

THIS ISSUE: HOW THE FOCUS 8 FLAGSHIP SOLUTION ENABLES BUSINESS MOBILITY

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

June 2015 • Issue 09

THE ROAD TO MACAU

FOCUS SOFTNET HOSTS ITS ANNUAL COMPANY MEET AT THE STUNNING CHINESE CITY, ANNOUNCING STRONG GROWTH NUMBERS AND A FOCUSED ROADMAP

SMARTER EDUCATION

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SHAKER GROUP DEPLOYS FOCUS-I TO ENABLE FASTER DECISION MAKING



FOCUS

Solutions that move business



ROBUST ERP & BUSINESS GOVERNANCE PRODUCTS



MANUFACTURING



TRADING



RETAIL



RESTAURANTS



EDUCATION



OIL & GAS



HEALTH CARE



ENTERTAINMENT



ENGINEERING



GOVERNMENT ENTITIES



REAL ESTATE & CONSTRUCTION



WAREHOUSING & LOGISTICS



RENTAL BUSINESSES



FINANCIAL SERVICES



SERVICES ESTABLISHMENTS

FOCUS & FOCUS i FOCUS RT FOCUS 6 FOCUS CRM FOCUS FMS FOCUS MAP FOCUS WMS FOCUS RMS FOCUS ORMS FOCUS AIM

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A MESSAGE FROM THE CEO

Dear Customers and Partners,

Focus Softnet is proud to announce another successful year of significant growth with a vast audience of enterprises embracing our latest, state-of-the-art ERP solution, Focus 8. This would not have been possible without the efforts of our dedicated global teams and business partners and the continued support of our customers. We would like to thank them for their contribution to Focus' growth and success year after year.

This quarter we reached out to various markets across the globe showcasing our strengths with Focus 8, and inviting potential customers to participate in the new wave of technology that we've unleashed. It was exciting to see several corporations adopt Focus 8 at these events.

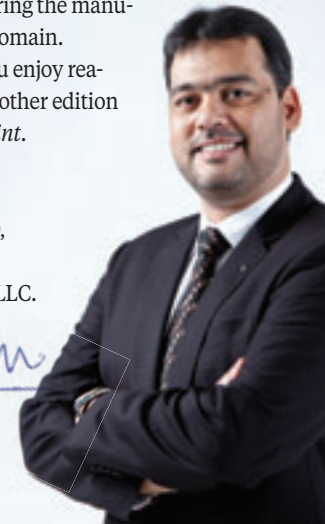
In this issue, we bring you highlights from our company's Annual Meeting held in Macau. More than 130 people, with their families, flew in from all the Focus global offices worldwide to meet, interact and share ideas and successes.

At the event, we announced our strategy to continue to introduce mobile apps for all of our solutions by the end of the year and continue to focus on cloud and vertical-specific solutions.

In this edition, we bring to you an interesting case study of the Shaker Group from Saudi Arabia, and the Knowledge Zone featuring the manufacturing domain.

Hope you enjoy reading yet another edition of *Focal Point*.

Ali Hyder
Group CEO,
Focus
Softnet Fz LLC.



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Focus On Annual Company Meet



Focus On Mobile Apps and Business Solutions at Annual Meet in Macau

FOCUS SOFTNET ANNOUNCES ANOTHER SUCCESSFUL YEAR AT ITS ANNUAL MEET IN MACAU, WITH SIGNIFICANT GROWTH ACROSS PRODUCT LINES AND FOCUS 8 BEING THE GAME CHANGER

At its recently held Annual Company Meet (ACM) in Macau, Focus Softnet announced that it saw another fantastic year with significant growth in business and revenues globally. The company credited this success to its employees, partners and customers from across the world. Apart from regional presentations on growth and

strategies, the company also announced its annual results, future products and marketing roadmap, and ideas to increase revenues across its operations. Focus recognised and honoured the achievements of its top-performing employees with awards, promotions and incentives.

Since 2004, Focus Softnet has been holding its Annual Company Meet at a new loca-

tion every year, with the previous editions being held in the UAE, Malaysia, Turkey, Switzerland, and the UK. In order to recognise the efforts of its team and to reward them, the company took its mid- to senior-level executives, along with their families, from across its 27 offices worldwide to Macau and Hong Kong. With the annual symposium taking place at The Venetian in Macau, senior executives from the company met, discussed and shared their experiences, successes and strategies with each other.

“This year, all our mid- to senior-level employees converged at The Venetian in Macau for our annual symposium. Our sales and development teams met, shared their regional successes, customer experiences and understood the company’s overall vision for 2015 and beyond. It was a perfect forum to share what we have already achieved, reward outstanding performances and discuss ideas on how Focus could grow and increase its market share in different regions,” said Mir Ahmed Ali Khan, Co-founder and President of Focus Softnet.

EVEN MORE FOCUS ON PRODUCT DEVELOPMENT

“2014 was a great year for our company,

especially on the product development front. Our R&D team came out with some outstanding products, with Focus 8 being one of our biggest and most successful launches to date. Focus 8 is not just another product for our company but it is 'the' product that will take us to even greater heights. It means more scalability for our company. Our team has also developed some very good mobile apps and I would like to congratulate and thank our development team for their tremendous efforts in developing Focus 8, our mobile apps and our new CRM solution. We have also launched our Payroll and Human Resources software, which has done extremely well and has been well received by customers," Mir Hasnain Ali Khan, Co-founder and Chairman of Focus Softnet, explained.

"We are excited about our product roadmap. With so many new developers with ERP capabilities on our team, our customers can expect even better features, new product rollouts and upgrades faster than before. I would like to thank our development team, testing team and Q.A. team for their dedication, without whom all of this would not have been possible."

FOCUS ON GROWTH

"Focus Softnet continues to be on a growth path with significant revenue growth this year. We are looking to more than double that figure in 2015. Major revenues in 2014 came from our high-end solutions with all our other business and vertical solutions contributing considerably to our overall revenues," said Mir Fiaz Ali Khan, Group CFO of Focus Softnet.

"Our recently launched flag-ship solution, Focus 8 is already a game-changer, with customers from across the globe showing interest in imple-

menting the solution or upgrading from their existing solutions. This has given us even more confidence that our growth and success in 2015 and beyond will be much stronger than any of the previous years. It is our customers' confidence in our innovation and our team's hard work that have got us here. We would like to thank them for placing their trust in us and for their solid support over the last 24 years."

Since its inception, Focus Softnet has expanded its business across the globe with over 27 offices in 17 countries. In 2013, the company embarked on the channel and franchising route to make inroads in places where the company does not have a direct presence. The company has signed on 300 franchisees and channel partners across India and 200 in different regions, including Africa. Through channel, franchising and appointing dealers in different countries, Focus Softnet has expanded its reach in regions where it did not have a direct presence.

Focus Softnet attributes its success to its employees, who it considers to be valuable assets. With the company's concentration now on newer technologies such as cloud and mobile apps, it plans to invest more in HR, training and enablement programs.

"We will continue to deliver real value to our customers and business partners by capitalising on our competitive edge of developing innovative products, customisable and cost-effective solutions and efficient customer services. The bar has been raised higher by our outstanding team, who are the ones who have created value for our customers. Without them, we would not have seen year on year growth every year for the last 24 years," Mir Fiaz Ali Khan added.



► Mir Ahmed Ali Khan: It was the perfect forum.



► Focus 8 is not just another product, explains Mir Hasnain Ali Khan.

"Our R&D team came out with some outstanding products, with Focus 8 being one of our biggest and most successful launches to date."

Mir Hasnain Ali Khan, Co-Founder and Chairman of Focus Softnet

FOCUS ON FUTURE ROADMAP

Focus has always believed in customer-centricity. The company has maintained consistent standards by listening to its customers and using their feedback to improve the quality and standards of its solutions and services. The company will continue to invest heavily in R&D and encourage its team to innovate and develop products using the latest technologies. Strong features, functionality, user-friendliness and customisation will continue to be the company's USP along with strong local support. The company announced that it will develop mobile apps for all of its solutions within the year, launch a thin-client version of Focus 8, along with the mobile-version of its CRM solution.

Focus On Annual Company Meet

Focus Softnet continues to gain success in the markets of the Middle East, India and South East Asia and its strong R&D, sales and operations teams give the right background and provisions for fuelling further growth and achievements in its field.

“Mobile apps will continue to be a big focus this year. Apart from that, we will carry on focusing on developing specific solutions for different market verticals. Our Property Management Systems (PMS), Restaurant Management System (RMS), Warehouse Management Solution (WMS), MRP and Mobile Apps are already doing very well in the market, encouraging us to develop even more vertical solutions for different businesses. We will continue to work closely with our customers to understand the pulse of their businesses and to create solutions that meet their requirements,” said Ali Hyder, Group CEO of Focus Softnet.

“Cloud and mobile apps will continue to be a huge focus this year, too. Over the next few months, we will be introducing the mobile version of our CRM and a browser-enabled version of our flagship ERP, Focus 8.”

In 2015, Focus Softnet will consolidate its business through its existing offices. It will work closely with business associates globally to promote its state-of-the-art products, which are deemed as absolute value for money. In addition, Focus Softnet will continue to expand its operations by adding new reseller partners, franchisees and dealers across the globe.

FOCUS ON CUSTOMER EXPERIENCE AND SATISFACTION

R&D is a very important part of the company’s DNA, where the production team is constantly developing new modules and solutions after

gathering customer feedback. With the global marketplace constantly evolving, the company has been offering custom-built IT solutions to help companies focus on what they do best, while functioning better and driving business. It has developed solutions to meet the needs of businesses of all sizes. Focus Softnet’s solutions are feature-rich, scalable and have a much lower cost of ownership as compared to solutions from other vendors.

“Our goal is to ensure that we focus on giving maximum value to all our business associates, our clients, and everybody else working in the company. Value has to be the underlying concept in our endeavours, and as long as we keep doing that, we will stay relevant and everything is going to be in place and in order. So we have to pack as much value as possible into everything that we do and that is when business happens automatically, and that is when we are in the cruise control mode and that is what we should always aim to be in,” explained Mir Ahmed Ali Khan.

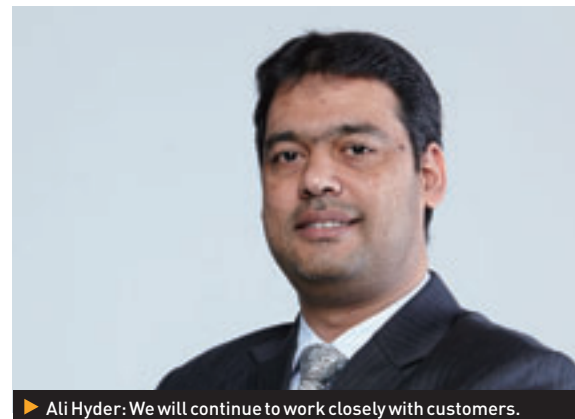
“Customer experience and satisfaction is a top priority for us. By re-engineering business processes and optimising resources, developing and deploying user-friendly, flexible and cost-efficient, industry-specific solutions, we have helped companies across the globe to increase productivity and efficiency, and run better,” he added.

REWARDING PERFORMANCE

In Macau, Focus Softnet held a gala dinner and award night with an evening filled with fun and entertainment for its employees and their families at The Venetian. The evening was about recognising the stellar efforts of its team and announcing some well-deserved promotions in



► Mir Fiaz Ali Khan: Focus Softnet continues to be on a growth path.



► Ali Hyder: We will continue to work closely with customers.

Number of franchisees and partners globally:

500

“Mobile apps will continue to be a big focus this year. Apart from that, we will carry on focusing on developing specific solutions for different market verticals.”

Ali Hyder,
Group CEO of
Focus Softnet

the development, operations and sales teams. Senior management also handed performance-based awards and incentives to employees. As part of the Focus policy to expand its executive board of directors every year by adding deserving members of its existing operations team, the company appointed Syed Mohammed Rasheed from the technical team, and Sunil Mathew and Ali Hassan from the operations team to the board of directors for 2015.

Focus Softnet is one of the few companies that has been taking its employees to different locales around the globe with planned tours of sights and attractions, which in turn motivates the team to do better. 🇯🇵

ACM in Focus

FOCUSITES AND THEIR FAMILIES SPENT TIME EXPLORING MACAU AND HONG KONG. INCLUDING SPENDING AN ENTIRE DAY AT DISNEY LAND



FOCUS SEES SUCCESSFUL PARTICIPATION AT GEMEC 2015

GEMEC PROVIDES PLATFORM FOR FOCUS SOFTNET TO INTERACT WITH SENIOR EXECUTIVES FROM ACROSS A RANGE OF INDUSTRIES

Focus Softnet participated in the first ever Gulf Enterprise Mobility Exhibition & Conference (GEMEC 2015), held at Dubai World Trade Centre from April 26 to 28, 2015, and promoted its extensive range of mobile enterprise applications. Focus Softnet's Regional CEO for the UAE, Australia and Asia Pacific, Nisith Naik, also presented on enterprise applications — mobile app technologies and their benefits in various business verticals and industries, at the event.

"Today, enterprise mobility has become one of the top priorities for enterprises with mobile devices within the workplace and bring your own device (BYOD) being on the rise. Hence, it is imperative for organisations to have a mobility agenda that addresses the broad challenges of implementation. GEMEC was the perfect platform for Focus Softnet to offer participants the opportunity to identify, analyse and discuss optimal solutions to develop and implement a successful mobile strategy for their organisations," said Ali Hyder, Group CEO, Focus Softnet.

GEMEC provided a platform for Focus Softnet to interact with senior executives from across a range of industries and introduce the company's mobile technology and solutions to enable businesses to ensure their mobility strategy is streamlined with their overall business objectives.

The company promoted its Restaurant Management System (Focus

RMS), which helps manage all of the business aspects of a restaurant, including sales reports, employee records and scheduling, and more. Focus Softnet also demonstrated Focus 8 Dashboards, where reports, business intelligence, and various functions of the ERP system are made available in real-time to individuals wherever they are. Another solution that was exhibited was the Focus Property Management System App, which helps a corporate or an individual with requirements of a property to be sold or purchased or given out on lease in today's concrete jungle to be accomplished with ease, as well as the Focus Van Sales App, which is Focus Softnet's ERP-based mobile app with all the ERP activities available on a hand held device. The company also showcased its mobile ERP solutions on Android and iOS.

"GEMEC was an interesting event considering that, for the first time, there was a dedicated platform for companies to showcase their mobile apps and solutions to customers from across the GCC markets. Historically, Focus Softnet has always been on the cutting edge of technology, and the company already had in its arsenal a plethora of mobility apps to enhance the functioning of its core ERP suite of solutions on the Android and iOS platforms," said Rohan Tejura, Asst. Vice President, Focus Softnet.

"Thanks to GEMEC, we were able to showcase our mobility-oriented applications which bring core enter-



► Nisith Naik, regional CEO, presented on enterprise applications at the inaugural edition of GEMEC, held in April.

"GEMEC was an interesting event considering that, for the first time, there was a dedicated platform for companies to showcase their mobile apps."

prise capabilities into the pockets of our users. The conversations and response that we have seen at GEMEC have been of a very high quality and we are certainly excited to see the level of interest that the mobility consumers of the region have shown to solutions providers like us. We look forward to GEMEC becoming a mainstay event and grow year on year so that it can continue to empower the mobility sectors of the GCC markets." 📱

STRONG SHOWING FOR FOCUS SOFTNET AT CEBIT AUSTRALIA

LATEST FLAGSHIP SOLUTION, FOCUS 8, UNVEILED AT ONE OF THE BIGGEST ICT EVENTS ON THE AUSTRALIAN CONTINENT

Focus Softnet recently unveiled its flagship solution, Focus 8, at CeBIT Australia, one of the biggest ICT events on the continent, where it also showcased its enterprise and vertical-specific solutions. Some of the products exhibited were Focus 8, Focus i, Focus RT, Focus CRM, Focus SCM, Focus WMS and Focus AIMS.

“Focus ventured into Australia with a vision to get the brand out there, and to provide quality solutions and

services, which can benefit companies here in Australia by lowering their cost of ownership and improving business intelligence with integrated solutions. CeBIT was one of the best platforms to showcase our products and increase awareness of our solutions in the Australian markets. We had a great showing at the event and received significant response from current and prospective customers,” said Baquer Rashti, Vice President, Focus Softnet Pty Ltd, Australia.



FOCUS SOFTNET CONFERENCES ON FOCUS 8 HELD AROUND GULF

CUSTOMERS AND PARTNERS FROM SAUDI ARABIA AND QATAR ATTEND FOCUS 8 EVENTS IN LARGE NUMBERS

Focus Softnet recently held road shows in Riyadh and Al Khobar in the Kingdom of Saudi Arabia, and in Doha, Qatar, to demonstrate its latest flagship product, Focus 8. Senior executives from Focus Softnet highlighted the unique features of Focus 8, which is built on the philosophy of 'Enabling You', at the events titled 'Unveiling the ERP of the future'. The road shows, which were held at prestigious locations such as the Movenpick Hotel Al Khobar, the Riyadh Marriott Hotel, and the Hilton Doha Hotel, were a huge success, with Focus' customers and partners from across the countries attending in large numbers.

A select panel of customers in each of the regions were given an Excellency Award for using all the advanced functions and capabilities of the Focus systems deployed in their organisations. Awards were distributed at these events by Ali Hyder, the Global CEO of Focus Softnet, to recognise the commitment of those client organisations in achieving exacting standards of digital governance.

"Looking to the resounding welcome that we've received at the road shows conducted in Riyadh, Al Khobar, and Doha, where collectively over 350 individuals from almost as many organisations stayed riveted through the two-hour-long product

demonstration followed by an overwhelming response of orders for the system, we are definitely excited about the next set of events which we will conduct across the GCC markets. We look forward to moving enterprises across a wide and diverse range of industries and verticals onto this incredible product, with its extremely powerful governance capabilities and implementation flexibilities that will allow us to get our customers up and onto the new system in record time," said Hyder.

In a unique twist of events, customer organisations themselves came forward with awards of their own to honor the Focus panel for developing, deploying and supporting them with exceptional solutions and service on the Focus systems deployed in their environments.

"Each organisation is different and has a unique vision for its business, which forms a part of the DNA of the company. Focus Softnet's USP has always been 'Enabling Customer Vision', which is also the philosophy behind developing our newest ERP solution, Focus 8. Through our road shows in the Kingdom of Saudi Arabia and Qatar, we wanted to give our customers a first-hand experience of Focus 8 and highlight the features that could help enable their businesses. We were happy with the turnout and the positive response and orders that we've already received from



the audiences of these events," said Jawad Ali Khan, Regional CEO for the GCC, Focus Softnet.

"The campaign has generated a tremendous amount of interest in the capabilities of the Focus 8 product resulting in a high number

of client organisations acquiring licenses for Focus 8. Clearly, then, Focus has successfully identified the need of the hour with the features and capabilities of Focus 8," added Rohan Tejura, As. Vice President, Focus Softnet. 🇦🇪

SHAKER GROUP STREAMLINES OPERATIONS AND ENHANCES BUSINESS PROCESSES WITH FOCUS I

DEPLOYING FOCUS I HAS HELPED THE COMPANY INTEGRATE ITS REGIONAL OPERATIONS, AS WELL AS GAIN ACCESS TO REAL-TIME REPORTS FOR FASTER DECISION MAKING



▶ Shaker Group is the exclusive distributor for Midea air conditioners in Saudi Arabia.

Al Hassan & Hussein G. Shaker for Trading Co. Ltd., also known as Shaker Group of companies, established its business in 1950 as a distribution company in Saudi Arabia. The company began its operations in the wholesale and retail distribution of air conditioners, electronics, home appliances and Systemair fans to name a few. Shaker Group is also the exclusive distributor for Midea air-conditioners in Saudi Arabia.

Today, the company has expanded its business into trading and services into different verticals and counts big names and brands as its customers. Shaker Group has other sister companies, such as Hussein G. Shaker for Trading Est., which deals with Systemair products; SSCL Saudi Specialized Construction Co. Ltd; SELCO manufacturing switch gears and electrical boards; SEALCO, the sole agent for LG products in Lebanon; and Ghazi Shaker, for travel MEA GSA in Saudi Arabia.

With offices at five locations across Saudi Arabia and Lebanon and more than 200 employees, the company was looking for an ERP solution that would not only streamline its business processes and operations but also integrate its regional operations.

Shaker Group was using an ERP solution from a competitive vendor for its different business. The company evaluated solutions from multiple vendors but decided to go with Focus as they understood their requirements and created customised modules to address those requirements.

“We first deployed Focus RT in the Year 2010 as we were impressed with its features, competitive pricing and after-sales support. Focus RT helped us streamline our operations, enhance our business processes and scale our business further. Over the last few years, Shaker Group has been on a growth and expansion path. Hence we decided to upgrade to Focus i after seeing the flexibility of the solution and the benefits it would afford our business. Focus i was not only customisable but it also offered us web-enabled services, which would allow the system to be accessed by our employees from different locations,” explains Mohammed Shafiuddin Akheel, Country IT Manager, Shaker Group.

“Focus i is feature-rich, user friendly, cus-

Case Study



► The solution has helped Shaker Group make faster decisions, according to Akheel.

tomisable and enhanced with built-in business intelligence modules. The pricing was also competitive. We were impressed by the potential of Focus i to integrate our business processes and streamline our operations across different locations. Another major deciding factor was Focus Softnet's local after-sales service and support," he added.

Focus i is a cost-effective solution that combines Focus' highly customisable ERP with business intelligence tools. It is not only scalable, flexible and easily customisable, but it is also easy to use. Focus i is a revolutionary product that enables companies to automate their financial and operational processes and helps

them make better decisions by organising, analysing and reporting the data they generate. Focus i eliminates the need for a third-party BI tool, thereby helping customers save huge costs. Shaker Group implemented the Finance, Sales, Procurement, Inventory, Payroll and Service modules of Focus i.

The company is using Focus i at its head office and five branch offices across Riyadh, Jeddah, Dammam, Qassim, Khamis and Mushait. Shaker Group is currently using the Focus i service module and has gone live in multiple locations including its warehouse and service centres. The company is using Focus i currently only in Saudi Arabia, which is helping to

connect online multiple locations and provide real-time MIS reports to management.

"We are able to analyse and compare our customers and vendors with Focus i, which is helping us make informed decisions on procurement and sales. The solution has helped us in viewing previous purchase prices from multiple vendors and know the change in prices, which helps in better decision-making," Akheel explains.

Focus i provides Shaker Group with real-time, multi-dimensional posting of transactions, resulting in real-time reports. The software features an enterprise dashboard, where the company can get information about their business at a glance.

"Focus has helped the management gain visibility and control on day-to-day operations of every department including sales, services, accounts and procurement since everything is now integrated and centralized. We can generate MIS reports easily and with the integrated system we have more control and transparency across departments. We are able to get valuable assets of the company and ease in tracking and calculation of depreciations," Akheel adds.

The Focus i solution has helped Shaker Group with better communications across its offices, quick reporting, consolidation of its regional data with real-time global data accessibility that has helped the company make quick and timely decisions. While exploring and implementing the features of Focus i, Shaker Group is now looking forward to implementing other web-enabled and mobile apps in the near future to help faster decision making. 🚀

"Over the last few years, Shaker Group has been on a growth and expansion path. Hence we decided to upgrade to Focus i."

**Mohammed Shafiuddin Akheel,
Country IT Manager, Shaker Group**

FOCUS ON NEW FEATURES

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






Retail POS

Discounts Shortcuts in Main Screen

Function keys — Ctrl P and Ctrl S add to provide discount amount or percent, entered for the first product, to all the items in the bill. These keys will proportionately apply the amount to all the line items based on gross amount or apply the same discount percent to all items respectively.

Wastage to be Calculated at the Time of EOD

Items which are damaged or past their expiry date can be reduced from inventory through “wastage” entries for the day, which will update the stock books.

Reprinting of Sales Return

Allows user to reprint the sales return bills using a function button provided on the POS.

Logout Application Directly from POS Main Screen

For ease of login/logout to users, a function button is provided to logout directly from the main screen and redirect to the login screen.

e-RMS

Defining of Combos

Unlimited* Restaurant Combos can be defined by combining two or more items from the user-defined menu.

Modifiers in Combo

Extra modifiers are available for combo sets. If a customer asks for the extra modifier, then the price of the extra item gets added to the combo value.

Mandatory Modifiers

Mandatory modifiers force users to select from one of the options populated in the textbox from the product master.

Display of Open Order Details with Time of Order Placed

A button shows the timestamp of orders to the kitchen. Users can track the time taken for order preparation.

Discount Remarks

A textbox automatically pops up if a discount value is entered forcing the user to enter remarks for the discount for auditing and tracking in reports.

Extra Modifier Selection Restrictions

Multiple modifier options can be listed in the Modifier of an item and a restriction of the number of selections can be defined. The users will then be able to select the restricted number of modifier options from the list only.

CRM

Dashboard Reports by Stage in Focus CRM

An opportunity or service task goes through a multiple step process in CRM. Each step is called a process stage.

Home Page View of Opportunities

- Lists opportunities by stage
- The total amount for each stage is displayed
- Filters records based on various fields

Request List from Home Page View

- List of Requests by stage
- The total number of requests for each stage is displayed

- Filter records based on various fields

View PMS Contracts From the Home Page

- List PMS Contracts by stage
- The total number of PMS Contracts for each stage is displayed
- Filter records based on certain fields

Intelligent Filter

Filters or Lists viewed during one session will be remembered and applied automatically for all reports or lists viewed within the same session.

Inline Editing of Records from List View

Single or multiple fields can be edited from a list view directly without opening and editing each individual record.

Print Layout Changes

Headers and Footers can be designed for all pages with a unique first page. Automatically convert values entered in English numeric to Arabic or any other language digits.

Sync ERP Master

Sync existing Focus ERP Masters with Focus CRM with a single click of “Sync Masters”.

Focus i

Multiple Options for Report Range

“Report Range” introduced with default options such as “As on date” or “current month”.

Restricting Changes Once BRS is Done

Apply document-level security while doing BRS has been provided under preferences/miscellaneous. This restricts reconciled entries from being edited in the BRS alongside user rights of editing documents.

FOCUS ON *FOCUS 8*

FOCUS SOFTNET'S NEW FLAGSHIP ENABLES MOBILITY



► The Focus 8 app comes packed with all of the key features of the Focus 8 ERP.

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

The product has been designed with a significant emphasis in revolutionising the below activities.

The preceding editions of *Focal Point* discussed the growth and scalability and Online & Offline sync aspects of Focus 8. This time Focus on Focus 8 takes a closer look at mobility.

Focus on iOS & Android Compatibility

In today's dynamic business arena, the world has become a much smaller place with advanced communications systems bringing up-to-the-minute, relevant, and accurate information right to the pockets of business executives, increasing efficiencies, eliminating operational delays, and maximising returns on resources.

We are, of course, talking about the mobility boom. Smart devices with their advanced connectivity capabilities, high speeds of internet access, and systemic capabilities of managing highly complex software

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

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and apps to augment the basic functionalities of calling and texting. In fact, the core function of phones has now evolved into an integral business tool.

Focus, historically maintaining a trend of staying on the cutting edge of technology, has embraced the mobile revolution to deploy its core features of the robust and all-inclusive Focus 8 ERP onto mobility platforms to transcend the restrictive barriers of needing to be on a computer to be connected to the core operations of business. Focus 8, with its advanced and robust dashboards that mirror those of the enterprise application itself, eliminates the transition stress of moving to a "new" platform by maintaining uniformity of the user interface. Moreover, the app itself comes packed with all the core features of the Focus 8 ERP itself to ensure that users across hierarchies from the C-Suite to field operatives can all remain plugged in and propagate business through their smart devices.

The feature-rich apps include multiple dashboards, which are both user- and role-specific and bring most modules onto the smart device. Authorisations can be executed through a few taps through the interface, which is prepopulated with all pertinent data for the user to make an informed decision. Field sales, support and resolutions can all be looked up, acted upon and logged back into the system through the relevant modules. Stock and inventory control, sales, reordering and dispatching can all be controlled and executed through the feature-rich app interfaces. Overall, the Focus 8 mobility app is poised to revolutionise the way in which traditional ERPs are used to govern business. 🚀



FOCUS &
Enabling You!

Transforming Business



**Growth
& Scalability**



**Online
& Offline Sync**



**iOS & Android
Compatibility**



**Advanced
B.I**



**CRM
Integration**



**Advanced
Workflows &
Report Writer**



**Advanced
Authorizations
& Escalations**



**Communication
Tools**

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NEW CUSTOMER WINS FOR **FOCUS**

FOCUS SOFTNET CONTINUES TO ATTRACT NEW CUSTOMERS FROM AROUND THE WORLD

IDEC International Design Engineering & Computer Systems (IDEC)

IDEC International Design Engineering & Computer Systems is a 100% Saudi-owned company, established in 1988, with headquarters based in Al-Khobar and branches in Riyadh and Bahrain. IDEC Audio Visual & Communication Division is currently a leader in the audio-visual industry, satisfying the requirements of the region for audio-visual and communication solutions, videoconferencing solutions and related products. Following intense competition, the company chose Focus 7i due to its competitive pricing and Focus Softnet's local presence.

Sharda Ma Enterprises (P) Ltd.

Established in 1992 to enhance the normal coal trading business, Sharda Ma Enterprises aims to bring value-addition to the coal industry. The company operates coal loading and storage facilities across India in strategic locations. All of its facilities have access to transportation routes via rail, highways, and the inland transport system. Sharda Ma understands the needs of its coal customers and provides specialised solutions accordingly. Sharda Ma chose Focus i, as it is user friendly, making it easy for remote location users to understand and use. Another major factor in the selection of Focus Softnet as a partner was the recommendation by a senior manager, who had worked with Focus in a previous company.

Veeline Media Limited

Headquartered in Kolkata, Veeline Media Limited was established in 1989 and in the last 25 years has managed to gain extensive experience in the manufacturing and international trading field, having begun its journey in the manufacturing of audio cassettes, CDs and other optical media. Veeline's proud achievements include having been the sole distributor in India for Samsung IT Media and consumable products for around six years, and having established 16 branches all over India. Currently, Veeline manufactures water dispensers and geysers for some of the leading brands in India and overseas, and works extensively with business partners to ensure superior quality products, great service and meaningful value-addition. The company chose Focus i for its flexibility and customisability, competitive pricing and Focus Softnet's local market presence.

Indore Composite Pvt. Ltd. (INDORE)

Established in 1995 for manufacturing FRP rods for fibre-optic cables, INDORE now serves the cable materials and engineering plastic needs of its customers around the globe. Its philosophy has always been to provide end-to-end solutions through technological innovation. It has also become the first manufacturer of LFT compounds in India for the automotive and engineering industry under the brand RePlet. The company chose Focus i for its features, implementation methodology, flexibility, simplicity, cost, external module development option, mobile app, online system and local customisation capabilities.

Hayat Abdul Lateef Jameel (HALJ)

HALJ is a part of the leading business group Abdul Lateef Jameel, one of the largest vehicle distribution networks in the Kingdom of Saudi Arabia. Applying its vast experience in the automotive sector, the company has used its expertise and operations infrastructure to diversify into new sectors that contribute to the 'infrastructure of life' in the MENAT region. HALJ has huge investments in local Saudi and foreign companies. By choosing Focus 8, HALJ became the first company to incorporate the software in Jeddah. One of the main reasons for the choice of Focus 8 was its enhanced features, which allowed for customisation and flexibility.

National Blood and Cancer Center

Located in Riyadh, the National Blood and Cancer Center is a day care center for blood and cancer patients. It began operations over a year ago and has ambitious plans to open three more centres in the Kingdom of Saudi Arabia. The day care centre chose Focus Insta health and Focus i for its flexibility and competitive pricing.

Arrowad Group

Arrowad Group is an educational organisation that has established 12 award-winning schools in Saudi Arabia, with plans to open universities in the future. The company provides research and consulting services in areas related to education. The group chose Focus 8 for its flexibility and pricing with the added benefit of Focus Softnet's industry knowledge.

GULFTECH Plans Growth And Expansion With Focus i

Founded in 2006 as an engineering company, GULFTECH has grown by providing professional services to the construction, engineering and industrial sectors within the Sultanate of Oman. Headquartered in Salalah, Dhofar Governorate, GULFTECH is currently able to extend its service capabilities to all areas of the Sultanate of Oman.

GULFTECH has a strong team of 120 qualified and trained managers, specialised service engineers, qualified supervisors, skilled technicians and administrative staff, who are all specialised in their respective fields.

As a part of continuous expansion plans, the company diversified into various sectors of referred fields such as GULFTECH Projects, GULFTECH Building Materials, GULFTECH Sanitary Wares and GULFTECH Electrical & Lighting.

With around 20 outlets in Muscat, Salalah and Tumraith, the company was looking for a solution that would not only help streamline its operations but also help scale up its businesses and integrate them. The com-



pany chose Focus i with Accounting, Inventory, Fixed assets, POS and Payroll modules.

GULFTECH chose Focus for its features,

the flexibility of the product, local direct presence in Salalah. After seeing a demo, the solution exactly met its requirements.

Tilal Properties To Deploy Focus Property Management Systems With Focus RT

Tilal Properties, the joint venture between Sharjah Asset Management and Eskan Real Estate Development, and the developer of Tilal City, a mixed-use community with a total cost of AED 2 billion and an area of 25 million square feet, signed a contract with Focus Softnet to deploy Focus Property Management Systems (PMS) with Focus RT at its facility. These Focus solutions will uniquely position the company to maintain a firm grip on its business, deliverables, and business objectives.

Tilal Properties chose the Focus solutions for their competitive pricing, features and functionality. The company will implement the interactive dashboard, sales contract for single or multiple owners, finance integration, payment follow-up, reminder letters and MIS features of Focus PMS, to name a few.





AN ECONOMIC BACKBONE AUGMENTED WITH IT

PRODUCTION PLANNING AND ADMINISTRATION IN MANUFACTURING IS NOW BEING INFLUENCED BY IT, TO THE EXTENT THAT THE TECHNOLOGY NOW IS INTELLIGENT ENOUGH TO BE TRAINED ON POLICIES

The landscape in the manufacturing domain has rapidly changed. Labour-intensive machinery has been rapidly replaced by CNC automated machines, and production methodologies have evolved from the randomisation method to capacity-oriented production lines. The most important aspect, though — production planning and administration — is now too being influenced by IT, to the extent that technology now is intelligent enough to be trained on the policies, and it can run the show to an extremely high degree of accuracy and efficiency.

We are, of course, talking about MRP systems, which control and manage the three 'M's of the domain — machinery, materials and manpower.

New-age MRP systems are agile, scalable, robust, and available on a variety of platforms to ensure that the management and workforce of the manufacturing domain are always empowered with relevant, accurate and up-to-the-minute information to effectively and efficiently manage production requirements through maximising output within minimal time requirements.

The Salient Benefits Are:

- Production planning
- Raw material stocking and mobilisation
- Just-in-time deliveries (JIT)
- BOM & BOQ management
- Manpower requirement mapping
- Efficiencies, ROIs, maintenance and production line allocation
- Core ERP integration

Machinery Management

Production facilities in today's era are equipped with multiple "lines" with various automated machines feeding works in progress from one machine to the next through the line in order to achieve the final desired product quantities. Since there are multiple lines, there are now multiple permutations and combinations of production paths that a single set of raw materials can take to reach the finished product stage.

Redundancies are often built in to allow for machinery down time, the switch-over of tooling and approval for different finished products, all without the halting of production. As such, there are often times when certain machines from one line are either occupied or unavailable, but those same machines are available on another line. Depending upon

the final product and its quantities to be built, the raw materials in stock, and the other items currently in production queue, smart MRP systems can now intelligently plan the route of production on various machines amongst multiple lines, thereby ensuring the quickest possible output of production given the current scenario. As a consequence, the highest possible efficiencies of production will always be achieved regardless of the status of one or multiple machines within the production facility, and raw materials available (or not) in stock.

The CNC machines of today are now smart enough to communicate directly with the ERP and MRP systems themselves without depending upon operators or managers to input statistical data into the systems. As such, machines themselves are connected to the intranets of these systems and equipped with smart sensors that monitor the consumption of raw materials and consumables and also monitor the output quantities of the finished products. Therefore real-time, error-proof information is always fed



to the ERP, ensuring accurate monitoring of actual performance vs. planned output, providing greater controls over production efficiencies.

Raw Material Planning, BOMs and BOOs

Given the smart nature of the MRP solutions of today, they are further capable of accurately identifying the raw materials required in production for a given specific order, and are further even capable of deciding based on stocks in hand, whether or not all the essentials are available for the production to successfully be completed. If so, the system will plan and route the production of the ordered products. If not, the system is intelligent enough to raise an indent to the stocks and materials departments asking for an order. Moreover, thanks to the integrated vendor management module, the systems now know how long the vendor would take to deliver the indented shipment of raw materials, and thereby predict with a high level of accuracy when the order for production will actually be ready. Further, it will also take into account the time required for any scheduled maintenance of the machines in question.

Just-In-Time Delivery

A finely tuned and matured combination of the production planning and raw materials planning modules of MRP can allow production facilities to work with virtually “zero” stocks in hand at all times. Now, based on the orders that come into the system, and the lead-time for procuring the raw materials known to the system, and the accurate commitment that can be made of the availability of the production, the system will now raise indents and orders of only such quantities of raw materials as it requires to finish the order it needs to produce.

This is a significant breakthrough for production facilities. With this simple step, manufacturers can now

drastically reduce and eliminate hefty working capital requirements by procuring and paying for large volumes of raw material stocks that they would need to warehouse internally to ensure that production doesn't stall due to lack of raw materials. Moreover, manufacturers can now maintain minimal skeletal raw material buffers to only account for the extreme variables of situations that fall into a force majeure category of situations.

Manpower Management

No matter how automated a production facility, and no matter how automated an MRP system, or how integrated with its core ERP it can get, manpower will always continue to remain a core essential for achieving results.

The latest generation of MRP solutions comes packed with a fully integrated manpower module which can be configured to know exactly how many people would be required in order to achieve the production goal for a received order through its production lines. As such, intelligent scheduling of shifts, resources, and skill levels will further enhance the efficiencies and ROIs by ensuring that just the right number of resources and redundancies are scheduled, and no more.

Efficiency

The core deliverable of any IT business governance management system is to automate policies, ensure output accuracy and minimise the aspect of human error. The spectacularly advanced computing capabilities of today's systems make for a compelling tool that any manufacturer of any size, scale or industry must adopt. The manufacturing paradigm has shifted, and we're leading the way! 🚀

“The CNC machines of today are now smart enough to communicate directly with the ERP and MRP systems themselves without depending upon operators.”

Rohan Tejura, As.
Vice President,
Focus Softnet

BESPOKE ACADEMIC SOLUTIONS

USING TAILORED ACADEMIC SOLUTIONS COULD BE A GREAT BUSINESS ENABLER FOR EDUCATIONAL INSTITUTES, WRITES SUNIL MATHEW, EXECUTIVE VICE PRESIDENT FOR THE UAE AT FOCUS SOFTNET

Education institutions in the Middle East are aggressively adopting the latest technologies to ensure the best quality of services and student experience. Vendors like Focus Softnet are developing bespoke academic solutions to meet the ever-increasing demands for customer satisfaction, and the stringent government regulations, policies and administrative controls that ensure adequate standards are met in an ever-so-critical industry.

Recently, we worked closely with one of the UAE's leading educational companies to develop a bespoke academic software solution, which included Focus' robust ERP as the back-office solution, and a web-enabled front-end solution, with several attributes, some of which are also in compliance with the regulations of the UAE Knowledge & Human Development Authority (KHDA).

The new solution is a browser-based system to facilitate a smoother inquiry and admission process, effective budget planning and control, faster ROI to analyse business performance and better investment decisions, with a robust fee module and procurement module, along with contract management and advanced reporting capabilities that enable better control of business operations. Some of the features include an inbuilt sync feature; complete security; template editor;

customisable interfaces; e-mail trigger; customisable approval; and complete fee management.

In fact, the new system — packed with capabilities such as an integrated information management system, fee module, budget and procurement module, and contract management — now brings control of various critical elements of administration to the fingertips of the administrative body.

Parents can, for the first time,

be fully integrated with the ongoings of the activities of the school, and remain in touch with, and follow the progress of, their children's academic careers, and remain notified of all the happenings within the school environment. Moreover, these scalable systems are pliable to a tremendous extent and scalable such that a single school can now expand into a chain of schools within the same or different geographies and yet maintain the same standards of administrative excellence, all thanks to the capabilities of the modern-day business administrative systems in the world of academia.

One thing is for certain, with the onset of technology in the world of academics on the rise, Focus, synonymous with staying ahead of the technology curve, will be there to meet the growing demand of such scalable solutions. 🚀

"Parents can, for the first time, be fully integrated with the on-goings of the activities of the school."



▶ Mathew: These systems are scalable so that schools can expand into chains and still retain excellence.