

THIS ISSUE: HOW FOCUS 9 CAN STREAMLINE YOUR BUSINESS OPERATIONS

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

JANUARY 2019 • ISSUE 20

► Feature

How cloud-based ERP can transform your business

► New features

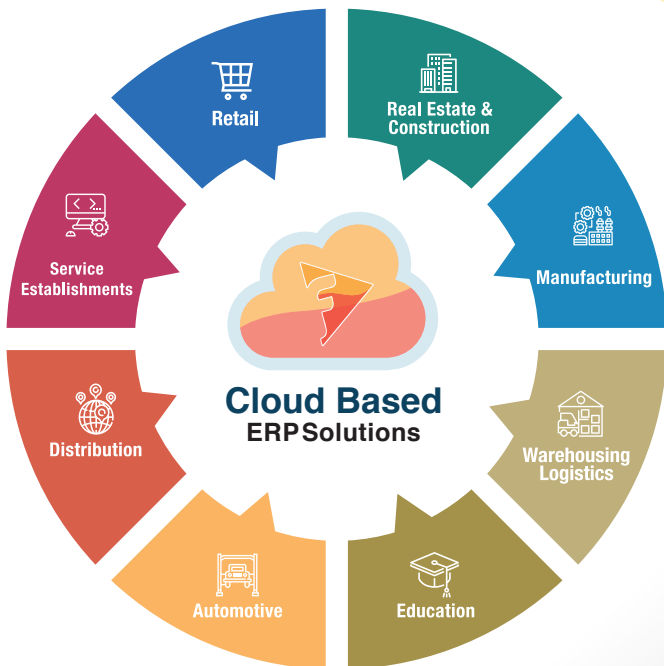
The latest additions to Focus Softnet's product suite

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MESSAGE FROM THE CEO

Dear Customers and Partners,

I'd like to wish you all a happy, healthy and successful 2019.

Last year was hugely eventful for Focus Softnet. Perhaps most notably, we launched our much-awaited Focus 9 ERP system during GITEX Technology Week 2018. Powered by Pronghorn server with in-memory computing capabilities for lightning speed transactions and built to modernise and accelerate business operations, Focus 9 is an intelligent application with simplified IT infrastructure that gives companies the tools to automate their critical processes.

We also participated in several exhibitions and roadshows across the globe to showcase the power of our best-in-class solutions. We were also extremely proud to collect two prestigious industry awards for the 'ERP Vendor of the year' at the Future Enterprise Awards and the Tahawultech.com Hot 50 Awards.

In this edition of Focal Point, we share how Asian Trading Company

has successfully deployed Focus 8 to streamline its operations, processes and workflows with a single integrated system, reducing redundant data entry and processes. In our Knowledge Zone section, I share my views on how SMEs can benefit from cloud ERP by cutting down their IT costs and leveraging the gains offered from data integration. You can also read updates on new features of our products, global happenings and customer wins from across the globe.

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

Sincerely,



Ali Hyder
Group CEO,
Focus Softnet FZ
LLC



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CUSTOMERS TO
HAVE JOINED THE
FOCUS SOFTNET
FAMILY



Asian Trading Company scales operations with Focus 8

SPECIALIST FOOTWEAR DISTRIBUTOR AND RETAILER ASIAN TRADING COMPANY PARTNERED WITH FOCUS SOFTNET TO DELIVER CENTRALISED, REAL-TIME REPORTS ON ITS STOCK AND INVENTORY.

Established in 1969 as a specialist footwear trader with a single retail outlet in Abu Dhabi, Asian Trading Company now has more than 50 stores across the GCC. The company boasts a well-drilled wholesaling unit with a central warehousing facility and distribution centre in Dubai.

A family-owned business, Asian Trading Company has created a strong foothold in the region as the distributor and retailer of leading European fashion brands including Josef Seibel, Vital and Rieker. The company also owns a range of retail showrooms across the region.

Over the last 40 years of running a successful business, the company has always ensured that a superior quality and variety of products are offered to customers while maintaining the products' relevance for local customers.

"We are a customer-centric company and our vision has been to offer products and services that can provide maximum customer satisfaction," says Dhiren Bhatia, IT manager, Asian Trading Company. "We take this motto seriously and our in-house research and monitoring facilities provide guidance to manufacturers in developing their collections."

In the midst of gaining its formidable industry experience, Asian Trading Company has scaled its operations both vertically and horizontally. The company used traditional accounting software for a long time, where all data entries had to be made manually. The company's management team understood the drawbacks of manual inventory and the subsequent waste of resources, and began the search for a game-changing ERP solution

that could transform the business.

"We were using an outdated DOS-based system and changing to a new ERP would mean upgrading both our hardware and software," Bhatia says. "On top of that, we were faced with problems such as filing huge volumes of paperwork as retail sales receipts had to be processed manually, costing us both money and manpower. Opening an additional store simply added to the paperwork in the back office."

Asian Trading Company began exploring Focus 8 - Focus Softnet's next-generation ERP that fully integrates with a comprehensive business intelligence tool and provides real-time, multi-dimensional posting of transactions which result in real-time reports. Built on Microsoft technologies - Windows Presentation Foundation and Windows Communication Foundation - Focus 8

offers businesses superior features, greater flexibility and scalability.

"We had heard some success stories about Focus 8 from our channel partners and thus our relationship began about two years ago," Bhatia says. "Considering that this was a major step for the company, we initially deployed Focus 8 to streamline our operations in Abu Dhabi and Al Ain. We have 25 stores operating in this area, so it took a while to re-organise everything. After dedicating time and effort in mapping our business processes, Focus 8 has become our company's backbone."

Prior to implementing Focus 8, each of Asian Trading Company's stores acted as separate units, and it took the team "a lot of time and effort" to compile data from branches to get a consolidated view of sales and inventory. "Even the simplest of tasks, like transferring stock between stores used to be tedious," Bhatia says. "Focus 8 offers us centralised reporting and we get real-time reports on our stock and inventory, and this helps us to plan our stock availability better. We are also able to prioritise products in terms of buying patterns and popularity with our customers, where earlier we had to depend on individual staff feedback, which can be unreliable. This is what Focus 8 has given us - less speculation, more measurable insights."

Focus 8 has also helped Asian Trading Company streamline processes and workflows with a single integrated system, reducing redundant data entry and processes. The solution now shares information across departments, establishing uniform processes that are based on recognised best business practices, improving workflows and efficiency.


The software has helped the company improve its customer satisfaction based on improved on-time delivery, increased quality, shortened delivery times, and reduced inventory costs. This has resulted in better planning, tracking and forecasting of requirements for the company, and in turn, faster collections based on better visibility into accounts, less billing and delivery errors. Focus 8 has not only increased visibility and accuracy of Asian Trading Company's inventory but has also offered a more efficient financial system that will save time and help use human resources in a more efficient manner.

"Previously, we had to manually collate all records at the end of the day for maintaining stock updates," Bhatia says. "This would take an entire day. The solution has helped us in increasing productivity and efficiency by tracking the actual costs of activities, performing activity-based costing, and providing a consolidated picture of sales, inventory and receivables. In our old system, there was no means of adding schemes to existing prices. At times, this would result in malpractice as the option to enter discounts was available only at the store level. Focus 8 has redirected this control to us and schemes are now implemented in the stores using the ERP."

Asian Trading Company is now working on implementing the customer loyalty program feature included in Focus 8. "The software has so many features and we have not yet explored them all," Bhatia says. "We are looking forward to using Focus 8 to its fullest capacity and in turn streamlining our operations for a more productive business model. Now that we have better visibility into our processes and



FOCUS 8 HAS BECOME OUR COMPANY'S BACKBONE."

resources, we are looking to take advantage of other features included in Focus 8. Next in line is implementing the solution in our other regional offices and warehouses." 

DHIREN BHATIA,
IT MANAGER,
ASIAN TRADING
COMPANY



Focus Softnet ends 2018 on a high

2018 was an eventful year for Focus Softnet. The company participated in several global industry events and exhibitions and launched its flagship ERP, Focus 9, which is built on Pronghorn Server with in-memory computing for lightning-speed transactions. Focus also won two awards for the 'ERP Vendor of the year' at two prestigious award ceremonies.



The Focus Softnet team celebrating the launch of Focus 9 and their successful participation at GITEX Technology Week 2018



Focus wins the 'ERP Vendor of the year' award at the Future Enterprise Awards 2018. The company was chosen for its continuous commitment to customers in providing the latest technologies and excellent customer support.



Focus Softnet participates in the Accounting and Finance Show ME 2018, which was held in Dubai



Focus Softnet won the 'ERP vendor of the year' award at the Tahawultech.com Hot 50 Awards 2018



The Focus Softnet Oman team at the launch of Focus 9 in Muscat

Chainlink Fencing selects Focus 8 to streamline business operations



Omani firm Chainlink Fencing is a well-established manufacturer of chainlink fence systems, fencing posts, gates, greenhouses, garden accessories, fabricated pergolas, pavilions, barbed wire, barbed wire entanglements, gabion boxes, gabion mattresses, wire nettings, G.I. and PVC coated wire and powder coating systems.

Building on its 35-year legacy, Chainlink Fencing combines its experience with selected raw materials, skilled technicians, keen quality assurance, modern machinery, trim operations and the efficient management of resources to produce good quality products.

Chainlink Fencing decided to deploy Focus 8 to address challenges in inventory, financials and operations and thereby up-scale its business effortlessly. The company chose Focus 8 to create a more efficient financial system and get better visibility

and accuracy of their inventory and manufacturing unit.

The robust nature of Focus 8 will allow Chainlink Fencing to adapt the solution to its organisation's size and depth and grow user roles and profiles to suit the organisational hierarchy and structure. Focus 8 offers a comprehensive ERP that will allow Chainlink Fencing to optimise inventory and improve productivity through automation, efficient resource management and reduced time frames. Its comprehensive module for manufacturing will allow Chainlink Fencing to make detailed batch wise analysis, standard cost versus actual consumption analysis, man, machine and material analysis, production planning and scheduling, among many other capabilities. With Focus 8's Inventory Management module, Chainlink Fencing can ensure that their inventory investment is based on customer service goals rather than mere estimations. 🚀

Fair Trade Auto selects Focus ERP and Centra Auto for future growth



(left to right) Mr. Prakash Navani, Mr. Bala Subrahmanyam (centre) and Mr. Jacob Varghese

Fair Trade Auto Services is the authorised dealer for Lamborghini, Kawasaki and Polaris in Oman. While the company caters mainly to the government sector in Oman with a comprehensive range of fleets, it also has multiple showrooms for retail customers.

In line with the company's plans to in-

tegrate business operations and streamline processes, Fair Trade Auto decided to deploy Focus ERP and Centra Auto. The company selected these solutions over other vendors due to their customisable approach and ease-of-use.

The company chose Focus ERP for its ability to streamline processes and workflows with a single integrated system. Further, Focus ERP fully integrates a comprehensive business intelligence tool and provides real-time, multi-dimensional posting of trans-

actions, resulting in real-time reports.

Focus ERP is a modular ERP that will allow Fair Trade Auto to adapt the solution to its organisation's size and depth and grow user roles and profiles to suit the organisational hierarchy and structure. Focus ERP also has a powerful application programming interface (API) that will let the company expand its operational unification across the organisation.

Fair Trade Auto chose Centra Auto because it is easy-to-use automotive management software that helps to converting leads and opportunities into customers with its dealership management software.

Centra Auto is an automotive CRM with features such as sales lifecycle stages and campaigns that help business owners in acquiring leads, tracking them and ensuring that the inventory is stocked as per the requirements. It also helps users in managing quotation and multiple payment terms along with authorisations, calendars and activity trackers along with its Workshop Management. 🚀

Focus on new features

FOCUS SOFTNET ALWAYS PRIORITISES HIGH QUALITY INNOVATION ACROSS ITS PRODUCT SUITE, AND HAS INTRODUCED THE FOLLOWING FEATURES TO ITS PORTFOLIO.

FOCUS 8

Apportion by Body Fields present in Transaction Voucher

This is the new provision added in Focus 8. Previously, the apportion of values was possible on Quantity, Gross or Net. Now it is enhanced to distribute based on any line field.

Report Export/Print status update display in status bar

If the user Exports/Prints the report, the status of export/print will be displayed in the status bar present in the footer of the application.

Stock Ageing by warehouse in Stock Ageing Analysis

Users can now view stock ageing by warehouse in Stock Ageing Analysis report.

Exclude Voucher in Ageing Analysis

Users can now exclude the required voucher from Stock Ageing Analysis Report.

Pending Orders Option in Delinquency Management

In Delinquency management under the comments tab, users can now select the required pending sales order of the customer and add comments against it.

POS

Credit Sale Default Account

Option has been provided in POS Preferences to select a default account for Credit Sales. If the account is selected

by default customer, the account will be selected in bill settlement screen. If the account is not selected here in bill settlement screen, the customer can select the customer account manually.

Pre Order Advance Amount posting

A separate field type "Advance Amount" in POS is now provided to post the deposit given for pre order in separate account. In Footer inputs, there is now a new field type 'Advance amount'. When a field is added with Advance amount field type in POS template, a field will be created in POS Sales and sales order voucher where the advance amount given for the pre order will be posted.

Payment methods restriction in Sales return

Users can now restrict the mode of payment at the time of sales return. Based on the selection, only those payment modes will be available for sales return. This option can be selected from POS preferences.

Implementing Free items scheme of any item type when criteria is defined on Value

When a free item scheme is defined based on Value criteria, the free item Pop up will come where all the free items will be displayed for selection and users can select the same item multiple quantity or different free items. Earlier, there was no provision to select the same item multiple times and the lowest price free item will be available for selection in free item pop up.

Member Points by Product based on Value

Member points can be earned based on the value of the product. This can be de-

finied on a product or on group. This can be selected from POS preferences.

Added E-Payment in Payment discount

Users can define schemes on E- Payment mode. Provided option in Payment discount screen to select e-payment and define scheme on that payment mode.

E-RMS

Post Production process on Day end

When this preference is enabled, the Production process of a BOM will be posted at the day end (End of shift). If the preference is not enabled then the Production process will be posted for each order. This Preference cannot be enabled in the middle of the shift, and can be enabled only after the day end or when there are no transactions in the company.

Multiple columns to display subcategories

When there are many subcategories for a single category, instead of scrolling much further, subcategories are now displayed in another column, which allows the user to easily identify the sub category and makes the transaction faster. This will come by default.

Always Show Order type selection for Dine in

Provided preference in POS, when the preference is selected the system will ask for order type selection for each dine in order. Earlier, when we select dine in for next orders it used to consider dine in only until we changed the order type manually.

Focus on Focus 9: In-memory computing

WE GIVE YOU THE RUNDOWN ON FOCUS SOFTNET'S RECENTLY LAUNCHED ERP SYSTEM FOCUS 9, WHICH FEATURES A HYBRID IN-MEMORY COMPUTING ENGINE.

Focus 9, Focus Softnet's latest revolutionary ERP powered by Pronghorn server, was launched during GITEX Technology Week 2018. It features a hybrid in-memory computing engine – 'To revolutionise the ERP experience' and enable you in more ways than ever before.

The ERP has been designed with a significant emphasis on transforming 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
• Advanced Security	• VAT and GST enabled
• Cloud Compatibility	• In-Memory Computing

Most of the data in the corporate application database is historic, which means that it is not required to be accessed frequently. However, certain pockets of information are buried in this Big Data that need to be accessed instantly and frequently. Catching such information in-memory significantly helps applications to improve their response time.

What is in-memory computing?

In-memory computing means storing and processing information in random access memory (RAM) of dedicated servers rather than in complicated relational databases operating on comparatively slow disk drives.

Older systems have been based on disk storage and relational databases using SQL query language, but these are increasingly regarded as inadequate to meet business intelligence (BI) needs.

Optimising speed of queries and reports

The new Focus 9 ERP version has been designed to increase the speed and efficiency of processes. Since it was launched on the

cloud, the performance of the application has been extended to in-memory computing, where frequently required data resides. This facilitates it to respond as and when repeated requests are received from clients, who access the application server, instead of going into the database and retrieving records. The query is then sent to a memory location and, subsequently records are delivered immediately as if they were already residing in the memory.

Hybrid database

A hybrid database includes an advanced data management system that supports both on-disk and in-memory data storage features. The in-memory part enables sorting, storing and retrieving data from the memory to make processes substantially quicker, whereas hard disks provide the most cost-effective storage

variant for a huge volume of data. Together, this provides a unified platform to store enormous capabilities of high-performance data, while being flexible, robust and persistent in nature.

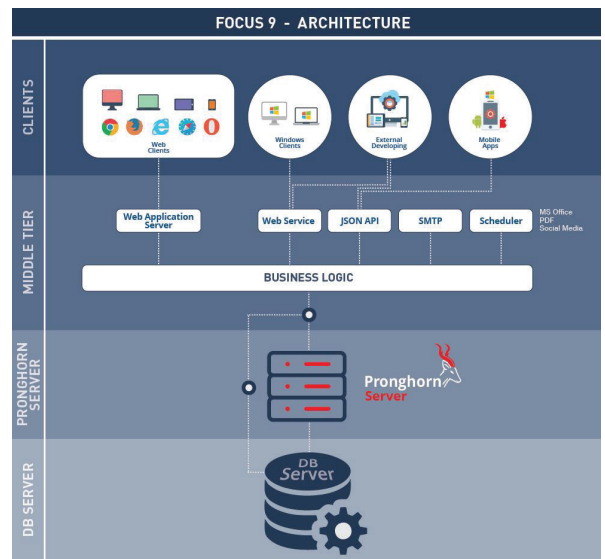
Focus 9 with hybrid database

The hybrid database feature in Focus 9 provides a reliable system to store massive data and run queries from the information contained at blazing fast data processing speeds. The architecture landscape includes three steps which cover the entire process of moving data from the client's server to the database server.

The figure 'Focus 9 - Architecture' shows a three-tier system with a multimode environment that allows clients to move data from their devices to the Pronghorn server and thereafter the main database server.

Advantages

- Advanced data-processing capabilities provide real-time insights
- Since the data is stored in RAM, customers can analyse huge volumes of data on-the-fly. This enables business owners to take timely decisions and optimally manage business risk
- Hybrid and integrated data management system increases scalability and lowers complexity
- Provides faster access to business process information anytime and anywhere 🚀



Focus Softnet signs partnership with TrioTree Technologies

TRIOTREE STRENGTHENS ITS PORTFOLIO ACROSS THE HEALTHCARE DOMAIN



Focus Softnet has signed a partnership agreement with TrioTree Technologies to expand and strengthen its portfolio across the healthcare domain. As part of this agreement, Focus Softnet will jointly offer TrioTree healthcare management solutions alongside its adept ERP solutions to boost productivity and simplify healthcare management efficiently.

"The healthcare sector offers a number of challenges due to its inherently critical nature," Ali Hyder, group CEO of Focus Softnet, said. "At Focus Softnet, we have always strived to develop vertical-specific solutions that are both reliable and effective, allowing the healthcare industry to benefit by conserving their resources as well as increasing productivity and efficiency on a massive scale. This collaboration with TrioTree Technologies further

reiterates our commitment to this region as well as our customers."

TrioTree Technologies was founded by a group of doctors and engineers with decades of experience in the healthcare domain. The founders conceptualised, designed and deployed a variety of large-scale systems for the healthcare industry to streamline business operations and to create a framework for clinical and strategic decision making.

TrioTree enables the healthcare industry to undergo successful digital transformation through its technology offerings. The company has executed multiple large implementations globally that have offered measurable benefits.

The company's flagship product, its enterprise hospital management system, HISTree, has enabled many hospital facilities to bring together people, processes

MR. ALI HYDER, GROUP CEO OF FOCUS SOFTNET AND MS. AKANKSHA RAJEEV, DIRECTOR, TRIOTREE TECHNOLOGIES WITH SENIOR EXECUTIVES AFTER SIGNING THE AGREEMENT.

and technology through its unique implementation methodology. The HISTree suite of products allows each person in the value chain to function effortlessly and offer better service to meet specific goals. In addition to administrative automation, the company places special focus on clinical transformation as well as CXO dashboards to aid business decision making. The company helps healthcare institutions realise their vision of paper-lite/paperless hospitals through complete workflow automation using its web, mobility and BI platform. Ambula-Tree, the Clinic Management product, meanwhile, is the company's offering towards automating clinic/physician practices.

"Focus Softnet has decades of market experience in providing vertical-specific solutions that allow healthcare professionals to optimally utilise their resources and keep track their diverse operations efficiently," said TrioTree Technologies director Akanksha Rajeev. "With a proven track record of deploying its solutions successfully with mid-sized and enterprise organisations, Focus Softnet is a perfect partner to market our solutions and together with them, we aim to simplify healthcare information management through products as well as service offerings. This partnership is a strategic move that will allow us to extend our flagship HISTree product suite to Focus Softnet's vast pool of customers." 🚀

bloom.education

Bloom Education selects Focus solutions for operational efficiency



Over the last decade, Bloom Education's focus has been on discovering and bringing the best education brands

such as Brighton College, Dwight Schools and MindChamps to the UAE to craft better futures for the youth in the country.

Following the success of Brighton College Abu Dhabi and Brighton College Al Ain, they expanded their operations, with Brighton College Dubai and Dwight School set to open in 2018. The company also plans to construct new nurseries throughout the UAE following the success of its nursery in our Bloom Gardens community in Abu Dhabi.

Bloom Education decided to sign on Focus Softnet to deploy its lightning-fast ERP – Focus 9, which is integrated with the Focus fee billing solution for schools to streamline operations, enhance business processes, automate fee invoice generation and reduce workloads of the finance team.

Focus Softnet had a pre-built solution for the fees and invoice module, which complied with local regulations. After reviewing other products in the market, Bloom Education chose Focus' solution as the team demonstrated all the required functionalities for a school office during the pre-sales stage, which were lacking in the competitive solutions. 🚀

Porus Labs selects Focus 8 for efficiency and scalability

Established in 1994 with its corporate headquarters in Hyderabad, India, Porus Labs is a specialty chemicals and pharmaceutical manufacturing company with products and services offerings in key segments such as APIs, intermediates, polymer monomers, agrochemicals and catalysis. These products are all made to the highest standards, and meet the strictest purity, compliance and quality specifications. The company is a trusted partner in the pharmaceutical and specialty chemicals industries, for companies looking to



innovate and grow their offerings.

The company was using a pharmaceutical industry-specific software, which had multiple issues with performance as well as delivering MIS reports. To aid its future growth plans as well as ensure

operational efficiency, Porus Labs chose Focus 8, Focus Softnet's next-generation ERP. The company plans to implement the FA, Inventory and Production modules of Focus 8 as well as the Mobile App within 45 days. 🚀

SMEs to gain most from cloud ERP

SMALL AND MEDIUM-SIZED ORGANISATIONS CAN BENEFIT FROM CLOUD ERP BY CUTTING DOWN THEIR IT COSTS AND LEVERAGING THE GAINS OFFERED FROM DATA INTEGRATION, ACCORDING TO ALI HYDER, GROUP CEO OF FOCUS SOFTNET.

An enterprise resource planning application is an integrated suite of applications, often built around a core business functionality that an organisation is most competent with. ERP helps an organisation to collectively store, manage and interpret data from all its business functions, using software and technology. In the 1990s, Gartner first termed ERP as an extension of material requirements planning or MRP used by the manufacturing industry.

However, the implementation and management of an ERP application has created its share of challenges and benefits across the years, that vary depending on the size of the organisation. For a large organisation, getting hundreds and thousands of employees to change their way of working, while getting accustomed to new application interfaces, has usually been the biggest challenge.

For small and medium-sized organisations, finding an alternative to the high complexity and high costs associated with mainstream ERP solutions, and finding an ERP more suited to their scale of business and resources has been the typical challenge.

However, the arrival of cloud computing technologies, where hardware, software, and applications are available as a utility type

service, has transformed the dynamics of older, legacy ERPs. The arrival of cloud and public cloud hosting platforms has prompted Gartner to bring forward the concept of postmodern ERP.

Here, the monolithic, on-premises, highly robust concept of an ERP is replaced by a core, mission-critical ERP with loosely coupled ERP modules attached around it.

The core mission critical ERP may continue to be resident on-premises with maximum data protection and risk compliance built into it. On the other hand, peripheral ERP modules may be hosted in public cloud platforms. These ERP modules are also classified by Gartner as operational and administrative in this postmodern definition, and businesses lean differently towards each of them based on their core competence and internal practices that they are best at.



THE CORE MISSION CRITICAL ERP MAY CONTINUE TO BE RESIDENT ON-PREMISES WITH MAXIMUM DATA PROTECTION AND RISK COMPLIANCE BUILT INTO IT. ”

Adopting a cloud-based ERP solution offers a range of positive gains as well as various challenges.

Positive gains

Utility type payments: A cloud-based ERP allows an organisation to select and pay for the modules and functionality it uses. The cost increases based on the number of users and the range of functionality selected.

Startup and administration costs: A cloud hosting platform negates the need for a business to invest in computing resources and ongoing skilled support. This reduces the up-front investment and support costs.

Time to market: Cloud-based ERP suites represent a ready-to-use business suite that can be accessed via web browsers. If the organisation has been set up to accept the business workflow as available in the cloud ERP suite, and the required login credentials are in place, the application is ready to use. This bypasses the extended time required to set up and configure the application on internal computing servers.

Scalability and availability: Cloud-based ERPs allow the number of users to increase or decrease based on the organisation's requirements. They are also not impacted by local operational bottlenecks such as electricity or cooling. They can also offer service level agreements with 100% application uptime and backup and recovery of data.

Global access: Cloud-based ERP solutions can be accessed by employees from any location and any device after suitable identity authentication. This allows the organisation to set up new branch offices and be operational from day-one.

Mobility: Browser-based access allows end users to access the application from anywhere and with any device. Mobile access also allows

the application to be used by non-skilled users.

Upgrades and updates: Cloud-based ERPs are automatically updated by their hosting vendors for the latest features and security vulnerabilities, reducing the IT administrative pressure on the organisation.

Open platform: Cloud solutions are built on open platforms and integrate with other cloud applications through open APIs. This reduces the cost of integration and paves the way for lower cost of ownership and faster return on investment as the organisation scales in complexity.

Core competence: Cloud-based ERPs reduce the complexity associated with their usage and adoption. This allows user organisations to maximise possible business benefits including reduced cost of ownership, faster return on investment, market competitiveness, better decision making, and increased profitability.

Challenges

Lack of customisation: Cloud ERPs are based on a one-to-many usage principle, which helps them to offer a lower cost of ownership. This model does not facilitate customisation of the cloud ERP application to meet an organisation's internal best practices.

Performance concerns: Country-specific latency issues and last-mile bottlenecks can degrade the performance of cloud-based ERP. Hence, medium to large organisations must execute multiple, back-to-back service agreements with all participating entities.

This can include the cloud ERP vendor, hosting vendor for security and backup, local service provider for last mile delivery, and local channel partner for application support, to ensure the organisation receives

the uptime that its business decision makers require.

Security and data protection: The ERP vendor provides the software license to access the ERP application on a hosting model. However, the real issue about who is responsible for the security of the organisation's data when a cloud-based ERP model is being used, may not be addressed till it is too late.

The security of data hosted in any global data centre or location remains the responsibility of the organisation and not the ERP vendor or the hosting provider. The same concerns extend to the backup and availability of the data.

Technology competency: Usage of a cloud-based ERP solution from a hosting provider reduces the pressure on the internal IT team to maintain internal technology competency in the related areas. However, over a period of time, this can also reduce the number of skilled resources available inside the organisation. Conversely, this increases the dependency of the organisation on cloud ERP vendors.

Data migration: While transitioning from an on-premises ERP to a cloud ERP, organisations need to manage the migration and synchronisation of data between the two locations. In the initial period,

if the organisation does not have the capability inhouse, it will need to onboard a channel partner.

Service level agreements: Responsibility for hosted ERP solutions is not as straightforward as on-premises ERP solutions and needs to be carefully structured. Communication between all participating entities including channel partners, ERP vendors, security vendors and hosting providers also need to be maintained and kept transparent.

Conclusion

Not all organisations will benefit from cloud-based ERP. The suitability of cloud-based ERP for organisations can be visualised by using two axis and four quadrants. One axis represents increasing complexity of internal business applications, and the other represents the increasing number of application users. The sweet spot for cloud-based ERPs are small to large organisations with limited application complexity.

Typically, large organisations with highly customised and highly complex business applications may not find cloud-based ERP to be suitable for them, or at least not suitable to replace their core, mission-critical business applications. Small and medium-sized organisations, on the other hand, can gain tremendous business competitiveness by selecting the right mix of cloud-based ERP applications. ➔

ALI HYDER,
GROUP CEO OF
FOCUS SOFTNET



New Customer wins

WE SHARE THE HIGHLIGHTS OF FOCUS SOFTNET'S RECENTLY ACQUIRED CUSTOMERS.



Delma Cooperative Society

Delma Cooperative Society is a 37-year old trading and services company specialising in vehicle and equipment rentals and sea transport and ferry services. It operates in Abu Dhabi and the Delma Islands and has Focus 8, Centra CRM and Centra HCM as integrated and unified ERP solutions to streamline its operations.

Golden Coast

Golden Coast FZ is an export-import and recycling company, supplying products across USA, the UAE, Japan, India, Pakistan and several countries in Africa and Europe. Golden Coast has selected Focus 8 as its primary ERP solution to navigate and manage all operations.

Suraj Business Pvt. Ltd.

Suraj Business Pvt. Ltd. has emerged as a prominent retailer of electrical home appliances over the last 10 years. Headquartered in Gurgaon, Haryana, it has chosen Focus i as its primary business applications to track, streamline and boost sales.

Axis Nano Technology

Axis Nano Technology is a well-known manufacturer and provider of PLC, DCS, Electrical drives, MCC, PCC and instrumentation. Headquartered in Vaishali, Uttar Pradesh, Axis Nano Technology has chosen Focus i and Centra HCM to optimise workflows and streamline operations.

Crescent Formulations Pvt. Ltd.

Crescent Formulations Pvt. Ltd. is a

leading producer and distributor of pharma products. Headquartered in Hyderabad, it is spread across 7 different locations, and now boasts 78 strong brands in more than 10 therapeutic segments. It has chosen Focus i to integrate all operations and increase sales.

ADVY Chemical Private Limited

ADVY Chemical Private Limited is a reputed IVD manufacturer and supplier with a vast area of operations that includes India, the USA, Europe, Japan and China. It's known as a pioneer in the development of Polyclonal antibodies and native human antigens used in the manufacturing of finished reagents in the in Vitro Diagnostic (IVD) Industry. AVY has chosen Focus i as its primary ERP.

Bombay Steels

Bombay Steels specialises in manufacturing spring steel strips that are used in auto and special segments. It's one of the most reliable names in the industry with an existence dating back 38 years. Bombay Steels has opted for Focus i as its primary ERP software.

Gulf Oil Lubricants India Limited

Gulf Oil Lubricants India Limited is one of the most reputed manufacturers of lubricants, allied products of automotive, agricultural, industrial, construction and marine segments with an area of operations spread across over 100 countries. Gulf Oil has chosen Focus 8 to integrate and streamline all its operations.

Al-Dayfe Holding Group

Al-Dayfe Holding Group is a producer of fresh and healthy dates. It has chosen upgraded its ERP system to Focus 8 with Centra HCM integrated.

Savana Trading Co.

Savana Trading provides consultancy services in business development, market research and strategy. It has upgraded to Focus 8 with integrated Centra CRM and Centra HCM.

Mohammed Abdul Rahman Al Bahar Shipping Co

Mohammed Abdul Rahman Al Bahar Shipping Co. is part of the Al-Bahar Group of Companies, one of the oldest, largest and most successful trading houses in the state of Kuwait and the Gulf, and has selected Focus i as its main business application to navigate and manage operations.

Al Sallal International Group

Al Sallal International Group is an established player in Kuwait's electromechanical and telecommunication industries. The group has chosen Focus RT to manage and monitor its operations in real time, across all locations.

Houston Energy Services

Houston Energy Services is one of the leading suppliers of energy products in Kuwait, supplying high quality lab equipment. The company has opted for Focus RT and Centra CRM Express to manage, streamline and monitor all operations. 🚀

التركيز على فوكس 9 : الحوسبة في الذاكرة

تجدون هنا معلومات عن نظام Focus 9 (ERP) الذي أطلقته شركة Focus Softnet مؤخراً ، والذي يتميز بمحرك حوسبة هجين في الذاكرة.

تر

إطلاق Focus 9 ، أحدث حلول ERP الثورية المدعومة من شركة Pronghorn ، خلال أسبوع جيتكس للتقنية 2018. وهو يتميز بمحرك حوسبة هجين في الذاكرة - لإحداث ثورة في تجربة تخطيط موارد المؤسسات و تعزيز الأعمال أكثر من أي وقت مضى.

لقد تم تصميم نظام تخطيط موارد المؤسسات مع التركيز بشكل كبير على تحويل الأنشطة التالية:

النمو وقابلية التوسع	• سير العمل المتقدم
اللزامة عبر الانترنت أو بدونه	• تفويضات متقدمة
التوافق مع نظامي أندرويد و iOS	• التصعيد المتقدم
ذكاء الأعمال المتقدم	• أدوات الاتصال
دمج CRM	• كاتب التقارير المتقدم
نظام الحماية المتقدم	• تمكين ضريبة القيمة المضافة وضريبة السلع والخدمات
التوافق مع الحوسبة السحابية	• الحوسبة في الذاكرة

زيادة سرعة وكفاءة العمليات. منذ إنطلاقه على السحابة ، تم توسيع أداء التطبيق إلى الحوسبة في الذاكرة ، حيث تتواجد البيانات المطلوبة بشكل متكرر. هذا يسهل عليه الاستجابة عند تلقي طلبات متكررة من العملاء ، الذين يصلون إلى خادم التطبيقات ، بدلاً من الدخول إلى قاعدة البيانات واسترداد السجلات. ثم يتم إرسال الاستعلامات إلى موقع ذاكرة ، ثم يتم تسليم السجلات في الحال كما لو كانت موجودة بالفعل في الذاكرة.

قاعدة بيانات هجينة

تتضمن قاعدة البيانات الهجينة نظامًا متقدمًا لإدارة البيانات يدعم ميزات تخزين البيانات على القرص وتخزينه في الذاكرة. يمكن هذا الجزء في الذاكرة من فرز وتخزين البيانات واستردادها من الذاكرة لجعل العمليات أسرع بشكل كبير ، في حين توفر الأقراص الصلبة أكثر أشكال التخزين فعالية من حيث التكلفة

معظم البيانات في قاعدة بيانات تطبيق الشركة هي تاريخية ، مما يعني أنه لا يلزم الوصول إليها بشكل متكرر. ومع ذلك ، يتم دفن بعض المعلومات في هذه البيانات الكبيرة التي نحتاج الوصول إليها على الفور وبشكل متكرر. يساعد الحصول على هذه المعلومات في الذاكرة التطبيقات تحسين وقت الاستجابة بشكل ملحوظ.

ما هو الحوسبة في الذاكرة؟

الحوسبة في الذاكرة تعني تخزين ومعالجة المعلومات في ذاكرة الوصول العشوائي (RAM) للخوادم المخصصة بدلاً من قواعد البيانات العلائقية المعقدة التي تعمل على محركات الأقراص البطيئة نسبيًا.

وقد استندت النظم القديمة إلى تخزين القرص وقواعد البيانات العلائقية باستخدام لغة استعلام SQL ، ولكن هذه تعتبر بشكل متزايد غير كافية لتلبية احتياجات ذكاء الأعمال (BI).

تعزيز سرعة الاستعلامات والتقارير

تم تصميم الإصدار الجديد من Focus 9 ERP

لحجم ضخم من البيانات. ودمجها معًا ، يوفر هذا النظام منصة موحدة لتخزين قدرات هائلة من البيانات عالية الأداء ، مع كونها مرنة وقوية ومتوفرة بشكلها الطبيعي.

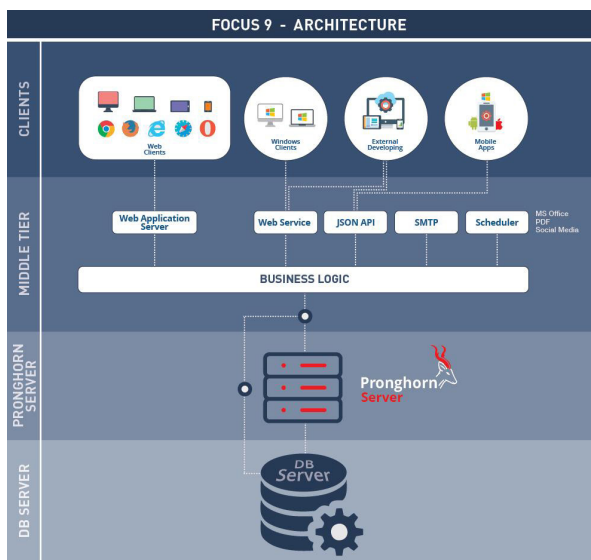
قاعدة بيانات فوكس 9 الهجينة

توفر ميزة قاعدة البيانات الهجينة في Focus 9 نظامًا موثوقًا به لتخزين البيانات الضخمة وتشغيل الاستعلامات من المعلومات الموجودة في معالجة البيانات السريعة. يتضمن المخطط ثلاث خطوات تغطي كامل عملية نقل البيانات من خادم العميل إلى خادم قاعدة البيانات.

يُظهر الشكل "Focus 9 - Architecture" نظامًا من ثلاثة مستويات مع بيئة متعددة الأوضاع تسمح للعملاء بنقل البيانات من أجهزةهم إلى خادم Pronghorn ومن ثم خادم قاعدة البيانات الرئيسي.

مزايا

- توفر إمكانات معالجة البيانات المتقدمة إحصاءات في الوقت الفعلي
- نظرًا لأنه يتم تخزين البيانات في ذاكرة الوصول العشوائي ، يمكن للعملاء تحليل كميات هائلة من البيانات أثناء التنقل. يتيح ذلك لأصحاب الأعمال اتخاذ القرارات في الوقت المناسب وإدارة مخاطر الأعمال على النحو الأمثل
- يزيد نظام إدارة البيانات الهجين والمتكامل من قابلية التوسع ويقلل من التعقيد
- يوفر الوصول بشكل أسرع إلى معلومات عملية الأعمال في أي وقت وفي أي مكان



أصبح Focus 8 بمثابة العمود الفقري لشركتنا.



ديرين باتيا،
مدير قسم
تكنولوجيا
المعلومات
في الشركة
الآسيوية
للتجارة

ساعد البرنامج الشركة على تحسين رضا العملاء على أساس التسليم المحسن في الوقت المحدد وزيادة الجودة وتقليل أوقات التسليم وتقليل تكاليف المخزون. وقد نتج عن ذلك تحسين التخطيط والتتبع والتنبؤ بمتطلبات الشركة، وبالتالي، مجموعات أسرع تعتمد على تحسين الرؤية في الحسابات، وأخطاء أقل في الفوترة والتسليم. لم يزيد فوكس 8 من مستوى رؤية ودقة المخزون التجاري لشركة آسيوية فحسب بل إنه وفر أيضاً نظاماً مالياً أكثر كفاءة يوفر الوقت ويساعد على استخدام الموارد البشرية بطريقة أكثر كفاءة.

وأضاف باتيا: "في السابق، كان علينا جمع كل السجلات يدوياً في نهاية اليوم للحفاظ على تحديثات المخزون، وكان هذا يستغرق يوم كامل. ساعدنا الحل في زيادة الإنتاجية والكفاءة من خلال تتبع التكاليف الفعلية للأنشطة، وإجراء عمليات حسابية على أساس النشاط، وتوفير صورة موحدة للمبيعات والمخزون والمستحقات. في نظامنا القديم، لم تكن هناك وسيلة لإضافة مخططات إلى الأسعار الحالية. في بعض الأحيان، قد يؤدي ذلك إلى سوء التصرف حيث أن خيار إدخال الخصومات متاح فقط على مستوى المتجر. لقد أعاد فوكس 8 إعادة السيطرة إلينا ويجري الآن تنفيذ المخططات في المتاجر باستخدام ERP."

ويقول باتيا: "تعمل الشركة الآسيوية للتجارة الآن على اعتماد ميزة برنامج ولاء العملاء المدرجة في Focus 8. حيث أن البرنامج يحتوي على العديد من الميزات ولم نقم باستكشافها حتى الآن. ونتطلع إلى استخدام Focus 8 إلى أقصى قدر ممكن، ما يساهم في تبسيط عملياتنا لنموذج عمل أكثر إنتاجية. والآن، وبعد أن أصبح لدينا رؤية أفضل في عملياتنا ومواردنا، فإننا نتطلع إلى الاستفادة من الميزات الأخرى المدرجة في "فوكس 8". وفي المرحلة التالية، سيتم اعتماد الحل في مكاتبنا الإقليمية الأخرى ومستودعاتنا."

و Presentation Foundation Windows Communication Foundation - يوفر Focus 8 ميزات أعمال متفوقة ومزيداً من اللرونه وقابلية في التوسع.

ويقول باتيا: "لقد سمعنا بعض القصص الناجحة عن Focus 8 من شركائنا في قنوات التوزيع، وبالتالي بدأت علاقتنا مع الشركة منذ حوالي عامين". وبالنظر إلى أن هذه كانت خطوة رئيسية للشركة، قمنا في البداية بنشر Focus 8 لتبسيط عملياتنا في أبوظبي والعين. لدينا 25 متجراً تعمل في هذا المجال، لذلك استغرق الأمر بعض الوقت لإعادة تنظيم كل شيء. بعد تكريس الوقت والجهد في رسم خرائط عمليات أعمالنا، أصبح Focus 8 العمود الفقري لشركتنا."

وأضاف باتيا: "قبل اعتماد فوكس 8، كان كل مخزن من مخازن الشركة الآسيوية للتجارة تعمل كوحدات منفصلة، واستغرق الفريق "الكثير من الوقت والجهد" لتجميع البيانات من الفروع للحصول على رأي موحد من المبيعات والمخزون. وحتى أبسط المهام، مثل نقل المخزون بين المتاجر كانت مملة. حيث يقدم لنا فوكس 8 تقارير مركزية في الوقت الفعلي عن بضائعنا ومخزوننا، وهذا يساعدنا على التخطيط لتوافر المخزون بشكل أفضل. كما أننا قادرون على تحديد أولويات المنتجات من حيث عمليات الشراء، حيث كان علينا في وقت سابق الاعتماد على ملاحظات الموظفين الفردية، والتي يمكن أن تكون غير موثوقة. هذا ما قدمه لنا فوكس 8 - أقل التكهنات والأفكار القابلة للتخطيط."

كما ساعدت Focus 8 الشركة الآسيوية على تبسيط العمليات وسير العمل من خلال نظام واحد متكامل، مما أدى إلى تقليل إدخال البيانات والعمليات المتكررة. يشارك الحل الآن المعلومات عبر جميع الأقسام، ويضع عمليات موحدة تستند إلى أفضل الممارسات التجارية المعترف بها، ويعزز من سير العمل والكفاءة.



تتابع الشركة الآسيوية للتجارة عملياتها مع فوكس 8

شاركت الشركة المتخصصة في تجارة الأحذية وتجارة التجزئة في الشركة الآسيوية للتجارة مع شركة Focus Softnet لتقديم تقارير مركزية في الوقت الفعلي عن بضائعها ومخزونها.

المؤسسات من شأنه تغيير وتحسين سير العمل.

يقول باتيا: "كنا نستخدم نظامًا قديمًا يعتمد على نظام دوس، والتغيير إلى نظام تخطيط موارد جديد (ERP) يعني ترقية كل من الأجهزة والبرامج." علاوة على ذلك، واجهتنا مشاكل مثل إدخال كميات ضخمة من المستندات الورقية، حيث كان يتعين معالجة إيصالات مبيعات التجزئة يدويًا، مما كلفنا المال والطاقة البشرية على حد سواء. وفتح متجر إضافي يضاف ببساطة إلى الأوراق في المكتب."

بدأت الشركة الآسيوية للتجارة في استكشاف نظام تخطيط موارد المؤسسات فوكس سوفت نت (Focus 8) من الجيل التالي الذي يتكامل تمامًا مع أداة شاملة لاستقصاء المعلومات، كما يوفر إمكانية نشر المعاملات في الوقت الحقيقي وبأبعاد متعددة والتي تمنحنا تقارير في الوقت الفعلي. مبني على تقنيات Microsoft Windows

الحفاظ على ملاءمة المنتجات للعملاء المحليين.

يقول دبرين باتيا، مدير قسم تكنولوجيا المعلومات في الشركة الآسيوية للتجارة: "نحن شركة تركز على العملاء، وكانت رؤيتنا هي تقديم المنتجات والخدمات التي يمكن أن توفر أقصى قدر من رضا العملاء." حيث نأخذ هذا الشعار على محمل الجد، كما أن مرافقنا البحثية والمراقبة الداخلية توفر إرشادات للمصنعين في تطوير تشكيلتهم من البضائع."

وفي خضم اكتساب خبرتها الصناعية الهائلة، قامت الشركة الآسيوية للتجارة بتوسيع عملياتها في جميع الاتجاهات. حيث استخدمت الشركة برامج المحاسبة التقليدية لفترة طويلة، وكان يتعين إجراء عليها إجراء جميع عمليات إدخال البيانات يدويًا. لقد أدرك فريق إدارة الشركة عيوب المخزون اليدوي وما تلاه من هدر للموارد، وبدأ حينها البحث عن حل لتخطيط موارد

الشركة الآسيوية للتجارة في

تأسست

عام 1969 كتاجر متخصص في الأحذية من خلال منفذ واحد للبيع بالتجزئة في أبو ظبي، ولديها الآن أكثر من 50 متجرًا في جميع أنحاء دول مجلس التعاون الخليجي. تفتخر الشركة بوحدة تجزئة جيدة مع مركز تخزين مركزي ومركز توزيع في دبي.

شركة تجارية آسيوية مملوكة للأسرة، أسست الشركة الآسيوية للتجارة موطن قدم قوي في المنطقة كموزع وتاجر تجزئة لماركات الأزياء الأوروبية الرائدة بما في ذلك جوزيف سيبيل، فيتال وريكير. تمتلك الشركة أيضًا مجموعة من معارض البيع بالتجزئة في جميع أنحاء المنطقة.

على مدى السنوات الأربعين الماضية وإدارة نشاط تجاري ناجح، ضمنت الشركة دائمًا تقديم جودة عالية ومتنوعة من المنتجات إلى العملاء

رسالة من الرئيس التنفيذي

نأمل أن تستمتعوا بقراءة هذه الطبعة،
وكالعادة، نتطلع إلى تعليقاتكم القيمة.

المخلص دائماً



علي حيدر
الرئيس التنفيذي للمجموعة
فوكس سوفت نت

العملاء والشركاء الكرام،
أتمنى لكم عام سعيد ومثمر
شهد العام الماضي الكثير من الأحداث بالنسبة ل
Focus Softnet. ولعل أبرز ما في الأمر إطلاقنا
لنظام Focus 9 ERP الذي طال انتظاره خلال
أسبوع جيتكس للتقنية 2018. مدعوماً بخادم
Pronghorn المزود بقدرات الحوسبة في الذاكرة
لمعاملات سريعة للغاية والمبنية لتحديث وتسريع
العمليات التجارية، حيث يعد Focus 9 تطبيقاً
ذكياً لبنية تحتية مبسطة لتكنولوجيا المعلومات
توفر للشركات الأدوات اللازمة لأتمتة عملياتها
الهامة.

شاركنا أيضاً في العديد من المعارض في جميع
أنحاء العالم لعرض قوة أفضل الحلول لدينا
ضمن فئتها. كما أننا فخورون للغاية بالحصول
على جائزتين رائعتين في مجال الصناعة وهما
”بائع موارد المؤسسات في العام“ في جوائز
Future Enterprise و Tahawultech.com
Hot 50 Awards

نطلعكم في هذه النسخة من Focal Point،
كيف أن الشركة الآسيوية للتجارة قد نجحت في
نشر Focus 8 لتبسيط عملياتها وسير عملها
بنظام مدمج واحد، مما يقلل من إدخال البيانات
المكررة وعملياتها. وفي قسم ”منطقة المعرفة“،
أشارك وجهات نظري حول كيفية استفادة
الشركات الصغيرة والمتوسطة من Cloud ERP
من خلال تقليل تكاليف تكنولوجيا المعلومات
لديها والاستفادة من المكاسب المقدمة من تكامل
البيانات. يمكنك أيضاً قراءة التحديثات حول
الميزات الجديدة لمنتجاتنا والأحداث العالمية وجذب
المزيد العملاء من جميع أنحاء العالم.



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المحتوى | يناير 2019 | العدد 20

9 **التركيز على فوكس**
اكتشفنا لماذا تعد حلول
فوكس سوفت نت الحل الأمثل
لتخطيط موارد الشركة.

6 **الشركة الآسيوية للتجارة**
تعزز عملياتها من خلال حل
فوكس 8.

4

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برونغورن



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غني بالخصائص
معزز بمحرك هجين

للحوسبة داخل الذاكرة

حلول سحابية
لتخطيط موارد
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فوكس
حلول تشط حركة الأعمال

في هذا العدد: كيف يمكن لحل فوكس 9 تبسيط عملياتك التجارية

FOCAL POINT

النشرة الإخبارية الرسمية لمجموعة فوكس سوفت نت

يناير 2019 - العدد 20

مقال

كيف يمكن لحل ERP المبني على السحابة تغيير طريقة عملك؟

مميزات جديدة

أحدث إضافات فوكس سوفت نت على مجموعة المنتجات

اسلك هذا الطريق

أصبح «فوكس سوفت نت» العمود الفقري لمتخصص تجارة الأحذية «الشركة الآسيوية للتجارة»