

**PROFILES OF COMPANIES PARTICIPATING IN**

# **PSEB-P@SHA IT DELEGATION TO THAILAND, MALAYSIA & SINGAPORE**

**16<sup>th</sup> – 25<sup>th</sup> April, 2009**



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## PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

PSEB is an apex body of the Government of Pakistan with the mandate of promoting the Pakistan IT Industry in local and international markets. PSEB has been facilitating the IT industry through a series of projects and programs in infrastructure development, human/intellectual capital development, company capability development, international marketing, promotion of innovation and technologies.

Government incentives to the international outsourcing community include 100% equity ownership, 100% repatriation of capital and dividends, and income tax exemption till 2016. Pakistan has a large talent pool of English speaking cost competitive and skilled IT workforce, large number of internationally certified companies and reliable telecom infrastructure. PSEB works extensively with local and international trade associations, group experts and media to promote Pakistan's IT industry. There are more than 1200 IT companies registered with PSEB which possess expertise in custom software development, ERP, Financial solutions, Mobile Content, Document Management, Enterprise computing and BPO.

All PSEB activities are part of an integrated strategy and action plan whose mission is to attain fast track growth of the Pakistani IT industry from two billion dollars in 2006 to ten billion dollars by 2010 – including global export receipts, domestic IT services, software and hardware.

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## **Pakistan Software Houses Association (P@SHA)**

Pakistan Software Houses Association for IT and ITES (P@SHA) was initiated by a number of software houses in an attempt to create a functional chamber of commerce for the IT industry in Pakistan. Aiming to protect the rights of its members; P@SHA lobbied with the government to initiate policies and create an environment that would attract more firms to join the industry. Over the course of the last fifteen years, P@SHA has broadened its scope to include other IT enabled services companies such as Internet Service Providers, Call Centers etc.

Today over two hundred and fifty companies are active members of P@SHA, thus demonstrating how in the long run P@SHA has achieved its aim to help firms establish themselves providing assistance to help them gain access to potential clients, locally and internationally.

P@SHA acts as a union which speaks on behalf of the industry it represents. Over the years it has dealt with issues that no company could manage single handedly; such as laws and legal issues related to the industry, tax breaks and incentives for organizations and professionals in the IT industry. Sponsored Job fairs are also conducted regularly to help avoid human resource gaps in an ever growing sector.

P@SHA has made consistent efforts to ensure that the right policy frame works are employed for continued growth and development. The Government is also being encouraged to act as a facilitator in creating a certain consistency in growth rates. Efforts to promote Pakistan's IT industry internationally are being channeled through trade and technical delegations sent to all corners of the world.

P@SHA has gained international recognition by having won several awards in the Asia Pacific ICT awards. Pakistani companies are involved in leading edge work, thereby helping the software; services and outsourced industry grow at an enormous pace.

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## **A2Z Creatorz**

A2Z Creatorz – Interactive eSolutions Company is a Leading Web Designing, Web Development and Web Hosting services provider. Our Team is committed to deliver highest quality Website Designing & Development, Corporate Identity, Animation, E-Commerce and Web Hosting Solutions.

The Company is currently operating from its state-of-art head office in Karachi – Pakistan and registered office in Canada. We have formed strategic alliances with the region’s leading IT Solutions companies and formed business development offices in UAE, Kuwait, Bahrain and USA.

Our business and export serving various countries like Canada, USA, UAE, Zambia, Slovenia and MEA. Our services offerings to any Industry around the world and our few products are dedicated for Real Estate Companies and Real Estate Brokerage Houses around the world. We have several Web products online custom CMS Content Management System which is ideally for any website / web portal which required maintenance and frequent updates.

### **Areas of Expertise**

- Website Designing and Development
- Corporate Identity
- Web Hosting and Registration, Animation and Flash Interactive e-Profile
- Graphics Designing
- E-Marketing, Online Streaming

### **Target Industry**

- Telecom & IT Sector
- Media & Advertising Agencies
- Setup Meetings with real estate companies (for direct customer)
- National, Multi Nationals
- SME(s) Government Organizations

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## Digital Prodigy

Digital prodigy (Pvt) Ltd provides software development and related IT services. We are experienced in the international out-sourcing business in fields such as e-commerce, healthcare, mobile development and custom software development. Digital Prodigy is an **ISO 9001:2000** quality certified company. We are also winners **of National ICT Awards 2005 and 2006** making us one of the top performing software development companies in Pakistan.

Digital Prodigy has experience of working in more than 5 countries and we cover diverse range of I.T services for our partners. We have well defined software development lifecycle with high emphasis on quality control. We apply PMI recommended (PMP) project management practices on larger scope projects. Our software development lifecycle is well defined and quality control in applied as an umbrella activity for every project.

### **Expertise**

- E-Commerce
- Mobile Application Development
- Healthcare
- Custom Application Development
- Web and Graphics Design
- Lead management systems
- Business automation

### **Target Industries**

- Telecommunication
- Hospitals
- Real estate
- Automotives
- Dealership networks.

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## FSD Solutions

FSD Solutions provides a complete range of technical, data, and resource outsourcing services including Customized Website Design and Development, Search Engine Optimization (SEO), Technical Resource Outsourcing, IT Staff Augmentation, and Data Processing. FSD Solutions clients are based in U.S.A., Canada, U.K., Australia, and Middle East region.

FSD Solutions was established back in 2005 in Dallas, Texas, U.S.A. It also has offices in Karachi, Pakistan and Bangalore, India. FSD Solutions is Microsoft certified partner for customized Website Development Solutions demonstrating high degree of competence and expertise with Microsoft technologies including certified professionals staff.

FSD Solutions also has Associate Partnership with Sun Microsystems and various other well known industry affiliations including memberships with Pakistan Software Export Board (PSEB) and Pakistan Software Houses Association (P@SHA).

### **Areas of Expertise**

- Customized Website Solutions (Design, Development, E-commerce, Databases)
- IT Staff Augmentation
- Outsourcing (Business Process Outsourcing - BPO, Technical Resource Outsourcing, and Data processing)

### **Target Industry**

- Information and Communication Technologies (ICT)
- Tourism
- Manufacturing
- Consumer Goods
- Education

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## **LumenSoft Technologies (Pvt) Ltd.**

LumenSoft Technologies (Pvt) Ltd. is an information technology consulting company operating since February 2000. LumenSoft provides pre-packaged software solutions for retail industry. Products are available for single location stores and retail chain stores. Services include software installation, user training, after sale support, and product upgrades. LumenSoft also provides retail consultancy regarding industry best practices which maximizes value for investment made by the customers.

LumenSoft solution is being used by diverse retail segments including apparel, footwear, fabrics, cosmetics, toys, pharmacy, grocery, electrical appliances and gift items. This includes single location stores and multi-location chain stores.

**LumenSoft Product – Candela Retail Management System:** Candela is a complete barcode enabled solution for management of retail businesses. It enables the retailer to manage purchases, inventories, and sales. Candela works for single location retail stores and also for retail chain stores. It manages sales and optimizes inventory across multiple outlets of a retail organization. With Candela, Multi-Location retail management becomes an effective and effort-less operation.

Special version of Candela is designed for Apparel and Footwear (F&A) retail businesses. This version has special features to manage assortments and fulfill specific requirement of these segments.

### **Areas of Expertise**

- Retail and wholesale products specialty in apparel and footwear chain stores
- Financial Software
- Custom Application Programming Services (Software Dev.)

### **Target Industry**

- Retail Industry

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## Ovex Technologies

Ovex Technologies was incorporated in January 2003, with a vision to become one of the region's leading companies in providing **business process outsourcing** and **IT solutions**. Today, Ovex stands as the largest third party offshore BPO and Information Technology Solutions provider and the second largest exporter of IT services in Pakistan, serving both domestic and international clients. Owned substantially by En Pointe Technologies, Inc. (NASDAQ: ENPT), Ovex boasts a highly prestigious list of clients.

Ovex Technologies employs over eleven hundred employees currently providing services from eight state-of-the-art facilities in Pakistan's three major cities.

Leveraging our partnerships with industry leading global technology vendors such as **Cisco, IBM, EMC, Microsoft, Dell, Fortinet, Panduit** and so forth, Ovex Technologies, provides a comprehensive set of services to support the design, installation, operation, management, and continuous improvement of IT infrastructures. We are an ISO 9001:2000 certified company.

### **Areas of Expertise:**

- IT/Service Desk Outsourcing: Contact Centers & BPO
- IT Solutions (Infrastructure Solutions, Software Solutions)

### **Target Industries:**

- Telecommunications
- Manufacturing, Retail and Distribution
- Banking & Finance
- Health Care
- Educational Campuses
- Media Entities
- Public Sector

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## EfroTech

EfroTech is at the forefront of delivering tailored Workflow solutions and Web-based applications that enhance productivity for organizations. Enjoying great reputation among its clients, which include many Fortune 500 companies, EfroTech has been a reliable solution provider since 1997.

Our International project exposure spans across four continents, covering 11 countries including USA, Brazil, South Africa and UAE. Our product and services offering includes solutions for Financials, Supply Chain, HR, Manufacturing, Sales and Distribution and bespoke software development for web-based and mobile/handheld applications.

### **Areas of Expertise**

- **ERP** applications for Pharmaceutical manufacturers and distributors
- Desktop and Web-based Financial Accounting applications
- **Biometric** Time, Attendance, Payroll, Travel & Leave Application
- **Workflow** software for all HR processes
- Sales & Distribution Management System

### **Target Industry**

- Banks and Insurance Houses
- FMCG, Pharmaceutical & Confectionery Manufacturers
- Trading & Distribution Companies
- Media and Hospitality

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# TEKenable

TEKenable has been in existence since 2001 and is a specialist software house delivering high-end software and consulting solutions to the Government, Financial and Healthcare sectors. TEKenable has grown substantially in the past number of years and has moved beyond the Irish shores with offices in the United Kingdom and Pakistan as well as Dublin. Our Head Office is located in Dublin 2 where the management team, senior technologists, analysts and design team reside. We have a similar structure in our UK office. Our Asian office is in Islamabad, Pakistan where the majority of our software development teams, test teams and support teams reside. Communication between the three offices and our clients is through a virtual communication channel and a shared development environment (TFS).

Java and Microsoft's .NET Framework are our software platforms of choice in delivering the most up to date business solutions for our clients.

We are a Gold Certified Microsoft Partner and have achieved Microsoft Competencies for Mobility Solutions, ISV/ Software Solutions, Custom Development Solutions and Data Management Solutions. We are also ISO 9001:2000 certified, based upon our best of breed software development methodologies.

## **Areas of Expertise**

- Business solutions
- .NET Software Development
- Java Software Development
- IT Consulting
- Project Management
- IT Outsourcing

## **Target Industry**

- Government sector
- Financial sector
- Healthcare sector
- Manufacturing
- High street retail
- Sport & meat processing

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## **Webiz Media Pvt. Ltd.**

Webiz Media Pvt. Ltd. is specialized service provider of Digital Marketing and dedicated to simplifying the Web for business. It was established in 2006 with highly experienced team having over 10 years in SEO & Web Marketing area of working.

Our business operation office is located in Karachi having more than 15 experienced and dedicated SEO & Web Marketers. Webiz Media is also incorporated and has a registered office in California, USA to provide convenient services to US and Canadian clients. Now many top 500 E-Retailers of the US have partnering with us and benefiting from our specialized services in their revenue generation that is worth over US \$ 2 million annually.

WebizMedia.com is giving the opportunity to online businesses to get expertise to promote their online biz in a fast pace by hiring their own SEO or complete Web marketing department under the supervision of Webiz Media in very affordable cost.

### **Areas of Expertise**

- Complete Web Marketing Services
- Online Business Development & Consultancy
- Search Engine Optimization
- PPC Management (Google, Yahoo & MSN)
- Affiliate Marketing and Management Services
- Outsourcing/Corporate Partnering & Agency Services (for Online Marketing)

### **Target Industry**

- Online Industry
- Online Retailers, Service Providers
- Digital Marketing Networks / Advertising Agencies
- Software Development Companies

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# Cybersoft

Cybersoft is a software applications development company, headquartered in Houston, Texas. The Company was established in 1998 as independent software development firm, supported by an offshore development and technology team, located in Lahore Pakistan.

The Company has both national and international operations, including Software Development Facility in Pakistan. As a group also enjoy technology partnerships with Microsoft.

Our International project exposure covers Pakistan, North and South American Markets. Our Product offerings include solutions for Financials, Customer Relationship Management (CRM), Human Capital Management, Banking, Sales and Telecommunication Solutions and more.

## **Areas of Expertise**

- General Business Productivity Applications
- Financial Softwares
- Custom Application Programming Services (Software Dev. ERP)
- Telecommunication Solutions
- Web and Desktop Application Solutions
- Database design and development services
- Mobile Contents

## **Target Industry**

- Information and Communication Technologies (ICT)
- Telecommunication
- Banks
- Debt Collection Industry
- Manufacturing Industries

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## FiveRivers Technologies

FiveRivers Technologies (FRT) Private (Limited) is a unique Pakistani outfit that has made its mark in a relatively short period of time since its inception in June 2003 – with innovation, excellence and cutting edge solutions. Our focus is on winning our customers' trust and providing the infrastructure and services to create, manage and run dedicated development teams, uniquely tailored to the needs of each customer. In doing so, we leverage the skilled manpower and extremely competitive infrastructure available in Pakistan, for our customers' business benefit.

Having been exposed to the challenges of designing, building and deploying cutting edge applications, FRT' management is acutely aware of the intricacies involved in delivering highly differentiated, on time, on budget software. With extensive exposure to offshore development and strong core competencies in rapid software development methodologies such as Agile, FRT is the ideal partner for projects that can benefit from low cost implementation, cutting edge technologies, highly scalable architecture and tightly coupled project management. With the implementation of ISO:9001 and CMMI level 3 processes underway, FRT promises the best quality standards and the highest level of customer satisfaction to its clientele.

### **Areas of Expertise**

- Custom Software development (ERP, Mobile & Web Applications etc)
- Desktop Virtualization and Management
- IT Consultancy

### **Target Industry**

- Information & Communication Technologies
- Telecommunications
- Banks
- Education

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## Sabri Technologies

Sabri Technologies an ISO 9001:2000 certified growing Pakistan based Software Development Company having offices in Europe and operating since 2004. The company provides high quality software, web designing and development services for customers with a focus on solutions for Telecommunications industry, custom/bespoke Software and Web Application development, maintenance and testing.

The company is recognized for high effectiveness of production processes, excellence of customer relationships and communications as well as high flexibility in resources allocation. In addition to the software and web application development Sabri Technologies also provides quality assurance and supports services for already developed applications.

Sabri technologies is serving leading mobile operators for Revenue maximization and Interconnect solutions since 4 years, the technical resources have carried out work in this domain on certain project outside UK as well. Our web designing and development section is serving Europe, USA, MEA and Pakistan regions for the development of high quality websites, web portals and web applications.

### **Area of Expertise:**

- Software Team Outsourcing
- Application Development
- Web Design & Development
- Telecommunication Software
- Telecommunication Software Testing and Support
- Quality Assurance

### **Target Industry:**

- Information Technology
- Telecommunication
- Software and Web Development
- Corporate Sector

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## AutoSoft Dynamics

AutoSoft Dynamics offers readily available, customizable and cost-effective software solutions and quality consulting services to financial institutions looking forward to either automating their systems processes or enhancing their existing computing facilities. ASD's modular products implement complex transactional workflows that have been developed through 200 man years of deep engagements with the industry and have been further matured through over 1,000 banking site installations.

Our flagship product – AutoBANKER – is a modular based software package supporting all aspects of conventional banking activities with the flexibility to incorporate emerging banking trends and new technologies as they appear on the market. ASD also has a strong portfolio of products catering to the fast-emerging Islamic Banking industry. Islamic banking products are based upon distribution of profits and losses of investments as opposed to interest based computations in conventional banking and require highly specialized processes and transactional workflows that must be compliant with Islamic jurisprudence (Shariah). ASD is one of the first banking software automation companies to develop and deploy a fully Shariah compliant product suite.

In addition to its core banking and Islamic banking products, ASD has developed a line of complementary systems necessary for banking operations including Trade Finance, Treasury Automation, Commercial and Consumer Credit Management, Human Resource Management, Locker Management, Fixed Asset Accounting, Test Key Verification and Generation, Telephone Banking and Web Banking Systems.

### **Area of Expertise**

- Financial Solutions

### **Target Industry**

- Financial Institutions & Banks

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## **Advanced Research Projects and Technologies (Pvt.) Ltd (ARPATECH).**

In the year 2004 Advanced Research Projects and Technologies (Pvt.) Ltd (ARPATECH). was established as a small software house. By the dint of sheer hard work, honesty of purpose, versatility of genius it has become one of the largest software houses serving Back office Operations, Customer support/Contact Center, Network Systems and Operations Center.

The main business line of our company is outsourcing/offshore services in software development, covering topics related to web based solutions (Internet & Intranet data management, Portals), client-server applications, SOA, Web Technologies, Open Source Technologies, Networking Technologies, Methodologies, Standards and Process

Arpatech provides a complete suite of managed IT services to deliver smart and cost effective solutions. With the wide range of services that it offers, Arpatech has helped in the development of companies that were previously slow and timely in their process executions and required a lot of cost incurring for development and Maintenance.

### **Areas of Expertise:**

- Web Technologies
- Open Source Technologies
- Network Technologies
- Back Office Operations
- Customer Support/Contact Center

### **Target Industry:**

- Automobiles
- Insurance
- Banking
- Out Sourcing Services

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## Electronic Solutions Pakistan (Pvt.) Ltd

Electronic Solutions Pakistan (Pvt.) Ltd. [ESOLPK] is a leading software services and product development company, headquartered in Islamabad, Pakistan. ESOLPK has established an impressive list of clients ranging from large enterprises to many mid-tier and start up companies. We adopt a client focus strategy, bringing value to our customers by providing high quality, cost-effective solutions.

ESOLPK is an established organization, well positioned to deliver its services to the US, European and Asian markets. We are an ISO 9001:2000 company compliant with CMMi processes and procedures. We specialize in Decision Support Systems, Management Information Systems, Business Intelligence Systems, e-Business, e-Government, Retail, Healthcare, Resource Management, Supply Chain, and Defense and Military Software.

Electronic Solutions Pakistan (Pvt.) Ltd. operates through four strategic business units (SBUs) — Customer Services (Marketing and PMO), Systems integration, ICT-enabled Services, and IT Education & Training.

### **Areas of Expertise**

- Database Management Software
- General Business Productivity Applications
- Website Design & Development Services
- Customization & Integration of Cross Industry Applications

### **Target Industry**

- Information and Communication Technologies (ICT)
- Aerospace and Defense
- Energy and Utilities
- Travel and Tourism
- Healthcare and Medical
- Industrial Manufacturing

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## **4W Technologies**

4W Technologies started out as a consulting firm in Haworth, NJ in 1996. In 2004, it expanded its operations to Karachi, Pakistan by having its first offshore development center. Right from its inception, we are technology partners with InterSystems and Microsoft.

Our consulting services include the following: Customized Software Development, Information Solutions & Services, Datawarehouse & BI, Outsourcing, Advanced Systems Re-engineering, Data Migration, System Conversion & Re-design.

Our service offerings include solutions for Healthcare, Financials, Human Capital Management, Life Insurance Administration, General Insurance, Banking, and Geographical Information System.

### **Areas of Expertise**

- Customized Business Applications
- Health solutions/applications
- Software Design & Development, ERPs, etc.

### **Target Industry**

- Information and Communication Technologies (ICT)
- Telecommunication
- Banks
- Hospitals/Labs/Pharmacy/Diagnostic Centers
- Oil & Gas

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