

THIS ISSUE: HCM SYSTEMS HELP GET THE MOST OUT OF A COMPANY'S TALENT

# FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

March 2015 • Issue 08

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## TOP AWARDS FOR FOCUS SOFTNET

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FOCUS SOFTNET  
UNVEILS NEW  
INTEGRATED  
SOLUTION FOR  
HOSPITALITY

# FAST TRACK FOR FAWAZ

FAWAZ REFRIGERATION AND AIR-CONDITIONING CO  
STREAMLINES OPERATIONS AND SPEEDS UP BUSINESS  
PROCESSES WITH FOCUS SOFTNET

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Solutions that move business



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## A MESSAGE FROM THE CEO

**Dear Customers and Partners,**

Welcome to another edition of Focal Point. Hope 2015 has begun well for all of you.

2014 was an eventful year for Focus Softnet. We launched our revolutionary ERP — Focus 8, increased our focus on cloud and mobile apps and closed the year with a bang. This would not have been possible without your continued support and trust in us. 2015 is going to be an even bigger and better year as we plan to invest further in R & D, local resources, training and channel enablement programs.

In this edition of Focal Point, we highlight how Focus' Warehouse Management System (WMS) has helped Australia-based Advanced Distribution Services Pty Limited enhance productivity and operational efficiency and how Focus' Supply Chain Management (SCM) has helped Kuwait-based Fawaz Group re-engineer its business processes and streamline its operations.

It gives us great pleasure to announce that Focus Softnet has launched a new

Hospitality solution, which will change the way hotels do business.

Apart from our newest feature releases, this issue also covers a special knowledge zone section which focuses on the latest trends in the retail and restaurant industry and a comment piece on HR and Payroll from our expert.

I hope you enjoy reading this edition of Focal Point. We look forward to your valuable feedback as always.

Best wishes from all of us at Focus Softnet for a successful 2015!

Sincerely,

**Ali Hyder**  
Group CEO,  
Focus  
Softnet Fz  
LLC.



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► ads is a specialist in warehousing and distribution for the fashion e-commerce sector.

# Advanced Distribution Services drives efficiency with Focus WMS

IN THE FACE OF STRONG GROWTH, AUSTRALIA-BASED ADS NEEDED A WAREHOUSE MANAGEMENT SYSTEM THAT COULD ROBUSTLY HANDLE INVENTORY TRACKING AND THIRD-PARTY INTEGRATION

Founded in 1996, Advanced Distribution Services (ads), is a warehouse and distribution services company that operates on a 10,000sqm facility in Marrickville, Sydney, Australia. Led by its Managing Director, Max Eady, the company provides e-commerce fulfillment and real time inventory control, specialising in the fashion industry. Experienced in EDI/scan packing operations, its hanging garment conveyor system can accommodate up to 150,000 garments at one time, while its pallet racking, including picking bays, can store some 2,500 pallets. The company works with major clients across Australia and believes in creating value for money for its clients.

“Since its inception in 1996, ads has con-





► Focus Softnet's solutions were cost effective and a good fit with ads business, says Steve Beaton.

tinued to grow and thrive on its mission statement, which is to 'Create Value' for our clients. In 2014, we did just that by implementing Focus Softnet's Warehouse Management System [WMS]," says Steve Beaton, Warehouse Manager, ads.

"Our business was growing and we needed to ensure that we continued to create value for our customers. To help scale up the business and streamline operations, we decided to look at deploying the latest IT and warehouse management system to help us meet our business objectives.

**150,000**  
garment  
capacity of ads'  
Sydney facility

ves. We evaluated several warehouse management solutions in the market and zeroed in on Focus WMS, which was also strongly recommended by our IT people. With any business, cost is the main factor, and we found Focus WMS to be a competitive cost-effective solution [compared with] what's out there," Beaton adds.

After a strict evaluation process and product demonstrations of the application, ads chose to implement Focus WMS to increase productivity, accountability and creditability among its customers.

"The Focus team was very knowledgeable, asked all the right questions, and had answers to all the questions that we put forward. This was another reason why we decided to go with Focus," says Beaton.

Prior to deploying Focus WMS, ads was working on a WMS from another vendor where they had faced problems in tracking inventory, giving clients access to real-time stock availability on hand, and

integrating the WMS with other third-party systems. With Focus WMS, the company was able to overcome all of these issues, automate pick-and-put strategies, and seamlessly integrate their third-party software solutions.

As part of the implementation process, Focus Softnet integrated Focus WMS with third party solutions such as Magento, an online order-processing system used by ads' clients, and Temando, an online courier/logistics system from TNT, where Focus WMS helps generate labels from ASN documents. The solution was also made available on Motorola handheld terminals, offering ads scan-and-receive (for stock inwards), scan-and-count (for stock taking), and scan-and-pick (for stock outwards) options.

"We are happy ads chose Focus Softnet over other vendors; we got the opportunity to deliver a multi-layer integrated solution for a leading 3PL logistics

**After deploying Focus WMS, we are now able to get real-time information over our network with automatic restocking based on maximum and minimum levels.**

**Steve Beaton,**  
Warehouse  
Manager, ads



## case study **advanced distribution services**

tics company. This project is very important for us, as we were able to demonstrate our forte in integrating our WMS software with Magento and Temando, which are well-known as best-in-class solutions in this part of the world. We are confident ads will experience the benefits of the solution and Focus WMS will be an integral part of ads' growth and success in the years to come," says Baquer Rashti, Vice President, Focus Softnet Australia.

Ads is now able to minimise costs with efficient distribution as well as bring efficiency to warehousing by introducing automated processes and tighter control structures. Focus WMS has helped in optimising inventory with accurate forecasts and providing flexible automated support for processing movement of goods and management of stock.

"After deploying Focus WMS, we are now able to get real-time information over our network with automatic restocking based on maximum and minimum levels. The solution also allows us to manage multiple locations with improved management control and reporting that helps plan and track labour resources," Beaton explains.

With Focus WMS, all client locations are barcoded, labelled and well organised, enabling easy identification and scanning with handheld devices. The software is integrated with ads' clients' online ordering system, automating the online order process to consistently update orders. The EDI order (orders to distribute to clients' own showrooms) processing has been automated to generate a clubbed pick list.

Focus WMS also allowed ads to receive any item into the staging area, even without knowing its contents, as packing slips arrive late. It



► Baquer Rashti, Vice President, Focus Softnet Australia and Steve Beaton, Warehouse Manager, ads

Pallet storage  
capacity of ads  
warehouse:

**2,500**

is able to record and bill clients on any activity performed, like sorting, packing and picking from within WMS software. The solution can generate periodic or on-request reporting to management on storage, labour, material and freight by clients, for any selected period.

"Focus WMS is also able to generate invoices on behalf of the client that can be handed with the deliveries to the end user. This certainly creates business opportunities, enabling ads to provide a further value-add and a unique competitive edge over other companies in the in-

***This project is very important for us, as we were able to demonstrate our forte in integrating our WMS software with Magento and Temando.***

**Baquer Rashti**, Vice President, Focus Softnet Australia.

dustry. Focus WMS also allows us to print client stock labels, customised with a client's brand and logo, which is yet another value add," Beaton adds.

With Focus WMS, ads is now able to provide customers real-time online visibility of stock receipts, stock numbers, stock processes, tracking numbers and ASN's. With their third-party warehousing and distribution, customers can do constant stock monitoring in real time via their website.

"We needed a change and Focus WMS made our life much easier," Beaton says. ➤





► Focus aims to provide the most most advanced, flexible, and highly customised business solutions, says Mir Ahmed Ali Khan.

# Focus wins top awards from SiliconIndia

FOCUS WINS 'COMPANY OF THE YEAR' AND 'BRAND OF THE YEAR' IN TECH MAGAZINE'S ANNUAL HONOURS

Focus Softnet has been named 2014's "Company of the Year — ERP Software and Solutions" and "Brand of the Year — Mobile Apps" by SiliconIndia, one of India's premier technology magazines. Both of these awards validate Focus' emphasis on being ahead of the technology curve, providing cost-effective solutions and a global team that is equipped with diverse expertise. The prestigious wins also illustrates the strength of Focus' growing international presence and brand.

With Focus' recent launch of next-generation ERP solution, Focus 8, the company broke the mould in business governance, business intelligence and information control. Born out of customers' feedback and market trends, the latest ERP solution is highly flexible and scalable, providing customers with unparalleled capabilities. Besides the launch of Focus 8, Focus has been developing and upgrading its existing solutions by having continuous

dialogue with customers to understand their concerns, needs and expectations.

"Being recognised as the 'Company of the Year — ERP Software & Solutions' by SiliconIndia is such an honour for Focus Softnet, as it supports our unwavering goal of providing the most advanced, flexible, and highly customised business solutions for the mid-to-large sized enterprise market," says Mir Ahmed Ali Khan, Co-Founder and President, Focus Softnet. "As we continue to invest heavily in our technology, we look forward to furthering our long-standing relationships with our partners to develop innovative, next-generation ERP solutions, specifically designed to help our customers generate new revenue and save money while eliminating risk."

"We are very pleased to recognize Focus Softnet as the Company of the Year — ERP Software & Solutions in our magazine siliconindia. With the ERP solutions stack the company offers, Focus Softnet has emerged as a

leading player in the space. We wish them the best in the future and hope to see them climb the success ladder further," says Anamika Sahu, Managing Editor, SiliconIndia.

The apps development at Focus Softnet integrates seamlessly into the entire technological ecosystem of client organisations, providing a unified and holistic solution to clients. With its solutions, Focus can also synergise with a variety of systems already existing in client environments, ensuring minimal redundancies. Focus' differentiated mobile apps portfolio includes the Focus 8 Mobile App, which has data analysis and business intelligence capabilities. Other apps manage the healthcare and hospital management systems, sales and CRM applications, real estate facilities management systems, and others. Focus eRMS provides restaurants with a complete end-to-end digital experience. Focus M-POS is a point-of-sale app, managing physical and e-commerce stores with accessibility and navigation, thus optimising store access on mobility.

"With Focus Softnet's product portfolio massively augmented by its mobile applications, the award for 'Brand of the Year — Mobile Apps' is an honour to receive. We are extremely proud of our R&D team who tirelessly deliver a consistent series of software versions built on various platforms," says Khan.

"With a vision to honour the companies who have created a niche for themselves in the market and have grown to become one of the most respected brands in their domain, we are happy to announce that Focus Softnet Fz has been awarded the 'Brand of the Year - Mobile Application' for 2014. We hope that the company continues to take further strides and delve deeper into their core offerings to eliminate their client's pain points," adds Sahu.

Maintaining outstanding client support is a critical element of the business model that has enabled Focus Softnet to achieve such sustained success. Clients in turn show their appreciation by staying with Focus Softnet as it continues to develop and improve. This has led to Focus Softnet having the highest client retention rate in the industry. With such a strong foundation in place, the future is very bright for Focus Softnet, its partners and clients. 🚀



# PRESENTING: FOCUS SOFTNET'S INTEGRATED HOSPITALITY SOLUTION

THE FOCUS HOTEL MANAGEMENT SUITE IS POISED TO REVOLUTIONISE THE HOSPITALITY INDUSTRY'S DIGITAL INFRASTRUCTURE, BRINGING WITH IT ATTRIBUTES FOR WHICH FOCUS IS TRADITIONALLY FAMOUS



Focus Softnet has always been at the forefront of innovation, and has consistently been delivering vertical specific solutions to its markets to augment its core product portfolio of ERPs. In its latest rollout, Focus brings a comprehensive suite of hospitality management solutions that digitise and automate almost all processes of the hotel-management domain.

## Focus FrontDesk Suite

The Focus Front Desk Application Suite comes packed with features to manage housekeeping, rate management, cashiering, front office, group reservations, and reservation management through its various modules, which can be rolled out in silos, or as an integrated suite.

The radial design of the system architecture affords maximum flexibility to hoteliers, enabling them to extract

exactly what they require from the system. The seamless integration-ready structure allows the suite to share information and provide an end-to-end holistic environment, either through its own modules, or through integrating with other third-party solutions.

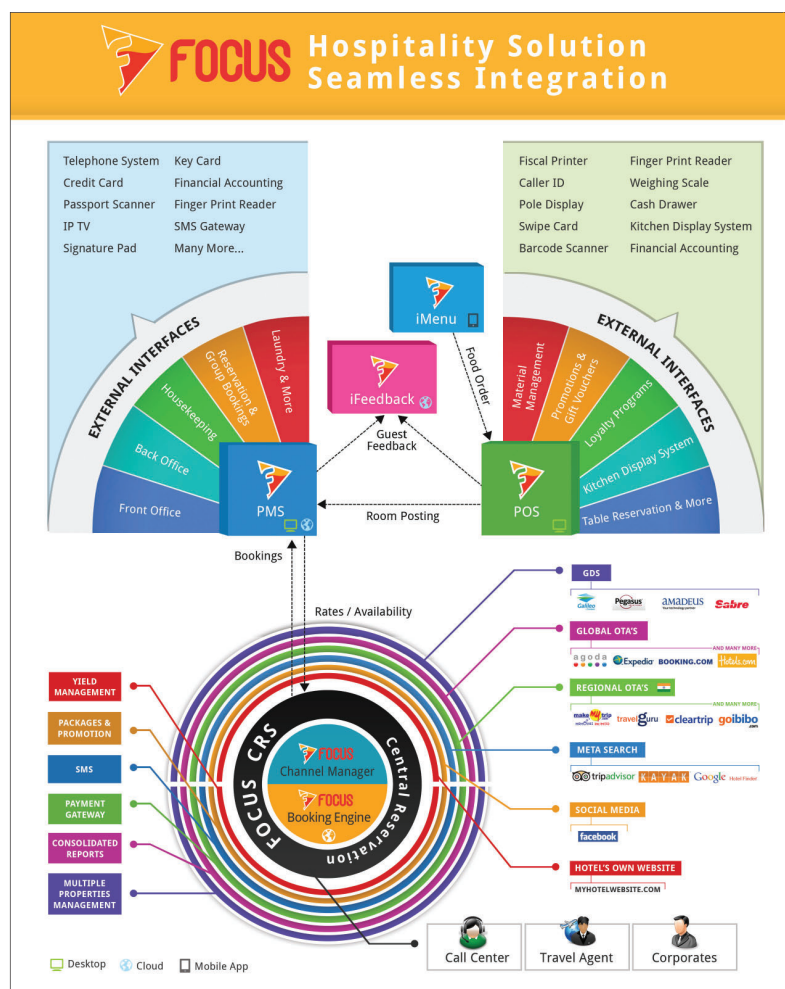
The core application stems from tremendously powerful sales and marketing-oriented capabilities. The application provides a core that manages room reservations, availability, status and rates. This is further integrated with various distribution avenues, such as the hotel's own website, promotion through social media, integration with meta-search platforms such as trip advisor, and distribution through a network of regional, and global distribution services such as Make My Trip, Expedia, Pegasus and Galileo.

The application ensures maximum reach through a minimal overhead and provides a powerful business intelligence layer with reports and tools for yield management, packages and promotions, communications through email and SMS, payment gateway integration, and multiple properties management. The powerful CRM interface further allows a deeper engagement with hotel patrons through smart communications, campaigns and communications. The entire system is further linked into a central reservation management system, which integrates

**Integration-ready architecture: The system is designed to be versatile and easy to integrate with, ensuring minimum implementation time.**

## THE APPLICATION SUITE MODULES

- Property management system
- Restaurant point of sale
- Web-based property management system
- Reservation – online booking engine
- Online channel manager
- Restaurant tablet digital menu
- Online feedback system
- Hotel app builders extension API



with call centres, travel agencies, corporate travel desks, channel management and booking engines.

### Platform independence

The multi-platform rollout for the application suite ensures that the system is accessible to users on traditional PCs, tablets, mobile devices and through the cloud. The user interface is designed to seamlessly flow across devices ensuring that the user can easily transition across platforms.

The internal environment of the hotels is managed through the Property Management module and Point of Sale systems.

### Property Management

The property management module

manages the end-to-end processes of the hotel's functionality. The Front Office module handles all front-office operations including reservations, check-in, check-out, concierge, travel desk, bell desk, cashiering and billing, payment gateway, key card management, passport and document scanning, and a variety of other front-office functions.

A complete banquet management module is available bundled with the suite, which provides catering menus, minimum requirements, capacities, availability and tracking, and various other banquet management functions.

The system also comes packaged with a powerful laundry management utility that manages guest and hotel laundry services including in-

premise facilities and outsourced facilities, and manages the delivery scheduling and billing of laundry services across the hotel ecosystem. Separate facilities and providers can be established for hotel linens and guest laundry as well.

The system is equipped with an integration-ready interface to deploy a hotel telephony system; IPTV and entertainment management; room service, housekeeping, and asset management; inventory and materials tracking; and other related hotel functions.

The central backbone of the entire application is the financials core, which provides multiple language and multiple currency capabilities and automatically posts transactional data and information from various modules and functions into the core financial backbone. Group consolidated reports, dashboards, KPI reports and various MIS capabilities are packed into a powerful business intelligence layer.

### Point of Sale Management

The Hotel Management suite also packs a powerful POS system that integrates into the core central financials management and is catered to handle all types of transactions for retail stores as well as food and beverage facilities, including room service.

The system enables table reservation management, ordering through tablets and smart devices, kitchen integration with recipe management and controls, and integrates with the billing and payment gateway systems.

A bespoke or third-party loyalty programme can also be integrated with the suite of applications, providing hotels with the ability to reward patrons with a variety of benefits. 🚀

**Reliability:**  
With rigorous testing procedures and practices, the application always provides a rich experience in execution and functionality.



# FAWAZ RE-ENGINEERS BUSINESS PROCESSES AND STREAMLINES OPERATIONS WITH FOCUS i SCM

FAWAZ REFRIGERATION AND AIR-CONDITIONING CO HAS DEPLOYED FOCUS i SCM TO AUTOMATE PROCESSES, INCREASING OPERATIONAL CONTROL AND ENHANCING PROCESS EFFICIENCY



► Mahmoud Tawfik, Group Deputy CEO, Fawaz Refrigeration and Air-conditioning Co.

Established in 1973 as an electro-mechanical contracting company in Kuwait under the leadership of founder chairman late Mubarak Abdulaziz Al Hassawi, Fawaz Refrigeration and Air-conditioning Co. (Fawaz) has grown into a successful multi-national business conglomerate. Over the years, it has expanded and diversified its business into the fields of HVAC, Plumbing, Fire Fighting and Security, Electrical, Water Treatment and Building Automation.

The company is now a leader in the complete value-chain of project engineering, project contracting, planning and control, installation services, operation and maintenance, facilities management, manufacturing and trading in the field of electro-mechanical products, system and services. In its continuous pursuit of quality, in 2008 Fawaz' Kuwait operations has achieved the ISO 9001:2008 certification for applying quality systems for trading of Engineering Equipments and Accessories.

Headquartered in Kuwait, Fawaz has a strong presence across the Middle East and has successfully executed projects in different vertical industry segments such as hotels, hospitals, commercial, residential, government, education, palaces etc.

"Fawaz has grown into one of the leading regional businesses in HVAC, MEP project and maintenance activities within Kuwait and across the Middle East region. Each division of Fawaz Group functions as an independent business unit specializing in its segment for better customer focus and service," said Mahmoud Tawfik, Group Deputy CEO, Fawaz Refrigeration and Air-conditioning Co.

"However, this divisional organizational structure also brought with it a fair share of challenges as each division had their own set of applications with no unified flow of information between them to the extent that even the product catalogs with each division were different. Our objective was to find a Supply Chain Management (SCM) solution that would help us automate our business processes, ensure data reporting across all divisions are integrated on a single platform and ensure a quick turnaround time on our transac-

tions. Hence we sent out an RFP to review different vendors' solutions in the market and after a strict evaluation process, we signed on Focus' SCM solution for our requirements," Mahdi Hussain, Chief Technology Officer added.

With multiple divisions across multiple countries, Fawaz faced many challenges from multi-level authorization process to multi-division user access, inventory management, inventory ageing parameters, multi-dimensional MIS/Reporting, provision reporting and scalability to cater for larger projects in the future. To address these challenges, Fawaz's objective was to deploy a robust SCM solution that would help them achieve business and process automation; transparency and integration of transactions; reporting of sets among different divisions on a single platform; faster transaction turnaround times and a high level of operational and process efficiency.

"Some of the key differentiators for selecting Focus' SCM over other competitive solutions were the solution's ease of customization and due to Focus i's generic and built in functionalities plus the consultation abilities of the Focus team on our overall SCM business needs, flexibility to adapt to our requirements, quick support on software related queries and most important of all the company's direct presence in Kuwait where we could be assured of local support," said Manjunath Kudva, Group Director, Supply Chain, Fawaz Refrigeration and Air-conditioning Co.

Fawaz rolled out Focus i SCM in March 2014, which went live in June 2014. The company deployed the Inventory, Procurement, Order control, Workflow and Authorization modules, which now helps them automate the entire procurement process and have better control of their inventory. The SCM has also been integrated

with Fawaz's in-house legacy applications.

"We are happy with the Focus i SCM solution deployed at our Kuwait offices as it has benefited us in many areas of our business especially operational control, enhanced processes efficiency, better staff productivity and in leveraging our buying capabilities. It has also helped Fawaz with divisional organizational structure with focused work flow customization and automated and paperless transaction flow across divisions and users. Our overall rating for Focus' solution and support is 'Excellent,'" Mahmoud Tawfik added.

With the Focus i SCM implementation, Fawaz has gained many benefits including seamless integration with the company's in-house multi divisional structure; introduction of division-based and role-based transaction sets; authorizations and controls by division and by roles; unified and integrated transaction flow across divisions; integrated purchase flow and vendor management has leveraged buying efficiency and cost effectiveness; master data revamps and set controls; digital and paperless transactional flow across divisions and users; and flexible interfaces, ease of use and simple training.

Though Fawaz's operations are diverse with independent functional controls, through Focus Softnet's SCM solution, they have managed decentralized information flow and yet connect through a centralized system. The solution allows multi-



► Fawaz required an SCM solution to automate business processes, says Mahdi Hussain.



► Ease of customization was a major selling point for the solution, says Manjunath Kudva.

user access to all who require using the system across multiple locations. Focus i SCM offers multiple levels of security and password protection and simple processes to secure and backup data across multiple locations.

"Fawaz, being one of the leading business houses in Kuwait and a reputed business conglomerate in the GCC region, is a prestigious client for Focus Softnet. They were looking for a paperless office and process automation, which could be accessed anywhere in the world. With Focus i SCM, they have managed to meet their requirements. We are confident that our SCM solution will help FAWAZ with centralized procurement and inventory management. This project is important to us as we can now leverage our solution to other companies in the HVAC, plumbing and contracting, maintenance domain," said Baqtiyar Siddiqui, Assistant Vice President, Focus, Kuwait.

Based on the implementation success in Kuwait, Fawaz decided to roll out the Focus SCM solution to their Qatar operations and look forward to deploying the same at their other offices across the globe in the near future. 🚀

**"We are happy with the Focus i SCM solution deployed at our Kuwait offices as it has benefited us in many areas of our business."**

**Mahmoud Tawfik,  
Group Deputy CEO,  
Fawaz.**



# FOCUS SOFTNET SIGNS MADA AS GOLD PARTNER IN KSA

MADA TO PROMOTE FOCUS' ERP, HEALTHCARE SOLUTIONS TO HOSPITALS AND HEALTHCARE ORGANISATIONS THROUGHOUT SAUDI ARABIA

Focus Softnet has signed MADA Advanced Technology, a healthcare-focused IT integrator as its Gold Partner in Saudi Arabia. MADA will help promote, sell and deploy Focus' ERP and healthcare solutions to hospitals and healthcare organisations across the Kingdom.

"We are happy to sign on MADA as our Gold partner in Saudi Arabia," says Syed Mohammed, Executive Vice President, Focus Softnet. "MADA is specifically focused on the growing healthcare market segment in Saudi Arabia and they understand the needs of this vertical really well. Their promoters have years of experience in the healthcare industry as well as the requisite market knowledge and expertise to promote our solutions. And hence we felt they would be an ideal partner for Focus. Our local team in Saudi will be working closely with them, right from the pre-sales stage to post implementation support for clients. We are confident this partnership will help us capture a sizeable market share in Saudi's fast-growing healthcare segment."

MADA Advanced Technology was established in Cairo, Egypt as a niche integrator focused on the health and telecom segments. The company recently began its Saudi operations by opening an office in Riyadh. MADA is the collective effort of a group of ICT and pharmaceutical professionals, who have

extensive experience in the healthcare sector. By signing on Focus Softnet, MADA plans to promote Focus 8, Focus i, Focus RT and Insta HMS to healthcare companies in Saudi Arabia.

Apart from developing business software solutions, Focus Softnet also offers complete solutions for hospital management, lab management and clinic management. Insta HMS is an affordable and easy-to-use end-to-end hospital management solution, which helps hospitals streamline their healthcare services and boost overall operational efficiency. The solution offers hospitals exclusive features such as fastest HMS implementation guarantee; lower total cost of ownership; faster maintenance and free upgrades;

**MADA is specifically focused on the growing healthcare market segment in Saudi Arabia and they understand the needs of this vertical really well.**

**Syed Mohammed, Executive Vice President, Focus Softnet**

and advanced electronic medical records management capability. Insta HMS can also be easily integrated into Focus' Financial ERP solution.

"Focus Softnet is a reputed software development company with successful enterprise and vertical-specific solutions that give customers better ROI," says Mohamad Hesham, Managing Director, MADA. "The company is a trusted brand with a diverse range of products. We were looking to increase our presence and market share in the country and felt Focus' solutions would be a perfect fit.

"Hospitals require customized, process-driven IT solutions to improve their operational efficiency and reduce costs. Insta HMS is an integrated hospital management software, which helps in automating the entire process of hospital administration making it easy to account for all the inventory, transactions, patient treatments and departments. We look forward to working closely with Focus Softnet to promote their ERP and healthcare management solution, Insta HMS, across the country," Hesham says. 🚀



► Mada has been signed as a Gold Partner for Focus Softnet in Saudi Arabia.

# FOCUS ON FEATURES

FOCUS SOFTNET CONTINUES WITH ITS ONGOING PROCESS OF PRODUCT ENHANCEMENT AND IMPROVEMENT TO DELIVER THE BEST FEATURES

**FOCUS** CRM

**FOCUS** eRMS

**FOCUS** FOS

**FOCUS** i

## Focus i

### User security

A user other than Super User can be given rights to create new users and this user would be restricted in editing only rights to users created by him.

### Close of Books of Account

- a) Close company by Transacted Currency
- b) Close of Company by Department Currency as Reporting Currency

### Display Control of Net Value of Document

Option to hide net amount of document from status bar is now available in Focus i.

### Auto loading of Default Tag

A new menu is added which allows to auto load department masters in all vouchers based on the presetting.

### Default folder to save Excel reports

User can define default folder in registry and specify the output subfolder in it to save all the reports spooled to Excel.

## CRM

### Black listing of Customers

Accounts can be blacklisted, restricting such accounts from creation of PMS Contract, Service Contract and Service request.

### Technician availability Chart

Mark the attendance of technicians to be reflected in the call schedule calendar.

### Report Scheduler for Customers

Schedule a report for customers by selecting a pre-defined list layout with multiple filter facility.

### Report Analyzer

Analyzer tool for Reports is available in CRM

### Combo Box Customization

Customize the fields in the master combo-boxes to show apart from the Name field.

### Extra Field Search in Master type

Master Type fields can be searched based on extra fields in that master by prefixing \$ before the search string.

### PDC Management in PMS

PDCs can now be managed in CRM.

### Auto Invoicing

Invoices can be automatically posted into Focus ERP on the due date of every PDCs against PMS Contract.

### Module Status tracker graph

New graph is introduced in dashboard which shows Opportunity Status or Request Status wise count and details of major opportunities and requests.

### Shift assignment

User based shifts can be defined with effective dates and move from one shift to other.

## E-RMS

### Printing of Void items in kitchen

On cancellation of order item, the items which are voided will be printed in kitchen as void item so that the chef can easily stop preparing the voided item.

### Allow Complimentary after bill print

Cashier can give the items as complimentary after printing of bill at the time of settlement.

### Option to change prices in Billing screen

User can manually input prices for the items

in the main screen, irrespective of prices defined in selling price book.

### Bill printing with extra fields

Extra fields created in Product master can be printed in the customer receipt

### Allowing partial printing of an order to Kitchen

By enabling this feature waiter can partially select the items to be printed in kitchen based on the priority of customer.

## Retail POS

### Option to define advance amount as mandatory in preorder by member ship type

User can define advance payment as mandatory for preorder based transactions by membership type.

### Alert in case where item rate is zero

Based on the preference selected if rate is Zero a warn and continue message will be popped up and if not allowed then the system will not allow user to proceed for bill settlement.

### Display of amount by currency in EOD

User can have provision to review the EOD before posting, where user can also view the transaction amount collected by currency before posting.

### Message greetings and special instructions

In pre-order user is having a facility to enter special remarks or greeting messages for the particular order.

### Re-print restriction

The user is allowed to reprint the bill for the EOD date(current) and restricted from reprinting of bills of previous date.



# FOCUS ON *FOCUS 8*

FOCUS SOFTNET'S NEXT GENERATION ERP FOCUS 8 INCLUDES POWERFUL FEATURES TO SYNCHRONISE DATA ACROSS DIFFERENT SYSTEMS AND LOCATIONS



**F**ocus 8, a revolutionary new product from the arsenal of Focus Softnet, comes packed with features, both new and enhanced, with one objective — to revolutionize the ERP experience and enable you in more ways than ever before.

The product has been designed with a significant emphasis in revolutionizing the following activities:

**Focus on Online & Offline Sync**  
Business has grown into a multi-dimensional facet, bringing with it ever-challenging complexities, all in the aim of achieving organizational simplicity. As such, organizational dependence on robust, flexible, scalable and dynamic systems is on the rise, and the demands that are placed on these systems are constantly evolving. With multi-dimensional businesses

Growth & Scalability	Advanced Workflows
<b>Online &amp; Offline Sync</b>	Advanced Authorizations
iOS & Android Compatibility	Advanced Escalations
Advanced Business Intelligence	Communication Tools
CRM Integration	Advanced Report Writer

comes the complexity of multi-locational businesses; most businesses, even those which aren't multi-national in nature now operate through a network of varied locations, ranging from a head office to a branch office, warehouse, manufacturing unit and a retail establishment.

However, with multiple locations comes the challenge of internet connectivity which may not always be stable, consistent or provide adequate bandwidth on a 24/7 basis. Further, given the nature of systems-driven businesses, Focus 8 and its modules run critical aspects of the operations of the business departments, and therefore, cannot be dependent on the availability of the internet. A non-functional internet connection could have the crippling effect of the department's operations being shut down until the connectivity resumes. This simply cannot be acceptable in a retail, warehousing, manufacturing, or any other business scenario.

Focus 8, with its revolutionary new architecture and functional capabilities provides integrated silos of vertical specific and activity-specific modules which can be rolled out at various locations within their own local networks, ensuring that the departments function smoothly regardless of the status of the internet. Furthermore, the online and offline sync capabilities allows the flexibility for organizations to define their own schedules of when these locations 'talk' to each other and update their information across the eco-system of the client organization, thereby ensuring integrated holistic data, information and reports at all locations throughout organizational eco-system. Focus 8 seamlessly gathers cross-location data for you. 🚀

*Online and offline sync capabilities allows the flexibility for organizations to define their own schedules of when these locations 'talk' to each other.*

# NEW CUSTOMER WINS FOR **FOCUS**

FOCUS SOFTNET CONTINUES TO ATTRACT NEW CUSTOMERS FROM AROUND WORLD

## **Manpower Middle East FZ LLC**

Manpower Group is the world leader in innovative workforce solutions. With over 60 years of experience, the \$19 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. The company chose Focus 8 HR and Payroll for its functionality and flexibility and local support.

## **House of Enspa**

Established in 2013 as a holding company for two grooming concepts and a retail distribution and training company, House of Enspa operates 11 spas and salons. The award-winning House of Enspa collection comprises more than 350 members of staff, each dedicated to offering a flawless, consistent and holistic customer experience. The company chose Focus i for its flexibility and customizability, competitive pricing and Focus Softnet's local market presence.

## **Al Sudai Furniture Factory**

Al Sudai Furniture Factory is a manufacturer of furniture with sales carried out through its own showrooms. The company was already a Focus RT customer and decided to deploy Focus' MRP2 module.

## **Zublin**

Zublin is a German company with offices across the globe. The company was an existing Focus i customer and decided to upgrade to Focus 8.

## **Al Kabous Industrial, Trading & Investment Group**

Established in 1938 by the founder Al-Haj Mohammed Hassan Al-Kbous, the company meets customers demands with best quality of Yemeni coffee & imported tea from the best farms across the globe. The company chose Focus DMS for its user-friendly interface.

## **Sri Lalitha Industries Ltd.**

Sri Lalitha Enterprises Industries Limited, is the leader in non-basmati rice processing in India. They are the largest processor of non-basmati rice with a milling capacity of 2,000 Metric tons per day. The company

selected Focus i for its competitive pricing, customization capability, flexibility, ease-of-use, solution delivery timeline and strong support from the Focus team.

## **Well Flow International**

Well Flow International is a leading specialist independent energy services company which provides an integrated worldwide network of services and products to the oil and gas industry. The company decided to implement Focus i and Focus CRM for seamless integration to aid its future growth plans.

## **M & M**

M & M is a joint venture between Media Network Qatar and Major Marketing Agency providing end-to-end services to organizations on branding, social media marketing, sms ads and SEO. The company decided to go for Focus i and Focus CRM as the integrated solution offered ease of customization and reporting capability.

## **Romsons**

Established more than 60 years ago, Romsons is a manufacturer of scientific and laboratory equipment. They decided to implement Focus i for its features, implementation methodology, flexibility, simplicity, cost, external module development option, mobile app, online system and local customization capabilities.

## **Bajaj Electronics**

Bajaj Electronics is a leading retail Company in Hyderabad having 19 Branches across city. The company selected Focus i for its modules, simplicity, reliability, features, and flexibility.

## **Indore Composite Pvt. Ltd.**

Established in 1995, Indore Composite (INDORE) began by manufacturing FRP Rod for fiber optic cables and now caters to the cable materials and engineering plastic needs of its customers around the globe. The company selected Focus i for its features, flexibility and front-end customization.





# TRANSFORMING THE PURCHASE *EXPERIENCE*

SUNIL MATHEW, EXECUTIVE VICE PRESIDENT FOCUS SOFTNET, EXPLAINS THE IMPACT OF INTEGRATED RETAIL AND RESTAURANT SYSTEMS

Competition is ever-increasing, margins are rapidly eroding, and retaining customers is becoming more of a challenge than has ever been before. Now, more than ever, business intelligence and assimilated data models is essential in order to ensure customer retention and business success.

There was indeed an era where retail was as simple as stocking items, expecting walk-in customers, and watching the revenues tumble in. However, with today's dynamic scenario of advertising, branding, competing retail establishments, and an ever-aware and increasingly demanding customer base, the rules of retail and hospitality have turned digital.

## **The Retail Perspective:**

The retail world has rapidly evolved from tradi-

tional 'familiar' corner stores to multi-national chains. The merchandise itself is, of course, the brand that pulls the audience of consumers through its doors, but today, the establishment, itself, is a brand in its own right.

Today's customers' demands, and reduced levels of tolerance have raised the expectations of acceptable service to a level where consistent delivery of the expected services by the retail establishment is now just the bare minimum a retail brand can do. As such the administration relies heavily on systems, business intelligence and trend analysis tools, through highly efficient, seamlessly integrated, intelligence systems which accept data entry at the sale kiosk itself, and further assimilate that data into meaningful trends, behavioral patterns, and intelligence that arms the retailer with smart decision capabilities.

Intelligent systems of today maintain holistic records and information on stocks in hand, sales performance of various items, and generates intelligent analysis on the performance of that particular stock SKU and forecasts how that particular SKU will perform in the future. This enables retailers to ensure optimal utilization of working capital or credit limits by carefully selecting items which historically are proven to sell well, and stocking them in the right quantities.

The integrated nature of current systems allow retail chains to further analyze the performance of sales of particular SKUs across various locations and geographies thereby identifying trends across varying parameters for the same given SKU. Accordingly stock optimization can be brought about by transferring stocks from locations which have histo-

rically documented poor sales records, to those outlets that have historically performed well.

Apart from these smart trends, retailers can perform regular maintenance tasks such as stock reconciliations and various other activities more efficiently. Efficiencies also spill over into the back-end office administration where transactional data from various locations is automatically and seamlessly synched into the core platform, for accurate reporting.

Further, the latest retail systems have embraced the social media space thereby pushing information, content and relevant sales promos, to direct target audiences thereby increasing the client engagement with the brand beyond the geographical boundaries of the physical store itself.

#### The e-Commerce Extension

The world-wide-web has provided a revolutionary revenue format to retailers through the 'virtual retail store' online. The ability to add a virtual retail store and showcase the merchandise for sale right in the comfort of the client's own environment through the web is a compelling attraction to all retailers. The functionalities already discussed in this article form the founda-

tion or the core which is essential to launch a virtual store and administer it with seamless ease through the simple addition of a payment gateway and the integration of a shipping and logistics module.

Coupled with the base ERP, retailers can now create campaigns which attract discounted prices online, promote items which aren't moving off the physical shelves quickly, and reach various untapped markets through positioning the e-Com portals appropriately in various online spaces. Merchandize in the online space can quite literally be the aggregate of all the physical warehouses in addition to the various retail outlets as well.

#### The Restaurant Perspective

As is the case with retail establishments, customer loyalty at restaurants in today's age needs a lot more than just providing quality meals. This aspect, once the differentiating factor between restaurants, is now considered more-or-less a minimum basic expectation. Moreover, it is the engagement and experience of the restaurant that decides its popularity.

The latest wave across restaurants of all strata, from fine-dining to run-of-the-mill eateries, is the adoption of tablets, and smart devices. Restaurants now boast of digitizing the entire restaurant experience from booking to bill.

The functionality starts from the actual reservation of the table itself, where the smart systems always know the status of availability and service at all tables. Once guests are seated, the tablets are served to patrons as 'digital menus'. The smart interface allows patrons to make their menu selections and provide bespoke special instructions for preparation of the items as per their liking. Additionally, the smart system knows who ordered which bespoke item and seamlessly provides this information to the serving staff.

The integrated network ensures that orders, once selected at the tables automatically show up in the kitchen so that chefs can prepare the order. Additionally, the smart recipe management module provides chefs with detailed step by step recipes and instructions of preparation too, in the event that this information is required by a trainee or new chef.

Various features and enhancements are often packaged into the apps to occupy the patrons' time between that of placing the order, and the time when the order arrives at the table. The experience ends with the same device used by the patrons to pay their bills using via a payment gateway on the app.

Loyalty schemes and programs are often integrated with these systems, and apps are further provided to patrons to download onto their own smart devices, thereby adding to the element of loyalty and enabling ordering of home delivery or take away.

The advanced integration of materials management, financial accounting, and backend processing seamlessly integrate the stores and ingredients with the orders thereby keeping proactive trends on consumption and reorder levels. Additionally, the integrated nature makes sure that billing, end of day, and other pertinent data is seamlessly transferred and integrated into the backend adding to the efficiencies of the administrative body as well.

Be it the retail world, or the restaurant world, the rules of business engagement have evolved over the years, and one thing is for certain — adopting new technologies and connecting with patrons through smarter systems is a key tool in the sustenance and growth of sales establishments. ➤



► Retailers are becoming increasingly reliant on systems for business intelligence and trend analysis, says Sunil Mathew.

***Be it the retail world, or the restaurant world, the rules of business engagement have evolved over the years."***

**Rohan Tejura,**  
Assistant Vice President Focus Softnet



# MANAGING HUMAN ASSETS

HUMAN CAPITAL MANAGEMENT SOLUTIONS CAN HELP A COMPANY TO GET THE MOST FROM ITS MORE VALUABLE RESOURCE — ITS PEOPLE — WRITES ANIL KUMAR PUTHIN, EXECUTIVE VICE PRESIDENT, FOCUS SOFTNET

In today's age, businesses are exceedingly specialized and require highly complex processes in order to scale and grow. However, the fundamental essential ingredient for business success is in the workforce.

The larger the organization, the more complex the element of human challenges and the more difficult it is to inculcate a work culture and govern the administration of human resources.

Human Capital Management (HCM) has evolved a long way, and is no longer simply restricted to payroll processing. In fact, HCM starts with the definition of an HR policy within the organization, and culminates in the implementation and governance of that policy through digital means thereby eliminating any variances in standards, which in turn eliminates challenges such as favoritism and unfair treatment of employees.

Today's complex HCM systems provide a suite of services and solutions that automate the entire HR department thereby culminating in a lean HR department equipped and geared to cater to tremendously large organizations and yet maintain a fair policy across the board, and yet provide personalized service to all employees. In fact, they encompass the entire life-cycle of an employee throughout the Hire to Retire (or terminate) phase.

The HR system starts with an 'indent'

for an open position. This requisition goes through to the HR department where the Job Description and various other attributes culminate into the process of recruitment.

The profile of the employee automatically then inherits the attributes and entitlements of that employee ranging from mobilization to governance and administration.

With the help of the system, periodic reviews against measurable attributes are documented thereby ensuring stable career growth of employees. Training modules can be built into and integrated with these systems as well, and training accomplishments can be documented.

New departments, organizational charts, and proposed hierarchies can be defined through the system to allow decision makers to continually optimize the organizational efficiencies. Overall, the administrative and governance engines of business intelligence and reports provide the organization with the ability to carefully monitor the organizational HR footprint.

Most importantly, employees across the organization will always have a sense of 'fair play' in so far as employee-specific functions are concerned where the employee's self service module allows employees to periodically fill out self-evaluations,



▶ Anil Kumar Puthin, Executive Vice President, Focus Softnet



**Modern HCM solutions can automate the entire HR function, says Anil Kumar Puthin**

apply for loan, generate their own payslips, claim expenses, and perform various other functions which are governed through central processes, thereby eliminating the 'favoritism' challenge. The integrated architecture then automatically sends a trigger to the relevant head of department or HR as the case may be to process leave requests, appraisals, and other requests to ensure prompt service to employees.

On retirement or termination, the exit interviews, handover processes, and security assessments are also completely embedded into the system. Furthermore, the replacement or succession plan for the exiting resource can also automatically triggered with a handover being executed either within the existing resource pool or the new replacement recruit.

One thing is clear; growth in today's competitive business environment is exceedingly dependent on capable human resources, and providing strong governance for the talent pool ensures retention, eliminates attrition and promotes a healthier and happier workplace. 🚀

# FOCUS

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