aamra
NETWORKS

the power of WE

29 April 2010

Mr. S I Nusrat A Chaudhury
Course Instructor,
Bus 499

Subject: Submission of Bus 499 report on Application Services of Aamra Networks Limited.

Dear Sir;

Here is the report on Application Services of Aamra Networks Ltd. which I have prepared based on my learning acquired from the twelve weeks in this organization attachment. I have put my honest effort in this report The information in this report is true and genuine as far as I know. But there might be some mistakes that were not noticed by me because of my inexperience.

I hope that my report will meet your expectations. I will always be available for any clarification that you may require.

Sincerely,

Jotirmoy Das

ID: 2005-02-13-028

BBA

Cell: 01674961442

aamra

the power

The power that creates the strength

The power that lead the future

The brand that take all of us under one umbrella

Yes that's the power

The power of unity

The power of WE

Aamra networks

the power of WE

the power of WE

Acknowledgement

First and foremost, all credit goes to my creator my God, most gracious and erciful, for enabling me to accomplish what I desired. It was a strong desire to be a part of a large multi dimensional organization during internship which would provide me with a true international approach of managing business. Which would also be a fun to work coupled with a large extent of learning. Nobody would argue that Aamra Networks has it all. I cannot wait to thank each and everyone I had to meet during my Internship period. My limitation wouldn't allow me to state all the names but at least I think I should let them know they made everything easy and convenient.

First of all I would like to thank everyone from Aamra Networks Limited who were very much helpful to us in my entire Internship period. But still I would like to mention some of the name specially without whom it would have been very tough for me. Mr. Sharful Alam COO, Mr. Ehsan-Ul-Haque Manager Sales, Muntasir Ahmmed Manager Product Development and Monomita Dasgupta Head of HR. I learned a lot from them all and all were very helpful.

Then I would like to mention a very special name from Aamra Networks Limited to whom I am really grateful and I learned a lot of things from him. He was like a brother of me and always gave me the shelter like an umbrella. He is the only one Mr. Susanta Roy.

At last I would like to mention my heartiest thanks to my Faculty **S I Nusrat A Chaudhury** Associate Professor & Head of Career Counseling Center and my Career Path Adviser. I am grateful to him for not only being my Internship Faculty but also for all of his advice that I have got for whole of my academic life. All of his advice will be with me for all of my life. Thank you so much sir for being with me. I would not forget those valuable words and time that you gave me for my whole life.

My internship experience brought me the learning- 'Success is a journey, not a destination". Let it be the utmost prayer for the rest of my life that it becomes a 'Journey' by the vehicle named 'Learning'.

The success is all yours. The failures, I willingly admit, are all mine.

aamra

the power of WE

Executive Summary

Aamra networks limited (formerly Global Online Services Limited), a concern of aamra group of companies (formerly Texas Group Bangladesh), is the leading Corporate IT solution provider offering various IT services nation-wide. Aamra Networks over the last decade has consistently provided its customers with the state-of-the-art IT communication solutions. Its clients have been able to rely on our ability to provide stable and consistent connectivity solutions. Using the state of the art backbone and infrastructure, it has ensured that its clients have had minimal worry when it comes to dependability of their IT Communication. That in turn has ensured Aamra an enviable list of blue-chip customers. When Internet and related value added services are critical input to business, Corporate of Bangladesh has no other but only one obvious choice that is Aamra Networks.

In this report I tried to find out the different services of Aamra Networks Limited that it is trying to provide more than a decade. The report is a combination of primary and secondary data analysis. To accomplish the report both primary and secondary data were necessary. Primary data is collected though meetings with the top and mid level executives, customers, surveys and secondary data are collected through articles, journals, brochures, website etc.

It was quite a big task for me to gather the data in such a short period of time. Two month is not adequate time to gain enough practical knowledge and prepare a report based on a topic like this. One of the very important reasons is lack of proper product knowledge. The executives are so much busy so they cannot give me enough time for information properly all the time.

Table of Contents

aamra

the powe

Chapter: 1

Company overview

1.1 Aamra Group

'aamra' group of companies (formerly Texas Group) is a leading provider of businessTechnology Solutions that adds value for our customers in different market segment with distribution and marketing rights in Bangladesh for a number of worlds well renowned products. With its Head Office in Safura Tower, 20 Kemal Ataturk Avenue, Banani CIA, Dhaka 1213, Bangladesh, 'aamra' is acknowledged as one of the leading Group of Companies in Bangladesh that caters exclusively to its clients' to maximize their business potential.

Our vision is to empower Companies and individuals to access personalized solutions, Products and services in whatever modes they may choose. We integrate all elements of a system new and existing into a single solution to address one or more business concerns and issues.

Technology changes very rapidly these days, and progressive companies are migrating to open architectures to be more flexible. We at 'aamra' understand this and specialize in delivering highly flexible open systems. Our flexibilities allow a.client to easily take advantage of new state-of-the-art technologies. It also allows a client to continue with much of its existing technologies. It is always safe to say that 'aamra' clients can feel secure, knowing that its sizeable investment in hardware, software, services, and support are being maximized, secured and protected. "After being on a steady streak as a leading business house and household name in Bangladesh for more than two decades, Texas Group of Companies decided to change their Brand name along with the names of its 14 sister concerns. Having expanded both at home and abroad, Texas group is an amalgamation of textile & apparel industries, information technology industries and lifestyle services. The idea is to put all the sectors under one name that gives a holistic message summarizing the vision to empower companies and individuals to access personalized solutions, products and services when, where and how they may choose. Being rooted with the mother tongue, it was a pre-conceived notion that the new brand name is a Bangla word and with the focus concentrated on the "served mass", leaping across cultural and language barriers- the new brand name has zeroed down as **"aamra-*the power of 'WE'* "**.

3

aamra RESOURCES

aamra NETWORKS

aamra OUTSOURCING

aamra TECHNOLOGIES

aamra INFOTAINMENT

aamra TRAVELS

aamra SOLUTIONS

aamra APPARELS

aamra DYECHEM

aamra EMBROIDERIES

aamra FASHIONS(CEPZ)

aamra FITNESS

aamra MANAGEMENT SOLUTIONS

aamra HOLDINGS

aamra

aamra

the power of WE
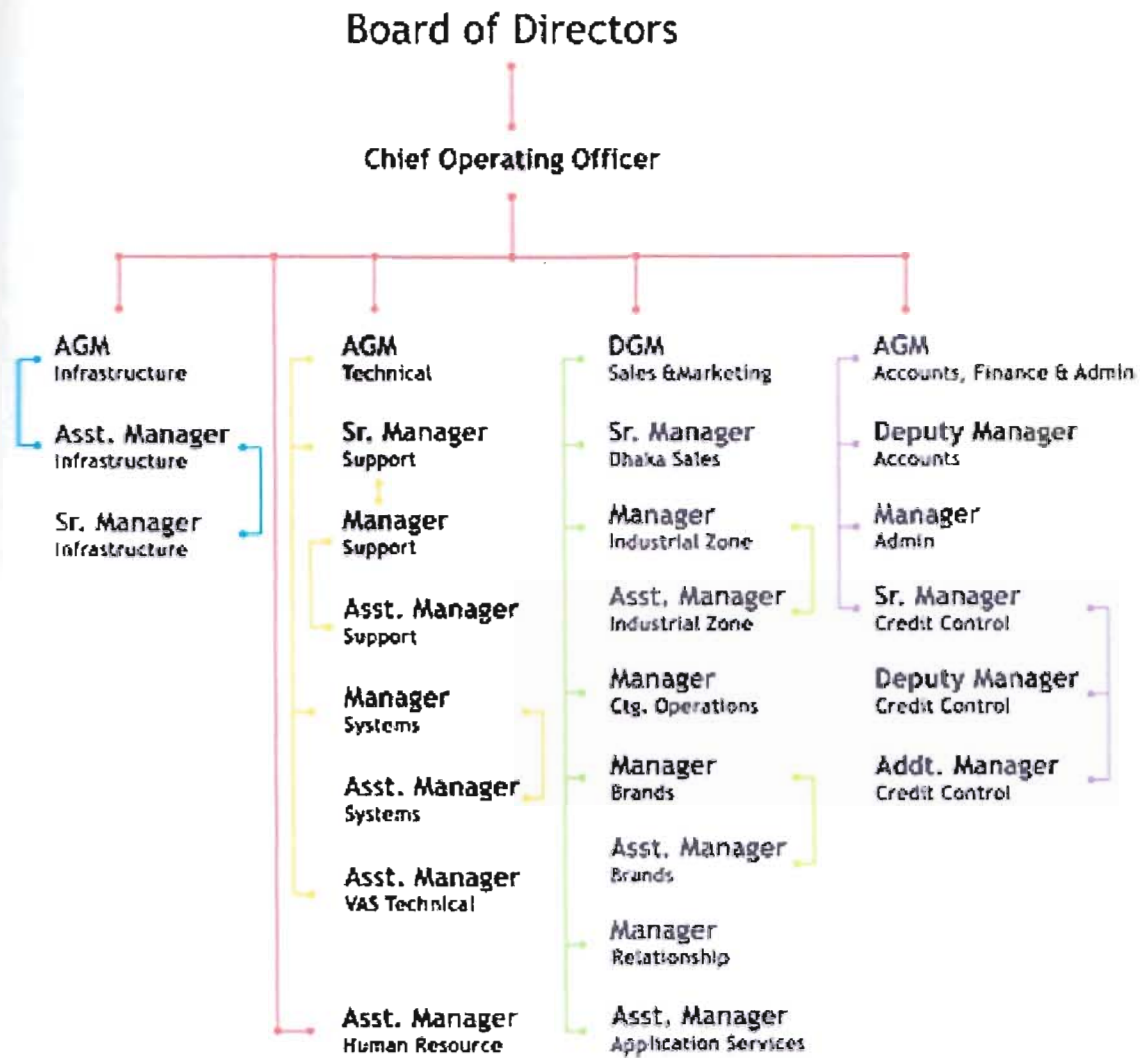
1.2. Aamra Networks

aamra networks limited (formerly Global Online Services Limited), a concern of aamra group of companies (formerly Texas Group Bangladesh), is a Corporate IT solution provider offering various IT services nation-wide.

aamra networks limited was established in 1997 to meet market demand for high bandwidth, reliable and high performance Internet and Intranet services. The company has achieved substantial market share consisting of MNCs, SMEs, Embassies, Educational Institutions and other reputed Organizations. aamra networks employs more than 120 employees with diverse skill sets and expertise. aamra networks places due importance on quickly adopting new technology by investing 30% of its budget for R&D. It also strives to maintain international standard products and services and is holding ISO9001:2000 certification for the last 4 years.

Through years of experience aamra networks is able to accurately assess constantly changing customer requirements, offering the most extensive IT services available. The company continuously strives to deliver true business benefits by simplifying connectivity and provide cost-effective IT solutions for maximum performance, security and convenience.

aamra

the power of WE

1.3.Organogram

Board of Directors

Chief Operating Officer

AGM
Infrastructure

Asst. Manager
Infrastructure

Sr. Manager
Infrastructure

AGM
Technical

Sr. Manager
Support

Manager
Support

Asst. Manager
Support

Manager
Systems

Asst. Manager
Systems

Asst. Manager
VAS Technical

Asst. Manager
Human Resource

DGM
Sales &Marketing

Sr. Manager
Dhaka Sales

Manager
Industrial Zone

Asst. Manager
Industrial Zone

Manager
Ctg. Operations

Manager
Brands

Asst. Manager
Brands

Manager
Relationship

Asst. Manager
Application Services

AGM
Accounts, Finance & Admin

Deputy Manager
Accounts

Manager
Admin

Sr. Manager
Credit Control

Deputy Manager
Credit Control

Addt. Manager
Credit Control

1.4. OUR PARTNERS

Government of the People's Republic of Bangladesh
Bangladesh Telegraph and Telephone Board

POLYCOM

TM

Sun. microsystems

NEWskies
SATELLITES

alvarion
We're on your wavelength.

ST Teleport

REACH

Intelsat

1.5 Infrastructure

1.5.1 ANL Network Backbone

ANL's network is decentralized and truly optical end to end (STM1 and SDH) with massive capacity IP infrastructure and physical redundancy at every possible level.

The core network is fully redundant i.e. for each path connection there is a permanently provided standby path. If the main path breaks, the standby is switched over automatically within 50 milliseconds. Network resilience is based on a network architecture that mixes SDH rings and a physical partially conncted mesh topology with logical routing facilites.

1.5.2 Main Features

- Diverse transit connectivity from multiple IP Bandwidth Suppliers
- Full 3 phase UPS
- Diesel generator built into the basement of the Network Centre
- 24 hour building security guards
- Dedicated 24 hour data centre security guards
- Physical and electronic tag key access (entries are logged)
- 24 hour CCTV access and recording
- Automated Climate Control Panel
- Fully passive proactive fire prevention and fighting facilites
- Primary NOC – Banani, Backup NOC – Baridhara

1.5.3 ANL capacity Features

Through its state of the art STM 1 backbone ANL is currently in a position to offer the following capacities:

- E1
- DS3

- STM-1

POP Capacity - STM-1/4 (upgradable to STM-16) SDH multiplexer equipment designed to manage bandwidth and voice & data access services over ANL STM network

1.5.4 End Mile Connectivity

ANL's SDH based STM 1 backbone enables improved access deplyment flexibility for large capacity IP service requirements. End Mile connectivity is ensured through Fiber Optic Cable and PDH. PDH is a technology used in ANL network to transport large quantities of data over digital transport equipment such as fibre optic and microwave radio systems. PDH (POP end) – PDH (Client end) connectivity ensures higher capacity data transport with QoS through out the connectivity network. The network facilitates prioratizing voice, video and data packets thus ensuring optimum quality IP services.

1.5.5 Features and Benefits

- Auto Redundancy. Switching in miliseconds.

- Only 2 cables coming into office (primary & backup) for all data and multimedia applications.

- Upto 4 separate leased circuits (for branches) ensuring the best possible QoS.

- Top tier of security offered in the present days.

- No OTC for future port activation.

- Few hours lead time to activate and deactivate an application.

aamra

the power of WE

aamra

the power of WE

Chapter2

2.1 Services of Aamra Networks

Aamra Networks Limited (ANL), Bangladesh's leading IT communications service provider, offers a comprehensive range of communication solutions in IP, IT Infrastructure and IT Value Added Services. As a market leader in broadband and managed IT services, ANL is driven to deliver value to its stakeholders in a highly competitive and ever-changing environment. The company places special emphasis on continuing customer service, quality enhancements and innovation

Aamra Networks Limited (formerly Global Online Services Limited) over the last decade has consistently provided its customers with the state-of-the-art IT communication solutions. Our clients have been able to rely on our ability to provide stable and consistent connectivity solutions. Using the state of the art backbone and infrastructure, we have ensured that our clients have had minimal worry when it comes to dependability of their IT Communication. That in turn has ensured us an enviable list of blue-chip customers. When Internet and related value added services are critical input to business, Corporate Bangladesh has but only one obvious choice.

Aamra Networks Limited employs more than 120 employees with diverse skill sets and expertise. Through years of experience ANL is able to accurately assess constantly changing customer requirements, offering the most extensive and affordable IT services available. ANL places due importance on quickly adopting new technology by investing 30% of its budget for R&D. The company also strives to maintain international standard products and services; ANL is upholding ISO9001:2000 certification for the last 6 years.

The company is one of the 14 concerns of Aamra group of companies. The group has diversified investment in ICT, Textile, and Lifestyle sectors in Bangladesh. Starting in 1985 the group presently employs more than 2000 individuals.

2.2Quality Policy

Aamra Networks Limited is an ISO Certified Corporate IT Solution Provider. At Aamra Networks Limited we have implemented a quality management system to ensure that, our customers are served with professional standards. We are committed to continually improving the effectiveness of our quality management system and services to attain maximum customer satisfaction. To attain our objectives the management is determined to ensure the following:

- Maintaining 99% service uptime
- Ensuring at least 10% yearly revenue growth

12

the power of WE

- Converting at least 50% of the paper work to digital version

Quality Policy & Objectives are established and reviewed by the chairman for its continuous suitability. Performance data of our services are analyzed through our branded software Serves.

It is our desire, through dedication to Customer Service, Technological Innovation and Realization of our Quality Objectives, to become the most reputed Corporate IT Solution Provider in the country. Management is committed to provide appropriate Human Resource, proper Infrastructure, Logistic Support etc. for proper implementation of the Quality Management System (ISO 9001:2000) and maintain the same within the organization.

Chapter 3

Service of Aamra Network

3.1 Dedicated Internet Bandwidth

Dedicated Bandwidth Internet is the flagship product of Aamra Networks Limited (ANL). Dedicated link is established using fiber optic or wireless radios between the state-of-the-art POPs and the gateway/router that connects customer LAN. Our network ensures excellent quality, high capacity, and low latency Internet connectivity.

ANL Dedicated Internet service is the fastest way to get onto the information superhighway. Connecting your corporation's LAN (Local Area Network) and WAN (Wide Area Network) to the Internet directly through a dedicated and reliable connection, gives employees the fastest and most reliable connectivity to the Internet. With Leased Internet services, various tasks including running software on remote computers, performing large file transfers and electronic communication with your customers and business associates becomes simple, swift and secure.

ANL maintains redundancy of all hardware used in the network. The company has coverage in Dhaka, Chittagong and Khulna offering customers the convenience of accessing the Internet on a much larger scale.

3.1.2 Main Features

- Dedicated Bandwidth Internet from 1mbps/1mbps onwards
- Primary connectivity through SEA-ME-WE-4 with email service backup by VSAT
- 24/7 Help Desk with z based CRM
- Proactive monitoring with SMS notification
- Monthly Uptime & Log Report

    Web-based interface to monitor bandwidth usage

    Business Class Service Level Agreement

3.1.3 Data Connectivity Solutions

Aamra Networks has long experience providing Data Connectivity (WAN) solutions between and within Dhaka and Chittagong. ANL has over 6 years of experience in providing Physical and Wireless, Point – Point and Point - Multipoint connectivity solutions. Dedicated link is established using fiber optic or wireless radios between the state-of-the-art POPs and the gateway/router that connects customer LAN. Our network ensures excellent quality, high capacity, and low latency connectivity with QoS over the entire network. ANL ensures prioritizing data packets thus enabling Voice, Video and Data packet access separately.

Currently, we are providing Data Connectivity solutions to clients in Dhaka, Chittagong, Khulna, Bagerhat and Mymensingh with nationwide Data Connectivity coverage.

14

aamra   the power of WE

3.1.4 MAIN FEATURES

- Physical and or Wireless Data Connectivity through stable and reliable fiber optic ring network
- STM1 Level POP Capacity
- Clear Ethernet Channel
- PDH connectivity at user end
- Connectivity Auto redundancy facilities
- SNMP monitoring built in
- 24/7 Help Desk with web based CRM
- Dedicated Infrastructure Team for immediate link restoration
- Guaranteed resolution time
- Proactive monitoring with SMS notification
- Monthly Uptime & Log Report
- Web-based interface to monitor link usage
- Business Class Service Level Agreement

3.2. IPLC

Enabling contact beyond Bangladesh shores, Aamra Networks in partnership with Telecom Malaysia (TM), offers a range of bandwidth services through TM's extensive international network infrastructure covering all the continents.

Designed to fulfill the demands of privately owned secure global networks with dispersed locations, ANL's IPLC solution is a dedicated point-to-point leased service between your various business premises around the world, providing a reliable platform for global private networks.

3.2.1 High Capacity Bandwidth

Allow transmission of data between terminals around the world and the ability to subscribe to high capacity bandwidth.

3.2.2 Secure and Reliable

Secure and reliable through private leased line with dedicated bandwidth assignment to support real-time, mission critical, private LAN and WAN applications.

3.2.3 Business Benefits

15

Remote Office LAN Connectivity
Video Conferencing
Voice and Data Transmission

3.3. IPVPN

IPVPN is a Layer 3 Virtual Private Network that provides secure multipoint to multipoint full mesh communication. It offers secure, scalable communication network and flexible architectural option that is customized to increase the efficiency of your business, connecting your geographically dispersed employees, remote workers, business partners, branch offices and suppliers across continents in a cost effective manner.

ANL's IPVPN solution can be compared to an expensive system of owned or leased lines that can only be used by one organization, whereby IPVPN can provide the organization with the same capabilities, but at a much lower cost. Our IPVPN service also enables customization of security and quality of service as needed for specific applications and is scalable to meet sudden demands of traffic.

### 3.3.1 Rapid and Scalable Connectivity

Adding new sites or locations or upgrades is cheaper and easier as there is no need for a dedicated leased line, hence building a viable fully meshed multi-site network.

3.3.1 MPLS Technology

Provides a highly secure network and more efficient way to manage applications through MPLS technology.

3.4 Wide Area Network (WAN)

Aamra Networks has long experience providing Wide Area Network (WAN) solutions between and within Dhaka and Chittagong. WANs are built to provide communication solutions for organizations who need to exchange digital information between/among the offices within and/or between the cities. Typically, a WAN consists of two or more Local Area Networks (LANs); the WAN requirements of its customers are met through the 15 POPs in Dhaka, 4 POPs in Industrial Zone and 5 POPs in Chittagong in addition to the point-to-point solutions. Aamra Networks has a fiber-optic link between DHK-CTG and the last mile modes are usually radio or fiber optic.

16
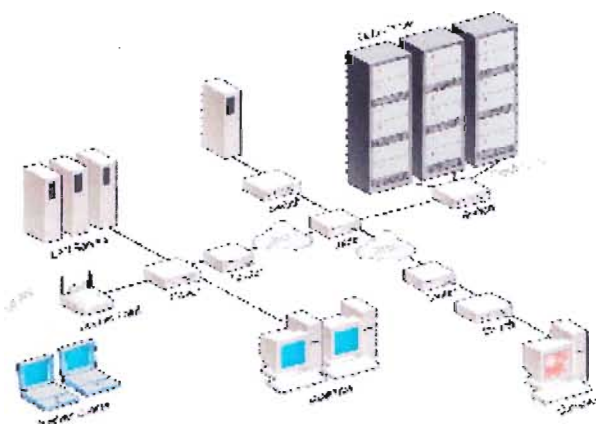
3.5 Anti Virus Solution

Modern business depends heavily on computers. At the same time, intruder, criminals are constantly creating new ways to use the Internet for their illegal activities. In spite of these facts, many small and medium sized businesses (SMBs) still lack an up- to- date security solution, which would protect their business environment.

When time or place do not matter in IT security Resources and budgets for IT security are often limited. At the same time, the office environment is becoming more mobile, and the number of targeted attacks is rising. In this situation, a fully automated security solution with online management tools is the best choice. You do not have to worry about software upgrades, virus definition updates or in- house servers for IT security. Instead, you can focus on your core business and reduce costs.

Aamra Networks Limited is introducing F-Secure is a complete antivirus and Internet security solution for Business Users; Standard version makes sure that your business is safe from

17

Internet- based security threats. It is a complete package consisting of security software and management portal.
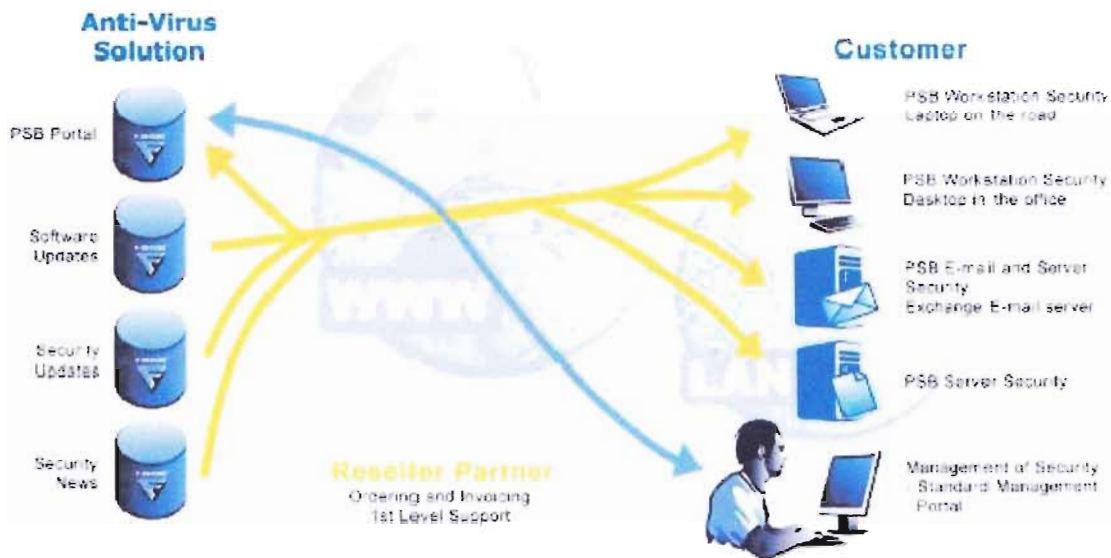
Features

☐ **Anti-Virus .** Stops virus, worms and Trojans attacking via e-mail, web, floppy disks and CDROMs
in ream-time. During virus outbreak, F-Secure deliver the fastest reaction times of the
entire antivirus industry.
☐ **Anti-Spyware .** Removes secretly installed spying software from your computer. The software
is based on the Ad-Aware product of Lavasoft.
☐ **Firewall .** Intrusion prevention for Internet based threats. Protects the end-user against hacks
and Trojans while connected to the Internet.
☐ **Parental Control .** Dynamic, real-time filtering solution controlling access to Internet content,
which might be harmful for children.

aamra

☐ **Spam Control** . Monitors and Controls all inbound mail messages

3.6 NOSPAM: Anti-Spam and Anti-Virus Firewall

You'll surely agree that Spam is one of the biggest problems on the Internet these days. Networks, mail servers and user inboxes are being overwhelmed by the ever rising flood of Spam, Viruses, Phishing Scams and other unwanted emails which some estimates now place at being between 70-90% of all email received. This constant flood of Spam not only clogs networks and adversely impacts user inboxes, but also drains valuable resources such as bandwidth and storage capacity and interferes with the expedient delivery of legitimate emails. The flood of spam irritates the human mind and therefore leads to loss of productivity.

The NOSPAM Anti-Spam Firewall is a hosted email gateway appliance incorporating a comprehensive Spam and Virus filtering solution that ensures all email arriving at your mail server and network is spam free.

The NOSPAM Anti-Spam Firewall system provides an integrated Anti-Spam and Anti-Virus solution offering complete email protection at the "network perimeter" level, before unwanted or potentially dangerous and costly email reaches your network or mail server. The NOSPAM is positioned "in front" of your existing email server and is able to immediately start working to block and filter up to 95% of all Spam/UCE ("unsolicited commercial email") and Virus infected emails.

Comparison

Unlike other anti-spam solutions, the NOSPAM Anti-Spam Firewall reduces the load placed on your existing email server by off-loading the task of both Spam and virus processing and filtering, effectively reducing the volume of Spam, Viruses and other unwanted email reaching your email server. While other systems have spam detection rates of 40 to 70 percent (i.e. Spamassasin), the NOSPAM Anti-Spam Firewall system is able to provide high Spam/Virus detection rates of up to 95% or more with very low false positive rates. NOSPAM is at least as good as top tier anti-spam solutions like Barracuda but at a much lesser price.

Compatibility

The NOSPAM Anti-Spam Firewall system is compatible with all mail servers and email clients. There is no software to install, no hardware to purchase or maintain. You just pay the yearly charges you can be up and running in a few hours and seeing an immediate reduction of Spam, Viruses and other unwanted email being delivered to your email servers and email account use.

aamra

the power of WE

3.7: Virtual Office

A Virtual office is a combination of off-site live communication and address services that allow users to reduce traditional office costs while maintaining business professionalism. The Virtual office idea came from the convergence of technological innovation and the information age.

A Virtual office as Aamra Networks Limited (ANL) entitled Intranet is a private space that gives employees in a company the ability to organize information, readily access that information, manage documents, share calendars and enable efficient collaboration, all in a familiar, browser-based environment.

Because all your important business information resides in a central repository, it's available at any time, from anywhere in the world, using a simple web browser.
Authorized users outside your company such as your remote workers, suppliers, partners or clients can also use it to collaborate, communicate and share business critical information. Many organizations discover other unique and creative uses for Intranet technology to solve real business problems.

Main Features:

- Sharing documents with anyone you authorize

- Scheduling meetings and sharing calendars with colleagues and remote workers

- Conducting discussions on everything from product ideas to employee suggestions

- Creating and sharing access to information databases, or even building your own database-driven applications

- Managing and delegating action items and project tasks

- Maintaining standard contact directories of all your employees, suppliers and

- Customers Conducting opinion polls among your employees
- Posting announcements and sharing web links among all your colleagues

20

3.8.Business Email and Hosting

Leverage your resources with a premium outsourced email and hosting solution that's priced to give you a real return on what may be your most important investment: communication.

Email and web site are two of the most important parts of any business - they define who you & your business are, and that definition is often the difference between success and failure. Business Email & Hosting Services by ANL gives a business the expertise, reliability, and support to effectively compete with larger organizations.

3.9. Hosted Anti-Spam Firewall

Spam Firewall is a managed solution for complete protection of your email server. It provides a powerful, easy to use, and affordable solution to eliminating spam and viruses from organizations by providing the following protections:

Business Benefits

- Blocks 98% of all Spam with near zero false positives
- Compatible with all mail servers and mail server software
- Reduces mail server load by 60-90% or more, saves on network bandwidth
- No changes required to your existing mail server or network infrastructure

No expensive hardware to purchase or software to install, configure or maintain

3.10.Network Monitoring

Ensures reliable early problem and error detection with multi-stage verification process, followed by real-time SMS alerts.

Enable clients to increase the efficiency of their mission-critical e-business operations, and to reduce their risk of failed Internet transactions and loss of revenue.

Remote network monitoring service, developed by Aamra Networks Limited, keeps a constant watch over our customer servers and network components, 24/7/365. It does this by creating and sending target-specific tests and verifying that devices are connected to the Internet, responding properly and delivering the correct contents to customers in a timely manner. Monitoring tests are performed up to every minute simultaneously from multiple geographically dispersed monitoring locations. When an error is detected, a triple-stage verification process is started

21

using three independent resources to confirm the error. Once the error is confirmed, it sends SMS notifications to all of designated contacts. Thus, Network Monitoring services notifies IT managers, webmasters and support teams about problems with the monitored targets.

Business Benefits

- Eliminate the risk of failed Internet transactions and loss of revenue and credibility
- Increase productivity of Web applications and ensure they are always available and running at peak performance
- Provides site monitoring from outside the fire wall to demonstrate performance from the end-user perspective

3.11 Video Conferencing

Creating the ability to be in several places at once without leaving your office is the next frontier. Increase your productivity, save time and money through our Video Conferencing Solutions.

Videoconferencing Service is a process of interactive telecommunication which allows two or more locations to interact via two-way video and audio transmissions simultaneously. In today's business climate, companies are highly concerned with time, cost and safety-related issues. As a result, Videoconferencing has become more important than ever before with significant benefits. Aamra Networks Limited has brought the Videoconferencing Service in conjunction with the internationally renowned brand POLYCOM. With Polycom's crystal-clear audio sharp visuals and intelligent voice tracking, group video meetings have become even more efficient and productive. The team of Aamra Networks is always ready to demonstrate the value of video conferencing and show the benefits it can bring to your organization.

Business Benefits

- Increased Productivity
- Cost Savings
- Time Saving
- Face to Face Collaboration
- Safety

aamra   *the power of WE*

3.12. Remote Surveillance

Remote Video Surveillance is an integral part of every business monitoring as even a small lapse may cause dangerous situations. Aamra Networks Limited provides Video Surveillance solutions with in-depth business monitoring expertise and reliability that can make your business secure against threats. The Solution offers single vendor, cost-efficient and future-proof solutions for security and remote monitoring applications. Connecting directly to the network, our service can distribute high-quality video over any IP network, whether local or the Internet, wired or wireless. The Video Surveillance System is able to transmit digital video without the need for a dedicated physical infrastructure. It uses standard IP networks, such as LANs or the Internet, for transporting information, rather than dedicated point-to point cabling, such as that used in analog video systems. Thus, with Aamra Networks' Video Surveillance Service, an authorized user can access video at any time from any computer connected to Internet anywhere.

3.13. IT Infrastructure Management

Aamra Networks' IT Infrastructure Management Service is designed to help organizations manage, secure and support all IT assets. With this service, organizations can reduce operational costs, increase operational efficiencies, set the foundation for future growth, and align IT with business priorities. This, single-source services, is designed to help keep multi supplier environment operating at peak performance. We specialize in identifying redundancies, recognizing bottlenecks, and staying technologically current by providing One-Stop-Solution. We focus not only on your Existing Network through Helpdesk, Server, Storage and Network Management but also all Probable Future Networks through Project Management and Provisioning. Thus, this One-Stop-Solution of IT Infrastructure Management Service of Aamra Networks would simplify your IT Infrastructure with improved reliability and availability.

3.14. Data Backup & Disaster Recovery Services

DATA SAFE by Aamra Networks Limited is an online data backup service that will store your valuable data in encrypted form in a remote offsite location that has full bank grade security systems. It can help back up and retrieve files recently worked on or had been damaged by a disaster such as fire, flood, or harmful computer virus etc. The technology offers proven methods to recover and restore data to get up and running as soon as possible with minimum interruptions. No extra internet bandwidth or valuable time is required for uploading the data, as the service only launches when the PC/Laptop is idle. Its easy to use DATA SAFE as it continuously monitors selected files, backing them up whenever they change. Even if the back

23

up process gets interrupted it will resume later on, picking up exactly where it left off. Thus, DATA SAFE is a small application that downloads and runs in the background of the computer, designed to be used by everyday computer users without the benefit or requirement of an IT support staff, providing online continuous backup in a secure offsite storage.

3.15.E-Promo

Automatic Email Response Solution

Out of the office? On vacation? Want to promote your services to enquirers? Either way, communicating with your customers is always a good business move. With aamra networks Auto Responder Service, you can create a custom message notifying senders of incoming messages when, where, or how to reach you in case of emergencies or share any new promotional features that you may have.

Email auto responder services primarily automate the task of sending:
_ pre-written email messages
_ Brochures
_ Company profile

Benefits of e-Promo

Serving customers fast and efficiently: This can significantly improve the value of customer service you are delivering to all of your current subscribers, potential customers, and prospects

Flexibility: You can present it to a variety of messages; even inform your clients about future offers and products.

Efficiency: You can take care of other business while the messages are being sent only needing to set up the messages one time

Reduced costs: Since you won't be taking extra time to manually send individual e-mails or correspondence, your administrative costs and time will be decreased significantly

Customization: You can add your company logo, colors, and specific tag lines to each message to increase the appeal and attractiveness of your messages.
Collecting Addresses: The prospects' addresses may be collected for promoting future offers.

E-Promo as a Marketing Tool: With E-Promo, you may now easily send your Company Brochures or Product Profiles as attachments through auto response which will work as an effective marketing tool for many companies.
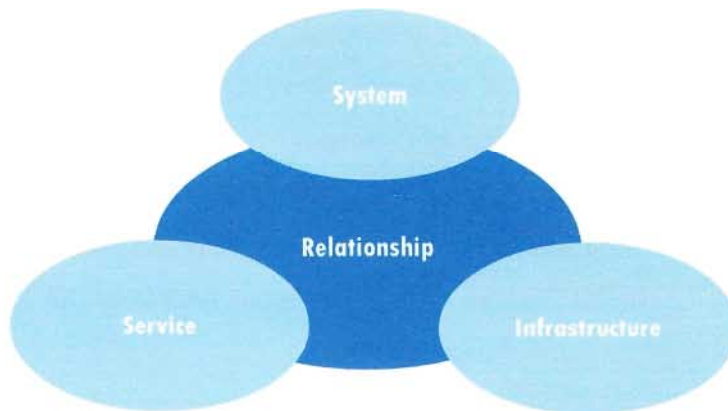
24

Chapter 4

Customer Service

Service & Support

ANL maintains 4 dedicated teams for after sales support comprising of 60+ service engineers in two shifts providing support to clients 24/7.

Quality and Performance

Team leaders are responsible for the overall quality and performance measurement of the customer touch points. Service Managers directly monitoring the complain calls/mails by randomly checking in ongoing communications.

Customer-Staff Ratio

aamra

the power of WE

User Accounts

Total Users = 357
Percentage = 84%

Staff Accounts

Total Users = 70
Percentage = 16%

100%	75%	25%	0%	User Accounts / Staff Accounts

Dedicated Infrastructure Team

This department ensures that the last mile connectivity to the clients from different POPs of Aamra Networks is running excellent. This team is headed by a Senior Manager and consists of 2 Assistant Managers, 8 executives and 20 Linemen. The team reports to AGM – Infrastructure. ANL shall deploy a dedicated Infrastructure Team for every connectivity, ensuring prompt solutions to link failures. These teams shall be monitoring the links on a minute by minute basis, and will be deployed for full resolution on any instance of network failure.

Escalation Chart (Critical Problem: Link down Etc.)

The following escalation chart is used at every point of failure (link down etc.).

SMS & Email Alerts (every 5 minutes)	Notification Points	Actions
0th to 5th	Help Desk Infrastructure Executive Relationship Executive	Identify the point-of-failure Call client (if during office hours) Just for Information
10th to 15th	Infrastructure Manager Relationship Manager Technical Support Contact	Assist Executive and declares resolution time Communicates with client Confirms Checklist
30th to 35th	Head of Infrastructure	Involvement if resolution not in track

aamra

the power of WE

	40th to 45th	Head of System Head of Sales & Marketing	Involvement if required Find options, prioritize and advise teams
	60th to 65th	Chief Operating Officer	Get update of the facts & options, and advise teams

Support Call Prioritization

Team Support will use the priority specified by the user unless this is clearly inconsistent with the nature of the problem, in which case the revised priority will be agreed by both parties. One of four priorities will be assigned to a support call as described below.

	A	B	C	D
Critical	The user is unable to use a business critical function in the connectivity solution, that is a function on which the end user is totally dependent in order to continue the normal course of business			
Major		The user is unable to use a business important function in the connectivity solution and as a result this is causing major inconvenience, but is not preventing the normal course of business		
Standard			The user is unable to use a function in the connectivity solution and as a result this is causing some, but not major inconvenience.	

aamra

the power of WE

	The problem in the connectivity being reported has minimal business impact.
Minor	

Target Response and Resolution Times

The target response and resolution times for received issues are as follows

Priority	Response	Resolution (Maximum)
A	15 Minutes	60 Minutes
B	30 Minutes	90 Minutes
C	60 Minutes	120 Minutes
D	120 Minutes	300 Minutes

- Hours/days are working hours/days, usually 7 to 19.00 7 days a week excluding official Holidays.
- All calls once logged will be passed to a Team Support member for action.
- Times are targets and are not guaranteed. Teams will aim to achieve the target response and resolution times for 90% or more of the support issues logged for each Priority.
- Response is defined as contact by a Team support member. This may be to provide a solution, or request more information in order for investigation to commence.
- Resolution is defined as a course of action identified by a Team Support member. This may be a solution or a referral log or:
- Advice / Explanation of how the module or function should be used.
- Workaround provided where a defect has been identified and agreed.

Customer Relationship Management (CRM)

ANL customer relationship management tool is a web-based user friendly ticketing system through which daily updates are provided on link status and any scheduled restoration work. Clients shall be provided with access to the tool through which queries or complains maybe registered that will be recorded for future reference.

aamra   the power of WE

aamra
NETWORKS

Search...

Register
Register to track and manage your support requests.

username   ●●●●●●●●   Login
                                    Lost password?

Articles
View our knowledge base articles to resolve your issue.

New Request
Submit a new request to the appropriate department.

Track Request
Track the status of one or any of your existing requests.

Latest News

Emergency maintenance
Emergency Maintenance
Internet Connectivity Problem

Popular Articles

IP Issues
Email Spamming
Computer Security Issues
DSL mode connectivity
What is computer security?

Recognising the fundamental need for effective systems integration is what distinguishes the companies of **aamra**. Our vision is to **empower companies and individuals to access personalized solutions, products and services** when, where and how they may choose. We integrate all elements of a system - new and existing - into a single solution that addresses strategic growth, outstanding service, and community involvement

aamra

the power of WE

Conclusion

Aamra Networks Limited over the last decade has consistently provided its customers with the state-of-the-art IT communication solutions. Its vision is to empower Companies and individuals to access personalized solutions, products and services in whatever modes they may choose. Aamra Networks integrate all elements of a system new and existing into a single solution to address one or more business concerns and issues. Technology changes very rapidly these days, and progressive companies are migrating to open architectures to be more flexible. We at 'aamra' understand this and specialize in delivering highly flexible open systems. Its flexibilities allow a.client to easily take advantage of new state-of-the-art technologies. It also allows a client to continue with much of its existing technologies. It is always safe to say that 'aamra' clients can feel secure, knowing that its sizeable investment in hardware, software, services, and support are being maximized, securedand protected. Through years of experience aamra networks is able to accurately assess constantly changing customer requirements, offering the most extensive IT services available. The company continuously strives to deliver true business benefits by simplifying connectivity and provide cost-effective IT solutions for maximum performance, security and convenience.

aamra

the power of WE

Contact

Head Office
FR Tower (20th Floor)
32 Kemal Ataturk Avenue Banani C/A
Dhaka-1213, Bangladesh
Tel: +88-02-8861100 (10 lines)
Fax: +88-02-8860077

Network Operation Center
Safura Tower (12th Floor)
20 Kemal Ataturk Avenue Banani C/A
Dhaka -1213, Bangladesh
Tel: +88-02-8861100 (10 lines)
Fax: +88-02-8860077

DEPZ Office

Room No-70, 3rd Floor
DEPZ Complex Bhaban
DEPZ, Ganakbari, Savar
Dhaka, Bangladesh
Tel: +88-0155201894
Fax: +88-02-8860077

Chittagong Office

SFA Tower (3rd Floor), 132 Panchlaish R/A
Chittagong, Bangladesh
Tel: +88-031-653314, 654521, 654664,
2551558
Fax: +88-031-653314

CEPZ Office

Plot-3, Sector-5/A
Chittagong Export Processing Zone
Chittagong, Bangladesh
Tel: +88-031-801048, 801049
Fax: +88-031-801050

Email: info.networks@aamra.com.bd
URL: www.aamranetworks.com

31

aamra

the power of WE

Key Customers

aamra

aamra

the power of **WE**

aamra

PHP Group

PRAN

SMC

MONO

Apollo Hospitals

CITY GROUP OF INDUSTRIES

APEX

Stamford University Bangladesh

Pizza Hut

GEMCON GROUP

COTECNA

Graphic

fm 89.2 abc radio

radio TODAY FM 89.6

DHAKA TELEPHONE Company Ltd

HOTEL SARINA

ROYAL PARK

Lake Shore

Tower inn

Radisson

Dhaka Sheraton

FedEx Express

Best Western

KFC Finger lickin' good

BASE TEXTILES LIMITED

Wills GROUP

aamra

the power of WE