

## hSenid Software International

### Sector Focus/Specialisation

Outsourcing, HRO, Mobile Application Products & Services

### hSenid Software International

hSenid Software International is a reputed software company founded in 1997, based in Sri Lanka, with clients in Asia, Europe and America. Our core competencies lie within wireless applications and backend Integration (Middleware) for Telecommunication Companies and Enterprise markets, as well as HRIS applications, Open Source software and Outsourcing.

hSenid offers offshore outsourcing services through several models such as Onsite contract worker/projects, Offshore project and Onsite-offshore project, in order to match with different scenarios and meet the needs of our clients.

Years of experience and domain expertise, increased flexibility on the operational level and a proven track record on outsourcing with a staff of over 280 skilled employees including over 220 engineers worldwide, hSenid offers the best solutions for your business whilst currently carrying out its operations from United States, Singapore, Malaysia, India and Sri Lanka.

### Keywords

Integrated Solutions, ICT; eCommerce; Mobile Application Development; Human Resource Applications, Outsourcing, HRO, Offshore Development, On site Development, Sri Lanka Outsourcing, IT Consulting, Software as a Service,

### Products/Services

- Human Resource Outsourcing
- IT Consulting
- MySQL Outsourcing Practice
- Java Technology Practice
- Microsoft Technologies Practice
- Business Objects Consultancy Practice
- Software as a Service (SAAS)
- Mobile applications and backend integrations (middleware)

## Key products include

- mChoice™ SDP

mChoice™ SDP is unique and both open and extendable, using standard APIs designed to help service and content providers, network operators and systems integrators move from inflexible, 'silo-based networks' to a more modern, service-oriented architecture (SOA). This enables mobile operators to seamlessly blend emerging technologies with legacy systems, as well as supporting next generation services.

- mChoice™ Rewards

mChoice™ Rewards is a middleware, which provides a compelling way to attract new prepaid users and to sustain the existing. It allows network operators to set up a wide variety of promotion/loyalty/tenure programs and reward bonuses/prizes to their subscribers based on usage patterns.

- mChoice™ Recharge

mChoice™ Recharge revolutionizes prepaid mobile top up via phone-to-phone, POS, ATM, Web, SMS, SIM Tool Kit, WAP and J2ME. It enables mobile operators to cut operational costs and gain increased reach and flexibility while subscribers benefit the convenience to reload their mobile accounts anytime, anywhere for any value.

- mChoice™ Banking

mChoice™ Banking, a next generation choice in banking for today's busy lifestyles. It allows banks to open personal branches in every customer's mobile handset and enables bank customers to conveniently carryout secure banking transactions ranging from regular fund transfers, utility bill payments to mobile topups via SMS, WAP or J2ME.

- mChoice™ Stocktrading

mChoice™ StockTrading enables the stock brokers to allow their clients to conduct straight-through trading of stock on the Stock Exchange. It facilitates mobile users with J2ME enabled handset devices to perform all stock trading transactions based on the vast array of real-time information such as, analysis on company stocks, market depths and market statistics delivered to the mobile user via SMS upon request .

- mChoice USSD

mChoice™ USSD(Unstructured Supplementary Service Data) gate provides access to session/menu based 3rd party applications, such as prepaid topup and content providing applications (News, Weather, Sports).

- mChoice VAS

mChoice VAS consists of four main components which facilitates mobile users with innovative, yet simple-to-use MMS/SMS-based applications and it benefits enterprises by increasing their subscriber base which results a growth in revenue. MMS Photo Album, Voting, Chat, Games, Mobile Ticketing make the mChoice VAS Suite.

## Key Benefits

- A proven track record on outsourcing
- Meet tight deadlines and/or reduce application backlog
- Q/A and maintenance
- Research new product requirements and develop product concepts
- 24 x 7 support service

## Sri Lankan Clients

- Mobitel, Tigo
- Hutch, Suntel
- Sampath Bank
- Seylan Bank

## Overseas Clients

- Telcel (Mexico)
- DST (Bruinei)
- M1 (Singapore)
- Santander Bank (Mexico)
- ToDo1 ( USA)

## Partners

- Valista
- Alcatel Lucent
- MySQL
- RedHat
- Oracle
- Sun
- Microsoft
- Nokia Forum

## Contact Details

### Primary Contact:

Mr Dinesh Saparamadu

### Title:

CEO

### Web

[www.hSenid.com](http://www.hSenid.com)

### Email:

[Dinesh@hsenid.com](mailto:Dinesh@hsenid.com)

[Sales@hsenid.com](mailto:Sales@hsenid.com)

## Address

### **hSenid Software International**

85 1/1 Ward Place, Colombo 7

Sri Lanka

Phone: +94 112 699 754

+94 114 714 501

Fax: +94 112 673 845

### **hSenid Software USA Inc.**

538, Teal Plaza

Secaucus, NJ 07094

USA

Phone: 201 362 2585

Fax: 641 453 5618

### **hSenid Software (Singapore) Pte Limited**

7500A, Beach Road

#11-320 The Plaza

Singapore 199591

Phone: +65 65 332 140

Fax: +65 65 332 140

### **hSenid Software (India) Pvt Ltd**

04 (Old no 319)

Valluvarkottam High Road

Nungambakkam

Chennai – 600 034

India

Phone: +91 442 823 5111

Fax: +91 444 356 1182

### **hSenid Software (Malaysia) Sdn. Bhd.**

B3-01B SME Technopreneur Centre

2270 Jalan Usahawan 2 63000 Cyberjaya

Selangor DE Malaysia

Phone: +60 383 156 162

Fax: +60 383 156 163