VizuaMatix
powered by innovation

CORPORATE
PROFILE 2021

VizuaMatix (Private) Limited
Innovation through Dynamism

THE COMPANY

Driven by our passion for cutting-edge technology, VizuaMatix takes a research-oriented approach to develop world-class Enterprise Solutions. Our team goes beyond customer-centricity to anticipating your customers' needs for a seamless user experience, using Agile methods and unconventional thinking to resolve business challenges quickly.

Communication Service Providers (CSPs) being one of our key client segments, are dealing with pressure on all fronts. Consumers' radical shift from traditional revenue streams such as voice and SMS to OTT (Over-The-Top) applications has eaten into profit.

The requirement for higher network capacity caused by this new paradigm is exacerbated by the proliferation of mobile devices. This involves expensive investment in infrastructure, which, coupled with decreased customer loyalty and intensified competition, creates challenges even for the most firmly-established CSPs.

We are proud to have developed the region's first fully-fledged Data Monetization Platform, which includes state-of-the-art big data tools enabling CSPs to obtain subscriber intelligence, a facility unavailable in legacy data monetization platforms.

We make big data smaller and more accessible by adapting world-class open source technology

to the requirements of our clients. This lowers expenditure, without compromising on the quality of our product.

Over 12 years of converting challenges into opportunities at an international level by visualizing and monetizing data have taught us that big data doesn't have to mean big cost.

Another greatest challenge for CSPs is the heavy licensing fee they have to pay to billing solution providers. Many CSPs pay for persubscriber licenses and a throughput license as well as an additional AMC cost. Coupled with subscriber acquisition cost and continuous churn due to heavy competition, these fees make it extremely difficult for small and medium sized CSPs to survive in the broadband data trade. This struggle only intensifies as new challenges emerge.

To combat this critical issue, we create solutions that require minimum CAPEX and offer fair "pay-as-you-grow" commercial models.

The industry is constantly changing, and using open source technology gives us the ability to focus on the latest and best, rather than being

mired in increasingly outdated technology due to sunk costs. We know that each CSP operates in unique conditions, and cannot overhaul their entire system without causing massive disruptions to service. With that in mind, we design made-to-measure solutions that integrate seamlessly with existing systems, and support clients throughout the process.

Our software product portforlio includes vxSelf-care offers a whole suite of rich, fully-customizable mobile & web apps, vxAnalytics, A powerful end-to-end data analytics platform and vxPCRF which allows telecom service providers to effectively manage and monetize internet bandwidth while obtaining real-time analytics on data usage, leveraging insights to offer unique services that add value and attract customers.

Technical Qualifications Including Experience

Technical Qualifications of the Firm

VizuaMatix is a Telecom and FinTech solutions provider with a very high focus on mission critical and high performance software development.

VizuaMatix is a Turn-key solution provider to Telecommunication Service Providers. With over 13 years in delivering sophisticated software solutions we have delivered solutions supporting thousands of transactions per second capacities and meeting very stringent security guidelines of global telecommunication operators. While utilizing modern Agile Development practices, we rely on industries best software and project management tools to deliver our software solution effectively and efficiently to our customers. VizuaMatix has provided their telco-grade secure solutions to key mobile telecom operators in Sri Lanka and Maldives.

Experience of the firm with similar projects

VizuaMatix has been delivering state-of-theart Telecommunication & FinTech solutions to telcos, banks, government institutions and large enterprises in Sri Lanka, Maldives, Middle East, Europe and Australia. These projects include but not limited to the following:

● State-of-the-art Data Monetization platform with Policy & Charging Control together with Big Data Analytics. This platform can handle more than 40Gbps bandwidth while securely analyzing, classifying and shaping the traffic using dynamic policy implementation. The system also supports secure and controlled access to internet for users and include Gamification, predictive analytics and real-time content injection.

● Telecom Billing System with payment processing, subscriber life-cycle management, exposure management, credit limit management, POS and Distribution management.

● Self-care solution with online payment processing capability and fully encrypted communication between the mobile app and the backend server. Self-care solution consists of Android, iOS, Windows and responsive web based client interfaces.

● USSD based smart data sharing platform. This platform allows users to securely share their data balances with friends and family. It also has the option for users to securely transfer credit to another subscriber.

● Online payment portal for mobile subscribers to reload their accounts using credit card payment.

● Secure Payment Gateway for Mobile charging.

Nature of the Firm

VizuaMatix is a company which has specialized focused on Enterprise solutions development with proven track record of over 12 years delivering Sophisticated, Mission Critical and High Performance Enterprise Solutions.

Core Business of the Firm

Core business of VizuaMatix is design, development, implementation and maintaining state of-the-art Enterprise Solutions to telecom operators, banks, government institutions and large enterprises.

Years in Business

VizuaMatix has been in business for 12 years, since 2008.

Technical Competencies of Staff

VizuaMatix has 65 technical and managerial team locally in 2 offices and 5 more foreign consultants based in Dubai, Munich and Melbourne.

The team's technical skills spans into wide variety of domains; Fault tolerant, autohealing event-driven micro-services, Service Mesh, Serverless-FaaS, TDD, BDD, Selenium, Gatlin, Hey, Sonar Qube, C/C++, Java, Spring, Vertx, Hibernate, Erlang, Elixir, OTP, Phoenix, Scala, Akka, Python, Django, Flask, PHP, Laravel, Symphony, Zend, Ruby(JRuby), RoR, HTML5, CSS3, SASS, LESS, Tailwind, JavaScript, TypeScript, ReactJS, VueJS, AngularJS, MySql, PostgreSQL, Oracle, DB2, Redis, MongoDB, Neo4j, Arango DB, Customized OLAP systems & data processing pipelines with, Spark(Scala, PySpark), Pandas, NumPy, Hadoop, Greenplum(DB), TimeScale(DB), NIFI, Airflow, Predictive and continues learning model building with H2O, PyTorch, Tensorflow, iOS, Android, ReactNative, Flutter, CI/CD pipelines with Kubernetes, Docker, Istio, ELK Stack, Kiali, Grafana, Zipkin, AWS, Google Cloud, Azure, Digital Ocean, Kong, Gravitee.

VizuaMatix being a specialist in Enterprise Solutions, maintains very high standards in software development and project management. We use Waterfall and Agile methodologies depending upon client requirements and in the process of adopting DevOps. We believe in high level of automation and use of the latest state-of-the-art tools for testing and quality assurance. We have several highly talented and experienced Scrum masters to manage the quality and delivery of each project.

Few successfully completed projects

Project	Client
Offer Provisioning System	Hutchison Telecommunications Lanka Pvt Ltd
Hutch Subscriber Statement & NetEye	Hutchison Telecommunications Lanka Pvt Ltd
Policy and Charging Control Platform	Hutchison Telecommunications Lanka Pvt Ltd
VizuaMatix Charging Gateway	Hutchison Telecommunications Lanka Pvt Ltd
Hutch Selfcare Suite	Hutchison Telecommunications Lanka Pvt Ltd
Postpaid Billing Solution	Hutchison Telecommunications Lanka Pvt Ltd
Online Payment Portal	Hutchison Telecommunications Lanka Pvt Ltd
Mobitel-SLC Online Ticket Reservation Portal	Sri Lanka Cricket/Mobitel Sri Lanka
SMS based voting app for Cricket/Football	Dialog Axiata & Dhiraagu Maldives
Online Memorabilia Auctioning Platform	Sri Lanka Cricket
vxAnalytics	Sampath Bank PLC

NPA (Non-Performing Asset Prediction System)	Sampath Bank PLC
EWS (Early Warning Signals) Management	Sampath Bank PLC
Financial Calculator App	Sampath Bank PLC
vxAnalytics	Global Star (KSA)
Contact Center Application	Disaster Management Center, Sri Lanka
Online Lead Generator & Website	BWS Finance Group (Melbourne, Australia)

Products & Services

Products

Services

Hot Line Service

The purpose of the Hot Line service is to provide a fast and efficient means for assisting the Customer to resolve Critical, Major and Minor problems. The Hot Line is accessible by telephone, fax or e-mail, available 24 hours a day, seven days a week. The Response Times are specified in the table below. The Hot Line is available to VizuaMatix certified and trained Customer engineers.

Help Desk Services

Serverity	Response Time
Critical	15 mins
Major	1 Business Day
Minor	2 Business Day

Help Line Support

In addition to providing problem solving support through Hot Line Service, VizuaMatix will provide Help Line support for situations in which the Customer's need for assistance is not related to any System problems. The Help Line can be contacted by telephone, fax or electronic mail. The /Help Line will be available during Business Hours to respond to questi ons and provide support with respect to System applicati ons as well as system administrati on and provisioning and Level 1 support issues (including the installati on of Software Maintenance Releases, the adjustment of system parameters, and the performance of System diagnostics).

Support Portal

Customer will be provided with a VizuaMatix Support Portal account which can be used for error reporti ng as Ticket. Support Engineer will be assigned to tracking the Ticket and make sure the error/issue is resolved by communicating between Customer and the Developers.

Software Maintenance and Support

VizuaMatix follows ITIL/DevOps standard based process in software maintenance and support.

Hot Line Service

VizuaMatix shall resolve System Problems related to Soft ware by repairing or replacing the faulty Soft ware.

Software Maintenance

Soft ware Maintenance Releases will periodically be distributed to Customers together with notes describing the fixes contained in each such release.

Software Upgrades

Soft ware Upgrades are not provided as part of this Agreement and may be purchased separately by the Customer from VizuaMatix.

Problem Resolution

Resolution Methods

Remote Support

The System is designed to be supported remote secure connecti ons over the Internet. The Customer shall at all ti mes provide VizuaMatix with remote access (if required via VPN) to the System as a prerequisite for support. VizuaMatix recommends that, for security purposes, remote connecti ons should not be open to unsupervised or unsecured access. VizuaMatix will comply with the security procedures agreed to with the Customer.

Emergency on Site Support

In the event that remote support fails to resolve a Criti cal Problem and Customer's personnel have made all reasonable eff orts based on instructi ons from VizuaMatix engineers to resolve such problems, VizuaMatix will dispatch an engineer to the site within one (1) day of its determinati on of the need to provide emergency on-site support. Actual ti me of arrival of the VizuaMatix engineer to the Customer's site will depend on transportati on availability. At all ti mes, VizuaMatix engineer must be accompanied on site by a VizuaMatix certi fi ed or trained Customer engineer.

Resolution Time Objectives

VizuaMatix shall exert its best commercial efforts to correct System Problems within the Resolution Time objectives.

Critical Problems

VizuaMatix will strive to resolve or implement a temporary Fix for a Critical Problem within 24 hours from the time that a VizuaMatix representative responds to a problem is reported to the VizuaMatix Hot Line.

Major Problems

VizuaMatix will strive to resolve or implement a temporary Fix for a Major Problem within 45 Business Days from the time that a VizuaMatix representative responds to a problem reported to the VizuaMatix Hot Line. Within 10 Business Days of the time that a VizuaMatix representative responds to a Major Problem report to the

VizuaMatix Hot Line, VizuaMatix will prepare a plan of action to resolve the problem and a timetable for implementing the resolution.

Minor Problems

VizuaMatix will strive to resolve Minor Problems in the Software Maintenance Release issued within one month after a VizuaMatix representative responds to a problem reported to the VizuaMatix Hot Line.

Documentation Service

VizuaMatix will provide the Customer with one soft copy of then available manuals relating to Hardware and Software replaced pursuant to this Agreement.

Status Meetings

VizuaMatix and Customer will conduct quarterly status meetings to review and discuss the technical status of the Systems.

Procedures

Service Call Procedures

Support Call Initiation

Trouble Report

Reports of problems shall be made promptly by the Customer System Supervisor (a VizuaMatix-certified engineer) to the Hot Line phone number specified below.

Each Trouble Report shall include a reference number, known as a Trouble Ticket Number, which shall be noted by Customer on the corresponding Trouble Report Form and shall be quoted by Customer in connection with all inquiries regarding the Trouble Report. A Trouble Report Form must be completed, signed and submitted by Customer on a format received from VizuaMatix.

In the event of an emergency, if the main telephone number is not answered promptly because of technical or other difficulties, alternate support telephone numbers provided below can be called.

VIZUAMATIX Hot Line Access Numbers

Hot Line number:
011-2889321ext 2

Hot Line fax number:
011-2889432

Hot Line Email:
support@vizuamati x.com

VIZUAMATIX Help Line:
011-2889321 ext 2

Support Number
077-6768200

Support Call Closing

Upon resolution of a problem, VizuaMatix will contact and inform the Customer of the resolution.

Problem Analysis

The Customer shall provide and install such reasonable troubleshooting tools and activate such event loggers (incorporated in the System) as may be requested by VizuaMatix, and will cooperate fully with VizuaMatix in the problem replication, identification and analysis process. Customer shall forward to VizuaMatix all troubleshooting, log reports and other reports generated in connection with the System.

Corporate Profile | VizuaMatix

Director Profiles

MR. THEEKSHANA KUMARA

Theekshana's story begins with a young software developer intent on exploring a challenging new world, one which involved visualizing the possibilities and then making them real, step by step. It's a skill that has served him well since, in a variety of business ventures.

His journey honed his experience in Data Networking and Telecommunications, as well as Customer Support, Project Management and Business Development, a diversity of fields that have all contributed to his vision for VizuaMatix.

While working with a leading global telecom solutions provider to promote their products and services in the region, he built lasting relationships on a foundation of trust, as he exercised his entrepreneurial temperament in

preparation for the missions to come. This drive to build a business then took the form of TSD Technologies.

Theekshana believes in creating perfection, but recognizes the need to explore options, see potential and act to make the most of it, which often involves taking calculated risks. Having represented telco giants, he foresaw the competition and the challenges they would be faced with, and the need for low cost solutions. He also realised that we have the know-how and tech to make that happen in Sri Lanka, and so TSDC Lanka (now known as VizuaMatix) was born, with its sole purpose to develop software locally for clients around the world.

Introducing Sri Lanka's first MVNO, SimPhony, in partnership with three telecom operators was another undertaking that revealed the country's potential for adapting to and using new tech, and ignited Theekshana's passion for using his skills to bring about change.

He took that passion to the public sector as Chairman of the IT Resource Development Institute. There, he streamlined and built the institute's resource-base for software, support and networking, so it was able to offer services at a lower cost to other organizations, making the institute self-sufficient and capable of operating independent of public funding

From all these ventures, VizuaMatix evolved, geared to take on big companies in terms of quality and solutions provided. Theekshana envisions us becoming an advance technology company that benefits the consumer and the general public through innovation. With that in mind, he's put in place all the basics and built a solid plan for the future, exploring new avenues through R&D while maintaining the quality of the existing portfolio.

MR. MANOJ MALLAWAARACHCHIE

Manoj Mallawaarachchie is the CTO and a Director of VizuaMatix and counts for more than 2 decades of international experience in technology management and R&D of leading "Telco" companies and enterprises in the US, Europe and Middle East. He also has acquired experience from international open source network and security research communities.

He strongly believes technology strategy and innovation towards customer experience is critical to the success of the organization. He has always been interested in the bigger picture and right from the beginning has wanted to get involved in analysis and planning.

He is now involved in technology strategy and R&D aspects of the product designs, contributing for the success of the company.

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Name of the Company

VizuaMatix (Private) Limited

Registration No

PV 8072

Registered Address

179/A, Old Kottawa Road, Mirihana,
Nugegoda 10250, Sri Lanka

Business Address

60, School Lane, Nawala Road,
Rajagiriya, 10100, Sri Lanka

R&D Centre Address

92 Sri Jayamangala Road,
Nugegoda 10250, Sri Lanka

Web Site

https://www.vizuamatix.com

Telephone

+94(0)112 889 321

Facsimile

+94(0)112 889 432

Email

info@vizuamatix.com

sales@vizuamatix.com

Bankers

Sampath Bank PLC

Bank of Ceylon

National Development Bank PLC