

THIS ISSUE: WORKFLOW MANAGEMENT SYSTEMS IN THE MODERN-DAY CRM

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

February 2016 • Issue 12



ON THE ROAD

DUBAI AUTO GALLERY RIDES ITS WAY TO SUCCESS WITH FOCUS SOFTNET'S SOLUTIONS

EXPERT OPINION
THE CHALLENGES WITH
ERP IMPLEMENTATIONS

CASE STUDY
UAE-BASED PARTY
ZONE DEPLOYS FOCUS I



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A MESSAGE FROM THE CEO

Dear Customers and Partners,

Let me begin by wishing all of you a very successful 2016.

We at Focus Softnet have decided to make 2016 a milestone year for our business. Since we began operations in 1991, our business has grown at a steady pace year-on-year and we have to thank you for your continued support. At our recently held management board meeting, we passed several resolutions and one of them was to restructure our business operations. After their successful track record in establishing Focus' business globally, our senior team has taken up the challenging task of developing new markets and expanding our reach in newer markets. To give our CRM and HCM products the spotlight they deserve, we have launched a new subsidiary company called Centra Technologies, which will run its own independent operations.

In this issue, we bring to you two interesting case studies from the region. In the first, Dubai Auto Gallery shares its story of

using Focus' solutions, and in the second, UAE-based Party Zone shares its experience with Focus i.

This edition also includes our newly released features, customer wins and expert and Knowledge Zone articles, giving you an insight into how our solutions work for your business.

We hope you enjoy reading this edition and look forward to your valuable feedback always.

Ali Hyder
Group CEO,
Focus Softnet



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► DAG is the sole distributor for Bajaj Auto Ltd.

THE OPEN ROAD

DAG GROUP RIDES ITS WAY TO SUCCESS WITH FOCUS SOFTNET'S SOLUTIONS

Established in 2003, Dubai Auto Gallery (DAG) began its operations in Dubai as the sole distributor of Bajaj Auto two-wheeler and three-wheeler vehicles and related accessories. In 2005, it commenced its operation in Lagos, Nigeria. Since then, DAG has grown significantly, with over 2,000 employees and a presence in over 40 countries across the Middle East and Africa. The company has a strong distributor network to support wider regional sales across the African continent.

“DAG has had a long association with Ba-

jaj Auto Ltd., one of the leading manufacturers of two-wheelers and three-wheelers in the world. Bajaj Auto has been providing superior quality products over four decades. In 2003, we launched Dubai Auto Gallery with a motorcycle showroom in Deira, Dubai. We were appointed by Bajaj Auto as their sole distributor for their two-wheelers and three-wheeler vehicles in the Middle East and, within two years, we expanded this business relationship to Africa as well. Initially, our target segment was for commercial riding but now we are getting into the consumer segment with higher CC mo-

torcycles for personal riding,” says Vishal Lakhani, Director, Dubai Auto Gallery.

The company distributes and sells Bajaj Auto’s vehicles, ranging from motorcycles from 100CC upwards and three-wheelers to more recently the Quadricycle, a four-wheeler with a smaller engine.

DAG strives to continuously reinvent itself to cater to market needs and satisfy consumer expectations. With a mission to create, sustain and add value through constant innovation, DAG is looking to secure a significant market share in the two-wheeler and three-wheeler vehicle market segment

across the Middle East and Africa.

“Our company’s philosophy has always been to provide best-in-class transportation to the common man at affordable prices and to provide total satisfaction in all our spheres of activity. We worked closely with the Bajaj Auto team to re-research the market requirements in Nigeria and introduced a specially designed and cost-effective model called the Bajaj Boxer for the local market. We also set up a local assembly plant to keep costs low and maintain high quality standards for the Boxer. Since its launch in 2006, the Boxer has achieved significant sales and is changing the face of the two-wheeler industry in Nigeria and many other parts of Africa,” Lakhani adds.

The Bajaj name has become one of the market-leading two-wheeler and three-wheeler vehicle brands in Nigeria today. The company is developing other African markets on similar lines and it expects the Bajaj brand to have a significant presence in other African countries as well.

“DAG’s focus to date has been to continuously enhance customer satisfaction with our products and services and we have managed to achieve this because of the dedication of our highly motivated and professional team. Our goal for the next few years is to expand our business further both in terms of our range of products and services as well as geographically. To aid our future growth plans, we began our search for a good ERP solution and Focus was our obvious choice as we were already using Focus 5 and Focus RT at our other family-owned companies, Captain Marble and Stone Gallery. To sum up, our relationship with Focus began nearly 15 years ago, when we received a very strong re-

2003
The year that DAG opened for business

ference to go with them,” explains Lakhani.

DAG was looking to deploy an ERP solution that would help enhance its business processes, streamline its operations and help with scaling up its business. The company decided to go with Focus Softnet as it understood its requirements perfectly and created customised modules to address those requirements.

“At DAG, we were initially using a software from another vendor but we faced many challenges. Hence, we decided to implement Focus i, Focus’ highly customisable ERP with business intelligence tools, for its features, flexibility and competitive price vis-a-vis other ERP solutions. The solution is simple, easily customisable, scalable and very easy to use. Another major deciding factor was the strong support and service that we received from the Focus Softnet team at Captain Marble and Stone Gallery earlier. With Focus i, we were able to enhance our busi-



► Lakhani: Our focus has always been to continuously enhance customer satisfaction.

“Our company’s philosophy has always been to provide best-in-class transportation to the common man at affordable prices and to provide total satisfaction in all our spheres of activities.”

Vishal Lakhani,
Director, DAG

ness processes, streamline our operations and get real-time reports on sales and inventory,” says Sajeewan Prasanga, Group Finance Manager, DAG.

The implementation went live in 2012 with Focus i taking care of all areas of DAG’s business from finance, accounting, purchase, sales to inventory. Overall, DAG increased operational efficiency with reliable, accurate and timely reports, which helped it take better decisions. The company also had improved control on its costs and financials.

“We are happy with Focus i as it is user-friendly and has made our business processes simple with real-time reports. The software is able to import and integrate the inventory details, especially the long chassis numbers, which helps us get an insight of our stock ageing and inventory. After successfully deploying Focus i for our UAE operations, we subsequently implemented the solution

Case Study



▶ Prasanga: We are happy with Focus Softnet.



▶ Shifan: We were impressed with Focus' features.

across our business network in Africa as well,” Prasanga adds.

In 2014, a few months after Focus Softnet launched Focus 8, its latest ERP solution built on Microsoft technologies — Windows Presentation Foundation and Windows Communication Foundation — DAG decided to become one of the first few customers to deploy the new solution.

“We were impressed with the superior features, greater flexibility and scalability that Focus 8 offered. It is a comprehensive ERP solution built on a completely new platform, which is designed to give 24-7 accessibility through its smart device interface while keeping the total cost of ownership low. Focus 8 is helping DAG enhance its ROI by enabling governance, control, scalability and reach, thereby helping the company make quick business decisions. With Focus 8, we are confident we will be able to achieve our long-term vision and growth plans, increase profitability by improving efficiency and sca-

le up our global business through access to the system from multiple locations,” says Mohamed Shifan, Group CFO, DAG.

As part of the Focus 8 implementation, DAG deployed the following solutions: Order Management, Dispatch, Logistics and Sales, Purchase, Finance, HR and Payroll and Inventory Transfer (inter-departmental transfers). The company also implemented the module to upload purchase and sales data validating predefined checks and controls. Focus 8 gives DAG the opportunity to synchronise offline sites, add users and adopt greater functionality as its business grows, and offers built-in support for multiple languages and multi-currency transactions so that the company can comfortably do business across the globe.

“Focus 8 offers a broad range of business-specific processes and gives us the power and tools to see our business in a new way, which in turn will help our company improve productivity, plan and visualise the roadmap to success and accelerate

growth,” Shifan adds.

Focus 8 can seamlessly gather cross-location data for the organisation and allows a two-way offline and online synchronisation of data with multiple server architecture capabilities. The robust nature of the solution allows Focus 8 to adapt to DAG’s operations and depth and grow user roles and profiles to suit the organisational hierarchy and structure.

“Focus 8’s revolutionary new system architecture brings the power of the ERP to our “pocket”. Hence, we are looking at deploying Focus 8 mobile apps next to bring real-time dashboards, reports, business intelligence, and various functions of the ERP system to our stakeholders while on the move. The solution will give us real-time, up-to-the-minute accurate information for effective and quick decision making,” says Lakhani.

“DAG is a very important and valued client for us and we are proud to be associated with the company that strongly believes in quality and customer satisfaction. Our relationship with them began with the implementation of Focus 5 and they have now expanded this by upgrading to Focus 8 across their operations. We are proud and honoured that DAG chose Focus to be a part of their successful journey,” says Ali Hyder, Group CEO, Focus Softnet.

As part of its future plans, DAG plans to create mobile apps for its sales team to ensure better and faster service to customers. As the next step, the company is also looking at implementing Focus 8 for all of its distributors on the African continent. 🚀

“We decided to implement Focus i, Focus’ highly customisable ERP with business intelligence tools, for its features, flexibility and competitive price vis-a-vis other ERP solutions.”

Sajeewan Prasanga,
Group Finance
Manager, DAG

FOCUS SOFTNET RESTRUCTURES GLOBAL OPERATIONS, LAUNCHES NEW SUBSIDIARY

COMPANY RESTRUCTURES BUSINESS TO ACCELERATE GROWTH AND INCREASE MARKET SHARE; MIR FIAZ ALI KHAN PROMOTED TO GROUP PRESIDENT

At its recently held Board of Directors meeting, Focus Softnet made several key announcements restructuring its global operations to steer the company on an accelerated growth path and increase its customer base. The company announced the creation of a new subsidiary company called Centra Technologies to focus on its Customer Relationship Management (CRM) and Human Capital Management (HCM) solutions line of business. Focus Softnet also promoted several key executives, expanded the management board team and appointed a new Group CFO.

“Focus Softnet, as a company, has grown significantly over the last 24 years with 27 offices across 17 countries. Over the years, we have had strong year-on-year growth and have introduced several best-in-class solutions that have helped thousands of customers across the globe. We have been happy with our success so far and thank all our customers, partners and dedicated team for helping come this far. To drive our sales growth and increase our customer base further, we felt it

was important to raise our game and to channelise our resources to strengthen our position in the global market and across our solutions portfolio. Hence we decided to restructure our business to take the business to a higher level by accelerating our growth, expanding our business and increasing our market share significantly,” said Mir Hasnain Ali Khan, Chairman & CTO, Focus Softnet.

As part of their restructuring plans, Focus Softnet expanded Mir Fiaz Ali Khan’s role from Group CFO to Group President and appointed M.K. Chary as the new Group CFO. The company recognised and appreciated the phenomenal contribution of Sunil Mathew, EVP, Syed Mohammed, EVP, and Syed Ali Hassan, and inducted them to the company’s management board.

“Our biggest asset and strength is our people, who have helped Focus Softnet expand and grow significantly over the years. Our regional CEOs, Mohammed Jawad Ali Khan and Nisith Naik, have done a tremendous job in establishing Focus Softnet as the number-one choice for many businesses in the markets they han-



► Mir Hasnain Ali Khan: We have raised our game.



► Hyder: Our biggest strength is our people.



► Mir Fiaz Ali Khan to be made Group President.



▶ Ali Khan to be made CEO in new region.



▶ Nisith Naik becomes CEO of Centra Technologies.

dled. With their tremendous experience in growing Focus' business, they have now taken up the challenging task of developing new markets and business opportunities for the company. Given their exceptional track record over the last decade, we are absolutely confident that they will outdo themselves in their new roles in 2016 and beyond," explained Ali Hyder, Group CEO, Focus Softnet.

"Our company has always laid a strong emphasis on R&D and our development team has been designing top-notch software solutions, mobile applications and cloud solutions, which have been appreciated by all our customers. Apart from our flagship ERP solutions such as Focus 8, Focus i and Focus RT, we also have strong CRM, HCM and other vertical-specific solutions, which have a huge market potential. We felt our CRM and HCM solutions deserved to have focused attention and hence we decided to launch a new subsidiary company called Centra Technologies with a dedicated team to promote these solutions to a wider market base," Mr. Ali Khan added.

Centra Technologies will be led by Nisith Naik as the CEO. The company is investing in new talent and has recruited a strong team to drive sales.

Centra has already signed on Focus Softnet as its sales agent, where Focus will promote the CRM and HCM solutions from its 27 offices across India, Middle East, Far East, North America, Africa and Australia. Centra is also in the process of strengthening its channel network.

"This restructuring allows each individual company to focus on its strengths and adapt to changing market needs with greater speed and flexibility while ensuring our senior management is able to devote more time on newer markets and replicate our success there. The restructuring will further enhance client relationships, and we look forward to serving them while exploring expanded opportunities. We thank our outstanding team for standing firmly behind the company and being a huge part of its growth and success and look forward to their support to take it to even greater heights. Our goal in the future is to continue innovating and drive greater efficiency by supporting sales through high quality products and excellent customer service," Mr. Hyder added.

Focus Softnet remains a prominent business software solutions vendor globally with a strong competitive market position and a robust revenue base. Some of the changes are:

Mir Fiaz Ali Khan Promoted To Group President

Within his new role as Group President, Mir Fiaz Ali Khan will oversee the company's worldwide business operations for Focus Softnet, Centra Technologies and other group companies. Prior to taking on this new position, Mr. Ali Khan was the Group CFO, responsible for the integrity of the company's global financial operations, including developing business and financial plans, budgets and cash forecasting, drafting and developing of the company's investment plans and financial analysis of the company's performance. Mir Fiaz Ali Khan's noteworthy contribution to the organisational strategy and operational success of Focus Softnet is attributed to his abilities, not just in relying on financial analytics, but on a degree of reflection and insight in understanding where the business has been, and also where it is heading.

Speaking on his new role, Mr. Fiaz Ali Khan said, "As Group President, I will be working closely with the board of directors to set long-term and short-term goals for the team, develop the group's vision and strategy and implement the company's policies globally. I will also oversee the group's financial operations and help M. K. Chary to understand the business and financials as he takes on the role of Group CFO. I will continue to assess the company's HR, staffing and training requirements, in addition to reviewing business performance of each team and appreciating their efforts. I look forward to leading and motivating our team to reach for the stars."

M.K. Chary Appointed As New Group CFO

Mr. M.K. Chary, an experienced

"Our biggest asset and strength is our people, who have helped Focus Softnet expand and grow significantly over the years."

Ali Hyder, Group CEO, Focus Softnet



▶ Ali Hassan, EVP, is inducted to the Board.



▶ Sunil Mathew, EVP of Operations, joins Board.



▶ Syed Mohammed, EVP, appointed to Board.

chartered accountant with more than 30 years of experience in international markets, has been appointed as the Group CFO and inducted into the Board of Directors. His last held role was as CFO of Shilpi Worldwide DMCC. A corporate finance professional with over 30 years of qualitative experience in financial management, Mr. Chary will be responsible for the group's finances, budgets, operations and the company's growth and forecasts.

Mohammed Jawad Ali Khan To Lead Operations In North America, Far East And Australia As CEO

Given his record as Regional CEO for the GCC, North America and African markets, Mohammed Jawad Ali Khan will now spearhead operations in Australia, Far East and North America, which are newer markets for the company. Since he joined Focus in 1994, Jawad Ali Khan has excelled in promoting and growing Focus' business and customer base as well as setting up new offices in different countries. He has played a pivotal role in the growth of the company's revenues over the years. Mohammed Jawad Ali Khan now takes up the challenge to replicate this success in North America, Far East and Australia as well and take Focus to a leadership position in these markets.

Nisith Naik Spearheads Centra Technologies As CEO

As the Regional CEO for UAE, Australia and Asia Pacific, Nisith Naik has played an important role in expanding the company's footprint and customer base significantly in the countries he managed. He began his career with Focus Softnet in 1996 and was instrumental in product enhancements, company growth and expansion. With the wealth of experience behind him, Nisith Naik is putting together an extensive business strategy as CEO of Centra Technologies to grow its CRM and HCM business, expand market share and open up new markets for the products through building a solid channel network of established systems integrators in countries where Focus Softnet does not have a presence.

There have also been new inductions to Focus Softnet's Board of Directors, including:

Sunil Mathew, Executive Vice President, Operations

Having started his career in Business Development in the ERP world, Sunil Joined Focus Softnet two years later in Abu Dhabi as a Sales Consultant. A passionate leader, with a strong understanding of sales and implementation of techno-functional solutions, Sunil grew into his role as Executive

Vice President for Operations and led his regions to new heights.

Syed Mohammed, Executive Vice President

Syed Mohammed started his career as a Software Consultant in Sales & Marketing and demonstrated tremendous prowess in delivering value to clients. A keen understanding of functional and end-user requirements, a strong grasp on ERP systems, and a working understanding of the financial environments coupled with a working understanding of Middle Eastern markets has earned Syed the office of Executive Vice President.

Ali Hassan, Executive Vice President, Operations

Syed Ali Hasan started his career with Focus and has consistently grown with the organisation, contributing wherever possible in new product releases, sales, support, operations, and expansions in new markets and regions. Striving for excellence at all times, Hassan's leadership skills, understanding of systems and functions, and strong relationships with customers has seen him rise to the office of Executive Vice President. 🚀

"We decided to restructure our business to take the business to a higher level by accelerating our growth, expanding our business and increasing our market share significantly."

Mir Hasnain Ali Khan, Chairman & CTO, Focus Softnet



LET'S GET THE PARTY STARTED!

PARTY ZONE DEPLOYS FOCUS I TO SCALE UP ITS BUSINESS AND PLAN FUTURE GROWTH

Established in 2001 in Dubai with a focus on distribution, Party Zone opened its first retail store at Jumeirah Beach Centre in the same year. The company supplies and distributes party merchandise to major markets across the GCC region. Party Zone initially catered to the UAE market by supplying its products to supermarkets, party shops, and retail stores.

Party Zone's product portfolio includes more than 15,000 products, such as toys, party merchandise, candles, and seasonal merchandise for occasions like Valentine's Day, Easter, Halloween, National Days, Diwali, Christmas, and New Year, to name a few. The company has a 30,000-square-foot warehousing facility for its huge inventory.

Party Zone began operations with just six people as part of its distribution business. In 2008, the company took a

decision to expand by opening new retail stores in the country. The company now has more than 100 employees, which include dedicated key account managers and merchandisers across seven retail stores around the UAE. With the rapid expansion plans, Party Zone was looking for an ERP solution that would not only streamline its operations but also enhance its business processes and help in scaling up the business.

The company partnered with Focus Softnet in 2008 to deploy Focus RT, a multi-tier ERP application, for its business. "In 2001, we used a basic software to maintain accounts since the company was relatively smaller then. However, our business started growing rapidly and in 2008, we decided to look for an ERP solution that would address our key requirements. We evaluated several solutions in the market and decided to go ahead

"Though Party Zone is using Focus i currently, we are in the process of upgrading to Focus 8, which has superior features, greater flexibility and scalability that would address certain areas in the business."

with Focus RT as it was not only cost-effective but it also met all our criteria. We were extremely happy with Focus RT as it helped us streamline our operations and get faster reports," explains Tarvin Mulchandani, Executive Director at Party Zone.

Focus RT worked seamlessly over Local Area Network and the Internet and helped the company increase operational efficiencies significantly, scale up with ease and track business across all its locations. In 2011, Party Zone decided to upgrade to Focus i as it offered business intelligence (BI) tools, thus enabling the company to run statistical models, analyse data, extract, and generate business intelligence reports on the go.

"We upgraded to Focus i, Focus Softnet's highly custo-

mizable ERP with business intelligence tools. We were impressed by the simplicity, flexibility and the scalability that Focus i offered and it was so easy to use that our team could extract data in their required formats without any help from IT. The software's specific report design feature gave us more flexibility with our reports and also provided the team with accurate data and business intelligence, which helped optimise the business operations," Mulchandani adds.

With Focus i, Party Zone was able to get a quick view on its business even on the move from the Executive Dashboard. The solution's reporting capabilities eliminate the need for a separate reporting tool and provide improved responsiveness to activities that impacted Party Zone's business as well as combined multiple reports from different modules.

"Focus i has been very effective in certain areas of the business, from sales and purchase to finance, and has given us insights and access to information that the company did not have previously. With Focus i, I can confidently say that we have achieved our return on investment, mainly because of the transparency that it has offered us, which has helped us make accurate decisions. Focus i has also given us a visibility into the business," Mulchandani says.

Party Zone has plans to expand to other GCC countries soon and hence it has decided to implement Focus Softnet's warehousing solution, Focus WMS, in order to get a transparent view of the warehouse and the activities that take place there through the automated processes and tighter control structures that the solution offers. Focus WMS brings efficiency to the warehouse and lets the company optimise inventory with accurate forecasts, and provides flexible, automated support for processing the movement of goods and management of stock.

"On the retail front, we used Focus 7 as it functioned independently. Since we procure merchandise from different parts of the world, we need to order in large quantities and store them at our warehouse. In order to ensure that we have real-time visibility of our inventory, we decided to implement Focus WMS. This will help us avoid over-stocking and also help in forecasting our future purchases from vendors. Though Party Zone is using Focus i currently, we are in the process of upgrading to Focus 8, which has superior features, greater flexibility and scalability that would address certain areas in the business. All the retail outlets have been upgraded to Focus 8 while our accounting, sales and distribution teams are still using Focus i but that



► Mulchandani: We are upgrading to Focus 8 soon.

"Focus i has been very effective in certain areas of the business such as from sales, purchase to finance and has given us insights and access to information that the company did not have previously."

Tarvin Mulchandani,
Executive Director at
Party Zone

will change soon," Mulchandani explains.

"Focus Softnet has been an integral part of our business for a number of years. The Focus solutions that we have implemented, and the solid support that we have received from the Focus team, has helped Party Zone with its day-to-day operations. Focus Softnet having local offices is a great advantage as the response time is a lot faster than what we would have gotten from a reseller or any other channel in case of an emergency. Implementing Focus' solutions for the company has helped Party Zone to plan and visualise the road-map to success and accelerate our growth strategy."

After experiencing the benefits of using Focus i, Party Zone is now looking forward to implementing Focus 8, which will help it to scale up its business and to help faster decision-making in the near future. ▶



► Party Zone's product portfolio includes more than 15,000 products.

Zibara Selects Focus i To Automate Business Processes

Zibara, an Australian clothing company supplying quality apparel, workwear and sportswear, has signed on Focus i to streamline its business operations and prepare for future business growth. Located on the Central Coast of Australia, Zibara manages the entire process from clothing design and manufacturing, including in-house embroidery, printing and sublimation, and distribution.

Zibara runs operations throughout Australia, China and the UK, enabling it to bring the latest products to the market, as well as offer fashion styles and trending ideas from around the world to its customers.

Focus Softnet was the front runner in becoming Zibara's technology partner because of Focus i's unique customisation capabilities and built-in business intelligence tools. Focus i will help Zibara manage its entire business cycle efficiently by automating the company's accounting, payroll, inventory and job order processing.



050telecom To Deploy Focus 8 To Scale Up Operations

050telecom has been providing customers excellent mobile solutions and beyond through its 47 branches across the UAE. The company is the first and only franchisee for Etisalat in Dubai. As an authorised distributor of Etisalat products and services, 050telecom sells fixed and wireless telecommunications solutions to consumers, SMBs and the SOHO market.

With a mission to become a leading telecoms and mobile solutions provider in the Middle East, 050telecom signed on Focus 8 to enhance business processes and plan future growth. Focus 8 will be implemented across all its 47 locations/stores with PDT integration for inventory management.



FOCUS ON NEW FEATURES

FOCUS SOFTNET HAS ALWAYS BEEN AHEAD OF THE CURVE, AND RECENTLY INTRODUCED THE FOLLOWING FEATURES TO ITS POPULAR PRODUCTS






CRM

API for Focus CRM

With the new REST API for CRM, you can call CRM data into any other application or develop an external module and integrate with the CRM data.

Report Customisation

A list of reporting fields is provided for Standard and Custom modules. These fields allow users to add fields in Report Header and Body.

Email as Support Request

You can configure a dedicated support mailbox where mails received from a customer's mail ID will be added as a support ticket and a reply is initiated by the CRM for support.

Auto set Leads, Tele-leads and Suspects

A user can select all the leads, tele-leads and suspects from all pages and assign it to users.

Retail POS

Points Redemption Value

View member points redemption value by default based on dates selected in EOD summary report.

Point of Sale Second Screen

Second Screen can be configured for the customer view. This screen offers promotional videos, screen savers or images. Second Screen will also display payment details of transaction.

Scheme Reversal

Scheme reversal is now applicable for exchange/spoilage transactions. If there is a scheme defined for the selected products, it will be applied on the exchange value/product.

e-RMS

Void Items Value

User can view total void items value in EOD summary report. Based on date selection, the report will display void items' value by default.

Round Off by Line Item

User is given facility to round off field every line. For example, if discount Value is 99.6, the system will round off the value to 100 if round off type is selected as 'Up', and 99 if round off type is 'Down'.

Adding Items After Print Bill

User can now add items after printing the bill. Before there was a restriction which would not allow user to add items once the bill is printed.

Focus 8

Multiple Templates for Master Data Import From Worksheet

Advanced mapping template is provided where user can map master fields to Excel columns and save as template. Multiple mapping templates can be defined and user can select any of the saved templates while importing master data.

Importing Images

Option to import images along with master import based on the image file name and path.

Select Issues/Receipts While Linking if Base Document is Stock Transfer

Provided option to select the key field as issues/receipt value in link definition for stock transfer. Based on the value selected, a link will be established.

Report Filter Text on Report Heading

In the display and printing of reports, filtered on a parameter, a report heading would print the applied filter.

Master Group Data in Reports.

Option to customise and add the master group levels in 'Report Customisation', so that you can check any report at master group level and also filter the report data by master group.

RD Cubes Column Properties/Formulae

Provided option to define the formula in cube column properties in 'Report Designer', with which you can add programmable fields in cube reports.

Report Designer

'Cost of Goods Sold' account and currency related variables are provided in 'Report Designer'.

AR/AP Reports and Financial Statement

Transaction, local and global currency variables are provided in all AR/AP Ageing reports and Financial Statement reports.

Reference (Bill) Details in Invoice Printing

Bill Reference variables provided in invoice printing. Variables like 'Original Bill Amount', 'Adjusted Amount', 'Balance Amount', 'Due Date', 'Reference Number' are added.

Invoice Layout Grid Conditional Formatting

Provided option to define the condition for each column in the invoice body. Based on the condition, user can define the format of the text and you can even hide the data based on the condition.

Option of Exclusive Mode for Loading Vouchers

Provided option to display the vouchers in 'Exclusive Mode', hence the same voucher cannot be edited by other users.

FOCUS ON *FOCUS 8*

ADVANCED WORKFLOWS IN THE NEXT-GENERATION ERP

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

The product has been designed with a significant emphasis in revolutionising the activities in the box below. The preceding editions of Focal Point discussed the CRM Integration aspects of Focus 8. This time, Focus on Focus 8 takes a closer look at:

Advanced Workflows

Workflows are critical in inculcating a process-centric approach to business administration and governance. Further, adherence to these processes is enhanced by relinquishing governance of these processes to ERP systems and technology. As such, the execution of processes is therefore no longer dependent on human decision making, and neither is it prone to human error, bias, or intent. As such, traditional ERP systems were equipped with marginal workflow systems, if at all, and as such, were greatly limited in functionality, capability and depth.

Focus 8, a modern ERP, provides virtually unlimited workflow capabilities, permutations and combinations, with its rich workflow ma-



agement engine. Focus 8 allows organisations to create as many workflows as necessary for each individual process within and across departments throughout the organisational ecosystem. These workflows can be designed and triggered on certain conditions or actions, and can have multiple outcomes for a specific condition, or various outcomes for specific parameters of the condition. Further, time-based

actions can also be triggered through the workflow engine, ensuring that the system acts as a reminder as well. The flexibility of workflow definition ensures it can be defined across various modules keeping the departmental confidentiality intact. Optional parameters include Load Only, Optional Workflow, or Close After the Due-Date etc.

Essentially, Focus 8, with its advanced workflow engine “learns” the organisational rules, policies, and actions to be taken for various situations, and then governs the workforce to those exacting standards. It behaves as a warden, ensuring that the policies and processes are followed without exception, and raises proactive as well as reactive alerts to critical process owners, decision-makers, managers, or hierarchies whenever the processes are flouted.

As such, the advanced workflow capabilities of the Focus 8 ERP system provide organisations, owners, and stakeholders with the ability to delegate decision-making without any risk of process circumvention whatsoever. It gives business managers the confidence that the processes of the organisation will remain intact and be followed throughout the organisational hierarchies.

Furthermore, Focus 8 even dramatically reduces the governance bandwidth of the organisation’s stakeholders by eliminating the need for managers to proactively validate and verify each action. They can simply rely on reacting to the alerts raised by the system to ensure process and policy compliance. 🚀

“Workflows are critical in inculcating a process-centric approach to business administration and governance.”

Growth & Scalability	Advanced Workflows
Online & Offline Sync	Advanced Authorizations
iOS & Android Compatibility	Advanced Escalations
Advanced Business Intelligence	Communication Tools
CRM Integration	Advanced Report Writer

Transforming Business



**Growth
& Scalability**



**Online
& Offline Sync**



**iOS & Android
Compatibility**



**Advanced
B.I**



**CRM
Integration**



**Advanced
Workflows &
Report Writer**



**Advanced
Authorizations
& Escalations**



**Communication
Tools**

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Internet Focus Connect | Personalized On-Site Support

- 1,000,000+ Users Worldwide
- 27 Offices & Innovation Hubs
- 24+ Years of Business Excellence
- Presence in 17 Countries



NEW CUSTOMER WINS FOR **FOCUS**

FOCUS SOFTNET CONTINUES TO ATTRACT NEW CUSTOMERS FROM AROUND THE WORLD

Sharjah Ladies Club

Sharjah Ladies Club is one of the government organisations of the Supreme Council for Family Affairs, run under the patronage of Her Highness Sheikh Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah and Chairperson of Supreme Council for Family Affairs. The club has chosen the Focus Human Capital Management (HCM) solution due to its sophisticated features, customisation and flexibility.

Bin Brook Motors and Equipments

Established in 1969, Bin Brook Motors and Equipments is a member of the Bin Brook Group — a pioneer business house in the UAE. The company represents several international suppliers and assists them with local support in pre-sales, sales and post-sales activities. Bin Brook has achieved remarkable growth since its inception and chose Focus 8 to help it plan future growth and scalability.

Metrochem API

Metrochem API is one of the fastest-growing manufacturers of active pharmaceutical ingredients (APIs), pellets (semi-finished formulations) and intermediates in multi-therapeutic segments. To cater to its customers' high-volume requirements, the company has dedicated each of its six state-of-the-art production facilities based in Hyderabad and Vishakhapatnam to its three core product groups. The company opted to go with Focus 7 for its application scalability, integrated modules with business intelligence and domain expertise in pharmaceuticals.

TP Link Middle East Fze LLC

TP Link Middle East, is one of the leading distributors of Routers and peripherals in the UAE and globally. After reviewing products from different vendors, the company chose Focus 8 and Focus CRM 2 because of the features, flexibility and credibility of the solutions.

K L University

The Koneru Lakshmaiah Charities was established as a trust in 1980 and started KL College of Engineering in the academic year 1980-81. The trust was converted into a society by the name of Koneru Lakshmaiah Education

Foundation in 1996. The KL College of Engineering attained autonomous status in 2006 and in February 2009, the Koneru Lakshmaiah Education Foundation Society was recognized as a university. The university chose Focus 8 and Focus HCM for its features, functionality and flexibility.

Tag Offshore Limited

Tag Offshore owns and operates a fleet of offshore support vessels to serve the oil and gas exploration and production industry, as well as harbour tugs for ports. The company chose Focus i for its flexibility and competitive pricing.

Mysore Deep Perfumery House

Mysore Deep Perfumery House (MDPH) is one of the largest manufacturers and exporters of incense products (agarbattis) in India. MDPH has 3 manufacturing units in Indore and 28 regional offices across India. The company decided to go for Focus 8 since it was a cost-effective solution with advanced and web features that could be customised.

Delta United

Delta United is in the construction vertical and is a major contractor of the Saudi government. The company has successfully executed a number of relevant projects and possesses the in-house core skills, tools, equipment, techniques to carry out its business activity. The company decided to go for Focus i since it was a cost-effective solution that could be customised according to the business needs.

Saudi Technology & Security Comprehensive Control Company (TAHA-KOM)

TAHA-KOM is a semi-government company providing services for higher-end speed control cameras as well as maintenance of the devices. The company chose Focus RT for its flexibility and scalability.

Kadoon Co.

Kadoon Company as a group is into the sales and trading of cosmetic products. It found Focus as the provider of multiple solutions under a single umbrella and hence signed for the Focus RT, CRM and mobile apps.

Al Kesai Group Chooses Focus 8 To Enhance Business Processes and Aid Future Growth Plans



Al Kesai Group is a leading business conglomerate in Saudi Arabia with an established business in primary textiles and over 120 tailoring shops designing Arabic-style garments for customers across the Kingdom. The company also deals in real estate and contracting. Al Kesai selected Focus 8 for its enhanced features and a customised tailoring module, which includes features to enter measurements and designs, and calculate the payroll and commissions for tailors on orders they stitch on a daily basis.

The Focus solution includes a sales invoice screen and tailoring measurement fields on iPads and mobile apps. It also provides the company the ability to work on an offline version, which is especially useful in areas where the internet connectivity is poor. This offline data will then synchronise with the main server once online.

Al Kesai plans to implement Focus 8 for its other group companies as well.

Omani Home Deploys Focus i For Scalability

Omani Home is a leading real estate company in Oman that also deals in Arabian live stock. The company is launching new businesses in fisheries and tomato agriculture in Oman.

The company has decided to deploy Focus i to streamline business operations, enhance business processes and get ready to scale up as it expands into new business segments. The company was impressed with the enriched features of Focus i and decided to implement the Finance, Inventory & Order Management, Project Management and Payroll System modules.



WORKFLOW MANAGEMENT SYSTEMS IN THE MODERN-DAY CRM

WORKFLOW MANAGEMENT TOOLS SHOULD BE PLACED AT THE HEART OF ANY MODERN CRM SYSTEM, WRITES NISHITH NAIK, CEO, CENTRA TECHNOLOGIES

Today, in the competitive theatre of business, organisations are continually seeking aggressive and innovative strategies in reducing costs, enhancing operational bandwidth, and reducing hierarchies. At the same time, the criticality of ensuring that nothing falls off the radar while maintaining the integrity of decision making against business policies remains a struggle — a moving goal-post that all organisations continually chase.

Workflow management tools are the technological foundation that can achieve these goals rather easily, with the direct outcome of reducing management bandwidth, enhancing individual administrative capacity, ensuring accuracy of decision-making, and ensuring that nothing is forgotten, all at once.

Workflow management tools are at the heart of any CRM system, which usually encompasses multiple departments, individuals, and actions, all working together toward a common objective, over a governed timeframe across a standard set of rules. Standardisation, with the flexibility to tweak prospective processes with agility, is key to the success of workflow management sys-

tems within the CRM environment.

Let's take a typical scenario.

A company is engaged in sales and after-sales support of its products. It generates leads through its marketing

team, sells through its sales team, and provides support through its team of support executives. The workflow engine of the CRM can manage the individual processes of each of the three domains with extreme accuracy, ensuring that all leads, sales and support issues propagate through their lifecycles without delay.

Lead management

The marketing team, in charge of generating leads, will add leads into the CRM. The workflow, from then on, will monitor the frequency of activities performed with each of those leads. In cases where the frequency drops below the acceptable standard, defined by the organisation, items will be flagged and notifications will be sent to the executive and the manager responsible for that lead. Once a lead matures into an opportunity, the lead can be converted and allocated to the sales force through automated allocation tools, which through the workflow will notify the sales executive and his or her manager as well, enabling them to follow up on opportunities.

Sales management

Once an opportunity is allocated to the sales individuals, the system's workflow again starts tracking the first engagement activity to ensure continuity of communication with the lead, and continues to measure the interaction frequency. Further, it also controls and watches the propagation of the stages of the sale lifecycle, alerting and flagging users and managers if and when actions, interactions, and stage propagation hasn't happened when due. Further, the system's workflows automatically raise approval requests, as well as track

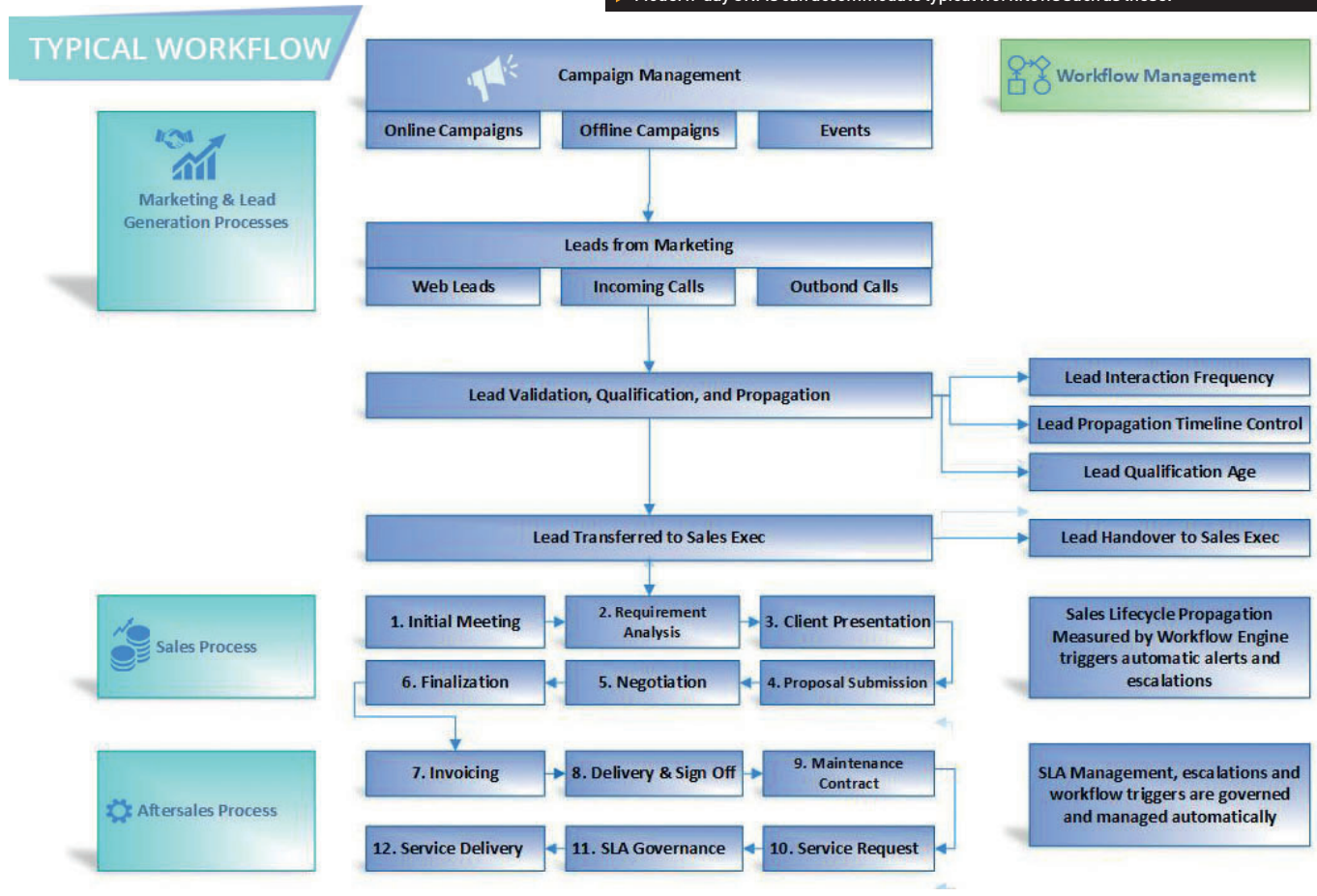
"The system's workflow starts tracking the first engagement activity."

Nishith Naik, CEO
of Centra
Technologies



► Naik: The landscape of workflow management systems is exciting.

► Modern-day CRMs can accommodate typical workflows such as these.



the resolution of approval requests whenever quotation values are below threshold values for that specific product, customer or scenario.

If estimations are required within the sales lifecycle prior to quotations being raised, the system automatically, through its workflow, sends notifications to each of the estimation teams for their submissions. The system then collates the necessary information, and presents detailed and summary views to the sales teams.

After-sales support

Once the sale is completed, the workflow automatically propagates that product into the warranty, maintenance, or support environment as per the terms of the sale. Whenever

a customer logs a support request, the workflow takes over, monitoring the SLAs of that particular support request, and compares the actual achieved SLA standards against those promised. The system then proactively manages escalations, alerts, and reminders to all users.

All-in-all, the entire customer experience is captured, monitored, and reported through the CRM, all by virtue of the workflow engine that dictates performance adherence across all departments of the customer engagement environment.

As such, the importance of workflow management systems within the CRM environment is immensely evident, resulting in higher conversion rates from leads to sales. Such systems

“Once the sale is completed, the workflow automatically propagates that product into the environment.”

also aid in enhancing the “wow” factor of customer engagement, and enhancing customer satisfaction levels.

Moreover, these results are achieved with a leaner administrative force with an ample bandwidth of execution, considering that the resource pools now need to only focus on actionable tasks that are asked of them by the system, and proactively resolving alerts and escalations.

The landscape and versatility of the modern-day workflow management systems of the modern CRM is exciting, and is certain to change the way that organisations engage with customers across industries and geographies. 🚀

GETTING IT RIGHT

HOW ERP IMPLEMENTATIONS CAN POSE THE BIGGEST CHALLENGES, BY MOHAMMED JAWAD ALI KHAN, CEO (NORTH AMERICA, FAR EAST AND AUSTRALIA), FOCUS SOFTNET

Enterprise Resource Planning (ERP) software that integrates business functions and data into a single system to be shared within the organization plays an instrumental role in its growth and success. Though ERP has been around from the 1990s, it has come a long way by incorporating other business extensions such as supply chain management and customer relationship management to become comprehensive enough to automate all business functions of an enterprise. The major role of the solution is to increase operational efficiency by improving business processes and decreasing costs.

The software allows different departments with diverse needs to communicate with each other by sharing the same information through a single system, which increases cooperation and interaction between all business units in an organisation. The standardised and integrated ERP software environment provides a degree of interoperability that was difficult and expensive to achieve with stand-alone, custom-built system. The solution allows the company to centralise administrative activities, improve ability to take spontaneous decisions, and reduce costs thus becoming the backbone of business intelligence for organisations by giving stakeholders an integrated view of business processes for more informed decisions.

Implementation challenges

Though ERP is the lifeline of a business, there are a number of challenges companies face while deploying it. The

challenges may not be technologicaly related, but are mostly organisation-related issues such as resistance to change, organisational culture, incompatible business processes, outdated business rules, lack of top management commitment, ineffective communications with users, lack of effective project management methodology, conflicts between various departments on their expectations from the system and lack of understanding of change requirements.

Since ERP implementation inevitably causes organisational changes, it requires the engagement of senior management from across the organisation

to be able to resolve conflicts. Without the commitment of senior management, the ERP implementation has a high risk of failure. In other words, due to changes in business processes and business rules across the organisation, the chances of resistance to adopting the new system are always high.

Excellent project management is also important for a successful ERP implementation. Without a planned implementation strategy, ERP projects that are large in scale may end in failure. In order to best implement ERP, project team members should be selected with a balance between members with clear business understanding and experience within the organisation and functional and product experts from the vendor.

ERP implementations produce significant changes in an organisation's conventional business model and its day-to-day business practices. The challenges are greater for companies in multiple countries since the ERP systems must be able to address and incorporate country-specific business practices relating to tax laws and other business regulations.

One of the major challenges that stem from ERP implementations is not having well-defined, measurable goals and objectives at the outset of the project and this results in many of the ERP implementations failing or stretching for too long. There has to be a clear understanding that it is not just a packaged accounting solution but a framework to build a robust business solution that meets the organisation's operational requirements. Hence, for a successful ERP rollout, it is important to not only choose the right ERP but also have the right implementation team, strategy and goals in place. 🚀

“Without the commitment of senior management, the ERP implementation has a high risk of failure.”



▶ Khan: Choosing the right project team is key when rolling out ERP.