

# i-infomedia

## Company Profile



**i-infomedia Limited**



10/5 Eastern Plaza, Sonargaon Road, Hatirpool , Dhaka 1205, Bangladesh

Tel: 88-02-8621756, 88-02-8618730, 88-02-9673451

Fax: 88-02-9673328

Email: [info@i-infomedia.com](mailto:info@i-infomedia.com)

URL: [www.i-infomedia.com](http://www.i-infomedia.com)

## **Preface & Background**

### **Status of the Document**

This document is submitted on June 2011 as a proposal for implementing SMS based services for various institutions through SMS, WAP & other mobile technologies.

### **Copyright Notice**

This document is very confidential and should not be shared, copied to any individual or to any organization or be published in any media without a prior written permission from i-infomedia Limited.

### **Company**

i-infomedia Limited started its operation in March 2006, working in mobile content development & mobile interactive service/solution business in Bangladesh market.

### **Vision**

To become the leading mobile interactive service & application provider & contribute society through implementation & application of modern communication technologies.

### **Mission**

The Mission of i-infomedia Limited is to develop mobile business solution for Government and Non Government sectors (Election Commission, Police Department, Fire Service, Medical Service Information), Media (TV, Newspaper and Radio), m-commerce solution for Financial Sector, wall paper, ring tone, java game, sports, horoscope, songs and various other content and application based services for the mobile users which would be downloadable by Prepaid System through any mobile operators or offline cob-Kiosk e-lobby.

### **Objectives**

- To accelerate content & application development business for mobile phone.
- To provide audience interactivity platforms for the electronic Media
- To provide the value added services which would always reflect commitment to the society and mankind.
- To introduce new technologies and know-how for content & application business into Bangladesh market.
- Convert mobile phones to a platform of different degrees of communication and information rather than just a tool for one to one communication.

## **Business Overview**

### **Main Concept**

i-infomedia Limited is one of the fastest rising mobile content/service provider & application aggregator of Bangladesh. Within a few months of operation it is already connected with every single Telecom Operator in the country. i-infomedia Limited is currently connected with the 6 major operators GrameenPhone Bangladesh – a subsidiary of Telenor Norway, AKTEL - TM International (BD) Limited, Citycell – Pacific Bangladesh Telecom Limited, Banglalink – ORASCOM TELECOM Company, Teletalk – Teletalk Bangladesh Limited & Warid Telecom Bangladesh LTD. I-infomedia intends to provide SMS based solutions to the services offered by various institutes, organization & enterprises.

### **Why Mobile Value added Solutions**

Globally data & value Added Services (VAS) is expected to exceed \$50 Billion by the year 2010 worldwide

The VAS market is estimated to grow at the rate of 30-40% annually

Globally VAS contributes to 10-13% of total telecom revenue and this figure is estimated to reach 50% by the year 2010

### **Bangladesh Situation**

As of year 2008/2009, Bangladesh has got over 40 million mobile subscribers out of which at least 30% are using the next generation mobile sets having GPRS, EDGE, MMS, WAP.

### **Market Growth**

In Bangladesh mobile phone started operating with CDMA in the year 1992 by only one mobile company named Citycell. Since 1997 Grameen Phone started its business with GSM System and so on AKTEL and followed by Banglalink. Since then till now 40 million people is using mobile phone.

## Industrial Analysis & Players

Only a handful number of company is involved in mobile content development business but the presence and support in the market towards phone users are insignificant

## SWOT Analysis – Strengths

- Proven Technical expertise – Innovators of solutions which only exists in i-infomedia like, SMS interactive University solution, SMS based Dictionary etc.
- Well established digital house with devoted technical professional
- Strong marketing, customer support and IT force
- Already providing, one of a kind SMS solutions to demanding institutions like BTV (Bangladesh Television), DESH TV, MIST (Military Institute of Science & Technology), Independent University Bangladesh, KFC, Pizzahut & A&W.
- Strong connection with Newspaper Industries. 4 Leading daily newspapers are published online on the News Portal Management System Developed by our sister concern Colors of Bangladesh.
- Has proven expertise in the field which involves TV channel/broadcast.
- Strategic Content Partnership with the most popular FM band radio channel, “Radio Foorti”.
- Strong print media support having an ownership of a joint venture life style event magazine FnL Dhaka.
- New marketing channels in the form of Touch screen Kiosk units in the major hotels, airport, convention centers and universities and points of interactions and Logo Vision that will be introduced for the first time in Bangladesh
- Strong web based eZine Platform. ([www.colorsofbangladesh.com](http://www.colorsofbangladesh.com))  
Strong Shop-link and mall-link.
- Well established mobile phone & card distribution channel nationwide.

## advantages of SMS Media

There are many reasons why SMS is highly rated as an efficient media channel.

Here are some glimpses:

### **SMS is Cost-effective**

As a communications medium, SMS is the most cost-effective way of communicating to any mobile audience. Data is transmitted via different mobile channels than voice, and can be delivered to a handset at a fraction of a voice call. The fact that SMS can be sent out in bulk to large groups of recipients in a manual or automated manner further means that fewer resources are required to action the communication.

### **High Reach**

Globally, there are around 7 times more mobile handsets than there are Internet access points. This means that more people can be reached via SMS than with, for instance, e-mail or fax communications. Especially in developing countries, the lack of non-mobile delivery mechanisms is aggravated. SMS is at the same time mobile, in the sense that recipients can be reached wherever they are. Further to the above, using the correct gateway will allow for global reach, with the same features, delivery and cost as a local message.

### **High Response to Calls-to-Action**

Because SMS is an extremely personal means of communication, and handset screens are seen as nonpublic real estate, there is a high level of attention for any text message that is received by the individual. Almost invariably, the whole message is read, which is really easy since the protocol is constrained to delivering 160 characters (if no concatenation is used). These factors induce a higher than average response rate to a call to action, as there are high attention levels to incoming messages. At the same time, of course, it means that abuse and unsolicited messages are aggressively reacted upon.

### **Immediacy**

An SMS is typically delivered within seconds, depending on the SMS infrastructure, message traffic, and of course on the handset being switched on and within coverage. Because messages are pushed to the handset by the delivering network's SMSC and does not rely on the recipient retrieving it from a server, it is an extremely reliable means of getting time-sensitive messages to recipients. Whether a message is sent to 50 people in a foreign country, or simply to a staff member on the way to a meeting, it is an effective way of communicating directly to the intended recipient as close to real time as possible.

### **Automation**

Should a business integrate SMS with its existing (legacy) database environments, SMS can be automated as easily as it is to automate the sending of e-mail. I-infomedia, for instance, allows for generic protocol integration such as e-mail, FTP, HTTP, SMPP, XML and windows application systems to its gateways. The business is then able to automate or scripts the messages, which means that a bank can easily send automated balance updates, a financial firm stock prices based on movement, etc.

### **Reliability**

Since SMS was launched, it has excelled as an acceptable communications medium. Due to continued increase in reliability, with end-to-end solutions providers such as i-infomedia committed achieving 100% reliability, it is widely accepted as new business communications channel.

### **Message Reporting**

SMS messages can be saved on your existing IT infrastructure, but is also logged with a full message report by the system that i-infomedia employs. Messages can be searched based on date, content, destination number and product or ID employed. This allows full tracking and reporting, which allows the business to exercise control.

### **Personal and Discreet**

One SMS - one recipient. SMS messages are sent to individual mobile handsets where it is personal and aimed at that specific individual, allowing for compelling one-to-one communications. SMS is different from other kinds of mass media, in that it is direct and private. Communication to a mobile handset is therefore also dangerous, if not well thought out and relevant.

### **Customization**

As with the automation of messages, SMS can also be customized, even if sent in bulk or by an application. This can be done with the use of SMS merge applications, or through existing database functions and queries, which are directed to the SMS gateway. No additional infrastructure may be required to send personalized mobile messages, thereby increasing the relevance for the recipient.

### **Effective Benefits**

1. Audience feedback can be evaluated at any time of the day.
2. Credible & effective method for evaluating consumer feedbacks.
3. Reputation of organization increases through use of state of the art technology.
4. Increases customer satisfaction.
5. Alternative media exposure.
6. New market development.
7. State of the art technology increases "feel good" factor among the message recipients.
8. Projects more responsive image to client on behalf of the organization.
9. Above all introducing a Value Added Service which reflects positive attitude towards the institution.

## i-infomedia Platform Architecture & Infrastructure



**Fig - Architectural Overview**

### **Features:**

**Connectivity:** SMPP, UCP, CIMD2, WEB Service, SOAP, HTTP & other proprietary protocols.

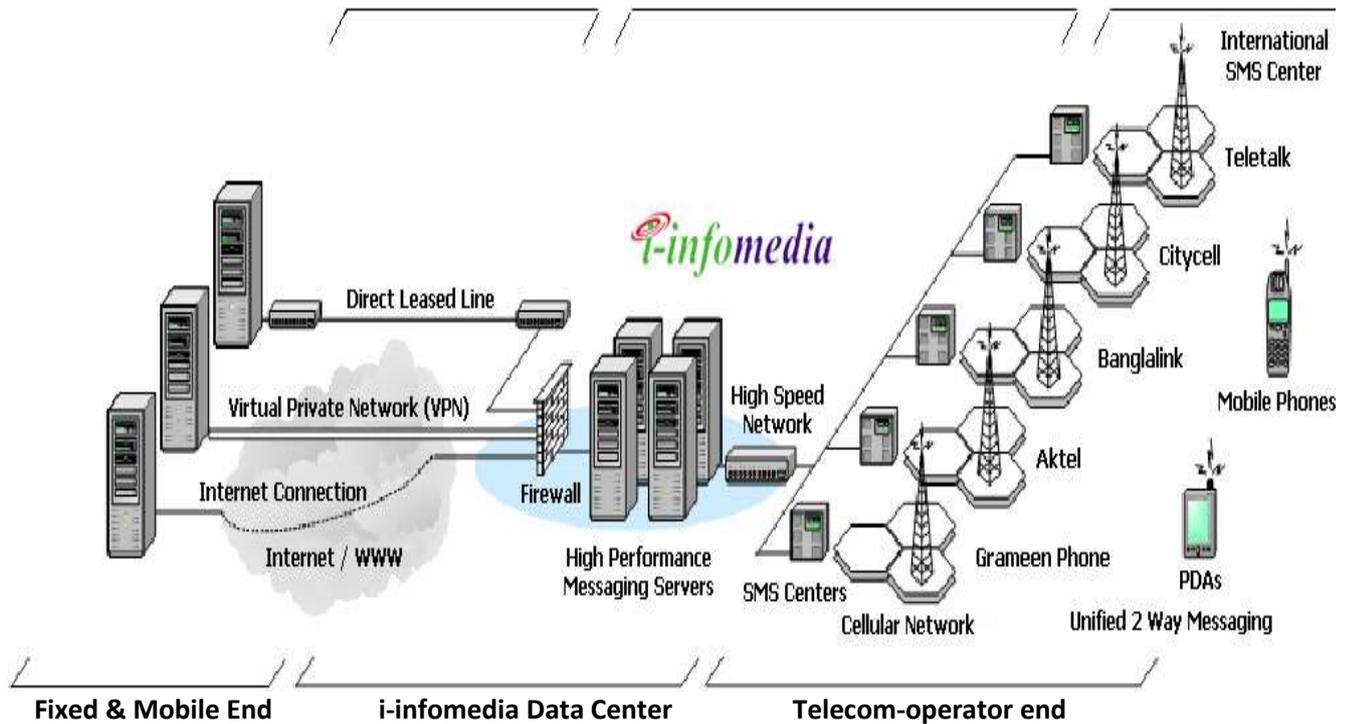
**Charging mechanism:** MT, MO, MT flexible charging mechanism

**Port Features:** Port Forwarding, segregation, routing capability.

**Backup:** Transparent Database Mirroring capabilities & Load Balancing.

**Scalability:** Offers scalability, unlimited opportunity for development and evolution of your sms applications and services.

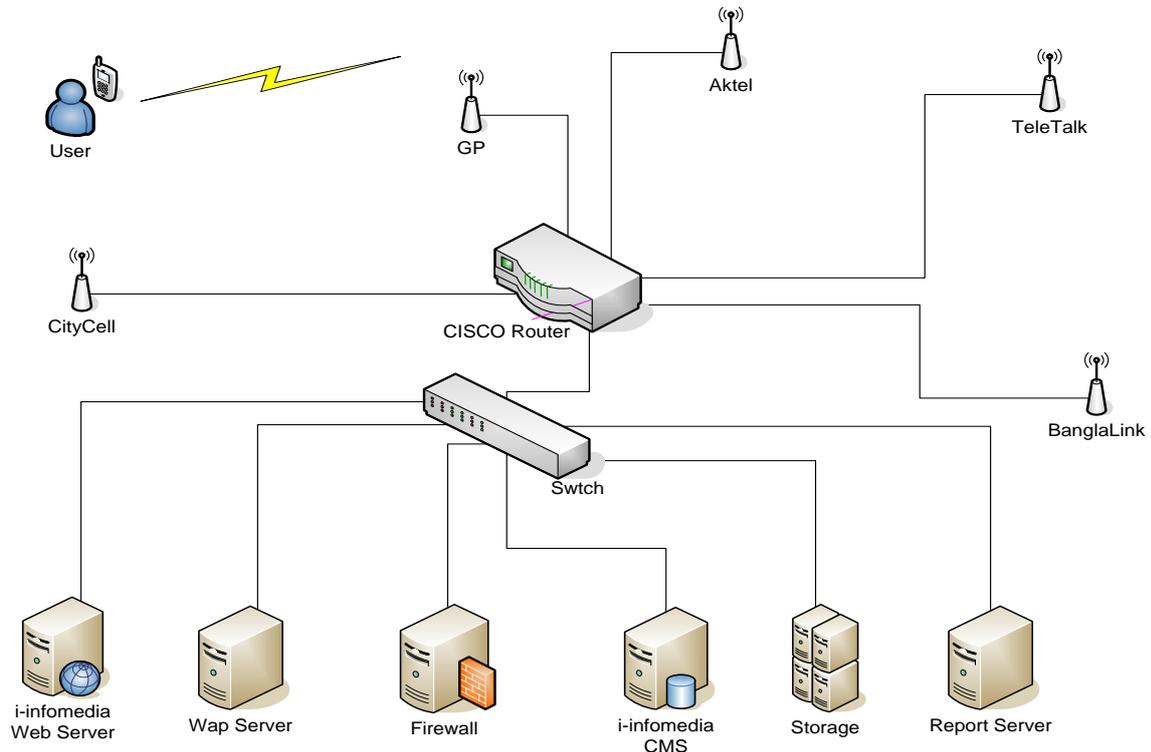
**Administrations:** Offers simple user administration, convenient system monitoring and a statistic overview of the message traffic.



**Fig - WAN network connectivity Overview**

I-infomedia is connected with 6 major operators using fiber-optic private intranet. Our internal network routed through a CISCO 1800 router. SMPP protocol and MM7 are used for data synchronization to facilitate our valued subscriber. We are also using web interface that manages all of the mobile contents and also integrated with the operator platforms and external content providers. In part of network communication, we are connected VPN and Internet that depends on the operator policy.

### i-infomedia Network Setup



**Fig – i-infomedia internal server network**

**Hardware Servers**

1. SMS Gateway Server 2.
2. CMS Server
3. DB Server
4. WEB Server

**Hardware Specifications:**

**Database Server:**

Model: HP Proliant ML350

Component	Specification
<b>Processor</b>	Intel XEON 3.4 Ghz(2 core) X 2 processor ( 4 cores in total), 2 thread per cores. 8 Threads in total.
<b>RAM</b>	4GB EEC
<b>HDD</b>	Ultra SCSI 160GB HDD x 2
<b>Raid Controller</b>	Hardware Raid controller with independent Cache RAM
<b>PSU</b>	2 redundant Hot 450 Watt swappable PSU

#### Web Server x 2:

Component	Specification
Processor	Intel Pentium D, 3.00 Ghz(2 Cores) Processor
RAM	4GB DDR2
HDD	160GB x 2 HDD with RAID

#### Backup Server:

Component	Specification
Processor	Intel Core 2 Duo, 2.00 Ghz (2 Cores) Processor
RAM	4GB DDR2
HDD	160GB x 2 HDD with RAID

#### Power Systems

- Riello DLD 600, 6000 VA On-line UPS
- Secondary backup Generator with extended operational capabilities.
- Transparent Automatic Switchover mechanism

#### KVM Switch

Model: Level One KVM-0810

Features:

- Ports: 8 x HDB 15
- Indicators: OSD(On Screen Display) & activity LED

#### Switch

Allied Telesyn 24 port 100M mbps intelligent switch  
D-link DES-1008D 8-Port 100 Mps Switch X 2

#### Router

##### CISCO 1841 Integrated Service router

Features:

1. Wire-speed performance for concurrent services at T1/E1 WAN rates.
2. Enhanced investment protection through increased modularity.
3. Support for over 90 modules.
4. Support for majority of existing WICs, VWICs, and VICs.
5. On-board encryption.
6. Support of up to 800 VPN tunnels with the AIM Module.
7. Antivirus defense support through Network Admission Control (NAC).
8. Intrusion Prevention as well as stateful Cisco IOS Firewall support and many more essential security features.

##### D-Link DI-804HV, 4-Port Broadband VPN Router

## Housing & Enclosures

- Fujitsu Siemens PrimeData Rack System
- Tiled, raised floor basement

## License Software

- Windows Server 2003
- MS SQL Server 2005

## SMS platform application frontend screenshot

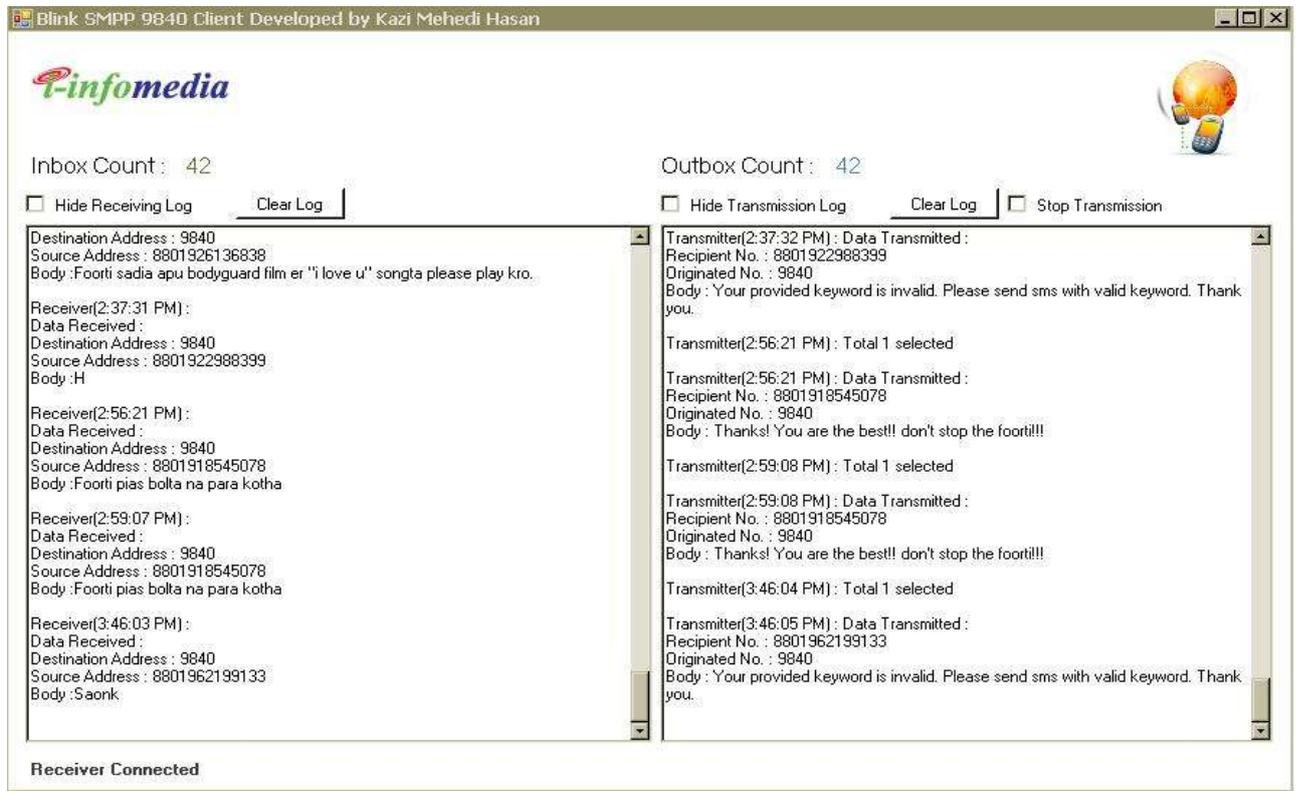


Fig – Core SMS Application Console

- [Ringtone Contents](#)
- [Wallpaper Contents](#)
- [tbl\\_content\\_animation](#)
- [tbl\\_content\\_game](#)
- [tbl\\_content\\_video](#)

## Content Entry Console [Mono-True-poly]

Edit TABLE: Wallpaper Contents

[Go Back](#)

content id *	1
content item code *	<input type="text" value="1001"/>
content type	<input type="text"/>
created by	<input type="text"/>
creation date	<input type="text"/>
item title *	<input type="text" value="Allah"/>
artist	<input type="text"/>
genre	<input type="text"/>
language	Please Select ▾
quality rating	Please Select ▾
popularity rating	Please Select ▾
aktel wallpaper title *	<input type="text"/>
aktel wallpaper CID *	<input type="text"/>
aktel wallpaper link *	<input type="text" value="n/wall_confirm.asp?id=1446"/>
gp wallpaper title *	<input type="text"/>
gp wallpaper CID *	<input type="text"/>
gp wallpaper link *	<input type="text" value="wap.gpworld.com/gpwap/gplstnr/?cid=89024&amp;ct=I"/>
comment	<input type="text"/>
enabled	<input checked="" type="checkbox"/>

**Fig – i-infomedia Content Management Console**

Welcome btv | Log Out

# Bangladesh Television

বাংলাদেশ টেলিভিশন

LIVE MESSAGES   KEYWORD   SUB KEYWORD SETTINGS   BLOCK NUMBER   REPORTS   CHANGE PASSWORD

Select Keyword:   Check it to view all messages

Showing All Messages

1 2 3 4 5					
Creation Time	MobileNo	Message	Keyword	MCL	MC7
1/22/2013 4:21:03 PM	8801712142923	B	BTVQ	1	1
1/22/2013 4:21:02 PM	8801754060262		BTVQ	1	1
1/22/2013 4:21:01 PM	8801720617899	B	BTVQ	1	1
1/22/2013 4:21:00 PM	8801753510410	B	BTVQ	1	1
1/22/2013 4:20:57 PM	8801833723626	B	BTVQ	2	2
1/22/2013 4:20:54 PM	8801718034636	B	BTVQ	1	5
1/22/2013 4:20:54 PM	01190909101	A	BTVQ	1	2
1/22/2013 4:20:53 PM	8801736869283	A	BTVQ	1	1
1/22/2013 4:20:49 PM	8801829997783	A	BTVQ	1	1
1/22/2013 4:20:48 PM	8801682634728	B	BTVQ	1	1
1/22/2013 4:20:48 PM	8801714688173	B	BTVQ	1	1
1/22/2013 4:20:45 PM	8801745983365	B	BTVQ	1	1
1/22/2013 4:20:44 PM	8801711506859	B	BTVQ	1	1
1/22/2013 4:20:43 PM	8801921357902	B	BTVQ	1	1
1/22/2013 4:20:40 PM	8801836847414	B	BTVQ	1	5
1/22/2013 4:20:31 PM	8801737532232		BTVQ	1	1
1/22/2013 4:20:23 PM	8801725865202	A	BTVQ	1	1
1/22/2013 4:20:16 PM	01199241310	A	BTVQ	2	2
1/22/2013 4:20:11 PM	8801829758104	B	btvq	1	4
1/22/2013 4:20:02 PM	8801818594668	B	BTVQ	2	2

1 2 3 4 5

1.155/BTV/Admin/subkeywordmanagement.aspx

Fig – User end application frontend screenshot

**Post SMS**

Keyword:

Category:  *Select OPEN for uncategorized message*

Message Body:

**SMS Broad Cast Summary**

**SMS Status Today**

Submitted : 29

Broadcasted : 29

Not Broadcasted : 0

**SMS List**

Keyword	Sub Keyword	Message Body	Trigger Time	GP Broadcasted	Robi Broadcasted	
VC	OPEN	VC-Obosheshe sobi jhore jay somoyer holud haway.sriti matro likhe rakhe nam sheikhane amiyo chilam.	1/22/2013 12:20:06 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
ENG	OPEN	ENG-By What-Kisher dara?-By what do we take breath? Or What do we take breath by?-We take breath by our noose.	1/22/2013 12:20:10 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
LQ	OPEN	LQ-God made you. God made me. He looked at us and said it was meant to be.	1/22/2013 12:19:55 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
LT	OPEN	LT-True love doesn't last forever, so when you find the right person be sure to never let them go.	1/22/2013 12:19:53 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
LOVE	OPEN	LOVE-Sometimes love is like a hole; once you fall in,it's hard to get out.	1/22/2013 12:19:51 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
BT	OPEN	BT-Ujjol toker jonno 1ti dimer sada ongsho,aktu labor rosh o 1table spoon modhu aksathe mishiye bebohar korun,15min,por dhuye felun,soptahe1din 1bar.	1/22/2013 12:15:05 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
MTS	OPEN	MTS-Star Movie-Hitman-4:53pm,John Carter-6:41pm,Ice Age:Dawn of the Dinosaurs-9:30pm,Salt-11:34pm,HBO- Ong Bak 2-9:30pm.	1/22/2013 12:14:49 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
LP	OPEN	LP-ami jantam,tumi ashbe jasonai vore ase sonali akash,valobasha valobasha gaise batash,sei khone tumi r o kace ashbe.ami jantam tumi ashbe!!	1/22/2013 12:15:09 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
NEWS	OPEN	NEWS-Sirajgonj a sorok durghotonay nihoto5.Noakhalite agun,10lakh tkr khoti.Kushtia te BNPr sokal-sondha hortal,Indinesiy 5.9matrar yumikompo,nihoto1,ahoto7.	1/22/2013 11:52:28 AM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete
ICLUB	OPEN	ICLUB-2banglay Lucky Akhond. Bollywood a firchen Raima.Onontor cholochitre Bipasha-Jacky.Dorshokler jonno Television er 1st show.Mimer notun dharabahik.	1/22/2013 11:46:44 AM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit Delete

**Fig – User end application (Subscription) frontend screenshot**

### **What is SHORT CODE?**

Short codes, also known as short numbers are special numbers, significantly shorter than full mobile numbers, which can also be used to address SMS and MMS messages from mobile phones.

### **i-infomedia Short Codes**

7171, 2332 & 9840 are the short codes that are registered to i-infomedia Limited.

### **i-infomedia TEXT Short Code**

7171 Short code is dedicated to TEXT based services. 7171 Short code is derived from '1971' the year of Bangladesh's liberation. It was selected to symbolize that epic moment.

### **i-infomedia Premium Short Code**

2332(ADDA) Short code is dedicated to premium services. 2332 or ADDA is derived from the Bangla word ADDA meaning hanging out, gossiping to ones favorite pastime. Symbolizing the reflection of Bengali lifestyle & heritage.

### **IVR Short Code**

I-infomedia is assigned with the 7171 as an IVR PORT. Upon dialing to the number 7171 the respected audience would be able to reach VOICE based IVR services, assisted via voice based menu.

## Telecommunication Partners



grameenphone

### **Grameenphone**

Special strategic partnership agreement with Grameenphone.  
Provided special mobile content highlighting special occasions



### **(ROBI AXIATA LIMITED)**

- Promoted special Christmas content / event on behalf of Robi Axiata Limited.
- Contributor of WAP contents to ROBI spice WAP.
- MMS Greetings



### **Banglalink Telcom (Orascom Telecom)**



### **Teletalk Bangladesh Limited**

Special Technical partnership agreement to assist Teletalk Bangladesh in dedicated projects.

- SMS Interactive Platform for Passport Office.
- Bulk SMS Utilization agreement



### **Citycell (Pacific Bangladesh Telecom Limited)**



### **Airtel Bangladesh**

## Client Base

### Governmental

Bangladesh Television

Esho Bangladesh Gori - A 50 day long nationwide awareness program organized by the Bangladesh Government.

### Educational Institute

Independent University Bangladesh

World University Bangladesh

City College

Lal Bagh Model College

### Media Houses

COB – Colors of Bangladesh – Pioneer of KIOSK, Alternation Media in Bangladesh.

MediaCom – A concern of Square Group

Mattra Advertising

Ardent Marketing & Communication

Dhansiri Communications

I-Alpha Media House – Makers of Travelon (Travel related TV program) aired on Channel-9.

### Automobile Industry

Mitsubishi Bangladesh – Rangs

### Food Chains

KFC Bangladesh

A&W Bangladesh

Pizzahut Bangladesh

### Satellite TV Station

BTV

DESH.TV

Ekattor TV

### Radio Channel

Radio Foorti

### Community Radio

Radio Padma

Radio Mohananda

Radio Borendro

Radio Bikrampur

Krishi Radio

Radio Naf

Radio Chilmari

## **Online Radio**

Radio Adda  
Radio Solace  
Radio Durbin

## **Construction**

SUVASTU Development

## **Newspaper**

Bangladesh Protidin  
Daily Bhorer Kagoj  
Daily Diner Sheshey

## **Online Newspaper**

NotunBarta.com  
ABNews24.com  
Poriborton.com

## **Required steps**

- 1) Initiate all the necessary paper works to facilitate agreement between **i-infomedia & your organization.**
- 2) Provide i-infomedia all the necessary documentation for the initialization process.
- 3) Establish the common working group, for further collaboration & support.

## **i-infomedia Sister Concerns**

### **Colors of Bangladesh**

cob-Kiosk™ provider to support tourists with tourist info, city & lifestyle info to the city dwellers.

News Portal Management System to 04 nos. leading daily news papers for their online publication (Daily Ittefaq, Daily Jugantor, Daily Bhorer Kagoj, Daily Amader Shomoy).

Joint publisher of a wide area networked broadsheet newzine named FnL Dhaka involved in city info and day to day lifestyle and fashion.

The one and only online e-zine with regular updating of news and events in the city, Fashion and lifestyle. [www.colorsofbangladesh.com](http://www.colorsofbangladesh.com)

### **Maple International Limited**

A consortium business partner of i-mobile International Limited, Thailand. It has three other individual distribution channels for mobile operators Banglalink, Citycell, Warid and land phone operator Rank's Tel.

### **Ambient Media Bangladesh Limited**

Joint venture media company endeavor with Thailand and Malaysia, involved in media focuses on different segment for human comfort, established a platform of Premium Bus Companies for grip media which communicates a mass target captive audience group during traveling.

### **Journeyman**

A rapidly growing concern involved in Interior & Exterior Decoration, Graphics Design having fully computerized Digital Studio, Advertising Agency and team of experts with their creativity.

### **Journeyman – Riddhi Consortium**

A leading architectural and Interior design house providing outstanding services since its inception. Journeyman-Riddhi a team of creative and professional people having fully computerized digital studio offers the complete spectrum of professional services required to satisfy a wide range of design and management related needs.

### **One Stop PrintShop**

One of the renowned Printing Presses having its own integrated design house.

## Contact Information

### **i-infomedia Limited**

10/5, Eastern Plaza, C. R. Datta Road, Hatirpool, Dhaka 1205, Bangladesh

Tel: 88-02-8621756, 88-02-8618730, 88-02-9673451

Fax: 88-02-9673328

Web: [www.i-infomedia.com](http://www.i-infomedia.com)

Email: General : [info@i-infomedia.com](mailto:info@i-infomedia.com)

Facebook : [facebook.com/IInfomedia](https://facebook.com/IInfomedia)

Twitter: [I-Infomedia LTD](https://twitter.com/I-Infomedia)