



COMPANY PROFILE

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Since the Company first started up to this very day, its people have always been its main driver of growth, without whom it would have been impossible to guarantee quality of service to its customers





About Bluefin

Bluefin Solutions Limited is a privately and locally owned company based in Dar es Salaam, Tanzania which specializes in ICT products and providing various technological services that brings value added to clients through developing customized systems, websites, mobile applications, USSD and Short Code, provision of Bulk SMS, online marketing and ICT consultations. In the few years of operations,

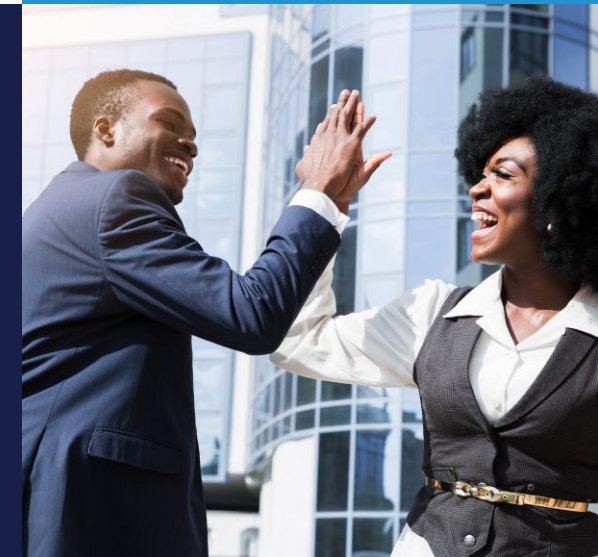
Bluefin is one of the most recognized brands in the technology industry and has successfully demonstrated a remarkable growth in providing services as we have helped many of our clients to stabilize IT budgets, increase productivity and eliminate technology headaches. Spend your time doing what you do best and let us do the same for your business.

Bluefin focuses on customer relationships, synergies, and business sustainability as we link, connect markets and provide our clients with the best experience and conducive partnership environment. Our team is made up of three professionals with an exemplary track record, who have the ability to identify market gaps and exploit them successfully, all of whom have been efficiently working together with the company.

“

A customer is the most visitor on our premises; he is not dependent on us, we are dependent on him; He is not an interruption on our work, he is the purpose of it. he is not an outsider to our work; he is part of it. We are not doing him a favor by serving him, he is doing us a favor by giving us an opportunity to do so.

”



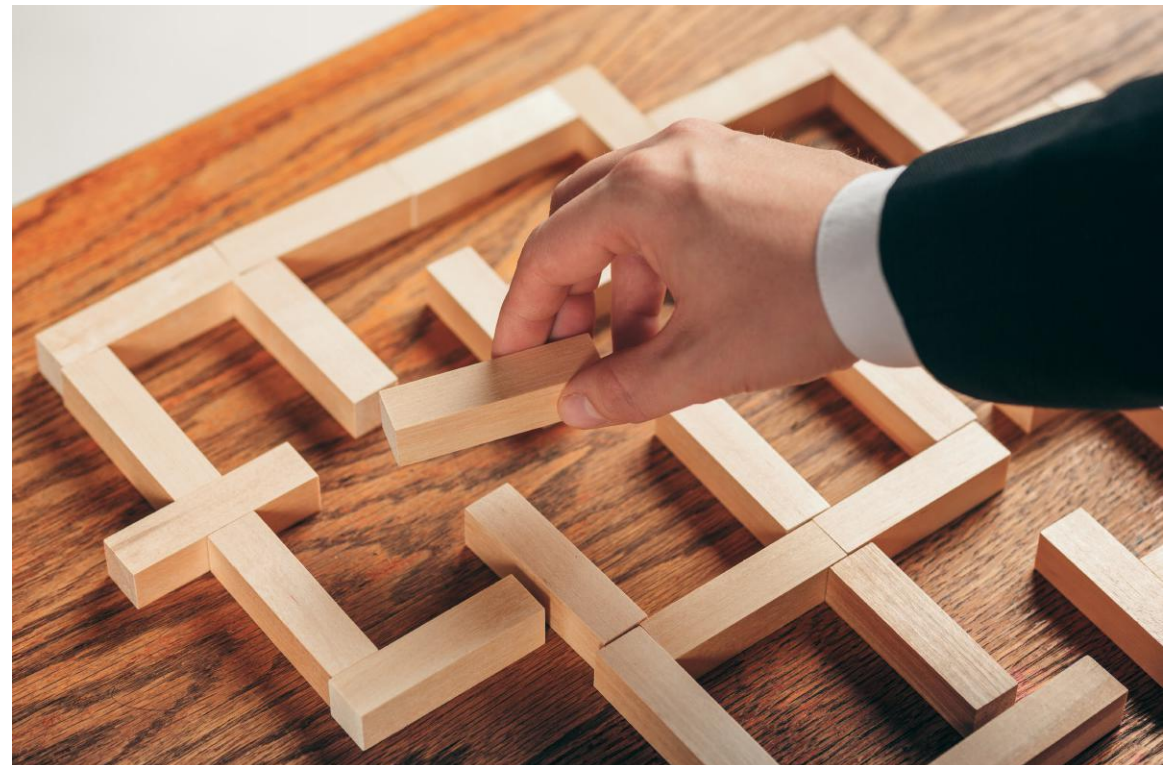


Mission

- » To be the quality, high standard, reliable solution & service Provider Company in the ICT industry.

Vision

- » To achieve 100% customer satisfaction by delivering quality products and services at an affordable cost and thereafter extend our coverage to all East African countries.



Core Values



» Customer Centric

We provide quality products, services and value that meet our customer's needs, requirements and timelines. We listen, advise and understand our customers.

» Innovative

We have an efficient team made of young individuals that have the ability to pin point market gaps and exploit them successfully hence bringing value to clients or society at large. We tailor any solution or idea and put it into existence.



» Trustworthy

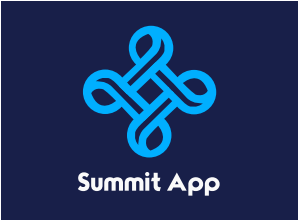
We are highly committed, responsible, confidentiality and promises to our customers, believing it is a right way of doing business. Bluefin is another name of TRUST.

» Equality

We treat all clients equally with dignity and respect regardless of brands or backgrounds. Bluefin treats a customer better than he expects to be treated.

Our Products

Bluefin Solutions is well known in the innovation market with its digital products which have been developed by our competent engineers and managed by our high skilled business development experts.



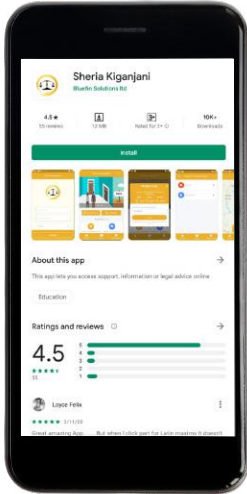
DATA
COLLECTION
TOOL



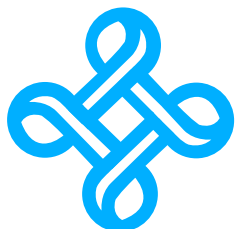
Sheria Kiganjani

SHERIA KIGANJANI

Sheria Kiganjani is the first online and innovative legal digital platform in Tanzania which uses Mobile, Web, IVR and SMS technology to enable an individual or a group of people to access legal information as well as materials despite of their location. An end user can access various legal services such as Q & A's, legal articles, news, reported cases, Acts, legal documents and information via Sheria Kiganjani mobile application.

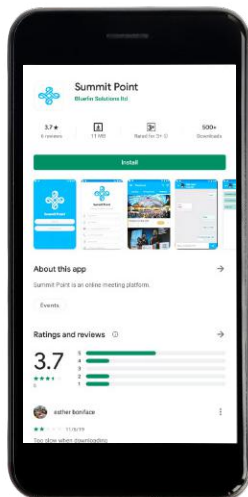
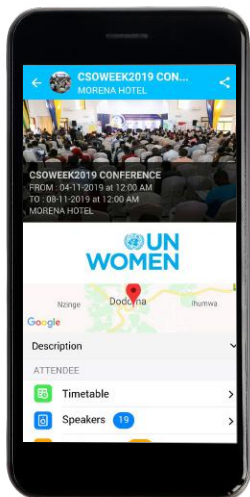
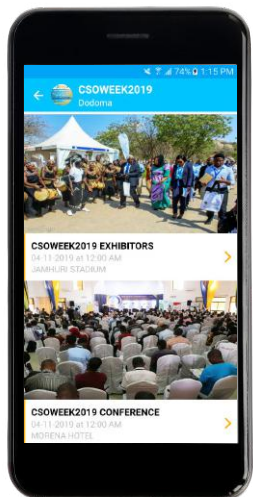


SUMMIT POINT



Summit App

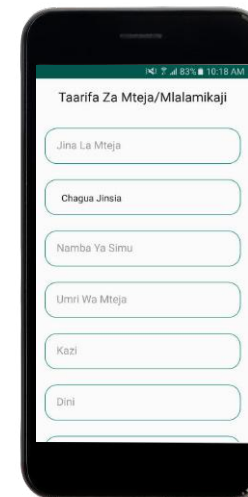
Summit Point is an event application that enables an organizations/companies to conduct their meetings, trainings and workshops online within this application. Summit Point is an all-in-one single point of access for engaging and connecting with attendees in all aspect of meetings and events. Within Summit Point, delegates can view timetable, speakers and their bio, chat with all people attending the meeting, connect and network, live poll, write suggestions and so much more. This platform it also delivers the most innovative and comprehensive features together with detailed analytics tools.



DATA COLLECTION TOOL

DATA COLLECTION TOOL

Our data collection tools run on Android devices but also have a backend system (web-based) that views all data sent from the field in the form of Text, images and GPS. Our tool supports multiple data types and associated questions ranging from different sectors; all of these data can be exported or downloaded through PDF and Excel/CSV formats. This tool is efficient and effective for organizations which conduct survey, field works, supply chain and logistics etc.





Our Best Services.....

- » [Web Design & Development](#)
- » [Customized System Development](#)
- » [Mobile Application Development](#)
- » [USSD and Short Code Development](#)
- » [BULK SMS and E-mail](#)
- » [Domain Name Registration and Hosting](#)
- » [Website Maintenance](#)
- » [Online/Digital Marketing](#)
- » [Search Engine Optimization \(SEO\)](#)
- » [ICT Consultancy](#)
- » [ICT Hardware Supply and Installation](#)
- » [Graphic Design and Branding](#)

Web Design and Development



Our team specializes in designing and developing the most modern and attractive websites with strategic insights to generate greater brand engagement, higher conversions and measurable results.

- » Corporate and SME's websites
- » Non-profit Organizations websites
- » Social networking sites
- » E-commerce portal
- » Data driven interactive sites
- » Intranet and Extranet development
- » Web programming and web enabled applications.

Customized System Development

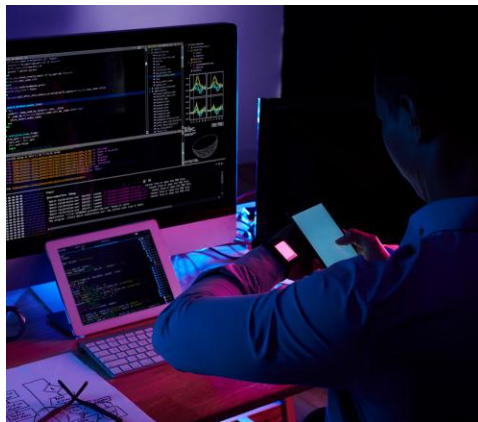


Customized systems or software development provides solutions to companies or organizations to reduce manpower, paperwork, monitoring and above all ensures transparency in all activities. Our dedicated development team undergo processes including system planning, proto type creation, system implementation, testing, and supporting. We develop customized systems such as:

- » Web Based Systems
- » Desktop Applications
- » Client Server Applications
- » Enterprise Business Solutions

Mobile Application Development

Our team specializes in designing and developing the most modern and attractive websites with strategic insights to generate greater brand. The fastest growing market in IT right now is the mobile apps industry. Our enthusiastic team develops Smart and user-friendly mobile (Android & iOS) mobile applications as well as tailor solutions for POS that suit customer requirements through understanding the objectives, nature of business or industry while meeting the agreed timelines. engagement, higher conversions and measurable results.

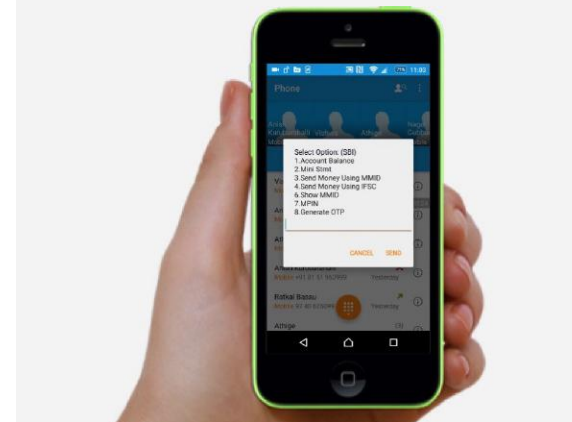


- Android Application Development
- iPhone Application Development

USSD and Short Code Development



Our USSD and Short Code services facilitates highly interactive communication like surveys, account management services, banking, mobile polling, education etc. which has increasingly been used for commercial purposes. Our easy to use APIs enable customer applications to be easily and efficiently integrated into our USSD gateway. We are flexible to integrate with all MNO's billing system, real time monitoring, and have the ability to support interfaces such as SMPP, HTTP, SOAP etc.



Market Survey

A mobile survey is simply a survey completed by respondents on any mobile device such as a featured phones and smartphones. When it comes to online surveys, ignoring the use of Smartphones and mobile devices is not an option. Mobile optimized surveys are much easier to use and are designed specifically for people using featured phones and smart phones.

Our Mobile survey solution can enable you to facilitate an audience (girls and women) to participate in any of your project remotely from where they are by using their mobile phones (featured or Smart phones). With this solution, multiple assessments can be conducted concurrently.



Bulk SMS and E-mail

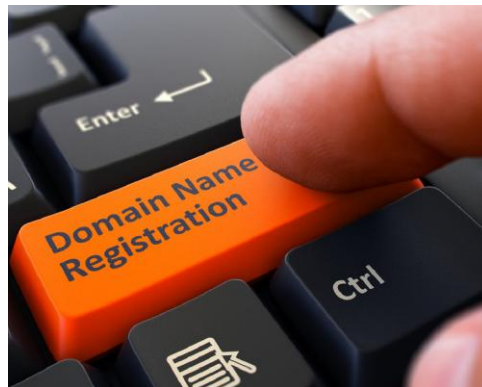
Bluefin Solutions experienced team provides bulk SMS and emails which are used by companies or organizations in order to send promotional, transactional, persuasive, motivational or reminder messages which in turn

create awareness, boost sales, and retain customers. Our messages delivery rate and speed are high, allows group messaging, and delivery status reports makes the system friendlier.



Domain Name Registration and Hosting

There is no way on earth you can have a website without a domain name, hosting is all about renting dedicated space on a Web Server. Bluefin Solutions offers top level domain registration (.com, .net, .org, .biz, .info etc.), including county code top-level domains (.co.tz, .ac.tz, .go.tz, .or.tz, .ne.tz, .sc.tz, info.tz, .tv.tz etc.) for Tanzania. We provide affordable hosting services for website, emails, web applications and Cloud solutions including DNS, FTP and Databases.



Website Maintenance

Bluefin Solutions provides maintenance and technical support not only to all that websites that have been developed by our technicians but also clients can outsource their website maintenance services while running businesses smoothly. We keep the content up to date, add new pages, check broken links, upgrade software, render security checks, back up data and host the websites.



Online/Digital Marketing



In today's world, you cannot ignore the power of social media and the use of internet. Bluefin Solutions help brands to interact with their customers on social media, in turn bring remarkable success to businesses and gives competitive advantage. We craft every campaign with the right content towards the right target market to optimize potential reach out and maximize return on investment whether you are large or small, retail or wholesale. Show us your business and let Bluefin market your brand!



Search Engine Optimization



How would someone find your website if they needed your products or services? They would most likely use a Search Engines such as Google, Yahoo or Bing. Over 90% of websites are found in this manner. Our team provides a Search Engine Optimization and marketing that is highly effective to improve traffic to your website. This includes detailed reporting of website traffic, restructuring website structure and content, submission to important search engines, submissions to directories relevant to your business needs and other strategies designed to improve your website's rank in search engines.



ICT Consultancy

We offer ICT Consultation services for the high-end technology implementing at client's site on information security, software engineering, identity management, strategy planning, assessment, software and mobile applications assurance, ICT department structures. Our team of experts have the ability to analyze complex data and computer systems, to identify weaknesses inefficiencies and threats to security, creative approaches to problem solving of clients, as well as present accurate finding and recommendations effectively.



Graphic Design and Branding

By using corporate branding with a successfully marketed service or product, a company can familiarize consumers with its products and may create brand loyalty. We approach problems and build brands from three different perspectives: what you don't know, what you think you know, and what you are willing to know.

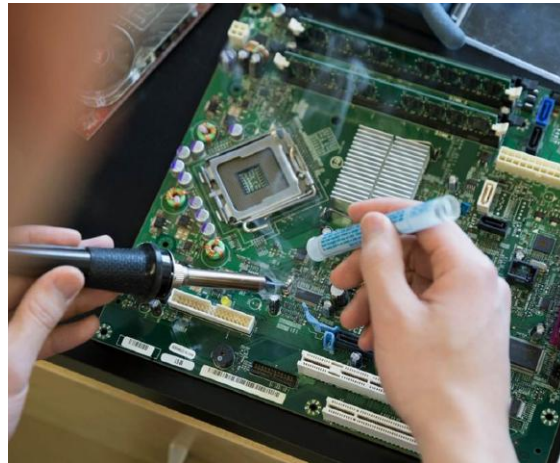
Bluefin Solutions Limited provides design service to partners such as:

- » Identity Branding (logo, letterhead, envelope, business card, etc.)
- » Social Media Content Management
- » Advertisement Banner
- » Jingles, Adverts and Documentaries
- » Multimedia and Print Designs



ICT Hardware Supply and Installation

We supply different ICT Hardware namely:



- » Computers (Desktop, Notebook, POS, Tablet & Tablet PCs)
- » Printers, Scanners & Print Supplies (Laser Printers, Inkjet & Photo Printers, Ink, Toner, Copy Machines & Accessories, Business Inkjet Printers etc)
- » Cables [Networking Cables, USB Cables & Hubs, Network Cable Accessories, Audio/Video Cable Products, Parallel & Serial Cables etc.]

- » Computer Accessories [Keyboards & Keypads, Mice & Track, Computer Speakers].
- » Networking Products (Ethernet Switches, Modems, Routers, PBX/Multi User Telephony Systems, Wireless Networking, etc)
- » Collaboration & IP Telephony [Analogue Phones & Accessories, IP Phones, IP Telephony Accessories, Video Conferencing, IP Servers, IP Software etc.]

- » Memory (System Memory (RAM), Network Device Memory, Server Memory, Printer Memory, Cache Memory)
- » Office Equipment & Supplies [Paper Shredders & Accessories, Typewriters/Word Processors, Office Supplies etc.]
- » Power, Cooling & Racks [UPS/Battery Backup Products, Rack Mounting Equipment, Power Adapters, eBatteries etc.]

- » Electronics [Digital Camera & Accessories, Cell/Smart Phones & Accessories, Television & Video Equipment, Photographic Accessories etc.]
- » Server & Server Management [Servers, Server Accessories & IO Accelerators, Blade Servers, KVM Switches, Consoles & Accessories].
- » Monitors & Projectors [Projectors, LCD/LED Monitors, Projector Accessories, Interactive Whiteboards & Accessories, Monitor, Display & TV Accessories etc.]



Awards & Recognition

- » **Winners of Seedstars Africa – Tanzania 2019.**
- » **Winners of Tanzania Innovation Express Challenge 2018.**
- » **Winners of Investment Readiness Program 2019.**
- » **First Runner Up of Master Pass QR Hackathon Challenge 2018.**
- » **Recognized in Top10 East Africa start up solutions by Westerwelle Foundation**



WHY CHOOSE BLUEFIN SOLUTIONS?



» Intellect & Experience

We have highly skilled professionals who possess expertise in diverse Business and Technology areas which make the Bluefin Solution for our projects team.

» Competitive Pricing

We render services to our clients at a very competitive price and depending on the type of client engagement we offer them the most suitable pricing model structure model.

» Commitment to Quality

At Bluefin Solutions, we believe in providing quality services and our approach has been designed to carefully implement the client's requirements.

» Work Timely

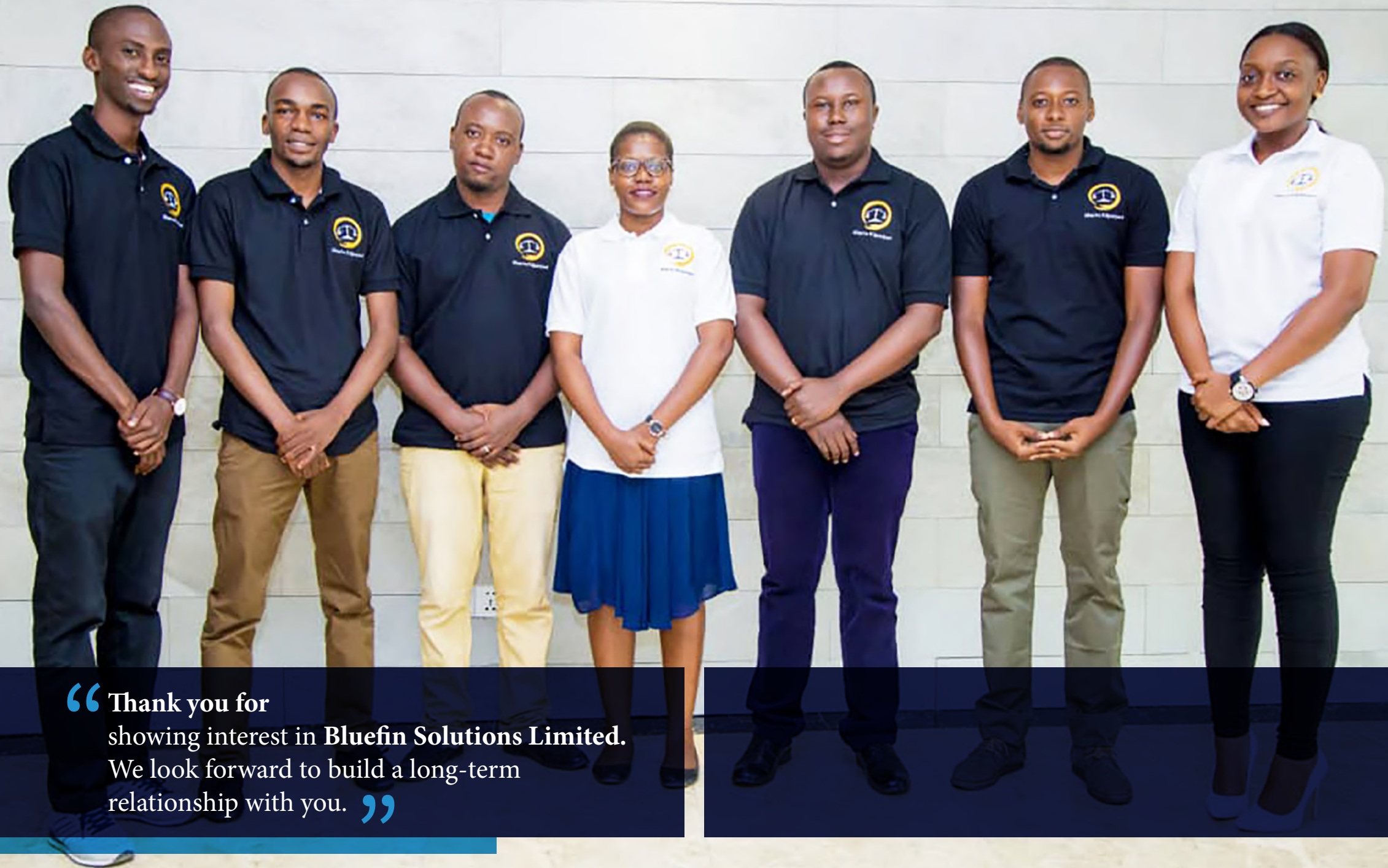
Bluefin Solutions Limited has a dedicated and committed team to deliver projects timely at all times without any bias in terms of attention and priority to clients.



Some of Our Notable Clients >



“ Focusing on providing Enterprise Level services, we cater to the needs of our customers by creating customized solutions. We build longstanding trust relationships, because we study carefully, implement fast and support responsibly even the most demanding scenarios. ”



“ Thank you for showing interest in **Bluefin Solutions Limited**. We look forward to build a long-term relationship with you. ”

**You can
know more about us
and our services from our:**

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