

COMPANY BROCHURE

1.1 BACKGROUND

Ali Business Hub (ABH) provides the community with the most innovative, state-of-the-art, and comprehensive communications, information technology, and software system solutions. We also provides total business solutions and consultancy to its clients through a highly motivated, creative, experienced, and talented team of professionals contributing to the success and satisfaction of the industries and customers we serve. We are committed to provide quality services and placing honesty and integrity at the heart of all our actions.

Ali Business Hub (ABH) is composed of people, hardware, software, data, and processes and each of these components play a vital role in contributing to the success of this company. The people, hardware, software and process components of the equation are already in place within the company. With over six years of service to industry behind it, MISL has worked in almost every possible sector, adding value to such disparate areas as power plant; advanced automation programming, sensor design and programming and many more besides. Our workforce has the experience from some of the largest and most influential companies in the world and in Bangladesh and also been educated from prestigious institutes such BUET, CUET, KUET and from ICAEW.

Ali Business Hub (ABH) provides customize software solutions to the small and medium enterprises (SME) as well as to corporate clients. Out-of-box functionality of the packaged implementations does not meet the specific business needs of the client. Customize software development; therefore, remains to be the most favored IT solutions activity across organizations. Through customized development, client makes innovative and proper use of technology to derive competitive advantage and create a differentiator. We as a company especially aim at export oriented software development. The global it industry is growing at a several hundred percent rate and opening opportunities of service linkage to professional service providers all over the world.

Having such a broad work areas, we understand better than anyone that different industries have wildly different needs. It is for this reason that a dedicated team of industry specialists, each with in-depth knowledge and years of experience in their area of business, is employed by us, allowing us to dynamically respond to the specific requirements of your industry. Our research programme is market driven, with key technologies in each area of business identified and pursued to deliver maximum value to our clients.

1.2 RANGE OF SERVICES

- ✓ Software Design And Development
- ✓ Web Development And Development
- ✓ Mobile Application Development
- ✓ Database Application Development
- ✓ Software for Game Development
- ✓ Mobile Value Added Service
- ✓ SEO
- ✓ Online Marketing
- ✓ SMS Gateway
- ✓ Managed It Services
- ✓ Network Design and Implementation
- ✓ Domain and Hosting Service Provider
- ✓ Hardware Programming

1.3 FIELDS OF ACTIVITIES

SOFTWARE DESIGN AND DEVELOPMENT

Ali Business Hub can offer your company end-to-end custom software development services to make your project get off flying. Whether you are a start-up and still need to conceptualize your idea and prove the concept with persuasive visuals to your investors or you just seek to extend your in-house team to meet the tech competence, time & budget expectations, **Ali Business Hub (ABH)** is happy to provide its assistance at each stage of SDLC from business analysis and prototyping to development and deployment of your solution.

Custom Software Development

If you would like to have made-to-order product instead of ordinary off-the-shelf solutions, Our software developers will help you build a solution to align completely with your business aspirations, corporate procedures and internal communication processes!

SOFTWARE PRODUCT DEVELOPMENT

If you are planning to launch your own software product, but feel the need to extend your in-house team, we are here to become part of your remote software development center, giving you access to our domain and technology expertise.

UX Design & Software Prototyping

MISL offers UX design and prototyping services as information architecture and visual design is a must-have component of a great software project, and it will help your business yield the best possible output results.

ENTERPRISE APPLICATION INTEGRATION

Our software developer expertise includes enterprise application integration solutions to make your data management more comprehensible and prompt, and exploit all the corporate resources that you have at hand for your advantage.

Software Security Architecture

Our custom software development team has hands-on experience in architecting robust software systems to help your business protect your users' information and corporate data from any unlawful breaches and hacks.

SOFTWARE REENGINEERING & MODERNIZATION

We will join your firm to update your solution and make it lucrative and performance-boosting again by reengineering and refactoring it so that your project will match all your business goals!

WEB DESIGN

Taking advantage of the cutting edge technological tools and our web designers' creativity, we provide you with a website design that is distinctive, world standard, and professional, user-focused and returns your investment manifolds. Website design literally is at the heart of your online branding and presence. It brings all the different aspects of your business strategies together on the Web. It helps you manage, distribute and share your services and offerings more efficiently. It helps you improve customer care and build rapport with your clients. It is often the first place to start, whether you are launching a new product or you are aiming for a responsive website.

At **Ali Business Hub (ABH)**, we provide comprehensive web design services for small to mid-sized businesses. We build anything from responsive website designs for highly recognizable product brands to data-driven Web-based systems.

- ✓ We provide Creative Services and Branding
- ✓ We develop Mobile device (smart phones and tabs) compatible websites with Responsive web design technique
- ✓ Content Management Systems such as WordPress, Joomla, Drupal
- ✓ Browser Compatibility, Accessibility, Navigability, Readability and Usability are the inherent 'abilities' of each of the website we build
- ✓ Typography, Colours, high-end technologies like Ajax, CSS, Flash, PHP, XML, XHTML etc., are routine affairs at QC.
- ✓ SEO, Inbound marketing and Mobile application development are also covered by us to give you a complete 360 degree range of services

We fully appreciate the fact that in a highly competitive business world a well designed website is the strongest and most effective marketing tool for your company. Working closely with your ideas and necessities, coupled with extensive research and industry knowledge, **Ali Business Hub (ABH)** web designers turn a simple web design from a mere presentation to powerful business tool.

If you already have a design and want to convert that to a complete web site, our web designers can help. We provide PSD to xHTML conversion service at an affordable rate and quick turnaround. Responsive Web Design to Make Your Website Look Good on All Devices.

WEBSITE REDESIGN, MAINTENANCE AND SUPPORT:

In today's world it is not enough to just have a website. The competition is fierce and experts agree that website performances should be evaluated constantly and the site's design and functionality refined, updated and improved on a regular basis in order to keep up with the competitors.

- ✓ You may already have a website that is not performing as you intended, or it may be experiencing problems and is riddled with bugs and dead links. Whether they are design related problems or coding, we can help you by giving your online venture a face-lift and adding new, exciting features.

- ✓ If you already have a web site and want someone else to maintain and update the site on a regular basis, we can help you. We can work with existing web site layout, format, structure and file organization and implement updates as required.
- ✓ We can help you with suggestions on how to make the best of your web sites. How to improve, bring users to the site and convert them to paying customers.

Whether it is new, advanced features and functionality, content update, or an eye catching face-lift your website needs in order to enhance your online image, you require our website redesign services. If a thorough overhaul of your website is what you need, keep in mind that your visitors need a look, as well as a persuasive message.

CUSTOM WEB DEVELOPMENT

Dynamic, advanced, rich web application development is exactly what we do best!

With over 3 years of experience in designing, developing and maintaining web applications and more than 20 projects completed for clients all over the world in 3 countries, **Ali Business Hub (ABH)** is one of the most reputable and reliable “one-stop” web development companies to realize your most ambitious and complex projects. Our Agile based web development process ensures rapid web application development that fulfills all your business requirements religiously. This advanced software development methodology ensures that quality is controlled and assured from the very start of your project and we continually gather feedback and integrate that into the application development process. The web application we develop will be infinitely scalable, extensible and easy to maintain. A properly engineered solution is extremely essential to ensure that expensive rewrites are not required and maintenance costs are kept low for future changes.

We build custom web applications according to client specific requirements utilizing the advanced, cutting edge technologies that combine appealing design, rich functionality and robust management tools. With us you get:

- Fully functional and highly usable web applications that match your business requirements and expectations exactly as you intended.
- Development strategy for low effort application maintainability enabling you to reduce the total cost of ownership.
- Completely open and smart web application architecture that allows for high solution productivity and scalability.
- Full control and transparency of the application development process coupled with continuous communication.
- Best Quality Assurance procedures throughout the entire web application development life cycle.
- Deployment, live bug testing and ongoing support for maintaining the live version

Today all kind of businesses are moving more and more of their basic internal and external business operations onto the internet. Because it allows them to automate their unique processes that have been developed and grown accustomed to while reaching a greater audience. You can take advantages of this opportunity too with our help. We will develop the custom web application for your business that will allow you to manage business from anywhere in the world, communicate with clients, access a history of information shared, milestones reached, invoices outstanding, communications sent and received; even internal correspondence can be monitored and managed.

WE SERVE TO BUILD:

- Interactive e-commerce web sites with shopping cart and powerful and easily configurable store management from a Web Browser.
- Utilize real-time payment processing or manual credit card processing and seamless integration of the online store into the overall Web site
- Develop Facebook and LinkedIn like social networking website
- Develop crowd sourcing websites like KickStarter
- Custom CRM development with PHP/MySQL
- Custom Content Management System (CMS) development with PHP
- Web enabled/Client Server ERP
- Web-ready applications migrating from the legacy applications
- Enterprise Portal Development: high performance intranet and extranet solutions
- Cloud solutions: Building applications for the cloud or Software as a Service (SaaS)

PHP/MySQL Web Development Tools and Technologies

We specialized on php/mysql based web application development. We ensures clients' return on investment by attaining their business goals through designing, developing, integrating and supporting mission critical web applications and systems through the use of all the latest technologies and solutions available in the book. And the tools of our trade are:

- MVC Framework: Codeigniter, CakePhp, Zend
- Open Source: WordPress, Joomla, Drupal
- E-Commerce: Magento, Opencart, Prestashop, Virtuemart, WooCommerce, WP eCommerce
- Database: MySQL, PostgreSQL, Oracle, MSSQL
- Scripting and Programming: PHP, Ajax/jQuery, xml, json, ASP.NET

MOBILE APPLICATION DEVELOPMENT

The MOBILE experience has become an integral part of our daily life. The entire world has gone mobile. People are using mobile applications in their smartphones and tabs or pads for every aspect of their lives. Whether your business is serving the B2B or B2C market mobile apps are now a must-have business strategy for companies across all industries and sectors. Is your business ready to leverage this new opportunity? We can help.

MOBILE APPLICATION DEVELOPMENT SERVICES:

We are a Mobile Application Development Company developing native iPhone and Android mobile apps for small businesses, large corporations, or anyone in between.

Designing a mobile application is an art as much as it is a science. It is a mix of creativity and technological prowess. Armed with both, we create beautiful and functional user interfaces that are intuitive and easy-to-use. If you have an awesome new idea for a product, our team of experienced developers and designers can build an app that live up to your vision. We like to work both on "product driven" (an app that does something) and "campaign driven" (an app that sells something) mobile application development. We love to work on apps that are innovating, functional, game changing, aesthetic and above all – useful for the people. For corporations and enterprises We combines the power of mobile technology with our business domain

knowledge to simplify simple to complex business processes by exploring the potential of mobilization to engage companies to collaborate with their consumers or employees. We often leverage the flexibility of PhoneGap platform to reuse code and reduce turnaround time in developing your mobile application. Our process of developing the perfect mobile app for your business is simple:

- We analyze your business objective and goals
- We conceptualize the mobile application, work out the application flow, create user interfaces and designs
- Develop and Deploy the mobile application on the app store and play store as an enterprise application or as a downloadable application, depending on your requirements.

Apps for Smart Phones

- ✓ Branding or Company Apps
- ✓ Social Networking
- ✓ Location-Based Services
- ✓ Augmented Reality
- ✓ Video Solutions
- ✓ Coupon Clippers
- ✓ Barcode Scanners
- ✓ Business Productivity Apps
- ✓ Games

Application for tablet, Pad

- ✓ Entertainment Applications
- ✓ Video and Audio Streaming
- ✓ Service Management Applications
- ✓ Digital Publishing Apps and Newsstands
- ✓ Solutions for Advertisers and Marketers
- ✓ Salesforce Solutions
- ✓ Video Conferencing
- ✓ Analytics for Decision-Makers
- ✓ Business Intelligence for CIOs and CEOs

ANDROID APP DEVELOPMENT:

Google's Android OS has become highly popular and smartphone and tab makers like Samsung, LG, HTC have adopted Android OS on their smartphones making the Google Play Store an able competitor to Apple's iPhone app store. Android platform is literally growing at a break neck speed. We have one of the best Android Application Development teams and our mobile app developers have the skill and expertise necessary to develop cutting edge Android applications. If you are thinking of building a smartphone application that will grow your business or want to create a new business opportunity in this brave new world, you must target the huge Android user base. We can help you.

IOS/IPHONE APPS:

Apple's iPad and iPhone devices have taken hold of the big part of mobile market. This is an established fact. iPhone and iPad users represent one of the largest segments of portable device users who are using all the wonderful apps in their devices. Apple's App Store is growing at an impressive rate. iPad is dominating the tablet market. This is a great opportunity to engage your customers, get them involved, and make use of your employees' mobile habits by developing a custom iOS/iPhone application.

If you have a wonderful and unique idea for the next ground breaking mobile app or simply want to establish your brand presence in the Play Store and App market,

DATABASE APPLICATION DEVELOPMENT

For serving a large customer base and providing those services & solution at the minimum turn-around-time requires web as a prime channel to carry out transaction and communicating with customers. So these transaction & communication information should be stored intelligently so that it can be produced & referenced whenever required according to requirements. Storing and controlling data logically in a secure manner serves your business goals and helps in smoother running of your business. Here's come in picture, database application development.

Our database application development team of experts is working with the client to find out their business objectives and requirements. We have team of strong database management skills and database design & programming skills. Our database application development solutions are data & business centric, offering client a wide option of data storage and retrieval. We are expert in designing and implementing critical high-availability and fault-tolerant database systems.

Our technical team of experts has expertise in database application development, setting up and using different databases such as Oracle, My SQL, SQL-server and others. The team has vast exposure to SQL programming and database management.

The team has expertise in developing complex Database Applications on:

- ✓ Oracle
- ✓ MySQL
- ✓ MS-Access
- ✓ SQL-Server
- ✓ No SQL

We offer complete database services to manage your information and data in secure and effective manner. We strive for the latest technology and features incorporated in your organization in respect to the database application development.

Our database expertise includes:

- ✓ Server configuration
- ✓ Data migration
- ✓ Database design
- ✓ Database performance tuning
- ✓ Database management
- ✓ Backup and recovery solutions.

SOFTWARE FOR GAME DEVELOPMENT

Computer and video games have come a long way since the days of Pac-Man and Frogger, and so have those who play them. Today's video games are enjoyed by players all ages and backgrounds and parents are increasingly involved in making sure that the ones their children play are age-appropriate.

Game development is the software development process by which a video game is produced. Games are developed as a creative outlet and to generate profit. Game industry requires innovations skill. **Ali Business Hub (ABH)** has an eye on this industry as it needs major outsourcing works.

MOBILE VALUE ADDED SERVICE

Mobile phone is the core device within the evolving Mobile Information Society. Mobile commerce will be a key area within the expanding functionality of the mobile phone. Common transaction framework and shared solutions roadmap is a prerequisite for rapid mass market take-off of mobile commerce. Mobile phone is rapidly evolving into drastically more than a wireless phone – it is transforming into a “Personal Trusted Device”.

We are already in a secondary phase of mobile value added service platform and working seamlessly to develop a new generation of platform.

SEO

- **Keyword Research:** We choose multiple keywords instead of focusing on one very hard to get keyword or phrase. It is more profitable, to rank for 100s or even 1,000s of long tail keywords with the same piece of content than a single keyword.
- **Quality Content:** Content without quality is spam and everyone hates spams. We help you create valuable contents for your website. Value of content is generated by it being of Utility, being able to generate Emotional response, expressing a significant Point of view (positive or negative) or Perceived value (like fame of the author). Contents should be presented in a visually appealing manner. We also help you re-purpose your contents and use it on different platforms to bring in extra traffic. We work smart not too hard.
- **Website Architecture:** We do not make a single page to rank – we make several. We create Content Hubs exploring several topics in depth focused around a central theme for your business. Google determines context and relevancy of a web page not only by what is on your page, but also by the pages around it and linking to it.
- **On-Page Website Optimization:** Internal linking, diversification of anchor text, Meta Title and Description tags, Structured Data, Avoiding over optimization, Canonical tags etc. are all parts and parcels of on-page SEO works. And we do them well, because we also possess the necessary technical prowess. You do not have to run errands between your web design company and SEO company to get things done. We truly are a full service web design company.
- **Building External Links:** We do not only get links from other websites – we build relationships. We understand that the link building experience is not just about search engines, but the people experience, as well. We create link-baits and give out links and get links from other websites so your website has a natural and organic link profile.

ONLINE MARKETING

- ✓ Here is a list of online marketing services that we provide:
- ✓ Social Media Marketing
- ✓ Email Marketing to Targeted Customers
- ✓ Search Engine Optimization
- ✓ Content Marketing
- ✓ Advertising on Ads Network
- ✓ Brand and Reputation Management

MANAGED IT SERVICES

Ali Business Hub (ABH) Managed IT Services provides affordable proactive IT management and support to growing businesses. Utilizing our unique framework for providing managed IT services, “Cyber Technologies & Systems (CTS)” provides a range of proactive services to keep your computer systems up and running and your people and business productive.

The Managed IT Services program provides the critical tasks to keep your system up and running. Tasks conducted by our Managed Services engineers to enable workstation managed IT services include:

- Site Assessment
 - Review system infrastructure and network security policies
- Network Consistency
 - Bring infrastructure and systems to a known state; install applications, patches, or updates required
- Site Database
 - Inventory database containing your system hardware and software
- Review Managed Service Activities
 - Service and support procedures, discretionary on-site time, and the parameters of the service

NETWORK DESIGN, DEVELOPMENT AND IMPLEMENTATION

Ali Business Hub (ABH) provides an array of network and security related services. Our network and security consultants and experts have extensive knowledge and experience in designing and implementing network and security solutions in various organizations in Bangladesh.

Designing and deploying a robust and secured network in a high volume environment requires good expertise and experience. Network assets are to be audited with maximum care. Our years of experience in this field in combination with domain knowledge and skills helps organizations simplify the deployment of complex networks, implement end-to-end security and maintain existing networks for optimized performance.

NETWORK DESIGN AND DEPLOYMENT:

Our Network Planning Team gives customers a complete understanding of the performance and reliability of their networks. We ensure that your networks deliver profit for you, by offering services that range from planning and designing a network to its evaluation and health assessment. We understand that networks that

are carefully designed and planned reduce capital expenditures and deliver the best return on your investments.

We provide detailed network specifications, network coverage maps, and special installation requirements together with a complete budgetary plan with each network design. We provide the following services for you.

- Planning and setting up LAN, WLAN and other network infrastructure;
- Network router and switches configurations and external connectivity;
- Point to point and point to multipoint VPN installation and maintenance
- Application, web and mail server configuration.
- Linux based traffic monitoring, bandwidth shaping/management etc.

NETWORK SECURITY DESIGN AND AUDITING:

Unicorn network security team can help you securing your valuable network by auditing valuable network resources, providing a comprehensive plan for security and deploy security solutions in important points of your network. We provide managed network security services along with security consulting services. Our network security experts are always ready to help you.

Hardware Programming

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Game development is the software development process by which a video game is produced. Games are developed as a creative outlet and to generate profit. Game industry requires innovations skill. In June 2011, the global video game market was valued at USD\$65 billion. MISL has an eye on this industry as it needs major outsourcing works.

1.6 TECHNOLOGIES WE WORKED WITH

Programming Language

C, C++, Objective C
JavaEE, JavaME, JavaSE
C#
PHP
ASSEMBLY
ASP
ASP.NET
VB
VBA

Database

MySQL
Oracle
PostgreSQL
SQL
SQL Server
Sqlite
MongoDB

Scripting Language

Javascript
Action Script
CSS
HTML5
XHTML (WAP)
XML
Flash
Shell Script
SVG

Framework

Flex, Ajax
CodeIgniter
Joomla
SOAP
JSP
Silverlight
Struts
WordPress

Library

Facebook API
GMAP Api V3
Foursquare API
Twitter API
JSON
PayPal API

IDE

Netbeans
Visual Studio
XCode
Eclipse

1.7 FINANCIAL CAPABILITY

Effective financial management is a crucial part of running an IT business. Raising finance, managing cash flow and keeping records are all essential, but in an IT business, financial management helps us to make informed decisions, assess new opportunities and evaluate the success of our business strategy.

We have nearly three years of experience of serving our local and international clients with our expertise. Considering the project needs, we are quite confident that the financial need for the project will never be a problem for us as we have similar projects running for different clients.

1.8 HUMAN RESOURCES

Position	No of Employee	Experience
Chief Technical Officer	1	7 Years
Director, Operations	1	7Years
Project Direcor	2	6 Years
System Analyst	1	5 Years
Database Administrator	1	7 Years
Software Engineer	4	5 Years
Android Application Developer	4	4 Years
iOS Application Developer	2	4 Years
Web Designer	1	5 Years
Quality Assurance Engineer	1	5 Years
Implementation and support stuff	8	3 Years
Marketing Executive	3	4 Years