



COMPANY PROFILE



Global Network
Infinite Possibilities. Endless Opportunities.

www.permutrade.com

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Company Details

Company Name:	PermuTrade LLC
President & CEO:	Engr. AJ Jama, MBA
Establishment Date:	May 21st/2003
American Address:	6742 Forest Blvd #336, Forest Hill Blvd, West Palm Beach, FL, USA, 33413
Canadian Address:	3151 Strandherd Drive, Ottawa, Ontario, Canada, K2J 5N1
UAE Address:	Dubai Silicon Oasis, DDP, Building A2, Dubai, United Arab Emirates
Primary Service:	Physical commodities trading, water treatment, cryptocurrency consulting, NFT consulting, cloud computing, and digital marketing
Primary Markets:	Americas, EMEA, and Asia

About Us

Founded in 2003, PermuTrade is a fully integrated trading company of cementitious dry bulk materials with a strong global footprint. We also specialize in water quality detection and treatment systems as well as providing consulting services in the digital assets and technology space. With our diverse clients and extensive market knowledge, we provide an environment where clients can quickly ascertain information to make critical business decisions.



Quality Inspection Partners



Company Overview

PermuTrade is a global provider of cementitious dry bulk materials and water, cryptocurrency, NFT, and technology solutions. Years of industry experience enables us to align the needs of our clients with their business goals while dramatically reducing their exposure to risk.

Our products and solutions begin with cost estimate considerations for our customers based on their needs. We make commitments and stand behind them by ensuring excellent products, quality solutions, and exceptional technical expertise. As a result, we have become a global leader in our respective verticals.

Meet Our CEO

Engr. AJ Jama is the President & CEO of PermuTrade. He is the driving force behind our major expansion and diversification initiatives. He has extensive experience managing large scale global projects for both private and public sector clients. He's a strong believer in client success and isn't afraid to get his hands dirty.

Engr. Jama is actively working towards completing his Doctorate in Business Administration. He also holds an executive certificate in Global Business from Harvard Business School, a Master of Business Administration degree from Bellevue University, a Bachelor of Science degree in Project Management from Bellevue University, and a Computer Engineering diploma from Algonquin College. He is a certified Project Management Professional (PMP) and a certified Agile Scrum Master.



Engr. AJ Jama, MBA
PRESIDENT & CEO

Industries



Physical Commodities



Water Solutions



Cryptocurrency Consulting



NFT Consulting



Cloud Computing



Digital Marketing



Physical Commodities

Commodities

Over the years, Permutrade has built lasting international relationships with suppliers, customers, and shippers alike. Moving materials from where they are in excess to meet the customer demands elsewhere has allowed us entry virtually anywhere in the world. As a commodity trading company, we have grown and established a global network that spans over 100 nations with strategically located marine terminals. One of the core products we deal in is cementitious materials, which are materials used to make cement.

High Quality Branded Cement For Every Construction Need

One of the basic materials for making ready-mix concrete is cement. Whether it is in bags or required in bulk, Permutrade ensures that the quality is top-notch. We take pride in providing our customers with only high-quality and branded cement for whatever their construction needs.

Cement

Cement is a fine powder-like substance. It is obtained from the calcination of iron ore, limestone, and clay at 1,450°C. The product you get from calcination is clinker, which is mixed with gypsum and other chemicals to make cement. Cement is a binding substance that is one of the most desirable construction materials due to its valuable properties like compressive strength and durability. It sets quickly, hardens, sticks to other materials, and holds them together.

Aggregates

Aggregates are materials like sand, crushed stone, and gravel that are used for making concrete, mortar, and asphalt. They account for nearly 60% to 75% of ready mix concrete's volume. Aggregates increase the strength of concrete, make the mix compact, allow heat retention and weatherproofing capabilities.



Cementitious Products Offered by PermuTrade

Grey Cement and Clinker – This key element of ready-mix concrete is provided in bags and bulk, ensuring its high-quality at all times.

White Cement And Clinker – This type of cement is used where the customer requires a bright or artistic finish. It, too, is provided in bags and bulk, as the case may be.

Granulated Blast Furnace Slag – Also known as GBFS, it is a by-product from the steel industry which provides characteristics like improved workability, enhanced resistance to chemicals, and hydration heat to ready-mix concrete.

Special Mortars – Based on construction requirements, special mortars are also provided to complement the building materials.

Other products – There is a global requirement for products like fly ash and gypsum to pair with the construction materials. We fulfill this requirement as well.

Aggregate Products Offered by PermuTrade

Crushed Stone – Crushed stones are obtained through mining rocks and then breaking or crushing them down to a smaller favored or desired size. These are usually sourced from sedimentary, igneous, or metamorphic rocks.

Manufactured Sand – Manufactured sand is obtained by breaking rocks in a specific shape or texture, all the time making sure that the product meets the project specifications as laid by the customer.

Gravel – Weathering and erosion, two natural processes that lead to the formation of gravel deposits. Gravel is used in several things like manufacturing concrete, laying down roads, décor purposes, etc.

Sand – Sand is a naturally occurring composition of mineral particles and very fine rock material. Its constitution tends to vary depending on the source. Sand is used in making roads, producing concrete, and sometimes even for sanitation purposes.

Recycled Concrete – Existing concrete is removed, broken, and crushed to the desired size and herewith, what you get is recycled concrete. Mainly it is used as a base layer in any construction. Recycled concrete forms a solid hard surface due to its compactness, and that helps the other construction materials.



Water Solutions

Permutrade is dedicated to ensuring that its customers have the capability to maintain the goodness of their water systems by optimizing and treating them. Permutrade Water Technologies and Solutions offers to treat the water in the clients cooling towers and share the services and best practices with them. Minimizing the risk of Legionella contamination in cooling towers is only possible with a combination of system design, position, procedures, and maintenance. Permutrade Water Treatment Specialist is now fully equipped to assist you in maintaining your water quality.

Necessity Of Legionella Testing

Legionella bacteria in the water systems lead to Legionnaires' disease. It may be a seemingly innocuous bacteria, but sometimes it can be fatal. Therefore, it's better to be safe than sorry.

Legionnaires' Disease

Legionnaires' disease is lung inflammation which is typically caused by an infection. It is a severe form of pneumonia caused by a bacterium known as Legionella pneumophila. The bacteria also causes a minor illness known as Pontiac fever which has flu-like symptoms.

However, the concern is Legionnaires' disease, which, if left untreated, can prove to be fatal. It can easily take a turn for the worse, causing respiratory failure, septic shock, and acute kidney failure. The good news is that prompt antibiotic treatment can cure it. Catching the illness is a simple matter of inhaling vapors that contain the Legionella bacterium. Outdoors, the bacteria survive in water and soil and rarely ever cause infections. But the bacteria multiply in artificial or man-made water systems like cooling towers, air conditioners, etc. Usually, outbreaks occur in large buildings, and many people, especially older ones, smokers, and those having a weak immune system, are more susceptible to it.

Permutrade Can Help Maintain Water Safety

These are the ways in which Permutrade can provide a helping hand in maintaining the water quality in your cooling towers:

- Water Safety Plan team sharing and participation.
- Inspection of cooling towers.
- Deploying emergency disinfection procedures for cooling towers.
- Testing for Legionella contamination and related documentation management.
- Determining the treatment technology to address and supplement the control requirements.
- Assessing the ongoing water maintenance or chemical treatment plan.
- Providing expert solutions and extensive resources that give vast coverage across North America.

Treating Legionella In Water Systems

Harmless, Humble, And Effective... this is the type of technology we use in treating Legionella in water systems. Conducting Legionella risk assessment, developing a plan for prevention of Legionella contamination, and sustaining its effectiveness with appropriate controls is made simple by Permutrade water technologies and solutions.

Stop Legionella Threat In Your Water Systems

Our water treatment solutions are designed to work with present water systems in such a manner that they help:

- Meet exact and definitive needs.
- Adhere to the regulations enforced by the state.
- Pass all Legionella risk assessments.
- Ensure continuous monitoring of the complete plumbing system for Legionella.

Permutrade Comprehensive Legionella Prevention Program

Legionella Risk Assessment And Management Plan – We present you with an all-inclusive summary of all the water systems on your premises and a procedure for keeping all of them free of waterborne pathogens. This includes Legionella. Furthermore, ensuring adherence to the ASHRAE Standard 188-2018, Legionellosis: Risk Management for Building Water Systems and ASHRAE Guideline 12-2020, Minimizing the Risk of Legionellosis Associated with Building Water Systems.

Water Treatment Services To prevent Legionella – Next, we administer the water treatment plan along with the risk assessment. This task is completed with involvement from client staff and includes training, inspection, taking routine water samples, reporting the findings, and undertaking corrective measures to maintain good water quality.

Legionella Emergency Outbreak Response Team – Emergencies can never be completely ruled out. Therefore, if such an eventuality does occur, we respond immediately. First, a complete evaluation of the site is conducted, and thereafter we sanitize the water system at your facility. The sanitization or disinfection includes potable water and cooling tower disinfection services.



Cryptocurrency Consulting

Cryptocurrencies are currently the hottest investments on the market, and for a good reason. If you invested just \$1000 into Bitcoin in 2011, you would have been a billionaire today. The potential returns crush anything achievable in the world of traditional finance. It's not uncommon for investors to hit a 500% or 1000% return on investment. But with rewards come risks, and cryptocurrencies can be fiendishly complex. We've broken down the essentials of crypto investing and how we can help you out.

PermuTrade can help you eliminate the stress and hassle associated with crypto investing. We can guide you through all crypto investing stages, help you identify potential risks, and build a plan with you to mitigate those risks. Lastly, we will help you set realistic goals and identify efficient ways to track your progress.

Cryptocurrency Services Offered by PermuTrade

1. **Crypto Acquisition Services**
2. **Cryptocurrency Storage Services**
3. **Escrow Services**
4. **Coins Recovery Services**
5. **Wallet Recovery Services**

A vibrant digital background featuring the letters 'NFT' in large, glowing neon outlines. The 'N' is blue, the first 'F' is purple, and the 'T' is pink. The background is a complex, dark grid of glowing lines and small, colorful squares in shades of blue, purple, and pink. At the bottom, there are several stylized, colorful triangles in shades of blue, purple, and pink.

NFT

NFT Consulting

Non-fungible tokens recently emerged onto the global arena, with the ability to radically change thousands of businesses. We at Permutrade are here to support you to get on board instantly in this fast paced market.

What To Anticipate From NFTs?

A non-fungible token (NFT) is a one-of-a-kind, non-transferable data unit kept on a blockchain, a digital register type. NFTs use a blockchain system to offer a public certificate of authentication or confirmation of rights, but they leave the core media content open to trading and copying.

Since the non-fungible tokens space altered the paradigm, you produce and handle wealth and assets in a unique and lucrative manner.

The advent of NFTs has demonstrated that establishing an NFT marketplace may generate massive amounts of revenue. As a result, innovators, including yourself, have become capable of creating their unique NFT ecosystem.

NFTs already have a chance to be a long-term fixture in the world of cryptocurrencies.

We at Permutrade provide various NFT Marketplace Development Services for various application scenarios while evaluating the need and market direction. Our NFT Experts build the NFT Marketplace ecosystem while utilizing Artwork, Entertainment, Trademarks, and Catchphrases.

Why NFTs?

High Valued Owing to its Scarcity - Each NFT has its characteristics, making it rare and unchangeable.

NFTs include comprehensive and private data and digital evidence of authenticity that confirms its legitimate qualities.

Inseparable and Easily Exchangeable - The best thing is that NFTs cannot split into smaller chunks thanks to their bespoke protocols, which is the significant difference between cryptocurrencies and NFTs.

NFTs could be effortlessly traded on various platforms using secure peer-to-peer (P2P) interactions.

Safe and Reliable - Since NFTs run on blockchain tools and every transaction works on a decentralized network, they are safe from forgeries and tampers.

No Third-party Verification - Consumers of distributed NFT platforms cannot alter prior ownership information. The authentication method does not involve third-party validation because all data is recorded on the ledger.

Our NFT Development Services

When it comes to providing NFT development services, we are pretty hard to beat. With our versatile NFTs, we cater to an all-inclusive NFT advertising, upkeep, and economic development system.

Creating NFT - We provide a solution for any artifacts you want to develop for digital display. Whether you are juggling your mind to finish the collectible or planning to design a completely new one, we are here to take care of it. Your non-fungible tokens will be designed according to your needs, and we'll be available to assist you through the entire design process, placement and technical assistance along the way.

Developing A Fast Pace NFT Market - Our expert will go a mile further to assist you in creating a fully functional ecosystem in which you can generate maximum profits from your NFTs. Moreover, we provide a sustainable and trustworthy NFT marketplace that offers you a significant business edge in the market. The best part is creating a simple market for both new investors and pros.

Developing NFT Wallet - We leave no stone unturned to make your NFT storage secure and safe. We create a blockchain-based wallet that will let you trade NFTs via a trustworthy decentralized system. Our state-of-the-art security protocols will secure every transfer so that your NFT ecosystem remains safe and sound.

Developing NFT Lending Platform - Non-fungible tokens aid in the evolution of the credit industry's technological and economic structures. Our experts can build a perfectly functional lending infrastructure that will empower NFT holders to lend and trade assets using their tokens as leverage using decentralized applications. Thanks to our rigorous lending standards, you'll be capable of dealing with NFT currency problems more efficiently.



Cloud Computing

Permutrade provides a comprehensive range of business solutions that allow organizations to grow their businesses rapidly. We are a leader in the cloud services arena and stand behind its commitments by assuring exceptional services and technical expertise. Our mission is to help companies manage any data on the Cloud.

Permutrade is recognized for successfully fulfilling various database migration solutions, data management services, and database development for growing businesses across the world.

Our Solutions

Permutrade is determined to support you on your journey by employing the latest and efficient cloud technologies. As a partner of Google Cloud Platform(GCP), Microsoft Azure(AZ), and Amazon Web Services(AWS), we are fully prepared to accelerate your business to the next level and optimize your IT infrastructure. Check out our technology solutions and how we can help you build stable and scalable cloud infrastructures.

Cloud Platforms: Shifting to the Cloud has become a dramatic transformation for many companies today. Having a reliable Cloud infrastructure can help you lessen the time to promote the new apps and features. There is no specific obligation to build and manage a platform for your code.

The decision to migrate to the Cloud is strategic, which gives you the benefits of favorable commerce, scalability, and agility. It all sounds effortless and easy, but the reality is that combining the public and private Cloud and the legacy IT system is very challenging. We can assist you in this uncomfortable journey with our Cloud consulting services.

Data Warehouse: Permutrade can assist you in accessing the data saved in data warehouses, operational data, and dark data using cutting-edge and innovative solutions from Google, Amazon, and Microsoft. With our help, you can instantly turn your business into an entirely data-driven business.

OLTP Databases: The capability and strength of an OLTP database lie in making quick and immediate transactional processing achievable. It promises speed and delivers excellently on it with a response time of milliseconds. At Permutrade, we have the expertise and knowledge to help you get the most out of your Data infrastructure.

Our Core Services

We are specialized in successfully providing modernization and infrastructure management services to businesses across different industries. Our cost-effective plans help companies increase business agility and innovate rapidly. Below are some of our featured services:

1. Infrastructure Management Services: Infrastructure management is all about conducting and managing vital operational components like people, equipment, data, processes, and policies proactively. Its scope is very broad and ranges from desktop to networking. It also includes security, data, storage, and cloud-based services. Infrastructure Management strives to improve the overall effectiveness and bring down costs. Our infrastructure management services include:

- Cloud Infrastructure Management
- Network Management Services
- Infrastructure Support Services

2. Modernization Services: It's essential to keep your IT infrastructure in sync with the times to stay top of your game. You can't be content with what you have because others are remodeling to become even better. A consultant, like Permutrade, with the utmost experience, can help redesign your IT infrastructure using the latest techniques and top-of-the-line tools. Top modernization services include:

- Database Migration
- Cloud Migration
- Data Warehouse Migration
- Database Upgrade

3. Data Management Optimization: Most businesses Manage production applications on older database versions and operating systems. It will entirely degrade the performance of IT infrastructure. Data Management Optimization is upgrading the database and modernizing the infrastructure to enhance the overall performance and minimize operating costs.

Our Approach Towards Data Management Optimization

Experts at Permutrade will monitor your SQL Server, PostgreSQL, MYSQL, and Oracle databases to understand your current data infrastructure. We will review the network bandwidth, software, hardware, memory, disk latency, and CPU usage.

Our team will perform a thorough analysis based on the numbers gathered to compare existing capacity and future state environments using the latest technologies.

We have certified professionals who will provide various options and high-quality data-driven recommendations. It includes virtualizing servers, deploying servers on cloud platforms like AWS, Microsoft Azure, or Google Cloud Platform. We also look into the options of consolidating databases onto larger servers if needed.



Digital Marketing

Digital Marketing is an umbrella term for all the marketing and advertising activities done through online media channels. It helps your business reach out to your target audience, build brand awareness, and generate leads.

PermuTrade provides a wide range of digital marketing solutions that allow companies to grow their top line efficiently.

We are a leader in the digital marketing arena and ensure exceptional and high-quality services. We deliver proper leadership and technical expertise for businesses of all sizes.

Digital Marketing Services

1. Responsive Website Design - We utilize efficient website design processes to build attractive websites that drive leads and conversions. Our web development team builds websites that are customizable and scalable. We are up to date with the latest guidelines and algorithms rolled out by search engines like Google and Bing, and our team will ensure to optimize the whole website for search engines properly.

We tailor our designs to meet complete lead generation requirements for any business. Our expert web designers and developers build a user-friendly website that is responsive on both desktop and mobile devices.

2. Search Engine Optimization (SEO) - Search Engine Optimization or SEO is a process of ranking your website on the first page of Google or Bing for the focus keywords that your prospect would type in search engines. SEO is imperative for any business with a website and is one of the best investments any company can make.

Businesses will receive organic website traffic and leads consistently without spending dollars on advertisements upon successfully implementing SEO campaigns.

It's difficult for any business to execute SEO campaigns without the help of resources such as content writers, web developers, outreach specialists, and SEO managers. Hence, hiring a consultant like Permutrade to manage all your SEO needs in one place is one of the best decisions any business owner can make.

3. Pay Per Click (PPC) Advertising: Pay-per-click (PPC) is a web advertising model in which an advertiser pays publishers such as website owners, search engines, or a network of websites when the ad is clicked. It is used to drive targeted traffic to websites.

Permutrade offers comprehensive Pay Per Click (PPC) advertising on Google's search, display, mobile, and shopping networks. Search engine marketing (SEM) campaigns are considered the most popular form of PPC campaigns as it is remarkably effective for all types of businesses. SEM is an intent-based advertising model where the ad is shown to the user who intends to visit your website as they need the product or service your business offers.

Permutrade also offers remarketing services, another popular and advanced form of PPC campaign where advertisers target users who have already visited your product web pages but didn't make any purchase. All the advertising team members at Permutrade are certified by Google for search, display, mobile, video, and shopping networks.

4. Social Media Marketing (SMM): Most businesses in many industries had widely ignored social Media Marketing in the early days of Facebook and Twitter. However, it has become the most prominent and vital space for businesses to advertise their brand and products in later stages. It is one of the fastest ways to reach out to your target audience and build brand awareness.

Popular Social media channels such as Facebook, Instagram, Tiktok, LinkedIn, and Twitter allow businesses to keep in touch with their prospects and clients. Businesses can keep up-to-date with industry trends with their audiences. It offers an excellent opportunity to connect with the influencers and thought leaders in the industry.

Marketing experts at Permutrade will ensure that your company saves time, money, and resources. Our team will help you build a robust social media strategy and can help you build brand awareness. If you're not fully utilizing social media platforms to generate leads and revenue, you're leaving a ton of money on the table.

5. Live Chat Services: A recent Salesforce study found that 41% of users state that live chat is their preferred support channel in the UK. Live chat tools can give customers real-time interaction, whether used as a customer service tool or as part of the sales journey.

People got used to texting a lot more than speaking over a phone. Online chat software is more comfortable and less stressful for many web visitors than speaking on the phone to a stranger.

It's also easier to communicate via chat as they can interrupt a session and return with the document or reference they need to be sure they'll understand them.

Besides, most customer service chat software features voice calls, screen share, or screenshots sharing options. It makes it an amazingly effective tool for resolving support issues.

For many businesses, it can be a lead-generating machine if implemented correctly. Permutrade helps you set up the live chat software on your website based on your requirements and business objectives.



6. Reputation Management Services: Reputation management is the method of influencing stakeholder perceptions and public conversations about a company and its brands. It includes controlling perceptions and conversations, responding to reputation menaces, and proactively grabbing opportunities to boost reputation.

The brand image of your company majorly depends on what the people are saying about it. Happy customers will have nice things to say and spread a positive message about your business.

Nonetheless, pleasing everyone is not feasible. Those who are not happy with your service will have negative things to say about your organization. A combination of these good and bad reviews builds your reputation. This reputation plays a crucial role in acquiring new customers and increasing sales. Hence, fixing and monitoring your online reputation is very critical.

There are various ways in which Permutrade can help you build your internet reputation. The crucial thing is that we understand local businesses better because we are local as well.

The reputation management team at Permutrade doesn't limit itself to covering and hiding unwanted comments. We strive to turn each negative remark into an opportunity for improvement. Get in touch with our team to get a free digital marketing consultation to grow your business.



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