



TECH ANALYTICA LIMITED

Technology
That Makes Life
Better





| ABOUT US

Tech Analytica Limited is one of the most promising IT Services providers in Bangladesh dedicated to delivering complete IT solutions to its clients, whether they are start-up operations or large corporations. Our receptive approach makes us understand the stipulation in business and gives us the work force in meeting the necessity to accomplishing the goal.

| OUR VISION

To be an organization that continually delights the customers and all stakeholders by providing the most advantageous IT services and solutions with a constant eye on innovation and by such becoming the optimum choice to the customers and clients locally as well as internationally.

| E-COMMERCE



An e-commerce solution is a software platform or service that enables businesses to create and manage an online store, sell products or services online, and process payments securely. Different types of e-commerce solutions include

- A cloud-based platform that allows merchants to create and customize their online store without needing advanced technical knowledge.
- A WordPress plugin that transforms a WordPress website into an online store.
- An open-source platform that provides advanced functionality and flexibility for large businesses with high-volume sales.
- A cloud-based platform that provides a range of features, such as multiple payment gateways, shipping options, and marketing tools.

When choosing an e-commerce solution, it's important to consider factors such as ease of use, scalability, pricing, features, and integrations with other tools and services. Visit our cloud based e-platform for reference www.mind-schoolbd.com.

HEALTH TECH



A health tech solution is a software or hardware technology that is designed to improve healthcare delivery, patient outcomes, and health system efficiencies. Health tech solutions can range from simple mobile apps to advanced medical devices, and they often use innovative technologies like artificial intelligence, machine learning, and the Internet of Things (IoT) to collect, analyse, and utilize health-related data. Some examples of health tech solutions include:

- *Electronic Health Records (EHR)*

EHRs are digital versions of patient medical records that allow healthcare providers to store and access patient information securely and efficiently.

- *Wearable Devices*

Wearable health tech devices, such as fitness trackers and smartwatches, can track physical activity, monitor vital signs, and provide real-time health data to users and healthcare providers.

- *Health Management Apps*

Health management apps help patients track their health data, such as diet, exercise, and medication, and provide reminders and alerts to help patients manage their conditions

- *Telemedicine*

Telemedicine solutions use video conferencing technology to connect patients with healthcare providers remotely, allowing patients to receive medical care from the comfort of their own homes.

- *Health Analytics*

Health analytics solutions use data analysis and machine learning algorithms to identify trends and patterns in healthcare data, which can help healthcare providers make more informed decisions and improve patient outcomes.

When choosing a health tech solution, it's important to consider factors such as security, data privacy, regulatory compliance, and interoperability with other health systems and tools, which are completely covered in our solutions.

| DRM SOLUTION

DRM (Digital Rights Management) solutions are technologies and tools that are used to protect digital content from unauthorized access, distribution, and reproduction. DRM solutions are often used in industries such as music, film, and publishing to protect copyrighted material and prevent piracy. Some examples of DRM solutions include.

- Watermarking: Watermarking is the process of embedding digital information, such as a logo or a unique identifier, into digital content. This can help to identify the source of unauthorised copies of the content.
- Encryption: Encryption involves scrambling digital content so that it can only be accessed by authorised parties who have the key to decrypt it.
- Access control: Access control solutions limit access to digital content by requiring users to enter a password or a key before accessing the content.
- Digital rights management systems: These are software tools that allow content creators to manage the distribution of their digital content by setting permissions and restrictions on how the content can be used and distributed.
- Copy protection: Copy protection solutions prevent the unauthorised copying of digital content by restricting copying and distribution options.



DRM solution is primarily used considering factors such as the level of protection required, ease of use, compatibility with different platforms, and the potential impact on user experience. It's also important to ensure that any DRM solution chosen complies with relevant legal and regulatory frameworks. In current world protection of your private visual contents is the mainstay in all business regardless private or corporate.

BIOMETRIC SECURED SOLUTION

A biometric solution is a technology that uses physical or behavioural characteristics to identify and authenticate individuals. Biometric solutions are often used in security and identity management applications, such as access control, time and attendance tracking, and border control. Some examples of biometric solutions include:



- **Fingerprint recognition:** Fingerprint recognition technology uses a person's unique fingerprint to authenticate their identity. This is one of the most widely used biometric solutions.
- **Face recognition:** Face recognition technology uses computer vision and machine learning algorithms to identify a person's face and authenticate their identity.
- **Iris recognition:** Iris recognition technology uses the unique patterns in a person's iris to authenticate their identity.
- **Voice recognition:** Voice recognition technology uses a person's unique voice pattern to authenticate their identity.
- **Behavioral biometrics:** Behavioral biometrics solutions use the unique behavioral patterns of an individual, such as typing rhythm, to authenticate their identity.

Overall, biometric solutions offer an effective and secure way to manage access control and identity verification, while also improving the convenience and efficiency of the process. You can check our in device biometric secured apps -



IT SECURITY SOLUTION

IT security, also known as cybersecurity, is the practice of protecting computer systems, networks, and digital assets from unauthorized access, theft, damage, or disruption. IT security is critical for businesses, governments, and individuals to safeguard sensitive information, prevent financial losses, and maintain operational continuity. Some key components of IT security include:

- Network security: This involves protecting computer networks from unauthorized access, viruses, malware, and other cyber threats through the use of firewalls, intrusion detection and prevention systems, and encryption.
- Endpoint security: This involves securing individual devices, such as laptops and smartphones, through the use of antivirus software, firewalls, and other security measures.
- Identity and access management: This involves managing access to digital assets and resources by verifying user identities, controlling access to sensitive data and systems, and implementing policies that ensure the confidentiality, integrity, and availability of data.
- Security assessment and monitoring: This involves regularly assessing the security posture of the organization, identifying vulnerabilities, and monitoring for potential threats and attacks.
- Incident response and disaster recovery: This involves preparing for and responding to security incidents, such as data breaches, by implementing incident response plans and disaster recovery procedures to minimize the impact of such events.



Effective IT security requires a comprehensive and layered approach, which includes technical solutions, policies and procedures, and employee training and awareness. It's important to stay up-to-date with the latest security threats and trends, and to regularly review and update security measures to ensure they remain effective.

IOT SOLUTION

The Internet of Things (IoT) refers to a network of physical devices, vehicles, buildings, and other objects that are embedded with sensors, software, and connectivity, allowing them to collect and exchange data over the internet. IoT enables devices and systems to communicate with each other and with humans, leading to increased efficiency, convenience, and innovation in many industries. The growth of IoT has led to the development of smart homes, cities, and factories, where devices are connected and controlled through a centralized system. Some of the key applications of IoT include:



- Smart homes: IoT devices such as smart thermostats, lighting systems, and security cameras can be controlled remotely through smartphones or voice assistants, making homes more convenient and energy-efficient.
- Smart cities: IoT technology can be used to manage traffic flow, reduce pollution, monitor public safety, and improve public services such as waste management and water supply.
- Healthcare: IoT devices such as wearables and remote monitoring systems can help healthcare providers to monitor patients' health and provide more personalised and efficient care.
- Industrial automation: IoT devices can be used to monitor and control production processes in factories, improving efficiency, reducing waste, and enhancing safety.

Despite the many benefits of IoT, there are also concerns about security and privacy, as the large number of connected devices and the data they generate create new vulnerabilities for cyber attacks and data breaches. It's important for IoT developers and users to prioritise security and privacy in the design and use of IoT systems.

IT AUDIT SOLUTION

An IT audit is a review of an organization's information technology systems and processes to evaluate their efficiency, effectiveness, and security. IT audits are typically conducted by internal or external auditors who have the knowledge and expertise to assess an organization's IT systems and processes. Some of the key objectives of an IT audit include:

- Evaluating the adequacy and effectiveness of IT controls and processes to ensure compliance with applicable laws, regulations, and industry standards.
- Identifying and assessing risks to the organization's IT systems, data, and processes, and recommending measures to mitigate those risks.
- Evaluating the reliability, accuracy, and completeness of financial and other data processed by the organization's IT systems.
- Assessing the performance and efficiency of IT systems and processes, and identifying opportunities for improvement.
- Evaluating the organization's disaster recovery and business continuity plans to ensure they are effective in the event of a disruption.



The process of conducting an IT audit typically involves several stages, including planning, fieldwork, reporting, and follow-up. During the planning stage, the auditor identifies the scope of the audit, the systems and processes to be reviewed, and the objectives of the audit. The fieldwork stage involves collecting and analyzing data, reviewing documentation, and conducting interviews with key personnel. The reporting stage involves presenting the findings and recommendations of the audit to management, while the follow-up stage involves tracking the implementation of the recommendations and verifying that the issues identified have been resolved.

MOBILE APP (IOS AND ANDROID)

A mobile app solution is a software application designed to run on a mobile device such as a smartphone or tablet. Mobile apps have become an essential part of many businesses' digital strategy, as they can be used to engage customers, increase brand awareness, and improve operational efficiency. When developing a mobile app solution, it's important to consider the following:



- Platform: Decide on the platform or platforms to develop for, such as iOS or Android, or both.
- Features: Identify the key features of the app that will provide value to users and align with business goals.
- User experience: Focus on creating an intuitive and user-friendly interface that makes it easy for users to navigate and interact with the app.
- Security: Incorporate security features such as encryption, secure data storage, and user authentication to protect user data.
- Testing and optimization: Conduct extensive testing to ensure the app functions properly and optimize performance to improve the user experience.
- Launch and promotion: Develop a launch plan and promote the app through social media, email marketing, and other channels to attract users and build engagement.

Mobile app solutions can be used in a variety of ways, such as for e-commerce, customer service, social media, and entertainment. The key is to create an app that provides value to users and aligns with business goals. With the right strategy, experienced development team and using the cutting edge technology, we develop mobile apps that can be a powerful tool for your businesses to engage with customers and drive growth.

WEB DEVELOPMENT



Our Web development services covers designing and building websites, web applications, and other web-based solutions. We can include everything from developing the website's layout and design to creating the code and functionality that runs behind the scenes.

Through web development services, we ensure following factors:

- *Expertise*

Our developers have proficiency in the programming languages and technologies needed for your project, such as HTML, CSS, JavaScript, and various web frameworks.

- *Mobile responsiveness*

While designing your website or web application to be mobile-responsive, as a growing number of users access the web from mobile devices, we guarantee seamless mobile responsiveness.

- *SEO optimization*

Ensuring the incorporation of SEO optimization is best practices, and to help your website or web application rank higher in search engine results we implement the latest most SEO technologies in web based solutions.

- *Customization*

We consider the degree of customization and functionality required for your website or web application, and ensure that the developers have understood creating similar solutions.

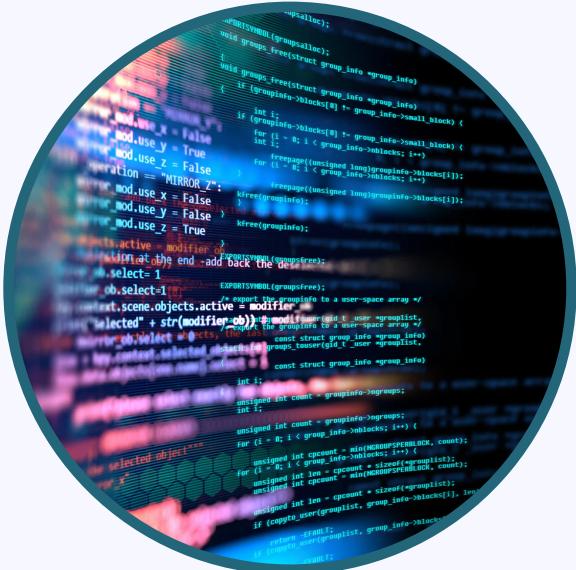
- *User experience*

We focus on creating an intuitive and user-friendly interface that makes it easy for users to navigate and interact with the website or web application.

SOFTWARE DEVELOPMENT

Software development services we provide consist of designing, creating, testing, and deploying software applications. These services can be provided by individual or corporate requirement, and can range from simple applications to complex enterprise systems. When considering our software development services, there are several factors we ensure, including:

- **Expertise:** Our developers with experience in different programming languages and technologies needed for any project, and proven track record of delivering quality software.
- **Development methodology:** We practice reliable and achievable development methodology that our developers use, such as Agile or Waterfall, and ensure that it aligns with any project requirements.
- **Communication and collaboration:** Good communication and collaboration are essential for successful software development. We ensure clear communication channels and delegate responsive feedback.
- **Quality assurance:** With robust testing and quality assurance process in place, we minimize errors and bugs in the final product.
- **Scalability:** Our horizontal and vertical scalability strength to elevate the project as needed put us in a strong position when the scope of the project expands in the future.



IT SYSTEM INTEGRATION

Our IT system integration covers the scopes of connecting various software and hardware systems to work together as a unified system. This involves integrating multiple applications, databases, and servers into a single, seamless system. Our goal of system integration is to improve business efficiency, increase productivity, and reduce costs by streamlining operations. In our IT system integration, we maintain international standards including:



- **Compatibility:** We make sure that the systems you wish to integrate are compatible and can work together. This may require modifications to existing systems or the implementation of new software and hardware.
- **Data transfer:** We determine the data that needs to be shared between systems and how it will be transferred. This may involve developing custom interfaces or middleware to facilitate communication between systems.
- **Testing:** We conduct extensive testing to ensure that all systems are functioning correctly and that data is being transferred accurately.
- **Security:** We ensure that the integrated system is secure and that sensitive data is protected.
- **Ongoing maintenance and support:** Our ongoing maintenance and support is always there ensure that the integrated system continues to function correctly and meets changing business needs.

Also, our IT system integration can support variety of existing applications, such as enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management. By integrating systems, your businesses can streamline the operations and improve the efficiency, ultimately leading toward better business outcomes.

AI DRIVEN SOLUTION

We indulge in AI-driven development by practicing artificial intelligence (AI) and machine learning (ML) technologies to enhance and automate various aspects of the software development lifecycle. Our approach is designed to speed up the software development process, reduce errors and increase efficiency. We perform in below AI segments:

- Code generation and optimization: AI tools that can be used to analyze code and generate optimized code that is more efficient and effective.
- Testing and quality assurance: AI-driven testing tools that can analyze and detect errors, performance issues, and other bugs more quickly and accurately.
- Predictive analytics: Machine learning algorithms (decision tree, random forest, naïve bias, q-learning, chunk prediction, LSTM) that can be used to predict trends, identify potential issues and optimize various aspects of the development process, such as resource allocation and business planning.
- Natural language processing (NLP): NLP algorithms (developed tool kit for NLTK Python library) that can be used to analyze user feedback, identify key trends and issues, and optimize the development process.
- Intelligent assistants: AI-driven assistants that can help developers with tasks such as debugging, code reviews, and even automated code generation, also guide users to avail AI driven solutions.



IT SUPPORT AND SERVICES

Our total solution plan includes IT support and services comprising technical assistance and maintenance to your businesses and organizations for the technology infrastructure, software, and hardware. This includes help desk support, hardware and software maintenance, network monitoring, and cyber-security services.



- Help desk support: We provide a responsive help desk support that can address technical issues promptly and efficiently.
- Service level agreements (SLAs): Consider the SLAs offered by us outlines the services provided, response times, and expected outcomes precisely.
- Availability: Where needed and as agreed under SLA, we ensure IT support during business hours or 24/7.
- Responsiveness: Our IT support provider responds to issues promptly and provides a timely resolution to technical problems.
- Communication: We communicate clearly and effectively, both in technical terms and in language that is easily understood by non-technical users and English speakers.

DIGITAL MARKETING

Our fine understanding and experience in Digital marketing technologies, such as the internet, social media, search engines, mobile devices, and other digital channels to promote products, services, and brands will place your business at a top order on the world wide web. Our data-driven approach leverages technology to reach and engage with audiences in a measurable and targeted way.

- Search engine optimization (SEO): Optimizing your website's content and structure to rank higher in search engine results pages (SERPs).
- Pay-per-click advertising (PPC): Displaying your ads on search engines, social media platforms, and other websites to drive traffic to a website.
- Social media marketing: Using social media platforms to engage with customers and promote your products or services.
- Content marketing: Creating and sharing your content to engage with customers and build brand awareness.
- Email marketing: Email marketing to communicate with your customers and promote your products or services.
- Mobile marketing: Targeting users on mobile devices with mobile-optimized content, ads, and apps and delivering your ads to the right set of customers and users.



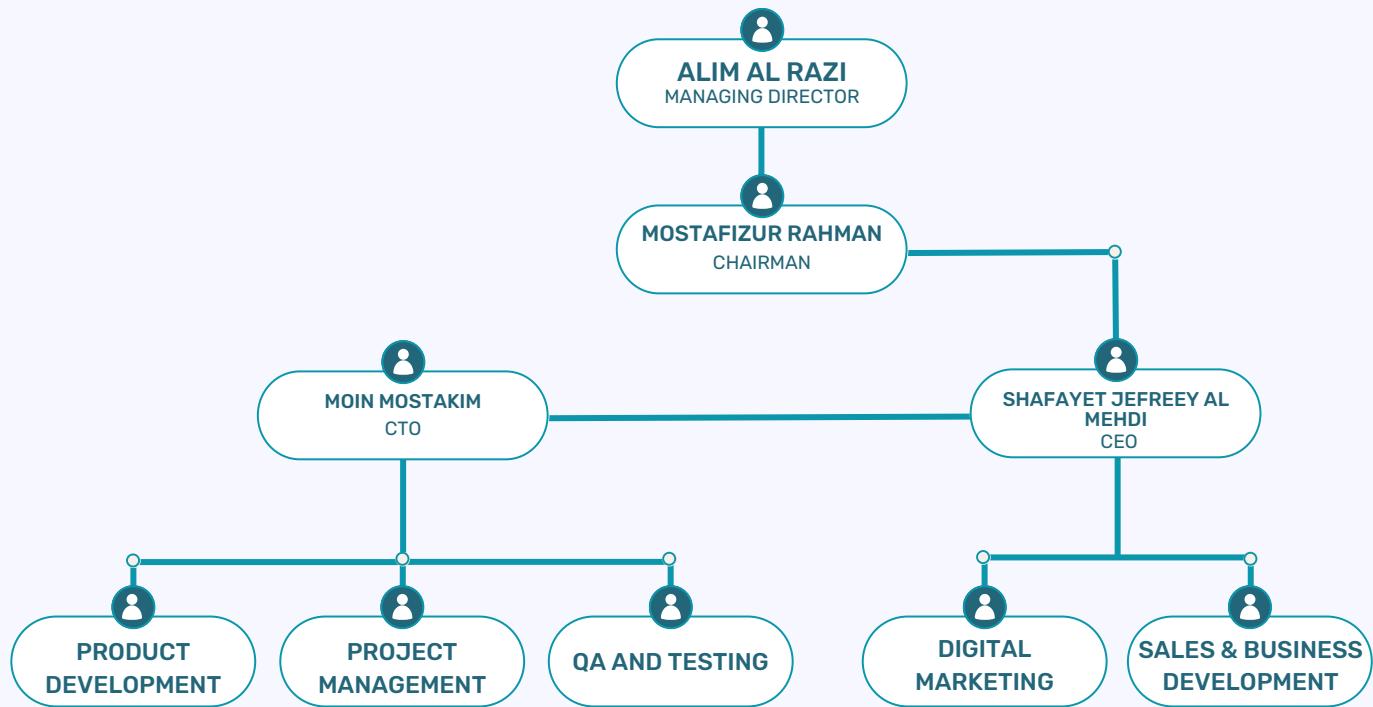
BUSINESS PRIVACY PROTECTION

At Tech Analytica, we are fully committed to the ethical practice of intellectual property protection, and ensure to protect the assets of our clients through strict company policy and intellectual property protection acts including:



- Execution of a comprehensive non-disclosure agreement
- Signing of non-disclosure agreement on patent of intellectual property
- Agreement to any ownership waiver agreements
- Constant monitoring of employee activities in line with company policy

COMPANY ORGANOGRAM



Project Management

Project Initiation

Strategy and planning



Execution

Development and programming



Demo Delivery

Beta testing and review



Planning

Design



QA Testing

Automatic and manual testing



Project Handover

Final delivery





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