FOCALPOINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

July 2014 • Issue 05

FOCUS IN LONDON

FOCUS TEAM GATHER FOR ANNUAL MEET

ALINCO
ALINCO SELECTS FOCUS I
TO MANAGE BUSINESS

USHA SHRIRAM
FOCUS SOLUTIONS AID
GROWTH AT USHA SHRIRAM

+ PRODUCT UPGRADES
NEW FEATURES FOR
FOCUS SOLUTIONS

FOCUS
Solutions that move business

Customize your
Business Solution
On your Mobile Dashboard !

FOCUS M apps

www.focussoftnet.com

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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Solutions that move business

A MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome to our fifth edition of Focal Point. In this issue, we bring you highlights from our company's Annual Meet held in London. More than 150 people including sales, R&D, operations and marketing teams and their families flew in from different cities to meet, interact and share ideas and successes from their respective regions.

Focus Softnet is proud to announce another successful year with significant growth. This would not have been possible without the efforts of our dedicated global teams and business partners and the continued support of our customers. We would like to thank them for their contribution to Focus' growth and success year after year.

At our annual meet, we recognised the efforts of our top performers with awards, promotions and incentives at a Gala dinner evening, which was full of fun, laughter and entertainment.

Cloud and Mobile Apps are going to be a huge focus for Focus Softnet in 2014 and beyond. We launched our cloud-based version of Focus CRM, which will offer customers ease-of-use, 24x7 availability, better customer experience and huge cost-savings. We are in the process of rolling out our cloud-based ERP solution in the next few months.

We hope you enjoy the magazine and look forward to your valuable feedback always.

Sincerely,

Ali Hyder
Group CEO,
Focus Softnet.

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The Focus Softnet 2014 Annual Meet brought together over 150 people in London.

Focus On
Cloud at Annual
Company Meet

FOCUS SOFTNET ANNUAL MEET HOSTS FOCUS SOFTNET EXECUTIVES TO RECOGNISE EFFORTS IN 2013 WITH PROMOTIONS, AWARDS AND INCENTIVES

Focus Softnet develops solutions that move businesses and helps them grow in a highly competitive environment. Since it began its operations in 1992, the company has grown tremendously with 26 offices and a wide network of business associates, channel partners, franchisees and dealers across the globe. The Focus Suite of advanced business applications has enhanced business efficiency at more than 30,000 companies across the globe. The company counts amongst its clients leading names such as Air Arabia, Boeing, National Bonds, ICCAT, Taleem, Chapal World, Ajman Bank, SNASCO, Alinco, Total Lubricants, to name a few.

In order to recognise the efforts of its team and to reward them, Focus Softnet began holding its Annual Company Meet (ACM) in different countries such as the UAE, Malaysia, Turkey, Switzerland to name a few. The Focus Annual Meet, which began as an annual event in 2004, is a forum for mid- to senior-level executives of the company from across the glo-

▶ Mir Ahmed Ali Khan, Managing Director of Focus Softnet.

be to meet, discuss and share successful ideas and strategies with each other. The event was held in London this year where more than 150 people including Focus' employees and their families flew from different destinations to meet in one of the world's most popular cities.

"The London annual meet was a great occasion for Focusites from different countries to actually meet each other and understand first hand the challenges that each one of us is facing in our respective regions and the overall vision that the company has for the product development and growth in the coming years. It was an ideal forum for everyone to share their thoughts on how Focus Softnet could do better that what we have already achieved so far," says Mir Ahmed Ali Khan, Managing Director of Focus Softnet.

Apart from regional presentations on growth and strategies, the company also announced its annual results, its future product and marketing roadmap and ideas to increase

"Focus Softnet had a good year on our revenues with the growth rate being significantly higher in the GCC countries, India and South East Asia."

Mir Ahmed Ali Khan,
Managing Director of Focus Softnet

revenues across offices. The company also recognised and honored the achievements of top-performing employees with awards, promotions and incentives.

Focus On Growth
"Despite slow economic conditions in some regions in 2013, Focus Softnet had a good year on our revenues with the growth rate being significantly higher in the GCC countries, India and South East Asia. Even though there was growth across all areas of our businesses, our solutions business for the high-end market segment brought in major revenues for the company. In 2013, we were also able to provide some big value success to our customers in Saudi Arabia and some major projects in South East Asia as well." Ahmed explains.

"It is our customers' confidence in our innovation and our team's hard work that have got us here. We would like to thank them for placing their trust in us and for their solid support over the last twenty-two years," he adds.

In 2013, Focus Softnet expanded its operations to include two new continents — Australia and North America. The company opened a new office in Canada to cater to

the North American market and in Sydney to cater to the Australian and New Zealand markets. Focus also strengthened its operations in Africa by appointing new channel partners in Nigeria and other countries. Through channel, franchising and appointing dealers in different countries, Focus Softnet expanded its reach in regions where it did not have a strong presence.

"Our business revenues in 2013 came not just from our software solutions business but also from our special projects, services and recruitment divisions. Focus Softnet has had a solid start to the year, in line with our expectations. We attribute our success to the dedication and sincerity of our core team and employees, our customers and partners This year, we will continue to deliver real value to our customers and business partners by capitalising on our competitive edge of developing innovative products, customisable and cost-effective solutions and efficient customer services," says Mir Fiaz Ali Khan, Group CFO of Focus Softnet.

"Our success would not have been possible without our employees, who are our valuable assets. They are the ones who have created value for our customers. Without them,

we would not have seen year on year growth every year for the last 22 years. With the company's focus now on newer technologies such as cloud and mobile apps, we will definitely see more investment in HR, training and enablement programs. The bar has been raised higher by our outstanding team and we are looking to grow our revenues at least 30% higher than our revenues in 2013," Fiaz added.

Focus on Future Roadmap

Focus Softnet has earned a reputation of always keeping its customers first. It places strong emphasis on R & D and innovation, where the company has consistently strived to provide customers solutions and products using emerging technologies with high quality standards and zero errors.

Part of the process of keeping up with demanding standards is the ability to derive customer feedback and satisfy customer needs constantly with regular updates. The company continues to gain success in the Middle East, India and South East Asia and its strong R&D, sales and operations teams give the right foundation for fuelling further growth and achievement.

Focus uses the latest technologies to develop their products and customises them by offering regional specific features, which reduce the time of implementation. The company's latest versions of its products boasts of state-of-art features such as integrated Mobile Apps, integrated CRM, multi-server synchronization, highly customisable MRP to Retail POS and many more modules in between.

"Based on our customers' inputs and feedback, our development team is constantly working on creating new solutions and customizing existing ones to meet customers' requirements. Our Property Management Systems, Restaurant Management System, MRP and Mobile Apps are good examples. Last year, we developed a couple of warehouse management solutions (WMS) for customers in Australia where we modified our standard WMS to create the new solutions, which are now available for other clients too. Focus Softnet will continue to work closely with our customers to understand the pulse of their business and create solutions that meet their requirements," says Mir Hasnain Ali Khan, Chairman and CTO of Focus Softnet.

"This year, we will continue to deliver real value to our customers and business partners by capitalizing on our competitive edge of developing innovative products."

Mir Fiaz Ali Khan,
Group CFO of Focus Softnet.

"We have bigger plans for the coming months. This year is going to be crucial as we have a major launch of an entirely new enterprise solution, which has been built on a completely new technology platform. Right now, we have installed the beta-version at a few customer sites and are giving it the finishing touches based on these customers' feedback. We should be able to make it available to all customers in the next couple of months. ," Hasnain explained.

"Cloud and mobile apps will continue to be a huge focus this year. We have launched Focus CRM on cloud and over the next few months, we will announce cloud-based version of our ERP and other products as well. Apart from these product launches, we are going to refocus on projects like we did last year," he added.

In 2014, Focus Softnet will consolidate its business through its existing offices. It will continue to work closely with Business Associates globally

to promote its state-of-the-art products, which are deemed as absolute value for money. In addition, Focus Softnet will continue to expand its operations by adding new reseller partners, franchisees and dealers across the globe.

Focus on Cloud

"Over the last 22 years, we have been innovating, enhancing and developing products to meet the demands of ever-changing technology landscape and we have been able to meet and exceed our customers' expectations. Focus Softnet has been a product-driven company selling licenses for over two decades and we know that in future organisations will be increasingly opting for the pay-as-you-use, software-as-a-service and cloud models. Over the last four years, our development team has been working hard on making all our products cloud-ready and some of our customers have already started using our cloud-based applications. We have recently made available Focus CRM on cloud for our customers, which our clients save on costs, improve customer experience and increase business prospects," said Ali Hyder, Group CEO of Focus Softnet.

By introducing cloud-based solutions, Focus Softnet is targeting start-ups, SMBs and organisations that have limited budgets or would like to actually optimize on costs but would still like to have top of the line performance from their CRM and ERP kind of solutions. "Businesses are wary about the hidden costs involved in product offerings from other vendors. Our USP with our cloud-based

"We have launched Focus CRM on cloud and over the next few months, we will announce cloud-based version of our ERP and other products as well."

Mir Hasnain Ali Khan, Chairman and CTO of Focus Softnet

solutions is a onetime cost, customisation and flexibility of our solutions," he added.

In the first phase, Focus Softnet will promote its cloud-based solutions directly through its offices and in the second phase, it will train and enable its partners and dealers through regular workshops and training seminars to sell Focus' cloud solutions to their customers effectively.

Focus CRM on Cloud is amongst the company's first cloud-based solution offerings. The company is planning to unveil more cloud and mobile solutions for its customers in the second half of the year.

Focus on Customer Experience and Satisfaction

With the global marketplace constantly evolving, Focus Softnet decided to offer custom-built IT solutions to help companies focus on what they do best, while functioning better and driving business. R&D is a very important part of Focus Softnet's DNA, where the production team is constantly developing new modules and solutions after gathering customer feedback.

▶ Mir Hasnain Ali Khan, Chairman and CTO of Focus Softnet.

The company has developed solutions to meet the needs of businesses of all sizes. Focus Sofnet's solutions are feature-rich, scalable and have a much lower cost of ownership as compared to solutions from other vendors.

"Our goal is to ensure that we focus on giving maximum value to all our business associates, our clients and everybody else working in the company. Value has to

be the underlined concept in our endeavors and as long as we keep doing that, we will stay relevant and everything is going to be in place and in order. So we have to pack as much value as possible in everything that we do and that is when business happens automatically and that is when we are in the cruise control mode and that is what we should always aim to be in," explains Ahmed.

"Customer experience and satisfaction is a top priority for us. By re-engineering business processes and optimising resources, developing and deploying user-friendly, flexible and cost-efficient industry specific solutions, we have helped companies across the globe to increase productivity and efficiency, and run better," he adds.

"The message I would like to give to our customers is that we are working on some real cutting-edge technologies, which are going to bring them a lot of value for the investments they have made in the software or are planning to do in the future. We are their very sincere partners and always welco-

me their valuable feedback on how they would like to see our products evolve over the coming months and years. Their business is our priority and we will work on ways to add value to their business by creating new features, modules and other aspects that go with the software, which will help them better," Hasnain explains.

Focus of Projects and Services
Focus Softnet will continue to focus on projects and work closely with customers to translate their vision in business into actionable solutions. The company will continue to promote its services business division, which was launched in 2012, by providing business process services and e-business services to its customers.

Focus' recruitment division, which offers customers a wide range of services such as placement of skilled personnel including recruiting professionals for permanent or project-based requirements for all levels of the customer's business, organisational development and training programmes and HR

"Over the last four years, our development team has been working hard on making all our products cloud-ready and some of our customers have already started using our cloud-based applications."

Ali Hyder,
Group CEO of Focus Softnet.

▶ Ali Hyder, Group CEO of Focus Softnet.

outsourcing services, will be extended to other Middle East regions as well.

Rewarding Performance
Focus Softnet held a Gala dinner and award nights with an evening filled with fun and entertainment for its staff and families in London. The company recognised the stellar efforts of its team and announced some well-deserved promotions in the development, operations and sales teams. Senior management also handed performance-based awards and incentives to employees.

Focus is one of the few companies that has been taking its employees to different locales with fully planned tours of major sights and attractions, which in turn motivates the team to do better.

"We have expanded our incentives program this year to cover more than 180 employees and the emails on the incentives to deserving candidates have reached their mailbox," Hasnain concludes.

Business in focus

THE 2014 ANNUAL MEET BROUGHT TOGETHER EXECUTIVES FROM ACROSS
FOCUS SOFTNET'S GLOBAL OPERATIONS TO DISCUSS PROGRESS AND PLANS

ALICO is a major manufacturer of aluminium products in Saudi Arabia.

ALINCO Enhances Business Processes And Improves Productivity With Focus i

DEPLOYING FOCUS I HAS HELPED THE SAUDI-BASED ALUMINUM COMPANY TO INTEGRATE ITS REGIONAL OPERATIONS AND GET REAL-TIME REPORTS FOR FASTER DECISION MAKING

Aluminum International Co (ALINCO), established in 2002, is an integrated manufacturer of aluminum products specialising in standard, custom, architectural and industrial extrusions. The company was first set up in south of Riyadh, focused on manufacturing aluminum doors and windows, hinged doors, hinged series, signed systems, sliding doors and hinged windows. ALINCO believes in quality and complies with the latest releases of quality systems following the BS, DIN and ISO Standard to produce excellent quality products.

Over the last decade, ALINCO has expanded its operations to the UAE, Kuwait and Jordan. With offices in Riyadh, Dammam, Jeddah, Dubai, Amman and Kuwait, the company needed to ensure that its daily operations were streamlined and its offices were connected with each other through an optimum ERP solution that covered all its business processes. ALINCO reviewed ERP solutions from several global vendors and zeroed in on Focus i after following a very strict evaluation criteria.

"ALINCO has been growing with offices in several countries. We were looking for an ERP solution that was feature-rich and also competitively priced. We evaluated solutions from many vendors including SAP, Oracle and Microsoft and concluded that Focus i was the software that best suited our requirements. Focus i is feature-rich, user friendly, customizable and enhanced with built-in business intelligence modules. The pricing also fit our budgetary requirements. Ultimately, we chose Focus i as we were impressed by the potential of the product to integrate our business processes and streamline our operations. Another deciding factor was the direct involvement of Focus Softnet for implementation and support," says Amjad Tamem, Chief Financial Controller, ALINCO.

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.

Focus i provides real-time, multi-dimensional posting of transactions, resulting in real-time reports. The software features an

enterprise dashboard, where customers can get information about their business at a glance, and a comprehensive Manufacturing Resource Planning module, which provides full support for multi-process production for stocking, order-based and assemble-to-order environments.

"ALINCO is a prestigious client for Focus Softnet. Being a manufacturing and extrusion company, their requirements and business processes were unique. ALINCO's choice of Focus i over solutions from well-known names such as SAP, Oracle, Microsoft is a vote of confidence for us that our solutions are best-in-class and offer the best return on investment ratios in the industry. We strive to ensure that our customers realize their business potential by unlocking the information inside their companies to make better-informed decisions. Focus i offers them flexibility, scalability, user-friendly interface and is open to customization for the present and future requirement of company. We are confident ALINCO will see huge benefits from our solution," said Shabbir Yusuf, Regional Manager — Central Province — KSA, Focus Softnet.

ALINCO was looking for multiple company consolidation of its financials and MIS and deployed the finance, procurement, sales, order processing, inventory and warehousing, manufacturing and planning, fixed assets and HR and Payroll modules of Focus i. The company also integrated the ERP solution with their CRM and time attendance machines. Focus i was the solution that integrated ALINCO's operations at multiple locations with real time updates and online accessibility.

"Focus i is feature-rich, user friendly, customizable and enhanced with built-in business intelligence modules."

Amjad Tamem,
Chief Financial Controller, ALINCO.

Focus tailored the solution to meet ALINCO's specific requirements for costings, Mr Emad Allari says.

"While manufacturing aluminum profiles, it is very crucial that we optimise the raw materials. Costing is a very important aspect as every job order requires different sizes and parameters. The team at Focus Softnet studied our requirements and designed a tailor-made product that included these aspects of costing, which in turn has helped us take proper decision and keep risks were under control," Emad Allari, Sales Manager of ALINCO explained.

The Focus i solution has helped ALINCO with better communications across its offices, quick reporting, consolidation of its regional data with real time global data accessibility that has helped the company make quick and timely decisions.

"It was very important for us to decentralize our decision making but with proper control. Focus i provided us this flexibility with proper controls. So even after decentralizing, we still achieved corporate governance," he added.

ALINCO deployed the authorization module to have control on its cash flow. The company also got timely checks on purchase, payments and billing and ensured the offices were not over billing on credit to its customers. Alerts from the systems allowed the company to ensure it communicated from time to time with its vendors and customers.

"The features to compare the purchase quotations on different aspects such as pricing, payment terms, delivery period gave us a consolidated view to make a choice on buying the best and most cost effective material on time. We were in a better position to decide when, where and how to buy from the market."

"Data was easily accessible from multiple locations and our staff was able to view the data from other locations which helped in taking quick decisions. Branches were able to see if stocks were available at other locations. They were also able to monitor if it was reserved or free, which gave them freedom to reserve and control at the same time. Proper authorization on visibility and control helped us to move our inventory much faster than before," Allari added.

Based on the accessing rights, the data was quite transparent across all locations, where everyone could view the same data at that time. Assets could be tracked very quickly, where ALINCO was easily able to identify the total assets for each location. Transfers, repairs and maintenance were carried out smoothly as information was easily available.

"We are extremely satisfied with the Focus i solution as we have gained the capacity and agility to process increasing numbers of customer orders quickly and efficiently and manage our inventory properly. Thanks to the solution, we are fully able to take advantage of our current level of business, and well-placed to support growth in the future," concluded Tamem.

USHA SHRIRAM ENTERPRISES
GEARS UP FOR GROWTH WITH FOCUS RT

FOCUS RT ENABLES CONGLOMERATE TO GET CENTRALISED CONTROL OVER DIVERSE RANGE OF BUSINESSES.

▶ R K Gulati, Vice President, Accounts/Logistics/IT/Legal, Usha Shriram Enterprises.

Established in 1983 as a furniture business, Usha Shriram Enterprises has grown tremendously to become one of the most reputed business conglomerates in India with a wide-range of businesses including home solutions, hospitality, health care and cleanliness, electronic and lighting products, cookware, pressure cookers, luggage, kitchen appliances and consumer durables. Headquartered in New Delhi, Usha Shriram Enterprises has an extensive distribution network and offices across India. The company also works through its own branches and carrying and forwarding (C & F) agents in different regions.

The company's core focus has been and continues to be 'constant innovation' in product development, marketing and other business activities. Usha Shriram Enterprises has built its success through developing 'better' products manufactured through its associate vendor partners under its guidance and supervision.

"The strength of Usha Shriram Enterprises lies in our dynamic and result oriented team of professionals, our associate vendors, distributors and dealers who have all contributed to build this vast business. This company is built on the 'Usha Shriram values', which is customer satisfaction, respect for individuals, achievement and continuous learning and improvement," comments R K Gulati, Vice President –Accounts/Logistics/IT/Legal, Usha Shriram Enterprises.

With the expansion of its business across Pan India, Usha Shriram faced several challenges with regards to stock visibility, order approval and invoicing from central location and centralised accounts. Hence the company decided to look for an ERP solution that would not only streamline its business processes but would also help the company scale up its business. After reviewing several solutions in the market, the company decided to go with Focus RT to help them integrate all facets of their business.

"As our business grew, we faced challenges getting real-time updates on stocks, accounts and finances from all our locations. We were looking for an ERP solution that could take care of all areas of our business processes right from finance, procurement through stock planning, sales, HR to marketing apart from offering us stability, scalability and speed. After a thorough review of many leading ERP solutions in the market, we zeroed in on Focus RT as it was not only feature-rich and easily customisable but also competitively priced. We were happy with the scalability and flexibility aspect of the solution apart from the fact that it integrated all areas and locations of our busi-

ness providing us with real time data," explains Gulati.

Focus RT, a real time ERP solution from Focus Softnet, is a completely modular and scalable software, which helps increase productivity and reduce costs thus paving the way for increased revenues for businesses. The solution has been assisting Usha Shriram Enterprises and its distribution network to operate efficiently as well as providing real-time updates on its operations. The software has the capability to run from remote locations on a centralised database. Using its highly integrated sales module, Focus' team were able to link entire sales orders to picking list and deliveries through which the customer managed to achieve better monitoring of sales orders with stock analysis, better management of inventories and better customer management and value added services.

"Focus Softnet is highly professional organisation managed by very dedicated management and team of technology experts. With their continuous and unconditional support, we were able to utilize every feature provided by Focus RT to meet our requirements. The fact that Focus Softnet had their own development team and offered local support was an added advantage," RK Gulati adds.

Usha Shriram implemented the finance, sales, purchase, inventory management and order processing modules of Focus RT. With the implementation of Focus RT, all locations of the company are integrated and cont-

▶ Usha Shriram Enterprises has a wide range of businesses.

rolled from a central location i.e their corporate headquarters. Procurement, finance and information regarding approved orders, stock availability and in transit stock etc including key approvals for all sales and financial transactions is managed at the corporate office and shared across locations.

With the implementation of Focus RT, the company's management is able to get real time data on billing, stock position, etc with ease and accuracy. The company has benefitted immensely in terms of better control and utilization of resources by sharing stock across users with better coordination and approval of dealers' orders. Due to rate management and credit approvals in the application, the company has also been able to manage the risk factor better in very dynamic and volatile market scenario.

"Usha Shriram Enterprises is a well known brand in India and a very important and valued customer for Focus Softnet. We are proud to be associated with the company that believes very strongly in innovation and customer service and are honoured to be a part of their growth and success story over the last five years. The company has now decided to upgrade to Focus i and we look forward to being an integral part of their future growth

▶ Usha Shriram is a well-known brand.

"We zeroed in on Focus RT as it was not only feature-rich and easily customis-able but also competitively priced."

R K Gulati, Vice President, Accounts/Logistics/IT/Legal, Usha Shriram Enterprises.

▶ The Focus Softnet solutions will help Usha Shriram to better manage its diverse activities.

and expansion plans," comments Pavan Kumar, Regional Manager, Focus Softnet.

Usha Shriram Enterprises has decided to upgrade from Focus RT to Focus i, which is Focus Softnet's integrated ERP solutions with business intelligence tools from the next financial year. The company's management and all users are working closely with the Focus team to ensure a seamless implementation, data conversion and migration process. ▼

CRM IN THE CLOUD

FOCUS CLOUD CRM WILL ENABLE HUGE COST-SAVINGS, EASE-OF-USE, SCALABILITY, 24X7 DATA AVAILABILITY AND BETTER CUSTOMER EXPERIENCE.

FEATURES

FOCUS CRM ON CLOUD:

- Easy and intuitive setup
- Quick deployment
- Low upfront costs
- Customizable dashboard
- Flexibility
- Web-enabled and hence access from anytime/anywhere on any device
- Robust and secure platform
- Secure login access
- 24x7x365 accessibility to data
- Mobile access

Focus Softnet has launched a new cloud-based version of Focus CRM, its Customer Relationship Management solution. Focus CRM on Cloud will offer customers ease-of-use, 24x7 availability, better customer experience and huge cost-savings over the on premise model.

"Businesses today are looking for cost-effective ways to optimise sales processes, enhance marketing initiatives and improve customer service to ultimately boost productivity. Focus has been providing all the three functions of a standard Customer Relationship management in its earlier perpetual license version of CRM. With the cloud version the product's offering enhances to 24X7 accessibility, 99.99% uptime and full time and dedicated support service to the end-user" explained Ali Hyder, Group CEO of Focus Softnet.

Focus CRM on Cloud provides customers a solution that spans through the entire business cycle from marketing to pre-sales to operations through post-sales and services. The application is available in three versions: basic, professional and enterprise. Customers can evaluate the application on a trial period for 30 days by creating accounts for up to three users by using their email ids. The license is based on named users i.e. the customer will be charged per active user per month or per user per hour. Focus CRM on Cloud is deployed on multiple instances and is scalable further.

"Focus CRM on Cloud can be customized to our customer's needs as well as integrated with their solutions. It will also allow our customers to store, save and access all of their data through the internet using a web-enabled browser. They can scale up their business by simply enabling additional users as and when they need to," Hyder added.

Focus Cloud CRM gives all the benefits of the full CRM application in a cloud model.

Focus CRM on Cloud is just the first offering from the company's planned set of cloud-based solutions. Focus Softnet is planning to unveil more cloud and mobile solutions for its customers in the second half of this year. Focus CRM on cloud is available through Focus Softnet's offices and partner network across the globe.

FOCUS ON HUMAN RESOURCES

FOCUS HAS A COMPLETE OFFERING OF HR SOLUTIONS TO HELP ORGANISATIONS TO ATTRACT AND RETAIN THE BEST PEOPLE SAYS ROHAN TEJURA, AVP, FOCUS SOFTNET

Focus Softnet's HR Services division offers an extensive range of HR related services to augment our ERP and related software solutions portfolio. The HR Services offered cover Vanilla Recruitment Services, Organisation Development Services and Contract Placement Services.

The true building blocks for most organisations lie not just in the infrastructure afforded, but in the real assets of Human Resources available to it. Many of our clients, having realised this, approached us with requests for competent resources, and it makes sense that for the organisation that deploys the software solutions to help clients in placing the right resources to execute their businesses using the software.

Recruitment Services

Focus now has at its disposal a strong delivery team with expertise in delivering quality candidates for recruitment in various sectors and industries with sourcing capabilities globally. With global businesses shrinking the world, demands for talented resources from a global spectrum are rapidly becoming the norm, and our placement services are geared to service that need.

Our recruitment services can range from simply providing candidate resumes to clients, to providing the entire Recruitment Process Outsourcing (RPO) service which covers everything from gathering the client's needs, developing the Job Description (JD), screening and profiling suitable candidates, and delivering the final chosen candidate for the job, eliminating the entire process hassle from our target audiences.

Organisation Development Services

Recruitment by itself isn't enough. The health of the Human Force of an organisation is dependent on many other factors — having brought in talent simply isn't enough. Organisations need to have in place strong HR policies, systems, training programs (for soft skills, core skills and morale), measurable appraisal methods, welfare management programs, and KRAs & KPIs in place.

Having realized this need, we at Focus have a plethora of services to cover policy setting, appraisal standardisation, training programs

Focus Softnet is able to offer a complete solution for HR, recruitment and organisational development, says Tejura.

(both on-site and off-site), welfare programs, and many other niche and industry/organisation specific solutions that cater to this requirement. The right pay package simply isn't enough these days to retain your workforce — an organisation needs to look after its employees and demonstrate credible action towards the welfare of its resources to promote organisational health. Therefore all our OD services are specific and tailored to suit each organisation's own individual requirements.

Contract Placement Services

All organisations, from time-to-time, need a boost in output, productivity, or simply need to fill a void with resources that can accomplish non-permanent tasks. On a case-to-case basis, Focus Softnet can provide contract-based employees for specific job functions for a specific period of time, enabling organisations to accomplish their goals with the right set of human resources without having to go through the pain of bringing on board new recruits, training and retaining them. Contract employees are the answer to a variety of needs, be it executing backlogs or a sudden extra work load, or handling an independent task silo in itself and deliver a completed result.

Focus has prided itself and successfully demonstrated that it is an organisation with a tremendously healthy work force, both competent and content, and delivering enviable results consistently. There is no secret to the fact that these results are people driven. Focus has now unlocked the answers and packaged them into purchasable services for its customers' benefit, promoting a healthy win-win all round.

FOCUS ON FEATURES

FOCUS SOFTNET'S R&D TEAM WORKS CLOSELY WITH CUSTOMERS TO CONTINUALLY DEVELOP NEW FEATURES FOR BUSINESS REQUIREMENTS

FOCUS CRM　　FOCUS ᎧᎥᎷ　　FOCUS Mapps　　FOCUS MAP　　FOCUS POS　　FOCUS WMS

CRM

CRM on Cloud
Available in three options — basic, professional and enterprise, Focus CRM on Cloud offers customers will enable huge cost-savings, ease-of-use, scalability, 24x7 data availability and better customer experience.

Focus PMS
The Property Management System module has been totally integrated with CRM 2.0. This module allows booking and reservation of land plots and apartments. It also generates payment schedule-based invoices.

Inventory integration
Parts/Product inventory consumed while providing support services is now fully integrated with the inventory module of Focus ERP.

GPS Integration
Travel route and current location of CRM user can now be tracked in real-time

Enhanced Map View
CRM 'Map View' has been enhanced to locate customers within a specified radius.

ERP Modules on CRM Dashboard
Focus ERP reports can be now viewed on CRM dashboards

Sales Order and Invoicing
Generate sales orders and invoices and integrate it with Focus using Focus CRM against the Quotations raised in CRM.

Billable Support Calls
Quotations and sales orders can be raised against a support call if the services provided during the call are billable.

Retail Management (POS)

Creation of Member from Main screen
Customer can create member directly from main screen instead of going back to member master.

Member Barcode
A member can be assigned a barcode. When user scans the barcode, member will be picked on the main screen.

Multiple Barcode Integration:
Multiple barcodes of a single product created in the ERP will now get synchronized with the POS outlet.

Restaurant Management

Option for Home Delivery
Implementation of home delivery is possible in Retail Management Solution.

Merge bills
This feature allows user to merge different table bills into a single bill and the bill settlement can be done for a consolidated bill.

Different Print Format Based On Order Type
User can define different print formats for takeaway and dine in orders.

Open Orders Search
Search option for open orders is available based on voucher number and table number

Focus i

Focus API
Focus API allows third party applications to query information from and send commands to Focus core ERP data tables. It helps third party applications to query the masters and transactions tables and integrate external data containing masters and transaction. Focus core ERP built-in functionality allows the external modules developed using API to trigger on events within Focus core ERP. Recently, by using Focus API, a new method has been provided which allows product unit and rates to be updated in multiple companies from one company database.

Assign specific printer ID to class of document
A new API feature provides printer setting to select certain document types to be directed to a pre-defined printer ID.

Suspension of inventory reservation until Authorized
The inventory reservation from a document would be in suspended mode till the document reserving it is authorized.

Loading default value of extra tag in document
Default value can be loaded in the document for extra tags. For example: if a user creates a new tag called 'Region'. For each if department/branch has default region fixed, the region field for each department would be auto-populated in document.

BOM in Excel
Now the entire Bill of Material with all sub-processes can be exported in Excel Sheet.

QITCOM sees big interest in Focus

FOCUS SOFTNET SHOWCASES FULL PORTFOLIO AT QITCOM, QATAR'S LARGEST ICT SHOW.

Focus Softnet participated in QITCOM 2014, which was organized by the Ministry of Information and Communication Technology (ICT Qatar) at Qatar National Convention Centre from May 26 –28 2014.

The company showcased its entire product range, including ERP, CRM, Retail & POS solutions, Mobile solutions, Academic and Hospital Management solutions.

This event laid major emphasis on the use of Focus' mobile solutions for quicker access to valuable information for business users to efficiently manage their operations.

Focus Softnet received excellent response for its flagship ERP, Focus i that comes with integrated BI. Customers visiting the Focus stand also

▶ Focus Softnet showed its entire portfolio at QITCOM, Qatar's largest ICT show.

appreciated Focus CRM for its rich features and flexibility.

"Qatar is a very important market for Focus Softnet and QITCOM 2014 was an ideal platform for us to showcase our products and increase our visibility. It gave us an opportunity to meet our customers under one roof and fulfill their demands with our latest technologies and new products and technologies," said Juzer M, Branch Manager, FocusSoftnet Qatar.

Strong showing for Focus Softnet at CeBIT Australia

Focus Softnet showcased its enterprise and vertical specific solutions at CeBIT Australia, one of the biggest ICT events in the continent. Some of the products exhibited were Focus i, Focus RT, Focus CRM, Focus SCM, Focus WMS and Focus AIMS.

"Focus ventured into Australia with a vision to get the brand out there, to provide quality solutions and services, which can benefit companies here in Australia by lowering their cost of ownership and improving business intelligence with integrated solutions. CeBIT was one of the best platforms to

▶ CeBIT offered an excellent platform for Focus to showcase its solution to Australasian markets.

showcase our products and increase awareness of our solutions in the Australian markets," said Baquer-Rashti, Vice President, Focus Softnet Pty Ltd, Australia.

New customers flocking to Focus Softnet solutions

SADF Trading & Development Co
SADF Trading and Development Co. Ltd. provides consulting and operational services for the Food & Beverage industry in Saudi Arabia and Bahrain. SADF Trading chose Focus for its ability to develop a customised recipe management module for them, its local presence and great pricing.

SkyTech
SkyTech is in the business of mobiles and electronics with retail sales, wholesale and distribution and merchandising. The company chose Focus RT for its flexibility and customisability as it was a perfect fit for its requirements, and also deployed Focus Mobile Apps.

Eat & Drink Group of Restaurants
Established in 1982, Eat & Drink is a renowned name in the restaurant and catering industry in the UAE. It chose Focus RT and Focus POS to enhance its business processes, integrate its operations and enhance customer experience.

Atom Options Computer LLC
Atom Options is an independent distributor and stockist of branded IT goods. The company deployed Focus RT for its features, scalability, customisability and flexibility.

Fixperts
Fixperts is a leading provider of building maintenance services in the UAE for commercial and residential. The company chose Focus 8, Presales module of Focus CRM, Facilities Management solutions and mobile apps from Focus Softnet.

Specialized Medical Centre
This new clinic specialises in Mamography, Skin Treatment and other beauty treatments for ladies in Saudi Arabia. It has deployed Insta healthcare solutions and Focus RT to streamline its operations and to fuel future growth.

EISCO Labs
Eisco is a multinational serving 85 countries with science education and scientific lab solutions. Eisco chose Focus i for its competitive pricing, customization capability, flexibility, ease-of-use, solution delivery timeline and strong support.

Vallabh Pesticides Limited
Vallabh Pesticides of Gujarat manufactures a range of pesticide formulations. Vallabh Pesticides chose Focus for its modules, simplicity, reliability and customer support.

Takamul Investment Co LLC
Takamul Investment Company has selected Focus i to aid its future growth plans to support industrial development in Oman.

TOP 10 BENEFITS OF CLOUD CRM

WITH FOCUS CRM NOW AVAILABLE AS A CLOUD-BASED SOLUTION, SUNIL MATHEW, EXECUTIVE VICE PRESIDENT, FOCUS SOFTNET, HIGHLIGHTS SOME OF THE BENEFITS OF CLOUD-BASED CRM

Customer Relationship Management (CRM) is a business' way of staying in touch with new and existing customers in order to maintain strong relationships and to ensure repeat business. A CRM application can record a wide range of customer data as well as act as a calendar and management tool to review performance of the sales team.

With the recent launch of the cloud-based version of Focus CRM, our customers are now able to access a range of cloud benefits, from easy set-up and cost-savings to flexibility of accessing your data from anywhere 24x7x365 using web-enabled devices such as your laptop or your smartphone. Similarly, using a cloud-based CRM service can become a game changer for your business.

Cloud-based CRM is an innovative service that companies can use to improve customer relations, enhance customer satisfaction, improve marketing and in turn raise profitability, with benefits including:

1 Fast Deployment: Implementations take very little time as compared to onsite CRM deployments.

2 CAPEX Free: Cloud computing services are usually pay as you go and hence there is no need for IT infrastructure and resources expenditure at all. And because cloud computing is much faster to deploy, businesses have minimal project start-up costs and expected ongoing operating expenses.

3 Easy Upgrades: Cloud CRM applications can accommodate rapid deployment of newer versions. Product enhancements and upgrades can be done right away and cloud CRM applications can be configured/reconfigured quickly.

4 Agility and Round-the-clock Accessibility: Since the data is stored directly in the cloud, the company's employees can access it from a web-based browser anytime, anywhere. This helps the organisation's sales and marketing teams gain a competitive edge by getting access to dynamic, real-time CRM data, which in turn can speed up decision-making and projects.

5 Disaster recovery: With Cloud CRM, companies do not need to worry about disaster recovery plans as the cloud vendor ensures the data is backed up and secure.

6 Flexibility: If the company needs to scale up business, it has the flexibility to increase bandwidth as a cloud-based CRM service provider is able to instantly meet these demands because of the capacity of their servers.

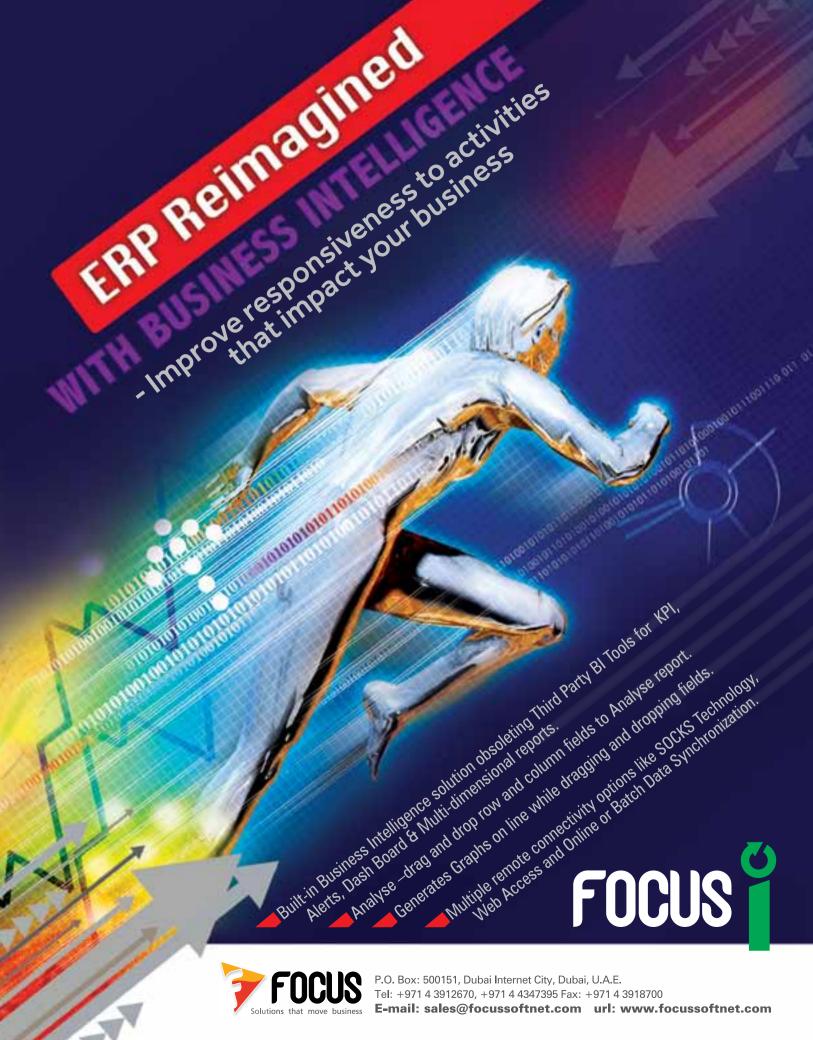**7 Increased Productivity:** Cloud CRM allows companies to become proactive instead being reactive to customer requirements. By utilizing a cloud-based CRM service, employees can work from anywhere and are not tied up to their office, desktop or office IT network. They can contact customers and prospects on-the-go and extract real-time data in less time. By delivering more actionable and frequent customer insights, employees can increase productivity across the board.

8 Easy Data Access: The company's sales and marketing teams no longer need to wait for records and access systems based around onsite servers. Cloud-based CRM gives them the ability to get faster, quicker, more precise and frequent information on where the customer is in the purchase lifecycle.

9 Cloud computing enhances collaboration: Sales and marketing teams can access and work on the same file in real time without having to email back and forth with attachments of the updated. This further improves productivity and creativity.

10 Security Safeguards: Cloud CRM providers take data centre security very seriously and ensure their security is up to par to ensure the protection and privacy of customers.

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Cloud deployments are fast, flexible, secure and more cost effective than onsite deployments, says Mathew.