COMPANY PROFILE

April 2015

GOODLAND INFORMATICS

The Reliable IT Outsourcing Back Office At Your Side!

About Us

Company Overview

- GoodLand is allocated in Ho Chi Minh City, Vietnam
- Our company was established early 2002 and experienced ~12 years in IT outsourcing
- We offer the key services of IT Staffing and Data Processing
- We are expert in the technologies
  - Development of software, web, mobile, multimedia
  - Data entry, updating, conversion, indexing, extraction…
- We own up to 200 qualified IT employees
- We served ~75 clients from USA, Europe (Norway, Finland, Denmark, Germany, France, Switzerland, Spain…), Australia and Vietnam
- We performed successfully
  - Upper 300 projects of development of software, web, mobile, multimedia
  - Upper 250 projects of data processing

We do the businesses of IT outsourcing & business process outsourcing (BPO) by offering offshore IT outsourcing & BPO services. We are one of best IT outsourcing & BPO companies in Vietnam offering specially IT services and act as a virual & offshore IT back office. As a reliable partner, we are always trying our best to serve clients in a professional and effective manner

Our Statements

Vision

To be regarded as clients' most reliable back office in Vietnam doing IT works outsourced

Mission

Bring clients to earn more by offering the effective and professional services of a reliable IT outsourcing back office

Core Values

- Customer-focus
- Innovation
- Efficiency
- Integrity
- Team-work
- Relationships

Our Services

Services We Offer

IT Staffing

We provide IT staffs dedicated working offshore for clients. We provide right people with right skills and experiences. The clients can get rapidly virtual extended teams of needed positions meeting their work plans. Our IT staffing solutions help the clients to save significantly labor cost, find talents while not spending much human administration efforts

Data Processing

We do for clients outsourced projects of data entry, updating, conversion, indexing, extraction… We are able to do even large and complex projects for a wide range of data processing jobs. Our data processing solutions help the clients to accelerate business performance, focus on key activities, reduce operating costs and raise competition capacity

Benefits From Our Services

- Help clients to save more money
- Help clients to reduce efforts
- Help clients to be sure about time and quality
- Help clients to receive flexibility in pricing and payment

Our offshore IT staffing and data processing & data entry outsourcing services still help clients to be served devotedly in long term.

If you are looking for one of best IT staffing and data processing & data entry outsourcing companies, we are your right choice.

Our Team

Number of employees	– IT Staffing: up to 20 employees – Data Processing: up to 180 employees
Staffing capability	– Standard staffing procedures – Rapid ramming-up capability
Education level	– IT Staffing: 100% of employees are college/university graduates – Data Processing: 100% of employees are college/university graduates & undergraduates
English level	– Almost employees have written-English skill enough to work – Key employees have spoken-English skill enough to communicate with clients

Our Infrastructures

Office	– Private workspaces for 200 stations with extension capability – Standard office environment (air conditioning, power supply, fire protection…), and standard facilities for production, meeting & training
Computing & Storage	– Hundreds of workstation computers with high-speed processors – Powerful server computers for processing, storing and management – 2-perimeter LANs with full proxy and firewall control – Large FTP storages at 500 GB bandwidth with support SFTP – Hundreds of external storage devices (HDDs, tapes…)
Communication	– Telephone lines (PABX) – High speed Internet lines – Skype, Yahoo – VoIP – Email system
Security	– 24x7 Security guards, Fingerprint lock, Supervise camera – Storage and server controlling stipulation, Data and internet accessing authorization – Local data cleaning, Confidence commitment…

Client Testimonials

"Goodland has been a vital asset to our company, and has provided nothing but experienced resources to help us with our projects. Goodland has far exceeded any other vendors we have worked with. They truly put an effort to building a lasting relationship with their clients. You can't go wrong teaming up with Goodland"

Mr. Vu Do - Project Manager, Syndicate Labs Inc., USA

"Based on my experience working on projects with Goodland, I highly recommend their services. I can say without hesitation that I have been extremely pleased with their services. Their work is completed on time, accurately and on budget. Goodland is a trusted partner for meeting our IT requirements and we look forward to expanding our relationship with them in the future"

Mr. Kevin Coleman – CEO, Fusioned Business Services Inc., USA

"We have worked with Goodland for several years and we have received absolute superb IT services. Furthermore, Goodland is a very trustable and reliable company that delivers every assignment in superb manner and professionalism. I would recommend Goodland's service to companies who need professional IT services"

Mr. Minh Tang – Creative Director, Pixinity Inc., USA

IT Staffing

Service Descriptions

IT staffing can be understood as staff augmentation in IT. We offer offshore IT staffing outsourcing services, specially for software development, web development, mobile development, multimedia development… You surely have talented software developers, web developers, mobile developers, multimedia developers… with minimum spending.

Our Solutions

- We provide IT staffs dedicated working offshore for clients.
- The dedicated staffs work in our office using our standard working facilities & environment, and be under the clients' directly management.
- A staff of the dedicated team is assigned as an internal team leader for managing locally the staffs.
- Based on deep comprehensions of the clients, our IT staffing solutions are tailored meeting best their requirements.
- The staffs work & communicate with the clients and be managed locally upon professional processes.

Positions We Offer

System Modeling

- *System Analyst*
- *System Designer*
- *Database Designer…*

Coding

- *Java Developer (Java Web, Java Application)*
- *.NET Developer (.NET Web, .NET Application)*
- *iOS Developer*
- *Android Developer*
- *Windows Phone Developer*
- *LAMP Developer*
- *CMS Developer (Wordpress/Joomla/ Drupal…)*
- *e-Commerce Open Sources Developer (Magento/X-Cart/ZenCart…)*
- *Silverlight Developer*
- *SharePoint Developer*
- *Flex Developer*
- *Flash Developer*
- *Actionscript Developer…*

Graphics/GUI/Web Designing

- Graphics Designer
- *Software GUI Designer*
- *Mobile GUI Designer*
- *Web Designer…*

Testing

- *Software Tester*
- *Mobile Tester*
- *Web Tester*
- *Flash Tester*
- *Test Script Writer*
- *Data Tester…*

Administration and Supporting

- *Web Administrator*
- *Database Administrator*
- *System Administrator*
- *Technical Supporter*
- *Help Desk Supporter…*

Online Marketing

- *Online Marketer*

Data Processing

- *Data Entry Operator*
- *Data Update Operator*
- *Image Processing Operator*
- *Data Extraction Operator…*

Managing

- *Project Manager*
- *Team Leader*
- *Technical Leader…*

Others

- *Other IT positions upon request…*

Engagement Models

- Offshore Seasonal Staffing (for short-term hiring needs: lower 6 months):
  - Charging on hourly basis and invoicing monthly.
  - Hourly rates are negotiated and monthly actual hours are recorded.
  - Monthly price is based on the monthly actual hours and the hourly rates.
- Offshore Permanent Staffing (for long-term hiring needs: at least 6 months):
  - Charging on monthly basis and invoicing monthly.
  - Monthly rates are negotiated.
  - Monthly price is based on the heads of staff and the monthly rates.

The rates depend on required positions, expertise levels, working hours and hiring terms.

Service Experiences

Summary of Experiences

Years experienced in doing IT staffing	~7 years, since 2007 (~ 12 years experienced in development of software, web, mobile, multimedia)
Contracts for IT staffing experienced	Upper 10 contracts for IT staffing, with upper 120 projects (upper 300 projects for development of software, web, mobile, multimedia) **Typical Contract 1** Contract end-client: Online Services, USA Contract hired staffs: (Seasonal) 3 Web Designers, 1 Help Desk Supporter (Permanent) 1 LAMP Developers, 2 .NET Developers, 2 Web Designers Contract term: from 2007 to now **Typical Contract 2** Contract end-client: Software Development, USA Contract hired staffs: (Permanent) 2 Java Developers, 1 .NET Developer, 1 Software Tester Contract term: from 2010 to now
Positions in IT staffing experienced	Java Developer, .NET Developer, iOS Developer, Android Developer, LAMP Developer, CMS Developer, e-Commerce Open Sources Developer, GUI Designer, Web Designer, Software Tester, Web Tester, System Administrator, Technical Supporter, Help Desk Supporter, Team Leader… (Jobs in development of software, web, mobile, multimedia experienced: (1) all jobs of application development, (2) Jobs of system administration and supporting, (3) jobs of project management…)
Categories of our end-client for IT staffing	Online Services, Software Development, Mobile and Web Development, Web Consulting, Graphics and Web Design, Data Services… (Categories of our end-client for development of software, web, mobile, multimedia: International Organization, Government Agency, Bank, Software Development, Software Consulting, Web Consulting, Magazine Office, Law Office, Marketing Research, Online Services, Entertainment, Manufacturing and Trading, Trading and Service…)

Contract Case Studies

- Case Study of Staffing A Team for Development of Business Software Products
- Case Study of Staffing A Team for Development of Online Service Websites
- Case Study of Staffing A Team for Development of Mobile Applications and Websites

Service Process

Proposal	Get and analyze hiring requirements, make a proposal with cost and time estimates
Introduction	Do standard procedures to find and select candidates for introduction to client; The client does directly interview & test for the candidates and make selection; Finalize the proposal with exact cost & time and get it approved
Staffing	Do standard procedures to recruit and train for the selected staffs; Arrange working facilities and environment for them; Set up professional processes for working & communication with the client and locally management
Working	Daily work and communicate with the client, manage locally the staffs; Monitor and maintain constantly performance of the staffs; Review staffs' performance periodically and make replacements if required
Finalization	Confirm on contract completion or discuss to renew

Service Technologies

Methodology & Modeling	RUP, UML, Agile, Scrum…
RDBMS	Oracle, MS SQL-Server, MySQL, PostgresSQL…
Java	Java, J2EE, J2ME, String, Struts, Hibernate, JSP, JSF…
.NET	C#, VB.NET, ASP.NET, MVC Frameworks, .NET Frameworks, WCF, WPF, WF, Window Forms, Nhibernate, LINQ, Silverlight, Sharepoint…
Mobile	iOS, Android, Windows Phone …
PHP	LAMP, Wordpress, Joomla, Drupal, Magento, X-Card, ZenCart, Zend, CodeIgnitor…
Front-End	HTML, CSS, Javascript, Ajax, Jquery…
Rich Media	Flash, Actionscript, Flex…
Designing	Adobe Photoshop, Adobe Illustrator, Corel Draw, Macromedia Flash, Macromedia Dreamweaver…
Testing	Test Scripting, API Test, Selenium, JUnit, Jmeter, WinRunner, LoadRunner…
Networking & System	LAN/WAN, Bridges and Switches, Routers, VPN, Wireless Technology, Firewall, Virtualization Technology, NAS, RAID…
Project Development	Star Team, JIRA…

Our technical competences are based on solid experiences in developing a variety of application classes: software application development, web application development, website development, mobile application development, multimedia application development…

Why Us for IT Staffing

- Solid experiences of ~7 years in IT staffing and ~12 years in development of software, web, mobile, multimedia
- Flexible engagement models with extremely competitive pricing help clients to save significantly costs and reduce efforts for employment of onsite staffs
- Effective solutions with a diversified pool of positions in IT meet clients' requirements
- Providing rapidly right people with right skills and experiences, using standard staffing procedures
- A transparent approach where clients interview and personally select staffs
- Standard working facilities and environment for staffs
- Professional processes for working & communication with clients and locally management
- Maintaining stable performance for staffs and ensuring top management commitment
- Flexible working hours models meet clients' requirements

Data Processing Service

Service Descriptions

We offer offshore data processing & data entry outsourcing and BPO services for various business fields. You can have your projects get done well with minimum spending.

Our Solutions

- We do for clients outsourced projects of data entry, updating, conversion, indexing, extraction…
- Based on deep comprehensions of the clients, our data processing solutions are tailored meeting best their requirements.
- The projects are done in an effective manner with qualified employees, adequate infrastructures and professional processes.

Jobs of Data Processing We Offer

Data Entry and Data Capture

- *Data entry for form / image / document / database*
- *Data copying and pasting*
- *Capturing data from website*
- *Hardcopy scanning…*

OCR, ICR and OMR

- *Recognizing content of printed text / handwriting text / markers*
- *Recognizing content mixed by printed text, handwriting text and markers…*

Data Update and Data Enhancement

- *Updating data for file / database / website*
- *Data cleaning*
- *Data enrichment*
- *Data sorting*
- *Data validation*
- *Document proof reading*
- *Image processing…*

Data Conversion

- *Data conversion for file / image*
- *Data conversion between file and database*
- *Data migration for database*
- *Data tabulation…*

Data Indexing

- *Data indexing for document / image…*

Data Output and Data Presentation

- *Outputting data to CSV / PDF / epub / XML format*
- *Presenting data in required format…*

Data Extraction and Data Mining

- *Extracting data from file / database / website…*
- *Mining data upon request*

Data Access

- *Providing software tools for accessing data…*

eBook Production

- *eBook formatting*
- *eBook creation*
- *eBook conversion…*

We are able to process on a variety of input types: image, form, card, claim, survey, questionnaire, order, invoice, check, contact information, book, magazine, newspaper, document, article, catalog, mailing list, report…

Our online and offline data entry services are offered with effective solutions including huge looking-up databases.

And we can provide software tools allowing the clients themselves do file conversion (convert text file to csv, convert csv to xml, convert html to pdf, convert html to epub…), access data…

Engagement Models

- Unit basis (form / image…):
  - Charging on unit basis and invoicing upon milestones.
  - Unit price is negotiated and actual unit volume is recorded
  - Price is based on the actual unit volume and the unit price.
- Hourly basis:
  - Charging on hourly basis and invoicing upon milestones.
  - Hourly rate is negotiated and actual hours are recorded.
  - Price is based on the actual hours and the hourly rate.
- Fixed price basis:
  - Charging on fixed price basis and invoicing upon milestones.
  - Price is a fixed amount based on an estimated unit volume and project complexity.

For data processing & data entry BPO, besides the above engagements, there are more others: Offshore Development Center (ODC); Build Operate Transfer (BOT); Joint Venture

Regarding to ODC, we are also one of ODC companies offering ODC services.

Service Experiences

Summary of Experiences

Years experienced in doing data processing	~5 years, since 2009
Projects for data processing experienced	Upper 250 projects for data processing **Typical Project 1** Project end-client: Insurance Organization of Government Project tasks: OCR, Image Processing, Image Indexing… Project data volume: ~120,000,000 images (to be processed) Project duration: 6 months (7 days per week x 12 hours per day) Project manpower: 140 employees **Typical Project 2** Project end-client: National Library of Government Project tasks: OCR, Image Processing, Image Indexing… Project data volume: ~15,000,000 images (to be processed) Project duration: 10 years (6 days per week x 8 hours per day) Project manpower: 20 employees
Jobs of data processing experienced	Data Entry and Data Capture, OCR, ICR and OMR, Data Update and Data Enhancement, Data Conversion, Data Indexing, Data Output and Data Presentation, Data Extraction and Data Mining, Data Access, eBook Production
Categories of our end-client for data processing	National Library of Government, Insurance Organization of Government, National Public Broadcaster of Government, Centre for Applied Nursing Research of Government, Ambulance Service of Government, Flight Center, Magazine Office, Law Office, Marketing Research, University, Education Union, Hospital, Medicare Center, Pharmacy, Supermarket, Food Store, Restaurant, Fashion Shop, Tourist Agency, Hotel, Architecture Design, Construction Consulting …

Project Case Studies

- Case Study of Processing and Indexing Images (project with large input volume)
- Case Study of Processing and Indexing Images (project in long term)
- Case Study of Data Entry for Cards (project with highest accuracy)
- Case Study of Data Entry for Surveys (project with numerous amount of data fields)

Please contact us at info@goodland.com.vn for getting the above case studies.

Service Process

Proposal	Get and analyze project requirements, make a proposal with cost and time estimations
Initialization	Design solutions and prepare software tools; Make production samples; Finalize the proposal with exact cost & time and get it approved; Make plans to do the project
Production	Perform the tasks of production procedure; Do quality assurance during performing the tasks
Quality control	Run software tools for automatically quality control; Do manually quality control
Delivery	Deliver on schedule via FTP uploading and transportation for external storage devices; Do randomly check before delivery
Fixing	Process on issues / requests for changing
Finalization	Confirm on project completion; Archive project materials

Service Technologies

Standard software tools for data processing	Using a lot of the standard software tools for data processing: ABBYY Hot Folder, ABBY FineReader, nextStarAuditor, Ifanview, Xnview, ACDSee, Adobe Acrobat, Adobe Photoshop, Oxygen XML, MS Excel, MS Word…
Effective in-house tools for data processing	Using hundreds of the effective in-house tools for data processing (developed by our own software tool development team), supporting: data entry with huge looking-up databases, image conversion, data update, image cropping and rotating, data moving, data merging, data consolidation, data indexing and renaming, data output, data extraction, data access, result checking, task assignment, performance tracking, input and output tracking, uploading tracking….

The above can help us to increase the level of automation to (1) raise the quality of output and (2) reduce costs for offering extremely competitive prices.

Why Us for Data Processing

- Solid experiences of ~5 years in data processing
- Effective solutions with extremely competitive pricing help clients to save significantly costs and be satisfied on requirements
- Standard staffing procedures and rapid ramming-up capability allow to arrange timely qualified employees for production
- Doing with well-defined production procedures & plans, and effective project communication & management
- For raising quality and reducing prices, using a lot of software tools (especially in-house ones)
- Best commitment of quality, using dedicated team of quality assurance
- Best commitment of security, using standard security means
- Delivering on time with high quality
- Working up to 7 days per week and 12 hours per day