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FOCALPOINT

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A MESSAGE FROM THE CEO

Dear Customers and Partners

Welcome to the third edition of Focal Point. Hope this year has begun well for all of you.

We closed 2013 with a bang with significant growth and this would not have been possible without your continued support. We thank you for placing your trust in us. We have some exciting announcements lined up for 2014 and will continue to invest in R & D, training, new offices and extensive channel initiatives and enablement programs.

In this edition of Focal Point, we plan to take you on a tour to meet Focus' development team and place the spotlight on our operations in India, Qatar and Bahrain. We feature two success stories with RMD and Gulf University for our MRP and Focus AIMS implementations respectively.

Apart from opening our latest office in Australia, we are also expanding our operations through franchise marketing and our Channel partner model that we have introduced last year. I hope you enjoy reading our latest edition of Focal Point, and we do look forward to your feedback on this issue.

Best wishes from all of us at Focus Softnet for a successful 2014!

Sincerely,
Ali Hyder
CEO,
Focus Softnet Fz LLC.

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JRD International Enhance Business Processes With Focus i

JRD INTERNATIONAL'S RMD BOARDS DIVISION DEPLOYS FOCUS I TO INCREASE EFFCIENCY AND MANAGE ALL AREAS OF ITS BUSINESS

JRD International,a Dubai-based diversified conglomerate,established in 2000 with the latest plastic processing technology, is a leader in rigid plastic packaging, providing solutions to a wide range of industry sectors including dairy, beverage and poultry products. The company recently diversified into manufacturing innovative plastic composite panels used in construction, with the foundation of RMD Boards. JRD International invested Dh450-million in a state-of-the-art production facility built on a 40,000sqm plot of land within the Jebel Ali Free Zone (JAFZA). The plant manufactures unique high quality composite polypropylene boards.

Anupam Lunavat, MD & Founder of JRD International and RMD Boards explained: "RMD Boards is the result of our hard work and efforts in research, development and testing, using the most advanced engineering and scientific processes. Our company believes in innovation and we have partnered with the latest generation technology providers to manufacture a technologically challenging and innovative material solution in such a way that any industry sector can use it."

Among the company's products are site fencing & shuttering board for construction sector, wall panels, wall coverings, false ceilings, and flooring for interior decoration.

The company recently won the prestigious GPCA PlastCon 2013 Award for "Excellence and Ideas in Plastic Innovation — Building and Construction sector" for their RMD Boards, which is imagineered next generation

material for use in construction and interiors.

RMD Boards has huge expansion plans in the pipeline where it plans invest Dh1.5-billion to set up seven plants in Brazil, Russia, India, China, Turkey and North America with approximately 85 production lines — for manufacturing these composite boards. With this ambitious expansion plan, the company aims to reach global production of half a million tonnes per annum by 2019.

To streamline its operations and to help business scalability, the company was looking to deploy an ERP solution that would also cover its manufacturing processes and aid its future growth plans. After evaluating solutions from different vendors, RMD decided to implement Focus i, Focus Softnet's highly customisable ERP with business intelligence tools, as it was not only feature-rich and cost-effective but also easy to use.

"Apart from the features of Focus i and its competitive price vis-a-vis other solutions, another major deciding factor was that our parent company, JRD International, was already using it successfully and were happy with the strong support and service they have been receiving from the Focus team. JRD was able to enhance its business processes and achieve operational efficiency with Focus i. We were impressed by the simplicity, flexibility and the scalability that Focus i offered. The software was so easy to use that we saved on expensive training for our staff and our team could extract data in their required formats without any help from IT," said Sagar Varma, President of JRD International.

The implementation went live in 2012 with Focus i taking care of

▶ "RMD Boards uses innovative technology in all processes," says Lunavat

"Our company believes in innovation and we have partnered with the latest generation technology providers to manufacture a technologically challenging and innovative material solution."

Anupam Lunavat,
MD & Founder of JRD International and RMD Boards

all areas of RMD's business from sales, purchase to finance. The company has also deployed the MRP module.

"In our business, it is tough to efficiently manage the supply chain due to uncertainties in demand and supply. We wanted to ensure smooth operations with our business partners and Focus i was able to support our entire supply chain management operations including manufacturing and finance. Focus' MRP module has further supported us to derive the master schedule from forecasting to the sales order and both," he added.

Focus' master schedule is the foundation of RMD's operations with the MRP taking care of all the orders and scheduling of the inventory (raw materials, components, consumables etc). Another big advantage of the Focus MRP solution was that it analysed and planned RMD's future needs for all dependent demand items.

1.5bn
AED planned investment by RMD Boards

"The solution made it easier for us to put together the production schedule thus helping us save on huge costs that we had to spend on labour earlier," Varma commented.

After implementing the Focus MRP system, RMD was able to derive a wide range of information that could be used by the planning and management teams of the factory operations. These outputs include order release process from the placement of orders of raw material, to customer delivery and valuable feedback from the customers.

"The MRP has reduced our staff's workload and helped in operational efficiency. We are now able to bring advance planning in our procurement, production and distribution operations. The system has helped control our inventory levels by reducing costs of working capital investment in raw materials, work-in-progress (WIP) and the finished ▶

▶ "Focus i's features, cost and usability stood out," says Sagar.

▶ "RMD Boards is expanding its manufacturing capabilities.

goods. It has also improved customer service by reducing late orders and has created higher levels of productivity, strict quality check and helped us to respond to changes in demand much quicker," Varma added.

Overall, RMD increased operational efficiency with reliable accurate and timely reports, which helped in better decisions. The company also had better control of costs and financials.

"We are happy with Focus i as it is highly customisable, user-friendly and has made our business processes simple, where it is easier to get real-time data to make faster decisions. Through Focus i, we get an insight of where we stand in terms of our material and inventory. With the implementation of Focus MRP, we will also be able maintain quality controls throughout the manufacturing process," said Harshal Dewoolkar, Head of IT.

"JRD group is very important and

valued client for us and we are proud to be associated with the company that strongly believes in market innovation and meeting the ever-changing needs of its customers. Our relationship with the group began in 2008 when we deployed Focus RT for the company. They have now extended this relationship by awarding us the contract for RMD Boards as well," commented Nisith Naik, Regional CEO of Focus Softnet.

"The implementation was a challenge as we had to map their manufacturing and quality process as well as incorporate their continuous R&D and innovative efforts of upgrading plant operations while delivering the solutions, which we met to the client's satisfaction. We are honoured to be a part of this company's growth and success story under the leadership of Sagar Verma and look forward to being an integral part of their global

"The software was so easy to use that we saved on expensive training for our staff and our team could extract data in their required formats without any help from IT."

Sagar Varma,
President of JRD
International

expansion plans. RMD's choice of Focus i over other solutions is an achievement for us and a testimony that our solutions are best-in-class and offer the best return on investment ratios in the IT industry," Naik said.

As part of its future plans, RMD plans to create mobile apps for its sales team, who can actually show customers all their products and possibly take orders on the mobile phone, which in turn can be directly integrated into Focus i. With this mobile app, they will actually be able to assure deliveries on time, commitments on time, rather than manually doing the job of coming and re-punching the orders. As the next step, the company is also looking at integrating handheld devices and bar-coding devices with Focus i.

Focus Softnet's India software development team.

Focus On India

BUILDING ON ITS STRONG BASE IN INDIA, FOCUS SOFTNET HAS BECOME ONE OF THE LEADERS IN THE COUNTRY'S WORLD-BEATING IT SECTOR

Focus Softnet was conceptualised in 1991 and opened its first office in Hyderabad in 1992, which is also its head office and development centre. Focus is one of the very few IT companies in India that had laid its foundation in the early 90's when the software industry was just taking off globally. Since its inception, the company has developed innovative and user friendly technology products that have gained a strong and committed customer base worldwide. Today,Focus Softnet along with a few other companies, stands at the pinnacle of pioneering the IT advancement in India across various domains.

Focus Softnet subsequently expanded its operations by opening offices in Chennai and Bangalore in 1994 to cater to South India. After consolidating its position in the south,Focus Softnet opened its office in Mumbai in 1999 followed by Delhi in 2005 and a branch in Kolkata in 2010 thus having a presence in all major metros of the country. To cater to customers in tier 2 and tier 2 cities, Focus Softnet introduced the franchise model in 2011 under the leadership of Faisal M.R. Vice President — Business development. Today, the company has more than 40 franchisees across India.

"The Indian market is promising and challenging with second generation business entrepreneurs getting involved in SME's, where they are keen to adapt global industry best practices. They are looking for technologies that will help transform their business and deploying a cost-effective feature-rich ERP solution is the top priority. This is where Focus comes in with our latest and most innovative solutions which can be deployed in the shortest time and can work on a lower bandwidth thereby allowing SME's a better ROI. Our India team is fully equipped with the required skill sets to ensure the best service and support to our customers. We are also helping our channel partners and franchisees by training and enabling them," explains Irfan S.A.Q., RCEO, India and SAARC at Focus Softnet India.

Focus' highly qualified team of professionals has served more than 10,000 customers across the country under the leadership of Irfan, who has played a pivotal role in the growth and expansion of Indian operations. The regional operations are managed by Anil Kumar Putin, Executive Vice President, Andhra Pradesh and East & West India; Sajid Ayub Khan, Vice President, Eastern India; Salman Rizvi, Assistant Vice President, Karnataka; Pavan Kumar, Regional Manager, North India, and Rupam Goswami, Branch Manager, Western India.

Speaking on their India operations, Anil Kumar Putin, Focus' Executive Vice President for India, says: "India is one of the fastest growing enterprise software markets. ERP and CRM solutions are playing a major role in growth of the SMB sector. Despite the challenging economic conditions, the ERP market is expected to grow at a faster pace in India. One of the key factors contributing to this growth is the increasing demand of ERP by SMBs. The ERP software market in India has also been witnessing the growing adoption of SaaS-based solutions especially in ERP and CRM segments."

10,000
customers served across India

"Focus Softnet has been ahead of the curve by offering customersthe latest solutions with improved functionality and rich features and with the minimum time for delivery. Having been a part of this organisation for more than a decade, I am proud to say that we have been meeting and exceeding our customers' expectations. With our expertise of being a systems integrator, service provider and end-to-end solutions provider with innovative products, Focus Softnet is expected to emerge as one of the top solutions providers in the Indian market," he adds.

Focus on theDevelopment Team

Focus Softnet boasts of a 12,000sqft. state-of-the-art development centre in Hyderabad, India featuring the latest development and testing facilities, and networked with the right tools, technologies and equipment to ensure

that customers receive only the latest, best and most cost-effective solutions.

Focus Softnet's development team comprisesof skilled personnel in varied domains and expertise within IT industry to provide development, architecture, project management and support skills at par with global excellence. The development team consists of highly skilled Architects, Project Managers, Software Programmers, QA Managers and Functional experts who are focused on delivering astounding technical solutions to clients on various upcoming and also on legacy technologies along with third party integration. The team has always believed and welcomes change in a positive manner

"Focus Softnet has been ahead of the curve by offering customers the latest solutions with improved functionality and rich features and with the minimum time for delivery."

Anil Kumar Putin,
Focus' Executive Vice President for India.

▶ The Indian enterprise software market is growing rapidly, says Putin.

"Our India team is fully equipped with the required skill sets to ensure the best service and support to our customers."

Irfan S.A.Q.,
RCEO, India and SAARC at Focus Softnet India

▶ Irfan: Indian business entrepreneurs are looking for transformative technology solutions.

▶ Abbas Hyder, VP Technical, Focus Softnet and the India Technical Support Team.

that is appropriately tuned to meet the agile requirements in today's market. Focus Softnet provides development, architecture, project management and support skills with most programming languages, vendors' technologies, mobile and web technologies, databases and cloud services.

Technical Relations Department

Focus Softnet's technical relations department was a division formed to integrate company organisational units to be well-organised and actively communicate with each other. The department communicates with the development team, implementation teams, quality assurance department and customer support teams to maximise the quality and value of the Focus Softnet's products.

The Technical Relations department also assists in employee skills enhancement, training and pre-sales technical-related questions for customers and end-users, which is a very important aspect for sales support.

"Great technical support is the best way to have a competitive advantage and retain customers. It is not just enough to offer a quality product at a competitive price but it is very important that the customer receives quality post sales service and support. Strong technical support and after sales service helps the company win customer loyalty and in turn attract new customers. A support centre han-

dling 300 calls is an excellent result, but this offers no advantages unless all the customers hang up completely satisfied," says Abbas Hyder, Vice President, Technical, Focus Softnet.

Focus Softnet also has a solution implementation team, which helps customer with their strategic vision for the future and develop a high-level roadmap to achieve it. The vision is to have achievable targets, cycle time, cost, process implementation as per the customer's requirement and a team which comprises of process and technology experts to drive it.

Business process often cuts across functional departments within the organisation. Solutions to process problems are not completely isolated to a specific department. Having a cross functional team approach to problem solving brings together people with specific knowledge, skills, objectivity and a fresh perspective to achieve results.

40
Focus Softnet franchisees in the country

Enhancement of product and service quality and an increase of customer satisfaction. To have a check on substitute process created to cover up a weakness in the Application. Substitutes are, by nature, permanent, temporary and meant as stop-gap measures to allow for correcting a faulty process. To check application before release for inadequacy of design, to identify the root cause and suggest to developers or implementer's to correct the processes. ⏵

FOCUS SOFTNET EXPANDS OPERATIONS IN AUSTRALIA

FOCUS SOFTNET OPENS OFFICE IN NORTH SIDNEY TO REINFORCE ITS COMMITMENT TO CUSTOMERS IN AUSTRALIA AND NEW ZEALAND.

As part of its global expansion plans, Focus Softnet, the leading software development company announced the opening of its 25th office in North Sydney, Australia. With the launch of this new office, Focus Softnet wants to reinforce its commitment to customers in Australia and New Zealand by offering them local support and services as well as increase its sales potential and market share across the region.

Ali Hyder, Group CEO, Focus Softnet, said: "2013 has been a growth and expansion year for us. After opening our office in Canada recently, we are pleased to announce the opening of our new office in North Sydney, which is also our 25th office globally. Australia and New Zealand are very important markets for us and we see a definite growth potential for our enterprise and SMB software solutions here. The new office will help us to expand our business, increase our market share, and provide customers with enhanced local support and services."

(L–R) Steven Parsons, Sr. Software Consultant, Seemanto Nath, Sr. Software Consultant, Baquer Rashti, Vice President and Santhosh Vaikanth, Sr. Technical consultant of Focus Softnet.

Focus Softnet develops solutions that move businesses and helps them grow in a highly competitive environment. Through the new office, Focus Softnet will be offering customers in Australia and New Zealand its wide range of enterprise software solutions such as Focus i, Focus RT, Focus CRM, Focus POS and Focus PMS to name some as well as customized software solutions for various verticals, managed services, Business Process Consulting and implementations services.

"The launch of our new office is an important and an exciting part of Focus' ongoing global expansion. We have put a strong team in place to explore various business opportunities in Australia and New Zealand, which include appointing partners and resellers and exploring synergy with other software vendors, consulting companies, computer hardware enterprises and system integrations to evolve enduring and mutually win-win partnerships. This new office will help us strengthen our ties with local customers by offering them high-quality technical support and consulting services closer to home and also act as the support services hub for this region," said Nisith Naik, RCEO — UAE, Far East & Oceania, Focus Softnet.

Located at 100 Walkers street in North Sydney, Focus' new office will be headed by Bauquer Rashti Vice President — Australia. After their recent entry into North America, Focus Softnet now carries the same model into Australia and New Zealand, where the company will work closely with system integrators, IT solution providers and consultants to bring its state-of-the-art products to the market place, which are deemed as absolute value for money.

FOCUS ON FEATURES

TAKING A CLOSER LOOK AT THE LATEST ENHANCEMENTS TO FOCUS SOFTNET'S SOLUTION LINE UP

Focus Softnet has always been ahead of the curve by continuously innovating and incorporating customers' feedback to create new features to its existing solutions. Focus Softnet is known for its strong R & D and has recently introduced the following features to its popular products.

Retail Management

•Manufacturing Batch & Expiry
Pharma/Food vertical — Batch implementation with option to capture batch manufacturing and expiry dates.

•Loyalty Management
Define recurring schemes for members with start and end dates.

•Auto searching of Members
Search and select members by scanning the loyalty cards.

Restaurant Management

•Split Invoices
Split Bill functionality provides option to split bill by product quantity or amount

•Table Management
Enhanced table management with option to remove/cancel reservation

•Recipe' Management
Smart recipe management with automated production process workflow

•Inventory Management
Advanced inventory control with better handling of made to stock ,make to order process

•Waste Management
Allows void adjustment posting to employee/ wastage account at the end of the day

•Advance Print configuration
Dynamic printer and print format configuration by location/section/ product category and by product

Focus i

•Microsoft Excel Integration
MS-Excel files can be opened directly from the Focus menu. The file can be placed as sub menu with user rights to view and access.

•Microsoft Outlook Integration
Select MS-Outlook as the mail client for sending mails from any document/report. The documents sent as PDF are encrypted with a password, which can be opened using Customer code.

CRM

•QR Code Printing:
QR codes can be generated through Focus CRM for all the modules based on the codes defined

•CSS(Customer Self Service) portal:
Customer portal integration with CRM using their user name and password. Customers can log in the call, know the status of their call booked and record their feedback online.

•Customer Surveys:
Surveys can be defined and broadcasted through mails and CSS portal to the customers for feedback and improvement in services provided.

•Document Versioning and Management:
Documents uploaded and downloaded through Focus CRM are versioned and maintained accordingly to track the number of revisions of the documents.

FOCUS ON WEB

FOCUS ON WEB IS FOCUS SOFTNET'S ERP VERSION WHICH SUPPORTS 'N' TIER SYSTEM ARCHITECTURE FOR MAXIMUM FLEXIBILITY FOR USERS

FEATURES

FOCUS ON WEB CAPABILTIES:

• Built In Reporting
• Extensive data validation
• All modules integrated
• Open interfaces
• User definable menus

Focus Softnet is known for its highly customisable and cost-effective ERP solutions, which are simple to use. Focus' ERP seamlessly integrates all facets of the business including planning, manufacturing, finance, sales, marketing and HR through the various modules.

Apart from Focus RT and Focus i, the vendor has also introduced Focus on Web (FOW), its ERP version built on thin client technology and supports the 'N' tier system architecture environment backed with strong business intelligence tools.

It is compliant with IT Technologies standards as it utilises the more flexible and stabilised technologies. It features 'N' Tier communication Technology architecture amongst Web Client, Web Servers (Application Layer) and Database Servers (Database Layer).

All application modules of FOW are developed keeping the customers' future requirements of scalability, connectivity and portability in mind. The main feature of this solution is the integration of all modules into one operational and productive system as a whole, which caters to the need of all kinds of users from a central location by keeping all information up to date.

FOW is built with open interfaces so that it can be integrated within different operating environments and it can also be integrated with third party supplied systems. It has a stable database configuration in a highly compatible client structures over efficient links to ensure reliable performance over the extended period of time. The system is a highly secured system, with several flexible security levels, authorisation and access control and audit trail.

FOW does extensive data validation exercise so as to ensure the validity of entries and it also guides the user with appropriate errors and warnings, to help them enter correct data. It goes on to eliminate redundancy by providing a one point comprehensive interface, wherein data entered by the users are posted to related system packages without the need of entering again.

FOW provides built-in reports, with the ability to print the reports on all kinds of available printers, without the user intervention. It

The main feature of FOW is the integration of all modules into one operational and productive system as a whole

provides all kind of messaging and tracking systems and features an-online edit checking and historical data retention. The system also features an online help throughout with comprehensive user documentation.

FOW is flexible with user definable menus by department or user. All the above features are collectively operative using equipment with standard resources as currently offered by vendors and available in the market, such as PCs: RAM, hard disk drives, etc. It is easy to operate, and includes user friendly interfaces.

The application allows the user to take appropriate back up of the database. The backup may be taken in incremental form or full back up. The scheduling of back up can also be done whereby the system prepares the backup on the recommended back up media. In case of unwanted loss of data or application the backups can be simply restored to its previous state.

FOW is a state-of-the-art system from Focus Softnet, built with cutting edge technologies and designed elegantly to comply with all the IT standards. It provides customers a system that is simple to use, operate, learn and maintain.

GULF UNIVERSITY STREAMLINES OPERATIONS AND STUDENT RECORDS WITH FOCUS *AIMS*

BAHRAIN'S GULF UNIVERSITY HAS IMPLEMENTED AN ACADEMIC RECORDS MANAGEMENT STRATEGY, UNDERPINNED WITH FOCUS SOFTNET SOLUTIONS, TO ENHANCE PROCESSES AND REACH NEW STANDARDS

Gulf University (GU) was first envisioned in 1985 by Dr. Mona Al-Zayani, an educational specialist, who wanted to create and establish a higher education college that would not only enhance the careers of students in Bahrain and the Gulf Region but also help them develop as responsible members of that society.

Built on a strong vision to ensure high quality education and provide graduates with strong intellectual and social foundations, GU has been helping its students become compassionate members and contributors to the global society. The university is not only a center for modern teaching and learning, but also a provider of social, cultural and intellectual activities, where it also provides intellectually challenging programs through its five colleges and other specialised centers.

GU has always aimed to establish itself as a distinguished higher education provider that would appeal to international, Bahraini and GCC students who prefer to be educated in a cultural environment, which is acceptable both to parents and students alike. GU aspires to build bonds with local, regional and international universities to ensure mutual benefits for its students and the community as a whole.

GU had been operating in a heterogeneous records environment, where they needed to manage both paper and electronic documents. Without standardised processes, it was not uncommon for Academic records management practices to differ between departments, campuses, and even faculty within institution. GU had to also address compliance mandates. In order to process work efficiently, GU needed to be able to manage student, administrative, and back-office records efficiently. GU has

also achieved ISO27001 certification for Information Security Management System in all IT Services including the ERP System Services and ISO9001 for Quality Management System.

Establishing an Academic Records Management strategy within an academic environment could have been a challenge — especially if there was a misconception that students would not benefit. Implemented correctly, an academic records management strategy could lead to improvements in student services and overall organisational efficiencies.

In order to achieve this goal, GU deployed a fully customised version of Focus ARMS (now called Focus AIMS) as a one-stop solution to manage every requirement of the University from maintaining student records to material and inventory control with ERP as the back-end solution.

"Over the last few years, GU has developed

an identity and reputation for offering high quality education with the best resources available. We wanted to enhance the quality of our services further by offering our students and faculty only the best in technology. We were looking for an academic software solution that would respond to the needs of our students, faculty and staff in the delivery of programs and maintain the history of the students and the university. Our team reviewed several solutions in the market and chose Focus after a stringent select process," explains Prof. Mouayed Aziz, President of Gulf University.

"Amongst all the solutions that we reviewed, we found AIMS to be the best fit for our requirements. The Focus solution was not only competitively priced but was fully customised to suit our requirements rather than forcing us to modify the University's best practices to fit the product. Focus AIMS brings web-functionality and provides service when it is demanded rather than when the doors are opened. Also, having local support and development capability easily available was an added advantage, and increased our confidence in the product and after sales support," adds Muhanned Alani, COO of Gulf University.

The university's main objectives for deploying Focus AIMS was to identify GU records, document GU records management policy, transition from paper to electronic processes, improve business processes and student services with the help of the Academic
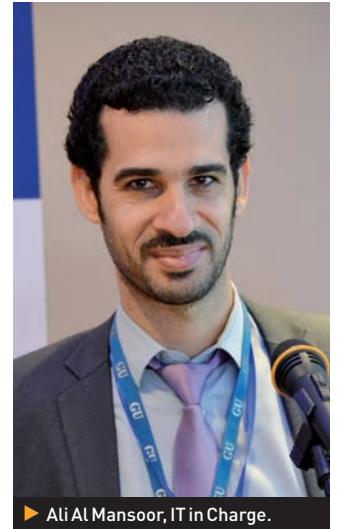

▶ Muhanned Alani, COO, Gulf University.

▶ Prof. Mouayed Aziz, President of Gulf University.

Record Management Solution, management from creation to disposition, make registration process simpler and in an online format, and integrate the software with the GU student portal to manage student's class and subject scheduling and to review their attendance records.

"Focus AIMS provided us with integrated suite of robust tools to suit our specific needs. It offered us the flexibility and extensibility to make our information accessible regardless of our underlying architecture. We are happy with the solution as it has not only improved our business processes and student services but has also made information available easily at just a click. We are also happy with the ongoing support that we have received from the Focus team during and after the implementation," said Ali Al Mansoor, IT in charge, Gulf University.

Focus AIMS is a solution pioneered to attain world-class standards in educational institution management. It is designed to manage virtually every aspect of an University/ Institution's requirements and also provides a medium for efficient material and equipment inventory control.

Focus AIMS with true records management functionality enables GU to automate and manage every aspect of

"Amongst all the solutions that we reviewed, we found AIMS to be the best fit for our requirements. The Focus solution was not only competitively priced but was fully customised to suit our requirements."

Muhanned Alani,
COO of Gulf University.

▶ Ali Al Mansoor, IT in Charge.

record keeping and administrative process. With the implementation of Focus AIMS, GU saw many benefits which included promoting efficiency in management and operations, ensuring compliance with regulatory guidelines, access of information anytime and anywhere, secure and safeguard vital data and control all administrative processes centrally.

"Gulf University is a very prestigious client for us and we are happy that they chose Focus AIMS for their requirements. We managed to achieve the desired results and meet all their expectations by successfully implementing a complete suite of solutions, which included application and administration, student-teachers-class-subject scheduling, online registration, attendance & academic transcript generation, library and a back office ERP System. GU has already experienced the benefits of our software and we are confident Focus AIMS will play a pivotal role in the University's growth and success," commented Syed Abbas Hussain – Regional Manager Bahrain & Eastern Province KSA, Focus Softnet.

EXPANDING BUSINESS THE FRANCHISING WAY

FAISAL MOHAMMED RAZIUDDIN, VICE PRESIDENT, BUSINESS DEVELOPMENT AT FOCUS SOFTNET INDIA, EXPLAINS HOW THE COMPANY HAS UTILIZED A FRANCHISE MODEL TO MAXIMIZE ITS BUSINESS OPPORTUNITIES

Focus Softnet has a rich history of innovation, growth and global expansion with an extensive worldwide network of 26 offices spread across 16 countries. Since its inception in 1992 in India, Focus Softnet has established itself as a global vendor with global reach, through its own local offices and support teams and through its business associates.

India, by itself, is a huge market for Focus Softnet with the company having its own offices across the metros and major cities. However, to reach customers in the tier 2 and tier 3 cities in India, the company decided to adopt the franchising route in 2011.

"The Indian ERP market is pegged at $113 million in 2014 and projected to be around $180-200 million by 2016. There is a huge opportunity waiting to be captured as 40% of the market is unorganised, with the dominance of local and regional players in the market. With the SME segment growing, the need for ERP is also increasing, which is being fulfilled by Focus Softnet through our entry-level, mid-range and specialised product range that can be easily customised to suit every business' requirements," explained Faisal Mohammed Raziuddin, Vice President, Business Development at Focus Softnet India.

ERP is no longer a tool used only by enterprises and large organisations but is also being increasingly used by SMEs as well. The SME segment in India is growing at a very fast pace and is projected to witness an annual growth (CAGR) of 15-20%. Mid-sized organisations in manufacturing & distribution, retail, logistics, services, hospitality and healthcare are realising the importance and value of deploying ERP for their business growth.

"SMEs look for solutions that require minimal capital and infrastructure investments, low total cost of ownership (TCO) including the costs of upgrades in future, simpler and cost effective implementation and most definitely the last leg service, which the large corporate solutions have not been able to provide. With the ever-growing SME and startups in B and C class cities in India, there is a continuous requirement of strong business automation software with the best local service and hence it makes perfect sense to tie-up with a local business via the franchise concept, where we can create a comfortable service relation with end customer," Faisal adds.

Franchising has outgrown the narrow concept of marketing a product or a service through its distribution channels. Focus strongly believes in the franchising formula, which provides a complete business opportunity that involves management, accounting, finance, economics, quantitative analysis and marketing. The company looks for passionate, self driven, business minded individuals to partner with them and extend the value offerings to new regions across India, through regional franchise and unit franchise options. The two main constraints i.e. quality and customer satisfaction are the pivots of their value proposition to the clients.

Focus Softnet saw a huge potential for its solutions across the growing SME segment and wanted to capitalise on this through partners with specific knowledge of channel development, sales, development, business solution understanding with business capabilities. Hence the company decided to go on a vigorous expansion drive across India by appointing reputed regional businesses as franchisees, with more than 50 franchisees already signed, and plans to sign many more in 2014.

Franchising gives Focus Softnet better reach to SMEs, says Raziuddin.

XPLICIT SIGNED AS FOCUS GOLD PARTNER

FOCUS SOFTNET SIGNS XPLICIT SYSTEMS AS GOLD PARTNER TO TARGET THE NIGERIAN ENTERPRISE AND VERTICAL SOFTWARE MARKETS AND EXPAND IN WEST AFRICA

Focus Softnet has signed a partnership agreement with Xplicit Systems to distribute its wide range of IT software solutions in Nigeria. According to the terms of the agreement, Xplicit Systems will be the vendor's gold partner for its enterprise software solutions such as Focus i, Focus RT and Focus 6 and a value added reseller for all other Focus products.

Moses Uvomata, Director of Xplicit Systems commented: "Focus Softnet is an established software provider with customers across the globe. Focus' solutions are feature-rich, highly customisable, simple to use and very competitively priced and hence we feel it will be a good fit for our customers. We will work closely with our partners and resellers across the country and aggressively sell Focus' enterprise and vertical solutions. We are confident that Focus' products will be well accepted in the Nigerian market."

Xplicit Systems has joined Focus Softnet's partner program as a gold partner for Focus i, Focus RT and Focus 6. The company will be able to avail of valuable resources, competitive pricing and highly-accessible support from the vendor. As a Gold Partner, Xplicit Systems will be able to offer value-added services and expertise when positioning and selling Focus' solutions.

"We are very happy to sign Xplicit Systems as our Gold Partner for our flagship products Focus i, Focus RT and Focus 6, and as a value-added reseller for our vertical-specific and business process solutions. The value Xplicit brings to the table is its tremendous expertise and immense market knowledge. The company has a deep understanding of the Nigerian market and our solutions, and we are confident they will help us establish our customer base and build market reach across Nigeria and the wider West African region," said Ali Hyder, CEO, Focus Softnet.

Moses Uvomata, Xplicit Systems and Ali Hyder, Focus Softnet.

FOCUS SOFTNET WINS CUSTOMERS AROUND THE REGION

Al Suwaiket Oil & Gas Division
Al Suwaiket Group is a reputed group in KSA with diversified business operations in verticals such as construction, oil & gas, real estate, agriculture, travel & tourism, trading and education. The Oil & Gas Division of the company has signed up with Focus to deploy Focus i to streamline operations.

Kanooz Industrial Services
Kanooz is a market leader in industrial services with a fleet of 500-plus heavy vehicles and equipment with a presence across Saudi Arabia, serving major clients like Saudi ARAMCO, SABIC and Saudi Electricity Company, to name a few. The company has signed up to implement Focus i to enhance business processes.

Madhujayanti International Ltd.
MJIL is one of the pioneering tea houses in value-added tea manufacture and export from India, and a renowned player in the international market of private labels as well as their own brands. The company has decided to go with Focus i and Focus CRM.

Trinity Qatar WLL
Trinity Qatar has diversified interests in construction, marine engineering, oil field services, steel trading and hospitality. The company decided to implement Focus RT to aid its future growth.

Atlas Printing
The company is one of the leading multifaceted businesses within the UAE catering for a diverse range of offerings in print and digital media solutions. Atlas Printing has signed for Focus i with Focus on Web and Focus CRM to integrate its diverse business activities.

FOCUS SOFTNET
IN BAHRAIN

FOCUS SOFTNET ENJOYS STRONG PRESENCE IN SEVERAL KEY VERTICALS INCLUDING HEALTHCARE, EDUCATION AND HOSPITALITY IN BAHRAIN.

Focus Softnet first made a foray into the Bahrain ICT market in 1999 and has achieved continued success particularly with the Pharmacy vertical with companies such as Gulf Pharmacy, Musqati Pharmacy and Bahrain Pharmacy as its customers. The largest university in the GCC region - Gulf University deployed Focus AIMS in 2010,where all its operations are being run on Focus AIMS. Amongst other customers, Dilmun — The Lost Paradise, has been successfully using Focus RT to manage their end-to-end operations, and Warehousing World has been managing their huge logistics and financials with Focus WMS.

With the help of BIC (Bahrain Investment Centre), Focus Softnet opened its first Foreign Invested Office in Manama in 2005. With state-of-the-art advanced infrastructure, the office is committed to delivering excellent value added services to customers.

"Bahrain is ranked first out of fifteen countries in the Middle East/North Africa region in economic freedom, where its score is well above the world average. Despite challenging external and internal environments, the country has maintained above-average levels of economic freedom in almost every measure. Bahrain remains a financial hub for dynamic economic activity with high levels of trade and investment bolstered by a competitive and efficient regulatory environment. We are proud to have offered innovative solutions to our clients and are delighted with the fact that they have been leveraging the benefits of our extensive solutions portfolio. We will continue to strive towards addressing the growing customer expectations as we endeavor to keep enhancing our solutions and services."

Syed Abbas Hussain
Regional Manager Bahrain & Eastern Province KSA, Focus Softnet.

IN QATAR

FOCUS SOFTNET IS POSITIONED TO CAPITALIZE ON RAPID GROWTH IN ONE OF THE GULF'S FASTEST MOVING MARKETS - QATAR

Focus Softnet recognised Qatar as a very important emerging market in the GCC region and decided to lay the foundation for their local branch office in 2006. Since then, the branch has witnessed steady growth in business and counts major companies such as Qatar Chamber of Commerce & Industry (QCCI), Doha Petroleum Construction Co Ltd (DOPET), SAK Holding Group, Al Khayarin Group (KG International), Petrofac Qatar, Anabeeb, GASCO, Ibn Al Qayyim Group and many more as its customers in the country.

Driven by an experienced and committed team, the Qatar office was amongst the few branches that had deployed Focus' entire range of solutions from its flagship ERP to its vertical solutions for local clients. The team efficiently built on these references and continued breaking into new accounts that led to a healthy and growing list of over 350+ customers in Qatar today.

The branch has drawn up extensive plans to augment its resources and strategically expand Focus' new product lines such as Retail PoS (Point of Sales), Mobile Applications and Property Management Suite to add further value to the existing ERP/CRM/SCM product lines. Focus Qatar runs a highly rewarding partnership program to encourage partners to leverage referrals and increase business.

With a strong team of 15 qualified professionals, Focus' day-to-day business is managed by its Branch Manager, Juzer Madraswala, who can be credited for Focus' record growth year-on-year under the guidancefrom Executive Vice President, Ali Hassan.

"As the world's fastest growing economy, Qatar is at the cross roads of development and economic growth. With several projects in the pipeline including the World Cup 2022, the government has drawn major infrastructure plans in the run-up to these events. Focus Qatar is fully geared to capitalize on these growth opportunities and help customers efficiently manage their operations. We strongly believe that the best road to success is through customer satisfaction and we strive very hard to ensure our customers get the maximum out of us and our solutions."

Juzer Madraswala,
Branch Manager.

PARTNER WITH FOCUS – ADD VALUE AND ENRICH BUSINESS TOGETHER

FOCUS SOFTNET'S CHANNEL MODEL HAS BEEN SET UP TO MAKE FOR A PROFITABLE BUSINESS FOR PARTNERS SAYS ROHAN TEJURA – ASST. VICE PRESIDENT, FOCUS SOFTNET

Focus Softnet has grown tremendously over the last decade. About a year ago, we decided to go the franchise route to cater to the tier 1 and tier 2 cities in India. Now, as part of our global expansion plans, we have launched our new initiative — the Focus Channel Partnership Model.

Focus' channel model covers all aspects of the business to the Partner, literally on an investment and/or effort-based platter. We have already built a successful business solution, proven over time, and established it into standalone bite-sized modules of business entities, which fit the appetite of our clients and channel partners alike. The most exciting part of this process is that we provide our partner everything right from the product and service, branding, business know-how, processes, systems and procedures, recruitment plans, scalability roadmaps to business governance tips. Our channel partner needs to only leverage their platform of operations, resources, network of contacts and clients, and put in the efforts, ensuring that they embark on a journey of stable and sustainable profitability with a minimal investment of time and money.

The key is 'Time', 'Technology' and 'Systems'. The underlying, and often under appreciated spine of this largely successful business opportunity is

technology, which has played a large contributing factor in the growth of channel partnerships. As technology has evolved, so have our solutions, which ensure stability, governance and growth, all with the absolute minimum investment of time and energy on the part of the partner.

Focus Softnet has over time evolved and developed a powerful business governance solution, creating a platform that allows us seamless and transparent communication with our Partners ensuring swift and accurate information sharing, leading to powerful performance oriented results thanks to the surges seen in Technological

Tejura: Time Technology and Systems are the key to the channel model.

and Data System evolution. We have invested heavily in developing process-centric systems which revolve around data, both transactional and operational. As more and more technological solutions have become available, these processes are now being digitized to a great extent, ensuring that a 'business manual' is made available to our Partners. This removes the dependency of our partners from us, ensuring that they remain free to focus on key areas that demand their time.

We have also developed and established Standard Operating Procedures (SOPs), decision-making parameters on various sets of data, marketing procedures, accounting policies, Human Resource (HR) requirements, Client Relationship Management (CRM) solutions, recruitment plans and a whole lot more.

All relevant data, materials, processes, interactivity, help, FAQs, and much more, are available at our Partners' fingertips. Formats of data collection, systems, procedures, minimum requirements, etc. are all made available to our Partners and additionally our systems monitor and govern the performances of Partners so that data transparency is seamless, and most importantly, mutual goals and objectives remain achieved and sustained.

Based on the inputs received from our systems, our Partners are now empowered and in a position to rollout and deploy stable Partnerships under our banner and within the framework and realm of set business rules. At this point, our Partners would need only leverage their resources, infrastructure and contacts and clients network, to manage and operate the business in an efficient and smooth manner.

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M-POS
- Supports any smart phone
- Customer Centric POS Application. Track customer history, Manage favorites and promos
- Enables real time visibility of your inventory across your enterprise
- Wirelessly manage inventory and pricing

M-PMS
- Gain customer referrals and repeat customers with service efficiency
- Expand your business horizon from a single location

M-VAN Sales
- Real time inventory and accounts updating from remote location
- Can be integrated with Focus ERP as well as Application of any other software vendors

M-Cafe
- Augment your client base
- Allows orders to be booked on smart phone or handheld devices
- Can be linked with any Restaurant Management System

M-HIS
- Allows mobile user to find doctor, book appointment, view patient medical history and diagnostic reports. Can be linked with any HIS system

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