions. This has been made possible through our highly motivated, creative, experienced, and talented team of professionals contributing to the success and satisfaction of the industries and the customers we serve.

Established: 1st July 2003, Dhaka, Bangladesh.

Type of Business and Service Products: gPlex® Contact Center solution provider, IP based telecom and IT related software development & services, gTalk® IP PBX solution, IVR / Call Blast solutions, gPlex® Lead Management system, Advance IT Training etc.

Membership, Certification and License:

Bangladesh Software Association (BASIS) Member No: G209.

Bangladesh Call Center Association (BACCO) Member ID: BACCO/00133/GSL/2019.

Member of Dhaka Chamber of Commerce & Industry (DCCI).

ISO Certification: ISO 9001:2015.

BTRC Call Center/BPO License No: 14.32.0000.007.57.439.18.236.

Nationwide ISP License No: BTRC/LL/ISP-Nationwide (58)Genuity/2008/34.

Selected Product Lines



gPlex® Contact Center Solution

Genuity's Contact Center solution is marketed globally under the brand name 'gPlex® CC' solution. The trade mark gPlex® is registered service mark in USA and EU and owned by Genuity's sister concern Genusys Inc., USA. It is specifically designed to provide Contact Center owners/operators with the most reliable and user friendly comprehensive technology solution to help them run a highly efficient and cost effective Contact Center system. gPlex® Contact Center solution is easy to deploy and allows Contact Center agents to be either located in one or multiple remote locations with the CTI server placed in the Central Office ('CO'). The system is highly scalable.

The solution is based on state-of-the-art technology and is backed by Genuity's superior support services located in Dhaka. In fact, gPlex® CC is the only major contact center solution marketed in Bangladesh that has its OEM provided support services delivered from Dhaka. gPlex® CC solution is also unique in Bangladesh in its ability to provide highly customized Contact Center solution, thanks to the fact that Genuity and Genusys jointly being its OEM.

Sample Users of gPlex® Contact Center Solution in Bangladesh:

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|----------------------------------|--------------------------------|
| ◆ Robi Axiata Ltd. | ◆ LankaBangla Securities Ltd. |
| ◆ The City Bank Ltd. | ◆ IT Consultants Ltd. (Q-Cash) |
| ◆ Bank Asia Ltd. | ◆ Shah Cement Industries Ltd. |
| ◆ ONE Bank Ltd. | ◆ HungaryNaki |
| ◆ Southeast Bank Ltd. | ◆ Aamra Networks Ltd. |
| ◆ Dhaka Bank Ltd. | ◆ IPDC Ltd. |
| ◆ Mercantile Bank Ltd. | ◆ Novo Air Ltd. |
| ◆ Bank Alfala Ltd. | ◆ Skyina Limited |
| ◆ Community Bank Bangladesh Ltd. | ◆ Sperotech |
| ◆ LankaBangla Finance Ltd. | ◆ Summit Communication Ltd. |

Smart Business Phone Solution

gTalk® PBX provides complete suite of business communications services suiting individual business needs at affordable costs. gTalk® PBX features include auto-attendant, call queue, conference calling, do-not-disturb and much more. It offers companies with multiple locations the ability to operate under one umbrella, allowing increased productivity and reduced resource requirements. Now your employees can work from home, or any location globally with our easy to use, plug and play gTalk® PBX solution.

gTalk® PBX service is flexible enough to connect multi-location businesses under a single PBX platform, scale up and add users instantly. The solution is highly scalable. You can increase or

add extension/capacity as your business grows without having to worry installation of new equipment.

Sample Users of gTalk® IP PBX Solution in Bangladesh:

1. Bangladesh Army
2. Opsonin Pharmaceuticals Ltd.
3. Aristopharma Ltd.
4. Radiant Pharmaceuticals Ltd.
5. iPay Systems
6. IPDC
7. Aamra Networks Ltd.
8. Cutting Edge Ltd.
9. MBM Garments Ltd.
10. Lexus Holidays

Mobile Application

Our vision to is help businesses in enhancing and projecting their image and boosting performance through the development and maintenance of innovative aesthetically designed and user friendly Smart Mobile apps.

Types of Application:

- Business apps
- Finance and Banking apps
- Health care apps
- Education apps
- E-commerce apps
- Telecom apps
- News & Magazines apps
- Voice related apps
- Entertainment apps

gPlex® Soft switch

gPlex® Soft Switch ('gPlex® SS') is a comprehensive and scalable SIP Soft Switch. It enables establishment of secure and reliable Voice over IP networks. gPlex® offers centralized authentication, flexible routing, and reliable billing. It is comprised of different modules e.g. SIP Signaling, RTP Proxy, NAT Traversal, CDR, Billing, Voice Logging, IVR, High Availability ('HA'), and many more.

Standard gPlex® SS system can handle up to 5,000 simultaneous calls but it is easily scalable to 20,000 simultaneous calls under the system's carrier edition. The HA feature provides robust redundancy to ensures that calls never get interrupted even in the event of hardware or power failure. The gPlex® HA module offers virtually 100% uptime, thus ensuring high gPlex® SS system availability. gPlex® SS can be configured with gPlex®-HA module on a

backup server which then provides true mirror of master gPlex® SS. HA server will take over all running calls within fraction of a second in the event of hardware or power failure. Thus users of gPlex®-HA will never lose billing. Using gPlex® SS, service providers can benefit from improved call completion rates, system security & availability and less revenue leakage.

Advanced IT Training

Genuity Training is a technical career house providing hands-on, intensive training to develop the technical skills they need for a successful career as an Information Technology (IT) Professional. Genuity Training offers a broad range of IT training courses and programs which ensures a very specific training package for all skilled IT Professionals.

Why Genuity Training:

- Expert trainers
- Various programming courses
- Well-furnished and attractive labs
- Committed to provide quality services

Genuity takes great care in selecting highly experienced professional instructors, cross-trained in several technologies. They can relate the strengths and weaknesses of the products and present alternative solution strategies when they are warranted.

Partners:



Contact Details:

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