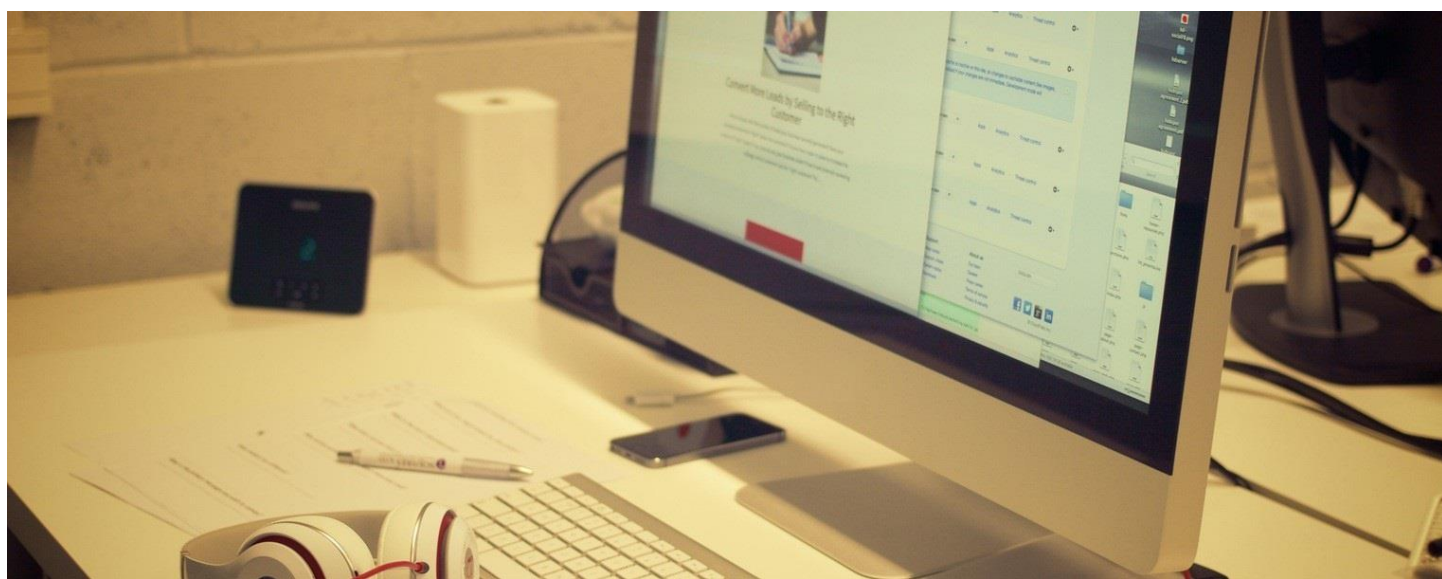




COMPANY PROFILE



CTRENDS SOFTWARE & SERVICES LTD.

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Bangladesh

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Company Profile

CTrends Software & Services Limited is a software development firm which focuses on business innovations. We are dedicated to bringing fresh thoughts and produce innovative solutions to our clients' business challenges. We use technology as a tool to solve business challenges and enable big business gains. Information technology is evolving very fast and becoming more extra-ordinary every day or so. We take the advantage of this fast innovation development to produce to charming solution for our valued clients.

Though we are a software company, we take strong position on business R&D to find out what businesses need. Therefore, we make a very strong partnership with our sister company, Innovative Minds Consulting Limited – a management consulting firm, to get the heart of business practices & norms, legal and regulatory compliance requirements and clients' general gain aspirations.

We develop software products which can be configured and customized by the clients and implementation consultants worldwide without the need of re-programming. Our clients can use our product on their PC, smartphone as well as tabs. We produce business applications which cover ERP, BI and GRC areas in nature and they are integrated fully. However, have an option to offer Managed Capacity and Managed Service. We can also deploy the technology on the cloud and we take care of it for our clients.

Innovation is one of our core work values. We define 'Innovation' as meeting customer needs with unique solutions. Our approach to work is being innovative to bring improvements in the top line as well as the bottom line of an organization.

Our vision statement is:

"We bring innovation to your business and innovation leads to success."

We drive towards this vision with our software products and IT enabled services. We consider all the aspects of process and product innovation of our client to define our deliverables.

Our guiding principles are:

- ✓ *Think fresh, think big and act boldly*
- ✓ *Focus on value delivery to customers*
- ✓ *Build a strong talent pool full of creativity and passion*
- ✓ *Build a lovable workplace and be a part of great work products*
- ✓ *Collaborate across boundaries*
- ✓ *Contribute to the society through responsible works*

Automation Experience

In today's world, all the corporates have some experience of business process automation. The level of automation may vary, but all have a common experience that deploying a software does not mean the system will deliver expected values. It literally gives a lot of headache to ensure a smooth operation.

However, for some deployments where IT applications are working smoothly, management faces another difficulty. The outputs produced by the systems are not designed as suitable for management level. Different CXO positions have different focus areas to monitor and control. The ERP systems are not designed with CXO focus areas with monitoring dashboards. Some BI applications are available for dashboards. But, their outputs are not designed with adequate business control perspectives. They generally fall short at various verticals of management (CXO).

Management Practices

It is a common observation globally that management executives are more inclined to monitor business operations and other areas of concern by using PowerPoint slides instead of online software. They look into various domains, e.g., commercial, operational, compliance, risk, governance, etc. They always look forward to getting automation-assistance in these areas.

ERP systems automate the work processes. BI systems prepare monitoring dashboards. So, what about a BI system that works like interactive PPT by pulling data from ERP?

What We Do

You want such a system with enough coverage which has interactive PPT-style dashboards and fit for management integrating the operating processes? You need process automation on an OPEX model?

Then, you may lean on us.



Our Focus

We focus on business processes. We concentrate on automating critical information management of an organization from management perspective. We provide automated management dashboards for each vertical of management role, e.g., CEO dashboard, CFO dashboard, CMO dashboard, CSCO dashboard, CIO/CTO dashboard, CAO dashboard, etc. These dashboards operate based on related business processes that are executed by all levels of employees in the organization.

Our Key Offerings

Managed Service

We provide IT services to our clients with people, process and technology to run business processes of our clients. Our people will work as your people. We execute and manage your IT processes. YOU DO NOT HAVE TO WORRY ABOUT PEOPLE AND PROCESS EXCELLENCE. We will do it all for you.

Managed Capacity

Thinking of investment in technology? Yes, it increases when you increase the coverage of technology. Most corporates worry about big investments not being utilized properly. Here we are to help you. WE MANAGE YOUR IT INVESTMENT and help you to plan for better utilization. You simply get what you need. You only pay us on a rental model and enjoy big coverage without investment (CAPEX).

Our Products and Services

We develop products that can be configured by our clients or consultants to meet client business need. We have organized our business applications into different application suites and modules according to market needs. Our approach to product development is a top-down approach.

Business Applications

Human Resources Management,
Financial Management,
Supply Chain Management,
Sales & Marketing Management (CRM),

GRC Platform:

Corporate governance, risk management and compliance (GRC) is a core concern area of all the management personnel. The main modules are as follows.

- ☐ Internal Control System
- ☐ Risk Management
- ☐ Internal Audit
- ☐ Compliance Management
- ☐ Access Control Management
- ☐ SOD Matrix & Audit Automation
- ☐ CAAT
- ☐ Workflow (Process, DOA & SLA for financial & non-financial transactions), etc.

Industry & RegTech Solutions

We offer the industry solution on top of our generic product as an extension. Following are our industry specific applications:

- ☐ **Telecom Monitoring System (TMS)**
covering Spectrum, Engineering & Operations, Tariff & Services, Revenue, Legal & Licensing and Operator Portal modules
- ☐ **Onsite Telecom Auditing System**
(integrated with central regulatory management system)

- ☐ Offline LI System using telecom CDR, customer database, network node database and GIS API service
- ☐ IT-OSS Platform
- ☐ Agent Banking System
- ☐ Electrical Network Management System with SCADA

Cloud Apps

We have newly developed an apps cloud for C2C and B2C business. By this time, we have started commercial operation with the following apps / cloud API services:

- GIS API platform & multi-layer administrative boundary database for all countries
- Survey App with GIS-based authentication
- Citizen Problem Resolution Platform with geo-routing features (using GIS services)
- Central user database with API services and KYC considerations

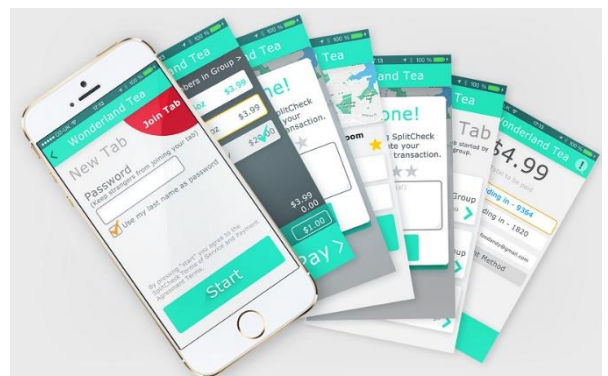
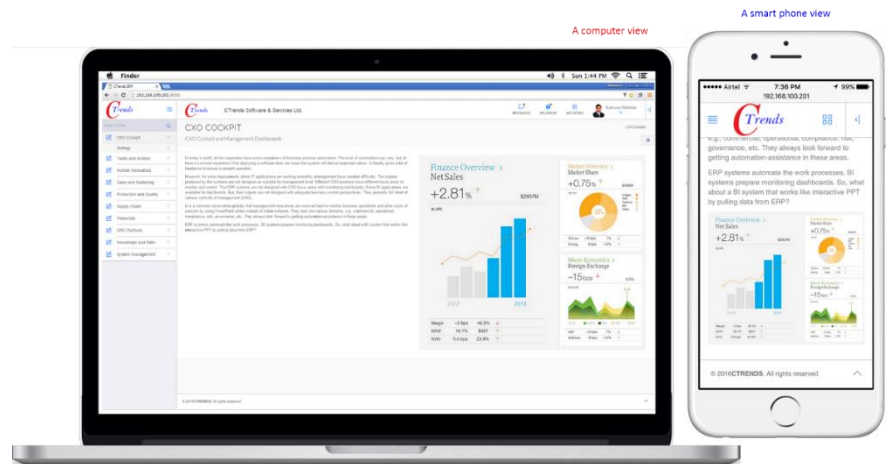
We have given much focus on the app cloud considering its open-ended revenue generation opportunities. The app clouds are designed to work around the world. GIS platform containing global map databases is the main pillar of all the CTrends Apps.

Application Portability

We developed different versions of the application. For heavy duty works and full-fledged functionality, we have optimized the web front-end. For working while on the go, the smartphone app is more suitable and fast. Though the responsible web application can be used from all smartphones and tabs, mobile apps are designed for specific job requirements. We see in the above picture the same web application differently on a laptop and a smartphone.

However, we have a special tablet app for reporting and presentation, while mobile app has been for activities on the go. We have done this to suit user tendency. As we see, management personnel are already in the practice of bearing tabs instead of laptops with them in business meetings and gatherings. Therefore, a tab with project cord and such a reporting application can make their task easier and more enjoyable. We have developed these two portable apps for the following platforms:

- Apple iOS
- Google Android



Board of Directors

CTrends Software & Services Limited's board of directors consists of two shareholders. Both the directors get involved in governing the organization. The board executive committee (BEC) contains a chairman and a Managing Director. The Chairman currently plays the role of the chief executive officer (CEO).



MAMUNUR RAHMAN, CISA, EEE (BUET)

Chairman

Mr. Rahman is a renowned corporate personality in the field of technology and advisory services. His industrial coverage is primarily in the areas of telecommunications, information technology and banking. He is also a leading personality in the field of innovation development initiatives, entrepreneurship and leadership development. He drives innovation in an integrated manner with business and technology. He dreams of a new generation enterprise solution that speaks business. He sees a highly value-adding opportunity into business through technology in an untraditional way. He founded CTrends to produce and deliver that dream solution along with services that speaks directly business without the need of another layer of explanation or interpretation or even mapping.

He also founded a management consulting firm, Innovative Minds Consulting Limited, that dreams, speaks and lives business excellence. He sees CTrends as an enabler and multiplier of the leverage that Innovative Minds brings into business.



SHAHEDUZZAMAN CHOUDHURY, FCA, EMBA (IBA)

Managing Director

Mr. Choudhury is a renowned personality in the accountancy profession in Bangladesh. He has been in the finance and management profession for more than 20 years in several renowned local and multinational companies in South Asia. He has a strong track of financial information systems and optimization of their usage. He along with Mr. Rahman has set up CTrends, the power house in producing next generation business solutions.

He loves technology and sees lots of opportunities that could revolutionize the usage of technology for making business processes highly efficient, effective and transparent. As finance and accounting are at the core of all major business processes of an organization, he foresees how those processes could be seamlessly integrated. Technology sees business applications as a great gift to the initiatives of transforming those ideas into action. He, along with Mr. Rahman, is highly committed to CTrends as an excellent business platform.

Our Human Capital

We have two shareholding directors managing the operations of the company and managing the projects in addition to three more paid directors. We have a pool of employees and project-based consultants. Currently, we are following the least resource model considering the ongoing pandemic.

Logistics

We have a fully furnished office at Niketan, Gulshan-1. Our office has an accommodation capacity of 45 personnel. Considering the pandemic, most of our consultants work from home. As our business nature is of software development, we mainly require ICT logistic supports to deliver our products and services with a better quality. Hence, we mention below our ICT logistics in terms of software and hardware.

A. Software:

As a core principle, we use open-source technologies to produce our products. We primarily use J2EE as well as smart front-end technologies, e.g., jQuery, CSS3, HTML5 as well as several commercial libraries.



B. Hardware

We have the following hardware assets that help us to smoothly deliver our assignments.

SL	Item	Quantity
1	Laptops for staff	45 pcs
2	Servers with 300 TB storage	3 pcs
3	LAN	1 pc
4	Routers	2 pc
5	Cisco Firewalls	2 pcs
6	WiFi AP	12 pcs
7	Printers	5 pcs
8	Scanners	4 pc
9	Large flat-screen digital TV instead of O/H projector	12 pc
10	UPS @ 6 KVA	1 pc
11	Diesel Generators	1 pc
12	Server Room (Data Center)	1 pc

We would like to mention that we expand our resources based on our business growth. If we find that any new project is demanding additional or new logistics and other resources, we take necessary steps to acquire them without delay.

Clientele

We have started commercial deployment. We have covered by this time some renowned organizations. We have experience of delivering to the following esteemed clients in Bangladesh.



GRC Systems / Industry Solutions:

- ✓ Masih Muhith Haque & Co. for BTRC telecom auditing system
- ✓ Innovative Minds Consulting Ltd. for bank auditing system for Janata Bank audit

HR & Finance, Enterprise Portal:

- ✓ BCL Associates Ltd.
- ✓ Innovative Minds Consulting and CTrends Software for internal use

GIS-based NMS:

- ✓ TIL (entity of Bangladesh Army)
- ✓ Police HQs

Procurement, Inventory, Production, Costing, AR & Group Reporting (CR) (thru Paxar):

- ✓ Avery Dennison Bangladesh Ltd.
- ✓ Paxar Bangladesh Ltd.
- ✓ Adhipress Bangladesh Ltd.

Finance, SCM, CR, HR (Azim Group-HO):

- ✓ G.K. Garments Ltd.
- ✓ Savar Shirts Ltd.
- ✓ Global Outerwear Ltd.
- ✓ Global Outerwear Washing Unit
- ✓ Global Technologies Ltd.

GIS Cloud, iSurvey Platforms:

- ✓ TIL (entity of Bangladesh Army)

Our Strategic Partners

We have a strategic alliance for delivering heterogeneous and big projects with the following esteemed firms.

- Innovative Minds Consulting Ltd.
- Masih Muhith Haque & Co., Chartered Accountants (RSM in Bangladesh)



Why to Choose CTrends?

Our purpose is to bring exceptional technological solutions to create value by making innovative contributions to our clients. We have various deployment models for you including managed service, managed capacity, cloud solution, etc. We have strong R&D and implementation partners to make a great value proposition for you. You can take care of your business, we can take care of your automation works, even investment on your technology.

YOU CAN LEAN ON US.



Call us or write to us for detailed discussions on our products and your business requirements.

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