



**fair patt3rn**

We accelerate advanced AI and Digital Transformation



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## Get In Touch

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THINK BIG, CREATE BIG

# FAIR PATTERN

WE ACCELERATE ADVANCED AI AND DIGITAL TRANSFORMATION



# WHO ARE WE?

We are a group of experienced project managers, developers, analysts with 23+ years of experience in delivering projects using cutting edge Open Source, PHP Laravel, Python Django, CMS, Java, SAP HANA, MS .NET and Mobile platforms. We are also focused heavily on providing cloud solutions and AI/ML Solutions as well

We have catered to large global organizations such as RBS investments, LVMH group, New York Department of Finance Internationally and BRAC, New Nation News Paper, Butterfly Group, Drink well Systems, and many more in Bangladesh as well. Recently We have expanded our operations to UAE and Saudi Arabia as well.





# OUR TEAM





# OUR CLIENTS

 **accenture**

**NYC**

 **RBS**

  
Mount  
Sinai

MoëtHennessy

 **cognizant**

 **brac**

 **Third terrace**  
RESORTS

 **The New Nation**  
Independent Daily

**IBA** Institute of  
Business  
Administration

**sh@hoz**

**proposa**

 **mPonics**  
marketing automation made simple

 **drinkwell**



# OUR EXPERTISE



## Cloud Solutions

14 Years+ Experience

Google Cloud, AWS, Azure, Self  
Managed Cloud, Load balancer  
Azure, Salesforce Cloud, SAP Cloud



### ERP

8 - 10 Years+ Experience

SAP S/4 HANA/ Salesforce  
MS Dynamics 365



### BIG DATA Solution

10 Years+ Experience

AI Based Data Analytics  
Elastic Search, ApacheSolr  
Apache Spark, Hadoop



### AI & Machine Learning

5 Years+ Experience

Python, machine learning, AI  
Predictive automation  
NLP, Cognitive, Speech, Visual recognition  
ChatBot automation, Workflow automation



### UI/UX

20 Years+ Experience

Wireframes, Figma  
React Js, Vue Js, Angular Js  
HTML 5, CSS3, SASS, Bootstrap



### SCADA

8 Years+ Experience

SCADA implementation,  
IOT enabled Transformer Monitoring  
System, and Distribution Automation



### Aviation RMS

8 Years+ Experience

Flight Revenue Analysis,  
e-Invoicing, Payment Collection,  
Fare Valuation, Diversified Payment  
Gateway & Pricing Optimization



### Platform / Languages

20 Years+ Experience

C#, JAVA, NodeJS, .NET, ASP.NET  
React Native, Android/iOS native  
Java Eclipse, ABAP, Python, PHP  
Flutter, Xamarin



### Database

20 Years+ Experience



MySQL  
POSTGRES, Hadoop  
HANA, ORACLE



# WHAT WE OFFER?

-  Cloud Solutions (AWS, Azure, GCP)
-  Customized Solutions
-  Web Development & Mobile App Development
-  AI and Machine Learning
-  UI/UX Design
-  SAP HANA & SAP S/4 Hana Implementation



-  Transformer Monitoring Solution
-  MS Dynamics 365 Business Application
-  Insurance ERP Solutions
-  Digital e-Signature and Document Workflow
-  IT Talent Acquisition
-  SCADA Smart Grid Automation



# CLOUD SOLUTIONS

No matter where you stand in your cloud transformation process, we're here to connect with you and streamline your progress. Collaborating closely with your team, we'll facilitate your comprehension of various cloud strategy choices and create and implement cloud solutions that enable you to attain more intelligent business results. Our technical teams are available around the clock, prepared to effortlessly expand your cloud adoption journey, managing every aspect along the way.

1


Google Compute Engine A3 supercomputers are purpose-built to train and serve the most demanding AI models that power today's generative AI and large language model innovation.

2

Amazon EC2 P5 Instances Powered by NVIDIA H100 Tensor Core GPUs for Accelerating Generative AI and HPC Applications.




# AREA OF FOCUS




## Cloud




AWS, GCP, Azure implementation, optimization, load balancing




CI / CD pipeline, Dockerization, Kubernetes




Security, Maintenance, Cost Optimization




## Artificial Intelligence



High Performance Cloud Computing




Generative Ai at Scale



Auto ML, Predictive ML, Big Data Analytics



Vision and Speech ML



Vertex ai, Enterprise Chat GPT implementation



Large Scale Data Transformation and Data Science

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# APPLICATION DEVELOPMENT: WHAT MAKES US DIFFERENT?

## Building and Supporting the Web

For over 20 years we have developed advanced web applications using cutting edge Microsoft and Java Technology as well as open-source platforms such as Joomla, Drupal, JomSocial, CakePHP, WordPress, Laravel, ASP.NET and more. They work closely with our expert IOS and Android developers in order to deliver cutting edge architecture in mobile communication and data communication. Our development is done both onshore and offshore depending on your budget and need for interaction. We have strict project management and a Requirement Analysis process with a structured approach utilizing JIRA, Bit Bucket and Confluence to every project we take on board.

## Quality is Our Strategy

We follow strict quality control guidelines. By doing thorough unit and regression testing you know you'll get the best product. We also use selenium to do load and stress testing as well as automated regression.



## Creating Mobile Apps

We are experts at mobile app development for iOS, Android and Flutter, delivering apps the way you want them done to iTunes and the Appstore using the latest Geolocation techniques, live data streaming, Peer to Peer gaming techniques and advanced 3D simulations. Trust our programming team of Senior Developers who always take the analytical approach to deliver the best code. Our visual arts team makes your ideas a reality as well as designs a remarkable UI and UX experience for audience.



# ERP SOLUTION & CUSTOMIZATION

In order to support a company's distinct business operations, each ERP program has to be precisely designed and configured to match predetermined system requirements. We have our own ERP solution with core modules of Sales & Purchase, Inventory & Stock, CRM, Support Service, and Accounting & Finance. We also have HR management and Insurance Management system.

## Examples of ERP Customization:

- 01 Modifying or enhancing existing features
- 02 Adding new features and options that are not originally included
- 03 Configuring the application to include support for third-party functions
- 04 Adding task management processes
- 05 The modification of forms, including adding fields, removing fields, changing labels, changing the layout, and using color and language preferences.

# AI/MACHINE LEARNING

Artificial intelligence (AI) is fundamentally changing the way business is conducted. It's not just a technological development: It's a seismic shift. The benefits of AI for both business and non-profits are seemingly limitless. Whatever your industry or area of operation, there is no doubt a stunningly powerful application of AI that competing organizations are already using. Our team has the knowledge and expertise to help your organization unleash its full potential using the Power of AI.

Let's talk about where we can help your organization and provide the right strategy for your Ai / ML Integration.

- 01 Task and Workflow Automation
- 02 Big Data, Data Warehouse and Data Analytics
- 03 Deep Learning Applications
- 04 Image & Facial Recognition
- 05 Predictive Analytics
- 06 Speech Recognition
- 07 Inventory Optimization



# IT STAFFING: WHAT MAKES US DIFFERENT?

## Talent Sourcing

Who better to find people for IT than those who live, breathe, and work in IT?

As a group of project managers and IT consultants with indepth software development experience we understand the job you have and the people you need.

## AI and Talent Matchmaking

As IT specialists, our methodology also utilizes AI technology. AI in talent sourcing can find patterns in resumes, improve efficiency and decrease the time it takes to fill a position.

On a superficial level AI helps you match the key words of what you're looking for with what someone has on their resume.

## 50,000 Candidates

Our recruiters are continuously working to screen and select candidates in key areas nationwide.

We have over 50,000 screened and updated resumes in our database in various skills that makes us a lot more proactive and ready when the need comes.



## Organic Search

We utilize our referral network, 600 vendors, social media, job boards to source genuine candidates who will best fit your job requirement and a candidate who has shown excitement and interest in being a part of your team.



## IT is Our Specialty

We live and breathe software technology and hence hiring us to source candidates for you will ensure that you are getting someone with a solid background, creative and someone who can think out of the box and be priceless to your team



# INSURANCE MANAGEMENT

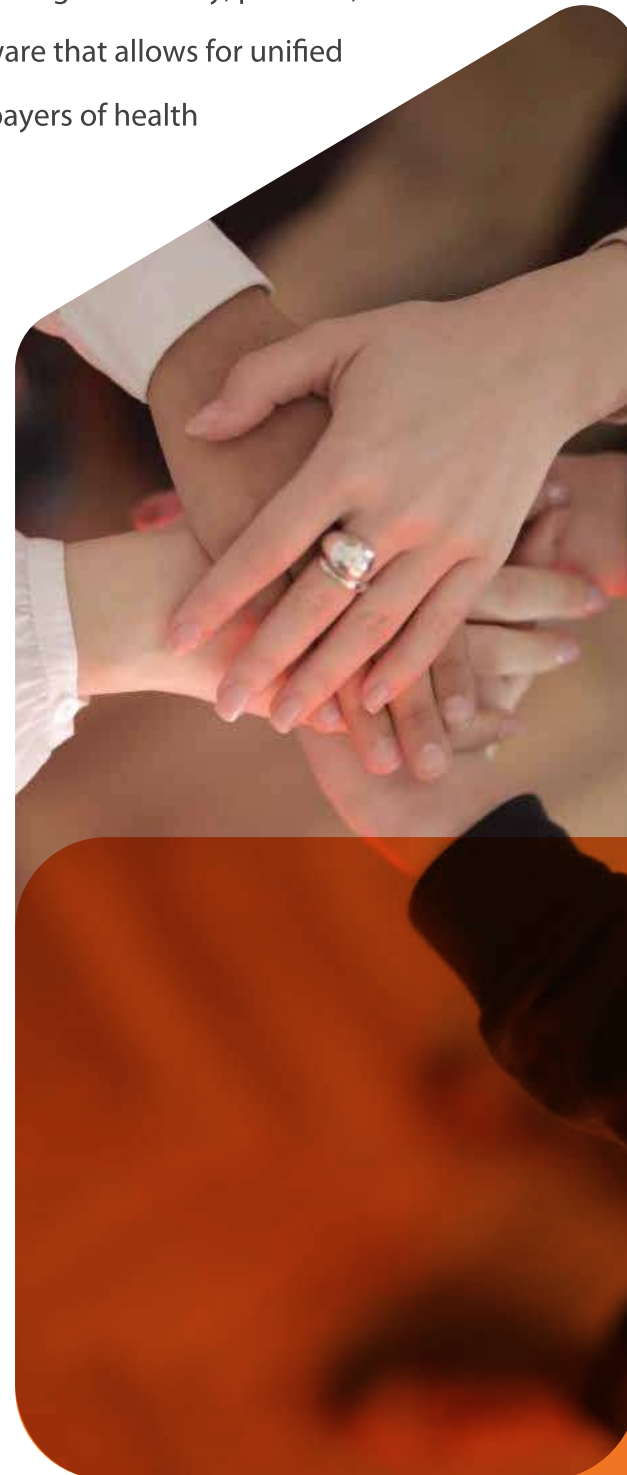
Our Insurance Management system is a robust, modular, and multifaceted master platform that supports all operations for insurance businesses. It is specially designed to manage the complex, high-volume data flows which are required to operate such systems by integrating beneficiary, provider, and payer data in a single platform. Our system is a web-based software that allows for unified exchange of information between beneficiaries, providers and payers of health financing and Health claim schemes.

## BUSINESS PROCESSES:

- 01 Insuree management and issuing ID
- 02 Collecting and managing payments
- 03 Fraud Detection and Face Recognition
- 04 Automation with AI/ML
- 05 NID Verification
- 06 Medical review of selected claims
- 07 Data Transformation with OCR

## BUSINESS MODULE:

- 01 User & Hierarchy Management
- 02 Benefit Administration
- 03 Policy Management
- 04 Retail and Group Insurance Management
- 05 Underwriting and Agent Management
- 06 SME/ Commercial Insurance Management
- 07 Claims Management system



# MICROSOFT DYNAMICS 365 SOLUTION

The Microsoft Dynamics 365 Solutions are specifically created to seamlessly merge the latest CRM and ERP applications, ensuring a seamless connection with your Office 365 software suite. Additionally, Dynamics 365 effectively links diverse data formats and leverages intelligent features to enhance decision-making processes in a more efficient and timely manner.

Ultimately, your digital transformation will be made easier by these reliable and up-to-date professional Microsoft Cloud applications.

## MS SOLUTIONS:

- 01 Dynamics 365 Business Central
- 02 Dynamics 365 for Retail
- 03 Dynamics 365 for Finance and Operations
- 04 Dynamics 365 for Sales
- 05 Dynamics 365 for HRM
- 06 Power Platform

## MS SERVICES:

- 01 Project Management
- 02 ERP Selection
- 03 System integration
- 04 Implementation and Upgrades
- 05 Custom development
- 06 System & Process analysis
- 07 Support

# OUR PRODUCT



mPonics.com

Marketing Automation tool



Proposa.io

Online Proposal Management System  
with E-sign and Document Workflow  
functionalities



mPonics.io

Agile ERP solution with cutting  
edge HR, Payroll, inventor  
etc modules



eShakkhor.com

eShakkhor is a provider of electronic  
signature and document management  
system with user friendly interface in  
utmost secured environment



Insurance ERP

Insurance ERP covers the business  
verticals of Retail Insurance,  
Group Insurance, Micro Insurance,  
Bank Insurance, Digital Insurance,  
Health Insurance, Life Insurance etc

# We bring in 20 years of SAAS PRODUCTS EXPERIENCE

## How we bring value

Who better to trust with a COE team than the brand known for its wide range of IT talents. Our COE team has skills ranging from ASP.net to Python, iOS, SAP, Big Data, Full Stack as well as other skills. When you take us on for a Java job but later have an iOS project that needs integration, our team with it's knowledge of your company and it's procedures will still be working side by side with you. With our wide range of talents and skills you won't ever need to find another company.



# OUR MOST RECENT ACCOMPLISHMENTS

## NYC Department of Planning

### UI -UX PROJECT

NYC Department of Planning reached out to Fair Pattern to reduce inconsistencies across three of their platforms in use for Geographic Online Address Translation and help them achieve internal consistency within accepted UI design patterns.

Fair Pattern created a responsive design available to be accessed anywhere and is similar across all platforms. The design and style was fixed to be consistent across all three applications and landing pages, we integrated HTML / .NET designed pages into the application front end.

## Apple

### ITALENT SOURCING AND STAFFING

One of the biggest and best tech giants in the world is trusting us for their staffing needs. We aren't just helping Apple find the right people for their IT department, but also the third-party organizations that Apple works with are reaping the benefits of Fair Patterns expertise.



## Lansinoh Laboratories Inc.

### MAGNETO 2.1



**Mount  
Sinai**

Lansinoh Laboratories, Inc., reached out to Fair Pattern with a vision for an entirely new website. While the previous website included the core information they needed, Lansinoh wanted to extend the unparalleled in-store experience to web and mobile devices. Our strategy, design, and development teams crafted a new website to better represent the premium brand they had built - from the exclusive BreastPumps, to the first-class service provided to both consumers and healthcare professionals.

## Moët Hennessy

### .NET APPLICATION DELIVERY

To support its global communication and collaboration goals, Moët Hennessy USA wanted to implement additional technology solutions that were best of the breed, mobile-ready, and worked in cloud.

We helped them transition to SharePoint Online and Office 365, which is the basis for both the intranet and a range of custom applications designed to help employees contribute more directly to the company's success. Teams can now easily share files, data, news, and resources across PCs, Macs, and mobile devices.

# OUR MOST RECENT ACCOMPLISHMENTS

## BRAC HEALTHCARE LIMITED

### UI-UX and WP PROJECT

Brac Healthcare portal is designed for showcasing services list, packages, consultants' detail, testimony of clients, chatbot etc. Besides it has features of taking appointment of doctors, uploading blogs, events and career opportunities.

## Insurance ERP

### End-to-end Insurance Solution

Our Insurance ERP covers the business verticals of Retail Insurance, Life Insurance, Micro Insurance, Bank Insurance, Digital Insurance, Health Insurance, aGroup Insurance etc. It covers all activities starting from client's enrollment till Claim Management, Fraud Detection, Underwriting, Face Recognition, Premium & Benefit Management, Reporting etc

## eSign, eShakkhor

### eSIGN & DOCUMENT MANAGEMENT SYSTEM



eShakkhor is a provider of electronic signature and document management system with user friendly interface in utmost secured environment. Any of our paid members can send unlimited documents for e-signing their formal letters, contracts, forms or any other type of documents. They can save and archive them for future references. Each e-sign authenticates signees GPS location, IP address and device ID for validation. Company offers a complete solution of eSign, Document Management, Signers validation in one platform. Now, over 6500 clients are using eShakkhor.

