



Internship Report

A study on overall services of System Solutions and Development Technologies Limited (SSD-Tech)

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Letter of Transmittal

Mahreen Mamoon

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Subject: **Submission of Internship report.**

Dear Madam,

This letter is regarding the submission of my internship report, entitled “A study on Overall services of System Solutions and Development Technologies Limited (SSD-Tech)” .SSD-Tech being the organization I was attached with during the period of my internship. The purpose of this report is to learn about the overall services of and business process of System Solutions and Development Technologies Limited (SSD-Tech)

I have successfully completed my internship program at SSD-Tech and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Please feel free to contact me if you have any inquiries. I would be very happy to provide you with any clarification regarding the project.

Yours Sincerely,

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Acknowledgement

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

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Executive Summary

SSD-Tech Limited is one of the popular IT Company in our country. They have extended their business in different countries of the world. They are providing solutions for different IT related problem for several years. SSD-Tech Limited offers a wide range services to all of their clients. Some of the renowned companies like British American Tobacco, Robi Axiata Limited, Grameenphone and BBC take services from them because of their skilled and efficient IT resource. SSD-Tech Ltd has various business entities in both Bangladesh and all around the world. They are contributing a lot to the socio economic condition of our country by providing health care, education and other facilities through using their skilled IT resource. DOZE internet is one of the popular business units of SSD-Tech Ltd in Bangladesh .They are offering high speed internet with a very low cost to their corporate clients.

Table of Contents

Contents

PART A – The Organization	1
Introduction:	1
1.1 Objectives.....	2
1.2 Scope.....	2
1.3 Methodology.....	2
1.4 Limitation	3
2.0 Background	4
2.1 About SSD-TECH.....	4
2.2 Vision.....	4
2.3 Mission	5
2.4 Corporate Values	5
2.5 Pillars.....	6
3.0 Strategy and Focus.....	7
4.0 Technical Expertise	7
5.0 Success Base.....	8
6.0 Competitive Edge	8
7.0 Solutions and Services	10
8.0 International Footprints.....	11
9.0 Human Resource.....	12
9.1 Performance Appraisal	13
9.2 PA Score	13
9.3 Leave Policy Highlights.....	14
10.0 Equity Partners.....	14
11.0 Clients Portfolio.....	15
12.0 Organogram Structure of SSD-Tech Limited.....	16
PART B – The Project Part	17
13.0 Overall Services of SSD-Tech Limited.....	17

13.1 Centralized CMS BBC Bangla.....	17
13.3 Robi Iftar Campaign	19
13.4 Bangladesh Idol.....	20
13.5 BBC Janala	21
13.6 Mobile Remittance.....	22
Key Benefit Delivered:.....	22
13.7 Aponjon-mHealth.....	23
Key Benefit Delivered:.....	23
13.8 Mobile radio by G-Series.....	24
Key benefit delivered:	24
14.0 DOZE Internet –A sister concern of SSD-Tech.....	25
14.1 About DOZE Internet.....	25
14.2 Target Customer	25
14.3 Internet Package Structure	25
14.4 Other Benefits.....	27
14.5 Integrated Marketing Communication of Doze Internet.....	28
14.6 Television Advertisement	28
14.7 TVC of DOZE Internet	29
14.8 Billboard	30
14.9 Print Media Advertisement.....	30
14.10 Tele-Sales	30
14.11 Online Advertisement	31
15.0 SWOT Analysis of DOZE Internet	31
15.1 Strength.....	31
15.2 Weakness	31
15.3 Opportunity.....	32
15.4 Threat.....	32
PART C - Job Responsibilities and Duties as an Intern	33
16.0 Collecting information and Cross checking.....	33
17.0 Managing SAF sequentially	34
18.0 Online User Profile of Doze Internet:.....	35
PART D - Findings and Analysis	36
19.0 Findings	36

20.0 Recommendation.....	37
21.0 Conclusion.....	38
22.0 Bibliography	39

Table of Figures

Figure 1 : International Footprints of SSD-Tech Limited	12
Figure 2 : Equity Partners of SSD-Tech Limited	15
Figure 3 : Organogram of SSD-Tech Limited	16
Figure 4 : Internet Packages	26
Figure 5: DOZE TVC Enriching life through internet.....	29
Figure 6 : Online User profile of Doze Internet	35

Table of Tables

Table 1 : Solutions and Services of SSD-Tech	10
Table 2 : PA Score	13
Table 3 : Leave Policy Highlights	14

PART A – The Organization

Introduction:

Software and Information Technology (IT) service industry is comparatively a new industry in Bangladesh. The Bangladesh Association of Software and Information Services (BASIS) were built up in 1997 as the national trade body for software and IT service industry. Starting with only 17 members organizations, now there are 800 registered software and IT services companies in Bangladesh. Besides, there are another few hundred of unregistered small and home-based software and IT ventures doing business for both local and international markets (http://www.basis.org.bd/resource/About_Industry). This industry has grown significantly in the most recent couple of years. The industry is not only contributing significantly in the national income, but also it has been playing very important role in creating high quality employment for young graduates of the country. The presence of high number of youthful business people is one of the particular elements of this industry. In a decade ago numerous well informed youthful graduates, some of them coming back from abroad after finishing education, have begun their IT ventures. Regardless of different neighborhood and worldwide difficulties, these youthful vivacious business people have done astoundingly well in building reasonable business associations through their diligent work and energy. Most likely, the energy and versatility of the youthful business entrepreneurs are the main driving force of Bangladesh IT industry.

At present, Information Technology (IT) industry is one of the booming industries of our country. There are around 100 software houses, 35 data entry centers, thousands of formal and informal IT training centers and numerous computer shops. As, our government has a goal of making Digital Bangladesh by 2020 so the government has declared IT as a thrust sector and the government will set up computer training center in each divisional and district headquarters of Bangladesh. Besides, government has made decision of duty free on importing software's and computer hardware, VSAT is deregulated, and high speed DDN (Digital Data Network) has been introduced (<http://www.sdnbd.org/sdi/issues/IT-computer/Prospect>).

1.1 Objectives

- ☐ To learn about the current operation and business process of SSD-Tech Ltd
- ☐ To learn about the internal process and organizational structure of SSD-Tech Ltd
- ☐ To study the overall IT industry of Bangladesh
- ☐ To find out the problems they currently facing and possible solutions
- ☐ To have an insight about customer relationship management of SSD-Tech Ltd
- ☐ To study the market prospects of SSD-Tech Ltd and evaluate in terms of its competitors.

1.2 Scope

This report is entitled “A study on overall services of SSD-Tech Limited”. In this report I tried to gather information from my own internship experience that I gathered on last three months, Primary and secondary source of information. I gathered data from journals, internship reports, essays, news reports, company database, and daily records of ssd-tech.com. For primary information source interviews of the associated will be considered.

1.3 Methodology

This report has been prepared on the basis of the experience gathered during the period of internship. As I have worked in a particular department so I have collected data from different sources.

Sources of data: Sources of data were collected through two segments.

Primary Data: Primary sources of data were:

- ☐ Practical Desk Work
- ☐ Conversation with the employees of various department
- ☐ Interview with Mr. Md. Thanvir Iasdani, Manager, Corporate & Regulatory Affairs.
- ☐ Personal work experience in Document Section.

Secondary Sources of Data:

- ☐ Website of ssd-tech.com
- ☐ Company profile of SSD-Tech Limited

- ☐ Publications from different libraries and Internet
- ☐ Different internship report on SSD-Tech.

1.4 Limitation

Since the IT industry is relatively new in Bangladesh, there were difficulties in collecting data regarding the IT industry. So, during preparing the report I faced some problems and those problems were:

- ☐ Short duration of internship program. Three months is not enough to know everything of overall organizational business process.
- ☐ I had access to limited number of their internal documents.
- ☐ Some information regarding company is very confidential so, I cannot disclose those issues for their company policy.
- ☐ As it is a very competitive industry the company does not want to disclose any financial factors for obvious reasons.

2.0 Background

2.1 About SSD-TECH

SSD-Tech is a multi-channel, digital content & service management and delivery company serving the Mobile Operators and Large Aggregators around South East Asia and Asia Pacific.

- They provide solution on a managed service, their Customer's focus on their content/service and they manage the technology operations for them.
- Their solution manages content and service delivery across Voice over IP, SMS, web and applications covering a wide range of services/service providers e.g. health, lifestyle, news/media, utility payments etc.

Systems Solutions & Development Technologies Limited (SSD-TECH) is a famous software development company in Bangladesh and in various countries across the globe. Since its foundation in 2004, it has showed its excellence by providing solutions and services to large and small enterprises, Banking and Non-Banking Financial Institutions and Telecom Operators.

After a few years of successful operation within the country, SSD-Tech expands its business in global sphere horizon in 2007 by establishing its Asia Pacific Regional subsidiary in Malaysia. In Malaysia SSD-Tech gained the prestigious MSC status. SSD-Tech established another subsidiary in United Kingdom to serve the customers in Europe. At present, they are operating in five different countries across the world with liaison offices in Nepal, Bhutan and corporate office in Bangladesh (www.basis.org.bd/profile).

2.2 Vision

The vision of SSD-Tech is to build a technology-aided ecosystem of related entities where participants can enjoy respectful, happy, exciting and rewarding relationships that facilitate innovation and collective value creation.

2.3 Mission

Their mission is to deliver the best customer experience to the clients through continuous improvement driven by efficiency, teamwork, and innovation.

2.4 Corporate Values

Efficiency

SSD-Tech Limited believes that efficiency is something that defines the success or failure of any action. Thus, they relentlessly strive to gain more efficiency in every sphere of our endeavors.

Integrity

SSD-Tech strongly believes that honesty and trust are essential for long-term business sustainability. So, they never compromise with integrity and always try their best to match customer expectations.

Excellence

SSD-Tech ensures excellence by achieving organizational, professional, and personal improvement. They assess and evaluate current performance and identify opportunities for improvement; and try to close the gap between current and desired performance. As committed pursuers of excellence they seek to clearly articulate their vision, honestly appraise our current performance and develop a capacity for change.

Teamwork

All their people are part of a harmonious team, committed to work together to achieve the goals of the organization under any circumstances. SD-Tech Limited promotes teamwork to

ensure resource optimization and efficiency; at the same time they encourage the employees to express their individuality to promote greater innovation and sharing of ideas.

Client Value

Customers are of utmost importance to SSD-Tech Limited, they treat customers' requirements with sincerity and diligence. They always maintain the highest standards and deliver products and services that create significant value to their clients. When any problem arises, they communicate with customers immediately on the issue and take actions to resolve the problem quickly.

Global Network

As a global business with global customers, SSD-Tech demonstrates consistency in their approach regardless of geographical boundaries. No matter where customers are, they always ready to serve them with greatest care and competence (www.basis.org.bd/profile).

2.5 Pillars

People

SSD- Tech Limited always gives more priority on their people as well as employees. Their growth has been and will always be driven by the wealth of knowledge and experience of our people. Along with their employees SSD-Tech have built a culture where challenges and changes are embraced, not feared, and each individual is empowered to apply their own brand of magic to every project. Yet, the people are as intellectually curious and approachable as before (<http://ssd-tech.com/about-ssd-tech>).

Passion

SSD-Tech’s collective passion comes from the impact of solutions on client’s business, not from the size of the project. And it is this passion that has helped them to sculpt a collaborative culture where knowledge is actively pursued and selflessly shared. This manifests itself into more productive engagements for both their employees and clients.

Predilection

SSD-Tech Limited always cares about the profit and business benefit of their employees. It has always their objective to create a measurable and positive impact in client’s business by applying the transformational technology solutions (<http://ssd-tech.com/about-ssd-tech>).

3.0 Strategy and Focus

SSD-Tech Limited always tries to satisfy customer expectations by providing quality service and maintaining long term relationship with their customer (www.basis.org.bd/profile). To achieve their goals they focus on the following things:

- ☐ Ensure best service quality
- ☐ Continuous improvement in solution features and technology
- ☐ More priority on customer requests and include necessary changes
- ☐ Prompt service management and support .

4.0 Technical Expertise

The development team of SSD-Tech is equipped with proper human resources specialized in different system development tasks (www.basis.org.bd/profile) .The key areas are:

- ☐ OS Platform:

Windows, Unix, Linux, Solaris

☐ Database, Data Warehousing & BI:

Oracle, MS SQL, MySQL, Business Objects

☐ Programming Language:

C/C++, .NET, Java, PHP, VB, Shell Scripts

☐ Networking Protocols:

TCP/IP, SS7, ISDN PRI, R2

☐ Application Servers:

TOMCAT, ColdFusion

☐ Mobility Solutions:

BlackBerry, J2ME, WAP, BREW

5.0 Success Base

SSD-Tech's success lies on building and cultivating knowledge base rather being a mere technology partner of the businesses. Their solutions help the enterprises to create successful and reliable medium to reach out their ultimate goal. SSD-Tech makes an ideal partner for organizations looking at transformational IT solutions because of its core capabilities, human resources, commitment to quality and global presence to deliver a wide range of solutions and services, 24/7.

6.0 Competitive Edge

☐ Comprehensive Skill Set

Their working experience with the telecom operators has made them efficient to deal huge number of data volume, ensure best service quality and system efficiency. On the contrary, as they offer core banking solutions so they have the capability to deliver solutions that include complex business logics. The combination of these two factors enables them to provide their clients with solutions that add value to their businesses.

☐ Cost Efficiency and Timeliness

SSD-Tech Limited also ensures more flexibility and efficiency in all their solutions; which results into lesser customization cost and effort. Their timeliness in solution delivery ensures lesser resource engagement on customer's end. These factors ensure greater cost efficiency and timeliness for the customer.

☐ **Domain expertise and proven technical capability**

SSD-TECH has a proven expertise working with mobile operators and PSTN operators in broad and follows best-in-class practices.

☐ **Comprehensive support services**

SSD-Tech is committed to provide comprehensive product and system support for their clients. They also offer post deployment and operate the services on 24x7 based. Apart from technical points SSD-Tech is also responsible for managing the Services for the betterment of their clients. points SSD-Tech is also responsible for managing the Services for the betterment of their clients.

7.0 Solutions and Services

Customized Solutions for Enterprises	Financial Solutions for Banks and NFBI 'S	Value Added Service for Telecom Operators
Business Process Integration	FIIntelligent-Integrated Solutions for Financial institutions	Intelligent Service Management Platform ☐ Over Voice, SMS and DATA ☐ Dynamic Pricing & Product Mix ☐ Advertising ☐ Business Intelligence ☐ Customer Lifecycle Management
Data Warehouse & Business Intelligence Portal	Data Warehouse & Business Intelligence Portal	Content & Services
Mobility Solutions	Business Process Integration	M-learning & M-Health

Customized Desktop & Web Application Development	Mobile & Internet Banking Suit	Aggregation & Managed VAS
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8.0 International Footprints

After becoming successful in the Bangladeshi software industry SSD-Tech moved on to the global market. They are in more organized manner towards the overseas customers to satisfy their needs. SSD-Tech has established its fully owned subsidiary in United Kingdom in 2010. They also established their business entity in Malaysia in the year 2007. Besides, it has built liaison offices in Nepal and Bhutan in 2009. By the combined efforts of SSD-Tech Bangladesh Limited and other concerns of SSD-Tech overseas, they have established their business entity in Bangladesh, Malaysia, Nepal, Bhutan and United Kingdom .Again they have an intention to move more countries in coming days.



Figure 1 : International Footprints of SSD-Tech Limited

9.0 Human Resource

SSD-Tech always believes that to gain excellence in every territory of the organization they need to have talented and motivated employees. Thus, SSD-Tech gives a lot of priority in recruiting brilliant and target oriented employees from the very beginning. The company has been formed by a group of professionals having vast knowledge and experience exposure in Information Technology. Again, most of the employees working here are young skilled business graduates and trained engineers from the renowned universities across the world.

SSD-Tech is a company where specialists from various backgrounds group together with an aim of providing suitable business solutions. It realizes the importance of functional knowledge and the impact of developing business solutions. They constantly strive to be a leading technology company with profound business and functional knowledge. The key factor to the company's success is maintaining of a long term relationship with the clients through ensuring the best possible solutions to their needs. SSD-Tech also tries to understand client's objective about any problem.

9.1 Performance Appraisal

Performances are appraised on KPI:

- ☐ Scored on Monthly basis
- ☐ Carries a weight of 70%
- ☐ Core Competency Carries a weight of 30%

9.2 PA Score

Performance Outcome	PA Score
Meet requirement	60% - 80.99 %
Good	81% - 94.99 %
Outstanding	95% & above

Table 2 : PA Score

- ☐ Anyone who scores below 60% will not receive any increment or promotion

9.3 Leave Policy Highlights

SL.	Types of leave	Duration	Remarks
1	Annual Leave	15 days	
2	Casual Leave	10 days	
3	Sick Leave	14 days	• Leave of more than 2 days needs to be supported by doc.
4	Maternity Leave	6 months	• *Will be entitled upon completion of 6 months at SSD-Tech
5	Compensatory leave	Situation based	• For 1 day work in a Festival holiday 3 days of compensatory leave/ 3 times of basic pay • For 1 day work in a General holiday 1 day of compensatory leave • For 1 day work in a weekly holiday/ weekend 1 day of compensatory leave

Table 3 : Leave Policy Highlights

10.0 Equity Partners

As part of market and business expansion and, SSD-Tech has successfully entered into an equity partnership agreement with SEAF Bangladesh Ventures LLC (SEAF BV) and Venture Investment Partners Bangladesh Ltd (VIPB) in 2010. SEAF BV is an investment of International Finance Corporation (IFC) and Small Enterprise Assistance Funds (SEAF). Association with such a worldwide popular fund management group clearly acknowledges the credibility and potentiality of SSD-Tech. This kind of association would facilitate SSD-Tech expansion in technology industry at home and abroad. SSD-Tech will generate extra mileage to arrive at its vision of becoming one of the global names in the software industry and related services by taking the advantage of SEAF's global experience, international network, and market linkage.



Figure 2 : Equity Partners of SSD-Tech Limited

11.0 Clients Portfolio

SSD-TECH has a portfolio of popular clients around the world. They focus less on the number of clients rather they focus more on building long term relationship their trusted solution partners. SSD- Tech has gained a high brand image in our country and abroad by their superior product and service quality. Some of our major clients of SSD-Tech are mentioned below:



Figure 3: Clients Portfolio

12.0 Organogram Structure of SSD-Tech Limited

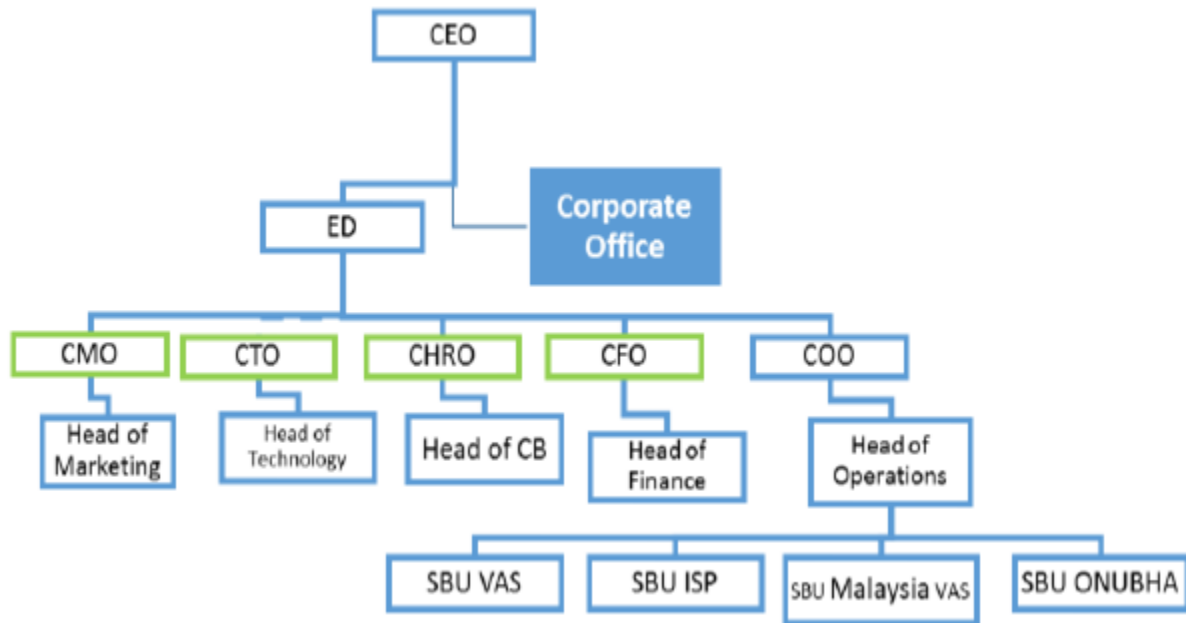


Figure 4 : Organogram of SSD-Tech Limited

PART B – The Project Part

13.0 Overall Services of SSD-Tech Limited

13.1 Centralized CMS BBC Bangla

The BBC is one of the largest and popular news broadcasters in world. They are currently operating in 27 languages and operating in many parts of the world using analogue and digital software, digital shortwave, Internet streaming and pod casting, satellite, FM and MW relays. Telecasting news is a core service of BBC. Again, delivering news through the mobile channel was an extension service for BBC in Bangladesh. They try to reach the mass people of our country by proving them the news telecasting services in mobile phone. Thus, they are looking for the help from any software or IT Company in our country to deliver Bangla news service via mobile phones. In the meantime, SSD-Tech comes over with a solution to help them in this project.

SSD- Tech becomes a trusted supplier and partner for BBC because they are successful in implementing an English learning project for BBC (dubbed BBC Janala).So, BBC signed with SSD-Tech in October 2010 to roll out the BBC Bangla News Service to be delivered via mobile phones.

SSD-Tech's proposed the solution for BBC Bangla news service is an Interactive Voice Response (IVR)-based news service where users can easily dial a specific short code and listen to hourly Bangla news updates that is supplied by BBC. In addition, the users would have the opportunity to provide feedback for certain news contents like updates and quizzes through SMS and voice recording. SSD-Tech acted as a technical partner for BBC to provide the solution on a managed service model using the existing platforms across all operators in Bangladesh.

Key Benefits Delivered:

- ☐ Solve the problem by using existing Voice Service Delivery Platform (VSDP)
- ☐ Complete solution architecture and network diagram
- ☐ Customization of SMS application and IVR menu tree

Moreover, BBC Bangla news service is now one of the most famous mobile-based news services in our country. For BBC, this was a great achievement and an innovative addition to their varied news broadcasting service platforms.

13.2 GP SIVR-Managed VAS

Grammenphone was one of their main clients from couple of years. They provided the distinguish service which kept their business relation with Grammenphone for a longer period of time. But it was not that much easy in the initial period. Grammenphone was searching for a solitary IVR (Interactive Voice Response) stage to serve all its future voice based services.

SSD-Tech's key quality is its own particular service delivery platform covering all channels including voice, sms and data. SIVR is a solitary IVR stage for all voice based administrations with CP content management and reporting portal, centralized service provisioning, high volume call handling, High and adaptable charging offices. Its capable constant charging interface offers dynamic valuing blend to the business sector running from substance based ongoing charging over a solitary call to membership based charging. This was a significant quality SSD-Tech conveyed to the table as a Bangladeshi solutions provider with huge nearby market experience.

Key Benefit Delivered:

- ☐ Conveyance of services over all channels Voice, SMS and Data.
- ☐ Taking care of and Tracking of focused promotional battles
- ☐ Client Life Cycle for every single administration
- ☐ Cross Selling and Bundling of Services
- ☐ Dynamic Charging and Product Management
- ☐ Broad Business Intelligence Reporting.

13.3 Robi Iftar Campaign

In the month of Ramadan, Robi introduced a special campaign for their regular customer to give away free iftar meal packs worth BDT 100++ with every easy load prepaid recharge worth BDT 99. The iftar packs would be distributed within 4 days of each refill at walk-in centers, Robi sheba partners, or at Robi brand promoters' shops. The back end demands and management behind this campaign were heavy duty to ensure that subscribers experienced that complete effortlessness and handiness when claiming their prizes.

To monitor the mass of subscribers asserting their Iftar packs and in addition to manage the profit during the campaign period, SSD-Tech created the Robi sheba desk (RSD) Automation module in semi-constant that prepared every single postpaid refill generates reports about income accumulation. Its advanced CDR preparing ability empowered Robi to recognize all refills and offer other special services and rewards for smooth take off of their Ramadan campaign.

The fundamental highlight was the ID of qualification in real time, which gave an interface to all retail outlets to check qualification real time. It was a completely operational framework running over SMS which had speedy sending, and was helpful to all partners with a quick rollout.

SSD-Tech made an adaptable application across the web, portable Internet, USSD and SMS channels. With it came a configurable state for how information was seen, variables were included, parts were adjusted, and parts were made or appointed to ready, redesign and educate clients all through the campaign time frame. From the purpose of credit top-up to the point of gift collection, there should have been a framework set up whereby a solitary MSISDN would accept its qualification through the SMS overseer. The gifts should have been claimed within a given period from the time of validation before it got to be void.

13.4 Bangladesh Idol

American-based production and distribution house - Delta Bay took strong preparations to launch Bangladeshi Idol for first time in Bangladesh. As a major aspect of the arrangements, they were searching for a simple and consistent approach to lead mass enrollment and voting of Bangladesh Idol participants. For the huge reality show like this, one key test was to deal with a high volume of mass activity and the validity and achievement of the show fundamentally relied on upon this administration.

SSD-Tech proposed BD Idol, an SMS and IVR based tele-voting service for this major reality show using the short code 3690.

In phase one of roll out, SSD-Tech would take care of the registration portion.

For registering via SMS, all a Bangladeshi registrant had to do was to SMS: START <space> IDOL <space> ZONE CODE <space> GENDER <space> AGE. Once this was done, s/he had to send it to 3690 and write M for Male and F for Female.

IVR also made this process simpler to register via a simple phone call. A registrant just had to dial the short code 3690 to register. The same process would be applicable for phase 2 of voting as well.

Through these 2 channels, SSD-Tech supported a total of 35.74 million traffic of SMS and IVR seamlessly. SSD-Tech's technical support was a key enabler to the grand success of the show (<http://ssd-tech.com/case-study/bangladesh-idol>).

Key Benefit Delivered:

- SSD-Tech delivered effective procedure coordination of tele-voting by means of SMS and IVR that was effortlessly available for voters from all over Bangladesh, and that was effectively executed with 6 telecom administrators.
- Bangladeshis could take part in, vote and draw in with their most loved Idol reality show as mobile telecommunication had the most noteworthy entrance rate in the country contrasted with different channels of communications.

13.5 BBC Janala

In Bangladesh Bangla is a native language and English is considered as a second language among all the people. Thus, understanding English language is not easy for Bengali speaking children. Again, this case of understanding English is worse in the children of rural city of rather than town area of our country. In addition, in rural areas the numbers of skilled English teachers are very low. So, it is very difficult to teach English properly to the children of village. In a survey by BBC it is founded that the ratio of skilled English teachers to students are almost 1:60 in rural areas which is a matter of great concern for the education system of Bangladesh. To overcome this problem, BBC is using their media to teach English skills throughout the world for several years. They started their campaign with radio and then moving on to television. In Bangladesh, BBC World Service Trust (BBCWST) created an international charity project to provide quality and affordable English education to millions of Bangladeshi children in rural areas.

So, SSD-Tech proposed BBC Janala a successful tele-learning managed service. By this service, they are making use of the internet and fast-growing mobile technology to offer people low-cost access to English learning materials from any location. SSD-TECH developed a mLearning system across IVR, SMS and WAP which helps users to learn English using any media. The users would be able to access hundreds of English language audio lessons and quizzes just by dialing a short code, (<http://ssd-tech.com/case-study/bbc-janala>). The content would cater to all levels of English comprehension:

- ☐ Beginners - Essential English
- ☐ Intermediate - Pronunciation
- ☐ Advanced -Vocabulary In the News

Key Benefit Delivered:

- ☐ Integration of the service in existing Voice Service Delivery Platform (VSDP)
- ☐ Completion of solution architecture and network diagram
- ☐ Customization and configuration of SMS application, WAP CMS and IVR menu tree
- ☐ Customization and configuration of SMS and WAP reporting and customer care module.

13.6 Mobile Remittance

Bangladesh is country of emerging economy. Many people of our country are living outside Bangladesh to earn their livelihood. As a result they are contributing a lot to our economy by sending money from foreign countries to Bangladesh. But there are no easy and trusted ways to transfer money from foreign country. So, one of the famous and trusted mobile operator of Bangladesh Robi Axiata Limited recognized the need for a convenient method of remittance. They are looking for a remittance system that allows seamless and real-time fund transfer from one's bank account to that of another. They are also looking for a convenient and secured way to conduct foreign remittance that will be a centralized payment system where customers could transact and transfer money safely. All they had to do was registering at any one of Robi's outlets located throughout the country. They could verify their payment status easily from wherever they were.

So, SSD-Tech comes up with a solution to solve this problem. They developed a remittance validation and disbursement system via SMS notification and confirmation. In addition, it that was user-friendly for people to transfer .This system is called as the Robi Francis System .It was the first mobile phone remittance service in the country created to facilitate Bangladeshi expatriates living abroad to transfer money through their mobile phone. The Robi Francis System was an easy, convenient and secure way of receiving foreign remittance where selected Robi Service Partners (retailers/distributors) would act as Cash-out Points (accredited by partner banks) from where the beneficiaries could withdraw their remittance in cash (<http://ssd-tech.com/case-study/mobile-remittance>).

Key Benefit Delivered:

- ☐ The Sender: Responsible for making the transfer and must pass on the reference number of payment transaction to the recipient for verification purposes.
- ☐ The Beneficiary: The person who would receive the reference number for verification and be notified via SMS upon transfer completion.

- Robi Merchant trade / Partners: Acts to process the remittance transaction with system generated reference numbers.
- Robi Payout Point: Processes the payout through USSD application that is connected to the Merchant trade (and a bank in Bangladesh).

13.7 Aponjon-mHealth

A baby of less than 1 month dies in every four minutes for the reason that the mother didn't have access to appropriate ante-natal and post-natal care. Because of the extremely same shocking reason, a woman dies in Bangladesh from the complications in pregnancy or time of child born in every 45 minutes. In its offer to help Dnet decrease maternal and kid death rate, SSD-Tech proposed a targeted solution by utilizing the generally accessible, fundamental GSM telephone handset.

Making an interpretation of promotions to bite-sized, time-delicate pieces of 'audio clips' which would be provided to expecting mother and the loved ones' mobile handsets when it mattered most, and wherever they were located – regardless of how remote.

The voice-on-phone advertisements were chosen in view of the expecting mother's week of pregnancy (e.g., say 24th week, or 40th week after conception). Messages were further custom fitted according to the recipient types and the three most important groups (women, husbands and other family members like mothers-in-law) all get distinctive commercial customized to their roles

Key Benefit Delivered:

SSD-TECH built up the solution in such a way that advertisement clips could be embedded progressively after every voice content. Ad files (audio clips) would be played naturally after the consistent IVR contents to the expecting mothers and friends and family nearest to her.

Advertisements are chosen based on-

- Weeks of Pregnancy
- Time of New conceived
- Dialect type – rural or urban

13.8 Mobile radio by G-Series

In Bangladesh, G-Series is the biggest music producer of Bangla songs. Over the previous years, sales of CDs, albums and cassettes have dwindled significantly and these instruments are blurring ceaselessly into oblivion in the new overwhelming dawn of mp3s and download. To help in this regards, SSD-Tech worked in association with G-Series to initiate the new Mobile Radio, an IVR-based music radio (jukebox) service. Utilizing a helpful “subscription service” model with weekly free minutes, Mobile Radio was a enormous hit upon launch. This service was the first of its kind in this business sector. Mobile subscribers all over Bangladesh could call a number and enjoy astute and constant radio service. Besides, they could subscribe to new collections as G -Series secured exclusive rights to release albums of different well known artistes. The Mobile Radio platform ensures artists' rights by disheartening re-recording and piracy of music.

Key benefit delivered:

- Intelligent, adjustable music on the go the mobile radio is a smart, constant music playing station much the same as RM radio with expanded capacity of making automated playlists which can be automatically played out at whatever point the service is accessed. It can track songs heard by the subscriber after some time and play a selection based on previously heard song. It also has the additional usefulness of downloading tracks, setting them as ringtone, background music or ring2me jingle.
- Music for all mobile radio offers a numerous collection of songs categorized in languages (more than 20 language categories), genres, eras and moods making it a key service for users of different types. It boasts an extensive regional and reverential content housed in a library of more than 100k songs, engaging an extensive variety of listeners.

14.0 DOZE Internet –A sister concern of SSD-Tech

14.1 About DOZE Internet

DOZE Internet, a sister concern of SSD-Tech, started its journey back in April 2015 as an Internet Service Provider (ISP) in Bangladesh. Typically, in Bangladesh, ISPs' main focus is on providing unlimited at a lower price, but the problem is the consistency of the stable connection and the speed as well. For providing low-cost internet connection, typical ISPs limit the speed at the lowest point. Doze Internet's motto, unlike other ISPs in Bangladesh, is to serve the consumers the best quality internet connection with no interruption at all. Besides, the speed of DOZE Internet connections' starts from 10Mbps at as low as 995 BDT. This is why their internet packages' structure has designed in such a way so that the customers get the best for what they are paying. They have starting their operation initially at Dhaka (except DOHS areas) and later started their operation in Comilla and Chittagong.

14.2 Target Customer

Though, in Bangladesh, as typical internet user, we don't care much about the stability of the internet connection. We care most about unlimited internet package. But in the case of DOZE internet, they are not targeting these typical customers. Their main target is the users who are fond of stable high speed internet connection with no interruption at all. One more thing that typical users don't care about is a dedicated IP address, but the users of DOZE Internet gets unique IP address with every new connection.

14.3 Internet Package Structure

Before starting the operation, DOZE did a market survey on the customers' needs and wants. During the survey, they found out that the market DOZE is targeting wants stable connection more than unlimited connection. Besides, as more people use low-speed connection, so they cannot use more data than a certain amount of data. Based on the result found out in the survey, DOZE has designed package in such a way for their target customers so that they can get the best offer for the price. As they are focusing more on the stability and speed of the connection, so the lowest speed DOZE offers is 10 Mbps and the lowest price they offer for their package is 995 BDT with all Taxes included. All the others packages are given below in the screenshot taken from the website.

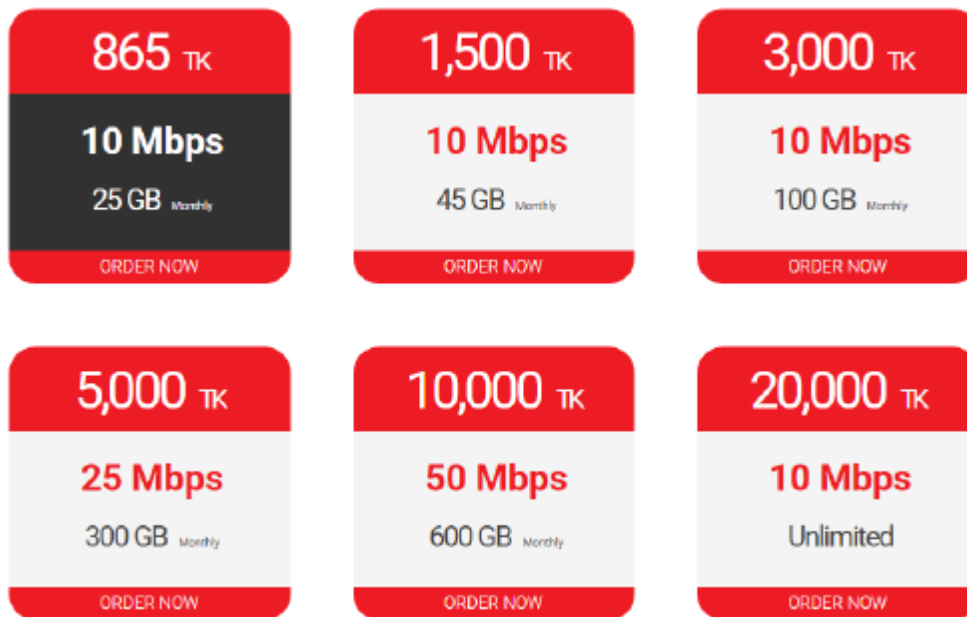


Figure 5: DOZE Packages

14.4 Other Benefits

- ☐ 24/7 Support Service through own call center
- ☐ Proactive Monitoring and Notification
- ☐ Fast Troubleshooting by area-wise technician team
- ☐ Daily SMS Usage Notifications
- ☐ Prior Notifications for Maintenance by E-mail
- ☐ In addition to other payment channels, doorstep bill collection
- ☐ Get an exceptional experience to your daily internet usage
- ☐ Explore new windows on internet only through DOZE
- ☐ Catch the future of internet amenities only through DOZE
- ☐ Best Customer Service & Support Features in internet service (<http://www.dozeinternet.com>).

14.5 Integrated Marketing Communication of Doze Internet

Once the final product is ready for launch and let the customers have the taste of it, Integrated Marketing Communication is the tool to deliver the knowledge of the product through the elements of marketing communication. There are few ways to communicate with the customers and those are:

- i) Advertising
- ii) Sales Promotion
- iii) Direct Marketing
- iv) Personal Selling
- v) Public Relation Activities

These are some of the tools companies can use to promote the newly released product.

DOZE Internet, a fairly new company with not-so-new product in the market of mega city, started promoting the brand in traditional way. Instead of going with heavy marketing, DOZE decided to go with slow promotional strategy. As DOZE is not doing heavy marketing, so it is hard witness their advertisements on social medias, visual or print medias or some other places, but it exists. The Integrated Marketing Communication tools DOZE is using are discussed below:

14.6 Television Advertisement

One of the most common ways of promoting a brand is television commercials. As in every country, television is the most common ways to pass our leisure time and entertain ourselves, so almost all of the companies go with this promotional method because this gives the maximum exposure to the public or final consumers. DOZE is no exception in this case. DOZE from the beginning of their operation, they have started promoting their brand through television commercials. Not for a long time though, but it has given them a fair amount of exposure to the customers they are targeting. Those commercials do not come to our eyesight because DOZE has stopped promoting through television, but the commercials are still on the internet, more specifically on YouTube.

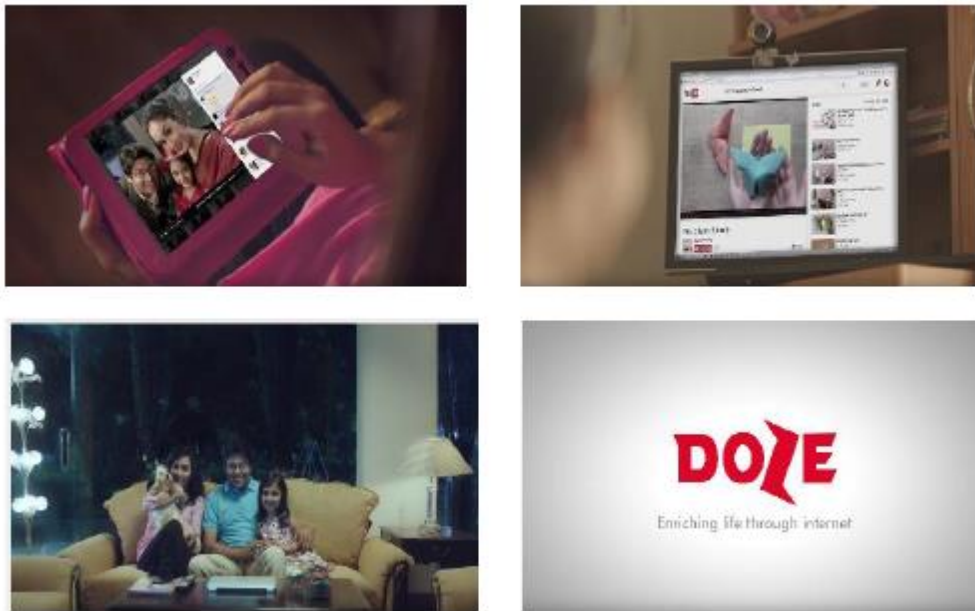


Figure 6: DOZE TVC Enriching life through internet

14.7 TVC of DOZE Internet

□ DOZE - Enriching life through internet - <https://www.youtube.com/watch?v=P1YWaik0G6s>

□ DOZE Internet - Video Calling (Stop Breaing, Start Dozing) -

<https://www.youtube.com/watch?v=xdu8WBbhZ3c>

□ DOZE Internet - YouTube Streaming (Stop Losing, Start Dozing) –

<https://www.youtube.com/watch?v=QJAlaL4HhRw>

□ DOZE Internet - Video Conferencing (Stop Running, Start Dozing) –

<https://www.youtube.com/watch?v=q4I3EDIl0D8>

□ DOZE Internet - Live Streaming (Stop Missing, Start Dozing) –

<https://www.youtube.com/watch?v=gWD0AmvvJ5w>

14.8 Billboard

Another common ways of promoting a brand to the final consumers is promoting through billboard in the important places of cities. As life in megacities goes, people pass their most of the times of their day on road, so putting billboard in different places gives a fair amount of exposure to the working class people. As it is mentioned earlier, DOZE is not going with heavy marketing because it will lead them to price increase of the final product. So they are not putting too many billboards in the cities. The only billboard of DOZE internet is witnessed in Uttara, Dhaka. The reason of choosing that area to put billboard in is a lot of DOZE's potential customers live in that area. So, it is definitely a good choice for the placement of a billboard.

14.9 Print Media Advertisement

The meaning of print media advertisement is promoting through printed newspapers, magazines and similar stuffs like these. Though people do not go much with printed newspapers now-a-days, but there are online versions of those printed newspapers alongside physical copies. Besides television, newspapers are another source of getting news about the current which is why people look at newspapers every now and then. DOZE, for a few times, given advertisements in newspapers to let the customers know about the product they are offering and the benefits as well.

14.10 Tele-Sales

Tele-sales are a form of Direct Marketing where companies directly contact the consumers through different Medias like email, telephone, mail and so on. DOZE does this too. They choose this way to promote their brand to the people who are using their competitors' products. Competitors DOZE has here in Dhaka are Link3, KIS, SAM Online and a lot more. DOZE collects the data of their competitors' customers and later contact through email and mobile number. Though DOZE does not leak any information about from where they have got the information, but that's how they do it to perform their telesales to gain their competitors' customers.

14.11 Online Advertisement

People now spent more time on the internet than sitting in front of television or going outside of residence. As people are spending more time of the internet, so it is a good choice to promote a brand through online advertisements like Google AdSense where people come to see advertisement based on their interest. Google tracks peoples' interest based on the user's browsing history, cookies and based on that, shows Ads. This is kind of personalized advertisements helps to gain more customer than mass media marketing. For a few times, I have witnessed their online marketing while surfing internet.

15.0 SWOT Analysis of DOZE Internet

15.1 Strength

- ☐ Fast Internet
- ☐ Strong infrastructure
- ☐ High speed internet
- ☐ Vast investment from mother company
- ☐ Dedicated internet bandwidth
- ☐ Use of optical fiber cable for internet connection

15.2 Weakness

- ☐ Poor Customer Service
- ☐ Data capping on the internet volume
- ☐ Lack of experienced personnel
- ☐ Lack of market share

- ☐ High price of internet package
- ☐ Not having good brand value

15.3 Opportunity

- ☐ Increasing number of internet users
- ☐ Increase more of their operation in different districts
- ☐ Demand of high speed internet is increasing in corporate sector
- ☐ IT industry is booming in recent times

15.4 Threat

- ☐ The market is more competitive
- ☐ Difficult to satisfy customers expectation
- ☐ Sometimes, unable to maintain commitment towards the customers
- ☐ Complex rules and regulations from government

PART C - Job Responsibilities and Duties as an Intern

As an intern in Document section I need to do a lot of task regarding document side of SSD Tech & DOZE internet. So, as an intern it is not an easy task rather it is a very difficult task for intern to manage and accomplish all the work at a certain time. The tasks that I need to do as part of Documentation team is:

- ☐ Collecting the DOZE customer information
- ☐ Cross checking the information according to client list.
- ☐ Uploading that information on their server.
- ☐ Updating client's database in both hard and soft copy.
- ☐ Manage DOZE SAF copy in a sequential format.

16.0 Collecting information and Cross checking

At the very early stage of my internship period, DOZE client's documents were given to me. In those hard copy, I found that there was many information missing. Besides, the soft copy of the information was not in a sequential format. My task was to collect that information from the customers and prepare the soft copy according to connection date. I have to contact with the customers over the phone and email to knock them about their missing information which includes their National ID card copy and passport size photo. We provided them a specific period of time and within this time they have to give the information over the mail. After getting the information, we crossed check those data with soft copy. After matching with the data, we attached the documents.

17.0 Managing SAF sequentially

Every customer has to fill up a SAF copy when they took the internet connection. Every day new customers added with DOZE internet. Our task was to keep the SAF copy according to connection date and maintain sequentially so that it can be found easily when these papers needed. Also, we had to scan those copies for keeping record on the server.

18.0 Updating information on server

We have to update the information to the server on customer individual profile as well as keeping the hard copy. To do the task at first we have to create a profile through the customer email address. I have to fill up all the given information field according to the soft copy. After finishing the entire task, I attached those given documents to their individual profile

18.0 Online User Profile of Doze Internet:

DOZE

Home Internet Packages Benefits Offer **Borshon**

User Profile

Fill up the form below and click submit

Account details



Uploaded Documents:
No uploaded file

First Name:

Last Name:

Email Address:

Contact Number:

Date of Birth:

Gender:

Occupation:

Nationality:

Father's Name:

Mother's Name:

Upload Your Photo
 No file chosen

Upload Your Document
 No file chosen

Address

Permanent Address

Present Address Line 1

Present Address Line 2

City:

Postal code:

Figure 6 : Online User profile of Doze Internet

PART D - Findings and Analysis

19.0 Findings

Information Technology (IT) industry is one of the promising industry in recent times. After analyzing the business operation and services of SSD-Tech Ltd, I found that they are contributing a lot in the IT industry of Bangladesh. Moreover, they are solving many technological problems very smoothly for many years. Through their services they are contributing in many fundamental sectors like education, health and economy. Many of the people in both rural and urban areas get benefitted through their services like Mobile remittance, mHealth, BBC Janala etc. In present times, we won't think a single moment without IT services. SSD-Tech Ltd plays a great role to make Digital Bangladesh.

Within a very short period of times, they successfully expand their businesses in different countries of the world. Moreover, they launch many other ventures in different business sector in Bangladesh. One of their promising ventures is DOZE internet. They brought the internet using into a different level by providing very high speed internet. Day by day, they grab a good portion of customer who wants to use high speed internet. After analyzing their different aspects, I found that they are facing some problems due to their services. Some customers are losing faith for their service problem. If they can able to solve those issues, they have the potentiality to become one of the top internet service providers in the country.

20.0 Recommendation

Working at SSD-Tech, corporate office was a great experience for me. I have learnt many things throughout my internship period. From my little knowledge what I have some recommendations as follows:

- SSD-Tech Ltd have a very few employee at account management department whereas the work pressure is high. So the department could increase their workforce and share the work together.
- SSD-Tech established some other business entity within a very short span of time. Thus, it is difficult for them to maintain all the business ventures effectively. So, they should analyze their resources and capabilities before launching any new business venture.
- By investing a lot of money to other business venture SSD-Tech could not able to provide proper benefits to the employees. Thus, it creates dissatisfaction and demotivation among the employees. So, SSD-Tech should give more emphasis on employees benefit rather than concentrating on other business venture.
- SSD-Tech loses some of their valuable clients by not maintaining proper relationship. So, they should focus more on building long term relationship with their customers.
- Customer service of Doze Internet is not up to the mark. Some portions of the customers are dissatisfied with their service as they take long time to solve any problems. So, Doze Internet should give more priority on their overall customer service.
- Business policy of Doze internet is not perfect considering the market scenario. So, Doze internet face challenges to grab the market. Thus, they should analyze market scenario and opportunities more to become successful in the business.

21.0 Conclusion

SSD-Tech is a leading IT company in Bangladesh. Within a short period of time they create a good grasp in the IT industry compared to others. Their main strength is their skilled employee. But in recent time, they have to face some challenges regarding this issue. They spread their businesses in different sector but sometimes they face difficulties to maintain the businesses effectively. These problems effects on their main business. They should look after those issues and solve them quickly so that they create a much better position in different business sector is Bangladesh. In this report, I try to focus on their different services, management systems, procedures followed by the company. Besides, I also try to find out their problem and possible solution to overcome those situations.

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