

We Sense Your Thoughts Before You Think



Introductory Pitch Deck

By: Maruf Al Mamun



ADDIE Soft

Overview

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- ▶ Our Journey
- ▶ Services & Solutions
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- ▶ Milestone Projects
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Introduction



About us

ADDIE Soft Ltd. (ASL) is a Bangladesh-based IT and ITES company with over 17 years of expertise in digitalization and ICT solutions. A proud recipient of the BASIS National ICT Award 2018, ASL specializes in developing cloud-based, custom software applications for industries including Government, Education, Telecommunications, Pharmaceuticals, Banking, Retail, and Aviation.

With ISO 9001:2015, ISO 27001:2013, and CMMI Level 3 certifications, ASL has successfully delivered solutions to 200+ clients, impacting over 2 million users across Bangladesh. Our offerings include ERP systems, SaaS platforms, web portals, and training services, ensuring seamless integration and exceptional quality.

Our commitment to best practices, timely delivery, and cost-effectiveness is supported by a dedicated team of ICT professionals. ASL remains steadfast in upholding global standards and integrity in every project.

Accreditations:



CMMI LEVEL-3



Memberships:



Imprinted In Our Name

Our name ADDIE symbolizes the 5 pillars of Software Development Life Cycle (SDLC), which is Analysis, Design, Development, Implementation & Evaluation.



17+ Years
in the ICT Industry



2 Million+
Satisfied Customers



150+ Expert &
Dedicated Employees



350+ Products &
Services Delivered



50+ Government
Projects Completed



We Serve 12+
Different Industries

ADDIE

A

Analysis



D

Design



D

Development



I

Implementation



E

Evaluation

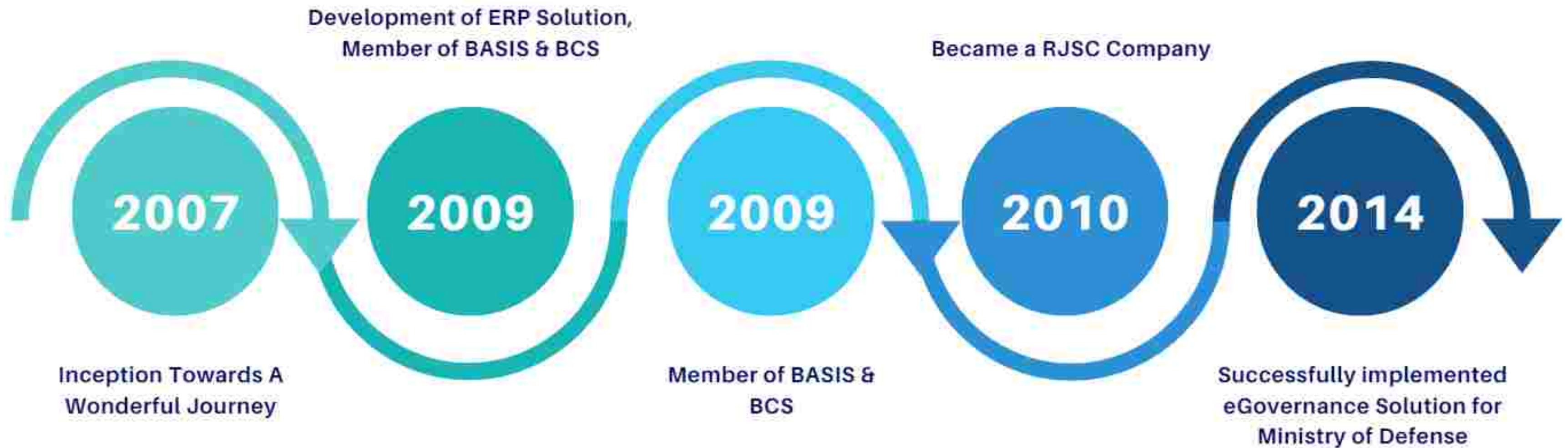


Our Journey



ADDIE Soft

Through The Years



ADDIE Soft

Through The Years



Our Goals

At ADDIE Soft, we are always envisioning the future, driving transformation and making a meaningful impact on the lives of millions.

01

Drive Digital Transformation

To empower industries through innovative software solutions that enhance operational efficiency, streamline processes, and promote sustainable digital growth.

02

Ensure Global Quality Standards

To consistently deliver world-class software applications by adhering to ISO 9001:2015, ISO 27001:2013, and CMMI Level 3 standards, ensuring excellence in quality, security, and performance.

03

Expand Impact and Reach

To extend the benefits of our solutions to more sectors and communities, aiming to serve millions globally while maintaining a strong commitment to cost-effectiveness and timely delivery.



Services & Solutions



Our Services

- ① **Comprehensive Software Development**
 - ▶ Tailored Software Solutions
 - ▶ Mobile App Development
 - ▶ Seamless System Integration
 - ▶ Scalable Cloud Application
- ② **Cutting-Edge Technology Solutions**
 - ▶ AI & ML Technology
 - ▶ Internet of Things (IoT) Integrations
 - ▶ AR, VR , MR & Metaverse
 - ▶ Data Analytics & Visualizations
- ③ **Consulting Services**
 - ▶ Digital Transformation Solutions
 - ▶ Strategic Digital Roadmap Planning
 - ▶ Business Technology Advisory
 - ▶ Cloud Strategy & Implementation Consulting



Our Services

4 Robust Infrastructure Solutions

- ▶ Scalable Cloud Infrastructure
- ▶ Secure On-Premises Infrastructure
- ▶ Efficient Data & Platform Migration
- ▶ DevOps Automation & Optimization

5 Maintenance and Support

- ▶ Legacy Application Modernization & Optimization
- ▶ Comprehensive Application Support
- ▶ Infrastructure Monitoring

6 Security and Compliance

- ▶ Cyber Security
- ▶ Infrastructure Security
- ▶ Application Security



Our Solutions



Smart City Solutions



Power and Distribution



Transport solutions



Health Solutions



Security Solutions



Surveillance Solutions



Ports and Marine

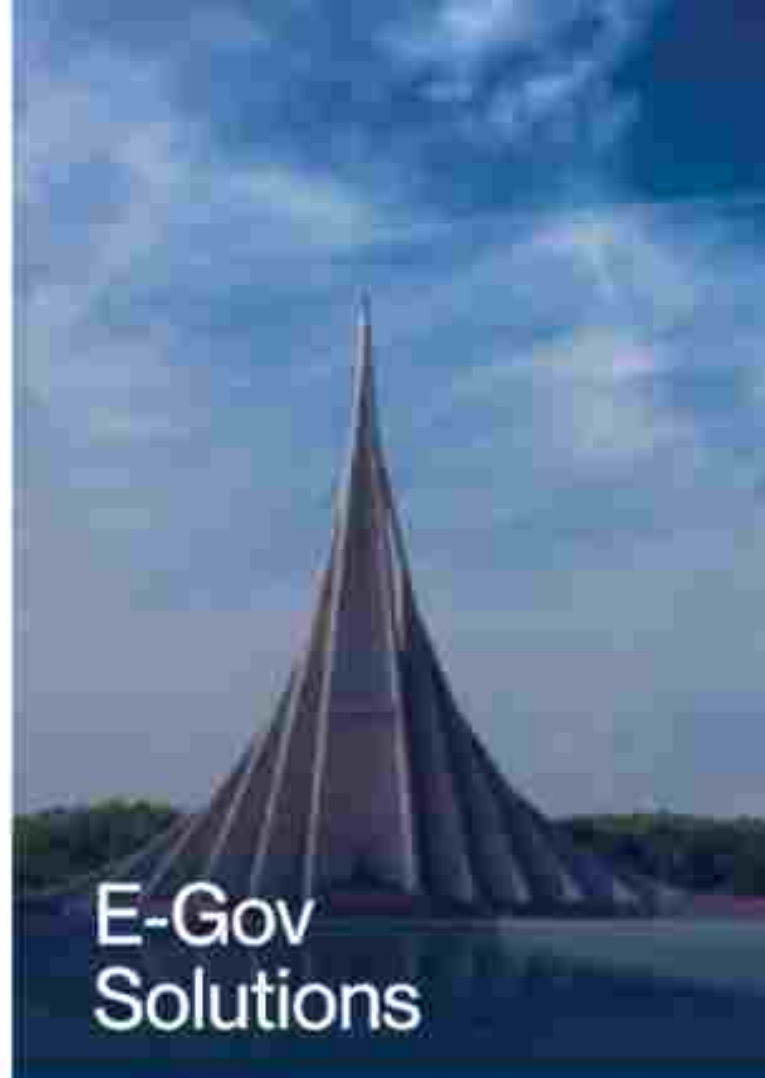


Infrastructure Solutions



Industries





E-Gov
Solutions



EdTech



Energy &
Utilities



AgriTech



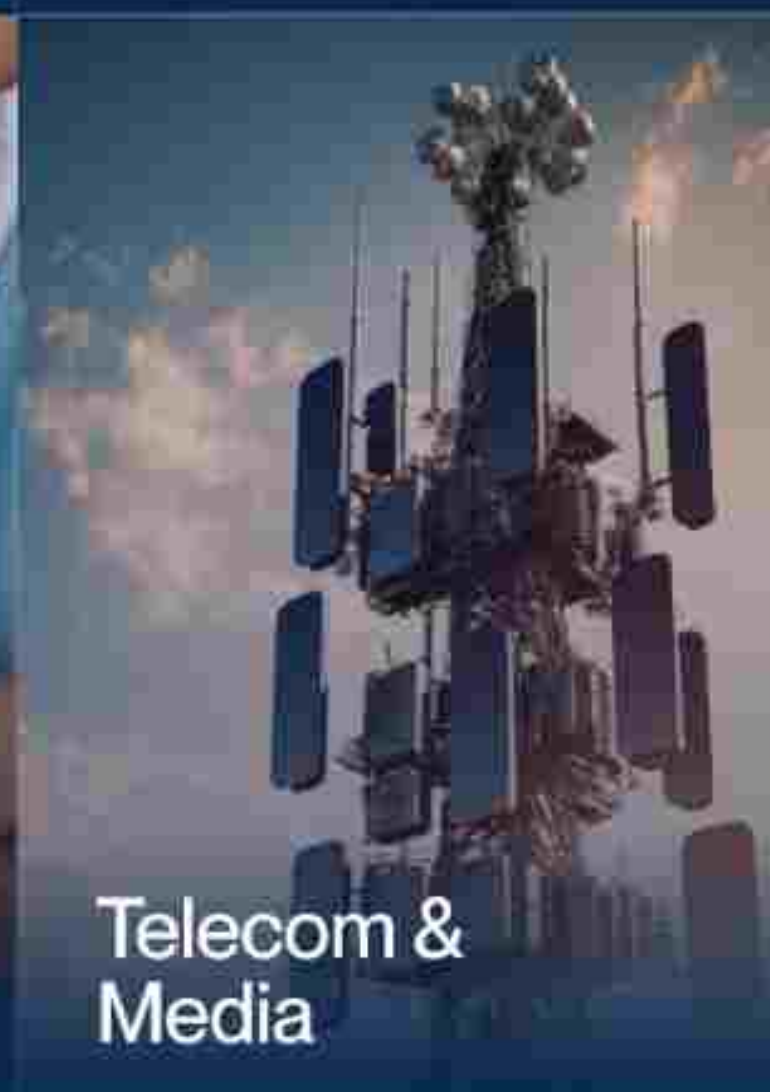
MaritimeTech



FinTech



HealthTech



Telecom &
Media



Retail & E-
commerce

The background is a solid dark blue. It features abstract geometric shapes, primarily triangles of various sizes and shades of blue, some pointing towards the center and others towards the corners. At the bottom of the image, there is a faint, dark silhouette of a city skyline with several skyscrapers of varying heights.

MILESTONE PROJECTS



Enhancing Religious Harmony and Awareness Project (ERHAP)



Ministry of Religious Affairs, Bangladesh



Enhancing Religious Harmony and Awareness Project (ERHAP)



Project Overview

Bangladesh celebrates diversity and equality, with constitutional freedom for all citizens to practice their religions peacefully. The Ministry of Religious Affairs (MoRA), through its associated trusts for Hindu, Buddhist, Christian, and Islamic communities, works to foster communal harmony and uphold peace. In line with Parliamentary directives, the Enhancing Religious Harmony and Awareness Project (ERHAP) was launched to promote interfaith understanding and raise awareness through technology and information-sharing initiatives.

Problem

Misinformation, propaganda, and social discrimination create barriers to interfaith harmony, leading to misconceptions and potential conflict. The lack of accessible, accurate religious information and centralized resources hinder communal understanding and unity.

Solution

ERHAP employs a unified, digital platform to disseminate accurate religious teachings and promote interfaith harmony. By leveraging web applications, mobile apps, and AI tools, it centralizes access to religious information and content, making them easily available to all. The project also integrates databases from major organizations to enhance collaboration and streamline service delivery.

Technologies



Key Features:

- Dynamic Web Portal
- Multiple Mobile Applications
- AI-Based BOT System
- Digital Campaigns & Surveys
- PR & Grievance Management
- Call Center Solutions
- Training & Workshops



Learning Management System (LMS)



Palli Karma Sahayak Foundation (PKSF)



Ministry of Finance, Bangladesh



Funded by:



THE WORLD BANK

Learning Management System (LMS)

Project Overview

PKSF's Micro-Enterprise program, "Agrosor," aims to support micro-entrepreneurs with financial services to adopt environmentally sustainable practices. Targeting agribusiness and manufacturing clusters in climate-vulnerable regions, the project seeks to foster sustainable growth among 100,000 micro-entrepreneurs through capacity building and training. The Learning Management System (LMS) was developed to deliver scalable, flexible, and accessible training to enhance knowledge and resilience within the microenterprise sector.

Problem

Micro-enterprises often lack access to centralized training resources and tools to adopt sustainable practices. Limited capacity, financial barriers, and knowledge gaps hinder growth and environmental adaptation. A scalable solution was needed to deliver consistent, impactful training across diverse geographies.

Solution

The LMS provides a unified, online platform for training micro-entrepreneurs and partner organizations. With multimedia content, real-time interaction, and mobile accessibility, it ensures efficient knowledge transfer and engagement. The platform also integrates assessment systems, live training sessions, and advanced analytics to monitor progress and outcomes..

Technologies



Key Features:

- Integrated Dashboard
- Student Management
- Mentor Management
- Course Management
- Assessments
- Fee Management
- Scalable Architecture
- Robust and Dynamic Content Management
- Interactive Training Tools
- Real-Time Engagement
- Mobile Accessibility
- Access Control & Security



Financial Management Information System (FMIS)



Bangladesh Inland Water Transport Authority (BIWTA)



Ministry of Shipping, Bangladesh



Financial Management Information System (FMIS)



Project Overview

Inadequate and outdated financial systems hindered BIWTA's budget planning, monitoring, and accountability, leading to misallocation of resources, unregulated government commitments, and governance inefficiencies. The Financial Management Information System (FMIS) was developed to address these challenges by modernizing public expenditure management processes, ensuring accurate, real-time financial data for decision-making, and improving transparency in government financial operations.

Problem

Manual processes and outdated software resulted in inefficient budget execution, unreliable financial data, and poor financial controls. This led to excessive borrowing, resource misallocation, and a lack of accountability, which undermined effective governance and public trust.

Solution

FMIS is a fully integrated platform for automating budget formulation, execution, and accounting across BIWTA. Designed as an integral part of budget system reform, it facilitates seamless data integration, robust financial controls, and real-time access to financial information for decision-making. The system supports all stages of transaction processing, from budget releases to expenditure reconciliation, and integrates with other government systems for improved fiscal management.

Technologies



Key Features:

- Comprehensive Database Management
- Integrated Modules
- Real-Time Access & Reports
- Advanced Analytical Tools
- Centralized Treasury Operations
- User-Friendly Interface



WATER SUPPLY BILLING MANAGEMENT, POWER & ENERGY MONITORING SYSTEM AUTOMATION



Gazipur City Corporation (GCC)



Ministry of Local Government, Rural Development
and Co-operatives, Bangladesh



WATER SUPPLY BILLING MANAGEMENT, POWER & ENERGY MONITORING SYSTEM AUTOMATION



Project Overview

The automation of Gazipur City Corporation's water supply billing management and power & energy monitoring systems aims to streamline operations, enhance efficiency, and improve service delivery. By integrating advanced software solutions for billing, e-payments, and groundwater management, this initiative supports better resource management and boosts transparency, convenience, and customer satisfaction.

Problem

Gazipur City Corporation faced challenges with inefficient manual processes, billing inaccuracies, and lack of real-time monitoring for water supply and energy usage, leading to operational delays, revenue loss, and reduced customer trust.

Solution

The implementation of automated billing and monitoring systems, including e-payments and real-time data analytics, ensures accurate billing, improved operational efficiency, enhanced transparency, and better decision-making, ultimately benefiting both GCC and its residents.

Technologies



Key Features:

- Water Supply & Billing Management
- Ground Water Management
- Power & energy Monitoring
- Tender Tracking & Monitoring
- e-File Management
- Payment Gateway
- Mobile Application
- Dynamic Multi-layer Dashboard
- System Administration Module
- User Administration Module
- Notification
- Business Intelligence



Flight Profitability and Budgeting System

 Biman Bangladesh Airlines Ltd.
 Ministry of Civil Aviation and Tourism, Bangladesh



Biman
BANGLADESH AIRLINES

Flight Profitability and Budgeting System



Project Overview

ADDIE Soft Ltd. delivered a robust Flight Profitability and Budgeting System for Biman Bangladesh Airlines. This cloud-based solution empowers the airline with advanced profitability analysis, AI-driven insights, and budgeting tools to enhance cost control, optimize financial performance, and support data-driven decision-making across flight operations.

Problem

Biman faced challenges in assessing flight profitability, managing budgets, and aligning financial planning with operational needs. The lack of integrated tools for real-time analysis, cost control, and AI-driven insights hindered efficient decision-making and financial optimization.

Solution

ADDIE Soft Ltd. developed a comprehensive, AI-integrated system to analyze flight profitability, monitor budgets, and provide actionable insights. With customizable dashboards and advanced reporting, the solution supports proactive financial management and streamlines operational planning for sustainable growth.

Technologies



Key Features:

- Cloud-Based Flight Profitability System
- Profitability Analysis
- Cost Contribution Analysis
- Multi-Period Analysis
- Multi-Currency Analysis
- AI-Driven Profit/Loss Monitoring and Recommendations
- Comprehensive Budgeting
- Budget vs. Actual Performance Analysis
- Data Integration with Existing Systems



Design, Development & Upgradation of MPO EFT Module and Maintenance



Directorate of Secondary and Higher Education (DSHE)



Ministry of Education, Bangladesh



Design, Development & Upgradation of MPO EFT Module and Maintenance



Project Overview

ADDIE Soft Ltd. successfully modernized the Directorate of Secondary and Higher Education (DSHE) systems by upgrading and integrating 16 critical modules, including HRM, MPO EFT, and IMS. The project enhanced efficiency, usability, and operational performance through advanced features like real-time APIs, dynamic reporting, and mobile app development, ensuring seamless education management across DSHE.

Problem

DSHE faced inefficiencies with outdated systems, fragmented data management, limited integration, and inadequate tools for reporting, communication, and automation, hindering operational effectiveness and collaboration.

Solution

ADDIE Soft Ltd. developed and upgraded 16 modules, streamlining workflows, enabling real-time data sharing via APIs, enhancing reporting capabilities, and deploying a mobile app for on-the-go access. This comprehensive integration significantly improved efficiency, collaboration, and decision-making for DSHE.

Technologies



Key Features:

- MPO EFT Module
- HSRIMS Module
- IMS Module
- Data Collection Module (DCM)
- Investigation Management
- PBM Module
- TMIS Module
- NCF & DAS Module
- Communication System
- Mobile App Development
- API Management Module
- Single Sign-On and Security
- Infrastructure Enhancements



Web Portal and Content Management System



Bangladesh Council of Scientific and Industrial Research (BCSIR)



Ministry of Industries, Bangladesh



Web Portal and Content Management System



Project Overview

ADDIE Soft Ltd. developed a Web Portal and Content Management System with integrated Cloud Hosting Services for BCSIR's Mobile Science Exhibition. The system includes dynamic content management, interactive multimedia features, and scalable cloud hosting. With 100+ world-class animations, videos, and simulations, the platform ensures seamless functionality, user engagement, and enhanced learning experiences for attendees.

Problem

BCSIR required a modernized, user-friendly platform for its Mobile Science Exhibition to host interactive educational content. Existing systems lacked robust content management, real-time user engagement, secure user registration, and scalability for large audiences.

Solution

ADDIE Soft Ltd. delivered a dynamic web portal with a CMS, cloud hosting, and multimedia content. Features include interactive dashboards, multilingual support, API integrations, and responsive design. The platform also provides secure user registration, real-time collaboration, and ongoing maintenance to ensure scalability and usability.

Technologies



Key Features:

- Web Portal
- Content Management
- Interactive Features
- Cloud Hosting
- Multimedia Content Development
- Support
- Foreign Training



Cloud Based Accounting Application



Payra Port Authority (PPA)



Ministry of Shipping, Bangladesh



Cloud Based Accounting Application



Project Overview

ADDIE Soft Ltd. developed a cutting-edge Accounting System for Pyra Port Authority, marking a significant milestone in their budget reform agenda. This cloud-based solution enhances financial transaction processing, strengthens financial controls, and ensures real-time access to reliable financial data, improving transparency, accountability, and operational efficiency.

Problem

Pyra Port Authority needed an advanced accounting system to streamline financial management, ensure secure and efficient processing of transactions, and meet evolving budget reform demands. The lack of real-time data and robust financial controls hindered transparency and decision-making.

Solution

ADDIE Soft Ltd. delivered a cloud-based, feature-rich accounting system accessible from any device. The solution includes modules for budgeting, payroll, financial reporting, and role-based access control, complemented by seamless data backup, advanced reporting, and system customization options.

Technologies



Key Features:

- Cloud Features
- Master Data
- Payroll
- Budgeting
- Recurring Transactions
- Purchasing & Accounts Payable
- Sales & Accounts Receivable
- Reports and Analytics
- Role-Based Access Control (RBAC)
- Inventory management system



INTEGRATED UNIVERSITY MANAGEMENT SYSTEMS (IUMS)

IUMS is an in-house product of ADDIE Soft Ltd. deployed at various government Universities across Bangladesh



INTEGRATED UNIVERSITY MANAGEMENT SYSTEMS (IUMS)



Project Overview

The Integrated University Management System (IUMS) automates student services, academic administration, and information sharing for universities and affiliated institutes. It facilitates key functions like online course registration, tuition fee payment, seat allocation, hostel management, and exam scheduling. By centralizing and streamlining data, the system ensures efficient operations, reduced cycle times, and enhanced service delivery for students, faculty, and staff.

Problem

Manual management systems in universities were time-consuming, prone to errors, and lacked centralized data management. The absence of streamlined communication and resource management hindered academic and administrative efficiency, affecting students, employees, and administrators.

Solution

IUMS is a web-based solution integrating academic, administrative, and financial processes. It provides remote access, enabling users to manage resources seamlessly across campuses. The system replaces manual workflows with automated tools, ensuring smooth operations and improved decision-making through real-time data access.

Technologies



Key Features:

- Student Management
- Faculty Management
- Course Management
- Examination and Assessment
- Fee Management
- Library Management
- Hostel and Transport Management
- Communication Tools
- Reports and Analytics
- Integration with Learning Management Systems (LMS)
- Inventory management system

Why Choose Us?



True Partnership

At ADDIE, we believe that the success of our partners is our own. That's why we ensure a transparent, authentic, and dedicated partnership model for all projects and clients.

Technology Experts On Board

Every project undergoes an extensive analysis of tasks and solutioning processes. With ADDIE's diverse pool of technology experts, each carefully aligned with the project goals, we ensure optimal outcomes and seamless execution..

Value of Your Investment

ADDIE empowers clients to evaluate the value of their projects, ensuring transparency and validity in their investments. By focusing on metrics like PPA, ARR, NPV, and IRR, we help maximize ROI and drive informed decision-making.

Respect Clients' Needs, Culture, Objective

Diversity lies at the heart of ADDIE's culture. By embracing diverse perspectives, understanding unique client needs, and respecting cultural nuances, ADDIE delivers tailored solutions that add exceptional value to every project.

Complete End to End Solutions

Taking a project from ideation to implementation requires seamless integration of multiple components to ensure overall success. With ADDIE's extensive experience across various technology fields, we provide a comprehensive platform that addresses all project demands under one roof.



Proud Partners



Our Partners



Global Presence

Corporate Office

27 Shaptak Square (Level-12),
Plot#380 (Old-2), Road#16 (Old-27),
Dhanmondi, Dhaka 1209

Branch Office

Shyamoli Square (Level-7), Plot -
23/8-B, Block - B, Bir Uttam A.N.M.
Nuruzzaman Sharak, Mirpur Road,
Dhaka - 1207



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THANK YOU!



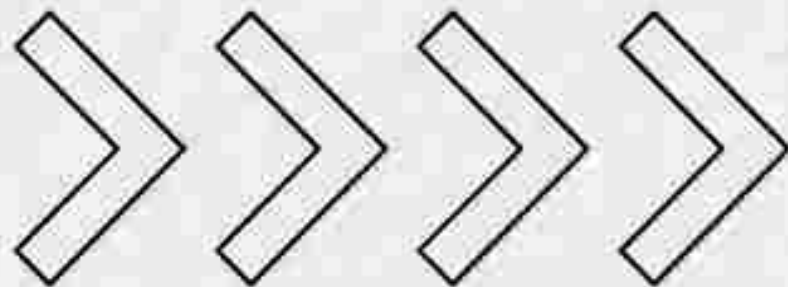
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