FOCALPOINT

COMPANY NEWS
LOCAL LINE AND MAHDI HABIB
BRING SELECT FOCUS SOFTNET

CASE STUDY
KOTHARI DISTRIBUTORS ADOPT
FOCUS SOFTNET MOBILE

FOCUS
Solutions that move business

FOCUS ON FOCUS 8

AN INNOVATIVE
PRODUCT FROM
FOCUS SOFTNET

ENGINEER EXCELLENCE

INTERMASS IMPLEMENTS FOCUS 8 WITH TREMENDOUS RESULTS

FOCAL**POINT**

FOCUS
Solutions that move business

A MESSAGE FROM THE **CEO**

Dear Customers and Partners,

Let me begin by wishing you tremendous success in 2017!

We closed 2016 on a good note and are really excited about 2017. We thank you for your business and your trust in Focus Soft-net. It is our endeavor to set the bar even higher this year when it comes to our products and services. Our development team is working around the clock to introduce innovations to our products based on your feedback. Focus has an exciting line up of solutions coming up this year.

In this edition of Focal Point, we would like to share two unique case studies. The first is about UAE-based Intermass Engineering and Contracting Company's experience on using Focus 8 and how our next-generation ERP has helped the company revamp their project management and profitability. Our second case study covers how India-based Kothari Distributors transformed their business into an online business by integrating Focus Mobile POS with their existing Focus RT ERP, which has helped the company with real-time decision-making capability and created a mobile interface for remote purchases.

Apart from these lead stories, this issue also includes our newly released features, customer wins, our knowledge zone and expert articles giving you an insight into how our solutions work for your business.

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

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

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▶ Mr. Anwar Sammour, Group Finance & Administration Manager, Intermass.

INTERMASS REVAMPS PROJECT MANAGEMENT AND PROFITABILITY THROUGH FOCUS 8

MIGRATING TO FOCUS 8, THE CONTRACTING COMPANY HAS BEEN ABLE TO BETTER CONSOLIDATE DATA, GENERATE TIMELY AND ACCURATE REPORTS, AND GENERATE BUDGET VARIANCE FOR ALL TYPES OF PROJECTS

Established in 1977, Intermass Engineering and Contracting Company (Intermass) is a leading construction company based in the UAE. The company offers services in civil engineering, steel structure fabrication and erection, marine works, electrical and plumbing, ventilation and air conditioning. With a commitment of reaching global-standard and cost-effective methodologies of engineering, construction, and project management, Intermass is now recognised as provider of reputed construction in the country.

Intermass is a diversified group with interests in construction, hospitality, ship manufacturing and information technology. Due to diversity of client requirements, the company's projects include high rise and commercial developments, luxury residential villas, shopping malls and complexes, industrial projects, governmental residences and commercial buildings. With human resources of 2,500+ people and state-of-art plant and equipment, Intermass is capable of managing projects of all sizes with high standard of commitment.

Accumulated experience in diverse engineering and contracting, has enabled Intermass to meet market requirements, while maintaining steady growth. With an eye on a brighter future, the company is committed to meeting goals, satisfying customer expectations, and providing best service and performance.

"Our philosophy lies in delivering value to clients through quality standards and project execution within specified time frames. We believe in being self-sufficient and have successfully implemented a number of challenging projects using our own skilled manpower, experienced management, and state-of-the-art equipment. Our clients range from property developers, private investors, and federal government departments throughout the UAE," says Mr. Anwar Sammour, Group Finance & Administration Manager, Intermass.

The company's capability of handling turnkey projects has grown over the years due to its workforce, construction techniques, site management with implementation of quality mana-

"We believe in being self-sufficient and have successfully implemented a number of challenging projects using our own skilled manpower, experienced management, and state-of-the-art equipment.

Mr. Anwar Sammour, Group Finance & Administration Manager, Intermass.

gement and assurance programs. Headquartered in Sharjah with operating offices across UAE, their clients include Dubai Municipality, Six Senses Zighy Bay, Abu Dhabi Municipality, UAE Military, Presidential Guard Command, Adnoc-Fod, Al Reef Properties, Eppco, Etisalat, Gargash Enterprises to name a few.

"Prior to 2009, we were using a solution from another vendor, which was not suited for the construction industry and was not meeting our requirements. There are different kinds of challenges in the construction industry. Every project is different, activities are different, raw materials vary and budgets are quite different too. Nothing is standard in contracting. Technology solutions need to be dynamic, with flexible structure to capture costs and produce reports in different formats each time. After evaluating various ERP solutions, we were impressed with the flexibility, custo-

misability and simplicity that Focus i offered us. The solution was easy to use and fit the requirements well," Mr. Sammour added.

"Focus Softnet has been an integral part of our business over the last six years and we have been satisfied with the support we have received from the Focus team, which has helped Intermass with day to day operations. Focus i is a feature-rich solution and served our requirements for a number of years until 2015, where we wanted to enhance the functionalities."

In December 2015, Intermass deployed Focus 8, a new generation ERP that integrates a comprehensive business intelligence tool and provides real-time, multi-dimensional posting of transactions, resulting in real-time reports. Built on Microsoft technologies including Windows Presentation Foundation and Windows Communication Foundation, Focus 8 offers Intermass the latest features, flexibility and scalability.

Prior to implementing Focus 8, the company had various challenges and areas which they wanted to improve. Intermass wanted to establish budgetary control on each of its projects, implement an approval process and customise selected reports. Each of its sites was operating independently and it took significant time and effort to get consolidated views of costs.

"Focus i used to give the company year-wise reports using a separate database for each year. Hence it was time-consuming to get statement of accounts on any vendor or supplier, since depart-

ments had to go through each year's database. Focus 8 on the other hand, offered a single database with six levels of cost centres, even though our requirement was for only three cost centres – department, project and sub-project. This appealed to us and we decided to implement Focus 8 thus enhancing our processes and streamlining operations," explained Mr. Suresh Saklani, Finance Manager, Intermass.

"Budgetary controls, structured customised reports, ease of operation, and ease of getting reports has improved significantly with Focus 8. We have improved inside visibility through key dashboard reports. Capturing costs is now more convenient despite the fact that projects take a couple of years, including variance and accumulated costs," Mr. Saklani added.

"Focus 8 has enhanced our business processes with faster access to data and more accurate results. It gives us the options of exporting data into MS Excel and also directly in the form of PIVOT tables. However, our current priority remains the integration between our main office and secondary office sites," said Mr. Sammour.

"We were looking for integration between our accounts, procurement and tender departments to have better control over our budgets and for accurate cost reports. With the Focus 8 system, we now have better control on costs and Budgetary controls through the integration of the procurement, the tendering and the accounts departments," Mr. Anwar added.

▶ Mr. Suresh Saklani, Finance Manager, Intermass.

"We have improved inside visibility through key dashboard reports. Capturing costs is now more convenient despite the fact that projects take a couple of years, including variance and accumulated costs,"

Mr. Suresh Saklani,
Finance Manager, Intermass.

"Focus 8 has given us tools to see our business in a new way, which has improved operations and productivity while helping us plan, visualise and accelerate the company's growth. We are happy with Focus 8 as it has made our business processes simple, helped us with our forecasting and procurement and made it is easier for us to get real-time data for faster decision making," Mr. Saklani concluded.

"Intermass is a valued customer for Focus Softnet since 2009. They were initially a Focus i end-customer and have now upgraded and deployed Focus 8. We are happy that Intermass has chosen and remains confident in Focus Softnet's ability to play a key role in their business success. We look forward to being a trusted partner in their growth and expansion plans into the future," Mr. Shabeer Abubacker, Asstt. Vice President of Focus Softnet. ◢

▶ Intermass maintains interests in construction, hospitality, ship manufacturing and IT.

FOCUS SOFTNET PARTICIPATED IN SEVERAL EVENTS GLOBALLY BELOW IS A SNAPSHOT OF A FEW:

3RD ANNUAL ICAI CONFERANCE IN QATAR

▶ The 3rd Annual Conference of ICAI was held under the theme of **Sailing Through Turbulence**.

Focus Softnet Qatar participated in the 3rd Annual Conference of ICAI in Doha themed *Sailing through Turbulence*. The conference was inaugurated by the Ambassador of India to Qatar H.E Shri P. Kumaran and has a host of eminent speakers including Mr. CA Devaraja Reddy, President of ICAI.

Focus Softnet Qatar participated as a 'Support Sponsor', met with existing and prospective customers and with many prospective and demonstrated its cutting edge solutions that help organisations reduce costs and increase the operational efficiencies.

FOCUS SOFTNET MOVES TO NEW OFFICE IN MUSCAT

Focus Softnet Oman moved to a new office in Muscat, marking the company's firm belief in the stable and growing economy of the country. The new office will help Focus Softnet consolidate and strengthen its regional presence as well be perfectly located to better serve the needs of the growing Oman client base.

▶ The inauguration of the new office in Oman.

▶ Focus Softnet Malaysia signed a contract with La Bodega.

FOCUS SOFTNET MALAYSIA HOLDS CUSTOMER AND PARTNER EVENT

Focus Softnet Malaysia held its first successful customer and partner event in Kuala Lumpur. The company also signed a contract with La Bodega for Focus 8 POS and Back Office.

FOCUS SOFTNET INDIA BRINGS IN THE NEW YEAR WITH A BANG

▶ Focus Hyderabad's New Year celerbations.

Focus Softnet brought in 2017 with the development, sales and support team at their headquarters in Hyderabad, India. Mir Ahmed Ali Khan is co-Founder and President of Focus Softnet cuts the cake while Mir Hasnain Ali Khan, co-Founder and chairman of the company and other senior executives look on.

OMAN-BASED LOCAL LINE SELECTS FOCUS 8 TO STREAMLINE ITS BUSINESS OPERATIONS

Local Line LLC is considered as one of the leading supplier of drilling chemicals products in the Middle East countries. The company supplies different types of chemicals including drilling chemicals, drilling weighing chemicals, emulsifiers, corrosion inhibitors, drilling mud deformers, Polymers, bulk products etc. used in oil sectors in the Middle East and around the world. Gulf Potash Corporation (GPC) is part of Local Line Business unit that is used as a brand name for marketing, supplying and distribution of Potassium Chloride. Local Line holds exclusive distribution rights of Potassium Chloride in the Arabian Gulf countries (GCC) and the Middle East from Belarusian Potash Company, which is one of the world leading producers of Potassium Chloride.

To aid its future plans and growth, the company decided to deploy Focus 8 across all its branches. They selected Focus 8 for it GUI, dashboard, customisation tools and presentation.

▶ Local Line is one of the leading suppliers of drilling chemical products in the Middle East.

KUWAIT'S MAHDI HABIB TO DEPLOY FOCUS 8 AND FOCUS MRP

Mahdi Habib Factory was established in 2009 under the supervision of Mahdi Habib Commercial Establishment, a company which began operations in 1952. Mahdi Habib Factory, which specialises in manufacturing and distributing metal and wooden office furniture, covers 10,000 sqm of land to expand the manufacturing operation, becoming the first factory specialised in office furniture and the first metal and wooden factory in Kuwait. The factory is well equipped with modern Italian and Turkish machinery.

To streamline its operations and manufacturing processes, the company decided to deploy Focus 8, Focus Softnet's next generation ERP solution and Focus MRP. Focus 8 is a cloud-friendly ERP that integrates a comprehensive BI tool, provides real-time, multi-dimensional posting of transactions which result in real-

▶ Mahdi Habib Factory will streamline its operations and manufacturing processes with Focus 8.

time reports. The company chose Focus for its customisation features, ease-of-use and local support that the company offered. The Focus solutions will help the Mahdi Habib Factory streamline its operations, enhance its business processes, generate consolidated reports of its business and help manage inventory and finances effectively.

Product News

FOCUS ON NEW FEATURES

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

FOCUS POS   FOCUS eRMS   FOCUS CRM   FOCUS 8

FOCUS 8

• Enhanced bill reference popup
Bill reference pop up screen is enhanced by displaying bill value in transaction and base currencies with facility to knock off the bill in the transacted currency.

• Stock valuation
Stock valuation can be set to global average while maintaining stock quantity by warehouse.

• COGS posting by Batch rate
Provided option to maintain stock valuation and COGS posting by Batch rate i.e. inward rate at which stocks are purchase for the specific batch.

• Final reports filter by Tag
Provided option to filter the financial reports using tags other than default financial tag. For example organisations having branches and departments now can filter income statement by either branch and/or department to see branch Profit and/or Department profit.

• Enhanced security for print layout
Option is provided to assign rights to Users & Roles in invoice designer. By default, systems shows the layout to all the users. But if layout assigned to specific users/Roles, shows the layout to selected users only. This is useful if you want specific users to use specific print layouts.

• Revision details in transaction homepage
Provided Transactions Revision details like Revision number, Revision date and Revision time in transaction homepage. Users can customise and add the revision details in homepage.

• Improved schedule backup option
Provided option to read File path and File name in Scheduled backup screen ,so that you can save the backups in specific folder.

• Group mandatory in master creation
Provided option to make the group mandatory while creating any masters like account or products

• Filter in Pending Link status
Provided filter in Pending link status screen to filter the pending document.

CRM

• Customer Portal for Owner's Association in Real Estate Management System
CRM OA application is a web-based, multi-login and highly secure portal designed on the CRM platform to serve owner's association, tenants and building managers. The system is RERA complaint and as per the laws mandated by the government body.

• Backtracking from Dashboard
All the summary reports and graphs from dashboard will now show the data pertaining to the summary item or graph component clicked.

• Print Layout Import & Export
You can do all your customisations in print layout locally in client backups and import the same in production environment of client

E-RMS:

• Customer name in Food Court Orders
User can now take the order based on customer name. this is controlled by preference settings. If order type is selected as "Food Court" type in main screen, then user can now enter customer name for such an open orders the search is also provide by customer name.

• Restriction to display orders based on waiters

Changes made to user profile to display all the order to a waiter or can restrict to display only the orders of that waiter for selection in desktop or Tab.

• Change price of a product from waiter tab
New Preference setting enabled to change the item prices manually through Desktop in waiters Tab.

• Sales Schemes and Time of Order and bill settlement
It is time of settlement is taken into consideration over the time of Order while finalising the eligibility of scheme applicable in case of orders placed last hours of the scheme. For example, if scheme is applicable from 2PM to 6 PM. Guest ordered item at 5:45 but bill is settled at 6:30 then the time or order placed is considered to apply the scheme. This is managed through preference setting enabling Scheme based on the time item is sent to KOT and not based on the time when bill is settled.

Retail POS:

• Multiple Tax Codes to an item
User can now define multiple tax code to a product. Based on the selection of tax code in the main screen tax code is calculated. User can also print the tax code in the bill so that customer will know the tax code applied for the product.

• Unit wise definition in Schemes
User can now select units while defining schemes, a scheme can be separately defined for each item based on Case and each, Kgs and Gms etc.

FOCUS ON FOCUS 8

IN THIS ISSUE, WE HIGHLIGHT THE COMMUNICATION TOOLS FEATURE OF FOCUS 8

Focus 8, an advanced customisable ERP, is one of the key solutions from Focus Softnet's store. It is now cloud ready and available in three different versions to suit the size of a business. It empowers businesses to synchronise all segments of business, shares data amongst locations, and helps to reduce cost and maximise return on investment. The preceding editions of Focal Point discussed the escalation feature available in Focus 8. This time Focus on Focus 8 takes a closer look at available Communications Tools to support business needs.

Focus8 on Communication Tools

Those days are gone when most organisations spent time in manually distributing and delivering forms, documents and reports to employees, management and clients, suppliers and business associates. Focus 8 provides much needed Management in Exception approach to business by setting system alerts, automating business work flows, fixing accountability through authorisation and respond to conditions that are outside scope of work. Some key features appear.

Desk Top Alerts

This delivers information to the right people at the right time. Alerts trigger the process flow to update tasks scheduled and passes the information within the organisation's software system. This up-

dates the client's history for example, based on receipt of an email message or schedules a telephonic call with a prospect who has not been called. Alerts in Focus 8 ERP help to manage critical business process.

SMS

Predefined SMS templates can be created within Focus 8 ERP system. The recipient of the SMS can be employee, customer, vendor and it can be scheduled on completion of certain processes or on saving of documents in ERP. The SMS can be sent as an alert message, notification or approval request. SMS messaging is mostly used in retail businesses.

Emails

Similar to SMS, you can configure the email automation process according to pre-scheduled intervals, based on

"Those days are gone when most organizations spent time in manually distributing and delivering forms, documents and reports to employees, management and clients, suppliers and business associates."

certain documents, or completion of certain processes. Order confirmation, statement of account, payment reminders, can be set up along with a pre-defined schedule and designated email IDs with or without attachments.

Reports

Focus 8 ERP supports auto preparation and scheduling of various types of reports to employees depending on their role in the organisation. Board members can also be scheduled to receive reports before their meetings. The report function can be daily, weekly, monthly and can be in PDF, XLS, CSV formats.

Approvals

Focus 8 Mobile Apps is compatible with Focus 8 ERP system to receive an approval request on Android and iOS connected devices. Once the approval has been sent, the request is processed on the go from anywhere and anytime. A user can filter requests based on the subject and the sender, and can view incoming requests by headers, line data, history, comments if any, and approve or reject the document.

Escalations

Lack of visibility in status of the approval process is a challenge businesses face today. Focus 8 ERP provides easy solutions to this challenge. It streamlines business processes and automates work flow, based on user defined business rules. Escalation rules based on document value, time to wait, first approval, hierarchy, can be set up.

Focus 8 has been designed with significant emphasis on revolutionising the following activities:

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

▶ Mr. Siddharth Kothari, Director at Kothari Distributors.

FOCUS SOFTNET MOBILE POS TRANSFORMS KOTHARI DISTRIBUTORS INTO AN ONLINE BUSINESS

THE COMBINED INTEGRATION OF FOCUS RT ERP AND FOCUS MOBILE POS HAS HELPED TO CREATE REAL-TIME DECISION-MAKING CAPABILITY AND A MOBILE INTERFACE FOR REMOTE PURCHASES

ndia-based Kothari Distributors trades in disposable products used in the food packaging and serving industry. The company is located in Hyderabad, a leading metropolis in India, and serves its customers in the city and in adjacent districts. Kothari Distributors stocks and sells products such as spoons, forks, plates, containers and tissues, which are used by hotels, caterers, restaurants and fast food outlets. Established 2002, the business has grown to its current workforce strength of 40 employees with an annual turnover of INR 160 Million.

The core idea was to encourage their customers from using traditional sales channels to online sales channels by providing technological advantage to their business. The major challenge was to tap the inflow of correct data due to large volume of products and increasing number of clients. Kothari Distributors pioneered their industry vertical by offering e-commerce and m-commerce space to their channel partners and customers, thus enabling their business with mobile apps and e-commerce integrated platforms.

There were internal challenges as well. Lack of automation meant that Kothari Distributors did not have reliable access to market trends that were captured in its own data. The business was using old and outdated technology infrastructure. Each business process was being managed by a different software with limitations. The lack of integration between software applications meant that significant effort and time was required to generate real-time reports.

Another consequence, was its lack of ability to uniformly adjust prices based on internal stocks and external demands. In other words, there was inconsistency in its customer facing prices.

"We needed an application that could synchronise our stock keeping with orders, pricing, invoicing, and de-

"We needed an application that could synchronise our stock keeping with orders, pricing, invoicing, and delivery instructions. The information needed to be consistent at all our points of purchase including accessing the information

Mr. Siddharth Kothari, Director at Kothari Distributors.

livery instructions. The information needed to be consistent at all our points of purchase including accessing the information through any connected device," explained Mr. Siddharth Kothari, Director at Kothari Distributors. He further added that "the expertise and needs of the Top management had to be correctly showcased to the external partners like customers and vendors for best results. A seamless application from customer interface to designated internal department was required."

These factors prompted Kothari Distributors to look for a suitable mobile solution to present its products, product features, product prices, packing units, to its new and existing customers in a convenient manner on their mobile phones. One of the objectives was to present product features through an exciting customer facing

interface including product pictures. By creating a mobile platform for purchase, it also hoped to make it simpler and faster for trading customers to take decisions, place orders, and make payments. With competition increasing, another objective was to reduce costs and become more competitive online. By moving to a mobile application interface, Kothari Distributors could also reach a wider customer base, increase its market spread outside its vertical segment, and increase sales revenue.

Kothari Distributors approached Focus Softnet for a solution to meet its pending business requirements. In order to transform the business of Kothari Distributors, Focus Softnet made the following recommendations:

• Implement an ERP system to integrate business processes
• ERP system will reduce data redundancy and provide information in real time
• Develop a mobile application allowing customers to experience online shopping experience
• Enable the business to conveniently execute orders from different locations

Kothari Distributors chose Focus RT ERP to integrate its back-end applications. Focus RT provides the company with real-time analysis, reports, and ease of use. It is built on a role specific platform that extends into the cloud and other connected devices. To build its e-commerce and m-commerce mobile presence, Kothari Distributors selected Focus Mobile POS Application, Focus Softnet's customer centric mobile application.

"The requirement of Kothari Dist-

ributors to obtain much better integration between its core business processes and to have the correct data reflected in real time, across all its POS contacts, was met at the back-end by our Focus RT ERP platform. On the front-end, we enabled the data stream to be presented through Focus Mobile POS solution," said Mr. Baqer Ali Khan, Vice President, Focus Softnet.

The integrated combination of Focus RT ERP platform and the Focus Mobile POS application has provided Kothari Distributors with the following benefits:

• Effective decision making tools
Secured real time transaction posting
• Streamlined processes and workflows
• Integrated all the point of sales
• Interactive home page with ease to scan categories
• Displays listing of prices, features, quality
• Customers can update or cancel orders
• Customers can view outstanding balance and dispatch details
• Customers can give ratings and send feedback

The Android based Focus Mobile POS Application also provides the following operational benefits:

• Manages e-commerce store for accessibility and navigation
• Optimises store access on mobile
• Provides easy, intuitive shopping experience
• Provides product classification by category, sub-category
• Dynamic product search
• Advanced filtering option

▶ Mr. Siddharth Kothari with his team.

• Add products to wish list
• Delivery options
• Registered and guest user access
• Feedback option
• One time configuration
• Intuitive login screen

Moving forward, the successful combined integration of Focus RT and the Focus Mobile POS interface has provided Kothari Distributors benefits, both internally and externally. The company is better able to manage accounts, use business intelligence reports, and access correct data. This has had a positive impact on its operations. With the successful integration of the core business processes into a single application, Kothari Distributors' business has been significantly enhanced.

Accessing product availability and placing orders through the mobile application has brought in new customers and new market segments into the business. This has had a positive spin-off on its revenue and profitability.

Mr. Kothari at Kothari Distributors added, "The benefits have been felt across the business from stock keeping to accounts to sales and operations. We have much less ambiguity in our decision making since the data extracted is 100% reliable as the most accurate and the most recent. This has given us the flexibility to make optimal deals with our customers maximising stock movements and profitability."

"The requirement of Kothari Distributors to obtain much better integration between its core business processes and to have the correct data reflected in real time, across all its POS contacts, was met at the back-end by our Focus RT ERP platform."

Mr. Siddharth Kothari,
Director,
Kothari Distributors.

▶ Kothari Distributors stocks and sells products such as spoons, forks, plates, containers and tissues, which are used by hotels, caterers, restaurants and fast food outlets.

UPSIDE OF CLOUD COMPUTING FOR SMALL AND MEDIUM BUSINESSES

MR. IRFAN SAQ, CEO INDIA & SAARC OF FOCUS SOFTNET SHARES HOW CLOUD COMPUTING CAN PROVIDE GAINS FOR BUSINESSES BY REDUCING DEMANDS ON CASH FLOW, REDUCING TECHNOLOGY CHALLENGES, AND MEETING GROWTH AND CONSOLIDATION REQUIREMENTS

Traditionally businesses bought desktop computers, notebooks, software, and got them together, installed the software and got working. That was the typical way of working with IT resources. But guess what? A lot of the applications and IT resources that businesses traditionally required are now available off the Internet, ready to use, with invoicing based on what you use. Enter the world of cloud computing.
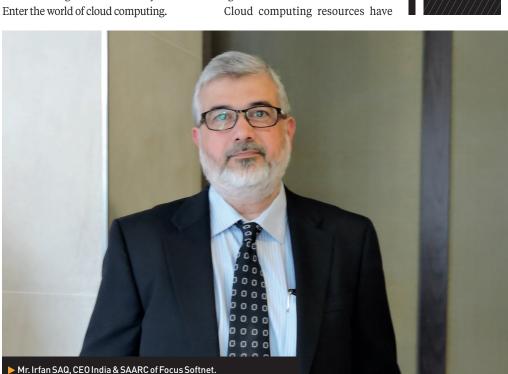
Cloud computing is computing that runs off resources hosted in the Internet. Today these cover business productivity applications, ERP, video conferencing, collaboration, security, storage, systems management, application development, and so on. More day to day examples include your Gmail account, social media accounts, Drop Box, your mobile banking accounts and so on.

Cloud computing resources have been built by players investing in the technology to make them run trouble free and available on demand. In other words, they have efficiency and scalability inbuilt into them. They can manage the requirements of hundreds and thousands of businesses accessing their online resources at the same time.

Since they are offered as a commodity to fit the requirements of all businesses at the same time, they are priced economically. They also allow businesses to pay for only what they subscribe to, rather than the full stack of what is available. They are set up ready to use and minimally ask for preconditions

These characteristics of cloud computing are creating a host of benefits for businesses including faster time to market, reducing the risk of technology asset investments, access to latest trends, amongst others.

"A lot of the applications and IT resources that businesses traditionally required are now available off the Internet, ready to use, with invoicing based on what you use. Enter the world of cloud computing."

Mr. Irfan SAQ,
CEO India & SAARC of Focus Softnet

▶ Mr. Irfan SAQ, CEO India & SAARC of Focus Softnet.

A look at some of the benefits that businesses can drive from cloud computing:

#1 Scale up, scale down
Are you in a business where customer transactions fluctuate widely? Are you in fast growth industry where you are adding on staff and branches across and inside the country as well as outside the country. Do you sometimes see demand on IT resources as high and sometimes low?

The ability of businesses to successfully manage external and internal demands of growth, or agility, is what cloud computing can offer. Operational agility is an important driver for businesses adopting cloud computing.

#2 Disaster recovery
In a volatile world and increasing

integration of business with technology, the ability for businesses to maintain their operations 24x7 is becoming increasingly important and critical. Downtime of enterprises are seldom heard of today and if they do happen their impacts are huge.

But traditional disaster recovery and continuity solutions are expensive and have been out of reach for smaller businesses till now. Cloud computing solutions now offer backup and recovery services in real time, thereby allowing businesses to have an inexpensive fail over alternative, in case of failure at their prime sites.

#3 Latest updates

Cloud application vendors are responsible for making their applications run optimally off the Internet. They continuously make improvements that are visible as upgrades for their users. Continuous improvement and upgrade is therefore an intrinsic characteristic of cloud computing. This allows business and IT decision makers to focus on their market competitiveness through innovation.

#4 Reducing cost and complexity

By accessing ready to use applications through the Internet, businesses can get their operations up and running in much shorter time, relatively speaking. Other than requiring PCs and an Internet connection, businesses can send emails, manage office requirements, backup and restore files, have video conferences, collaborate with workers, all without setting up their own server hardware infrastructure. This avoids the risk of capital investment in technology. Moreover, businesses can use a subscription based payment approach to manage their recurring costs.

#5 Accessing files

Cloud computing allows files to be saved and accessed from any location. This improves collaboration amongst workers, since file sharing is easier, more effective, more visible and more reliable, through cloud computing.

#6 Mobile workers

Cloud computing applications allow workers to access their work files from anywhere and with almost any connected device. This allows

▶ Cloud computing environments are centralising large scale computing, storage and networking investments, says Mr. Irfan Saq.

workers to work from home or follow flexihours that best suit them. This brings into play a much better work-life balance, and enhanced productivity. Surveys show that some workers will even take a pay cut to gain this flexibility to telecommute.

#7 Collaboration

The traditional way of exchanging and collaborating on documents has been through email transfer with limited form of document version control. As the size of the organisation scales, and the number of workers in multiple locations increases, who may at any time be accessing the same document requiring the latest version to be in place, this legacy process fails to meet the requirements.

Cloud computing solutions use only a single version of the document and effectively manage access to the latest version. Easier and more visible access to the same files helps drive collaboration amongst teams inside offices, branches, and countries. Industry surveys indicate that more than two third knowledge workers collaborate outside their time zones at least once in a month.

#8 Cloud security

By regularly taking backups into cloud storage, the users device becomes redundant. Business users can access their work files with any suitable connected device, when it is saved in a cloud based storage, or if they are using a cloud based application. The benefit is if the device is damaged or lost, work

does not stop, and can continue with any other suitable device. Moreover, cloud based security applications can remotely lock and erase the devices on which they have been installed, thereby preventing access to the data on the device.

#9 Level playing field

Cloud computing brings the latest application and technology innovation to the smallest of businesses by eliminating the requirement of having an on-premises hardware platform. The basic applications are commoditised on cloud platforms, with best practices available uniformly to large, medium, and small enterprises.

This is creating a level playing field, allowing more agile and transformative businesses, to push ahead with innovative go to market products and services.

#10 Sustainable computing

Cloud computing environments are centralising large scale computing, storage and networking investments. This helps to avoid investments in distributed power hungry computing resources, not all of which may be optimally used.

Cloud computing therefore helps reduce technology waste, carbon footprint, power consumption, by using economies of scale. Cloud technologies are helping to build sustainable solutions, that are more efficient, offer computing at much reduced costs, and are environmentally more friendly. ⓖ

Customer Wins

NEW CUSTOMER WINS FOR *FOCUS*

HIGHLIGHTS OF RECENT SUCCESSFUL BUSINESS WINS IN THE REGION

Accentiv' India
Accentiv' India, a merger of SurfGold and Royal Images Direct, two of India's premier loyalty marketing companies, is today the largest loyalty solutions provider in India running rewards and incentive programs for large multinationals in India and across Asiapac. The company chose Focus 8 for scalability and growth.

Zenith Arabia
Founded in 2000, Zenith Arabia is currently one of the biggest Apple Authorized Solution Experts in Saudi, and amongst the most specialised providers of virtualisation solutions with offices in Jeddah, Khobar and headquartered in Riyadh. Zenith Arabia offers a portfolio of focused solutions customised and tailored to meet customer's needs and requirements. The company selected Focus 7.2 for its flexibility and ease-of-use and customisation.

Abdulla Al Misshal Contracting Est. (AMCE)
AMCE is a well-established multi-discipline 100% Saudi-owned construction firm with a focus on medium-scale construction and maintenance services. The company did a feasibility study with consultants for all the modules and features which resulted in Focus gaining an edge over competitors. Another factor was the company's local presence and the bilingual interface of Focus 7i.

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.

Al Oula Development Company
Established in 2002, Al Oula Holding is a Saudi closed joint stock company with vast experience in real estate development, ranging from straightforward land acquisition through to infrastructure development and the comprehensive development of communities targeted at a rapidly growing niche middle market. The company was using Focus RT and upgraded to Focus i and Centra Human Capital Management with Employee Self Service to cater to it future growth and expansion plans.

Mutrah Insofoam Co (S.A.O.C)
The company is building insulation and weather-proofing Contractors in Oman. The company initially started production in 1983 and manufactures casks, drums, cans and boxes, plastics. containers for packaging, storage and transport, insulation expanded polystyrene; packaging materials and plastics. The company selected Focus I for its enriched features and the presentation pitch made by the Focus team, which fit all the business requirements.

Ashoka Enterprises
A Divison of Scorpion Group of Companies, Ashoka Enterprises provides packaging solutions to the pharmaceuticals and healthcare Industry and manufactures products such as PET bottles, HDPE bottles, ROPP caps, flip of seals, plastic screw caps and CRC, measuring cups, inner plugs, cold farming foils etc. To grow their business, streamline operations and serve their customers better, the company chose Focus RT for its requirements.

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.

Anmol Feeds P Ltd
Anmol Feeds Limited is an ISO 9001:2008 company, which chartered its journey with foray in animal feed Industry in Muzaffarpur, Bihar in the year 2000. Since then the company has established its corporate office in Kolkata with manufacturing units in Bihar, Uttar Pradesh and West Bengal. In addition to this it has created facility for manufacturing feeds in Jharkhand, Haryana & Karnataka. To grow their business, streamline operations and serve their customers better, the company chose Focus i for its requirements.

Towell Engineering LLC
Founded in 2001 as a one man operation by Mr. Balaji Srinivasan, who is currently the Managing Director & CEO of Towell Engineering, the company has grown to be a highly respected & professionally run organisation with thousands of multi-disciplined skilled human resource including efficient management professionals. The company selected Focus Software for its flexibility to adapt turnkey project execution requirements and scalability, and workflow management that would create ease in communication between departments.

Gastrodome Management Services Sdn. Bhd.
LoBodega, a part of Gastrodome, is an award-winning bistro and restaurant, one of the top and most well-known for its Spanish Cuisine in Malaysia. The company chose Focus 8 and Focus POS 8, becoming the first client in Malaysia to deploy this combination that runs complete table management, direct purchase requirement from outlets, real-time POS to ERP across 9 Outlets and 45 tilts.