



## Company Profile

<b>Professional IT Ltd (PITL)</b>	
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## Brief Profile of PITL

### Executive Summery

Today computing is at the heart of the well-planned life. People in business, finance, industry, infrastructure and education routinely turn to advanced computers and software in their search for peak performance. Professional IT Ltd is proud of its role in this computer revolution. For over six years it has led the market, bringing world class computing and information technology to Bangladesh. Professional IT Ltd not only deals in top-line computing and calculating equipment. It also offers expert consultancy to unleash real computing power. PITL has an enviable reputation. It serves end-users with dedication. It has built loyal relationships with an ever-widening range of clients.

We have entered the age of digital technology. Computer exists everywhere from a small kiosk to giant corporate house. Amongst all the sectors, information technology is following and will pave a path for faster growth. Infact e-business is becoming the most favored word with corporate as it took over from traditional business practices.

A clear perception of the growing requirement of the corporate world in the area of IT has enabled PITL to develop programs of specific relevance for the present and the future.

The same classic mix of sound management, technical expertise, and entrepreneurial vision that made us such successful pioneers now points the way to the future.

<b>Name of the Company</b>	<b>Professional IT Ltd</b>
Abbreviation, if any	PITL
Mailing Address	House # 936, Road # 8, Adabor, Mohammadpur, Dhaka-1229
Telephones	+0521-56996
E-mail	info@professionalsbd.com
Website	www.professionalsbd.com
Type of Company	Information Technology
Trade license	05-63830, Registered by Dhaka City Corporation
Year of Establishment	2007

## **1.1 Objective, Mission, Vision, Goals and Philosophy**

### **Objective:**

Objectives are precise targets that are necessary to achieve goals. Objectives are detailed statements of quantitatively or qualitatively measurable results the plan hopes to accomplish.

The objective of the plan is the most important part. Every plan should spell out goals. Every objective should specify results and activities that can be easily tracked. These may be increasing monthly profits to some specific number or by a specific percentage, decreasing costs or operating expenses

To a specific number or percent, maintaining cash flow, paying off a loan, or finding a specific amount of new funding.

Objectives don't have to come exclusively from financial results. We can set objectives for performance, customer satisfaction, and other key elements of success, as long as we define how the customers will be measured. In one word we can say that our main motto is to make easy and efficient the work of our valued customers.

### **Mission**

At PITL with Technical proficiency and expertise, we cohesively integrate graphic design with web page layout, with interactive programming, with database driven content, to plan, build and deploy e- business and to emerge as one of the top IT service provider.

### **Vision**

A vision is a clear, comprehensive 'photograph' of an organization at some point in the future. It provides direction because it describes what the organization needs to be like, to be successful within the future.

A strategic vision can arise with an idea for a new service, an unrecognized need, an innovative source of funding, or an expressed demand. What is necessary is to be allowed to expand that notion or idea into a clear picture of how things could be different, how things could be truly better, how natural creativity might be applied in our organization or project.

### **Goals**

Goals are an expected or desired outcome of a planning process. Goals are usually broad, general expressions of the guiding principles and aspirations of a community.

Our main goal is to build a digital Bangladesh where all people will be under one umbrella, where all people will connect with each other technologically all the time and make reduce the GAP among the peoples.

### Philosophy

The business philosophy of the company is to lay emphasis on human values and personal relations. 'At PITL- Technology meets emotions and limits are higher than the sky.' Great stress is laid on proper communication, transparency and human relations, which forms an integral part of the corporate culture. At PITL, we not only develop products but we develop relationships. We at PITL believe in teamwork. With every new day the quest for acquiring new competencies continues. Forever searching, experimenting, innovating, learning, moving ahead with our sincere

efforts and dedication, shaping the future, and challenging our competencies to create new opportunities, is a never-ending process in the company.



should be few in number, since each of them can generate more than one objective; and each objective might generate more than one activity to accomplish it.

## 1.2 Quality, Customer Satisfaction and Trust

### Quality

Quality is a comprehensive & fundamental rule or belief, for leading & operating an organization. And this helps in continually improving performance over the long term.

### Customer Satisfaction and Trust

Schmittlein said - "An organization that is perceived as doing a relatively good job, or of being relatively forthcoming in one area of trust, is seen as doing well elsewhere, too .The value of that trust element has not been going down over time." We too believe that Customer Satisfaction and Trust will always be our Key for success!!!

## 1.3 Management Team and Corporate Responsibility

### Management Team

After having brought the company from the conceptualization stage onward, the management is confident that technologies, work force and determination are poised for growth and wide acceptance.

The management is continually identifying some more niche segments, where the presence is desirable to ensure globalization of the organization's presence.

### Corporate Responsibility

Professional IT Ltd is dedicated to corporate community involvement, offering a genuine attempt to build meaningful business relationships with the corporate sectors and the rest of society. From its founding time in 2004, Professional IT Ltd keeps aligning their values and behavior with the expectations and needs of stakeholders - not just customers but also employees, suppliers, communities, regulators, special interest groups and society as a whole.

## 1.4 Values We Live By

- Serving Humanity
- Dedication
- Honesty
- Punctuality
- Team Work
- Commitment
- Accountability
- Transparency
- Dignity
- Institutional Practice

- Creativity
- Respect
- Patience
- Truthfulness
- Vigour/Vitality
- Unity

### **1.5 Ownership**

#### **PITL owned by its:**

- Beneficiaries
- Staff Members

### **1.6 Commitment**

#### **PITL is committed for the welfare of its:**

- Beneficiary
- Community
- Staff Members

### **1.7 Legal Status**

- Will be Registered with Bangladesh Association of Software Information System (BASIS)  
Registration Number:  
Date of Registration:
- Will be Registered with Bangladesh Computer Sammity  
Registration Number:

### **1.8 Management Structure**

Professional IT Ltd is operated as per approved constitution of the Company. The Management structure of PITL is given below-

- Board of Directors
- Company Management
- General Administration
- Staff Strength

**a) Board of Directors**

The name of Directors is given below-

1. Md.Wahid Murad
2. Md.Sadequr Rahman
3. S.M Samiul Islam
4. Md.Bulbul Ahmed
5. Md.Sarwar Ahmed
6. Mohammad Ali
7. Md.Bazlur Ahmed
8. Md.Mehedi Hasan

b) Company Management

Organogram of PITL

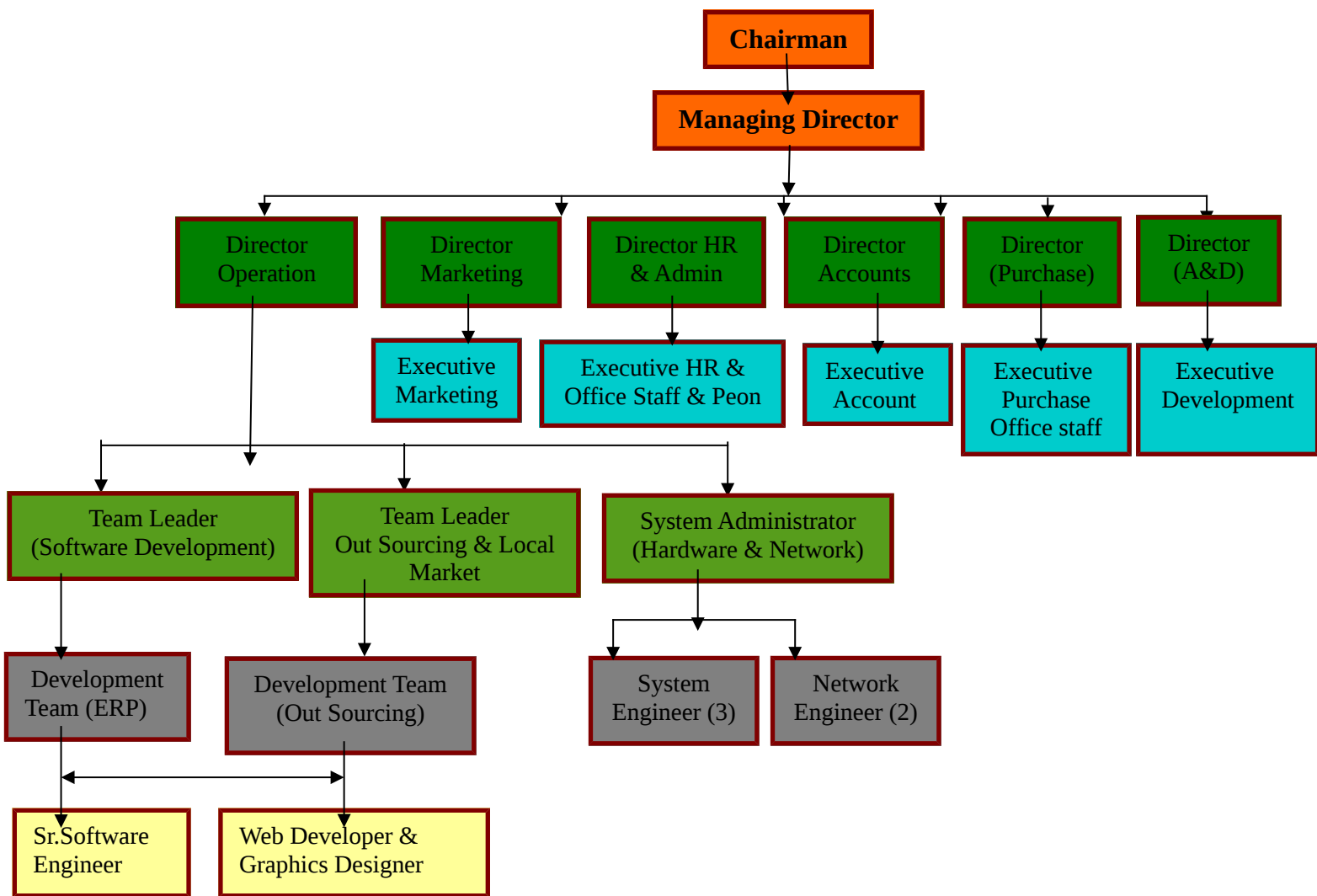


Fig: Organogram of PITL



### **c) General Administration**

The Managing Director is the head of administration. He is responsible for overall administration of the organization. He is responsible to the Honorable President

### **d) Staff Strength**

PITL has a brigade of professional staff with extensive experience and specialization in the areas of Software development, Website development, Network Solutions, IP Telephony, Corporate IT Support, Outsourcing and Graphics Design etc. At present, PITL has personnel strength of about 40 of which 35% are professionals and the rest are support staff. PITL recruits its staff considering gender priority and appoints competent female candidates proportionately.

## **1.9 Working Strategy**

Entrepreneurs and business managers are often so preoccupied with immediate issues that they lose sight of their ultimate objectives. That's why a business review or preparation of a strategic plan is a virtual necessity. This may not be a recipe for success, but without it a business is much more likely to fail. A sound plan should:

- Serve as a framework for decisions or for securing support/approval.
- Provide a basis for more detailed planning.
- Explain the business to others in order to inform, motivate & involve.
- Assist benchmarking & performance monitoring.
- Stimulate change and become building block for next plan.

A strategic plan is not the same thing as an operational plan. The former should be visionary, conceptual and directional in contrast to an operational plan which is likely to be shorter term, tactical, focused, implementable and measurable. As an example, compare the process of planning a vacation (where, when, duration, budget, who goes, how travel are all strategic issues) with the final preparations (tasks, deadlines, funding, weather, packing, transport and so on are all operational matters).

## **1.10 Services of PITL**

### **A) Web Solution**

- ..Dynamic Websites and Internet consumer and corporate portals
- ..Business-To-Business E-commerce Solutions
- ..Business-To-Consumer E-commerce Solutions
- ..Websites with High-End Graphics
- ..Interactive Websites with Flash / Flash Intro / Animation
- ..Web Interfaces to other Applications
- ..E-commerce & Financial websites
- ..Communities Web Solutions (Chat, Discussion Forums/Message Boards, Web Mail, etc...)
- ..Internet-enabled Databases
- ..Document Management Systems
- ..E-learning Solutions
- ..E-conferencing Solutions
- ..Corporate Websites
- ..Intranet / Extranet Solutions for Business Flow
- ..Restructuring / Repair of existing websites
- ..Website Promotion and Search Engine submission

### **B) Software Solution**

1. Real State
2. Paper Manufacturing Software
3. Marketing Campaign
4. Micro credit Management
5. Project Management
6. Retail Management
7. Machine Maintenance
8. Supply Chain Management
9. Health & Medical Management System
10. Telemedicine
11. Budgeting Soft
12. Hr & Time Attendance

13. Payroll
14. Piece Rate Production
15. Merchandising
16. Commercial Management
17. Accounting
18. Inventory
19. Manufacturing and Merchandising
20. University Automation System
21. Office and Business Automation
22. VAT Management System
23. Fixed Asset Management System
24. Pharmacy Management
25. MBBS Result Management System
26. Library Management System

### **C) Search Engine Promotion**

### **D) Domain Registration and Hosting**

### **E) Corporate Training**

From more than past 6 years Corporate Training has been our domain. We provide quality computer education for all type of computer related courses, at the client's as well as our own premises. We manage whole of the training process that begins with the selection of the place of training, and continues till course delivery and final certification (and this includes Industry Level certifications like MCSE, CCNA etc.)

### **F) Networking Solution**

Computer Network Design, Sales, Installation and Ongoing Support

Local Area Network (LAN) Services

Internet and Wireless Connectivity

Premise Cabling (Voice/Video/Data)

Cisco Routers, Firewalls, and VPN Solutions

Network Security Assessments

Microsoft Windows Server 2000, 2003 and 2008 Configuration  
Microsoft Exchange Server 2000, 2003 and 2007 Configuration  
Microsoft Small Business Server 2003 and 2008 Configuration  
IP Telephony Solution  
IP Camera Solution

#### **PITL client services:**

**Custom Software Development** – implementation of a custom software project on contract order basis

**Offshore Dedicated Center** – long-term commitment to establish and operate managed software engineering facility on the basis of PITL that is tailored to a Client's IT and business practices, Methodologies and culture

**Business Process Outsourcing** - BPO enable our clients to focus on core competencies, achieve operational excellence and outperform their competition.

**TouchBubble.com** - Interactive Rich Media solution provided for on-line retailers and manufacturers to enhance their on line merchandising efforts

**SEO Services** - complete Search Engine Marketing solution to enhance position, presence and brand of our company on the Internet.

#### **The shortlist summary of our technologies:**

**Microsoft Related:** C#, VB.NET, ASP.NET, ADO.NET, .NET, etc.

**Java Related:** Java, JRun, J2EE, J2SE, J2ME, JavaScript, etc

**Mobile, PDA, Embedded Related:** Windows CE, Palm, Symbian, Pocket PC, BlackBerry, etc.

**Web Related:** ASP, XML, XSL, WSDL, JRun, Oracle, SQL, etc.

**Database Related:** MS SQL Server, Oracle, Sybase, Informix, DB2 etc.

PITL has over 6 years of experience in custom software development services for customers worldwide, including Bangladesh Development Group and Bashundhara Group. Our company works on a complex and long-term software projects as well as parts of the client projects with an innovative approach and solid technology support.

PITL can work under a number of contracting models depending on the project and customer needs.

List Of Industries	Solution Area
<p>Our best application development practices are applicable to the following industries:</p> <ul style="list-style-type: none"> <li>§ Wireless, Mobile</li> <li>§ E-commerce</li> <li>§ Multimedia</li> <li>§ Entertainment</li> <li>§ Telecommunications</li> <li>§ Banking and Finance</li> <li>§ Airspace</li> <li>§ Insurance &amp; Healthcare</li> <li>§ Manufacturing, Transportation and Energy</li> <li>§ E-Procurement &amp; Supply Chain Management</li> <li>§ Trading &amp; Property management</li> <li>§ Retail, Wholesale and Distribution</li> <li>§ Real Estate</li> </ul>	<p>PITL Development Centers have developed cutting-edge solutions in the following areas of expertise:</p> <ul style="list-style-type: none"> <li>§ Mobile Applications</li> <li>§ Financial software</li> <li>§ E-business systems and web applications</li> <li>§ Workflow Management</li> <li>§ Data Processing Systems</li> <li>§ System Programming</li> <li>§ Business Intelligence and Data Warehousing</li> <li>§ Embedded Systems</li> <li>§ Web Design</li> <li>§ 3D Modeling and Games, Computer Graphics, CAD systems</li> </ul>

**Company Approach**

PITL strongly believes that sustainability of the organization depends on the sustainability of the beneficiary target groups. Our approach can be summed up by one phrase: Be Professional, True Results.