

Blending, Innovation &  
Dynamism



[asdbd.com](http://asdbd.com)

# Company Profile

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## YEARS OF EXCELLENCE



### ORIGINS 2004-2008

We started Journey with a group of developers starts a small software company, tackling basic projects and mastering languages like Java and C#.

### WEB BOOM 2009-2013

Embracing web development and Agile, we build websites and apps, venturing into JavaScript and cloud computing.

### MOBILE DOMINATION 2014-2017

Expanding into mobile apps with iOS and Android, they adopt DevOps and focus on UX design.

### CLOUD-NATIVE AND AI 2018-2021

we dive into microservices, containers, AI, and machine learning, making chatbots and recommendation systems.

### PRESENT AND BEYOND 2022- Present

Continuing to innovate, they explore serverless, blockchain, IoT, and sustainability while fostering a global, remote team.



# ABOUT US

Team **ASD** Taking Your Business Forward Further...



**250**

Happy  
Customers



**100+**

Skilled  
Employess



**360°**

Technical  
Coverage



**30+**

Industry



**24/7**

Support

Our approach is to deliver total solutions to customers leveraging our deep industry, technology and product expertise, along with our strategic global partnerships and alliances.

ASD has been delivering Product Engineering Services and technology-driven Business Solutions that meet the strategic objectives of our clients by leveraging our domain and business expertise and partnerships and alliances with leading technology providers.



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# ASD PRODUCTS & SERVICES

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## Crafted With Care, Engineered With Precision

We are committed and dedicated to build comprehensive creative enterprise solutions to meet the reality of a company's complex and dynamic business environment which eventually help you for a better future.



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## ASD Products

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## MODULEs

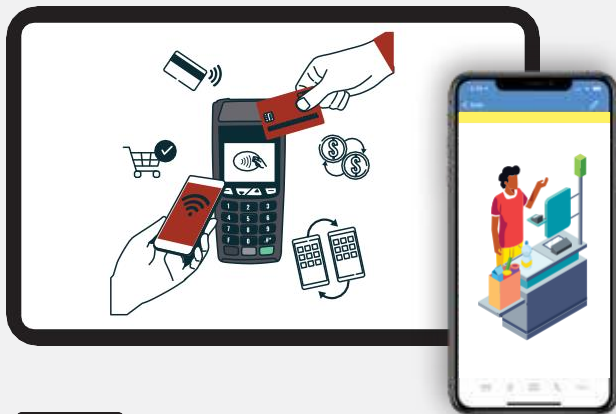
- Daily Newsletter Service
- News Summary & Translation Service
- News Categorization as per Industry Needs
- PR Value Analysis & Reporting
- Online News Service Portal
- Information Hub that Serves You with Desired Information from All Sources
- Real Time News Alert Service
- Information from Print, Electronic, Radio, Web, Online Video Platform and Social Media
- Keep Always Updated with iOS and Android Mobile Apps

## CLIENT



# Point of Sale (POS)

Product Overview



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## MODULEs

- Sales Processing
- Stock Management in seconds
- Product Catalog
- Barcode Scanning
- Order Management
- Supply Chain Management
- Reporting and Analytics
- Multi-Location Support
- Warehouse and fulfillment
- Employee Management
- Make Accounting Automatic
- Loyalty Programs
- Product Catalog
- Integration with E-commerce
- Mobile POS
- Integration Capability
- Scalability and Performance
- 360 Security

## CLIENT



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## MODULEs

- Member Management system
- Stock & Inventory Management system
- Sales Management system
- Facility Management system
- Reservations management
- Accounts Management
- Administration Management
- Reporting
- Automates processes
- Enhanced data security
- Integration with other business systems
- Improved customer experience
- Drives revenues

## CLIENT



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# Product Overview Human Resource & Payroll Management



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## MODULEs

- Personnel Information Management
- Organizational Structure Management
- Employee's Document Management & Privacy Policies
- Attendance & Time Sheet Management
- Leave Management
- Salary Structure, Payroll & Benefits Management
- Tax Calculation
- PF & Gratuity Management
- Disciplinary Log Management
- Performance Appraisal System
- e-Recruitment Management
- Employee Confirmation Management
- Employee Transfer Management
- Employee Self Service
- Employee Final Settlement
- Letter Generation
- Travel Plan & Management
- Training & Development Management
- Reporting & Dashboard
- Process Flow Designer for Module Functionalities

## CLIENT

**RADIANT**  
PHARMACEUTICALS



Surjer Hashi Network  
Best service at affordable price



World Vision



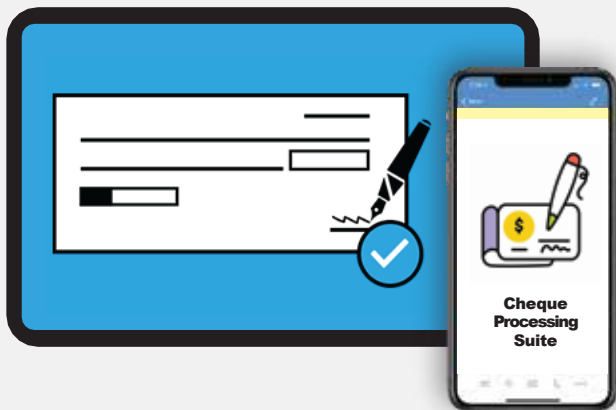
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And Many More ...

## Cheque Processing Suite (CPS)



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## MODULEs

- CPS is Built on Latest State-of-the-art Web Technology
- Fully Dynamic and Configurable Solution
- Automated Positive Pay System with Email and SMS Integration
- Unparalleled Solution with Dynamic Report Designer and Dynamic
- Email and SMS Automation
- Integrate with Core Banking System through API or MQ
- Demise or Minimize Manual Job
- Maximize Automation
- Outward & Inward Clearing
- View Role Specific System Heart-Bit/Dashboard and MIS
- Positive Pay Automation
- OCR and Dynamic Report Engine

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# Real Time Gross Settlement (RTGS)



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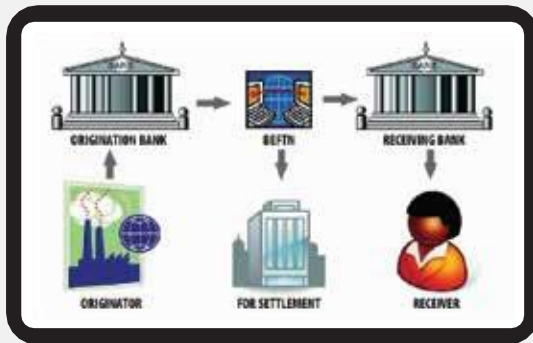
## MODULEs

- Real-Time Processing
- Individual Transaction Basis
- Immediate Settlement
- High-Value Transactions
- Secure and Encrypted
- No Amount Aggregation
- Centralized Settlement
- Immediate and real-time settlement reduces the time required for fund transfers
- Reduces the exposure to fraud and defaults
- RTGS systems are designed with robust security measures, including encryption and authentication protocols
- For businesses, RTGS enables faster payments
- Governments often use RTGS for transactions like tax payments, bond issuances, and other high-value financial activities
- RTGS is used for settling interbank transactions, ensuring the smooth functioning of the financial system
- RTGS systems play a crucial role in the functioning of financial markets by enabling the settlement of trades, securities transactions, and other market activities in real time.
- RTGS transactions provides enhanced transparency and visibility into the movement of funds, which can aid in fraud detection and regulatory compliance.

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## Bangladesh Electronic Funds Transfer Network (BEFTN)



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## MODULES

- Interbank Fund Transfers
- Batch Processing
- Scheduled Transfers
- Payment Types
- Secure Encryption
- Designated Clearing House
- Bank Account Validation
- Transaction Limits
- Reduces the time and effort required for physical check-based transactions or manual paperwork.
- While BEFTN operates on batch processing, it is still faster than traditional methods like manual checks, leading to quicker fund transfers
- Electronic fund transfers through BEFTN can be more cost-effective for banks and customers
- Businesses can better manage their cash flow by using BEFTN
- BEFTN allows for the automation of recurring payments
- The electronic nature of BEFTN transactions provides transparency and traceability
- The electronic nature of BEFTN reduces the risks associated with handling physical cash and checks, such as theft, loss, and fraud.
- Reduces the time and effort required for physical check-based transactions or manual paperwork.

## CLIENT



# Anti-Money Laundering (AML) System



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## MODULES

- Transaction Monitoring
- Customer Due Diligence (CDD)
- Risk Assessment
- Watchlist Screening
- Behavior Analysis
- Alert Generation
- Case Management
- Reporting and Documentation
- Automated Workflow
- Data Integration
- Machine Learning
- Rules and Scenarios
- AML software helps businesses meet regulatory requirements and avoid hefty fines by ensuring compliance with AML and KYC regulations.
- Minimizes the risk of legal and reputational damage associated with money laundering.
- Enhances operational efficiency, and allows compliance
- AML software identifies potentially suspicious activities
- Improve the accuracy of detecting complex money laundering patterns
- Helps to reduce false positive alerts by applying advanced analytics
- AML software creates an audit trail of activities, ensuring transparency and accountability in compliance processes

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## MODULEs

- Participant Interfacing Module (PIM)
- Configuration, Management and Monitoring Module
- Reporting and Logging Module
- Core Banking Systems Interfacing Module
- Developed in Latest Web Technology and Server Application Frameworks
- Used Microservice Based Architecture for Scalability, Better Performance and Ease of Further Change Management
- Load Balancing Feature to Expand Horizontally for Handling Large TPS
- Parallel Processing in Transaction Processor and Interfacing Modules
- Highly Configurable
- Ability to Interface with CBS Through API and MQ
- Employee Transfer Management
- Transaction Threshold Setup
- Setup Monitoring Sensors and Alerts
- Setup Rules for Monitoring Transactions and Prevent Scam

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## CLIENT



## MODULES

- E-Learning Supports
- Game-based learning for junior classes
- Integrated Web Portal
- Rich notification system
- Across-Terms/Years Result Publish & Analysis
- Total Fees & Accounting solution
- Our easy profiling system give you manage students, guardians, teachers and employees. It has also a single click promotion system.
- We have a fully automated fees generating & collection system with mobile money and banking integration.
- Instant notification on any circular/notice/absconding/payments through SMS, email and mobile apps.
- Academic calendar & fully interactive routine management system.
- Integrate attendance taken system by mobile apps & web application. Instant notification to guardian if any absconding.
- One of our core features is to support multiple branches for an institute.
- Core accounting system with fixed assets management. Where you can get auto depreciation calculation, smart year closing and proper reporting like ledger, cash book, balance sheet, inventory etc
- We have a configurable payroll solution with a small HR system.
- By our effortless Result Manager just entry the marks and publish the result card through portal. But you can print it also.





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## MODULES

- Patient EMR
- Staff, Corporate and B2B
- Billing / Patient Financials
- Pathology / Laboratory
- Radiology / Imaging
- Emergency / ER
- Out Patient / OPD
- In Patient / IPD
- Operation Theatre / OT
- Dialysis
- Physiotherapy
- Gastroenterology
- Vaccination
- Doctor's Module
- Blood Bank
- Inventory & Fixed Assets
- Pharmacy
- Cafeteria
- Accounts
- Human Resources Management / HRM
- Security and Audit Logs
- Administration
- Management Information System / MIS
- Information Desk / Report Delivery
- Human Resources Management / HRM
- Academic Management System
- Library Management System
- Marketing
- Meeting Management

## CLIENT



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## MODULES

- User Registration and Profiles
- Product Catalog
- Shopping Cart
- Checkout Process and Payment Gateway Integration
- Inventory Management
- Security and Privacy
- Responsive Design
- Search Functionality
- Product Recommendations
- Wish Lists and Favorites
- Reviews and Ratings
- Returns and Refunds
- Customer Support, Chat Bot Integration
- Multi-language and Currency Support
- Analytics and Reporting
- Admin Dashboard
- Social Media Integration
- Abandoned Cart Recovery
- Loyalty Programs
- Loyalty Programs

## CLIENT



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## Product Overview Customer Relationship Management (CRM)



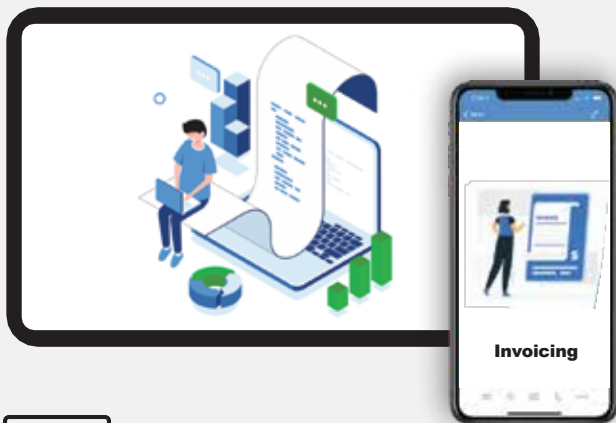
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## MODULEs

- Contact Management
- Lead Management
- Sales Automation
- Marketing Automation
- Customer Support and Helpdesk
- Interaction Tracking
- Communication Integration
- Social Media Integration
- Task and Calendar Management
- Integration with Other Systems
- Security and Access Control
- Customer Surveys and Feedback
- Vendor and Supplier Management
- Inventory and Order Management
- Feedback and Performance Tracking
- Customer Loyalty and Rewards
- AI and Predictive Analytics
- Multi-Channel Support
- Offline Access
- Geolocation and Mapping
- Compliance and Data Privacy
- Workflow Automation
- Analytics and Reporting
- Customer Segmentation
- Document Management

## CLIENT





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## MODULEs

- Invoice Creation
- Client Management
- Product/Service Catalog
- Invoice Templates
- Recurring Invoices
- Estimates/Quotes
- Multiple Payment Options
- Tax Calculation
- Expense Tracking
- Time Tracking
- Late Payment Reminders
- Reporting and Analytics

## CLIENT



## Study Press



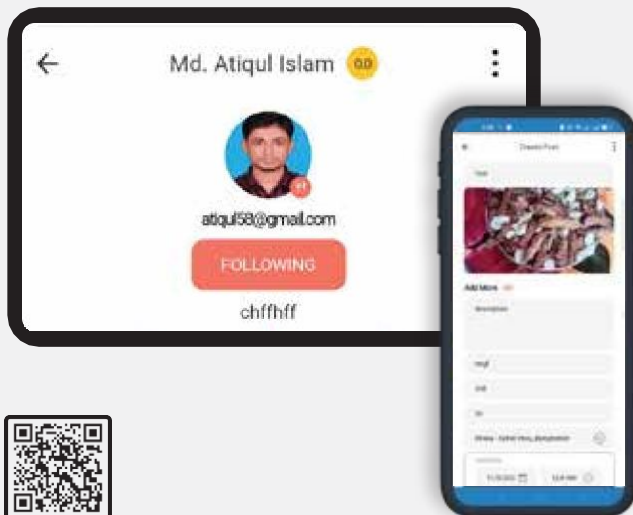
## MODULEs

- Personalized Learning Paths
- AI-Powered Content Recommendation
- Real-Time Progress Tracking
- Interactive Study Materials
- Current Affairs and News Updates
- Mock Tests and Analytics
- Mobile Accessibility



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## MODULEs

- Food Waste Reduction
- Affordability
- Economic Opportunities
- Community Engagement
- Convenience
- Quality Assurance
- Safe and Secure Transactions



# ASDSERVICES

Advanced Software Development is primarily an international standard software house providing comprehensive enterprise solutions to meet the reality of a company's complex and dynamic business environment. Our aim is to empower clients with IT solutions, delivering products to clients through software applications that run on heterogeneous platforms, specifically designed to help companies meet today's business challenges.

ASD combines reliability, flexibility, high performance, ease of use, and superior customer service to deliver a comprehensive and easy-to-implement answer to all kind of software solutions.

## ➤ Staff Augmentation

- Flexibility
- Access to Specialized Skills
- Cost-Efficiency
- Quick Response to Needs
- Reduced Risk
- Focus on Core Competencies
- Knowledge Transfer
- Scalability
- Diverse Perspectives
- Improved Productivity
- Regulatory Compliance
- Geographic Flexibility
- Project-Based Approach
- Quality Assurance



## ➤ Website Development

We offer B2B and B2C web development and web integration services in the following areas:

- Integration of data and analytic web services to internal and external business applications
- Application to application integration
- Website and e-business application development using the latest online technologies, including .Net, J2EE, XML, CSS, and C#.
- Custom database development
- Integration of proprietary data sources with web applications



## ➤ Software Development

ASD combines reliability, flexibility, high performance, ease of use, and superior customer service to deliver a comprehensive and easy-to-implement answer to all kind of software solutions.

- Client-server applications
- GUI of arbitrary complexity level (including 3D, sound application, etc.)
- Application with sophisticated algorithms
- Image processing applications
- System drivers (VxD, WDM, WinNT Sys drivers)
- Back-end software for web-sites
- High-optimized server software



## ➤ Mobile Application Development

ASD Uses the latest technologies and tools to create high-quality mobile applications for various platforms, including iOS, Android, and hybrid mobile apps.

- Mobile Strategy and Consulting
- UI/UX Design
- Mobile App Development
- App Testing and Quality Assurance
- App Maintenance and Support



## ➤ Digital Marketing

You don't need us to tell you that it's a tough climate out there right now. Marketing budgets are under pressure, customers are still spending cautiously, while competitors are upping their game. Doing nothing isn't the answer but neither is doing more of the same.

We assess the current market share of your organization along with its strength, weakness and competitors.

With our 360° expertise in the digital arena we guide and work relentlessly to achieve the goal.





## ➤ UI/UX Design & Graphic Design

We believe that creative concepts and impactful design can be brought to bear on a dizzying array of marketing collateral.

Our designers craft everything from corporate literature, brochures, websites and exhibition displays to direct mail, point-of-sale and logo designs.

We insist that from the outset our graphic designers are guided by clear marketing objectives.

We consult, we question and we analyze to make sure everything stacks up before it ever sees the light of day in our design studio.

It's our overall design capabilities that our clients love. Usability, clarity and response drive whatever medium we're using.



## ➤ Search Engine Optimization (SEO)

We deliver cutting-edge digital marketing, SEO services, design, and implementation. We offer interaction and response through a wide range of digital media including; web, email, and mobile. More than an SEO company; our SEO & PPC campaigns follow a proven formula for success.

We discuss requirements, figure out priorities, and obtain all the background information we need to get started. We identify the search terms that are most important to your brand, focusing on choices that are realistic to rank for and effective towards conversions.



We perform an in-depth analysis of your site's on and off-site performance to identify any barriers or weaknesses that are harming search visibility. We also identify opportunities that are relevant to your brand, such as local SEO, and make sure that competitors are considered and measured against.

We create a strategic plan, based on all the information that we've collated so far and with your collaboration we also get your input on how your brand functions online.



## ► Web Security

Our Mission is to assist businesses in achieving compliance with data privacy and cybersecurity regulations because we are fervently committed to safeguarding their clients' data. We have worked with over 100+ Clients.

Security experts within the company continuously update threat intelligence databases to stay ahead of emerging threats and vulnerabilities.

In the event of a security breach or cyberattack, we provide incident response services to help organizations contain and recover from the incident.

## ➤ Software Testing

ASD provides top-of-the-line services in creation and support of QA processes and software testing delivered by the specialized team of highly experienced QA engineers. We optimize, streamline, and perfect solutions of any format and complexity across all existing industries. Our QA processes and software testing approaches are based on the best practices, market-defining tools, and invaluable expertise gained through the years of developing successful digital products. We are a software QA services company with a focus on making your life easier, project successful, development faster and cheaper.

At ASD, we aim to ensure project success, development speed and cost-effectiveness. Our main goal is to not simply identify inconsistencies, errors, and flaws through testing – we focus on defining vulnerabilities at early stages and preventing further occurrences with:

Dedicated QA processes that safeguard and boost project quality at all lifecycle and software development stages;

Understanding of the importance of efficient collaboration and development culture alongside workflow processes and technologies;

QA provision as a responsibility of each team member and dev team as a gathering of people driven by the common goal that trust and respect each other.

In addition to graphic design, our marketing consultants will show you how to open up new marketing opportunities – ones that will deliver a real competitive advantage and take your business to the next level.



# Testimonials

*"Standard Chartered Bank is using Cheque Processing System (CPS) developed by Advanced Software Development (ASD). We are very satisfied with the services provided by ASD support team, provided as and when required and congratulate ASD for such wonderful software and performance."*

- Standard Chartered Bank

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*"Real Time Gross Settlement (RTGS) has revolutionized the way we handle financial transactions. Its speed, security, and reliability are unparalleled. With instant processing and precise accuracy, RTGS has transformed our business payments, making them seamless and efficient."*

- Brac Bank Limited

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*"This Club Management Software is incredibly versatile, handling memberships, events, and communication with ease. Our club's efficiency has skyrocketed, thanks to streamlined processes and real-time insights. The support team's responsiveness is impressive—they've got our back whenever needed."*

- The British Aid Guest House Association

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*"Our experience with this HR Management Solution has been transformational. It seamlessly integrated every aspect from recruitment to payroll, making our operations efficient and error-free. The user-friendly interface and automated features have not only saved us valuable time but also improved accuracy."*

- Teletalk Bangladesh Limited

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*"Advanced Software Development (ASD) provides media monitoring services to UNICEF Bangladesh complying international standard of media monitoring agencies. ASD maintaining their quality services constantly. We are proud to have ASD as a media monitoring service provider in Bangladesh. We wish you all the best for your future growth."*

- Unicef Bangladesh



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## Local & Global



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