

COMPANY
PROFILE

2023

1 STOP SOLUTION
FOR ICT SERVICES

AN ISO 9001:2015
CERTIFIED
COMPANY

arena

SINCE 2007

Company Profile

About Arena Phone BD Ltd.

Arena started its journey with the view in mind to adapt and implement the latest technology to meet the new generation market need for Bangladesh. The chronology of experiences of Arena Phone BD Ltd. is described briefly later in this profile-

2007 - Journey Begins

Arena started its journey back in 2007, and eventually happened to prove its worth, and grew as one of the strongest companies of its own kind. The vision it is following ever since explains it all-

Our vision is to be recognized as a leading organization in the ICT industry by following one rule "quality without compromise"

Arena has been able to maintain the quality of work throughout for the last 16 years as vowed. The company has been certified **ISO 9001:2015** as well as recognized to be a proud member of Bangladesh Association of Software & Information Services (BASIS) since 2008.

Nature of Business

The objective of the Company is to carry on the business of Software development (both web & mobile application), Website development, Mobile Application development, Mobile Game Animation, ICT Training. We provide end-to-end business management and technology solutions for immediate business growth. ARENA consortium continues to invest in new technologies, processes, and people, which can lead its customers towards a hassle free step-ahead. From generating noble concepts through ARENA Phone's R&D and alliances, to drawing on the expertise of key partners, it keeps operating at the very edge of technological possibility. Besides, Arena provides quality after sales services to its clients.

Arena at Present

Conspicuously ARENA has turned into a leading IT Solution provider and provides sustainable solutions on software, mobile & web Application development, website development, UX/UI & Graphics design, Mobile Game Animation, traditional Value Added Services and ICT Training for both Government and Corporate Houses.

Arena has eventually started other wings in order to serve other purposes to its valuable clients. Brief descriptions on these wings have been provided later in this document.

Arena at a Glance

Name of the Firm	: ARENA PHONE BD LTD.
About Us	One of the leaders in the IT industry especially in software, mobile & web Application development, UX/UI Graphics, Mobile Game Animation, traditional Value Added Services and ICT Training in Bangladesh. Has 60+ employees. It is growing consistently with the vision “Quality without compromise”.
Year of Establishment	: 18 th April, 2007 (13+ years of Experience)
Mailing Address	: Rupayan Center (6 th floor), 72, Mohakhali C/A Dhaka 1212 & House # 2 (3 rd floor), 23/A Gulshan-1, Dhaka 1212, Bangladesh
Telephone	: +88029861858/+88029853305
E-mail	: bizdev@arena.com.bd
Website	: www.arena.com.bd
Type of organization	: Private Limited Company
Nature of Business	: Supply, Commissioning and installation of ICT products and services
ISO Certification	: ISO 9001:2015 Certified
Membership in Business Association	General Member of • Bangladesh Association of Software and Information Services (BASIS) • Bangladesh Computer Samity
Award	: 2 nd Runner-Up award in National ICT Award 2019 in Industrial Transport Category for Richfleet- Vehicle Management System
Products	Software (Web & Mobile Based) • Educlerk- School Management System • RichFleet- Vehicle Management System • Field Force- Sales Force Management System • ServiW- After Sales Service Management System • Awaazi- Interactive Voice Response Mobile App Development (Android & iOS) Website Development
Major Clients	: Govt., Telco, Enterprises, NGOs
Major Projects (Govt.)	• Development and Post-Development Support for Distributing OMS Rice/Flour by Fingerprint for Ministry of Food • Automatically balanced distribution and digital monitor among the technical worker/technician for all of maintenance works for BITAC • Accounting Automation, Payroll, Estate Management system for Khulna Development Authority (KDA), • Service Delivery Platform for Teletalk Bulk SMS Service • “BKB JANALA” mobile app for Bangladesh Krishi Bank (BKB),

		• Web-based database software for Health Engineering Department (HED), • Software development for digitalization of Khamari Registration and Renewal System for Department of Livestock Services (DLS),
Major Training Projects (Govt.)	:	• Training 100 trainees for 4 months under “To develop skilled human resource in IT/ITES sector for Financial Year 2021-2022 and onward (Lot-8)” for Hi-Tech Park Authority • Training 400 trainees for 6 months under “Develop skilled manpower for IT/ITES/BPO industry and creation of employment opportunities for both home and abroad for Financial year 2020-2021 and onward (Package No: 3, Lot-9) & (Package No: 4, Lot-13)” for Hi-Tech Park Authority • Trained 2000 trainees for 5 months under Mobile Application Development (Cross Platform) of ICT Division • Trained 60 trainees for 5 months under Advanced Professional Coaching with Industry Attachment Including Apps & Game Development of ICT Division • Trained 2800 trainees for 14 Months under “Skill development of game and application” project of ICT Division
Major Projects (Others)	:	• Customer Insight Management Tool (CRM) for bKash, • Vehicle Management System for bKash, Banglalink, Naafco, Convoy Service, Nilsagor Agro Industries Ltd., General Engineers Ltd. • Web platform of Crowdfunding for Nibedon • Distribution Management, Sales Force Management & Inventory Management for SMC, Nilsagor Agro Industries Ltd. • Website for SMC, Robi, Manusher Jonno Foundation, BRAC_ BIGD, Coloasia (Mir Cloud) • Mobile App for Banglalink, Beez Bistar Foundation, Right Bell, Delta Life Insurance Company Limited • IVR Solution for Solidaridad, CIMMYT, Square Toiletries Ltd., Sesame Workshop Bangladesh
Total office space	:	5000 Square Feet (including both locations)
Total office personnel	:	62 Personnel (36 developer and technical person, 10 Marketing and support personnel, 8 Administration and office staff, 8 Sister Concern Personnel)
Owner's Info	:	Fazla Rabby Managing Director
Revenue of Last three year		2022 BDT 78,543,200.00 2021 BDT 90,523,120.00 2020 BDT 88,123,120.00

Company Statements

VISION

Our vision is to be recognized as a leading organization in the ICT industry by following one rule “quality without compromise” as well as become complete solution provider in this regard.

MISSION

Our mission is to achieve customer satisfaction. For that, we intend to provide innovative and cost effective products and solutions every time. We also put immense importance on unparalleled level of personal commitment and service to our customers.

PRINCIPLES

SERVICE EXCELLENCE

We always believe in maintaining equal, high standards for all of our services.

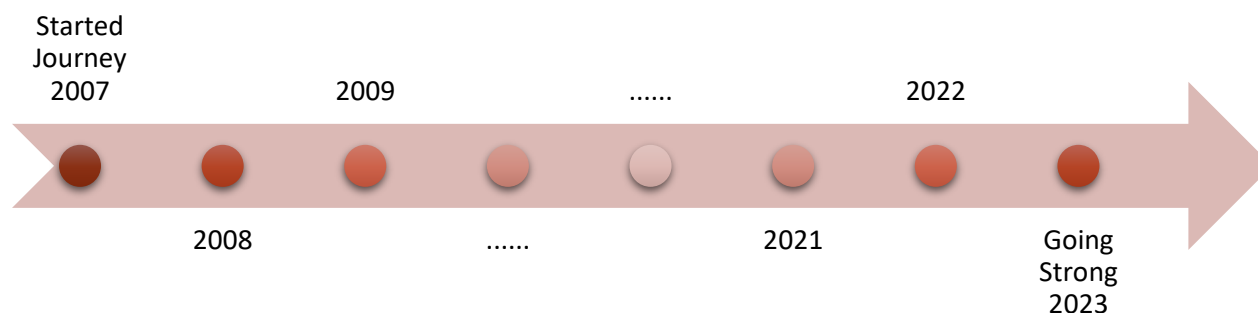
CUSTOMER SATISFACTION

In serving our customers, we make the effort to deliver the extra level of comfort for all pre-sales and post sales activities.

Some of Our Clients

Govt.	      
Enterprise	     
Bank	     
International Organization	     
NGO	    

Our Success Stories



YEAR	TASKS
2023	- Field Force Management System with Mobile Application (Android) for Global Pharma - QR Based Employee Information Retrieval System for Expressions Ltd. (Brand & Social Communication) - Task Management Software for Building Technologies & Ideas Ltd. (BTI)
2022	- Field Force Management System with Mobile App for Footsteps Bangladesh Ltd. - Warehouse Management System with Mobile App for Anik Trading Corporation - Field Force Management System with Mobile App for Muslim Cosmetics & Herbal Care (Rangapori) - Website development and maintenance for NGO Shushilan Bangladesh (Oxfam Bangladesh) - Vehicle Management System development for Park Line Transport Ltd. "To develop skilled human resource in IT/ITES sector for Financial Year 2021-2022 and onward" (Lot-8) for Bangladesh Hi-Tech Park Authority
2021	- Website Development including Administrative Panel, Investor Panel, Investee Panel for BD Venture Ltd. - Dynamic Website Development & Maintenance and Android App Development for LIC Bangladesh Ltd. "To develop skilled manpower for IT/ITES/BPO industry and creation of employment opportunities for both home and abroad for Financial year 2020-2021 and onward" Package No: 3, Lot-9 at (Natore & Rangpur) on Graphics Design, Graphics Design (Adobe InDesign)/Graphics Design (Quark Express) for Bangladesh Hi-Tech Park Authority "To develop skilled manpower for IT/ITES/BPO industry and creation of employment opportunities for both home and abroad for Financial year 2020-2021 and onward" Package No: 4, Lot-13 at (Natore & Rangpur) on 2D Animation, Video Editing/Videography & Photography, 3D Animation (Action Script) for Bangladesh Hi-Tech Park Authority - Website Designing, Developing and Maintaining for U.S. Forest Service/ International Programs - Developing Fully Dynamic & Responsive Website for Institute of Chartered Accountants of Bangladesh (ICAB)

	• 5 months Training to 2000 trainees on Mobile Application Development (Cross Platform) for ICT Division • Development of IVR System for Solidaridad Network Asia • Bulk SMS Service Delivery for Consumers Association of Bangladesh (CAB) • Customized IVR solution development for Campaign for CIMMYT
2020	• Website Development & Maintenance for Mir Cloud (Coloasia) • E-commerce site development for Wellness Plus Shop • Field Force Management System Development for General Engineers Ltd. • Bulk SMS Service Delivery for Consumers Association of Bangladesh (CAB) • SMS Gateway Service Delivery for Beez Bistar Foundation • Development and Post-Development Support for Distributing OMS Rice/Flour by Fingerprint for Ministry of Food • Website Development, Field Force Management System & E-commerce site Development for Nilsagor Agro Industries Ltd. • Development and Post-Development Support for “Automatically balanced distribution and digital monitor among the technical worker/technician for all of maintenance works” for Bangladesh Industrial Technical Assistance Centre (BITAC) • Bulk SMS Service Delivery for Consumers Association of Bangladesh (CAB) • CIMT Software Customization • Service Delivery Platform for Teletalk Bulk SMS Service for Teletalk Bangladesh Ltd. • Vehicle Management System development for Convoy Service • Mobile Apps based restaurant management system development for BD Trade Info
2019	• Advanced Professional Coaching with Industry Attachment for ICT Division. Training was provided to 48 trainees for 5 months. • Including Apps & Game Development • Design & Development of web platform of Crowdfunding for Nibedon • Mobile Apps based game application for Right Bell • Khamari Registration and Renewal System Software development for Department of Livestock Services (DLS), in association with Beez Bistar Foundation • Development of Distribution Management System (DMS) for Social Marketing Company (SMC) • Some new modules incorporation in Customer Insight Management Tool (CIMT) Development for Bkash • SMS Gateway Service and Mobile Apps (Android) Development for Beez Bistar Foundation • Signed AMC for MDMS-RSO Apps system for the time period of Apr 2019 to Dec 2019 for Banglalink • Pay Direct- Payment of Premium by the Policyholders is a New Feature Developed for Existing Website LIC of Bangladesh Ltd. • Designing and Establishing a new website for an NGO named Manusher Jonno Foundation (MJF) • SMS Service Software Maintenance and Connectivity for Department of Livestock

	Signed AMC for Vehicle Tracking System for the period of January 2019 to June 2019 for Banglalink
2018	- Provided training on “Skill development of game and application”. 2800 trainees were trained for 14 Months in 70 Batches across 64 Districts - Development of student database and website to prevent early marriage for Baliadangi Upazilla of Thakurgaon district under Prime Minister’s Office “Gono Grameen Nirdeshika” Android App development & “Delta Life Smart Advisor” Android App update for Delta Life Insurance Company Ltd. - Web-portal re-development for Social Marketing Company (SMC) - Employee & Service Management System for Rangs (Rancon) 4G Mapping for Robi - IVR based interaction facility for Square Toiletries Ltd. - Vehicle Management System for Naafco Group - New feature development for existing website of LIC Bangladesh Ltd.
2017	- Website Development, Online Personnel Information Management System & Online Project Management/Information Management System, Training & System manual for Health Engineering Department (HED) - Accounting Automation, Payroll, Estate Management System Development for Khulna Development Authority (KDA) - Android App for Bangladesh Krishi Bank (BKB) - Training Database Development for Department of Livestock - Online registration form Development for National Museum of Science and Technology - Software & Mobile App for Banglalink - Vehicle Management System for Banglalink - Vehicle Management System & Customer Insight Management Tool (CIMT) Development for Bkash - Digitization of Training Management System for Save the children “Delta Life Smart Advisor” Android App for Delta Life Insurance Company - Fixed Asset Management System for Prime Bank Foundation - Pharmacy Management System & System Up gradation of Sales Force Management System for NHSDP - Website Domain Hosting & Maintenance for Mercantile Bank Ltd., BRAC, - Education Management System (Educlerk) installation for Lords English Medium School, Prime Bank English Medium School, Chandona.
2016	- AI Technician Database Development for Department of Livestock - Robi Corporate Website Revamp - Launched and deployed Sales and Remote Workforce Management System in large Bangladeshi conglomerates including Strawberry Mobile, HTCL, Pharmasia. - Launched and Developed Android based app “Pickup Laundry”, the first of its kind in Bangladesh. - Beta Launch of “AppOnIt” the first fully Bangla App and Content store in android platform - Lunched push-pull based service for Agricultural Disease Information - Vehicle Management System deployment in bKash

	Sales Management System Deployment in Social Marketing Company
2015	- Vehicle Management System with Mobile App with Plan International and Social Marketing Company. - SMS based application software development and integration with SMS gateway device for FAO - Deployed Cloud based education management system along with accounting and payment management system for Proyash, Nirjhor, MIST, BIES with Mobile Application - Developed and Launched Mobile Game “Cross Kite” and “Borno for Children” - Launched more than 30 mobile applications in android, iOS and windows platforms - Implemented Online HR System for Social Marketing Company
2014	- Developed Company Website and Mobile Application for NAVANA - Developed and Launched Mobile Application for Banglalink BSPM and SIM Registration - Deployed School Management System for Rajshahi Cantonment School
2013	- Full Workflow Automation for BGPress - Content and VAS Service Launched with Teletalk and Airtel - WebSMS service for Robi Axiata Ltd.
2012	- Content and VAS Service Launched with Banglalink GSM Ltd - Launched MVAS and Bangla Comics Service for Robi - Call Center setup at BMET and UN Women - Game Development service for Robi
2011	- Content and VAS Service Launched with Grameenphone Ltd. - Website development for Institute of Business Administration (IBA)
2010	Developed corporate website and online recruitment platform for Robi Axiata Ltd.

Awards & Certifications



BASIS Membership Certificate

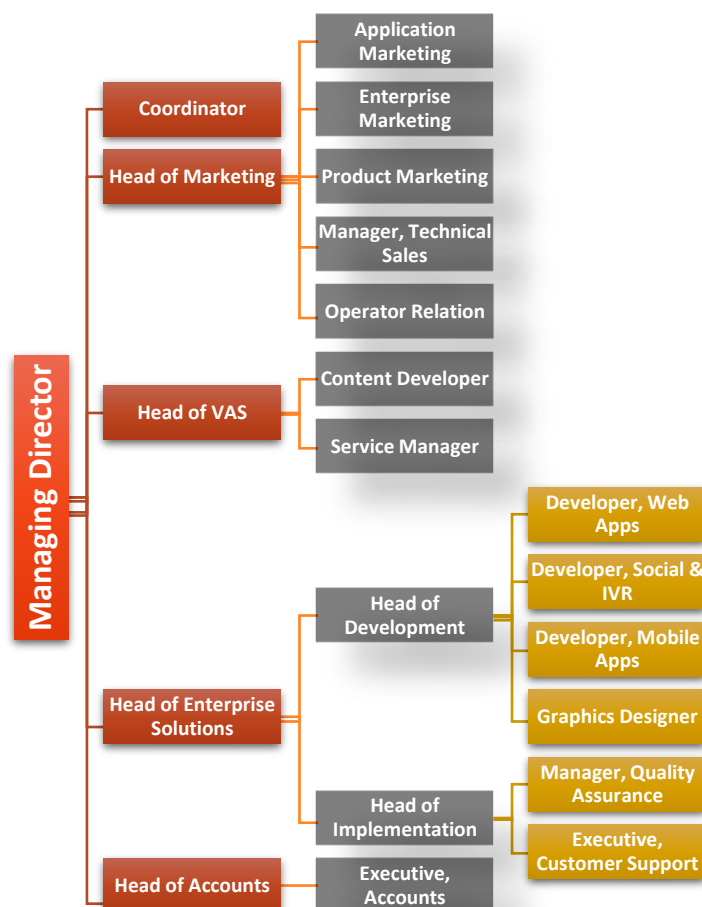


ISO 9001:2005 Certificate



“Richfleet”- Vehicle Management System by Arena got National ICT Award 2019 in Industrial Transport Category

Corporate Structure



Director's Profile



Fazla Rabby,
Managing Director
Arena Phone BD Ltd.

Fazla Rabby completed M.Sc. in computer science, initially worked in Daffodil web and ecommerce Ltd (sister concern of Daffodil group) for five years as technical manager. Later in 2003 he joined workstation information technology, one of first Value added service provider for mobile operator as technical director. He has achieved more than 8 years' experience of implementing mobile value added service with all the mobile operator in Bangladesh. After leaving Workstation he worked on DNS software (sister concern of DNS group) as consultant for mobile vas service development and leading the development of various SMS and wap related service from scratch. In 2007 he initiated Arena Phone, which currently became one of the largest IT solution provider in Bangladesh.

Products & Services

Software Development

Our software provides a comprehensive solution that enables key enterprise decision makers to access, analyze and share proper information. This allows better understanding of business performance and helps improve decision making throughout the organization. Our software enables organizations to analyze existing problems and take necessary steps towards solving them.

- **Remote Sales Management Solutions**

Any company would want to have an effective sales and marketing force to compete in the market. Our comprehensive Remote Sales Management Solution Software will help the company stay competitive and streamline their sales and Distribution activities. Remote Sales Management Solution has the following modules:



- **Vehicle & Fleet Management Solutions**

Arena has won second runner up position in **National ICT Award 2019** in Industrial Transport Category for **Richfleet-** Vehicle Management System. Vehicle management can be arduous without the right management system. Whether you own or lease your vehicles, Arena Phone Ltd offer a range of Vehicle services as part of our Vehicle Solutions Programs. Having the right mix of vehicle management services can lead to a number of benefits, including:



- **Educlerk – Education Management Solutions**

- The various modules available in Educlerk facilitate all the processes of your institution, from admission of new students to generating transfer certificates when students complete their studies. User-friendly dashboards available with login access for teachers, non-teaching staff, students, parents and management personnel of your institution.
- Educlerk has features to manage Timetable, Attendance, Examinations, Grade books, Campus News, Hostel, Library, Transportation, School Calendar, Events and many more. Moreover, it has modules for payroll and employee pay slips. The Finance module helps to plan and allot different fee structures to students. Educlerk has an internal messaging system, which can be integrated with external communication tools like email and texting.

- Additionally, Arena even takes responsibility for providing printed ID cards and grade sheets etc. if the need be.

Mobile App Development

Arena has successful record of developing custom-built mobile applications as well as game applications. Arena has immense expertise in developing Native mobile apps, although possesses additional experience in developing Hybrid mobile apps. Numerous apps have already been developed based on both Android and iOS platform which consist of the following categories-

- Vehicle management application
- Sales and order management application
- Product and inventory management application
- Remote workforce management application
- Remote data collection and management application
- Service & warranty management application
- Restaurant management application
- Mobile apps integration with existing web application
- Document management application
- Business management application
- Implement Immediate accessibility
- M-commerce and E-commerce Integration
- Promotional Application
- Self-care Application

Website Development

- Arena Phone BD supply custom-built web applications and sites to small and medium sized businesses. We are specialists in designing secured e-Commerce and database driven projects.
- We utilize a distinctive methodology, which brings clarity to the development process. Project specification is simplified, communication between team members is clear and a 'map' is supplied to track the progress of your project at all times.

Training (Corporate & Government)

Arena realizes the significance of self-growth and thus aims to provide high quality IT-based Professional training to corporate employees and Fundamental Courses for people coming from non-IT background in order to fulfill the demands of the IT career. This focus has developed over the last few years and thus Arena introduces a range of successful apprenticeship Programs with success rates that opens the door of huge opportunity.

Arena has appropriate training infrastructure as well as proficient trainers. There are skilled trainers for IT training and arrangement for good quality digital training classroom. Arena provides world-class course outlines. For different topics, we have assigned different skilled trainers. For comfortable training sessions, we have accommodation for 25-30 people with multimedia projector, AC, Wi-Fi and other digital facilities.

After successful completion of the course, Arena provides internship facilities. Arena also has job offerings, based on the performance as intern. Already we have arranged for lucrative jobs for more than 80/100 people either in Arena or in other organizations.

Training Picture



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 Phone: +88029861858 Cell: 8801844054109
 Email: mktg@arena.com.bd Web: www.arena.com.bd

*Our Sister Concern***AD65 BD Limited**

AD65 BD Ltd. is an advertising agency and sister concern of Arena. AD65 was established back in 2014 with a vision to create revolutionary change through promoting brands in digital world. It provides complete service of digital advertising agency with expertise in digital branding strategy, Social media marketing, Display and search marketing etc.

Being an advertising agency AD65 opts to achieve a strong client base by serving them topnotch service. The agency initially appoints market researchers who assess a client's market situation, including understanding customers and competitors. Afterwards, gathers significant information related to the client's product. It then analyses (studies) all the collected information properly and draws conclusions for its research. Finally, helps in planning an advertising campaign, selecting proper media and creation function. Once the advertising-plan is finalized it is put into action under its creative function. Creation of ads is the most important function and hence is most emphasized. Generally, it involves activities like Copy writing, Drawing photographs, Making illustrations, layouts, an effective ad message, etc. The agency also helps an advertiser to select a proper media (ad platform) to promote his advertisement effectively. Since we believe in result-oriented advertising-plan.

Facebook Page Management, CG Animation, Creative Design, Video Production, Strategic Planning, Google & Facebook Ad, Mobile Advertising, Brochure Design, Web Site Design are some of the services we provide on a regular basis.

AD65 designed banners last year on 15th August, National Mourning Day followed by accomplishing another project on Mujib Centenary for **Ministry of Planning**. A **TVC project** was done by AD65 for **National Museum of Science & Technology (NMST)**. Also successfully completed **ICB (Investment corporation of Bangladesh) training tutorial**, **USAID documentary by Ministry of health & Family welfare**, **National public service day video by Action Aid**, Seed bank of Action aid power project, **video** in Business process automation of health by **Ministry of health & Family welfare**, **Seminar and orientation program by Care Bangladesh** etc. AD65 has successfully attempted for several other digital advertising projects for USAID, Robi, IRRI, Aarong Dairy, Sajeeb, Vision Emporium, Haque, Ahmed, Sandalina Soap.

Arena Excellence

Arena Excellence is a young institution and an integral part of Arena, focused specially on providing corporate training in this era with growing need for professionals with knowledge and skills to match international standards and win over cutting edge competition. Our professionals are now required to compete at the international level and expected to meet ever-changing global standards.

Although, Arena Excellence was founded recently but still it was able to achieve significance and draw attention of many. We aspire to make sure that all professionals are abreast with latest and contemporary tools and technologies in their respective fields. We are there to help them sharpen their skills and broaden their knowledge base as they grow in experience, bring out the best in them and make their journey to excellence faster and easier. In order to do so we meticulously keep on designing relevant and effective training courses and interactive workshop schedules and pursue the policy of participatory training. We also design customized training plans to match our clients' demands and requirements by putting highest emphasis to quality and customer service.

We have a qualified and competent team of experts who understand and appreciate the importance of interactive and participatory training techniques and constantly evaluate the quality and effectiveness of our training models and try to improve the same.

Our aim is to develop and enhance the human capital of the country by imparting methodical training for professional development of manufacturing and service sectors. We believe that good management is also a vital component of economic development.

We usually provide day-long training sessions as well as certificate courses. Despite being a new organization, we were able to arrange for several corporate training sessions including "How to Prepare for E-Commerce Site", "Online Course on Fundamental Business Skills for Start-up", "Certificate Course on Professional English", being the most recent corporate training to be mentioned. Our certificate courses include **GROW TO GREATNESS: Smart growth for HR professionals, Professional English, Introduction to people analytics, Health, safety & environment (HSE) management, Total quality management (TQM), Hazardous chemical safety management. Lean production system.**

Our Partners



CHANNEL PARTNER



SECURITY PARTNER



PAYMENT PARTNER



NETWORK PARTNER



HARDWARE PARTNER



MEDIA PARTNER

