Supernova Techno Limited

(Technologies that ensure your future)

SUPERNOVA TECHNO LTD

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Supernova
COMMITMENT

Our approach focuses on new way of business, thereby combining IT Innovations and adoption while leveraging an organization's current assets. Our team is committed to provide IT Services with:

1. Quality
2. Technology, Innovation, Support

Quality:

Our main emphasis is to deliver best quality in every project we undertake. With our time tested business methodology, and structured solution building, approach, we ensure to maintain our global business standards.

Technology, Innovation & Support:

Technology leadership is the most successful strategy to challenge competitors and consolidate our position since business and technology work hand in hand. Our firm's belief in this synthesis has motivated and enabled us to deliver solutions with a decisive competitive advantage. SUPERNOVA Software Solution, today, is a new generation framework of technology innovators to accelerate growth. In our each project, we emphasize on innovation. Our structured team works with a methodology and knowledge to innovate and deliver excellent services. We are committed to provide development and tech-support teams to software and high–tech companies with the required infrastructure at a competitive rate from our State of the art development centers based in Dhaka, Bangladesh. We provide a wide range of profiles including project managers, project leads, Technical leads and Software Engineers. On the support side, we provide Team leads, Senior, and Junior Technical support personnel on a 24 x 7 basis.

Values:

Quality | Technology | Innovation | Customer Satisfaction | Win together

We aim to be the best at what we do. SUPERNOVA has a dream of evolving into a Global IT Company, ensuring that the solutions being delivered include best practice in I. T. with the chosen area of technology.

- We operate with complete focus to Maximize customer satisfaction.
- Develop and encourage an environment of mutual respect within company and extending it beyond to clients.
- Encourage commitment and personal learning of workforce.
- We are proud to have built our organization on the strong pillars of integrity, honesty, and self-respect.

Mission:

To produce excellent services in the field of IT Services and Consultancy with maximum Efforts driven towards customer satisfaction.

Vision:

To build upon a reputation of being one of the most innovative IT Solution and Service provider. We believe in doing our work in the most efficient way with robust and structured methodology, with gradual evolution from hard-work to smart- work culture, at client's end also.

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About us:

SUPERNOVA is the leading information technology consulting, services, and business process outsourcing organization that envisioned and instigated the adoption of the flexible business practices that today enable our client companies to operate more efficiently and produce more value.

SUPERNOVA Software Solution's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions, which are highly reliable. We commenced operations in 2016, to provide consulting and IT services to clients - globally as partners to conceptualize and realize technology driven business transformation initiatives. With a rare mix of domain, technology & project management experts, we bring the most complete team to bear on every project we take on. Business & technology experts, from some of the best universities in the country, bring invaluable insights and expertise into their areas of expertise. Industry veterans, who laid the foundation of the offshore services business, form the backbone of our leadership team. In a business model where people are the growth drivers, we are endowed with one of the most enviable pool of talent from across the country. While our strong sales & marketing presence across the globe gives us the ability to strengthen existing relationships, build new ones & enter new markets. On the other hand, our alliance partners give us an extended reach into markets where we do not have a direct presence.

Financial Strategy:

The operational structure has been built in such a manner that it lets each unit operate individually and tap the business generated by other unit as well. The interdependence of each unit is minimal with maximum support to each one. The complete business has been structured with a vision to achieve revenue targets. The primary business set up was done with the help of investors. With gradual spiraling up business, the amount earned was re-invested to create more opportunities. With long terms contracts and substantial annual income from long standing potential clients, SUPERNOVA companies were able to reach break-even in due time.

We expect to look up to a complete new standard of operations, project management due to the new competitive and long projects under progress.

Note: The financial growth for the current year is expected to double the company's financial revenue generation. This has come about due to major

Telecommunication operator's projects being undertaken, that are in process of development.

Infrastructure:

SUPERNOVA is not only equipped with a pool of talent where manpower is concerned, but it also has that infrastructure that assists them achieve their targets efficiently. The company is equipped with the latest hardware and other related peripherals and uses up-to-date software for its efficient functioning.

Facility Infrastructure

- 1 floors with 1800 sq ft development center.
- Complete Power Backup

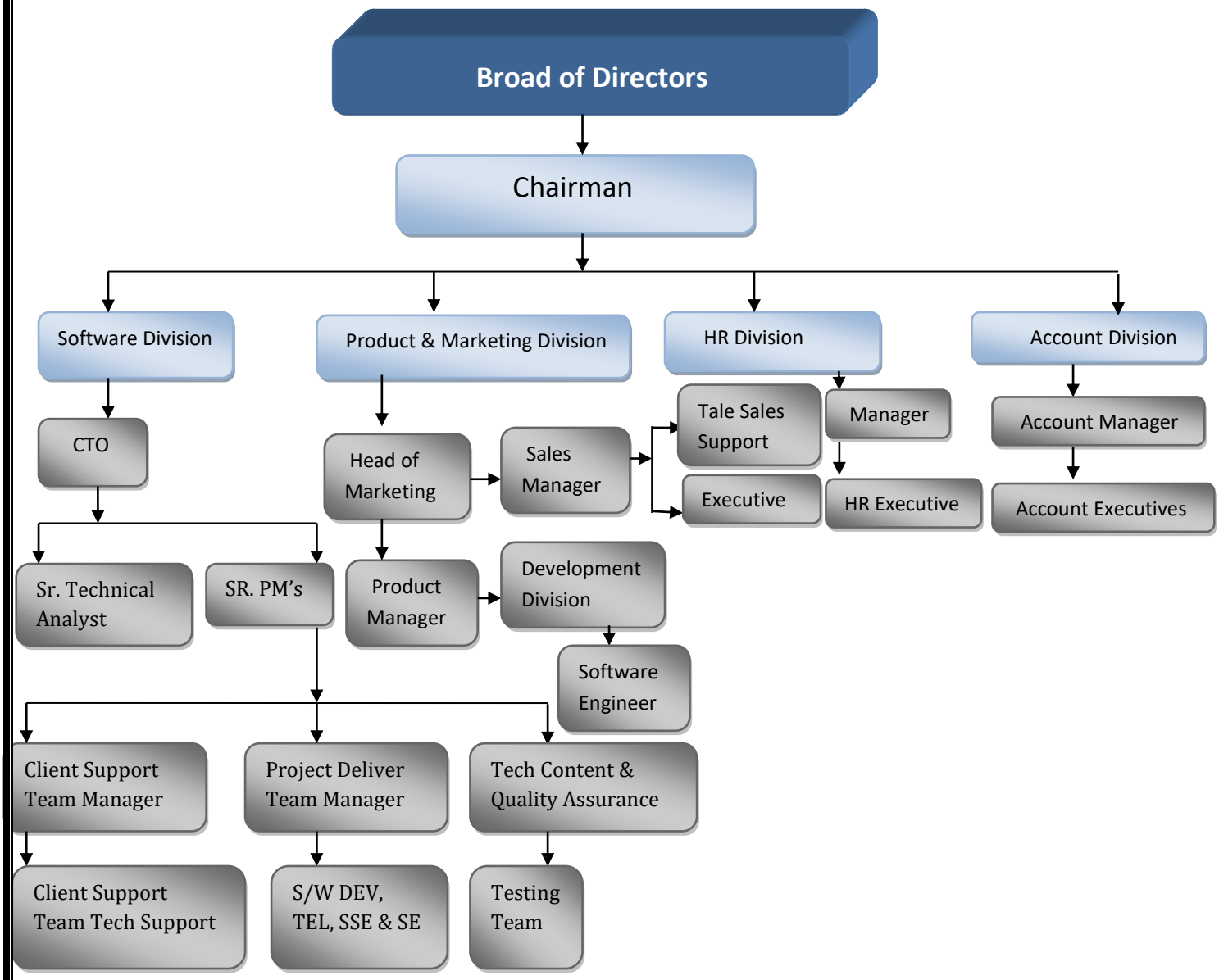
IT Infrastructure

- 100 High-end workstations with a file share server.
- E-CAT6 cabling - Switches with GIGABIT interconnectivity.
- Windows 2012 Server domain with Windows 10 Professional Workstations.
- Redundant remote server for disaster recovery and back up.

Data Connectivity

- High speed Lease line, with DSL backup.
- Windows 2012 ® Server OS
- Fire walled Proxy Server & SSL Encryption / VPN.
- Network Audit on a weekly basis.
- Data Security
- Fire walled Proxy Server & SSL Encryption / VPN.
- Network Audit on a weekly basis.

Organization Chat



Management:

SUPERNOVA Management team consists of experts and innovators from in field of Technology, Business and visionaries that lay the founding stone of the business. The team has made it from initial phase to today's business stance, with full-fledged, completely owned set of variety of operations.

The presence of SUPERNOVA is global and it is known and recognized by a talented team who put in their hard work and effort to help SUPERNOVA attaint great heights of success.

With a mix of domain, technology and project management experts, we bring the complete team to every project we take on. Our people work with enthusiasm and a drive to the best. Their innovative sprit and ambition to the best encourages them to voice to bring new ideas without any fear as our is a company of minimal hierarchy and makes SUPERNOVA a congenial place to work.

Partners:

SUPERNOVA partners include varied range solution providers. With expertise in IT Solution domain to high end marketing service providers, we have strategic alliances with companies who have taken technology driven solutions to a completely new level of experience for clients.
Based on the type of solutions, SUPERNOVA along with its partner, share processes to deliver the best and the most suitable solutions to clients. SUPERNOVA Services and business solutions are strengthened by alliances with leading solution partners. This amalgamation of business solution processes has given an advantage to SUPERNOVA and its partners a leading edge in providing business solution with a global orientation.

arena
SINCE 2007

ARENA Phone Bd Ltd., which is referred to as Arena, commenced its operations in Dhaka, Bangladesh in 2007 to provide software, website, mobile application and Mobile VAS (Value Added Service) development and support services to local and international markets. Arena is proud to be member of Bangladesh Association of Software & Information Services (BASIS) since 2008.

4DL Bangladesh is Software solution provider Company. They have worked with Digital Financial, ISO, and Software & IRS. They do the software and technical solutions of a wide range for corporate affairs. Accounting Solutions. ISP Billing with all payment gateways, ERP Solutions with SMS Reminder.

ITengine was established to offer state of the art technological solutions with the most up to date technologies to various telecommunication operators in the country and maintain high level of subscriber satisfaction in the services it provided. They started their journey in 2016. Along with the growth of Telecommunication & Information Technology in Bangladesh.

Our Services:

SUPERNOVA delivers quality and timely solutions and services at a price that make our clients smile. SUPERNOVA focuses on offshore development at our excellence center in Dhaka, Bangladesh. This allows us to scale up rapidly (leveraging on the plentiful supply of talent and thus cutting down on execution time) at costs that are on an average 70% cheaper. An in-depth knowledge of various technology areas enables us to provide end to-end solutions and services. With our 'Web of Participation', we maximize the benefits of our depth, diversity and delivery capability, ensuring adaptability to client needs, and thus bringing out the most innovative solutions in every
Business and technology domain. SUPERNOVA is your one stop partner where you can outsource all your support services with complete peace of mind about quality and reliability. SUPERNOVA Software Solution's strength lies in understanding the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions which are highly reliable, creating customer comfort. Our team is committed to provide IT Services with:

Quality | Technology | Innovation

Our Services Include:

- **IT Services**
- **Project Management**
- **Consultancy**
- **Telecommunication Products**

IT Services:

IT has high potential in terms of employment and revenue generation. The IT manufacturing sector is growing at an average rate of 20-25% annually over the past decade. Software industry continues to contribute a major portion of Bangladesh IT industry's revenues. With the dedicated and adroit employees at Supernova , it has been adept in assisting the growth of the nation in the field of Information Technology. SUPERNOVA with its vision of quality and innovation has been successful in catering the needs of those who seek our assistance in following areas of IT enabled services:

1. Software Solutions
2. Web Solutions

3. Graphic & Multimedia Solutions
4. Networking Solutions
5. Quality Assurance & Testing
6. Application Maintenance & Support
7. Turnkey Solutions
8. Offshore development

Software Solutions:

SUPERNOVA Software Solutions has developed a number of products and MIS applications for its clients in this service. Our mature software development processes, combined with excellent infrastructure have significantly increased the "on-time and on-budget" delivery of software in the offshore mode. We use a highly effective IMPACT Methodology for offshore and distributed software development. Our services begin from analysis, moving through designing, development, testing and implementation to maintenance. Our applications come in all sizes, be it a one-table database, or a massive client-server application. The creation of complete database applications is yet another field that we specialize in.

We offer*:*

1. Application Development
   - Interactive Application Development
   - Custom Application Development/ Maintenance
   - MIS and ERP Solutions & Support

2. Re-engineering

❑ Application Development

Interactive Application Development

Interactive Application Development (iAD) is about harmonizing art with technology. This business division of SUPERNOVA Software Solution complements the client's requirement of online and desktop applications - be it a workgroup solution or mailing platform. It adds a further arc to the circle of 'Net Totality'. A strong team of software professionals empowers the application Development capability at iAD, SUPERNOVA Software Solutions. The applications developed range from Web-stores, online service retailing to enterprise information systems.

Our competencies in .Net technologies, ASP, XML, PHP and C/C++ are demonstrated in various network-based applications. SQL/ Oracle database engines support most of these applications.

Custom Application Development/ Maintenance:

It is a well-known fact that some of the ready-made, packaged applications have failed to meet the requirements of the customers because of their unique needs and differing business practices and processes. In addition, prohibitive cost of implementing a packaged application and the maintenance thereafter becomes an unwelcome perspective. We have experienced I.T. Consultants for Project analysis, formulation and concept planning, right up to project management and installation. We develop customized Software that is completely based on user's requirement with GUI (graphical user- friendly interface) on any of the mentioned platform / languages.

MIS and ERP Solutions & Support

We offer customized low cost solutions to industries based on open standards, contemporary technologies and maintenance support. While incorporating the best of business practices, we do take special care of the customer requirements. ERP Solutions include the development of software in a distributed model, with some phases of the project being conducted onsite and others being conducted offshore. Each phase is uniquely defined and executed. After unit, and system testing the product is then sent to the client for acceptance testing. We have satisfied customers find the solutions user-friendly, flexible, and comprehensive

- **Reengineering**

Reengineering Business Reengineering is on the agenda of many companies in different industries. Striving to improve business processes to better meet customer requirements, Business Reengineering initiatives aim at revolutionizing key performance criteria, such as cost, delivery, and quality. As this is a top management issue we ensure that the structure, the work-place contents, the information technology in use and the culture of the organization will successfully assimilate the improved processes.

To tackle with hard and soft barriers and make the reengineering process a success we make sure that following steps are taken in each project:

- Diagnosing resistance to change
- Managing individual change

- Coaching tools and techniques for helping employees navigate the change process
- Implement work teams and case managers extensively throughout the organization.
- We believe creative thinking cannot be replaced with software tools and stay away from over-sophistication
- Build learning,

Web Solutions:

SUPERNOVA provides web solutions & services to help customer reach to a wider customer base. The web is a new and different medium for communication and requires a different viewpoint and skill set to use it in the most effective way. You need web consulting to get more return on your investment in your web site. We can help you get the most effective solution through:

• Website Development
• Web Multimedia
• E-commerce

Website Development
Websites can enhance awareness of your brand, leading to more sales. Build relationships with customers, vendors, and shareholders through your online identity get more traffic from the search engines Get more traffic from the search engines, fast loading web pages with excellent navigation and designing, communicate more effectively. Either you are looking for Dynamic site or a static site is your solution we can help you acquire both. We offer web sites on flash, asp, php which are tailor made to target your customers and make your presence live on web.

Web Multimedia

Add video on your web site or have a complete flash web site and see your popularity ranking high.

E-commerce

We offer e-commerce services in custom-built solutions as well as packaged software customizations and implementations. This helps customers to heave their business from point of sale implementation and go global. Our competent management team, good post-sales services, well-organized business structure, network infrastructure and a secured, well-designed

Graphic & Multimedia Solutions:

Each Client is different with his own ideology and vision, so should be his designs. Having done more than 200 design solutions, we lend our services for: Logos, Brochures, Advertisements, Corporate Profile Presentation, Product Catalogue, Training/ Tutorials Presentation, 2D-3D Animation and Walk through. Website will ensure ripe results on your investment.

Quality Assurance & Testing

All the software solutions developed undergo following cycle of testing:

Requirements Analysis:

Testing begins in the requirements phase of the software development life cycle.

Design Analysis:

During the design phase, testers work with developers in determining what aspects of a design are testable and under what parameter those tests work.

Test Planning:

Test Strategy, Test Plan(s), and Test Bed creation.

Test Development:

Test Procedures, Test Scenarios, and Test Cases & Test Scripts to use in testing software.

Test Execution:

Testers execute the software based on the plans and tests and report any errors found to the development team.

Test Reporting:

Once testing is completed, testers generate metrics and make final reports on their test effort and whether or not the software tested is ready for release.

Retesting the Defects

In this cycle applications are passed through following **levels of testing:**

- Component testing tests the minimal software item that can be tested.
- Component integration testing exposes defects in the interfaces and interaction between integrated components.
- System testing tests an integrated system to verify that it meets its requirements.
- Acceptance testing allows the end-user or customer to decide whether or not to accept the product.
- After modifying software, either for a change in functionality or to fix defects, a regression test re-runs previously passed tests on the modified software to ensure that the modifications haven't unintentionally caused a *regression* of previous functionality.

Application Maintenance & Support:

We have years of experience in executing maintenance projects. Our team of experienced consultants has been successfully managing maintenance projects of local clients as well as offshore ones. The quality of product deployment, training and support has everything to do with customer success and satisfaction. We offer annual maintenance plans which are tailor-made as per the client's requirement. If required we depute technical team which works at the client site for the system execution or support as per requirement. Our clientele includes Government organizations as well. We ensure maximum return on investment to the customer as we provide complete offsite telephone support in the form of consultations, assistance and advice on the use and maintenance of the Licensed Software. Our experts' providing technical assistance and advice for problem diagnosis and resolution, have gained us admirer world over.

We also offer on-site service calls to Customer's facility. In such cases, our consulting charges are subject to service hour charge, plus reasonable travel and out-of-pocket expenses.

Turnkey Solutions:

SUPERNOVA Software Solutions takes up projects under this service for a fixed price and takes all responsibility of execution and project management. These solutions are ideally suited for projects that are fairly well specified and require well-defined interfacing with the client. We have developed a number of products and MIS applications for its clients in this service. SUPERNOVA

Software Solution's mature software development processes, combined with excellent infrastructure have significantly increased the "on-time and onbudget" delivery of software in the offshore mode. We use a highly effective IMPACT Methodology for offshore and distributed software development.

Offshore Development:

To get the best IT solutions, you don't need to be geographically near us. That's because we offer quality offshore development center. Our offshore software solutions in application development and web site development guarantee cost savings without the need to compromise on either speed or quality. Our 100% customer retention rates speak for our quality, swift response and cost effectiveness that has fetched us a large number of clients from all parts of the world. These all feathers to our work make us a preferred offshore development house.

Project Management

Introduction

The aim of SUPERNOVA Project Management Service is to meet all contractual commitments and thereby meet and possibly exceed the customer's expectations. SUPERNOVA Project Management Service covers all phases from project preparation and execution through transfer to the care phase, and closure of the project. The deliverable of SUPERNOVA Project Management Service is:

- Upfront investment and professionally managed project start-up.
- Highest caliber technical management.
- Accurate and transparent project control and reporting.
- Solid service supplier management.
- Systematic project and quality management.
- Project communication management with regular meetings and collaborative tools.
- Health and safety management matching SUPERNOVA guidelines and local legislation.

Project preparation and start-up

The conditions for successful project are created prior to actual deployment. Therefore, SUPERNOVA invests extra resources in the project preparation and start-up phases. The SUPERNOVA project preparation phase includes the following activities:

- Project manager nomination and a detailed project plan for the customer project, including complementary plans (if any).
- Planning and implementation guidelines.
- SUPERNOVA resource evaluation and planning.
- Contract preparation with subcontractors.
- Risk management.

Project Resource Management

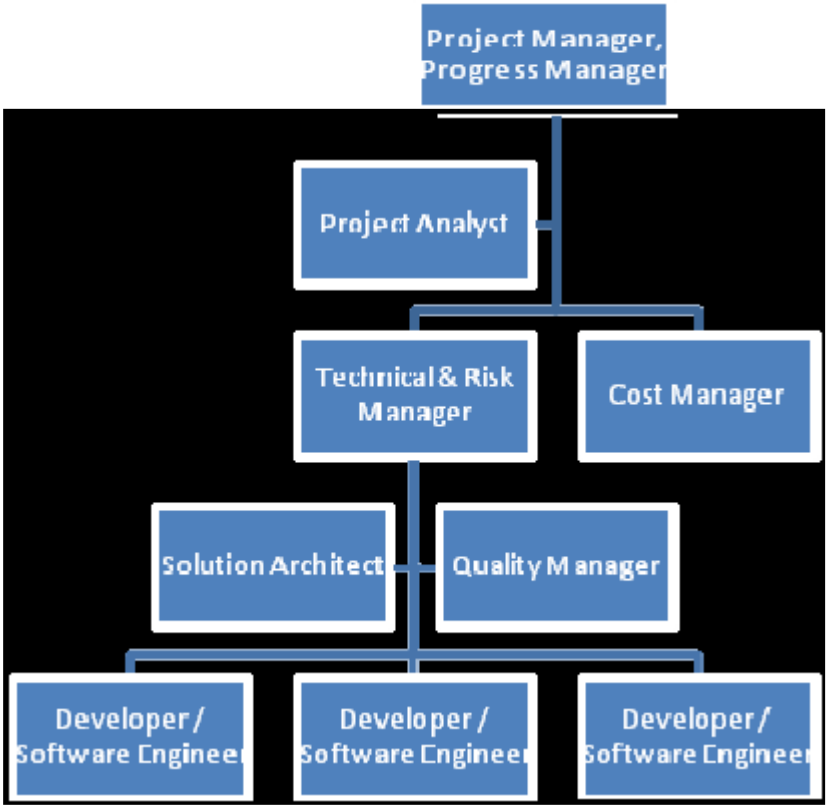


Figure 1: Project Management Organization model

Handover and acceptance coordination: This includes the interface with the customer and coordinating final deliverable handover meetings, information and document transfers. It covers the software installation and commissioning and acceptance from the customer.

Project reporting and meetings: SUPERNOVA project team will facilitate bi-weekly (or as agreed) project meetings with the customer, where the project progress, quality, risks, changes and so on are reported to the customer.

Technical Management

Introduction

SUPERNOVA approach to the successful integration and launch of complex software utilities is based on a stable pool of highly trained software engineers and a dedicated technical manager. This team is equipped with all the key core skills and the support to see to it that agreed objectives are met in a punctual, effective, and co-operative man.

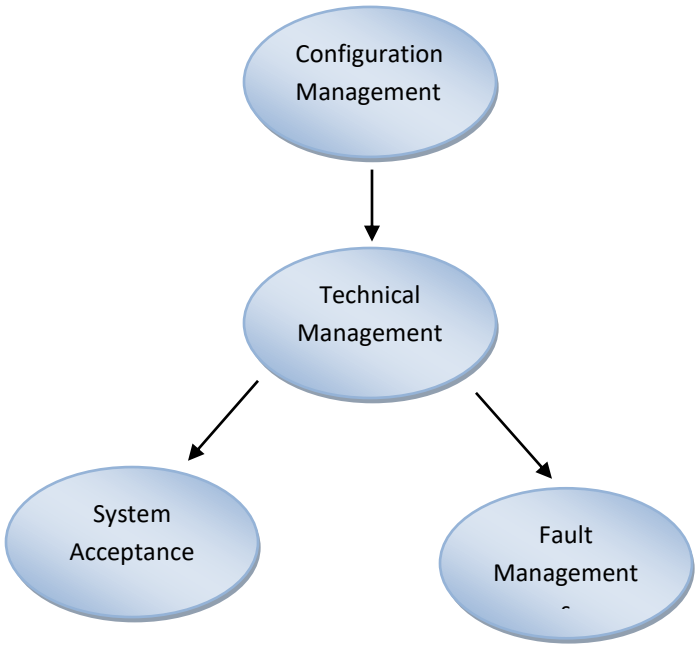


Figure 2: Technical management organization

Technical Management Responsibility Areas:

Implementation management

- The technical manager is responsible for planning and managing the application implementation.
- The technical manager leads the implementation planning, plus the Commissioning and integration work to obtain customer acceptance of the application elements.

System acceptance testing

- Definition of all acceptance processes, procedures, criteria, and system acceptance test plans that are in line with the terms and conditions of the contract with the customer.
- Tracking and monitoring of acceptance progress, clarification of any open issues, and the definition of action plans needed to have a pro-active approach to avoid delays in acceptance.
- Monitoring of key performance metrics and fault resolution with the customer to make sure that business needs are met and that quality of service is maintained as agreed.

Fault management

- Support for application modules integration. If problems are encountered at integration, the technical management team takes the lead in troubleshooting and fault resolution activities until all faults are identified and the module is successfully integrated.
- Impact analysis to determine the extent of the fault. In some cases the outcome of a failure report may be a software correction.
- Fault management is supported by SUPERNOVA customer care organization.

Configuration management

Management of customer software release upgrades and updates, as well as maintaining a reference list with required software/hardware levels and parameters as agreed with customer.

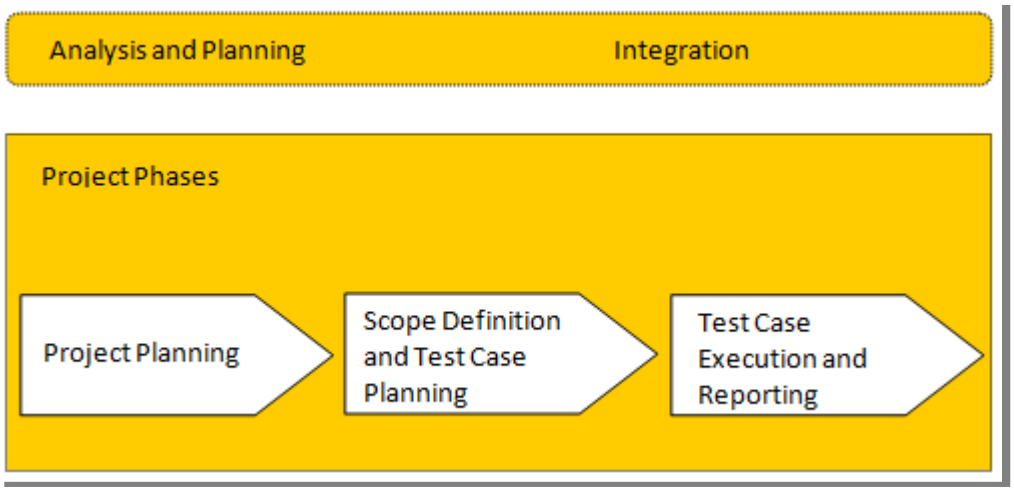


Figure 3: Verification Process

Project Planning:

During a kick-off and consequent planning meetings with the customer following topics are agreed:

- Non-disclosure agreements (NDA)
- Technical scope
- Processes and documentation
- Share of responsibilities
- Schedule
- Reporting

Scope definition and test case planning:

In this phase the test case list together with required tools and test equipment, test configuration and other prerequisites will be defined. Prior to start of the testing activities all involved parties will review the processes, test cases, and schedule, and explicitly agree and commit to the test plan.

Test Execution and reporting:

The test is coordinated effort of the customer and Supernova , in order to complete the tests, identify problems, and propose solutions for them. Test execution of the test cases is done at the SUPERNOVA testing center. Results for every test case are agreed between the parties as successful, not successful, failed or blocked in accordance to rules and recommendations. Possible faults will be reported through the fault report procedure. If a solution is available, re-testing will take place to complete the testing session. If compatibility problems are found, they will be addressed to a technical workgroup composed of R&D experts, specification experts and testers. After the test plan is executed, a final verification test report with an action plan and recommendations will be prepared summarizing the test results and identified faults.

Consultancy

Consulting is the integrated part of our services with expertise in custom programming, client-server database design and implementation, and web development. We specialize in designing and implementing cost-effective, creative information solutions to complex business problems. We have provided are services to finance institutions, health care sector, government sector and manufacturing environment. We pay full attention to customers, doesn't matter theirs is Five page web site or fully fledged ERP to be designed. And we take proud in the fact that customers right from the inception have continuously added to our friends list. Most of our customers are brought to us through our satisfied users. Our vast pool of technically qualified and managerial manpower is well supported by excellent infrastructure and knowledge management facilities to deliver the client time bound, qualitative and cost effective solution meeting the global standards.

Technical Knack

DATABASE	Oracle, SQL Server, Access, MySQL, PostGre SQL,
	PL/ SQL, SYBASE
Technologies & Languages	C, C++,VC++,C#, VC++, .Net
	VB, VB.NET, MS.NET, .NET CF
	Java, JSP, EJB, Java Script, Servlet
	ASP,ASP.NET
	Crystal Reports 9.0 for .NET
	Oracle D2K, Forms and Reports
	Power Builder, XML, XSL, XPATH,XML Encryption
	Castor XML Binding, HTML , DHTML, Cold Fusion
	PHP, PERL, Web Blog Server, JBoss, JRun
	Flash , Photoshop, Dreamweaver
	RMI CORBA, CGI, DCE
	COM, DCOM, MS Exchange
	SOAP, Developer 2K
	Power Builder, Visual FoxPro
Operating Systems	Windows NT/XP, Unix, Red Hat Linux,
	Sun Solaris
Methodologies	UML / Rational Unified Process
	Design Patterns
	ER Modeling
	OOPS
	Microsoft .NET Framework 1.1
	Agile
	Microsoft Development Environment 2003
Graphic Skill-set	Graphics Interface Application development
	Image editing/ Photo-finishing
	Vector drawing
	Interactive graphics
	HTML authoring/ Web publishing
	Audio/ VIDEO editing (Streaming media)
	3-D image/ 360° panorama rendering
	VRML
	Animated graphics
	Adobe Photoshop and Macromedia Dream Weaver/ Flash
	Technical Knack 32

Products & Services

SMS Service

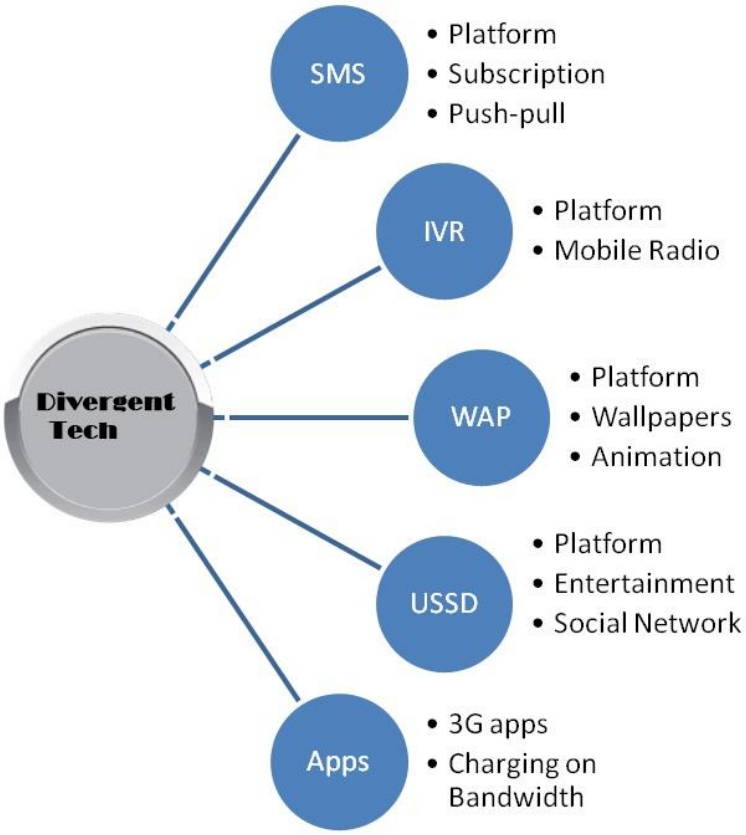
SMS Short codes, to which mobile users can send text messages, regardless of their telecom service provider and get the desired response in the matter of seconds. They are easier to remember, handy and integrated across all telecom operators to provide a seamless short code service experience to all the users across Bangladesh.

Point-to-Point message

Mobile terminated (MT)

Mobile originated (MO)

SUPERNOVA TECHNO Limited is a Value Added Service solution provider. Its commercial operations Started in last quarter of 2016. SUPERNOVA TECHNO Limited is providing various SMS, WAP, USSD and IVR based applications and solution to different CP's for the segments of subscribers ranging from corporate to individual subscribers.



Web Based Applications

Web Services

SUPERNOVA TECHNO Limited will provide you the best solution at an inexpensive price. SUPERNOVA TECHNO Limited team can develop the custom e-Commerce website perfect for your business and they are capable to create e-Commerce websites with advanced functionality with very easy and efficient admin control panel to manage products, orders and customers. SUPERNOVA TECHNO Limited is the appropriate e-Commerce provider for the perfect combination between smart custom e-Commerce website development solutions and an easy to use site administration console which gives you the opportunity to handle your website with ease and flexibility.

SUPERNOVA TECHNO Limited developer team has the necessary skills, resources and technology to integrate various open sources ready to go products using e-Commerce development solutions and e-Commerce website

designs. Be it comprehensive corporate profiles, lucrative e-commerce websites and portals, or highly-interactive, Web 2.0-based sites, we make websites for all genres.

SUPERNOVA TECHNO Limited provides Promising and Innovative Custom Web Design, e-commerce website design & tailor made content management web design solutions best match to your need and requirement. We provide complete web design and development service from planning to testing and implementations. Our professional website designers' use all latest tools to design.

Our website design & development consists of following vital factors:

Fast loading

Easy to understand

Easy to navigate

Cascading style sheet (CSS) websites

Search engine friendly

Covering all the SEO factors

Professional custom design

SUPERNOVA TECHNO Limited team expertise the following tools:

PHP, ASP.NET, C#.NET, MYSQL, MS SQL Server, Cakephp, Code igniter, Joomla, Wordpress, Photoshop, Flash, Illustrator, CSS, HTML, DHTML, XHTML, XML, SOAP, WSDL, AJAX, JSON, JAVA, Oracle etc.

IVR Service

Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via keypad. In telecommunications, IVR is one of the most enjoyable channels for the mobile customers. IVR allows customers to interact with a company's host system via a telephone keypad or by speech recognition, after which they can service their own inquiries by following the IVR dialogue. IVR systems can respond with prerecorded or dynamically generated audio to further direct

users on how to proceed. IVR systems deployed in the network are sized to handle large call volumes

Web Development and Applications

As an integrated web development company, **SUPERNOVA TECHNO** understands the needs required for an organization. SUPERNOVA TECHNO has the expertise along with the experience and ability which will help to solve complex business problems by understanding your own business goals and the strategies that you will pursue. We do have the technical knowledge, domain expertise, methodological processes etc. We deliver quality work completed by our highly skilled team.

Web Development Includes:-

Creating websites

Dynamic websites

Web-based applications

Web content development

Ecommerce development

Web Designing

We have developed customized and unique web solutions starting from simple corporate websites to eCommerce solutions, extensive web-based applications, CMS, etc across various industries spanning Publishing, Travel, Education, Entertainment, etc. We identify your needs, and accordingly design and develop optimal solutions that address your business, marketing and communication objectives. Just go through some case studies.

Software Development

Large Scale Enterprise Software/Hardware Turn Key Solutions, specializing in the insurance industry and ERPs for manufacturing organizations.

There are several different engagement models- including SaaS (software as a service), BOT (build operate transfer), BOO (build own operate), and PPP (Public Private Partnership).

SUPERNOVA TECHNO Ltd ensures proven software development methodology and quality management system which shorten application development time frames and provide significant business benefits to our customers. SUPERNOVA TECHNO Ltd. is partners with several of the world's leading IT and consulting companies.

Mobile Content Development

SUPERNOVA TECHNO Limited has extensive experience in Mobile Application Development. We provide Mobile Application Development platform including Apple Mobile Application Development, Android based Mobile Application Development and Windows Mobile Application Development. We have a team of experts who can design and build Mobile Applications and Website development for Mobile Platforms.

Mobile SMS Marketing (BULK SMS Promotions:

Mobile SMS Marketing is one of the most effective, reliable and cost effective ways to market to your clients and businesses. Because SMS is extremely personal, therefore the response ratio is much higher than other Marketing channels. In Bangladesh up to 60 million people using mobile phone. Is your business ready to communicate to this market through Mobile SMS Marketing?

SUPERNOVA TECHNO Ltd. will help you to integrate SMS marketing solutions into your mix in order to maximize your next campaign. It can even help you develop comprehensive database of your consumers throughout Bangladesh.

Mobile SMS marketing and broadcasting are changing the way we communicate in Bangladesh. Text Messaging is now a serious distribution channel that gives you the power to deliver your message directly into the hands of your audience, and create new revenue generating opportunities in the Bangladesh.

Mobile SMS Marketing is an innovative method of promotion and advertising which uses technology of mobile and wireless communication to forward your company's messages to thousands of targeted customers. Marketing with SMS helps to achieve your promotion goals because the technology associated with this application enables you to set up complex services for ongoing promotion drives. It allows you to get a higher income and provides a customer orientated service that leads to a loyal client base.

SMS MARKETING SOLUTIONS FOR YOUR BUSINESS:

- ❖ Event Promoters:

We offer promoters powerful, yet easy to use, SMS marketing services for event and party promotions. We also offer SMS marketing solutions for trade show and exhibition producers, as well as festivals.

- ❖ Retail:

The SMS marketing services makes it easy to collect cell phone numbers and send promotional text messages to your retail customers. We offer customized solutions for car dealerships, golf courses, salons & spas, sports leagues, and theaters.

- ❖ Magazines:

Extend your relationship with your readers beyond the page with our SMS marketing programs for magazines and publishing.

- ❖ Radio:

Enhance your listener relationships and generate new revenue streams with our SMS marketing programs for radio.

- ❖ Colleges, Universities, & Schools:

- ✓ In the event of an emergency, we can help you secure your campus with our
- ✓ SMS marketing notification system for colleges, universities, and schools.
- ✓ Emergency Notification.
- ✓ Exams Schedule.
- ✓ School Timings.
- ✓ Parents Meeting Reminder
- ✓ Time Table.
- ✓ Fee Schedule. Seminars.
- ✓ Marketing Campaign.

- ❖ Social, Political & Non-Profit Groups:

Use the power of SMS marketing to rally supporters, organize meetups, political organization and increase the bonds of community.

- ❖ Concert Promoters:

Whether you need to quickly alert loyal customers about last-minute tickets, or you want to build buzz for recently announced shows, Club texting offers affordable, effective messaging solutions for concert promoters.

- ❖ **Real Estate:**

- ▶ Generate leads faster and more cost efficiently with SMS marketing for real estate.
- ▶ New Customer Line (Buyer & Seller)
- ▶ Introduce New Packages/ Offers
- ▶ New Properties Offering To Mobile Users.
- ▶ Request for Properties on Sale a
- ▶ Specific Location. Marketing Campaign.

- ❖ Hotel Restaurants / Marriage Hall:

Introduce New Offers / Rates & Packages. Send Reminders For Seminars, Exhibitions. Marketing Campaign & Many More.

- ❖ Hospitals / Doctors:

Timing Schedule. Fund Raising. Marketing Campaigns & Many More.

- ❖ Travel Agencies:

New Travel & Tours Packages. Marketing Campaign.

Bulk SMS Portal enables the users to send SMS to their respective groups in bulk. The portal supports management of contact groups and supports running communication campaigns on different contact groups. Bulk SMS Portal provides extensive reporting around the SMS campaigns to the users.

Salient features

- Bulk SMS sending
- Loading SMS from templates
- Group creation for bulk SMS sending

- Automated/ time-bound SMS sending based on defined time slots
- Capable of sending masking bulk SMS

SUPERNOVA Dialer;

Over 1000 Service providers choose SUPERNOVA Dialer for their operation all over the world.

Features of SUPERNOVA Mobile Dialer:

- ✓ Built in tunneling solutions for securing transactions
- ✓ Centrally managed
- ✓ Lightest Mobile VoIP application in the industry
- ✓ Compatible with any standard SIP Soft Switch
- ✓ Supports SIP signaling
- ✓ Runs behind NAT and on private IP
- ✓ Service Providers can change switch IP or port, Brand name from their service portal which effect immediately without bothering end users
- ✓ Built-in IVR functionality
- ✓ Integrated with mobile phone book
- ✓ Call duration Show in each call
- ✓ Can check the CDR from handset with Switch API (optional)
- ✓ Supports EDGE/GPRS/3G/4G and Wi-Fi for internet connectivity
- ✓ Fully customizable and private label branding opportunity
- ✓ Flexible built in additional operator code
- ✓ Lowest investment
- ✓ 24/7 online support & hotline facility

SUPERNOVA Soft Switch:

SUPERNOVA soft Switch is available on single licensed server, on cloud as well as shared partitioned server where it is possible to install 10 independent soft switch in a single server. SUPERNOVA soft Switch has been catered for multiple business purposes

1. Call shop
2. Call center
3. IPTSP
4. Calling card
5. Retail
6. Wholesale

7. Session Border Control
8. Music streaming

And day by day it is being adopted to even newer businesses.

Features of SUPERNOVA Soft Switch:

- **I highly scalable SIP and H323 softswitch** with integrated billing.
- **Class 5 features included**, follow-me, call forwarding, Voicemail and more.
- **Video** support.
- **A calling card** platform with IP IVR including pin or pin-less scenarios.
- **Callback solution** supports all types of triggering methods: SMS, missed-call, web Callback.
- **Web Callshop** interface.
- **Web self-care portal** for end users and support for Online payments..
- **SMS features** for both wholesale and retail services, using HTTP, SIP and SMPP protocols.
- **Mobile SIP** for Symbian, Windows Mobile, iPhone, Android and BlackBerry users.
- **Windows communicator** with Instant Messaging, SMS, Voicemail and many other modules.
- **Multi-tenant**, multi-user IP PBX platform for offering hosted services.
- **Instant messanger functionality**, XMAPP protocol support, presence, chat, file transfer.
- **Unified messaging**, Voicemail/SMS forwarding to SMS or email, Voicemail transcriptions.
- **Calls recording**.

a. SERVICES

1. VPN enable SIP softphone
2. DID's Virtual numbers services
3. Callback
4. Call-Shop
5. Phone to phone Calling cards, 2 stage dialing
6. Wholesale termination
7. SIP/H323 calling

b. INTERFACES

1. Web end-users interface
2. Voice Mail
3. IP IVR interactive Voice Response

4. Reseller web interface
5. Online shop

c.1. BILLING

1. Prepaid/postpaid accounts
2. Invoicing
3. Balance reports
4. Charts
5. Payments
6. PIN generation
7. Rate sheets
8. Scheduled tasks

c.2. MANAGEMENT

1. Web administrator's interface
2. Windows GUI VoIPSwitch Manager
3. Traffic monitoring

d. THE CORE

- Gatekepper, SIP proxy/registrar call flow control intelligent routing connection authentication
- Protocol conversion different proxy methods call's setup parameters manipulation.

Telco Billing Solution

SUPERNOVA Billing is an Interconnect billing solution for the telecom operators. "**SUPERNOVA Billing**" is a highly flexible, scalable, and robust interconnect billing system that allows carriers to maximize revenue by ensuring that every event transaction is captured, rated accurately, and delivered to accounting systems for invoice generation and future collection.

SUPERNOVA Billing offers to Carriers:

- Price and cost event transactions accurately and on demand
- Bill and collect for all interconnection revenue
- Improve customer responsiveness
- Process and adopt optimal rate offers
- Analyze and resolve billing disputes
- Improved invoice quality and accuracy

SUPERNOVA Billing manages all relations of a service provider with its vendors or suppliers. It integrates with the rating engine to rate each instance of service usage as per rates provided by vendors in their rate sheets. It supports multiple currencies and allows sending and receiving invoices and doing payment settlements. Also provides a settlement process by generating invoice for post-paid customers to match usage records with vendors. A self-serve portal is there for vendors to learn real time updates of their transactions. **SUPERNOVA Billing** is an ideal Billing Product for the telecom operators who need to Interconnect with other incumbent telecom operators. Inter Connect Billing can provide different ways of charging, clear settlement of accounts and reconciliation. It provides full billing features needed for Origination, Termination and Transit traffic. **SUPERNOVA Billing** provides full management of Interconnect settlements between operators. It is a Business to Business product. This adaptive and flexible architecture makes it suitable for NGN accounting and billing requirements for

1. IGW operators
2. ICX operators
3. ISP / IPTSP
4. VOIP wholesalers

SUPERNOVA hosted billing service, save hours of time, and take advantage of more profitable buying and selling opportunities through one convenient hosted telecom and VoIP billing solution, where CDR data is automatically downloaded to SUPERNOVA secure servers so that:

- Access dozens of traffic, QoS, and profitability reports right from browser
- Review, add, and revise buying and selling rates quickly and easily
- Generate professional PDF invoices in just a few seconds
- Upload carrier rate sheets in their native format.

Smart Phone Application

SUPERNOVA Tech is the app factory to deliver apps on four different smart phone platforms

The applications may range from Newspaper to magazines, Business to communications, educations to entertainment, finance to health & fitness, Lifestyle to media, Photography, productivity, sports, travel and so on.

Ongoing projects with our Clients

SUPERNOVA currently ongoing projects with Clients		
SR. No.	**Product/Service Name**	**Client Name**
1	Bulk SMS promotion platform (With Masking)	Itengine Technologies Ltd
2	VAS services platform solution (SMS, WAP & IVR)	Arena Phone BD Limited
3	VAS services platform solution (SMS, WAP & IVR)	Itengine software Ltd.
4	VAS services platform solution (SMS, WAP & IVR)	4DL Bangladesh Ltd.
6	VAS services live: Robi Jante Chai (SMS,WAP&IVR) Robi Fantastic video zone (WAP) Robi infotainment Talkies (SMS) Robi Bhooter Ashor (IVR)	Robi Axiata Ltd.
7	VAS services Live: Airtel Jante Chai (SMS,WAP & IVR) Airtel Fantastic video zone (WAP) Airtel infotainment Talkies (SMS) Airtel Bhooter Ashor (IVR)	Airtel Bangladesh Ltd.

Our few Clients/Partner list

Our Clienteles	12
Some of our Major Clients	
Robi Axiata Ltd	
Airtel Bangladesh Ltd.	
Arena Phone BD Ltd.	
Itengine Software ltd.	

Itengine Technologies Ltd.	
4DL bangladesh Ltd.	
Earth News Ltd.	

ABC radio 89.2 FM	

Next Radio	
Radio Aamar FM radio station	
Peoples Radio 91.6 FM	
Dhaka FM 90.4	

Thanks