



History

Thane Systems is a partnership business registered Bangladesh for tax purposes. Its founder is Mr. Tarique E. Haque, Managing Director& CEO of Bangla Trac Communications which is a BTRC licensed IGW (International Gateway) operator, has brought together a highly respected group of customer relations specialists who have more than 06 years of combined experience with this industry.

Thane Systems has started its operations from October 2010. The business has a number of partners and with plan to convert into Ltd Co in near future. The company has its main offices in Banani, Dhaka. The facilities include office spaces, conference rooms, and a call center.

Company Profile

The world has changed. Disorderly technologies, social media, challenging customers, and an interconnected global economy have changed the look of business forever. To compete, companies need to be smarter, faster, and more agile. They need the ability to deliver seamless, effortless experiences for their customers while providing strong returns to their shareholders. To route this complicated and unfamiliar new world, brands need a partner with experience.



THANE Systems is basically a Business Process Outsourcing (BPO) company. THANE works as a third party service provider on a contractual basis when a company needs outsourcing. The main focus of THANE is call center and networking service which is engaged in provision outsources Teleservices of both international and domestic companies. THANE mainly does Telemarketing (convincing, informing and selling) services on behalf of other companies. Except these Teleservices THANE undertakes various types of projects from other companies to provide outsourcing facility; for example, software related work, technical work and many more. The employees of THANE are very dedicated to their work and committed to provide quality outcome to the hired organizations. THANE provides the best outcome and always follows the terms and conditions of their agreement very strictly.

Values & Objectives

Mission Statement:

To provide profession services by expertise to our clients as per their needs.

Vision Statement:

To provide our clients with top quality call center services 24 hours-a-day that provide the greatest chance of communicating with end customers. We are committed to



provide B2B and B2C services including In-bound calls, Outbound calls and Web enabled. We have a dedicated and well trained cadre of customer support specialists who are able to consistently provide excellent services delivered in a timely and cost-effective manner.

Values:

Thane system values their customers most. Thane system is committed to provide profession services to its clients through our profession people. Thane will fulfill all the needs of their clients including quantifying sales leads, taking orders, responding to ad inquiries, market research, or general information requests

Our Keys to Success:

Thane System's keys to long-term survivability and profitability are:

- Hiring highly proficient technical personnel for Manage Service team.
- Create long-term contracts that demand constant monitoring or on-call services.
- Keeping close contact with clients and establishing a well functioning long-term relationship with them to generate repeat business and obtain a top notch reputation.
- Establish a comprehensive service experience for our clients that include consultation, progress reports and post-program feedback.



Business Goals and Objectives:

The three year goals for Thane Systems are:

- Achieve break-even by first year.
- Establish long-term contracts with at least four clients.
- Establish minimum 95% customer satisfaction rate to form long-term relationships with our clients and create word of mouth marketing.

Growth Strategies

Thane System is an emerging company. For last 3.5 years Thane System has been satisfying a large number of corporate customers through our excellent service. Currently we are providing some very important cloud based software and in near future we have targeted to provide more hardware, software and network based services to our valuable customers.

We always keep our clients' preferences at the top of everything; and our dedicated teams give their full effort to provide the best services to our clients. The main key of our growth is customer satisfaction; and day by day the numbers of our satisfied customers as well as new customers are increasing.

Organizational Structure

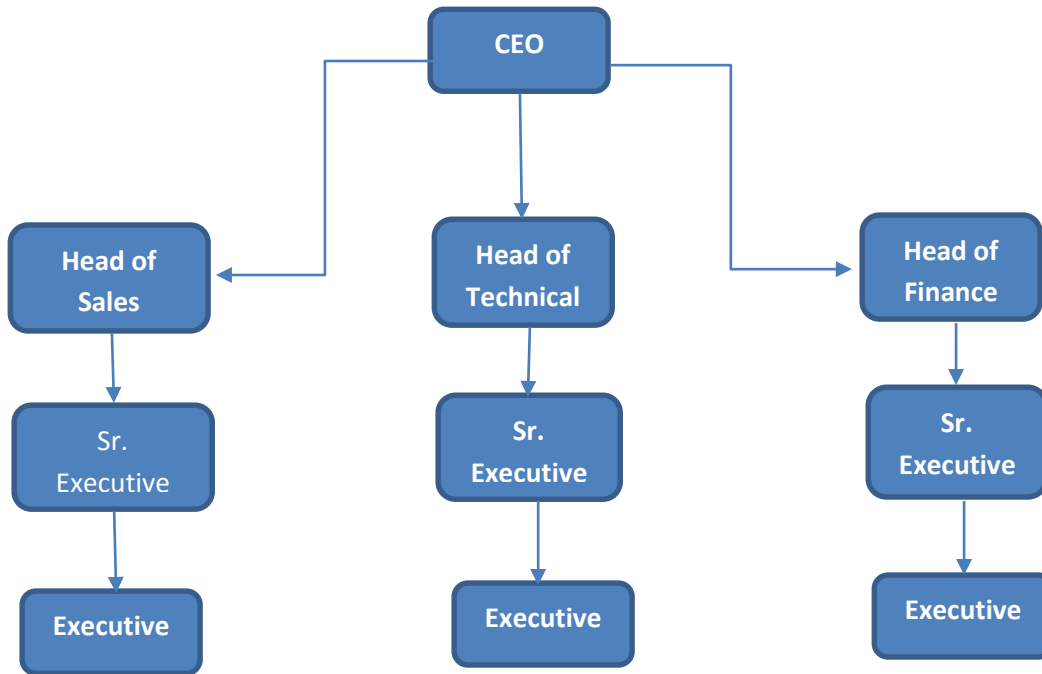


Figure: Organogram

Resources

Sl	Designation	Resource
1	CEO	1
2	Head of Sales	1
3	Head of Technical	1
4	Head of Finance	1
5	Senior Executive	6
6	Executive	14



Products and Services

Cloud hosting:

We have created our own cloud platform that will provide you with unmatched reliability and speed. Extensively tested hardware architecture, carefully chosen and optimized software, custom made security solutions, and unique option for performance boost make our Cloud Solution unique

Managed storage:

Our managed storage service will provide Access storage capacity and other cost-effective solutions to increase your data availability and protect your critical information from accidental loss or destruction.

SaaS Solution:

Accelerate your innovation with a number of best-in-class software-as-a-service (SaaS) applications, all delivered with the enterprise-grade security, availability and elasticity you expect from Thane System. The BPO Software Leader

We are the provider of solutions for business process management (BPM) and business process improvement. Our solutions currently help companies meet core operational challenges including business process integration and business performance management.



BPO software manages and optimize service offerings from end-to-end:

Service differentiation — According to market analysts, approximately 80% of BPO services is highly customized. With outdated infrastructure, the provisioning of customized services can be a costly undertaking for BPO providers. Our software is engineered to enable providers to quickly and easily configure and launch differentiated services.

Efficient service delivery — manual processing of work is the largest variable cost for BPO providers. Our solutions enable you to intelligently automate workflows to the maximum extent possible, reducing your costs and increasing control and consistency.

Monitoring and compliance — Our software features built-in business process monitoring capabilities that give you 360° real-time visibility into your operations. The system makes it easy to track your SLA performance across customers, and can detect and alert you to early indications of SLA compliance risk.

Data Center-Managed Services:

Thane system will offer managed services and data center services to help your information safe, secure and easy to access. Thane system will offer a variety of managed services and data center services to meet your need.

**Colocation:**

We will provide collocation services so clients can safely keep their valuable equipments here. We'll also help to build infrastructure for our clients with a very affordable price.

Data Center:

We will provide our customers with Data Center facility as we already provide network computer services to our existing clients with great customer satisfaction.

IP Transit:

Internet Protocol Transit service is also included in our existing services. We've our own traffic and we sell and purchase it with other foreign companies. And we've a number of satisfied clients in this sector.

Managed Bandwidth Services:

Currently, we are providing high-speed bandwidth services to a good number of corporate clients. And we are committed to provide the best quality bandwidth service including consistency of speed.

MPLS VPN:

MPLS VPN is one of our existing services. Our clients can use this service with the flexibility to transport and route several types of network traffic using the technologies of a MPLS.



International & Domestic Call Center:

Service marketing is among today's most competitive and highly regulated industries, where customer service quality can act as a genuine point of differentiation. Equally, the ability to bring new products to market quickly calls for sales campaigns to be built quickly and executed with confidence. Our customer care, customer acquisition and technical support services will help build market share and brand value, while our understanding of the competitive environment and regulatory frameworks will make sure business grows securely.

Our experience list includes support of the following services:

Pinless Service

Bangla Tracker is an internal pinless service catering to the customers who are South Asian and needs 24/7 support. Our call center not only gives customer support but also involved in marketing of this service. Through pinless service Thane provides both telemarketing and tele-selling. As a part of pinless service Thane provides information regarding any specific thing to consumers and takes their feedback as well. And Thane also tries to sell products or services to end customers on behalf of our clients.

IIG Support

Equitel is a data gateway giving support to various ISP providers. We have 24/7 noc making sure the network is smooth and troubleshooting immediately when necessary. We have a good number of satisfied client lists in this service area.



ISP Support

ISP gives bandwidth support to many companies around Dhaka. Our call center ensures that the lines are always working and there is close monitoring on the usage. Complaints are handled immediately and back office is notified. We are giving service to one of the top and high speed ISP companies. We mainly provide bandwidth & network monitoring support to corporate clients.

Event Support

There are various events such as conferences and symposiums happening around the world which are attended by VIPs of Bangladesh. Garments Company owners, REHAB members, telecom personnel attend this conference. In this case our call center does the telemarketing for the event companies who arrange these and does the telemarketing for these companies. Thane has supported a number of events successfully through the help of their most efficient and dedicated team members.

Telecom Support

Our company also gives supports to various telecom operators such as GP 789 where doctors give advice to GP customers who need immediate medical attention. There are also CSR activities taking place where blind call center agent gives service to a friendship line. This Telecom support is error-free and interruption free service. Thane understands the need and urgency of this service and provides what it has committed. Our clients are very satisfied for this support.



International Survey/Research

We give support to various companies who want to do a research or survey to their existing customers asking them how satisfied they are with the brand and what kind of improvement they think can be done. Our highly professional Thane team takes challenges and dedicates themselves to achieve success with their full effort. Thane always provides our clients the output with 85% success rate. The team is extremely punctual and never delays to provide the output.

Technology

Our state-of-the-art network & data centers comprise of best-fit technology products & solutions from globally renowned vendors:

- Server, Storage & Networking Solution from Dell
- Gigabit Routers, Ethernet Switches & Firewall from Cisco, Juniper & Redback
- Signaling Gateways from Ericsson & Dialogic
- Session Border Gateways from Dialogic
- Transcoding Gateways from Dialogic

We have a pool of resources with a combination of experience and expertise on the following technologies:

- Certified Dell Server, Storage & Networking Product experts
- Cisco Certified Networking experts



- Sun Certified System Administrators
- Oracle Certified Database administrators
- Dialogic Certified IP & TDM signaling experts
- Ericsson Certified IP & TDM network professionals

One of the truly valuable assets of a well-managed contact center is its ability to capture valuable data about customers and their preferences, perceptions, and purchasing behavior. Through our analytics and market research solutions, we develop a clear picture of today's marketplace, and an accurate prediction of tomorrow's trends. We combine this intelligence with our interaction channels to deliver customer views that help you optimize the extension of your brands, products, and services. The portfolio of Thane System is very rich and dynamic. We have worked on different types of projects, for example telemarketing, tele-selling, market research, Seminar and conference invitations, networking services, cloud hosting and managed storage services and many more. Our highly professional technical and non-technical dedicated teams give their full efforts to ensure the best services to our valuable clients.