

THIS ISSUE: OPERATIONS ACROSS INDIA BUILDING PRESENCE IN KEY SECTORS

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

April 2014 • Issue 04

DRIVING DEVELOPMENT



**MEET THE TEAM THAT ENSURES
FOCUS SOFTNET SOLUTIONS
CONTINUE TO LEAD**

KG GROUP

FOCUS RT BOOSTS
OPERATIONAL EFFICIENCY

VICTORINOX INDIA

PREPARING FOR FUTURE
GROWTH WITH FOCUS i

NEW FEATURES

PRODUCT EXPANSION FOR
CORE SOLUTION RANGE



IN FOCUS: YEMEN

BIG OPPORTUNITIES AHEAD
FOR FOCUS IN YEMEN



FOCUS

Solutions that move business

FOCALPOINT



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A MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome back to the fourth edition of Focal Point. I hope you have enjoyed reading our previous editions.

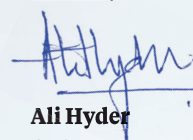
In this issue, you will meet the people behind the scenes, the people who ensure that you receive the latest and most innovative solutions, which are customized to meet your business requirements. It is my pleasure to introduce you to our dynamic and dedicated development team, who live and breathe technology. They are well-versed with all the latest trends and work closely with customers across all verticals to develop niche solutions to cater to every market segment.

In this edition, we bring to you two interesting Focus Softnet success stories with Victorinox India and the KG Group from Qatar. Apart from our newest feature releases, this issue also covers the latest happenings and customer wins for Focus Softnet.

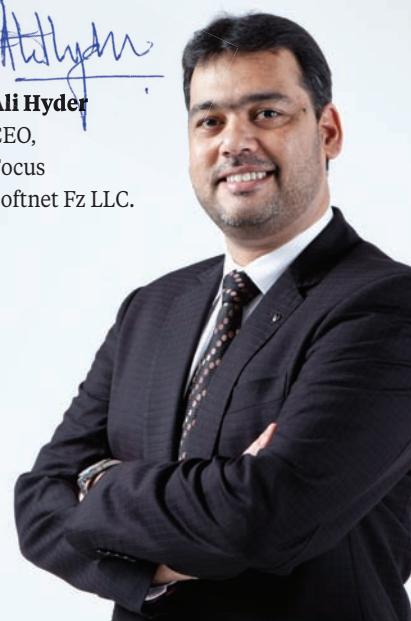
I hope you enjoy reading our latest edition of Focal Point.

We look forward to your valuable feedback always.

Sincerely,


Ali Hyder

CEO,
Focus
Softnet Fz LLC.



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VICTORINOX INDIA DEPLOYS FOCUS TO FUEL FUTURE GROWTH AND EXPANSION

FOCUS SOFTNET SOLUTIONS PROVEN FLEXIBILITY AND CUSTOMISATION WAS KEY TO GROWING WITH THE SUCCESS OF VICTORINOX INDIA'S BUSINESS

Victorinox India is the subsidiary of Victorinox AG Switzerland, the makers of the Original Swiss army Knives. Apart from its famous flagship product — the Swiss Army knife, Victorinox's other products include watches, travel gear, pocket tools, cutlery and chef's knives. The company has product lines that cater to a business and an adventure traveller that include travel accessories, flashlights, sleeping bags and tents.

Victorinox has customised the famous Swiss Army knife for India with the imprint of Qutub Minar and Taj Mahal on the knife handles, which has proved to be a hit amongst the foreign tourists who buy it as souvenirs of their visit. Victorinox also colla-

borated with international cricketer, Yuvraj Singh and his foundation to launch the customized YouWeCan Swiss army knife. The company recently did a soft launch for its new fragrance and fashion business in India and plans to expand its product lines further in the coming years.

"India is a very important market for Victorinox and a huge market for our e-commerce business as well. Apart from expanding our retail presence across the country through 'mom & pop' and modern trade, we have also expanded our online presence, where we are present in all the top online shopping portals in the country. Our operations in India have grown significantly and we have witnessed an encouraging year on year growth so far.



▶ Colonel Chandhoke, COO, Victorinox India.

Our plan for the next few years is to expand our operations, product lines and in turn fuel our growth further to emerge as one of the largest markets for Victorinox globally," says Colonel Chandhoke, COO of Victorinox India.

With its corporate headquarters in Gurgoan (Delhi) and offices and retail shops across fifteen locations, Victorinox India has grown tremendously since it began its India operations in 2004. The company has offices and its retail stores in Delhi, Mumbai, Bangalore, Chennai, Ahmedabad and Hyderabad and plans to increase the number of offices and shops to twenty-five by the end of 2015. Victorinox India began its search for the right ERP solution to fuel its growth further and offer operational efficiency.

"While selecting the ERP solution, we looked into the capability of the application, the capability for the vendor and most importantly the cost of the product. Focus i not only offered us flexibility but was also easily customisable, which allowed us to design our document flows and reports to suit our retail and business needs. When compared to other solutions in the market, Focus scores above umpteen other vendors in the price point range for the features it offered. Also, we were very comfortable with Focus Softnet as they have been a partner since 2004 when we first signed up for Focus 5. Since then, we have upgraded to Focus RT in 2008 and

subsequently to Focus i in 2012. So you can say they have been a part of our growth too," says Chandhoke.

Focus i is a cost-effective solution that combines Focus' highly customizable ERP with business intelligence tools. It is a revolutionary product that enables companies to automate their financial and operational processes and helps them make better decisions by organizing, analyzing and reporting the data they generate. Focus i eliminates the need for a third party BI tool thereby helping the customers save huge costs.

Victorinox was also looking to implement a retail solution with an Online and Offline combination. Focus Softnet provided them the option of an FTP based Sync solution. The company deployed the finance, import, procurement, sales, POS, inventory, accounts receivables and accounts payable modules of the ERP. Focus Softnet also developed some specific modules for Victorinox to include fields such as importing product rates, discount structures and tax components. With Focus i, Victorinox India now have better control on inventory and EOD posting from retail locations for consolidated reporting to headquarters.

"The fact that Focus' team was very proactive and their R & D department had been constantly upgrading their products, worked in their favour especially for organisations like ours where we began small and grew by continuously looking to enhance our business processes and streamline our operations. I would also

"Focus i not only offered us flexibility but was also easily customisable, which allowed us to design our document flows and reports to suit our retail and business needs."

Colonel Chandhoke, COO, Victorinox India.



attribute the customisation of various reports and document flows as a strong differentiating point for Focus vis-a-vis other vendors' solutions at this price range. Under the guidance of Sajid A. Khan, Vice President Operations for Focus Softnet Western India, I have seen the team undergo a lot of change over the years. There is more involvement, more commitment and a more result-oriented approach. We see Focus as one of our very long term and strong business partners," he adds.

Commenting on the implementation, Sajid Khan, says: "Victorinox is a well-known brand worldwide and a big customer reference for us. Their choice of Focus in preference to other ERP vendors is a vote of confidence for us that our solutions are world-class and offer the best ROI. We strive to ensure that our customers realize their business potential by unlocking the information inside their companies to make better-informed decisions."

Victorinox has also deployed Focus' Point of Sales (POS) solution in 2009 which has already been integrated to FocusRT. The company is now looking at upgrading it to Focus i POS from April 2014. ➔



MUMBAI

Mumbai operations reach broad customer base in Western India



Sajid Khan
Vice President,
Focus Softnet Mumbai.

Focus Softnet began operations in Mumbai in 1997 to cater to customers in Western India. The Mumbai office oversees operations in Maharashtra, Gujarat, Madhya Pradesh and Goa. The company has also appointed regional franchisees in Gujarat and Madhya Pradesh and has dealers in Aurangabad, Ahmednagar, Nashik, and Yavatmal to serve businesses in the untapped rural market segment. Focus Softnet Mumbai is led by its regional manager, operations, Naushad Ali under the guidance of Sajid A Khan, as the Vice President.

The Mumbai branch has a strong and dedicated team who manage sales, implementation and customer support and provide excellent service to customers and partners. Focus Softnet Mumbai has seen consistent growth since it began operations and has contributed significantly to the overall growth of the company

Focus Softnet Mumbai counts more than 2,500 diverse and well-known businesses as its customers. Its clientele includes Public limited companies, traders,

distributor, larger manufacturers, SMEs to name some. Some of its prominent customers include Victorinox India, Kamani Oil Mills, Sundaram Multipap Ltd., Jollyboard Ltd. Hasmukhrai & Company (Society Tea), Modern India Ltd, Divya Shipping and Logistics, SM Dyechem, HEM Corporation, Jaipan Industries Ltd and MB Sugar to name a few of them.

“Mumbai is the financial capital of India and a business hub and a very important market for Focus Softnet. Since we opened our office in Mumbai, we have seen tremendous growth from Mumbai and the wider Western region. We have an experienced team of qualified professionals catering to our customers’ needs from across the region. We have also started concentrating on untapped rural markets through dealers and franchisees. I am proud of our Mumbai team as we have achieved quite a lot and this is because of the handwork and commitment of our local team,” says Sajid A. Khan, Vice President of Focus Softnet Mumbai.



DELHI

Focus Softnet Delhi office making an impact in key vertical sectors



Pavan Kumar
Regional Manager, Delhi

Focus Softnet launched its North India operations in 2000 by opening offices in Delhi and the NCR region. Since then, the company has been delivering quality solutions to enterprises and SMBs across the region. Under the leadership of Pavan Kumar, the Regional Manager, and with his innovative and personalized approach, Focus Softnet North India team of fifteen well trained and qualified professionals has catered to over 300 companies by successfully completing the projects to the satisfaction of customers. The team counts a few big names such as Usha Shriram Enterprises, Technip KT India, Salasar Stainless, Willowood Group and Acro Paints amongst its many customers.

Over the last five years, Focus’ North India branch has achieved many high values sales for Focus RT, Focus i, Focus MRP to name a few solutions across the manufac-

turing, trading, retail and education sectors. Focus APIs have been very vital in delivering solutions very specific to individual client needs.

“We foresee a bright future as this region has great potential with a good market demand for changing trends in management solutions. Companies are looking for solutions that meet operational convenience, increase transparency, integrate different departments and help management take quick decisions using the software’s reliable and dynamic reporting. To expand our presence further, we have adopted the franchising model to ensure that we are able to cater to customers in cities and industrial regions such as Meerut, Jaipur, Chandigarh, Himachal and Uttarakhand to name a few. We are very confident that in coming years, Focus - North India will increase its presence and capture more market share in SME sector,” says Pavan Kumar.



BANGALORE

IT savvy Bangalore market proves fertile ground for Focus' solutions



Kishore Kumar Kintali
Vice President, Operations,
Focus Softnet Bangalore

Focus Softnet launched its Bangalore (Bengaluru) operations in 1994 and has grown significantly since then. The local office is currently overseeing the company's operations in the southern states of Karnataka and Kerala. Focus Softnet Bangalore counts over 200 customers and has several references in the retail, distribution and manufacturing segments. The Bangalore (Bengaluru) office has helped the company increase Focus' market share and visibility across Pan India and international markets.

With the changing economic conditions, the potential of the region has grown multi-fold. To cater to this potential, Focus Softnet has announced huge expansion plans for its Bangalore operations in 2014-15 in order to increase sales and support services to customers. The company is moving to a bigger office in Koramangla with customised best-in-class infrastructure. Focus Softnet is also partnering with other solution vendors and channel partners to form an effective consortium to deliver turnkey projects.

The company has already signed up three regional

franchisees and will be adding more by the end of 2014. In order to help organisations that do not have big budgets but need an ERP without delay, Focus Softnet is offering them its software on lease model. The company is planning to offer existing customers special prices on their products if they choose to upgrade to a higher version of their solutions.

"Bangalore is one of the most promising and mature markets in India and due to its diversity and IT acceptance, it is a conducive market to launch our new products. Our local branch has been instrumental in providing inputs in the evolution of our flagship products Focus RT and Focus i. We are investing in expanding our operations and signing up with new franchisees to increase our market share in tier 2 and 3 cities. We are increasing our focus on the Kerala market as it has huge potential for growth. We are confident with our new office in Bangalore, we will be able to offer our customers even better services and local support," says Kishore Kumar Kintali, Vice President, Operations, Focus Softnet Bangalore.



KOLKATA

Kolkata office gives Focus Softnet reach into Eastern India and beyond



Rupam Goswami
Branch Manager,
Focus Softnet Kolkata

As a strategic plan to establish its presence in the Eastern part of India, Focus Softnet opened its Kolkata office in 2010. With the launch of its Kolkata operations, Focus Softnet has been able to harness business opportunities across the Eastern region including Bangladesh. The company has increased its footprint across West Bengal, Bihar, Orissa, Jharkhand and the North Eastern states of the country.

Since its launch, the branch has witnessed a steady growth in customer acquisitions and has beaten competitors to win huge projects such as Madhujayanti International, Ostern, Singh Brother Impex., Green Concretex, Glamour World Ayurvedic Company, Ladhuram Toshniwal & Sons, Pascal Switchcare, Shalimar Works and Propello Innovation to name some.

Headed by Rupam Goswami, its Branch Manager and under the able guidance of its EVP - Anil Kumar Puthin, Focus Kolkata office is geared for expansion of its business and contributed significantly to the phenomenal growth of the company.

"Despite a slow moving economy in the region, where other vendors are finding it tough to survive, our Kolkata operations has grown steadily with our team working very hard to increase our market share and reach across the Eastern region. We have plans to expand our business further by appointing franchisees and dealers in smaller cities. We are confident that Focus Kolkata is all set to conquer the territories nearby by building strategic alliances for the same," says Rupam Goswami.



In Focus: The Team Behind The Scenes

MEET THE PEOPLE WHO ENSURE THAT
FOCUS' SOLUTIONS ARE INNOVATIVE, BEST-
OF-BREED AND CUSTOMISABLE

Focus Softnet has a rich history of innovation, growth and global expansion with an extensive worldwide network of 26 offices spread across 16 countries. The company was initially known for its accounting software. In 1998, the company introduced its first

ERP, which included MIS and other modules, and since then the company has invested significantly in R&D to ensure that the products it develops are feature-rich and based on state-of-the-art technologies.

The hallmark of Focus' growth story is its zeal and ability to keep itself technologically ahead so as



► Syed Mohammed Rasheed - EVP of Focus Softnet's Development Division.

to provide its customers the best. Be it the first to develop a GUI-based ERP application on DOS, or among the very first in providing a built-in report writer or integrating BI tools with the ERP, Focus has always been way ahead of its competitors.

Leading by example

R & D is a very important part of Focus Softnet's DNA, where it is constantly developing new modules and solutions after gathering customer feedback. The development team is led by Syed Mohammed Rasheed, EVP of the Development division, who oversees all areas of the company's day-to-day development operations. He has been a part of the company since inception and with his diverse experience and his vision for innovation and new markets, Rasheed has succeeded in spearheading many projects making Focus Softnet a world-class software solutions provider. Through his strong leadership and vision, Rasheed has empowered the teams to extend the boundaries in software development and equip themselves technically and functionally for global change. His influential leadership sets the vision, strategy and overall direction for all the development teams on applications, services and solutions. Under his guidance, the team has grown into a formidable one packed with talent and experience.

"Focus aims to deliver the best business management applications based on advanced technologies and integration expertise with faster return on investment to the businesses worldwide," says Rasheed.

"Focus aims to deliver the best business management applications based on advanced technologies and integration expertise with faster return on investment to the business worldwide."

Syed Mohammed Rasheed
EVP of development, Focus Softnet.

The Development Team

Focus Softnet's development team consists of highly skilled architects, project managers, software programmers, quality assurance managers and functional experts who are focused on delivering state-of-the-art technical solutions to clients on various upcoming technologies as well as legacy systems with third-party integration capabilities. This team ensures that the products, projects and service which Focus delivers are par excellence.

FOCUS ON DIVISIONS

Java Division

The Java division of Focus Softnet develops Focus CRM and mobile apps as well as customised apps for several different customers.

The Java platforms used for software development are J2EE technologies, HTML5, CSS and frameworks such as Struts, Spring MVC, GWT and JSF. The Focus products developed under this domain are as follows:

- Focus CRM using J2EE technologies, HTML5, CSS and frameworks like Struts, Spring MVC and Velocity.
- Focus on Web using J2EE technologies, HTML5, CSS, JNI and frameworks like Struts, Spring MVC.
- Streamline, Travelsoft and ESS using J2EE technologies, HTML5, CSS, Java Swing, Spring, Servlets and Spring MVC.

Based on the Java-based products mentioned above, the development team has delivered various projects. A few have been highlighted here, namely:

- Student management software for India's prime

"Java can support dynamic business challenges. Developers live in an increasingly polyglot world where multiple languages are employed to solve problems."

Pogula Srikanth
AVP, Focus Softnet



▶ Pogula Srikanth - AVP.

management training institute TIME using HTML5, CSS, Struts and Spring.

- Customer loyalty program for Royal Images Direct marketing (new Edenred) and Jagadamba Pearls using Java Swing, Servlets, Spring MVC and Focus API.
- Smartcar Rental for Smart Cab Singapore and Prime Taxi.

The architecture is crucial for the platform's long-term vitality, because computer programming languages typically have short life spans. Hence, Java facilitates integration explains Pogula Srikanth, AVP of Focus Softnet.

The reasons why the customers insist on product development in Java include major factors such as:

- Proven, flexible, scalable and open
- Nine million+ Java developers worldwide
- #1 Choice for developers
- #1 Development platform
- Five of the top OEMs ship Java ME
- Three billion Mobile phones run Java
- Five billion Java Cards in use



▶ Mavoori Vinay Kumar, AVP

- #1 Mobile platform Android and BlackBerry developed using Java.

Srikanth is a determined software architect with a passion for developing intuitive software applications. He currently heads the Java teams for mobile applications. His command over J2EE coupled with his inventive vision motivated him to nurture a team of highly talented individuals for development in Web, Android and iOS platforms.

"Java can support dynamic business challenges. Developers live in an increasingly polyglot world where multiple languages are employed to solve problems. Learning to leverage new languages effectively helps you determine when this approach is appropriate. Even if you don't leave Java, it will gradually incorporate features from next-generation JVM languages. Looking at them now gives you a sneak peak at the future of the Java language," explains Srikanth.

Mavoori Vinay Kumar, AVP, leads the project managers and teams towards achieving the company's goals. Apart from designing technical solutions as an exuberant archi-

development team



► Mir Mahmood Ali Khan - Project Manager



► Javed Hasnain - Project Manager.



► Chintala Vengal Rao - Project Manager.

tect, Vinay's prodigious skill in J2EE development makes him a mentor for many programmers working at the Focus Development Center.

"The original engineers of Java technology made a brilliant decision to separate the language from the runtime, ultimately enabling more than 200 languages to run on the Java platform. So any future frameworks coming in Java can be easily integrated with our products and projects," says Kumar.

Focus uses Android, iOS, J2ME, PhoneGAP and Blackberry mobile technologies for its mobile apps development. The company has developed several apps including Focus on Mobile (Android), Focus on Mobile (Blackberry) and Restaurant POS (Android and iOS).

The mobile apps development team has successfully delivered many successful projects including those listed below:

- Customer Self Service app on Android, iOS and BlackBerry for Al Ain Holding (Abu Dhabi) and Service Engineer Android app for Al Ain Holding (Abu Dhabi)
- Order management Android app for Ninja group of Companies

(Dubai) and Inventory management Android app for Caesarstone (Singapore).

The future of computing is mobile as almost one in every five people owns a smartphone summing up to 1.4 billion till the end of 2013. Android, a product of Google and owned by the Open Handset Alliance Group, has become a need rather than luxury these days, and its popularity has increased rapidly. iOS is faster and fluidic to most users. Apple prioritizes the user interface over just about everything else so no matter how slow a device runs you rarely feel any lag.

"The reason why the customers insist on product development in Android, iOS, J2ME, PhoneGAP and BlackBerry is that the organisations want to engage customers and clients, retain them, learn more about them and sell to them. Hence they need to plan a cohesive and agile mobile strategy that will prepare them for the years ahead. Mobile is the enabling centerpiece of digital convergence. Mobile is also the digital gateway for the real world to join in this global meta-

"Organisations need to plan a cohesive and agile mobile strategy that will prepare them for the years ahead."

Mavoori Vinay Kumar
AVP, Focus Softnet.

morphosis of human behavior," Kumar adds.

With the vision to help businesses move from corrective to pre-emptive strategic decisions, Focus Softnet believes in providing intelligent data to the most important people of the organisation.

M POS: It is a customer centric mobile app which helps the customer to place and track orders on the go.

M VAN Sales: It is an ERP-based mobile app with all the ERP activities available on the hand held device.

M Café: It is a waiter-centric mobile app which helps him take down the orders and inform the kitchens about it.

M HIS: It is a hospital-centric mobile app which includes features like Patient Registration, Billing and Insurance among many other features.

.NET Division

This division focuses on developing solutions on a .NET development platform, which

gives developers a wide scope to maneuver their skills to develop credible solutions.

“There is an ever-increasing demand for .NET customisation from our customers as it can be customised to a large extent. Customers insist on using this platform as the solutions built on it are highly secure, flexible and dynamic. .NET development is usually preferred for creating large, complex and heterogeneous solutions,” says Mir Mahmood Ali Khan, project manager for the .NET team.

.NET customisation allows the users to build applications as per their needs and requirements thus enhancing their returns, says the Focus .NET team.

Being a Windows-operated system, it is now trying to replicate its success by incubating dynamic Web applications. Microsoft has launched a new framework Web API which is a combination of ASP .NET, MVC and WCF. With the launch of .NET for Windows phone it has tactically utilised the .NET technology for the mobile division. Some of Focus Softnet’s .NET based products are Focus MRP, Focus WMS, Focus POS, Focus AIM and Payroll.

The .NET team consists of key

Project Managers Mir Mahmood Ali Khan, Javed Hasnain and Chintala Vengal Rao. Mahmood manages .NET projects with his unique strategies and can be credited with outstanding contribution to some of the products and modules.

Javed Hasnain has contributed to the development of a few of Focus’ flagship products such as Focus i, Focus API, Production Module in MRP and some major projects. Chintala Vengal Rao is passionate about creating products that can solve the most complex business challenges and works on one of the most important products of Focus Payroll. These key managers have tremendous experience and have been a part of Focus’ success over the years.

Testing & QA Division

Quality is a priority for Focus Softnet. The company ensures that every software program is thoroughly tested by various teams using different testing methodologies, which helps them identify even the smallest issues that they can address to make the product perfect.

Some of the most common testing methods followed by Focus’ experts include load and performance tes-



► Avula Venkata Rao, Test Manager and head of QA & Testing Department, Focus Softnet.

ting, ergonomics testing, stress and volume testing, compatibility and migration testing, data conversion testing, security/penetration testing, operational readiness testing, installation testing and security testing (application security, network security, and system security). However, the testing is not only limited to the type of system that is being developed but also to benchmark, regression, black box, conformance, stress and endurance testing standards.

“We ensure that even the smallest feature developed at the Focus labs meets global standards thus setting the bar very high,” comments Avula Venkata Rao, the Test Manager and head of the QA and testing department.

Rao is a precisionist in quality. His experienced team ensures that every functionality and usability of the developed products is thoroughly tested before deployment by implementing the most critical testing methodologies and applying rigorous standards. 🚀

“We ensure that even the smallest feature developed at the Focus labs meets global standards thus setting the bar very high.”

Avula Venkata Rao
Test manager and head of QA and testing department.

FOCUS ON FEATURES

TAKING A CLOSER LOOK AT THE LATEST ENHANCEMENTS AND IMPROVEMENTS TO FOCUS SOFTNET'S SOLUTIONS PORTFOLIO

FOCUSCRM

FOCUSeRMS

FOCUSPOS

FOCUSi

CRM

Outlook email synchronization

Focus CRM Plug-In for Microsoft Outlook integration helps you sync contacts, activities and Calendar. Now it also syncs the email from your outlook into CRM against that particular contact.

Print Layout designer

Print layout designer on a web application wherein you can design multiple print layouts for any module.

Product Restrictions

Roles can be restricted to specific products. The user of a role will have access to opportunities and other records of only those specific products restricted in his role.

Search module records by image

All the images related to any module can be easily browsed and searched. All attached images in that master can be browsed as thumbnails.

Attach related modules by extra fields

Related modules can be tagged against any module by customizing a master type field in that module. Related modules are the modules which are related to a main module

Activities against Custom modules

Users can customize activities notes and emails against the custom modules in the detail view of that module.

Auto-assign support call based on Category

Support calls can be auto-assigned to a particular executive depending on the category of the support call.

e-RMS

Transfer table

Transfer table option allows waiter to transfer all the items to other table after taking order.

Split Bill by Quantity

Split bill feature allows waiter to split the bill in between the Paxs based on product or quantity

Reports

Easy access of daily sales and waiter wise reports etc .through function buttons provided in the main screen customization. When user customizes those buttons in main screen he can easily access the reports from frontend.

Section wise pricing

Restaurants comprising different sections i.e. Family section, General section, Ac/Non-Ac. Allows user to define the prices for items in the price book based on the sections.

Section wise restrictions

Restricts the waiters from accessing other section tables.

POS

Member search using mobile number

Allows waiter to filter details and search customer using mobile number

Alias Printing

Product alias will be printed on the bill receipt irrespective of language

Option to select Print Format

This feature provides option to select the user desired print format at the time of bill

settlement.

Do not print in bill

If this option is selected for product the concerned product will not print in bill.

Batch wise schemes

User can define a scheme for the batches which are near to expire, here user will select number of days Ex: 10 days and can define discounts on those batches which will expire in 10 days.

Focus i

Temporary blocking of deliveries

New feature is added to stop the deliveries and invoice for the customers whose payment is overdue.

Enhanced email feature

Select MS Outlook as the mail client for sending mails from any document/report. The document sent as PDF are encrypted with a password, which can be opened using customer code. You can pre-define 'subject/ title' of the email and can pre-define multiple recipients on CC.

Print document without saving

Now Focus i allows user to take print without saving the document.

Microsoft Excel Integration

You can attach MS Excel report files in focus7 menu.

Carry Forwarding of Pending link documents

New feature added in Focus i. Pending Links documents now can be carried forward till seventh year.

QATAR'S AL KHAYARIN GROUP DEPLOYS FOCUS RT FOR OPERATIONAL *EFFICIENCY*

QATAR'S AL-KHAYARIN GROUP HAS DEPLOYED FOCUS RT TO HELP INTEGRATE BUSINESS ACROSS ITS LARGE NUMBER OF SUBSIDIARY COMPANIES AND TO INCREASE VISIBILITY INTO BUSINESS PROCESSES AND PERFORMANCE

Founded in 2001, Al-Khayarin Group Trading & Contracting (KG Group) has grown and established itself as one of the most reputed businesses in Qatar. The mainstream company provides world-class construction and construction related services across a diversified range of industries and sectors. KG Group's construction expertise, project approach and value engineering ability are the fundamental principles providing its customers with significant cost savings.

In addition, the Group's sister concern companies provide interior fit out work, travel & tourism services, trading of electrical items, manufacturing of electrical panels and electrical conduits and various plastic products.

KG Group's approach is to extend fast-tracked construction by investing in modern business practices, new management techniques and building structurally strong set-ups. The focus of the Group has been to build its reputation of being a reliable bu-

siness entity, which delivers quality with innovation giving customers complete satisfaction and value for their money.

Through the use of innovative and progressive technology combined with its strong expertise, excellence and high-caliber work, KG Group aims to become one of the leading players in Qatar's development and growth. With a solid client focus and hands-on approach, the company has successfully undertaken and completed a wide range of projects including high-rise office/residen-



tial towers, commercial buildings, industrial workshops, residential villas and compounds, schools and showrooms etc. across Qatar.

“At KG Group, we believe in reliability, integrity, professionalism, total quality management, teamwork and showing respect to our clients and associates. Our adherence to the real values of life has been the driving force for our company’s recognition not only in the construction industry but also in the society. The success story of KG Group is based on our professional approach and well integrated management system, duly supported by qualified staff which has led the company to become the market leader within a short span of time,” said Eng. Dr. Zayed Mansoor Ghanim Saif Al Khayarin, Chairman of the KG Group

Al Khayarin Group of Companies has diverse business subsidiaries, which includes Al Khayarin Interiors, Al Khayarin Electrical Trading, Al Khayarin Switchgear Factory, Al Khayarin Plastic Factory and Al Khayarin Travel & Tours. Prior to deploying Focus RT, these group companies were using diffe-



► Eng. Muhammad Idrees Anwar, CEO, KG Group.

rent software solutions from different vendors.

“Each of our group companies had its own reporting format and could not be integrated or synchronized with data from the other subsidiaries. This created a lot of data entry work, which was restricted to available screens only. The individual software solutions could not be customized or integrated and the group companies could not get immediate information on stocks, revenues or manpower. Also job ro-

tation from one company to the other was difficult as the employee would have to learn and get acquainted with the software in the other company,” says Eng. Muhammad Idrees Anwar, CEO, KG Group.

In order to realize its goals for growth, KG Group felt a need to implement a centralised ERP system that would integrate its data across all business units and aid in quick processing of information, both internally and externally.

“Our endeavor is to become the best Group of Companies in Qatar in the coming years. To support our aggressive growth plans, we were looking for a reliable ERP solution that could take care of all areas of our business processes apart from offering us stability, scalability and speed,” Anwar said.

“We chose Focus RT as it was easy to implement and integrate with our systems and very flexible in terms of functionality and scalability that we needed. Focus RT was also highly customisable, competitively priced and best equipped to address change management and future developments at the KG Group. We were highly impressed with the flexibility and simplicity the solution provided as well as the speed at which the Focus team worked. Having local support and development capability was another key differentiator that helped us choose Focus over other vendors,” Anwar commented.

Focus RT is a real time ERP solution that seamlessly integrates all facets of the business, including planning, manufacturing, finance, sales, marketing and HR. Completely modular and scalable, the software



► Eng. Dr. Zayed Mansoor Ghanim Saif Al Khayarin, Chairman, KG Group

“At KG Group, we believe in reliability, integrity, professionalism, total quality management, teamwork and showing respect to our clients and associates.”

Eng. Dr. Zayed Mansoor Ghanim Saif Al Khayarin,
Chairman, KG Group

case study / KG Group



► KG Group has many activities in areas such as plastics, in addition to its core construction business.

helps increase productivity and reduces costs thus enabling increased efficiency and effectiveness. Focus RT is perhaps the only ERP solution that passes on the reins, tools and know-how of addressing change to the user. The solution offers an in-built Report Designer and the facility to attach External Report Writers and Applications as well as an advanced Voucher Wizard and Document Setup Guide that allows authorized users to create or modify any number and type of vouchers, helping to align them into any desired workflow.

Focus RT has been assisting KG Group's subsidiary companies integrate and operate efficiently as well as providing real-time updates on its operations. The software has the capability to run from remote locations on a centralized database. A VPN was deployed, which was not only very fast but was also economical as an intranet.

"After deploying Focus RT, we were able to check our stocks on various locations separately and independently and are now able to maintain rationale stock position in order to avoid over-stocking or

stock outs. We have designed extra reports for our daily need in addition to Focus provided reports. Furthermore, our users are also able to design and develop their own reports easily and without any backend programming experience. All our employees are familiar with the software interface and hence job rotation and inter-company transfer has also become easy as they don't need any extra training. So user resistance to new assignments is much minimized," said Anwar.

With Focus RT, all the companies within the KG Group now operate the same software from a single location through VPN that enables the head office management to directly access the reports of all the companies. The company was also able to generate reports in a uniform format and hence was able to save on time taken to analyze these reports and in turn make quick decisions. The reports and data entry screens have been developed according to the business and user needs and all the modules of Focus RT are integrated so there is no data redundancy and users are having more time for their other job assignments.

"We are happy that the KG Group has chosen Focus to play an instrumental role in their huge and progressive vision for the future and that by itself is a much coveted honor. It is also a vote of confidence that our ERP solution is truly world class and offers the best return on investment. We are confident that the KG Group will be satisfied with Focus RT and will become one of our strongest references in Qatar," added Juzer M. Branch Manager, Focus Softnet. 🚀

"We chose Focus RT as it was easy to implement and integrate with our systems and very flexible in terms of functionality and scalability that we needed."

Eng. Muhammad Idrees Anwar,
CEO, KG Group.



► Focus RT has helped KG Group to integrate operations across subsidiary companies.

Focus Softnet in YEMEN

FOCUS SOFTNET YEMEN COUNTS SOME OF THE LEADING COMPANIES IN YEMEN AMONG ITS MANY CUSTOMERS IN THIS CHALLENGING MARKET

Despite its political and economic challenges, Yemen still attracts huge investments and is a land of many business opportunities. Apart from its geographical location at the south western tip of the Arabian Peninsula, Yemen also enjoys vast coastal land spanning 2,000kms on the Red Sea, the Gulf of Aden, the Arabian Sea and the Indian Ocean. The country's strategic location and vast resources makes it an attractive destination for business and trade.

Focus Softnet opened its Yemen office in 2004 to expand its business across the country and to ensure that its customers

received local support. Focus'Yemen branch offers customers services such as installation, systems implementation and training to help customers get the maximum benefits from their Focus' solutions as well as to keep them updated on the latest global developments in technology.

The Yemen office reports to Focus' UAE head office that provides the local team support by way of technical and managerial expertise. With a qualified team of sales and technical support professionals, Focus Yemen has the domain and technical expertise to sell, implement and support its local customers. The Yemen team is led by

Ms. Mudeerah S. Al Sayyad, Branch Manager.

Focus Yemen has customers across verticals for its enterprise and accounting solutions such as Focus i, Focus RT, Focus CRM, Focus MRP, Focus HMS, Focus POS to name some.

Focus Yemen can count some of the largest companies and organizations in Yemen such as Total E & P Yemen, MTN Telecom, Cooperative and Agricultural Credit Bank, Al Rowaishan Motors, Small and Micro enterprise development agency and MAM International amongst its many clients in the country.



“Over the last couple of years, Yemen has been on a growth path. Despite challenging conditions, the country has seen an increase in investments. We see a huge opportunity for growth in this country and the sales of our solutions have definitely been growing. We have some of the biggest companies here as our customers and are proud at what we have achieved so far. We will continue to work hard to enhance our solutions and services and in turn manage our customers' expectations. We look forward to expanding our presence from Sanaa to Aden and other parts of the country by through a strong dealer network.”

Mudeerah S. Al Sayyad
Branch Manager, Focus Softnet Yemen.