



COMPANY PROFILE

2024



About HawkEyes

HawkEyes Digital Monitoring Ltd is quintessentially a technology solution-providing company. The company's core objective is to provide tailored solution & service to clients creating a unique edge for them in the market and ensure a tangible business gain. HawkEyes initiated with a unique offering for process automation to companies since 2015. Till date we have served several large MNCs with our innovative solution. We are based out of Dhaka, Bangladesh but have affiliated presence in India.

Company Overview

HawkEyes initiated with a unique offering of Marketing process automation with Nationwide Digital OOH monitoring platform and further included complete digital management, monitoring, and control over the marketing & sales operation for any company operating in retail distribution-based businesses.

With time our portfolio and solution domain expanded, and we have capitalized our expertise to introduce customized automation solutions for our clientele addressing their unique requirements. We are one of the first companies in the country to have established end to end AI-based automation solution capabilities that can immediately create an impact for our clients. We also have developed inhouse software features for solutions like OCR in multiple languages with 99% accuracy that enables our eKYC platform to work with efficiency.

**2015
Start**

**2018
Pvt.
Ltd.**

**15
MNCs
Served**

HawkEyes was established in August 2015 and successfully introduced Digital OOH monitoring in Bangladesh. Over the years we have been serving the leading MNCs in Bangladesh with various automation solutions. We boast a team of highly skilled technical and management members who focus primarily on understanding the customer business and incorporating automation that will solve clients' practical limitations in the business and create a visible impact on business growth.





Vision & Mission

VISION STATEMENT

To become the Top choice for any B2B Automation & Technology implementation providing efficient technologies with affordable cost within 2025.

OUR MISSION

To achieve our Vision, we have 3 stages of our mission:

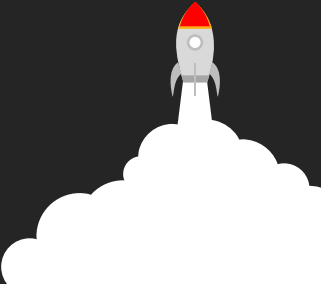
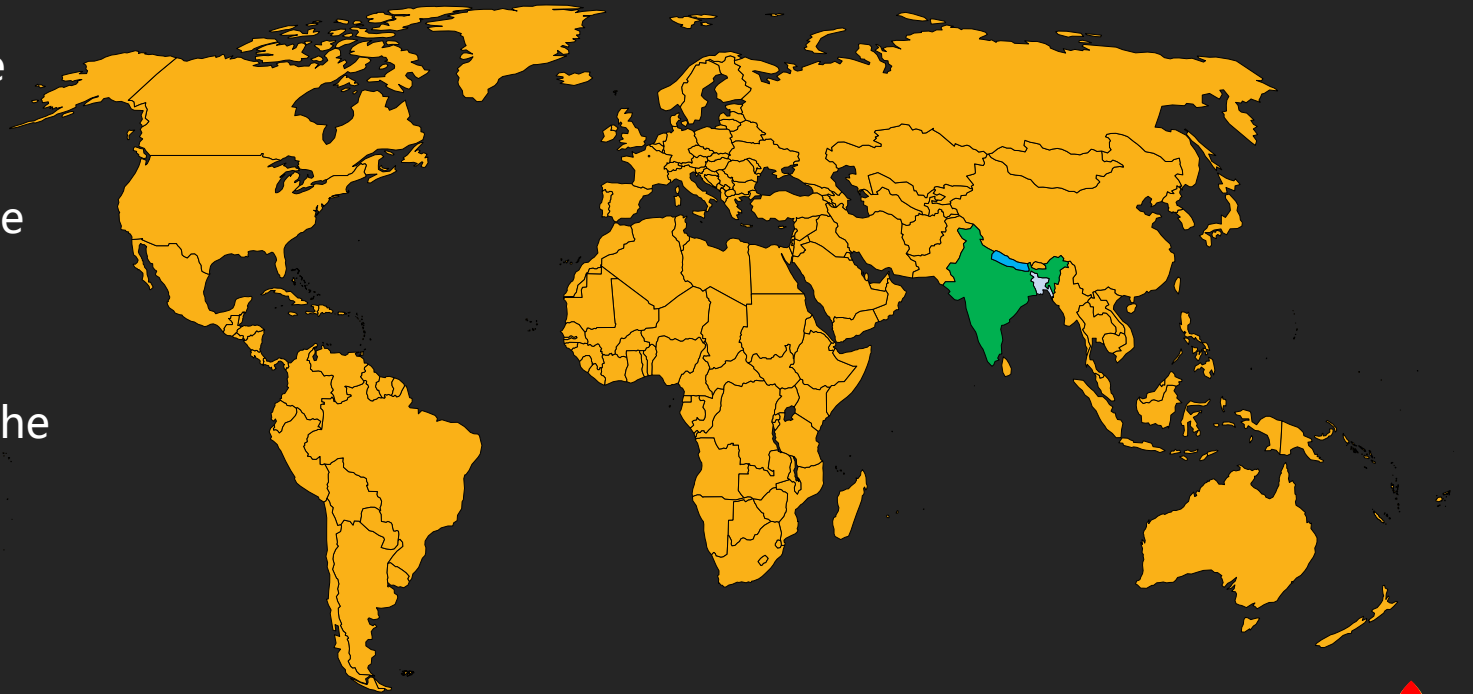
1. Develop a credible team with the most suited resources for both Technology and Business Development wings.
2. Make our footprint in the market by our unique proposition for Most efficient technology with lowest cost and flawless customer care.
3. Upon conquering local market by serving both Giant MNCs and large companies operating here, keep thriving for business in same territory and levitate the business in other countries to similar companies operating in the similar way.

Business footprint

With the aspirations to become a Global Player HawkEyes has set out its journey

HawkEyes is predominantly a Bangladeshi company having business in **Bangladesh**. We are based in Dhaka; however, our clients are major conglomerates in the country and to prove our services to our valuable clientele we have presence all over the country.

Furthermore, our counterpart **Appiliary Technologies** is based out of India, offering the same solution portfolio as ours and have a greater client base and footprint in **India**.



Resource Structure

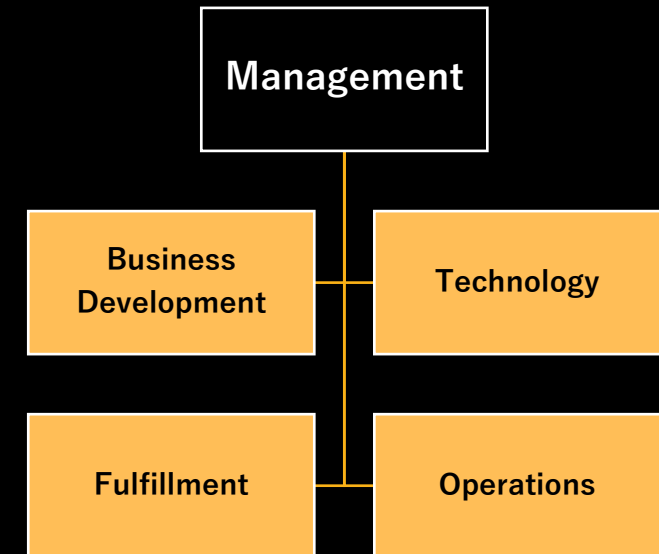
The People

We believe in efficiency and optimization to get the best result for the business. Since inception, we have kept our focus on building an efficient team. We have managed a small yet strong team of resources that provide unparalleled contributions in their respective function.



Team Structure

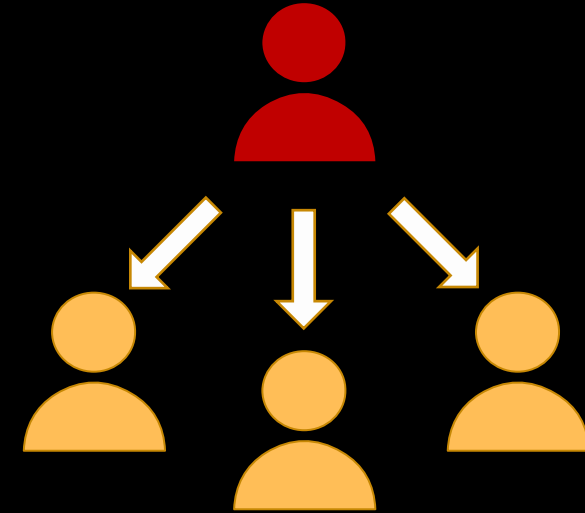
We defined the company function into the following segments,



Our Team

At HawkEyes we have an active Board of Directors who regularly provide their guidance and **contribute to helping the company take the best course of action** in terms of a strategic approach.

The Executive management team of HawkEyes comprises the CEO and COO who oversees the day-to-day operations and makes the regular business decisions for the company.



The management team is supported by a team of hard-working team members from all functions of the company.

Presently we have a team of **45** skilled resources.

Apart from **5** dedicated **Management** Members, we have **5** personnel in the **Business Engagement** team, and for the **Administrative Operation** we have **15** dedicated team members.

We boast a strong Tech team of **20** highly skilled **Developers, AI Engineers & Technology Managers** in the Technology team.



Our Company as a whole



NLP

OCR

Activation

AI-Based
Merchandising Tracking

AI-Based OSA
Tracking for MT

AI

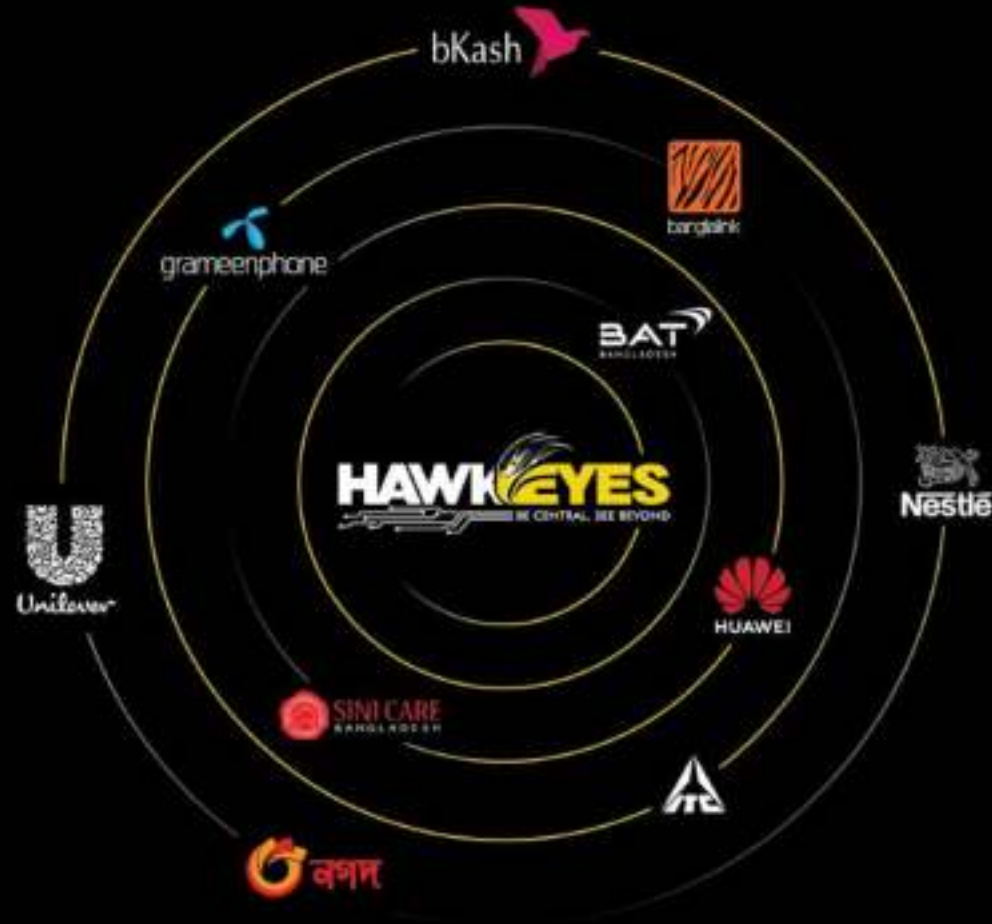
Facial
Recognition

BI

Dashboard

AI-Based OSA
Tracking for GT

Some of our CLIENTS



Some of the Solutions from Our Portfolio

Solution Overview

All the solutions that we have offered or delivered to our clients have been custom-tailored to their specific needs. We take pride in being able to take our preexisting solutions and enhance them in the context of our customers' requirement to make a unique solution which serves the customers purpose and exceeds their expectations. Our core strength has been the ability to adapt and deliver in the fastest possible timeline.

AI-Based Trade Merchandizing

This is our flagship product. This solution enables you to view every aspect of Trade Merchandising (TM) digitally on a single Dashboard. Starting from your inventory management till the end of each execution by each field force can be recorded, analyzed and reported centrally.

Our state-of-the-art AI also ensures the quality of the TM operation and execution in real time and provide automated feedback to both Planner, executor and supervisors. Thus, you can get a complete visibility of the market, without visiting the market.

Outlet-level merchandising tracking



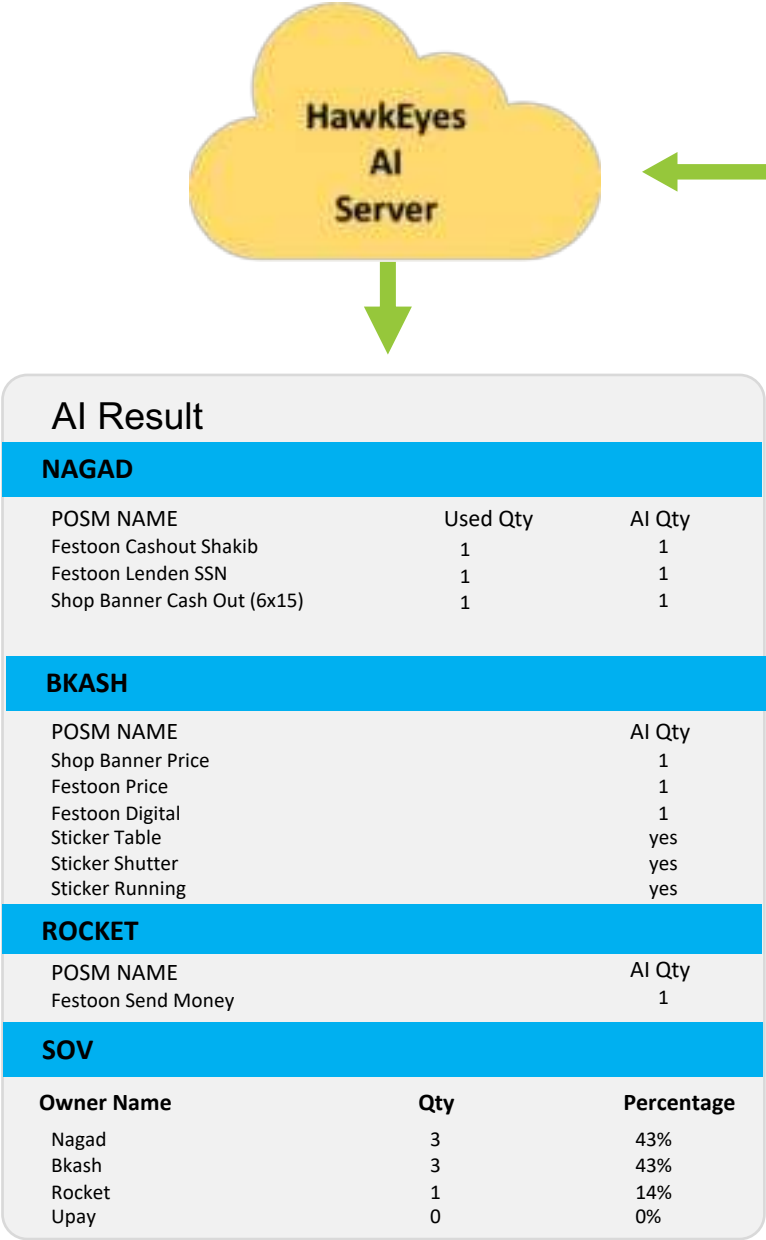
AI-Based OSA Tracking MT

Our state-of-the-art AI-powered On-Shelf Availability tracking solution enables organizations to monitor real-time OSA at the SQ level. It provides immediate feedback by comparing Planned availability with actual visibility.



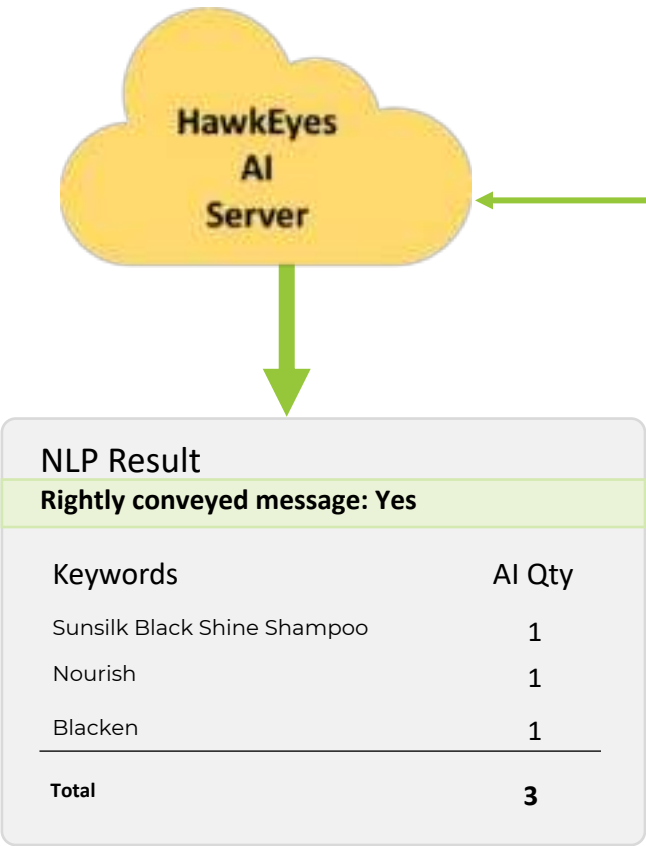
AI-Based POSM Tracking

Our innovative AI- Based POSM Tracking, Empower organizations to seamlessly manage Point of Sales Materials. Make informed decisions and streamline processes effortlessly.



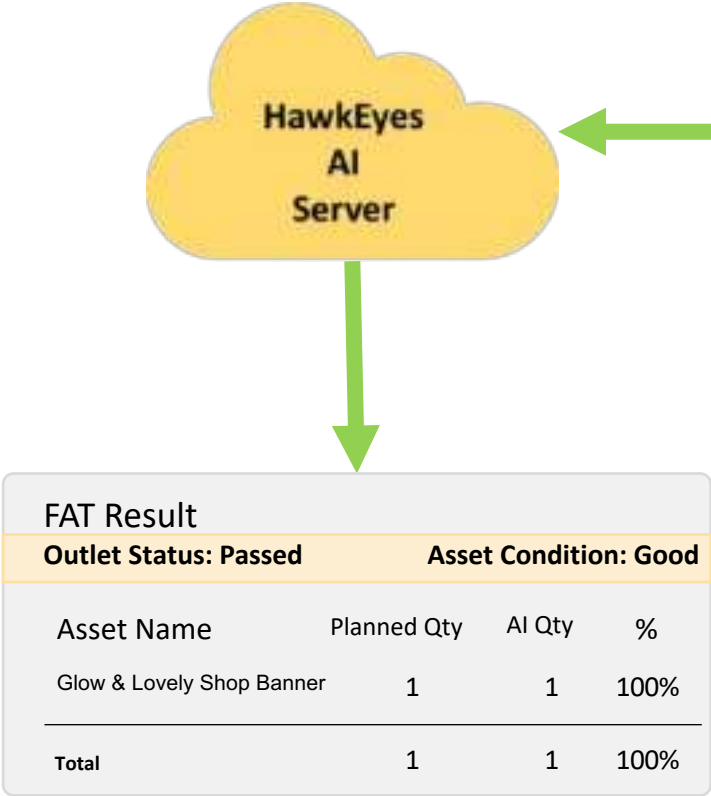
AI-Based Brand Activation

Empower Your Business with Advanced NLP Solutions to Unlock the Full Potential of Your Text Data. Elevate Business Performance through Cognitive Linguistic Solutions, Driving Operational Efficiency and Growth.



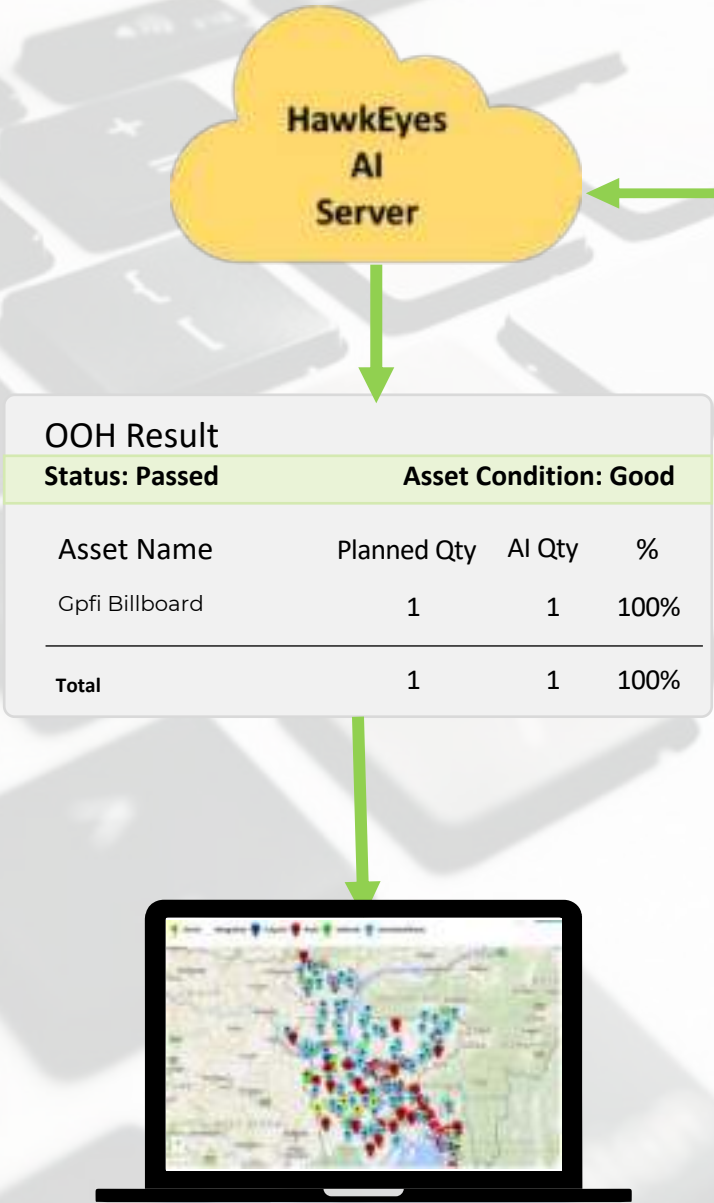
Fixed Asset Tracking

Our automated fixed asset tracking system keeps tabs on physical assets like shop signs, backlit boards, and nonlit boards. The software efficiently tracks each asset's location, condition, and any relevant details. This streamlines maintenance scheduling, prevents loss or theft, and ensures a clear picture of our fixed asset inventory.



OOH Monitoring

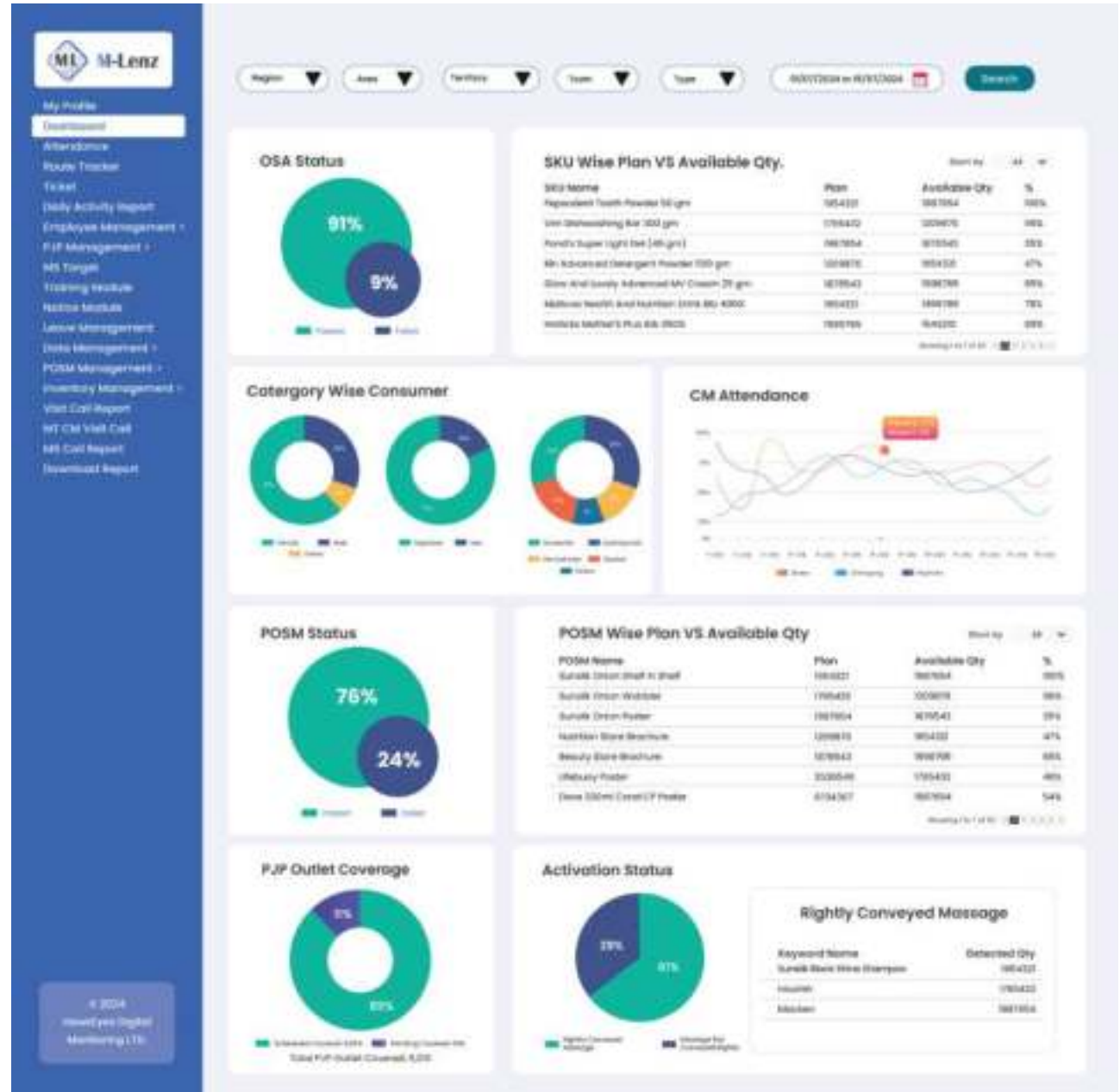
A comprehensive single platform for digital monitoring, inclusive with a centralized dashboard system for all the OOH assets a company manages spread across a country.



Central Dashboard

An Insights Dashboard is a powerful tool designed to offer a 360-degree perspective on the nation's key metrics and trends. Here's what makes it exceptional:

- Comprehensive Data Aggregation
- Visual Clarity
- Real-Time Updates
- User-Friendly Interface
- Predictive Analytics
- And Many More



Sales & Distribution Management System



SR Take
order from
Retailer



Memo Print



HawkEyes Server



Dashboard

AI Capabilities



Object Recognition.



Voice Recognition.



Chatbot.



Facial Recognition.



Natural language process.

OCR / ICR Capabilities

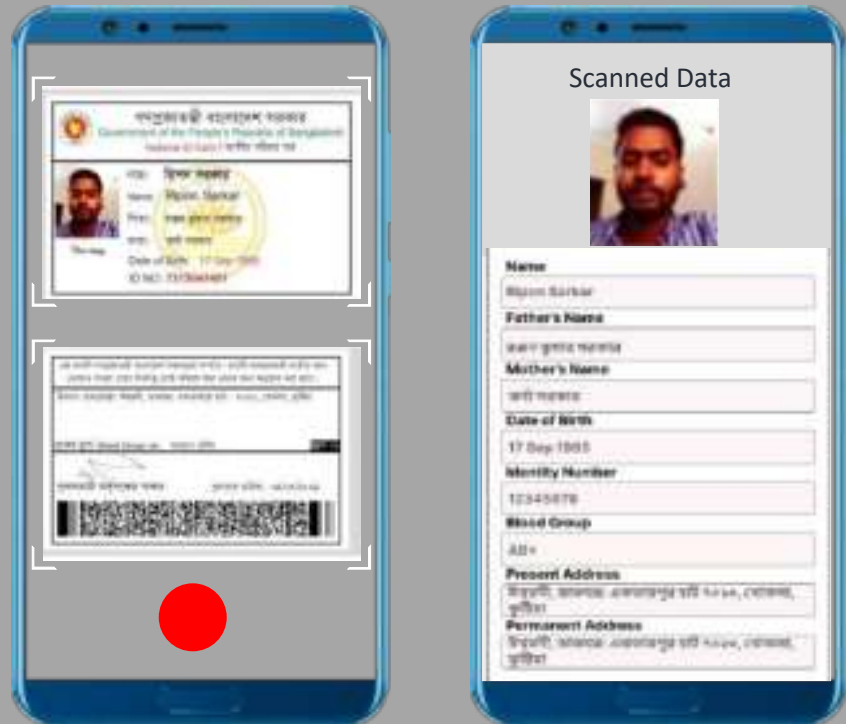


Image to text
Bengali & English



Handwriting Recognition
Bengali & English

OCR & AI enabled Bulk Registration System



Picture Quality

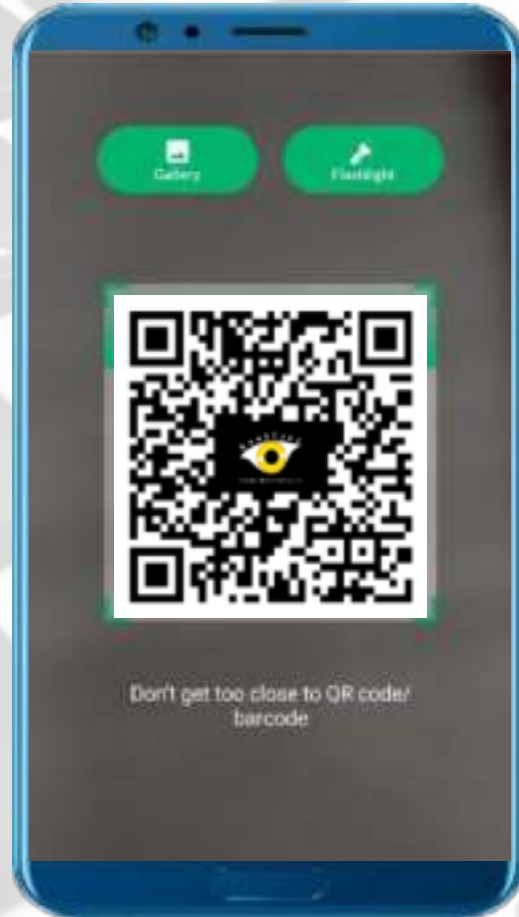


A state of the art, highly accurate & efficient OCR based customer registration platform that can also verify the extracted information with national database and perform facial recognition powered by AI with high accuracy. The solution can collect data, verify it and onboard a customer within 15 seconds for any business entity.

E-Kyc

Multi-channel online sales platform:

- ❑ BY CUSTOMER VIA QR_CODE
- ❑ BY CUSTOMER VIA WEBSITE
- ❑ BY SALE EXECUTIVE VIA FB / CALL CENTER
- ❑ BY SALE IN OUTLET



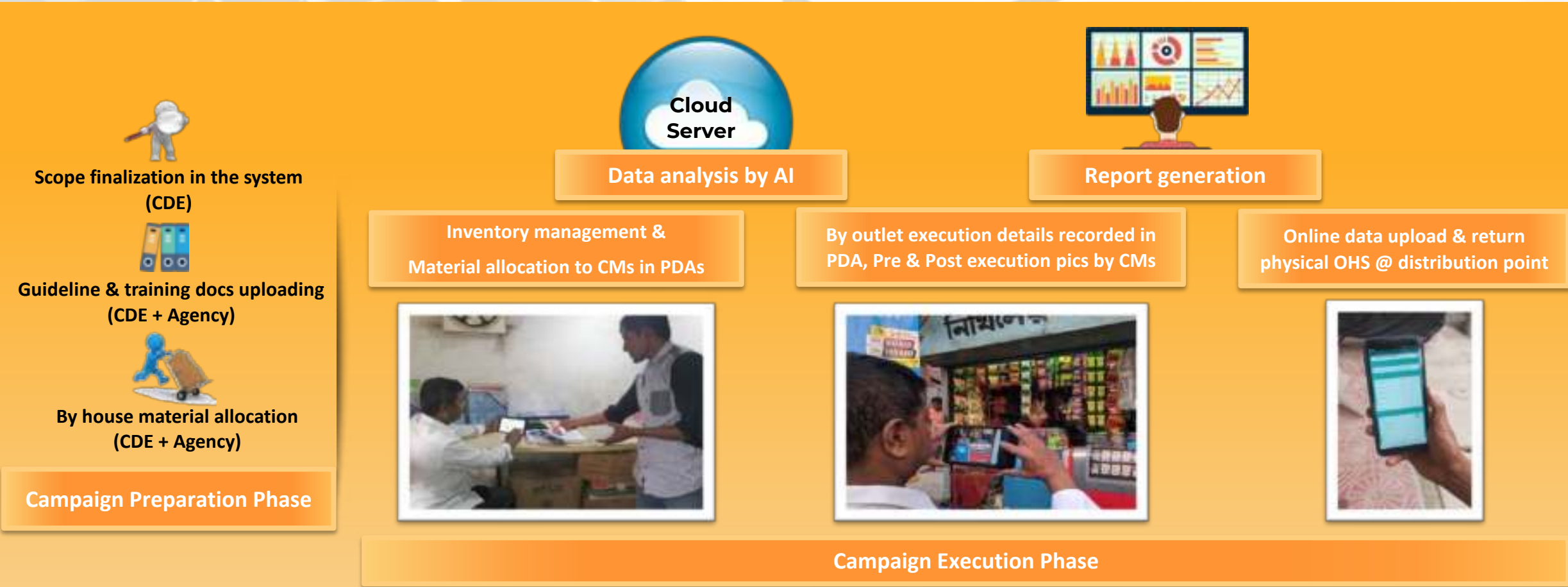
Restaurant Management

A modern restaurant management system features QR codes for every table, allowing customers to use any mobile device to place orders seamlessly. This system ensures that orders are instantly received by the restaurant owner, enhancing efficiency and customer satisfaction. By streamlining the ordering process, it reduces wait times and improves overall dining experience.

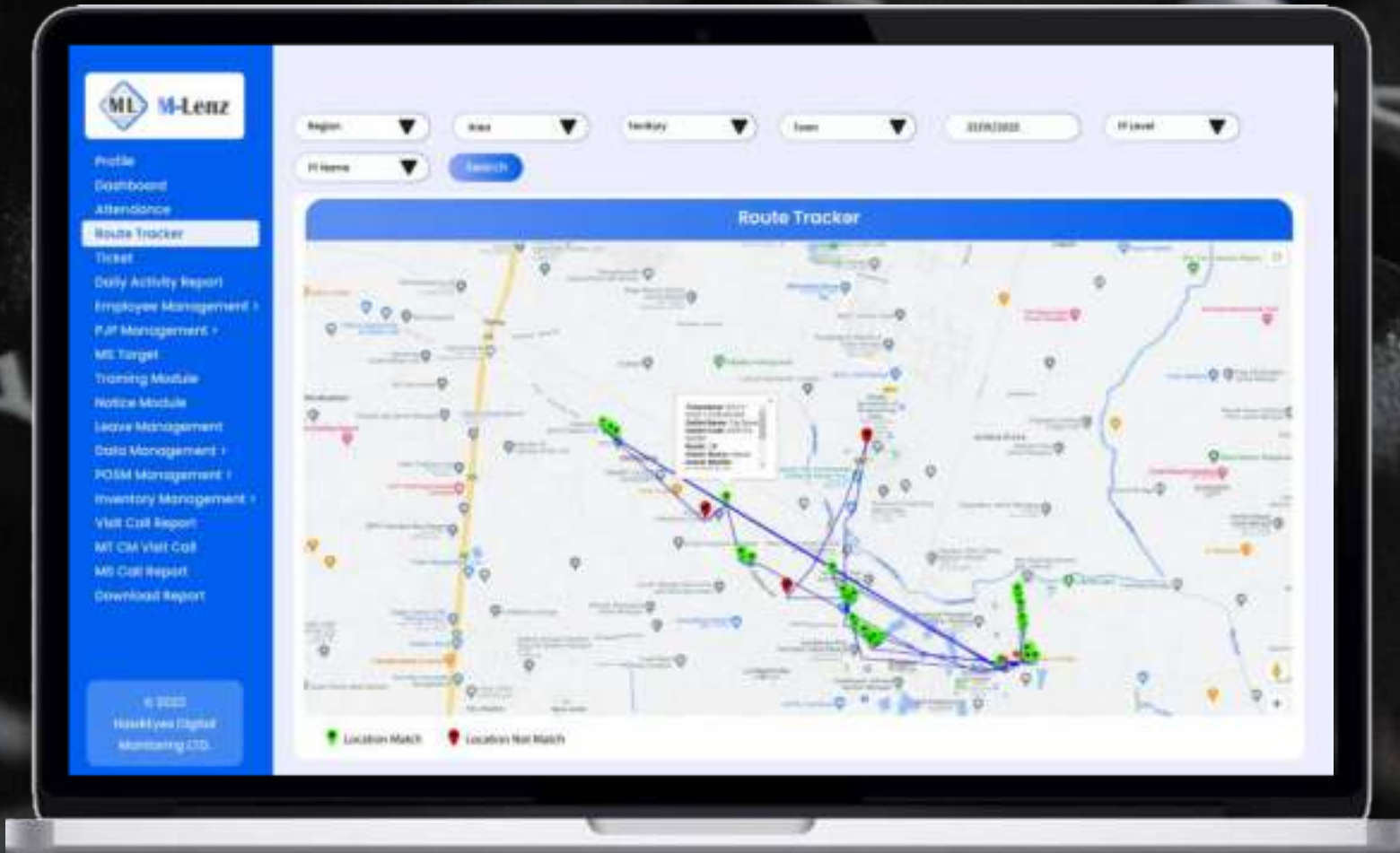


Campaign Activation & Monitoring System

A comprehensive solution/ platform for Planning, executing and 360° monitoring of any campaign or marketing activities. This platform ensures real-time campaign deployment demography coverage, quality of execution and analytical evaluation with AI functionalities in a single dashboard.

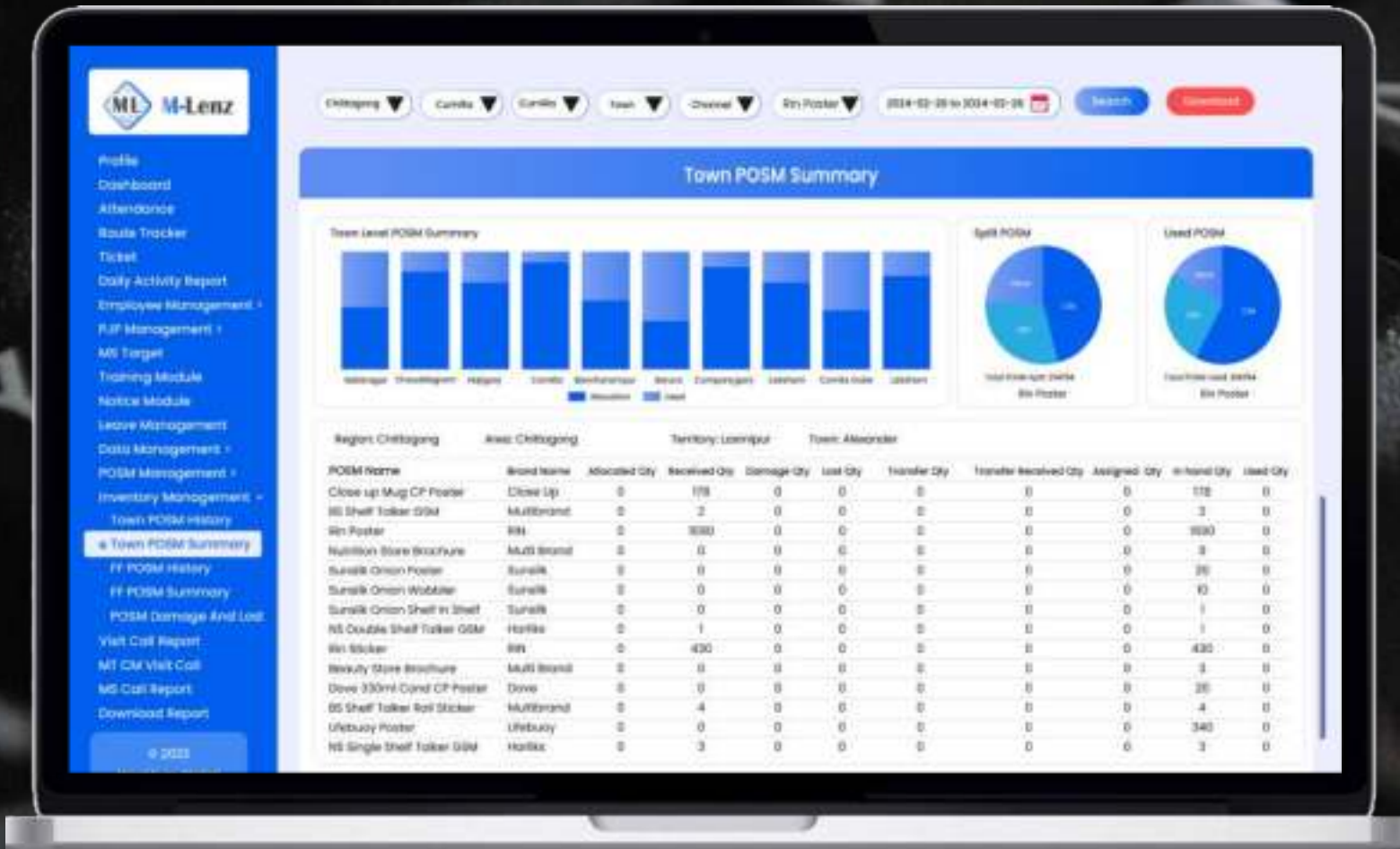


Field Force Management



A platform that enables efficient management of field force along with real-time visibility of the efforts in the field. The system entails attendance management, route tracking & expense management of the field force along with clear and efficient monitoring of field calls, which is visually represented in a comprehensive dashboard.

Inventory Management



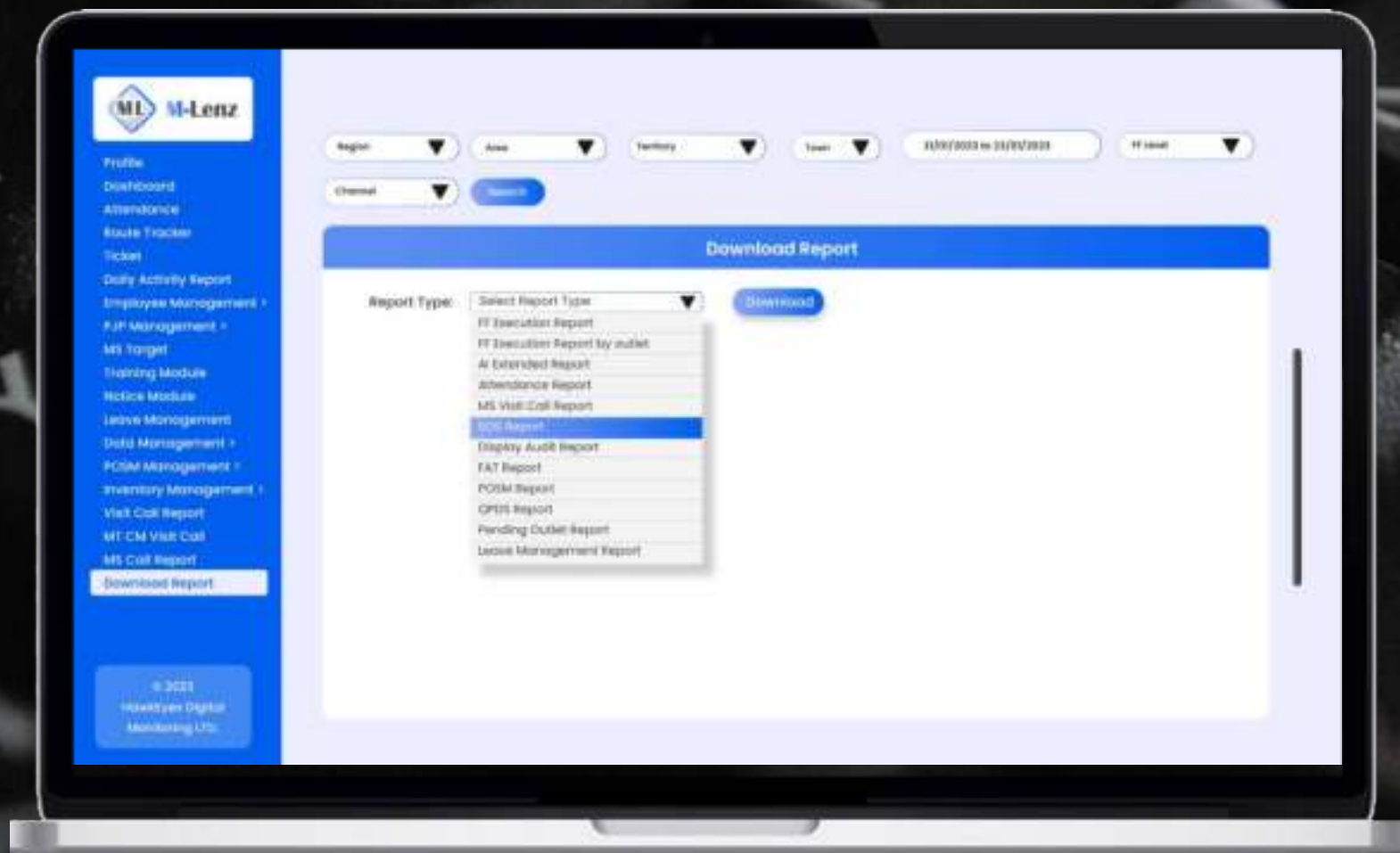
Inventory management is the process of ordering, storing, using, and selling a company's inventory, including raw materials and finished products¹. It ensures optimal stock levels to meet customer demand while controlling costs and maximizing revenue.

Attendance Module



In the “Attendance” module, Users can view the total count of the field force along with the count of present and absent employees. Additionally, they can view individual employee attendance details, including selfie photos, timestamps, and geotags displayed on a map.

Download Report Module



The Download Report Module typically allows users to generate and download summaries of data, such as specific results or project statuses, in various formats like Excel or CSV. It's designed to provide a quick and easy way to access comprehensive reports from a system.

Door to Door Survey Tool

A completely customizable digital survey tool, that can cater to collecting data, verifying the survey efforts and present an intuitive analytical report to establish a conclusive survey result.



Process Automation



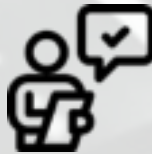
Distribution based nation-wide sales automation



Field force management



AI Based Trade Merchandizing automation



National survey and monitoring tool



Brand promotion, Sampling and Activation



End to End E-Commerce development



Mobile app development both Android and IOS

Analytics & Dashboard



Central Dashboard integrated with AI



Campaign specific customized dashboard



Hierarchy based dashboard and portal view with real time field data and image



Auto error generating intelligent control panel for handling any mis practice



Historical data keeping and download with customize filter option

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