Company Profile

Computer Ease Limited

TABLE OF CONTENTS

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **2** of **23**

CEL at a Glance

Date of commencement of business: 1st October 1992

Nature of business: Software development

Address (Registered):   House# 10, Road# 7, Dhanmondi, Dhaka-12005.

Address (Operating/contact):   **122 West Dhanmondi (1st and 2nd Floor), Dhaka-1209**

Current manpower: Fifty seven (57)
Management: 7
Logistic: 7
Development: 20
Project Management: 5
Infrastructure: 2
Support & QA: 16

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **3** of **23**

Major Clients

Offshore

Unilever Arabia
National Exchange Company, Rome, Italy
Orbit Money Exchange, Rome, Italy
First Security Exchange, Rome, Italy
IFS Curreny Limited, Birmingham, UK

Local

British American Tobacco Bangladesh
Leading Multi-national Company (BAT) in Tobacco industry

Unilever Bangladesh
Leading Multi-National Company (Unilever)in toiletries and consumer products

Nestle Bangladesh Limited
Leading multi-National Company in nutrition food and beverage manufacturing sector

GrameenPhone Limited
Largest Mobile Phone Operator in Bangladesh

Robi (Axiata Bangladesh) Limited
A major Mobile Phone Operator

Dhaka Tobacco Industries Limited
A major company in Tobacco sector

Rangs Industries Limited
Electronics Wing of one of the Largest Business Conglomorates

TNT Bangladesh
International Courier Service

Orion Group of Companies
A major Pharmaceutical Group

Orion Renal and General Hospital
A hospital of Orion Group

Novartis Bangladesh Limited
A leading multinational Pharmaceutical Company

Kohinoor Chemical Company (BD) Limited
One of the oldest companies in cosmetics and toiletries sector

Reedisha Knittex Limited
A large composite Textile Industry (Spinning,Knitting, Dyeing and Garments Manufacturing)

Company Profile
Computer Ease Limited

---

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **4** of **23**

Bangladesh Specialized Hospital Limited
A state of art new hospital in Dhaka

Barind Medical College and Hospital
A new hospital and medical college in Rajshahi

Energypac Engineering Limited
Leading Engineering Manufacturing Concern

IDLC
Leading Lease Financing Company

Echotex Limited
Leading Knitware manufacturer

Coats Bangladesh Limited
Leading thread manufacturer

BRAC
Largest non-government organization

Aarong
Leading retail outlet of deshi products

Li & Fung
One of the leading garment buying houses

H & M
One of the leading garment buying houses

Siemens Bangladesh Limited
A leading Telecom equipment manufacturer

SGS Bangladesh
A leading PSI Company

Abul Khair Consumer Limited
Leading player in FMCG industry

Social Marketing Company
Major contraceptive and healthcare product manufacturer and seller

Duncan Brothers
Largest Tea Planters in Bangladesh

DHL Services Bangladesh
Worldwide Express Delivery Company

CITIBANK, N. A.
Leading international financial services company

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **5** of **23**

Areas of expertise

ERP solution for small & medium scaleConcerns

Human Resource Management System

Production Planning & Inventory Control System

CRM /Sales and Distribution System

Hospital Management Software

Mobile &**PDA** based systems

Electronic **F**und **T**ransfer **S**ystem

Report Designer Tool

Financial Accounting Package with Fixed Asset Accounting

Workflow Automation Products

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122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **6** of **23**

Vision Statement

CEL is a technology driven company. We believe in furnishing solutions that are viable today and open for upgrade in future. Our solutions are cost-effective and result oriented.

In next couple of years we target the market segment that is already experienced in using business solutions as well as the niche that is freshly aiming at entering IT usage arena. We have products coming up keeping both types of clients in mind. Our marketing team now comprises, apart from IT market specialists, very experienced Business Analysts, System Architects, Systems Analysts who would cater for the special needs of experienced or new clients. We resolve to add value to our clients' business irrespective of their current exposure to IT usage.

Technology wise we are currently into MS.Net framework. Our choice tools revolve around C#, ASP.Net, MS Silver light, MVC and likes.Oracle and SQL Server remain our trusted databases. However, we shall continue to support the systems that have been developed using legacy Microsoft tools and shall develop new systems using the same technology for the clients that prefer to remain conservative.

Design wise we have made improvements over the three-layer components architecture. Digging deep into the layers we go for UI components and UI Process components in the presentation layer while the business object layer is built around Services Interfaces, Business Workflows, Business Components, and Business Entities. The third layer now comprises Data Access Logic Components, Services Agents and Data Sources. All these and much more are aimed at building scalable, reusable, manageable business applications.

We also aim at making our clients' business IT-enabled, information driven. We look ahead at tangible benefits to be derived by using our software. We think in terms of a global IT village where all the participants talk the same language. We, through our clients, should lead the way.

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E-mail: info@celimited.com,
www.celimited.com
Page **7** of **23**

Our present platforms and tools

Operating Systems and Environments	Programming Languages & tools	Databases
Servers: MS Windows 2000/2003/2008/2012 **Workstations:** MS Windows 7/8/8.1/10 MS .Net Framework4.0 IIS 7 and above Android 4.1x (Jelly Bean) and above	**MS Visual Studio.NET 2005/2008/2012/2014:** C#, ASP.Net, Silver light 5.0, MVC 5.0, AngularJS, MS WPF, MS Visual Basic Android SDK Java XML	Microsoft SQL Server 2008/2012 ORACLE 10g/11g/12c

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **8** of **23**

Newly Released & Current Projects

√   A full blown ERP system is being implemented at TNT Bangladesh and Rangs Industries Limited.

√   Currently, we are implementing various incarnations of HR and Payroll systems for the following companies:

      British American Tobacco Limited

      Echotex Limited

      Navana Group

      Grameen Phone Limited

      Bikroy.Com Limited

√   A full-fledged Hospital Management System is being implemented for Barind Medical College and Hospital and Bangladesh Specialized Hospital.

√   Various incarnations of Sales and Distribution System are being implemented at:

      Newzealand Dairy Limited

      Abul Khair Consumer Goods Limited

      Dhaka Tobacco Industries Limited

      Haque Group of Industries

√   An Employee Welfare Fund Management Software is being implemented at ICDDR,B.

Company Profile
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122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **9** of **23**

Service Contracts

Currently, we have service contracts of various dimensions with the following clients:

Orion Laboratories Limited

Orion Infusion Limited

Beacon Pharmaceuticals Limited

Kohinoor Chemical Company (BD) Limited

Reedisha Knittex Limited

Robi Axiata Limited

GrameenPhone Limited

British American Tobacco Limited

Unilever Bangladesh Limited

Nestle Bangladesh Limited

GSK Consumer Division

Shah Cement Limited

Energypac Engineering Limited

DHL Express Limited

Li & Fung Limited

H & M Limited

Zuellig Pharmaceuticals Limited

Novartis Bangladesh Limited

SGS Limited

NEC, Rome Italy

Orbit Exchange Limited, Rome, Italy

First Security Exchange, Rome, Italy

Company Profile
Computer Ease Limited

---

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **10** of **23**

Software Projects Done

Sales & Distribution Management System

Our Sales & Distribution Management System is currently used by the following clients:

Unilever Bangladesh Limited

Nestle Bangladesh Limited

British American Tobacco Bangladesh

GSK Bangladesh Limited (consumer products division)

GrameenPhone Limited

Haque Group of Industries

Dhaka Tobacco Industries Limited

Robi (Axiata Bangladesh Limited)

Abul Khair Consumers Limited

Shah Cement Limited

Bangladesh Edible Oil Limited

Transcom Electronics Limited (Retail Sales System and Distribution Management System)

Orion Pharmaceuticals Limited

Orion Infusion Limited

Beacon Pharmaceuticals Limited

Kohinoor Chemical Company (BD) Limited

Social Marketing Company Limited

System for Unilever Arabia

We have developed HR and Payroll Management software for Unilever Arabia. The software automates the pay processing for Unilever employees in nine Middle-Eastern and Arabian countries. The software has interfaces with PeopleSoft (HR System), SAP (ERP System) and CITIBANK, N. A. system. Following is the list of countries where the software is being run:

- **UnileverGulf Free Zone Est. (United Arab Emirates)**
- **Al Gurg Unilever LLC (United Arab Emirates)**
- **Thani Murshid Unilever LLC (United Arab Emirates)**
- **Unilever Iran (Iran)**
- **Unilever Arabia – Yemen (Yemen)**
- **Unilever Arabia – Kuwait (Kuwait)**
- **Unilever Arabia – Qatar (Qatar)**
- **Towell Unilever LLC (Sultanate of Oman)**

Company Profile
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E-mail: info@celimited.com,
www.celimited.com
Page **11** of **23**

- **Unilever Bahrain Co. W.L.L. (Bahrain)**
- **Lever Arabia Ltd. (Kingdom of Saudi Arabia)**
- **Binzager Lever Ltd. (Kingdom of Saudi Arabia)**
- **Unilever Company Reg. Mkt & Res (Kingdom of Saudi Arabia)**
- **Unilever Co. for Ind. Dv. Ltd (Kingdom of Saudi Arabia)**
- **UBF Food Solutions – Arabia (Kingdom of Saudi Arabia)**
- **Pepsi Lipton Company (Kingdom of Saudi Arabia)**

Software for Exchange Companies:

Janata Exchange Company, a subsidiary company of Janata Bank Limited registered in **Rome, Italy,** is engaged in receiving remittance from NRBs residing in Italy and transmitting it online to Bangladesh for speedy delivery to the beneficiaries. Entire process of remittance transmission has been computerized by our software. The software has three components. First component is the one through which remitter deposits money (supports multi-currency) with the Exchange Company and the remittance is transferred via Internet to Dhaka controlling Office. The second component is used to automate all activities in the Exchange Company pertaining to its financial accounting process. Third component is used at Dhaka Controlling Office. Through this component, remittance is received electronically, validated, sorted and Inter Branch Credit Advice generated to the payee branches of Janata Bank.

National Exchange Company (NEC), Rome Italy has been using a different incarnation of this software which enables the company to send and receive remittances from around the globe.

Other companies using similar products are **Dhaka Janata Exchange Company**, Milan, Italy, **Global Exchange Company**, Rome, Italy, **Orbit Money Exchange**, RomeItaly

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **12** of **23**

Payroll & HR implementations

General Purpose HR System

The software is the first of its kind in Bangladesh. It comprises comprehensive HR system with work-flows in a number of areas. The software has web enabled interfaces in addition to the Desktop based modules. The back-bone of the software is the Organ-o-gram that has been defined in greatly detail with the full dynamics of real life scenarios of a business concern with multiple strategic business units. The business areas that come under the purview of the software are as follows:

Personnel management

Manpower planning and placement

Recruitment Process

Core Payroll

Journal voucher to Financial Accounting

The Employee Attendance

Leave Management

Performance Management System & Career Mgt

Training and development

Discipline and grievance

Employee Events & programs (Employee Welfare)

HR Feedback and Surveys

Occupational health and safety

Self-service and online activity management

Other Payroll & HR implementations

Payroll System for DHL

Payroll System for Li & Fung (Bangladesh) Limited

Payroll System for CITIBANK, N. A.

Payroll & PF / GF Fund Management System for GrameenPhone

HR & Payroll System for Transcom Beverage Limited

Payroll System for Ericsson Bangladesh

HR & Payroll System for Orion Group of Companies

HR & Payroll System for Kohinoor Chemical Company (BD) Limited

Payroll for Wartislla Limited

Payroll for Zuellig Pharma Limited

Company Profile
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122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **13** of **23**

Payroll for SGS Limited

Payroll Outsourcing

We have entered into a joint venture in the form of Payroll Outsourcing with Enroute International Limited. Jointly we are doing payroll outsourcing for a number of reputed companies.

Mobile/PDA based systems

We have developed a comprehensive **Survey Management System** based on PDA and PC. The PC component is used to create questionnaire for survey while the PDA component is used for field level survey data capturing. The software is capable of handling all standard survey questionnaire methodologies. Separate questions for different round of surveys or different questionnaire for different locations in the same round can be handled in the system. The questions can be both in English and Bangla.

Our **mobile based solution** for **Retail Order capturing**.
The application is based on android platform. It has a Windows based incarnation too.

The order capturer (Medical Representative/Distribution Sales representative) will be able to get the list of outlets under her area and the list of products with price. Through a menu driven interface she will be able to collect order, save and send to the central server. The order data will seamlessly integrate with the mother system (A full blown sales management system) and will be displayed as an order received.

As additional features the software may have the capacity to show the order capturer the history of orders for a particular outlet, status of last order for an outlet, stock position at the warehouse etc. which would help her to collect order more efficiently.

We are also in the process of coming up with mobile applications for recording **Daily Call Report** (DCR) of the Medical Representatives of the pharmaceutical companies and a tool for capturing **field level survey information**.

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **14** of **23**

Production Planning, Procurement and Inventory Control System (PPIC)

We have developed a system that handles the full life cycle of production planning, procurement, inventory control and production stage management.

The software helps in production planning by taking the sale forecast and machine capacities as the basic parameters. Based on the BOQ the software can make projection on material requirement. It automates the requisition raising with electronic authorization process.

The entire procurement life cycle which includes, floating of tender or spot purchase, tender notification, tender evaluation, purchase order raising or LC opening, LC monitoring and amendment, document releasing, material receipt, QC process are automated. At each stage electronic notification and authorization is available. The bill processing is also fully automated.

The issuance of material for production in FIFO method, batch wise output recording at each stage, compulsory QC by stage and final output recording is done by the software.

Hospital Management System (HMS)

The Hospital Management System (HMS) from Computer Ease Limited (CEL) is a comprehensive solution for a modern state of art hospital. The product is aimed at bringing about cohesion and integration among various departments and service areas. The life cycles of in-patient and out-patient services can fully be automated using this solution. This, in turn, is expected to result in much improved health care service. At the same time, a great degree of discipline in management of finance and inventory is expected to increase productivity and quality of output. The data generated through capturing the processes should facilitate analysis and interpretation which should lead the management to the next level in terms of service rendered and business vision. Given below are the top line features of CEL HMS.

Hospital Front Desk Management
Emergency Service Management
OPD Services Management including OPD Consultation
IPD Service Management
Laboratory Management
Drug Store Management
Invoice, Billing and Accounts Management

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **15** of **23**

Systems for British American Tobacco Bangladesh (BAT Bangladesh)

We have been developing software for BAT Bangladesh for a number of years. These programs include tools to monitor the sales process, inventory management, quality control, equipment maintenance, asset management etc. These programs are also furnishing facilities to upload data from remote locations through dial up connectivity.

ORACLE is being used as the back end database while Visual Basic remains the development tool for most of these programs. For smaller and detached programs like DIS (Distributor Information System) MS Access is being used as the database. Given below is a brief overview of the programs developed for BAT Bangladesh.

Galaxy: This is a comprehensive HR and Payroll system being developed for BAT Bangladesh. The software is meant to automate Salary processing for Management, Non-Management and Workers' Wage processing. Apart from processing salary as per company rule, the software has Income Tax, Provident Fund, Leave automation features. It has comprehensive HR database and reporting features. The software has integration with **Lotus Notes** through which pay slip is sent to each Managers' Desktop.

WINGS Shipping: This program computerizes the following business processes:

> **Product receipt from Production floor to Shipping Department**
> **Product Shipment to Warehouses and Distributors**
> **Marketing Plan entry for monthly shipment (daily basis)**
> **Distributors' Remittance receipt**
> **Automated Truck Allocation for Goods Delivery**
> **Invoicing and VAT register management**

WINGS for Warehouse   **-** This program is used at remote warehouses for the following purposes:

> **Inventory management at Warehouse**
> **Invoicing to Distributors**
> **Distributors' remittance receipt**
> **Measurement of Customer Services**

DIS   This program is running at the Distributors' sites all over the country. The main features include the following:

> **Distributors' Inventory management**
> **Distributors' daily sales management (cash, product, route)**
> **Route wise sales MIS**

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **16** of **23**

Brand wise sales MIS

Customer Type wise Sales MIS

Profit and Loss by Brand

Stock coverage ratio

Comparison of sales and market price with competition

System for Unilever Bangladesh

Distribution Management System (DMS+) / Durbin

This program is meant for automating the operations of Distributors of Unilever Bangladesh all over the country. The software has a module based on PDA(Personal Digital Assistant). Through the PDAs, the representatives of distributors collect Outlet wise Order and down load the orders to the Back Office software DMS+. The main features include the following:

Distributors' Inventory management

Distributors' daily Order and Sales management

Trade promotion Management

Field Level target Management

Outlet wise Sales MIS

Section wise Sales MIS

Brand/SKU wise sales MIS

Customer Type wise Sales MIS

Channel type wise Sales MIS

Profit and Loss by Brand/SKU

Cover Stock Calculation

Automatic Indent Raising

Claim Management

PJP (Permanent Journey Plan) Management

Comparison of sales and market price with competition

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **17** of **23**

Systems for Bangladesh Navy

We are the major software-developing associate of Bangladesh Navy for the last one decade. Over these years, we have developed quite a good a number of software systems, and are continuously furnishing services and upgrades for these programs. Listed below are some of these systems:

Audit Information Management System - Bangladesh Navy is accountable to the Government for the use of its resources and financial activities. Comptroller and Auditor General of Bangladesh carryout audit every year in the Naval Ships, Establishments and other offices involved in the financial activities. The Government Audit Department submits audit reports containing their observations, disputes and audit objections regarding financial matters. It is a continuous process of accumulating post audit information and monitoring until final settlement of all audit disputes. The Audit Information Management System is a complete database management system to monitor audit related information for Bangladesh Navy. It has the capability to handle large textual data with other data in both Bangla and English. The instructions in the interfaces for storing data and producing reports are in Bangla. Another Unique facility of the system is electronic messaging/minuting among the directorates. MS VB 6.0 is the development tool and MS SQL Server 2000 is at the back-end as RDBMS.

Cadet Recruitment System – This is application software for Cadet Recruitment Information Processing of BN. The system has interfaces to capture OMR scanned output into the database since the major portion of data entry into this system are through custom designed OMR forms.

Human Resource Management System for the Sailors of Bangladesh Navy - This is a comprehensive personnel management system that is fully customized to the regulations of Bangladesh Navy. The program is used to maintain the full record of Sailors including their detailed personal & service records. This system produces different management reports for taking decision of promotion, annual transfer plan, selection for training & courses, important deployment, allocation of houses etc. The system also keeps the photograph of individuals, their reward & punishment history, medals and recommendations, annual assessment etc.

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **18** of **23**

ERP solution for Pharmaceutical Companies

Integrated Software for Orion Group of Industries (Orion Laboratories Limited, Orion Infusion Limited, Beacon Pharmaceutical Limited)

An integrated software inclusive of **HR &Payroll, Sales Management, Financial Accounting, PPCI (Production Planning and Inventory Control), Fixed Asset Accounting and Marketing MIS (Doctors' Database, Prescription and Chemist Audit) modules** has been developed for this Group of companies involved in Pharmaceutical Sector. *Recently, a mobile interface has been implemented for Sales Order Capturing process*. Under the scheme, the field level officers will send orders through a preformatted text-SMS to the server at concerned depot (connected with a Edge modem). This order will be automatically accepted by the Sales System and no manual input will be required at the depot.

Systems for Reedisha Knittex Limited

We are in the process of developing and integrated ERP solution for Reedisha Knittex Limited, a new but large composite Textile industry. The modules will include Financial Accounting, Fixed Asset Accounting, L/C Management modules, Production Management, Cost Management, Personnel Management and Payroll, Inventory Management.

Integrated Software for Kohinoor Chemical Industries Ltd.

This system includes **Procurement Monitoring, Financial Accounting, Inventory Management, and Sales Monitoring** components. The integration is seamless which reduces the data entry effort to minimum level. The system has recently undergone platform change. Now we it has been switched to MS .Net Framework using C# as the development tool and MS SQL Server 2000 as RDBMS.

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **19** of **23**

General Purpose Accounting Package

LUCA II / Ease GL / Ease FAS:

We have two financial accounting packages meant for different types of organizations.

The programs can handle accounting needs for any type of concern. All the output is online and no batch mode processing is required. One can get trial balance, balance sheet, Profit & Loss Statement, cash flow analysis, schedule of accounts at any given time. There is no obligatory period closing process like monthly or yearly closing. Back-posting and reversal of vouchers with full audit trail is available. The software has the option of voucher printing. Accounts Payable and Accounts Receivable modules are attached with the main module and ageing analysis is available online.

This Financial Accounting package generates the following output.

Day Book
Cash Book
Bank Book
Account Ledger
Trial Balance at different tiers between two specified dates
Schedule of accounts at different tiers on any specified date
Monthly Turn-over of Accounts
Budget and Variances Analysis of expenditure accounts
Balance Sheet as of any specified date
P/L Statement on any specified date
Cash Flow Statement year to date

Different incarnation of this software is being used by our following clients.

Orion Pharmaceuticals Limited

Orion Infusion Limited

Beacon Pharmaceuticals Limited

Kohinoor Chemical Company (BD) Limited

Reedisha Knittex Limited

Duncan Brothers Limited

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **20** of **23**

Fund Management with Financial Accounting System:

We have a full blown fund management system that automates the entire process of Provident Fund and Gratuity Fund contribution, investment, profit distribution processes. It is integrated with the Financial Accounting System.

Different incarnation of this software is being used by our following clients.

GrameenPhone Fund Management Cooperative

L M Ericsson Fund Management Cooperative

Novartis Bangladesh Fund Mismanagement Cooperative

Fixed Asset Accounting System:

This program comes as an add-on module to Financial Accounting System. The program allows the user to categorise Fixed Asset as per one's requirement. It allows depreciation calculations on straight line or recursive method. Revaluation or write-off of assets is allowed in the system. Monthly depreciation calculation and expenditure provisioning is done automatically. Vouchers are generated by this module for posting into the Financial Accounting System.

Company Profile
Computer Ease Limited

122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **21** of **23**

Clients' References

Client	Contact Person	Contact Information
Unilever Bangladesh	Mr. Anowarul Azim, Head of IT	Cell: 01713256944 Email: anowarul.azim@unilever.com
GSK Consumer Divison	Mr. Shahadat Hussain, Manager Sales MIS	Cell: 01730791756 Email: shahadat.m.hussain@gsk.com
Newzealand Dairy Products	Mr. Md. Nurul Islam, Executive ERP System Administrator	Cell: 01951454528 Email: nurul.islam@newzealanddairybd.com
Abul Khair Consumer Division	Mr. A. F. M. Kutub Uddin Pavel Senior Officer, MIS.	Cell: 01926888239 Email: kuddin@abulkhairgroup.com
Nestle Bangladesh Limited	Mr. M. A. Faroq Ahmed	Cell: 01714098689 Email: Ahmed.Faroq@BD.nestle.com
Orion Group of Companies	Mr. Samaresh Banik, Senior Vice President, Finance and Accounts	Cell: 01713017835 Email: samaresh.banik@orion-group.net
Barind Medical College and Hospital	Md. Delowar Hossain Sr. Executive-IT & HR	Cell: 01826003393 Email: delowar.uu@gmail.com
Bangladesh Specialized Hospital	Engr. M. A. Kabir Managing Director	Cell: 01711-535150 Email: kabir61@gmail.com
British American Tobacco Bangladesh	Mr. Sheikh Hasibul Karim Head of IT	Cell: 01713038742 Email: sk_hasibil_karim@bat.com
Kohinoor Chemical Company (BD) Limited	Mr. Abu Bakar Siddique Senior Vice President, Accounts	Cell: 01714031688 Email: accounts@kccl-bd.com
TNT Bangladesh Limited	Mohammad Ali Pathan Chief Financial Officer	Cell: 01970007602 Email: ali.pathan@tntbd.com
Grameen Phone Limited	M. Ikhtiak Muntasir Manager Sales and Distribution	Cell: 01711504676 Email: ikhtiar@grameenphone.com
Robi Axiata Limited	F. M. Arif Mahmud, Sepcialist, Enterprise Systems	Cell: 01817181784 Email: arif.mahamud@robi.com.bd
Transcom Eletronics Limited	Md. Arifur Rahman Khan	Cell: 01713041240

Company Profile
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122 West Dhanmondi, Dhaka 1209, Bangladesh. Phone: 880-2-9146269, 880-2-9146392
E-mail: info@celimited.com,
www.celimited.com
Page **22** of **23**

	Head of MIS	Email: arifkhan@transcombd.com
Energypac Engineering Limited	Sheikh Naweed Rashid, AM (Supply Chain Management)	Phone: 8879395 Email: naweed.rashid@energypac-bd.com
Social Marketing Company	Md. Giash Uddin Manager MIS and IT	Cell: 019372520901 Email: giash.uddin@smc-bd.org

Company Profile
Computer Ease Limited

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E-mail: info@celimited.com,
www.celimited.com
Page **23** of **23**