

ssd-tech

Company Name	: Systems Solutions & Development Technologies Limited (SSD-TECH)
Registered Address	: Uday Tower (Level – 11 & 12), 57-57/A Gulshan Avenue, Gulshan, Dhaka-1212
Business Type	: Information Technology services
Main Sponsor	: Mr. Mahbubul Matin
Inception	: 2004
Auditor	: A. Qasem & Co. (Chartered Accountants)

SSD-TECH an Information Technology (IT) based group, brainchild of Mr. Mahbubul Matin, Chairman of the group started its operation back in 2004. Its operation ranges from telecom services, internet services and bulk SMS etc.

A brief description of the concern is provided below:

Systems Solutions & Development Technologies Limited

HIGHLIGHTS

- Started operation in 2004
- Mr. Mahbubul Matin is the main sponsor
- Providing telecom related services to major mobile operators in the country for more than 10 years
- Monthly revenue of BDT 27.00 million from telecom and bulk SMS service
- Pioneer of last mile fiber optic connection
- Leading ISP with more than 70,000 subscriber base
- Monthly revenue of BDT 80.00 million from ISP
- Technical partner and sole distributor of “BBC Janala” program
- Company valued at US\$65 million (around BDT 525 crore) by LankaBangla Investments Limited

Systems Solutions & Development Technologies Limited (SSD-TECH)

incorporated in 2004, is a Bangladesh-based technology company which provides solutions for telecommunication operators, and enterprises. The company provides Value Added Services platforms to the leading five telecom operators of Bangladesh since 2008 and later launched DOZE Internet (home and corporate internet service currently known as Carnival Internet) in 2015.



In 2018-19, SSD-TECH registered net profit after tax of BDT 48.68 million with a revenue of BDT 708.15 million. According to a valuation by LankaBangla Investments Limited in 2017, SSD-TECH has been valued at US\$ 65 million (around BDT 525 crore).

SSD-TECH provides the following services in the Bangladesh market:

• Aggregated Platform Services

- **Single IVR (SIVR):** In 2012, SSD-TECH deployed a new VAS platform in Grameenphone known as Single IVR Platform or SIVR, where SSD-TECH manages all value-added services of Grameenphone from a single point. SIVR is a single IVR platform for all voice-based services with CP Content Management & Reporting Portal, Centralized Service Provisioning, high volume call processing, and high & flexible charging facilities.
- **Service Delivery Platform (SDP):** SSD-TECH has been present as the technical solution provider for VAS Services in Banglalink for the last 6 years. In 2015, SSD-TECH has received the Banglalink Service Delivery Platform (SDP) deal and rolled it out to launch all the Value-added Services (VAS) of Banglalink through a single platform. This single platform is built around SSD-TECH's platform which serves more than 100 content providers. There are more than 600 services running across all channels (voice, SMS & data) and around 45 million charging requests are being handled daily.
- **Bulk SMS Push:** SSD-TECH used to provide bulk SMS push service for the entire Teletalk customer base regarding Teletalk's various services, and offers etc. Monthly average SMS push volume was around 45 million.
- **Content Based Services:** SSD-TECH provides 4 types of content-based services:
 - Radio:** This is an entertainment-based service where mobile users can dial a designated short code from their mobile, go through audio menus, browse through the content library

and listen to different types of songs. This service has a registered unique subscriber base of approximately 2 million and average monthly usage minutes of 5 million across all operators. It is operational in the major mobile operators of Bangladesh such as Banglalink, Robi and Airtel.

Infotainment: This is a lifestyle-based service where mobile users can dial a designated short code from their mobile, go through the content library and listen to content that may bring value to the lifestyle. This service has a registered unique subscriber base of more than 1 million and average monthly usage minutes of 0.7 million. It is present in the major mobile operators of Bangladesh such as Robi, Airtel and Banglalink.

Voice Chat: This is a Voice Chat service branded under Grameenphone and Robi where mobile users can dial a designated short code from their mobile and then select and chat with other registered users around the country. This service is mainly for making friends and the calls are placed between two registered users. This service has a registered unique subscriber base of more than 1.5 million and is catering around 15 million minutes per month.

ChakriBazar: This is an IVR based career platform for the blue-collar job seekers where they can dial a designated short code to find an appropriate job for themselves connecting them to the blue-collar employers. Currently it has a subscriber base of around 6 million.

- **SMS:** This service provides similar content as the IVR service where mobile users can send an SMS to a designated short code and subscribe to this service. Once subscribed, this service sends a daily SMS to the user based on balance availability. Among the mobile operators, this service is present in Robi.
- **WAP:** This is a web-based service where mobile users can log into a web portal, browse through the content library online and then download various types of content.

- **ISP (Carnival Internet)**

In 2015, SSD-TECH has launched its own Internet Service Provider (ISP) called DOZE Internet which later rebranded as Carnival Internet in 2018. Carnival Internet provides high speed optical fiber internet connections to both home and corporate users.



Carnival Internet has its own authorized cached servers for Google, Youtube, and Facebook located in own premises. As of January 2021, Carnival Internet is serving more than 70,000 users throughout the country. The network coverage is spanned in Dhaka, Chattogram, Cumilla, Mymensingh and Sylhet metropolitan cities. From 2018, Carnival Internet is expanding its network in semi-

urban and rural areas of the country. The ISP network is present in 140 Upazillas/thanas in 42 districts through home/small business connections and 2,432 Wi-Fi Haat setups. This network coverage is expanding to more areas every month. Carnival Internet has a plan to reach 64 districts by 2021. The nationwide expansion plan also focuses on expanding area coverage to all the zones of each metropolitan cities.

For more information, please visit: <https://carnival.com.bd/>

- **BOOMCAST (Mobile Advertising Platform Service)**

MAPS enable the promotion of products/services through SMS and Voice SMS. It can also be used for the promotion and notification of awareness raising and learning campaign. SSD-TECH operates the MAPS business under the brand name of "Boomcast".

Unilever, Robi, Pathao, UBER, bKash, Surecash, BAT, Reckitt Benckiser, Square etc. are the main clients of this platform. It has capacity of pushing 10.8 million SMS per hour. Currently around 40 million SMS is pushed monthly. Monthly average revenue from the operation is around BDT 17.00 million.



For more information, please visit: <https://boomcast.io/>

- **BBC Janala**



SSD-TECH is the authorized partner in Bangladesh to provide any end user access to the famous English-learning program "BBC Janala" through an agreement between SSD-TECH and BBC Media Action, who is the sole owner and

copyright holder of the program. Currently the service has been launched for Banglalink and Robi subscribers.

- **Job Portal (Rutiruji)**

This is an online job portal for the blue-collar job seekers where they can create an online Curriculum Vitae (CV) to find an appropriate job for themselves connecting them to the blue-collar employers. Currently it has a subscriber base of around 225,000.



For more information, please visit: <https://rutiruji.com/>

Business Overview:

Company	Service	Type	Monthly Revenue (million BDT)
SSD-TECH	Aggregated Platform Services	VAS (IVR)	10.00
	Boomcast	MAPS	17.00
	Carnival Internet	ISP	80.00
Total			107.00

For more information, please visit <http://ssd-tech.io/>

BUSINESS PLAN FOR 2021 FOR SYSTEMS SOLUTIONS & DEVELOPMENT TECHNOLOGIES LTD (ISP WING)

Revenue (in BDT)

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Retail	67,454,630	80,607,867	94,181,624	106,530,974	122,794,673	140,176,114	158,457,149	173,206,658	187,840,394	201,756,210	215,566,677	229,134,245
Corporate	20,637,808	26,402,347	35,940,682	45,317,581	54,689,219	64,236,157	73,355,597	82,350,553	92,587,375	102,095,576	111,068,436	120,474,420
Total	88,092,439	107,010,214	130,122,306	151,848,554	177,483,892	204,412,272	231,812,746	255,557,210	280,427,770	303,851,785	326,635,113	349,608,665

Subscriber Number

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Retail	70,394	81,185	94,937	108,327	125,756	144,838	165,178	179,505	193,637	207,375	220,830	234,021
Corporate	939	2,663	4,354	6,016	7,646	9,245	10,812	12,354	13,869	15,348	16,799	18,222
Total	71,332	83,848	99,290	114,343	133,402	154,082	175,990	191,859	207,506	222,723	237,629	252,243

Coverage

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
No. of Upazilla	110	134	173	222	261	320	379	438	447	456	465	474

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Uday Tower (Level 12), 57 & 57A, Gulshan Avenue, Dhaka 1212

☎ +88 02 9882314 📠 + 88 02 9882732 🌐 www.ssd-tech.io ✉ info@ssd-tech.io