

THIS ISSUE: FOCUS SOFTNET UNVEILS THE NEXT GENERATION OF ERP

FOCAL POINT

FOCUS SOFTNET GROUP

October 2014 • Issue 06



FOCUS

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A MESSAGE FROM THE **GROUP CEO**

Dear Customers and Partners,

Welcome back to another edition of Focal Point.

October is a month full of action for Focus Softnet. Apart from participating in GITECH Technology Week 2014, we are excited to launch our much-awaited next-generation ERP — Focus 8.

Focus 8, as a product, is only the second attempt since the upgrade from DOS Platform to Windows that we have completely redesigned the product at the interface and database level. I sincerely thank all our customers and Focusites, as without their feedback this would not have been possible. In this issue, we share in detail the thought process and efforts behind developing the solution as well as the new features that went into making Focus 8 a truly revolutionary ERP solution in the market today.

In the country focus section, we cover Singapore and in the product focus section, our expert talks on how to get the best out of your ERP solution.

This edition covers two interesting case studies. The first one is from Singapore where Fragrance Foods deployed Focus 8 POS for better business visibility and control, and Concept Zone from the UAE, implemented Focus CRM for better customer service.

Apart from our newest feature releases, this issue also covers the latest happenings, sign-ups and customer wins globally.

Hope you enjoy reading yet another edition of Focal Point.

We look forward to your valuable feedback always.
Sincerely,

Ali Hyder
Group CEO,
Focus Softnet



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Focus 8 Launch



FOCUS SOFTNET LAUNCHES FOCUS 8 NEXT-GENERATION ERP

BUILT ON MICROSOFT TECHNOLOGIES, WINDOWS PRESENTATION FOUNDATION AND WINDOWS COMMUNICATION FOUNDATION, FOCUS 8 OFFERS CUSTOMERS SUPERIOR FEATURES, GREATER FLEXIBILITY AND SCALABILITY.

Focus Softnet has launched its biggest ERP Product yet. Focus 8 was officially unveiled during the prestigious GITEX 2014 exhibition.

Focus 8 is a comprehensive ERP, designed to give 24X7 accessibility to decision makers through its smart device interface, while keeping the total cost of ownership low. It gives organizations the opportunity to synchronize offline sites, add users and adopt greater functionality as their businesses grow, and offers built-in support for multiple languages and multi-currency transactions where they can comfortably do business across the globe.

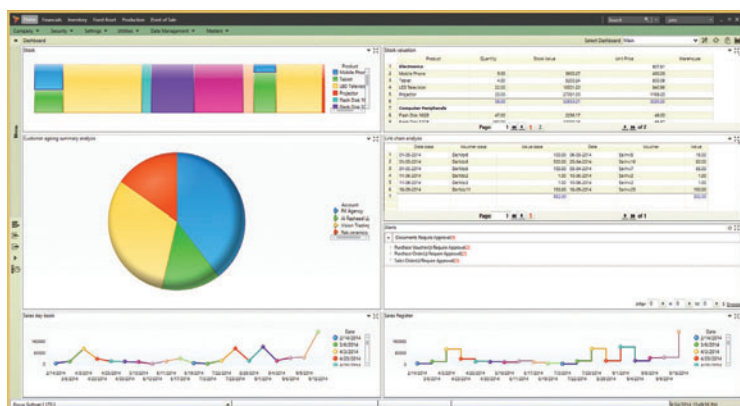
"We are extremely proud to launch Focus 8, our flagship ERP solution that breaks the mold in Business Governance, Business Intelligence and Information Control. It has been the culmination of our development team's efforts and innovation over the last five years wherein we listened to our customers' feedback, learned from market trends and developed a highly flexible and scalable business governance suite, which will provide our customers unparalleled capabilities," says Mir Hasnain Ali Khan, Chairman and CTO of Focus Softnet.

Focus 8 is a new generation ERP that fully integrates a comprehensive

BI tool, provides real-time, multi-dimensional posting of transactions which result in real-time reports. The solution offers customers a broad range of industry-specific processes and gives them the power and tools to see their business in a new way, which in turn will help them improve productivity, plan and visualize the roadmap to success and accelerate growth.

"Every organization has a vision that is distinct and different from that of other organizations, which flows into the DNA of the company. 'Enabling Customer Vision' has always been Focus' USP. We have developed Focus 8 to enable companies to achieve their long-term vision and growth plans, increase their profitability by improving efficiency and help them scale up their global business by offering them access to the system from multiple locations thus resulting in satisfied stake holders within the organization," he adds.

Over the years, Focus Softnet has been developing and upgrading its solutions by taking customer feedback into consideration. With Focus 8, the company has ensured that the features were developed based on existing customers' feedback and recommendations. One of the major factors that was considered while designing Focus 8 was to overcome the structural



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

restriction that customers faced with earlier versions of its ERP.

"With the launch of Focus 8, we are assuring our existing and new customers that Focus Softnet is a company that has been continuously in R&D mode, delivering version after version, based only on the latest technologies. Not many companies across the globe can showcase such a consistent series of software versions built on platforms ranging from DOS, to Windows, .Net, Web, Mobile and Cloud. Moreover, Focus has always ensured that while retaining the user flexibilities, it has also added features based on customer feedback thus fulfilling our promise of being a true solution provider for the customer," explains Ali Hyder, Group CEO of Focus Softnet.

"This is the first time in many years especially after the upgrade from DOS to Windows that we have developed a product that has been fully redesigned both at the user interface level and the database structure. The Focus 8 product

"We are extremely proud to launch Focus 8, our flagship ERP solution that breaks the mold in Business Governance, Business Intelligence and Information Control."

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

Focus 8 Launch



► Ali Hyder, Group CEO, Focus Softnet

design helped Focus overcome many of the user-level restrictions that created a few limitations during earlier implementations. For example the Authorization in the previous version was restricted to three levels and this has been overcome with Focus 8. Similarly the dashboard/BI of the previous ERP had lots of limitations but with the new solution, it is now more elaborate and flexible,” Hyder adds.

The technology platform used for Focus 8 is the advanced .Net Development Tools Windows Presentation Foundation (WPF) and Windows Communication Foundation (WCF). WPF is an all new framework introduced with .NET framework which actually puts forward a new set of classes and assemblies which helps develop

programs with greater efficiency and flexibility. It uses Direct3D rendering which employs graphics cards to render the output on the screen. WCF is an advanced API (Application Programming Interface) for creating distributed applications using .NET framework.

“Developing Focus 8 was not at all easy! Working on a new technology platform and overcoming the structural restrictions of the previous versions were some of our biggest challenges. One of the major reasons is the razor-thin margins with which customers work, which demand quick return on investment (ROI) that is usually granted only by established technologies and methodologies. Keeping this in mind, Focus 8 was designed with the latest technology (WPF and

FOCUS 8 MODULES:

- Financial Management
- Inventory Management
- Supply Chain Management
- Accounts Receivables & Payables
- Manufacturing Resource Planning
- Fixed Assets Management
- Customer Relationship Management
- Human Resource Management & Payroll
- Retail Management

“Focus has always ensured that while retaining the user flexibilities, it has also added features based on customer feedback thus fulfilling our promise of being a true solution provider for the customer.”

Ali Hyder, Group
CEO, Focus Softnet

WCF), which supports both distributed and centralized architecture,” comments Syed Mohammed Rasheed, EVP of the Development division of Focus Softnet.

“Focus 8 was developed using feedback from our basic research using a SWOT analysis, market trends, consumer feedback, company’s R&D department, focus groups, employees, salespeople, and ethnographic discovery (searching for user patterns and habits) methods. We had to develop techniques to build an application that could cope with heterogeneous platforms and execution environments and ensure fast quality delivery. We had to build trust in the minds of our customers on this software,” Rasheed adds.

Focus 8 supports multiple languages and has a new feature called ‘Tree View’, which can be created for all the Masters both manually and automatically. Multiple Trees, which can be created for each Master as per the user’s requirement, facilitate reporting and provides clarity and visibility. The Trees are based on the filter provided for each Master data for easy viewing and analysis by users.

For all its solutions, Focus Softnet has always maintained a distinct mix of user-friendliness and flexibility yet giving control in the hands of users. Focus 8 retains the same mix. The software is available on three different platforms i.e. Windows, Web and mobile devices (Smartphones/Tablets). Over the last year, the beta version of Focus 8 was deployed at several customers’ sites.

“At Focus Softnet, we have developed a significant



► Syed Mohammed Rasheed, EVP of the Development division of Focus Softnet.

number of powerful vertical solutions, and yet maintained the generic nature of our core ERP solutions. Focus 8 comes with business-vertical-ready modules for sectors such as Retail, Restaurant Management, and Property Management, to name a few. The solution is fully integrated with Focus CRM Version-2 and the HRMS system,” Hyder explains.

Focus 8 is positioned as a high-end ERP product for mid-to-large sized enterprises and corporates. Focus Softnet plans to offer its existing customers an easy option to upgrade. With this launch, the company is looking to capture a sizeable market share within the Tier-1 ERP market segment.

Existing Focus ERP customers can easily upgrade to Focus 8 owing to the provision of seamless data migration from previous versions. Organisations that have used Focus' previous ERP versions don't need additional training as the software is built with the same user-friendliness and

““Focus 8 was developed using feedback from our basic research using a SWOT analysis, market trends, consumer feedback, the company's R&D department, focus groups, employees, salespeople, and ethnographic discovery.”

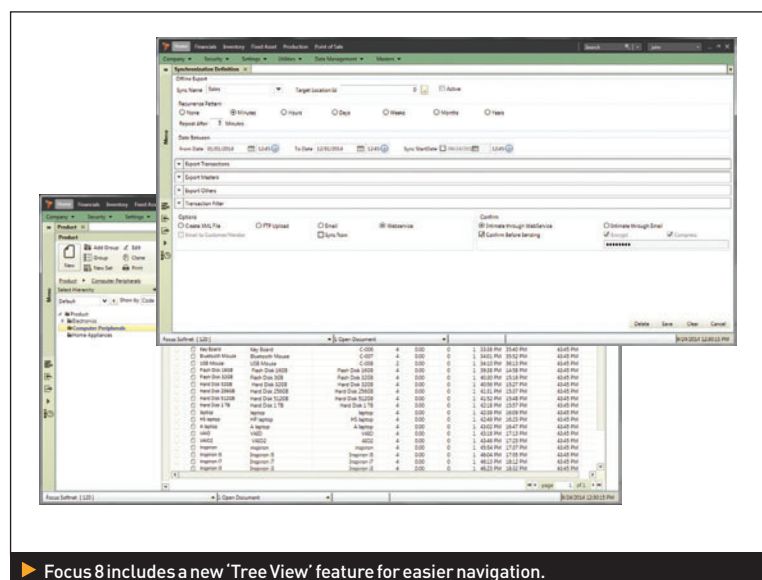
Syed Mohammed Rasheed
EVP of the Development division of Focus Softnet.



► Focus 8 is available on Windows, web and mobile device platforms.

a reasonably similar user interface to the previous versions. Focus Softnet has also created videos to demonstrate the new features and functionalities of the solution and the company will offer Focus 8 customers online, offline and on-site support. Additionally, Focus Softnet has also released a new version of their website with a Global Online Chat Support utility which can also aid customers in both sales and support related activities.

In keeping with the trends and demands observed, Focus 8 is also cloud-friendly, mobility-friendly and provides a tremendous amount of flexibility to cater to more and more innovative client organizations and their custom requirements. The new ERP is available in Standard, Advanced and Premium editions, and Focus 8 will provide the company greater flexibility in catering to the entire spectrum of SMB to enterprise clients. ►



► Focus 8 includes a new 'Tree View' feature for easier navigation.

FOCUS 8 – ADVANCED FUNCTIONALITIES

1. Improved Home Screen

- I Powerful Dashboard – Customizable user-based dashboard displaying reports, graphs and gauges
- II Info panels for Masters and Transactions – Customizable, closable, expandable panels of information which would fetch and display data from Masters and transactions
- III Customer logo – Provision to add customer logo on the home-screen
- IV Quick Create Masters - Home screen Link to create masters
- V Recent Menus – Home screen list of recently accessed activities
- VI User definable notifications and Alerts – Customize the alerts displayed on the notification panel

2. Enhanced Data Synchronization

- I User Friendly and flexible setup for synchronization
- II Multiple methods for synchronization (Using FTP, Web Services or XML based Email)
- III Option to push data through manual synchronization
- IV Fully secured data exchange during synchronization with encryption
- V Dynamic feedback option with web services
Once data is synchronized, the destination will send an acknowledgement to the source and it will be saved in the log as well. This will ensure the data is correctly in-sync and will maintain data integrity.

3. Inter Company Transactions

- I Flexible mapping of voucher (transaction) types and masters
- II Enables post transactions between companies – Once the intercompany functionality is enabled in the voucher wizard, based on filtering conditions, whenever any voucher is saved, it will be automatically post to the interlinked companies
- III Dynamic intercompany transaction control with inbox /outbox facilities for approving and saving documents exchanged
- IV Comprehensive audit trail with drill-down capability
- V Supports multi-currency – different base currencies are set when foreign currency transaction data are posted

4. Barcode Series Definition

- I User definable barcode series
- II Multiple barcodes for a single product (example by unit of measurement)
- III Barcode definition by batches
- IV Universal barcode handling

5. Transaction Features

- I Transaction home Page – Access to every document can be either direct for data entry or can be customized through a home screen to list documents based on user-defined filters. This is useful for users other than data entry operators.
- II Flexible transaction screen
- III User definable info panels
- IV Customized tool bar
- V Attach documents - scanned document image attachment
- VI Recurring journals, reversible journals and system would auto post their data as per scheduled dates
- VII Auto apportionment of expenses to Departments with predefined percentage
- VIII Revaluation of bills, stocks and assets based on currency conversion
- IX Quotation analysis –helps to effectively manage pre-sales and post-sales business processes, perform product analysis, vendor analysis and allows users to find the best quote



6. Advanced Authorization

- I Masters and transaction authorization
- II Multiple authorization flows definition
- III Unlimited levels in each flow – Focus 8 allows unlimited levels and any number of parallel authorization flows for each document
- IV Option to escalate based on time intervals
- V User definable alerts and email templates
- VI Limit definition for approvals

7. Multiple Currency

- Although Focus did provide multiple currencies from its first version, the concept of multi-currency in Focus 8 is improved with following additions:
- I Reporting currency
 - II Multiple currencies in single transaction
 - III Consolidation of different companies having different base currencies
 - IV Fix currency for a user

- V Bill adjustment with multiple currencies
- VI Exchange rate download

8. Multi Lingual

In today's globalized environment, Focus implementations are increasingly covering multiple countries with multiple language support. Every user can have an alternate language set in the user profile. The application will interface with each user through the language selected in his/her profile.

9. Enhanced Security

The user-security for accessing data is improved with many advanced features. The security module is broadly divided into:

- I Network policy – defining the systems with allowed/banned IP addresses in the network that have access to the application
- II Password policy – features like maximum password length, complexity of the password (alpha-numeric/special characters mandatory, etc.), recording past passwords in history, number of invalid attempts, change password on next login etc.
- III Roles – create multiple roles like data administrator, read-only user, modifier etc.
- IV User login – domain user mapping, Accounts/Products/Tags restrictions, field level rights etc.

10. Masters

- I Unlimited Tags/Masters
- II Multiple Master Tree
- III Customized Tool Bar
- IV Advance Customization of Masters
- V Approval Process for New Masters
- VI External modules integration – masters can be integrated, added or updated from other applications, and can be sent to other applications like CRM, etc.
- VII Info panels - apart from transactions, masters will also have info panels. Every master has an info-panel display which is user definable

11. Sales / Purchase Price Matrix

- I Multiple sales and purchase price matrix
- II Pricing by units
- III Price definition by quantity range
- IV Pricing by customer/vendor
- V Price definition by location
- VI Update prices based on percentage addition to cost price, purchase price, profit margin etc.

12 Enhanced Stock Reservation

- I Reservation against inwards
- II Back orders reservation (against pending orders)

FOCUS SOFTNET IN SINGAPORE

FOCUS SOFTNET'S OPERATIONS IN SINGAPORE HAVE BEEN SUCCESSFUL IN BUILDING A GOOD BUSINESS BASE IN A HIGHLY COMPETITIVE MARKET

Focus Softnet opened its Singapore office in 2004 to provide innovative software solutions and local support to its customers. Driven by an experienced and committed team, the Singapore office has been successful in deploying Focus' entire range of solutions from its flagship ERP to its vertical solutions for local clients. The team has

efficiently built on these references and continued to break into new accounts that led to a healthy — and growing — list of satisfied customers in the country.

Singapore is a diverse and competitive market that has many options in enterprise software solutions and Focus Softnet Pte Ltd has yet been able to make its mark with customers from a broad range

of verticals across the country. Be it any industry vertical such as retail, trading or construction or small to big enterprise, Focus has helped local companies run their businesses with the latest state-of-the-art technology available in the market.

The Singapore branch has drawn up extensive plans to expand its operations in the Far East and strategically promote Focus' new product lines

such as Focus 8, Retail PoS (Point of Sales), Mobile Applications and Property Management Suite in addition to its existing Enterprise solutions.

With a strong team for Sales, Technical Support and Implementation, Focus' day-to-day business is managed by its Vice President, Rajesh Kumar J., who can be credited for Focus Softnet's record year-on-year growth.



"Since we began operations in Singapore nearly a decade ago, our strategy has been to focus on Innovation and Customer Service and that is what we have been offering our customers. Our affordable and easy-to-use customer-centric solutions have helped companies of all sizes run better. With Singapore as a base, we plan to foray into markets such as Burma, Indonesia, Vietnam, Hong Kong in addition to our current operations in Malaysia and Philippines."

Rajesh Kumar J,
Vice President.



case study/ Fragrance Foodstuff



FRAGRANCE FOODSTUFF GAINS **BETTER BUSINESS VISIBILITY AND CONTROL**

FRAGRANCE FOODSTUFF AMONGST THE FIRST TO DEPLOY FOCUS' BRAND
NEW SOFTWARE — FOCUS 8 POS MODULE

Fragrance Foodstuff, as a concept, was born in 1969 when the Tan family opened their first bak-kwa stall in Singapore with the aim of sharing the goodness of their famous bak-kwa with others.

Madam Wong, the mother of the company's current Managing Director, Mr. Tan, set-up the stall and developed a special recipe despite not having any formal culinary training. The aroma of her barbecued meat attracted customers from rickshaw drivers to wealthy businessmen and foreign sailors, who traveled miles to experience the divine taste and

unrivalled quality of Xiang Wei Bak kwa.

In 1995, the company officially established its operations in Singapore and has since grown to become a full-fledged business with 35 retail outlets across Singapore and Malaysia. Over the years, Fragrance Foodstuff has invested significantly in research and development and created several new products ranging from a variety of bak-kwas to other delicious snacks such as meat flosses, Chinese sausages, mooncakes and cuttlefish to name a few.

"From our humble beginnings in 1969, Fragrance Foodstuff has grown significantly

and we have managed to achieve all this while preserving our unique brand culture and identity. Fragrance's products are manufactured using only the highest quality ingredients based on time-honored recipes, keeping our products fresher for a longer period of time. Quality management is a top priority for our company and we believe in offering our customers only the best quality superior products manufactured in conditions that conform to high hygiene standards," said Eddie Teo, Director, Fragrance Foodstuff.

"As our operations expanded, we began looking for solutions that would help us

have better visibility and control of the business and enable us to make quick decisions. Our previous system was inadequate especially when we needed it to incorporate our customer membership module and give us reports. It was slow and could not handle the entire spectrum of our business. We reviewed solutions from different vendors and found Focus to be the best deal as it could be easily customized to our specific requirements. We were impressed with Focus' features and flexibility which would facilitate future customizations as we continue to expand and streamline our operations. Focus having its own development team supporting us at every stage in the implementation was an added advantage," he added.

Fragrance Foodstuff deployed Focus i, Focus Softnet's highly customizable ERP with business intelligence tools in the beginning of 2014. The company implemented the Financial Management and Inventory Management modules of Focus i, which has helped them automate their financial and operational processes, enabling them to make better decisions through organizing, analyzing and reporting their data. The software eliminated the need for a third party BI tool thereby helping the company save huge costs. With Focus i, Fragrance Foodstuff was able



► Fragrance Foodstuff has deployed both Focus i and Focus POS solutions, says Teo.



► Fragrance Foodstuff has outlets in Singapore and Malaysia.

to get real-time, multi-dimensional posting of transactions, resulting in real-time reports. In addition, they were able to get information about their business at a glance.

In 2014, the company also decided to implement Focus POS 8, Focus' brand new point of sale (POS) solution, which enables its staff to provide quick and efficient services to customers.

Focus 8 POS module is a Retail Management solution designed to optimize store performance and increase productivity. The solution increases profitability by raising performance and productivity, manage multiple outlets with pricing advantage, increase customer satisfaction by quick accurate and secure transactions, and customize and synchronize data with ease, be it for a super market or a provision store. It also helps track and understand customer requirements better.

"We are happy to be amongst the first few companies to deploy Focus Softnet's latest Focus 8 POS module, even before it was officially launched. We chose Focus POS 8 because it is scalable and more flexible than our previous system and could be easily integrated with our backend ERP. The solution also helps us synchronize and assimilate sales data from all our outlets. We are able to accommodate special programs



► The company produces a range of snacks.

for our customers such as a dynamic membership system, point redemption model etc. Because of Focus POS 8, things are a more manageable and clearer now. We have a bigger picture of which of our products are doing well and which aren't as profitable. So we can actually say that the visibility and control of the business has improved after the implementation of the software. We are also able to get quicker reports and accurate data," Teo explained.

Apart from its outlets in Singapore and Malaysia, Fragrance Foodstuff is planning to open outlets in China soon. The company is also looking to deploy a warehouse management system to help keep track of inventory across all its outlets.

"Our next step is to install a WMS to help us keep track on the sales of our products, sales logs, stock control and the inventory we have across all our outlets especially during festive periods. This will help us move inventory from one outlet to another depending on demand. We were happy to work closely with the Focus team on our ERP and Focus 8 POS implementations and look forward to working closely with them on the WMS implementation too," Teo concluded. ▶

We reviewed solutions from different vendors and found Focus to be the best deal as it could be easily customized to our specific requirements."

Eddie Teo, Director, Fragrance Foodstuff Pte Ltd



case study/ Concept Zone

CONCEPT ZONE DEPLOYS FOCUS CRM FOR *OPERATIONAL EFFICIENCY AND COST SAVINGS*

FOCUS CRM ENABLES EXHIBITION STAND SPECIALIST CONCEPT ZONE TO HAVE MORE INSIGHT INTO ITS CUSTOMERS AND TO ENHANCE SERVICES

Founded in 1999, Concept Group of Companies' primary focus has been to be a one-stop shop for exhibition stand design and outfit, offering quality services across the GCC. The company offers a host of services encompassing but not limited to conceptualization and visualization on design, quality assured in-house production, technical/commercial consultancy/client servicing, printing services and logistics.

Today, Concept Zone is an approved contractor with all the major exhibition organizers such as DMG, Dubai World Trade Center, etc. with customers including Kempinski, Beats by Dr. Dre, Mercedes Benz, BASF and Commercial Bank of Dubai. Focus Softnet has also been a Concept's customer for its GITEX stand for the past six years.

In 2008, Concept Zone decided to im-

plement Focus RT, the real-time ERP solution from Focus Softnet, where the business processes and accounting were streamlined.

Since its inception, Concept Zone has enjoyed consistent year-on-year growth and the company decided to expand its business to include interiors, graphics printing, and retail construction as well. To improve operational efficiency and customer services, the company decided to look for a customer relationship management (CRM) solution to replace a number of disparate databases, spreadsheets and paper based systems that were being used to track enquiries and sales.

"In 2013, we felt that we needed a better approach to our clients because our business runs on leads. We get leads from the industry, which we turn into enquiries. We call our clients, book meetings, get designs made and once the designs are approved, we send them

a quotation. The customer then signs off the project and we take it to the production stage. We felt the time is right to implement an effective CRM system, which would give us a snapshot view of each client, information on what stage the production is in as well as how much material needs to be used," says Abhishek Hirani, Sales Director, Concept Zone.

"Without this information, the management could not take appropriate decisions in time. After a thorough evaluation process, we implemented Focus CRM in line with our vision to provide best-in-class technology, thorough service back-up to our clients, and harnessing technology as a platform for customer relationship and future growth."

"We chose Focus CRM over other vendors as their software is the biggest on a single system, highly customizable and could seamlessly integrate with our backend ERP systems,

which again is a Focus solution. The Focus development team understood our business and requirements and customized Focus CRM to suit our exhibitions business. With this implementation, I feel that our company is one of the only few ones in the exhibitions industry to have an efficient CRM software. In that sense we are proud to have partnered with Focus and worked on such a project which is benefiting our business to the fullest.

"Focus CRM offers a centralized database with real-time data, which helps us take quick and informed decisions. Integration with ERP ensures the company can monitor progress of pending orders and outstanding payments. The solution has helped us derive complete visibility of enquiries at various stages and ensured the timely completion of customer orders, which increased our sales."

The Focus CRM solution is a complete sales automation solution and offers analysis of sales activities, leads and opportunity tracking. Focus on the right opportunities has helped Concept Zone to shorten the sales cycle, thus reducing sales costs and helping to close deals faster.

Focus CRM allowed Concept Zone to have tighter controls on its inventory as the CRM solution gave it a clearer picture of the materials required to build each stand thus helping in cost



► Concept Zone has much better management of customer processes now, says Abhishek Hirani



► Concept Zone is focused on building high impact, quality exhibition stands.

savings, better inventory control and customer service.

Most importantly, the integration of Focus CRM with Focus RT facilitated monitoring of pre- and post-sales scenarios, with a view of capturing all activities from opportunity generated order execution and delivery from a single platform.

"One of the biggest benefit of using a CRM is that we are able to find all of our key information in one place. It is essential for us to effectively manage our speaking engagements, collateral materials and interactions with the media because our mission relies heavily on these tracking activities. Another benefit of having a CRM is that our operations have improved."

"Our sales team can monitor the prospects, manage business performance, quickly create reports, predict revenue more accurately and proactively manage service issues. The integrated solution provides a 360 degree view of accounts, contacts, leads and opportunities, whereby sales funnel visibility is available across the various businesses."

Focus CRM has helped Concept Zone to centralize its information, provided accurate reporting and improving staff efficiency. "It was time-consuming to track our clients' communication records and history as the data was distributed in several systems. With Focus CRM, not only

We felt the time is right to implement an effective CRM system, which would give us a snapshot view of each client, information on what stage the production is in as well as how much material needs to be used."

**Abhishek Hirani,
Sales Director,
Concept Zone.**



► Sunder Hirani, CEO of Concept Zone.

have we saved time and employee efforts but we have also been able to access data in real-time, which has helped us make quick decisions. The solution has helped us plan ahead with budgets and forecasting.

"We have achieved ROI from day one itself. We are calculating it according to the savings we are making in the production process and to know how much material is being used. So it is helping us in our inventory and our production process with our sales, that is what has started making money."

Concept Zone has an external IT team to manage its IT environment. The company's staff has also been trained to use the systems efficiently and effectively.

Apart from consolidating its business in the UAE, Concept Zone has recently set up an office in Toronto to cater to the North American market. "We have opened a sales office there, where as our production will still be in the UAE. We shall install the Focus Software out there, so that sitting here in Dubai, we can know what deals are being signed in Toronto on a daily basis and what sort of sales we have made, while we get the purchasing order directly here and our production team can take care of that." 🚀

Apps Store Launches



FOCUS SOFTNET LAUNCHES NEW APPS *STORE*

FOCUS' ONLINE STORE OFFERS CUSTOMERS A GROWING RANGE OF READY-TO-USE BUSINESS APPS FOR PC, WEB AND MOBILE PLATFORMS

Focus Softnet has launched its new Apps Store to offer customers an easier, faster and more cost-effective way to buy Focus' ready-to-use business application add-ons ranging from ERP apps to vertical-specific apps. The new Apps store will allow the company's customers to choose between PC, web and mobile apps that best suit their requirements.

"Focus Softnet has been developing Enterprise solutions for 22 years now. We not only have generic enterprise solutions but have also developed customised and bespoke so-

lutions for many of our customers. While our solutions are agile and flexible, certain businesses or industries have their own nuances when it comes to interfacing with the application, and also when it comes to reporting. The Apps now available in the Apps Store provide that crucial vertical-specific or client-specific last mile which completes the expected user experience with the core ERP applications," says Ali Hyder, Group CEO, Focus Softnet.

"In keeping with the current mobility trends, we have developed several mobile apps for our solutions in addition to the PC and Web

apps. Over time, we have amassed a sizeable library of these apps that we had been developing and deploying for bespoke customers and now, it logically made sense for us to package these apps and make them ready-to-buy products," he added.

"The core concept behind the launch of our Apps Store was in the packaging and presentation of the Apps Portfolio that we carry. In keeping with global trends, we embraced the Apps Store design for two main purposes, ease of use in terms of finding the appropriate app relevant to the business/customer requirement,

and clarity of understanding, wherein the layout of the Apps Store makes the purpose of the Apps fairly straightforward and easy to understand. Clients, both existing and prospective, can now look at Apps in the Apps Store and immediately identify the App that would be ideally suited to the solution they wish to implement, and our technology consultants can build the package around that specific requirement to deploy an end-to-end solution. Our core products were always listed on our website, and now, through the new Apps Store, their extensions are made equally visible. Our clients should now find it much easier to pick through the store and identify solutions that they require.”

Hosted on the company’s website (<http://www.focussoftnet.com>) under ‘Our Apps’ section, Focus Softnet’s new App store features a wide range of Apps for the PC, Web and Mobile platforms. Some of the Apps listed on the website are Web-apps such as Utility Billing and Machine and Job allocation, PC Apps such as Media Planner, Business Intelligence — Sales, Employee Appraisal, Quotation Analysis,

► The Apps Store is available now on Focus Softnet’s main website.



► The Apps Store will allow customers to quickly get access to solutions that are relevant to their business, says Ali Hyder.

Product query, Accounts payable, Bulk emailing, Payment reminder notifications and Consignment sales and mobile apps such as Focus i Mobile, e-RMS Customer, Inventory app, E-RMS waiter app, Focus M-POS and Customer Self Service. Focus Softnet will be adding many more apps in the coming months.

“Our diverse presence in a wide array of global industries uniquely gave us the opportunity to develop Apps for virtually all business verticals. With the App store, we are targeting customers that fit the same business, industry or vertical for which these apps were written in the first place. If we have developed an app for a restaurant, that particular app would be universal to all restaurants because that is a core application that the bu-

The core concept behind the launch of our Apps Store was in the packaging and presentation of the Apps Portfolio that we carry.”

Ali Hyder,
CEO, Focus Softnet

ness is running. Similarly this applies to all apps for different vertical sectors.”

Focus Softnet’s recently redesigned website has brought in a new way in which they interact with customers, who can log into the App store from any corner of the world and review regional customer case study references. The company has different kinds of support available in different regions as well as online support on the main website itself. Through a chat utility that has been integrated into the website for sales and for support, customers can contact and chat with an executive from the Focus team who will be able to assist them with all their queries. ►

FOCUS ON FEATURES

FOCUS SOFTNET HAS ALWAYS BEEN AHEAD OF THE CURVE IN SOLUTION DEVELOPMENT, THROUGH CONTINUOUS PRODUCT INNOVATION

FOCUS CRM

FOCUS DIM

FOCUS Mapps

FOCUS MAP

FOCUS POS

FOCUS WMS

CRM – Property Sales and Leasing

Snap Shot View of Units/Plots

Colour coded view of booking status for the entire Project/venture. The colour box would indicate a unit as Available/Reserved/Sold.

Real Layout View

A complete layout of the original project/venture scaled to actual dimensions can now be designed. This will help viewer in understanding various sizes of different plots/units.

Customer Self Service Portal

CSS has been enhanced with customizations of user defined themes, pictures, widgets and dashboards.

Image View

Actual property images can now be uploaded and viewed. Clicking on the image will display the full size image on the screen.

Advanced Report features

Users can customize report filters and save them as templates for future usage. The user can also customize cross tab reports with multiple grouping parameters. Images can also be embedded in report header and footer through customization.

Retail POS

Sales Tax by Product

Allows users to define Sales Tax for each product, which can be inclusive or exclusive of the product rate.

Offline Synchronization

Option available to export to xml file from node and import it on to the server and vice-versa manually, in case there is no internet connectivity.

EOD for home deliveries

A new option in preference setting is provided to restrict end-of-day posting just in case any home deliveries are pending to be delivered.

Recurring Member Schemes

Member schemes can be defined based on frequency of visits set as number of visits weekly, monthly or daily.

Hold remarks

Option to enter remarks for the on-hold transaction.

Denominations

New optional feature that provides for denominations entry at the time of payment and also at the time of day-start and day-end.

E-RMS (Restaurant Management System):

Merge/Split items after bill printing

E-RMS allows user to merge or split the items after the bill is printed.

Complimentary of items

User is allowed to give specific items as complimentary to the customer and item rates will be printed as complimentary on the bill.

Focus i

Application Font and Font size

User specific font and font size can be set for each system that would display the application in the given font. This will allow the user to have his desired font and font size on the screen and reports.

Print each group on separate Sheet

While printing Final Reports a new option is provide to print each group on a new page. This is useful when you have to print Final Report schedules.

Inter-Company Posting

The inter-company transaction posting now is possible even when the extra field layouts/screen layouts of the source and target companies are different.



► Focus Software will have a strong presence at GITEX again this year.

Focus returns for GITEX 2014

FOCUS CRM ON CLOUD AND NEXT-GENERATION ERP SOLUTIONS ON SHOW AT GITEX

Focus Softnet has announced that cloud and mobile apps will be its major focus at GITEX 2014. The company will launch cloud-based versions of its flagship enterprise solutions, unveil its next-generation ERP solution and showcase its successful enterprise software solutions such as Focus i, Focus RT, Focus CRM, Focus POS and Focus PMS at the region's largest ICT event. Focus Softnet will also promote its Managed Services, HR and Recruitment services, Business Process Consulting and implementations services to customers across the region.

"We have been participating in GITEX for the last eighteen years now. This high profile ICT exhibition has helped us raise our corporate profile, increase our brand awareness and visibility as well as promote our products to a wider audience," says Ali Hyder, Group CEO of Focus Softnet.

"At GITEX this year, we plan to focus

on our recently launched Cloud-based solutions and mobile apps for our wide-range of enterprise, SMB and vertical-specific solutions including healthcare, property management, POS, Restaurant solutions to name a few. We plan to announce some big product launches, sign new partnerships and hold product demos for our customers. We also want to highlight that our solutions are highly customizable and can be adapted to suit our customers' business needs," Hyder adds.

Focus Softnet will place the spotlight on Focus i, the company's flagship brand, which is a revolutionary mid-tier ERP solution with fully integrated with Business Intelligence (BI) tools; Focus RT full-fledged ERP solution; Focus AIMS academic record management software; Focus Mobile Point of Sale; and the recently launched Focus CRM on cloud.

CUSTOMER WINS More new customers choosing Focus Softnet solutions

Barakat Vegetable & Fruits Company LLC

Barakat Vegetables and Fruits Company brings the finest fruits and vegetables from across the globe and supplies these in their natural freshness to the best hotels and leading restaurants in Dubai. The company decided to implement Focus i to aid its future growth plans.

Pacific Controls

Pacific Controls is a global provider of end-to-end managed application services and solutions for machine-to-machine (M2M) and Internet of Things applications. The company chose Focus i and Focus CRM to streamline operations, enhance processes and improve customer service.

Al Jabri Plastic

Al Jabri Plastic is one of the leading manufacturers of plastic products in the UAE. The company signed on Focus i and Focus CRM2 to scale up its business and enhance customer service.

Al Hazm Industrial Equipments

Al-Hazm is a market leader in the industrial equipment sector. The company was looking for ISO certification with a change in software and wanted to move to a robust ERP system. Al Hazm chose Focus for its competitive pricing, customization capability, flexibility, ease-of-use, solution delivery timeline and strong local support.

Qatar Electro Mechanical Group

QEMG is an extension of Messer's REDCO Construction Al Mana. QEMG is presently handling prestigious MEP Projects worth in excess of 600 Million Qatar Riyals. The company decided to implement Focus i for its quick implementation and flexibility interface.

Queens Dental Cetnre

Queens Group is a leading Medical group having two dental centers, one medical center and a Pharmacy. The company chose Focus Insta CMS Advance functionalities to make it a paperless operation.

Al Habari Group

Al Habari Group is leading establishment in Qatar having diversified business interests. Al Habari signed on Focus RT - POS and Financial and Inventory Stable solution for its features, simplicity, prices and local customization.

aDawalah Electronics

aDawalah Electronics is a leading electronic music store in Kuwait. The company selected Focus i for quick implementation and flexibility interface. Focus i will be used for its back office module and POS.

TOP 10 TIPS TO GET THE MOST OUT OF YOUR ERP

IRFAN SAQ, REGIONAL CEO, SARC, EXPLAINS HOW TO ENSURE THAT YOUR ORGANIZATION GETS THE MOST OUT OF ITS ERP SOLUTION

Enterprise Resource Planning (ERP) software plays an instrumental role in an organization's growth and success. If used optimally, an ERP system can help the organization get credible real-time data, enhance operational efficiency and quality, streamline operations, decrease cost and errors, boost productivity and profits, and most of all, improve customer service.

Deploying a robust ERP system is just the first step for an organization, but using it effectively is what will define the success of the implementation. Below are the top ten tips to leverage your ERP system and get the most value out of it.

1 Select your ERP software carefully:

This is one of the most critical factors in getting the most out of your ERP system. Involving senior executives in your ERP strategy will lead to active and productive communication between your IT department and team. Define your business requirements, goals and expectations from the ERP and understand which solution best suits your needs. Choose the ERP vendor based on their experience, customer success rates, development support and 24x7 services.

2 Customize the ERP to suit your

business: Customizing the ERP to suit your business requirements is key to ensuring optimal performance. Work closely with the ERP vendor to develop the modules and features to your specifications.

3 Define Rules and processes: It is important that every employee

follows the rules, guidelines and processes set by the company. This will ensure real-time reporting on transactions and accurate timely reports.

4 Invest in ongoing ERP software

Training: To ensure that ERP is used to its fullest potential, organizations need to invest in educating and training their employees on the modules, features and usability of the ERP. It is also important to evangelize the strategic role of ERP amongst employees.

5 Update and Upgrade Regularly:

Enhance your ERP system's infrastructure by regularly updating it with technological innovations. As your business grows and changes, your ERP system will also be ready to support the organization's new goals.

6 Budget for continuous improvement:

Create an annual budget and plan for continuous improvement. Implement a strong support strategy to meet organization's long-term ERP requirements. Remember that purchasing and implementing an ERP is not a one-time activity, but rather forging a long term relationship with the ERP vendor & implementation team.

7 Mobility and ERP: Mobility plays an important role in business today. Making the ERP systems available on teams' mobile devices through mobile apps is particularly useful for employees working at remote locations. Any operational data they enter is reflected in real-time



"Deploying a robust ERP system is just the first step for an organization, but using it effectively is what will define the success of the implementation" says Saq.

on the ERP system resulting in swift customer service and overall performance.

8 Establish a Solid Backup and Recovery Plan:

Apart from defining and executing a data archiving and data management strategy, it is also important to establish a backup and recovery plan. Ensure that your data is stored securely and the data cleansing and archiving practices are constantly monitored and adjusted.

9 Appoint an ERP Owner/Sponsor:

Assign a senior executive as the owner of the ERP. He will then be accountable for ensuring that the ERP is used effectively in delivering measurable benefits to the organization.

10 Better Use of Business Intelligence and Analytics

tools: With some ERPs being integrated with business intelligence and analytics tools, organization now have access to real-time data that empowers them to react quickly to a rapidly changing business environment. Intuitive role-based dashboards give deep insight into business performance which aids organizations in better decisions making processes. ➤

FOCUS  eRMS

Technology that Serves Your Guests ... Smartly

Focus eRMS enables to systematize Restaurant operations through process automation and optimizes cost of services through its inbuilt business intelligence tool.



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Customize your Business Solution On your Mobile Dashboard !



FOCUS  **mapps**

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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