



MB Software

Company Profile, Product and Services

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1 About MB Software

MB Software always brings value to our clients and they understand this value by consistently raving about our skill and technical depth in their organizations.

1.1 MB Software at a Glance

MB Software is a information technology, consulting and outsourcing company serving clients across 3 continents. The company posted revenues of \$475,000 for the financial year ended June 30, 2015 and growing. MB Software is also a top five ICT exporting company in Bangladesh.

MB Software helps customers do business better by leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and vertically aligned business model. Our 15+ dedicated engineers enable us to harness the latest technology for delivering business capability to our clients.

MB Software is recognized for its innovative approach towards delivering business value and its commitment to sustainability. MB Software champions optimized utilization of handpicked resources, capital and talent. Today we are a trusted partner of choice for businesses looking to ‘differentiate at the front’ and ‘standardize at the core’ through technology interventions. In today’s world, organizations will have to rapidly reengineer themselves and be more responsive to changing customer needs.

MB Software is well positioned to be a partner and co-innovator to businesses in their transformation journey, identify new growth opportunities and facilitate their foray into new sectors and markets.

1.2 Clients We Serve

We serve a diverse client base – from individuals and sole proprietors to private corporations with multiple locations. While we have devoted time and resources to developing niche areas within the firm, we prefer not to limit ourselves to clients within a set group of industries. When a client is a good fit, we just know it.



2 Service Offered

MB Software is a leading provider of business process outsourcing services focusing on multiple horizontals and verticals. Our integrated solution approach provides prime value to customers through process standardization, process simplification and process optimization. We can leverage our range of enterprise offerings to enable diverse domains meet existing technology and functional requirements even as we collaborate with customers to go to the next level of operational excellence.

2.1 Human Intelligent Workforce

Not all data entry is a simple data entry. Nor all image conversation is simple entry in to CRM. Working with verity of client and project over the years, MB Software has world class human intelligence workforce which can understand cursive handwritten, poem of the 18th century, recognize each player in a game and can caption it with appropriate game action. When machine learning algorithm cannot produce the result or expensive OCR software cannot recover the missing character, client deeply depends on MB Software's human intelligence workforce.

a. Recognize Player and Team Official

Whether the image from NFL, MLB, NHL, NBA or NCAA we recognize each and every player including team official deeply.

b. Sports Image Caption

Designed specifically for sport photographers. Vast experience with game actions, player movements, emotions and off field personals and caption them like "Getty Image" style, so end user can understand the image thoroughly.

c. Cursive and non-cursive Handwriting Data Conversion

Our newspaper digitalization team has good understating of cursive and non-cursive handwriting. We help newspaper agency to digitalize their old archive. Some images are taken in the late 19th century and have handwriting describing the image.

d. Stock Photo Tagging

Designed specifically for stock photo collections, this task provides meaningful and descriptive tags as well as industry standard specific categories of tags. This will not only enable you to organize and manage your photos, but it will also allow search engines to find your previously undiscoverable content. Providing searchable content increases your organic ranking and maximizes your ROI.

e. Keywording

We have an Army of Keyworders. Primary goal in keywording photos is to attach the words to the image that accurately describe the subject, and the more intangible concepts that image represents, so that image can be found by any one in the future. An image that can't be found or doesn't produce relevant search results equates to missed opportunities and can over time mean thousands of dollars in lost revenue. Our keyword attribute contains more than 150+ keys including hair (color and style), eye (color and shape) and clothing.

f. Image moderators

Random images are taken by digital cameras. Small touch is needed to make it better and presentable. Fine crop edge; remove blur image or crop blur portion, rotation (any degree) and image enhancement.

2.2 Custom Application Development

Technology Focus – ASP.NET, J2EE, Ruby on Rails, PHP

MB Software employs talented experts in the hottest technologies on the Web. Our talented team is passionate about technology and has experience delivering scalable custom Web Applications for some of the biggest implementations in the region. We focus on making applications elegantly beautiful and enjoyably usable. We are Agile Project Management experts so we use Agile delivery methods to make sure everyone is on the same page which our clients tend to rave about.

2.3 Smart Phone/Tablet Application Development

Technology Focus – iPhone OS, Blackberry, Android

MB Software has experience in creating business productivity applications for the iPhone, Blackberry, and Android operating systems. We are able to do all 3 in the fraction of the

time that it generally takes to develop by leveraging our experience with the Appcelerator Titanium platform. Our team is experienced and understands that the phone is different than the computer and makes sure each application is usable and beautiful and serves the needs of the end user

2.4 Data Processing

Data Processing is one of the faster growing divisions of BPO industry. MB Software, we cover almost every spectrum of Data Processing Outsourcing services. Automatic data processing and information processing can help you keep pace with the challenges of your business.

- Image Processing
- Survey Processing
- OCR Cleanup
- Data Mining
- Data Cleansing
- Document conversion
- XML conversion
- SGML conversion
- HTML conversion
- Catalog conversion
- Book conversion
- PDF conversion

2.5 Scanning Service

MB Software offers a full range of document conversion services, including pre and post conversion document handling, paper (hard copy) and digital (source format) document conversion, drawing and map conversion, microform (microfilm, microfiche, and aperture card) conversion, data list format (.dlf) for JEDMICS, output to multiple PDF, TIFF, and other industry standard file formats as per required by project and customer.

2.6 Hardcopy Document Handling

Where is the content that runs your business? Is it centrally managed, or is it spread across multiple PC's, email in-boxes, USB sticks, portable disc drives and network file shares? MB

Software provides all of the core document handling services needed to allow organizations to capture and manage electronic business process. From telecom SIM activation to financial institutes' confidential account information to sensitive legal documents, MB Software can handle any of your business-critical content.

2.7 Hardcopy Document Archiving

Whether you have inactive business records retained within boxes or active records on open shelves, MB Software provides the ideal offsite document archiving solution. We manage hundreds of boxed records and active files for our valued clients. Client records receive unique box number identification to allow for scanning or data entry or physical archiving and tracking ensuring accuracy, efficiency and accountability at each point of movement.

2.8 SEO and Social Media Services

Technology Focus – SEO, twitter, Facebook, YouTube, and LinkedIn

MB Software understands search engine optimization and we have a team of experts in that are abreast of emerging search technologies and social media. Whether it's using social media tools to increase brand or social awareness, or expanding an organizations ability to communicate with its customers, we understand how to leverage the latest social media tools for business benefit. We also understand that affective use of social media and communication is another tool that leverages off-site SEO in conjunction with submitting to search directories, creating authoritative backlinks, RSS feeds of site content, as part of an effective communication plan. We are specialists in on-site SEO techniques as well and utilize alternative text tags, XML Sitemaps, search friendly URLs, W3C valid XHTML markup, robots.txt files in order to maximize an organizations placement in search engines.

2.9 Financial Services

CFOs across all industries share a common goal: to create a world-class finance organization. Today, that means more than an efficient and effective finance organization. To achieve high performance in a challenging global marketplace, companies are looking to their finance function for insights that will drive business improvement.

a) Accounting Services:

The changing and challenging business environment drives a tremendous number of companies to outsource their accounting services to expert vendors. Business Process Outsourcing (BPO) can save money during economic crisis too. With MB Software as your outsourcing partner you can achieve superior results at minimum cost. We provide accounting solutions which are productive and highly economical. We provide solutions for every type of business that needs a professional accountant at a reasonable cost. We have a group of highly talented and trained professionals, who can identify and accomplish your requirements efficiently. Our major activities include:

- Accounts Receivable and Accounts Payable reports
- Preparation of ledgers
- Bank / Credit Card and other reconciliation
- Preparation of financial statements
- Analytical review
- Payroll
- Inventory
- Fixed Assets
- Cash Flow / Budgeting
- Financial Statements & Reports
- Financial Analysis
- Inventory

3 Our Assets

We strongly believe in team-building and positive interactivity for highest performance and productivity. Our people are our greatest assets in this regard. We ensure that our team consists of a balance of creative thinkers with innovative ideas as well as domain expertise along with a high level of motivation to take businesses to the next level.

3.1 Unity and Integrity in Diversity

Our people represent varied and diverse backgrounds with regards to gender, caste, religion and ethnicity. We like to think beyond these cultural backgrounds to give a unified workforce to our clients through our collective talent and efforts. Individuals with innovative ideas, integrity, reliability and authority in their domain have been sought by MB Software to build powerful businesses for tomorrow.

We acknowledge the similarities and differences of our team members and value them for their talent, creativity and dedication. A healthy and positive work culture is what we strive for and have been able to implement the same by being open and sensitive to the cultural diversity of our people.

3.2 Facts and Figure

Establishment: March 2007

Three offices in Mohakhali DOHS, Dhaka, Bangladesh. Totaling 8,500 Sqft

Total Employee: 50+

Office Executives/Manager: 5

Computer Operator: 30

Other office staff and assistants: 15

3.3 Infrastructure

MB Software infrastructure helps us to maintain an edge over our industry competitors. We have the best-in-class technology equipments and software for our operations and to meet the modern challenges of the market. Some of our key features are listed below, but not limited to

Source Control - for revision control & source sharing

Continuous Integration - for continuous builds & pushing code to the staging sever

Staging - hosting of applications internally

Dedicated Leased line for high speed Internet access

Cable connection as backup for Internet

Modem, Routers and all necessary facilities

High-end servers from Compaq and HP

Branded workstations with latest configuration for all users

Highly secured hardware based CISCO PIX Firewall

Automated backup service integrated with all servers

Dedicated Online UPS in all facilities with at least 6 hour backup support

4 Contact Us

Getting in touch with the MB Software is convenient and stress-free.

Our staff is always available 24/7 and focused on supporting you, our client. Whether you contact us by email, phone or at our address, we are waiting to listen to a prospective project's requirements and provide an outstanding level of professionalism from our first moment of contact all the way through to the successful realization of a project. Send email directly to

info@mbsoftwarebd.com

or call +880 171152 4167 (Bangladesh)

or visit us at www.mbsoftwarebd.com