

Company Profile



ServicEngine Limited

(A Sister Concern of Abdul Monem Ltd.)



ISO/IEC
27001:2013
Certified



Welcome to the nation's most prominent business process outsourcing company ServicEngine Limited that began in 2006. With offices in the U.S. and Bangladesh, our deep industry expertise helps our clientele to manage risk, enhance product features, master their business transformation challenges cost effectively and in line with their goals and standards. We believe ourselves as a unique company with over 1500+ skilled professionals that provides quantifiable and sustainable value to the client's business. We do things differently.

Our Vision at ServicEngineBPO:

- Build relationships
- Be a vital sourcing asset
- Help guide client growth and stability in the global marketplace
- Maintain strong workplace standards and opportunities for our employees

We offer strategic partnership:

We are not the typical outsourcing company focused on the short term. We hold a great value in building significant long-term business relationships. With experience in a variety of industries including advertising, technology, software, banking, publishing, insurance, travel, and more, ServicEngineBPO prides of itself on being able to adapt to any kind of business. As of the recognition of our expertise and quality management in numerous projects, **ServicEngineBPO** has achieved **ISO/IEC 27001:2015, ISO 9001:2015 & CMMI Level 3 certification.**

ServicEngine is a proud catalyst in fulfilling government vision of IT-ICT Export excellence by 2021. For its heart felt contribution ServicEngine Ltd. delivery Center (Mohakhali, Dhaka) is declared as **Private Software Technology Park (STP)** under Bangladesh Hi-Tech Park Authority (ICT Ministry, Government Republic of Bangladesh).

We believe in client management:

We believe proactive communication and responsive action is critical for our clients. For our heartfelt effort, on August 21, 2014 – ServicEngineBPO was ranked as **NO. 2092 by Inc. Magazine on its 33rd annual Inc. 500|5000.**

International Association of Outsourcing Professionals (**IAOP®**) named ServicEngineBPO a Top 100 Global Outsourcing Company for Third Consecutive Year-2016. Being in the list of 100's growing Global Outsourcing Company, has become the perfect metaphor to celebrate the successful 15 years of milestone.

SEBPO has been consistently recognized as one of the "5000 Fastest-Growing Private Companies in America" by Inc., and as a Top Global Outsourcing Company (GO100) by the International Association of Outsourcing Professionals (IAOP) since 2014.

“The success of SEBPO is driven by our clients’ success. Experiencing these achievements while playing such a valuable role in the development of Bangladesh has been incredibly humbling and fulfilling.”

– Matt Kochan | Chief Executive Officer, SEBPO

Management



A.S.M. Mohiuddin Monem

Chairman, ServicEngine Ltd
Deputy Managing Director,
Abdul Monem Ltd.



Matt Kochan

CEO
ServicEngine Ltd.



Syed Akram Hossain

COO
ServicEngine Ltd.

We promote a performance-driven culture:

Our multi-discipline leadership team is comprised of technical professionals, a creative marketing and communications group, who have applied engineering methodologies to excel in providing solutions. We believe you cannot manage what you can't measure, so our employees have formal metrics-based scorecards that ensure ServiceEngineBPO Key Performance Indicators (KPIs) are aligned with your business goals.

Our Services

ServiceEngine Limited provides professional outsourcing support to multi-disciplined organizations for

- **Web & software development**
- **Mobile web & Apps Development**
- **Data aggregation & analysis**
- **Digital Advertising Operations**
- **ICT Training**
- **GIS Software**
- **AR/VR Technology Solution**

Our range of solution offerings improves interactions, strengthen workflow management, enhance business intelligence services, and streamline legacy applications to support real-time, flexible business processes. We enable our clients to be more efficient and innovative in managing their business.

WEB & SOFTWARE DEVELOPMENT

Regardless of industry, our clients find working with ServiceEngineBPO web and software development teams relieves the pressure on their staff members, because our commitment is clear: projects are delivered on time and on budget.

Our team members are degreed professionals selected for their expertise, who enjoy working for a company that maintains the highest standards in customer service, confidentiality, and quality. In short, ServiceEngineBPO is a best-practice business partner that helps make your business stronger.

Software Engineering

From systems administration to scheduled maintenance, ServiceEngineBPO has the expertise and the availability to handle important behind-the-scenes activities, meaning you avoid forced overtime for your staff, or worse, asking them to do tasks they may not be trained to do.

ServiceEngineBPO's experienced software engineers are experienced in managing client projects:

HRIS

HRIS software solutions cover a handful of basics including maintaining an employee database, archiving personnel records, and producing directories and organizational charts. In this way, they act as a company's system of record for all things people-related. Because HR software is built on an integrated database of personnel information, the software also produces reports that HR departments or business owners can use to analyze vital workforce metrics such as staffing allocations, compensation costs, and turnover.

These tools let you manage employee records from within a desktop app, a web browser, or even a smartphone app. Some offer you the ability to tie into applicant tracking (AT), benefits administration, and performance management tools so that you can follow your employee's success from recruitment to retirement.

1. Dashboard
2. Modules
3. Module Shortcuts
4. Profile and Logout Section

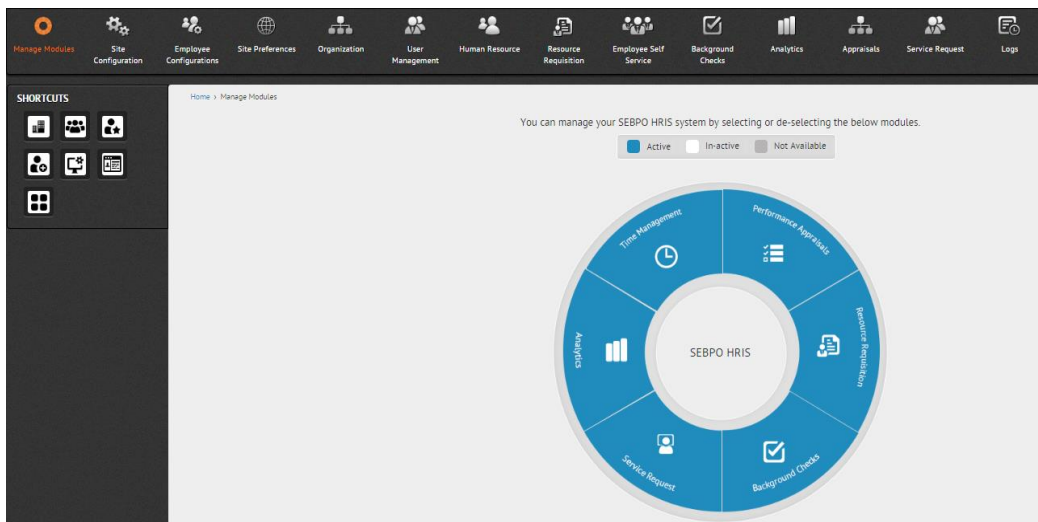

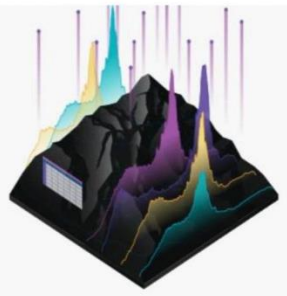
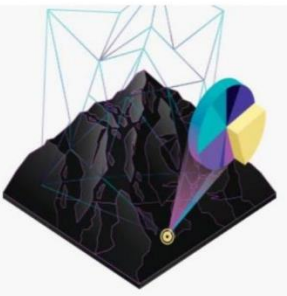



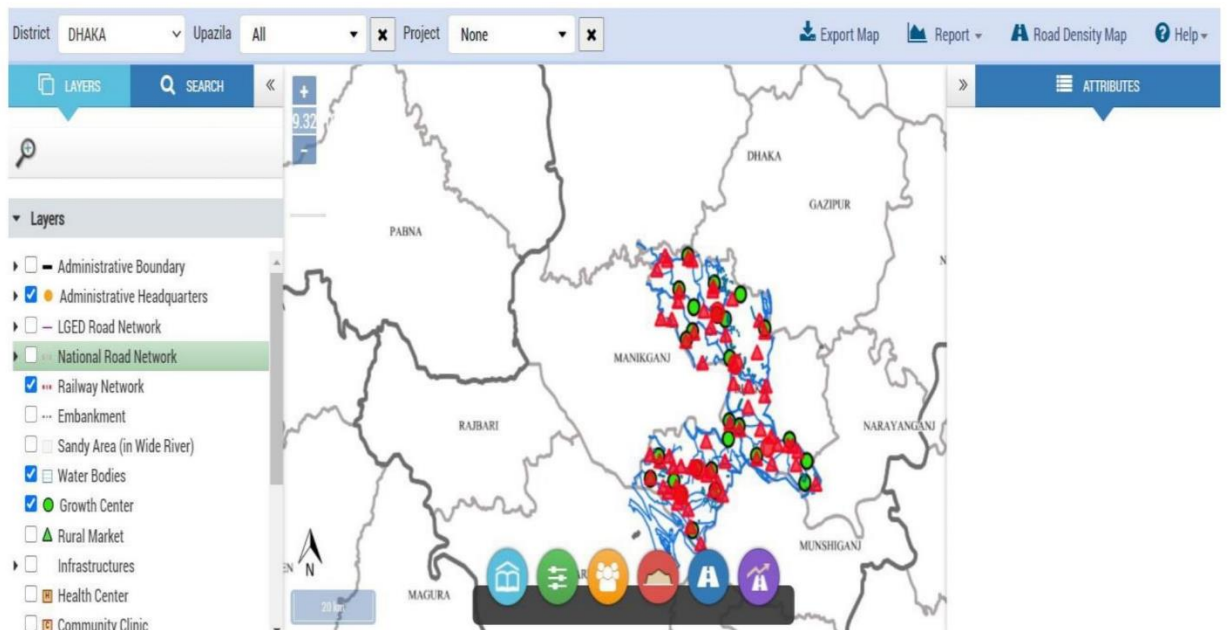
Fig: HRIS Home Page



GIS & Web-GIS Mapping

A geographic information system (GIS) is a framework for gathering, managing, and analyzing data. Rooted in the science of geography, GIS integrates many types of data. It analyzes spatial location and organizes layers of information into visualizations using maps and 3D scenes. With this unique capability, GIS reveals deeper insights into data, such as patterns, relationships, and situations—helping users make smarter decisions.

			
<p>Maps</p>	<p>Data</p>	<p>Analysis</p>	<p>Apps</p>
<p>Maps are the geographic container for the data layers and analytics you want to work with. GIS maps are easily shared and embedded in apps, and accessible by virtually everyone, everywhere.</p>	<p>GIS integrates many different kinds of data layers using spatial location. Most data has a geographic component. GIS data includes imagery, features, and basemaps linked to spreadsheets and tables.</p>	<p>Spatial analysis lets you evaluate suitability and capability, estimate and predict, interpret and understand, and much more, lending new perspectives to your insight and decision-making.</p>	<p>Apps provide focused user experiences for getting work done and bringing GIS to life for everyone. GIS apps work virtually everywhere: on your mobile phones, tablets, in web browsers, and on desktops.</p>

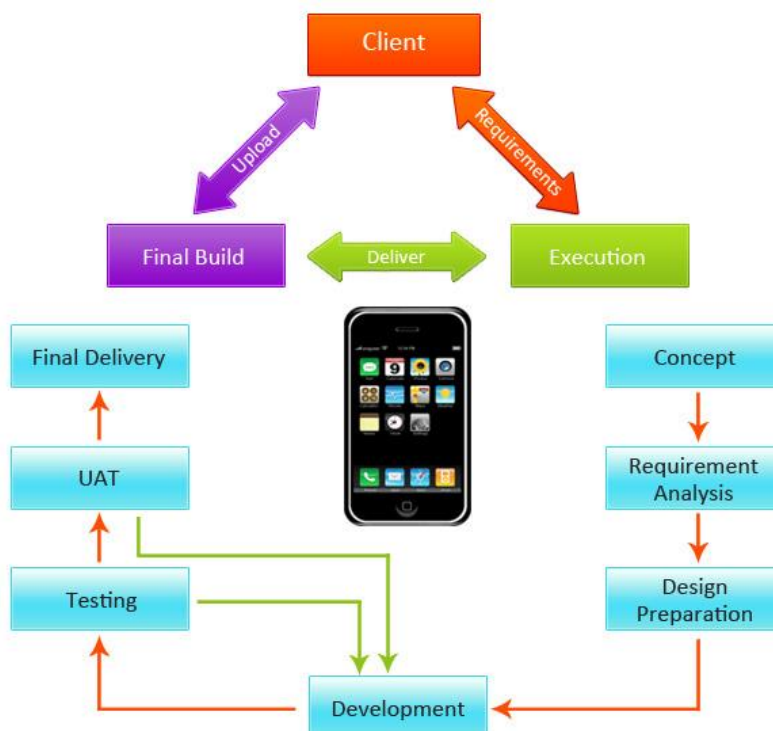
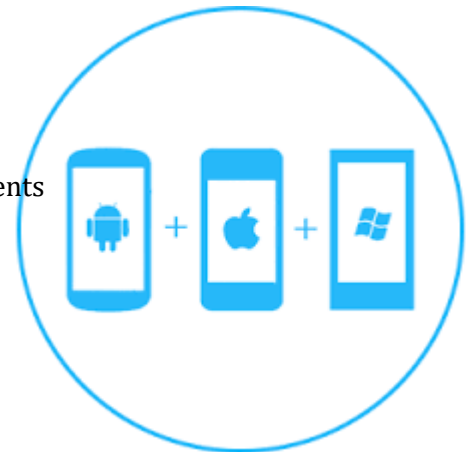


Mobile, Web & Apps Development

Mobile, Web & Applications Development are a Pandora's Box, yet as broad as the spectrum of web applications and development tools is, when you're creating or improving an app for your business, that app is the only one that matters.

ServicEngineBPO builds and customizes apps for iPhone, iPad and Android and provides porting services so your apps will work with all smart phone platforms. Our developers have extensive knowledge of the mobile development environment and expertise in **iOS**, **Android**, as well as developer tools like Xcode, Cocoa Touch framework and Objective C, Java for Android.

- Content Management System Configuration
- Customized Training Programs & Support for Proprietary Languages
- E-Commerce Site Development, Setups & Deployments
- Front End and Back End Development
- Programming Languages
- Prototype Development
- Responsive Design & Development



Digital Advertising Operations

Digital advertising operations demand that considerable amounts of time be spent in back office functions. While those operations are vital to producing and optimizing successful campaigns, they also absorb valuable time that could be spent on more proactive, strategic, or revenue-generating tasks.

At ServicEngineBPO, we work as an extension of our clients' teams, providing campaign management solutions that allow our clients to spend their time most productively. Regardless of the size or scope of the campaign, we help our clients maximize their resources to deliver comprehensive campaigns that achieve optimal results.

- Campaign Management
- Inventory Management
- Reporting and Analytics
- Workflow Management
- Customer Support and Troubleshooting

Regardless of the advertising platform, we are ready to be a part of the team, helping to:

- Facilitate online campaign management process
- Receive media plan briefs and upload media plan on client platform
- Add creative to placements and implement click tag
- Perform ad optimization
- Ensure accuracy of media plan entry and click tag implementation
- Communicate with client contacts to resolve any media trafficking issues.
- Track all advertising tools, partners and promotions used throughout the campaign to maximize ROI.



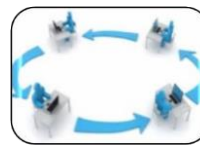
Campaign Management



Inventory Management



Reporting and Analytics



Workflow Management



Customer Support

AR/VR Technology:

ServicEngine Limited is one of the fastest growing firms in AR/VR Technology in Bangladesh. It specializes in offering best AR or VR product to basic & specialized customer. With our robust infrastructure, we embark to manage all our projects as efficiently as possible.

We focus on adding value to your core businesses by bringing effective changes to the current processes so that you can realize greater benefits.

Our vision is to become a global trendsetter in developing end-to-end operational models combining expert resources, global best practices & technology for our target industry verticals.



Training Projects

LEDP:



Assignment Name: Professional Outsourcing Training & Employment Service for IT/ITES Industry

To realize the dream of Vision 2021 the Information and Communication Technology Division (ICTD), Ministry of Posts, Telecommunications and Information Technology has taken some remarkable initiatives in ICT infrastructure development (Hi-Tech Park, Software Technology Park, and Data Center etc.), establishment of nationwide connectivity up to Union Level and capacity building in IT/ICT sectors in individual and Organization level. To ensure the sustainable development of ICT sectors ICT Division is implementing many development projects/programs. "Learning and Earning Development Project" is one of them.

The overall objective of "Learning and Earning Development Project" is to conduct training program to catalyse the growth of freelancer for self-employment and promoting on-line outsourcing. The specific objectives of this project are i. To Train 78,660 Persons and developed them as skilled manpower to be freelancers in the IT/ICT Sector. ii. To Expose Outsourcing capabilities in IT/ICT era into leading global market. iii. To create new job facilities in the global market and improve national awareness at all levels. iv. To Create master trainers in freelancing area to disseminate the training program in the Grassroots level. The project is conducting different types of training courses at union, Upazilla and district levels.

LICT:



Assignment Name: Post Employment Training on AR/VR Technology

The Government of Bangladesh (GoB) recognizes the need to leverage information and communication technologies (ICT) to achieve underscores capacity, digital services, and outsourcing as priority areas. The Government has undertaken significant actions under its Digital Bangladesh program to create a 'knowledge economy', which includes strategic pillars that covered Digital Government, ICT in Business, Connecting Citizens, and Human Resource Development. To reduce poverty, create more employment and build valuable human resource, Fast Track Future Leader (FTFL) Program has launched. On the Job Training is designed to create job opportunities for Temporary Assistance clients where there is the potential for the client to move beyond public assistance and achieve self- sufficiency.

Bangladesh Hi-Tech Park Authority:



Assignment Name: Workforce Training for Professional Digital Content Management.

Bangladesh Hi-Tech Park Authority extends its support to provide incentive to IT/ITES companies' for appointing new employees who shall undergo training on specific company based curriculum & processes. Under the Employment Incentive Training Program it was targeted to new employees will be trained and hired by the IT/ITES companies. Incentive has to be provided to the IT/ITES Companies upon actual recruitment/employment of the trained candidates. Provide employment opportunities for Bangladesh youth in IT/ITES sector to support companies in building human resources by training on skills essential to their internal business processes for productive employment and successfully lay the growth path for them to become mid/large size companies and encourage IT/ITES companies to set up their operations at Hi-Tech/IT Parks in Bangladesh.

ICT Training

ServicEngine Limited is the nation's most prominent IT Company that began in 2006.

ServicEngine Limited

provides professional outsourcing support to multi-disciplined organizations for software and web development, advertising operations, quality assurance and testing, data aggregation and analysis, back office processing and ICT training for different project.

Our Training project Name:

1. Graphic Design Training
2. Web Design and Development Training
3. Digital Marketing Training
4. Digital Content Management
5. Professional E-commerce Management
6. AR/VR Online Training
7. Digital content and Graphics Design Training
8. Digital Marketing Training for Internal Resources
9. Industrial Attachment Training
10. Call Center Agent Training
11. Back Office Process
12. Risk & Compliance
13. Digital Ad Operations

Areas of Expertise:

- Business Process Outsourcing (BPO)
- Digital Ad operation
- Software testing (automation & manual)
- Creative content development
- Website Design
- Customized Software Development
- Web Applications
- Graphics Design/Image Processing
- System Integration
- Mobile services
- Applications development

Technology Profile & Skills:

- Asp.net
- Ajax
- C/c++
- Css
- cfsion
- Delphi
- Dhtml
- Flash
- Flex
- JSP
- javascript
- Java
- Open-Source CMS
- ms sql, mysql
- Oracle
- php
- python
- vb
- xhtml, xml
- C#, Objective C
- Adobe
- Unix, Linux
- Apple,
- Windows mobile
- PALM OS
- Android Graphic Design

ServicEngine Infrastructure & Capability Statement:

- Over 1500+ number of IT Skilled Human Resource.
- Each group of professionals are teemed with younglads and experienced souls.
- Every single member is highly proficient in English Language (Most of them comes from English Medium background)
- A pool of experienced Team Leads & Managers for delivering optimum project output. (Average cumulative experience of each team is more than 15 years in relevant industry)
- The company is backed by country's large conglomerate- Abdul Monem Limited.
- Secure & Employee friendly environment, we believe – “Better people deliver better service
– producing better results!”
- Majority client base in United States (with remote office in NJ, USA).

Facility & Infrastructure:

- Around 40,000sft operation floor capacity.
- Own Sub Station capacity with 11,000V.
- 24 hours generator (415 KVA) backup.
- 24/7 IT Help Desk Support.
- Uninterrupted power supply –dual power back up system.

Physical Security:

- 24/7 Security Guard.
- Access control device at each floor.
- Access restricted area- Server Room & other critical infrastructure.
- Vehicle Search Mirror Security Inspection Device
- Fire extinguisher.
- Metal detector.

ISP Back Up:

- 3 ISPs for internet redundancy.

- 99% uptime of the production environment.
- Dedicated Internet Bandwidth for all members.

IT Security & Management:

- Firewall
- Laptop Encryption
- Wi-Fi Security
- CCTV Camera System
- No CD/DVD, USB access in the production environment.
- A very efficient IT Management team (In house) for ensuring smooth run of operation with Computer & Networking Equipment-accessories.

Key Achievement & Awards:

National Recognition:

- President Awards of Bangladesh 2017
- Export Authority Gold For 2013-2014
- President Awards of Bangladesh 2014
- Private Software Technology Park
Bangladesh Hi-Tech Park Authority



International Recognition:

- ISO/IEC 15001:2013
- ISO 9001:2008
- CMMI Level 3
- SOC TYPE ONE (AICPA Service Organization Control Reports)
- IAOP (International Association of Outsourcing Professionals)



The Bangladesh Government has awarded ServicEngineBPO with National Export Gold Trophy for sixth consecutive years for extraordinary contribution to the country's export earnings in the fiscal year 2013-14



President's Award for Industrial Development 2014



The Bangladesh Government has awarded ServicEngineBPO with National Export Gold Trophy for sixth consecutive years for extraordinary contribution to the country's export earnings in the fiscal year 2016-17.



President's Award for Industrial Development 2017



ServicEngine Ltd. wins BASIS Outsourcing Award 2020

Glimpse of our growing team & facility:










Enlistment:

Several government and reputed private organizations have their enlistment for providing IT support, like- development any software, networking, server maintenance, hardware supply etc. They want their solution provider should be a qualified one. That's why, they enlist qualified and capable companies to serve them as their need and fulfill their requirements.

Our company is enlisted for providing IT/ITES solutions in many government organizations, such as-




1. National Telecommunication Monitoring Centre (NTMC)
2. Bangladesh Police (Police Headquarter)
3. Bangladesh Bureau of Statistics (BBS)
4. Ministry of Food
5. Bangladesh Chemical Industries Corporation (BCIC)
6. Power Grid Company of Bangladesh (PGCB)
7. Ministry of Agriculture
8. Ministry of Food
9. Bangladesh Economic Zone Authority (BEZA)
10. Pan Pacific Sonargaon
11. Save The Future Foundation
12. Sustainable and Renewable Energy Development Authority
13. Directorate General of Nursing & Midwifery

Major Client List:

SI No.	Project & Client's Name	Logo
01.	Project Name: Jute Knowledge Bank Mobile Apps and Portal Client's name: Bangladesh Jute Research Institute (BJRI)	
02.	Project Name: Sheikh Kamal IT Training and Incubation Center Project Client's name: Bangladesh Hi-Tech Park Authority	
03.	Project Name: Political Exposed Persons Software Client's name: Special Branch, Bangladesh Police	
04.	Project Name: Professional Outsourcing Training Client's name: LEDP Project, ICT Division	
05.	Project Name: BBS Survey, Data Service & Certificate Management Software Client's name: Bangladesh Bureau of Statistics	
06.	Project Name: IT/ITES Training Client's name: Bangladesh Hi-Tech Park Authority	
07.	Project Name: Development of Games in Android & iOS Client's name: Skill Development for Mobile Game & Application, ICT Division	

SI No.	Project & Client's Name	Logo
08.	Project Name: Training on Professional Digital Content Management Client's name: Bangladesh Hi-Tech Park Authority	
09.	Project Name: E-Commerce Professional Training Client's name: Bangladesh Hi-Tech Park Authority	
10.	Project Name: AR/VR Online Training Client's name: LICT Project, ICT Division	
11.	Project Name: Digital content and Graphics Design Training Client's name: Cocacola, Bangladesh	
12.	Project Name: Digital Marketing Training for Internal Resources Client's name: Igloo Ice cream	
13.	Project Name: Development ERP Solution along with responsive Mobile App (Android & iOS) Client's name: AM Bran Oil	
14.	Project Name: Android Based Mobile Application for Comparing & Detecting Offensive Editing in Photos. Client's name: Bangladesh Police	
15.	Project Name: Web Based Sales Target & Prescription MS . Client's name: ROCHE Bangladesh Ltd.	

Sl No.	Project & Client's Name	Logo
16.	Project Name: Web Based ERP Solution. Client's name: Classic Footware	
17.	Project Name: Web Application Development Client's name: IGLOO Foods Limited.	
18.	Project Name: Web Application Development Client's name: TAKA Bazar	
19.	Project Name: IT/ITES Project Client's name: Bangladesh Chemical Industries Corporation (BCIC)	 Bangladesh Chemical Industries Corporation (BCIC)
20.	Project Name: IT/ITES Project Client's name: Power Grid Company of Bangladesh (PGCB)	
21.	Project Name: IT/ITES Project Client's name: Directorate of Nursing & Midwifery	 Ministry of Health
22.	Project Name: IT Enable Services Client's name: Ministry of Food	 Ministry of Food

SI No.	Project & Client's Name	Logo
23.	Project Name: IT/ITES Project Client's name: Bangladesh Police	
24.	Project Name: IT/ITES Project Client's name: Ministry of Agriculture	 Ministry of Agriculture
25	Design, Development and implementation of Sale Automation System for BISF	 Ministry of Industry

Our Few Developed Website/Software:

- <https://bbs.sebpo.net/>
- <http://123.200.10.109:8000/>
- <https://vms.sebpo.net/>
- <https://roche.sebpo.net/login>
- <https://dev.sebpo.net/hms>
- <https://demohris.sebpo.net/welcome>
- <https://dev.sebpo.net/pos/index.php/login>
- <https://www.sebpo.com/creative/portfolio/LandingPage/MyChocolateValentine/>
- <https://www.sebpo.com/creative/portfolio/LandingPage/CameraLandingPage/>
- http://micro4_ehr_dermatology.mvinc.net/
- <https://www.sebpo.com/creative/portfolio/LandingPage/silicon-sprint/>
- <https://www.sebpo.com/creative/portfolio/LandingPage/produceBin/>

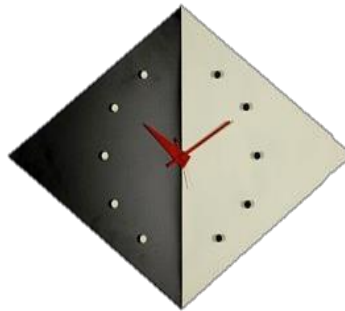
Marketing and Sales Activities

- Trade fairs/B2B events: IT Outsourcing fair at USA
- Trade fairs/B2B events visited in Bangladesh: All the event for B2B fair organized by BASIS
- Marketing Activities: Search the potential leads, SEO

We never sleep:



Dhaka, Bangladesh



Medford, NJ, USA

- We have 2 offices in 2 different time zone – One in Bangladesh and the other is in USA.
- When we sleep at Bangladesh then USA starts working and vice versa.
- You can reach to either side by a single buzz any time round the clock.
- This will ensure a feel that we are never lost either in an emergency or a normal discussion.

WHERE YOU CAN FIND US?

U.S. Office:

2 N Main Street, Suite 303
Medford, NJ 08055

Bangladesh Office:

House-8, Abbas Garden, DOHS,
Mohakhali
Dhaka-1206, Bangladesh.
Cell: 01711924545
E-mail: gazi.alim@sebpo.com

Web URL: <http://sebpo.com>