

http://www.ESOLPK Quarterly Newsletter

Quarter 1, Year 2010
Volume 1, Issue 1

ESOLPK, 12-D SNC Center, Fazal-e-Haq Road, Blue Area, Islamabad
www.esolpk.com | info@esolpk.com | 917-460-4145

INSIDE THIS ISSUE

- 1 1st Quarter at a glance
- 2 New Technologies
- 3 Important New Projects
- 4 Important New Projects (cont...)
- 5 Important New Projects (cont...)
- 6 Marketing Campaigns
- 7 Continual Growth - Quality
- 8 Continual Growth (cont...)
- 9 Our Services & Offerings
- 10 Future Endeavors

ESOLPK is one of the most significant names when it comes to offshore/outsourcing IT enabled services in Pakistan. Owing to the unremitting quality of services we offer, the leading offshore/outsourcing firm has become a synonymous for quality among its satisfied clientele based in the USA, UK, Australia, Canada, and other countries. For the past ten years, the company has been successfully catering to the business needs of diverse industry verticals encompassing the Automotives, Healthcare, Medical and Pharmacy, Media, Entertainment, Public Sector, Banking, Insurance, Real Estate, Retail, Telecommunication, Manufacturing, Energy, Travel, Education, NGO/NPO, Law Sectors and many more.

1st Quarter at a glance

We take IT further...



ESOLPK has entered in the new decade with new zeal to provide excellent services, and go beyond in grasping new technologies. A whole plan was laid out to step into mobile and iPhone sector. 13 new customers from International Market & 4 new from Local Market have become a part of ESOLPK's esteemed clientele in first quarter. Campaigns for new industries were launched in the domestic market by ESOLPK for complete automation solutions using Microsoft Technologies and built from scratch customized solutions.



Technology for Xbox Live

NEW TECHNOLOGIES

"Redefining the World of Entertainment"

X-Box Technology:

The Xbox is a sixth-generation video game console manufactured by Microsoft. It was released on November 15, 2001 in North America and is the predecessor to the Xbox 360. It was Microsoft's first foray into the gaming console market, and competed with *Sony's PlayStation 2*, *Sega's Dreamcast*, and the *Nintendo GameCube*.

Xbox Live is an online multiplayer gaming and digital media delivery service currently the only online gaming service (on consoles) that charges users a fee to play multiplayer gaming. It was first made available to the Xbox system in 2002.

ESOLPK was awarded a contract to design a system that could connect the Xbox Live with a laptop. This design includes a serial port cable that would be connected between Xbox Live and Laptop using a microcontroller. The end result would be the control of Xbox through the Laptop keyboard. In this design, Xbox Live will have a standardized display for scores (in all games) as we will be screen scraping and parsing images. ESOLPK technology experts will use Image processing technologies and will calibrate our algorithm with full accuracy in designing this system.



iPhone Applications

iPhone Application Development:

iPhone, a multimedia smart phone was designed and developed by Apple and was launched in June 2007. Till date, Apple has sold over 7.5 million iPhones and this product has brought about a revolution in the mobile handset market. iPhone is a sophisticated, stylish, classy and highly functional gadget. It is a combination of three devices put together: a revolutionary mobile phone, a breakthrough internet device and a wide screen iPod. All this and more makes it the best phone you will ever use. It's a third party software enabled phone, so you can easily download all sorts of games and applications onto it. By installing more applications onto it, you can make it perform even more for you.

Outsourcing of iPhone application development has made it possible for iPhone development companies to offer iPhone users the most advanced and easy-to-use iPhone applications at the most attractive rates. ESOLPK has also recently launched a separate division for the application development in mobile and iPhone sector with complete planning and the promise to produce quality development work by experienced developers and on time project delivery.

IMPORTANT NEW PROJECTS



13 new customers from International Market & 4 new from Local Market have become a part of ESOLPK's esteemed clientele.

A Huge Pharmacy E-commerce application project for Compound Medications Advertising Group LLC.



ESOLPK is privileged to achieve a project of a huge Pharmacy E-commerce application and web presence from Compound Medications Advertising Group LLC. Some of the important features of the website include FedEx Label Integration to the system and printing, Integration of SMS gateway with the system and Integration of Myfax to the system.

Project Monitoring & Control System for SPO (Strengthening Participating Organization)



Another important project is the Project Monitoring and Control System for SPO (Strengthening Participating Organization). SPO is a national civil society organization. Their mission is to strengthen and support community organizations and public interest institutions of Pakistan for the benefit of poor and disadvantaged sections of society for sustainable development through a participatory approach. Their area of activities is spread across Pakistan covering four provinces and more than 60 districts.

Our monitoring and evaluation solution enables SPO to control and monitor their different projects across all the regions. Having tools to monitor all the activities, Budgeted allocation and risk analysis, and various useful reports and lot more, SPO is able to be more efficient in current projects and future forecasting.

IMPORTANT NEW PROJECTS *(continued...)*

District Health Information System for JICA (Japan International Cooperation Agency)



Japan International Cooperation Agency (JICA) is an independent governmental agency that coordinates official development assistance (ODA) for the government of Japan. It was established on August 1974, when it took over the functions of the Overseas Technical Cooperation Agency (OCTA), the Asia Association and some other organizations. These predecessor agencies were responsible for Japan's international cooperation.

ESOLPK has provided a team for development work on their District Health Information System Project. The main development feature includes Evidence-Based Decision-Making and Management. Under the guidance of project manager and team lead, we are providing on-going development services to JICA for their project.

Microsoft SharePoint Services portal development for UNDP (United Nations Development Program)



United Nations Development Program is an important partner of the Government of Pakistan for achieving national development goals and international commitments. UNDP has a presence and an unrivalled track-record in supporting national development efforts in more than 160 countries. The UN in Pakistan combines all UN agencies' strengths to increase efficiency and support to Government, donors and implementing partners for effective and cohesive contribution towards humanitarian assistance and human development.

ESOLPK has been selected to develop a huge portal for UNDP using Microsoft's SharePoint technology. Our developed portal will facilitate UN administration in managing the customization of default MOSS template for Master site and child sites, Weather Forecasts, Security Alerts, useful links, Minutes and Circulars, Monthly Polls, Greetings Alerts, Discussion board, etc. This system embedded with an extensive reporting system will deliver reports to UN's top management.

Through this portal, users can access different applications through a single platform. This portal provides an integrated platform to manage intranet, extranet, and Internet applications across the UNDP organization. There is a separate portal for each department and an administrator can manage contents, documents, discussion board and image/video gallery for this department, and can also share different resources for other departments.

IMPORTANT NEW PROJECTS *(continued...)*

'DatingCoach.Net' has selected ESOLPK for IT services

'Dating Coach.Net' helps people find success in the difficult world of meeting and dating. They have dating coaches and image consultants to provide people with the best advice available on meeting, dating and style. All of their coaches are certified by DatingCoach.Org and have been trained in human psychology, dating behavior and coaching.

'DatingCoach.Net' has selected ESOLPK for providing IT services. The project is design and development of website with membership capabilities. Some of the important features of the website include search functionality, registration, testing, Dating Coach Certification, Video Streaming and Conferencing.

'Black Card Marketing Group' has selected ESOLPKOnline for SEO SEM project and Web Services



Black Card Marketing Group is a full service marketing, special events and promotions company in Canada that builds brand experiences for consumers through lifestyle, entertainment, fashion and nightlife programs.

They have selected ESOLPKOnline (SEO Division of ESOLPK) for SEO/SEM services. This project includes web page audits, Meta tags, CSS, back linking, article distribution, video distribution, social networking, and social book marking. Moreover, ESOLPK is providing various web and IT to this group as well.

ESOLPK's exclusive product for Hospitals "Dr-SIR" has been approved to be utilized at Sheikh Zayed Hospital, Lahore

Sheikh Zayed Hospital was established in 1928 as a Civil Hospital in the Municipal Committee building, Lahore. ESOLPK is privileged to provide a complete solution for the Efficiency Measurement of different departments of Sheikh Zayed. Our product, Dr-SIR, is an ideal tool for healthcare administrators as it provides them with revealing analysis of a health unit's performance and efficiency, thus enabling effective decision making and smoother healthcare management. Currently this product will be fully utilized at the surgery department of Sheikh Zayed Hospital In the future, we plan to automate the whole hospital, so that the administration can easily monitor the efficiency of their employees and the departments of this hospital, and ensure quality services to all the patients.

To know more about Dr-SIR, please visit www.dr-sir.com

MARKETING CAMPAIGNS

4 campaigns were launched in different industry verticals across Pakistan.

ESOLPK launched 4 fully fledged campaigns in the domestic market, with focus on prominent attention to Microsoft Dynamics line of products.

These campaigns were focused to "radically boost awareness" of MS Dynamics GP and CRM in the domestic market, targeting following industries:

Microsoft
CERTIFIED
Partner

 Microsoft Dynamics



- Food and Beverages Industry
- Steel Industry
- Pipes Industry
- Ghee/Oil Industry

We added enhancements in these campaigns based on the feedback we received from customers. Our goal is to provide cost-effective technology solutions in these industries, and automate the daily operations for swift and efficient results. We see huge growth potential and areas where we can contribute significantly, especially in Financial Management, HR Management, Inventory Control, Distribution, Manufacturing, Customer Relationship Management and Retail Management. We are committed to the mission of helping our customers realize their full potential.

CONTINUAL GROWTH - Quality



ESOLPK successfully renewed ISO certification to ISO 9001:2008

In the first quarter of year 2010, ESOLPK has successfully renewed ISO 9001:2008 certification, affirming its adherence to the internationally recognized standards of quality management. The certification process for ISO 9001:2008 involved review on projects and key processes in ESOLPK that were audited on March 26th, 2010.

ISO 9001 certification is an important measure of management and operational controls, as it evaluates organizations according to the same rigorous standards employed by the most highly respected manufacturing companies in the world. ESOLPK earned its first company-wide ISO 9001 certification in 2004, and has successfully renewed them on schedule every year.

The ISO 9001 standard was revised in 2008 to incorporate improvements gained from experience, to focus on organizational compliance and to align the certification with the approach of other ISO specifications, such as ISO 14001. ESOLPK was audited and certified to the new requirements.

Some of the requirements in ISO 9001:2008 include:





- a set of procedures that cover all key processes in the business;
- monitoring processes to ensure they are effective;
- keeping adequate records;
- checking output for defects, with appropriate and corrective action where necessary;
- regular review of individual processes and the quality system itself for effectiveness; and
- facilitating continual improvement

Certification was granted by auditors from the Moody international certification agency. We thank all the people who were involved in the success of this process. Congratulations to all members of ESOLPK family to have achieved the latest ISO certification.

CONTINUAL GROWTH – Quality (*continued...*)

ESOLPK attained CMMI Level 2 rating from the Quality Assurance Institute (QAI).

Numerous repeated studies have confirmed that less than 25% of software development projects ever meet their objectives and goals. Extensive research has shown that these time and cost overruns can be easily avoided, because the processes that produce high quality software on time, and on budget, are well-known. Designed to minimize the high frequency of failures in outsourced software development projects, the CMMI model has been introduced. Capability Maturity Model (CMM) is a means of ranking organizations' IT processes. This model has been employed by many companies to measure and improve their software and system development processes.

 Electronic Solutions Pakistan Pvt Ltd.  <p>Software Development Services Islamabad, Pakistan has been successfully Appraised at Maturity Level 2 (Staged) Capability Maturity Model Integrated® (CMMI)</p> <p>For Software Engineering (CMMI Dev version 1.2) Staged Representation of Software Engineering Institute Carnegie Mellon University, USA</p> <p>During the SCAMPI SM Class A version 1.2 Appraisal Conducted from (On Site Period) 11th November 2009 to 14th November 2009 for the Software Development Projects at their Islamabad, Pakistan Office.</p> <p><i>Farhan</i> Farhan Mirza SCAMPI Class A Lead Appraisal ID # 0600780-02 SEI Authorized SCAMPI SM Lead Appraiser</p>   <p>ESOLPK CMMI Level 2 Certificate</p>	<p>As of November 2009, ESOLPK attained CMMI Level 2 rating from the Quality Assurance Institute (QAI). It is characteristic of processes at this level that some processes are repeatable, possibly with consistent results. CMMI can be used to guide process improvement across a project, a division, or an entire organization.</p> <p>The CMMI process gives an organization all of the latest best practices for software and service development and its continuing maintenance. CMMI models improve best practices of previous models.</p>
--	---

It does so by enabling the following methodologies:

- ✓ management and engineering activities are linked much more closely to their business objectives.
- ✓ scope and visibility of product life cycle are expanded to make sure that the software development always meets client expectations through improved activities.
- ✓ measurement, risk management, and supplier management incorporate lessons from additional areas of best practice.
- ✓ more robust high-maturity practices are implemented.
- ✓ additional organizational functions are addressed which are critical to an organization's products and services.
- ✓ compliance with relevant ISO standards which embodies closer control.

OUR SERVICES & OFFERINGS



We strive to provide you the best possible services through our following divisions.



WEB & PROGRAMMING SERVICES

www.esolpkwebservices.com

- Application Development
- Web Programming
- E-Commerce Website
- Web Design
- Project Management
- Technical Support
- Quality Assurance

Search Engine Optimization & Marketing

www.esolpkonline.com

- Search Engine Optimization & Marketing
- Multilingual SEO Services
- Internet Marketing
- Social Media Marketing
- Social Bookmarking
- Paid Marketing Services
- Link Building



ENTERPRISE SOLUTIONS

www.esolpk.com/ess

- Microsoft CRM
- Microsoft Dynamics GP
- Decision Support System
- Enterprise Resource Planning
- Management Information System

TECHNICAL RESOURCE OUTSOURCING

www.i-tro.com

- Hire Part time Resource
- Hire Full time Resource
- Project Management
- Hire Project Development Team
- Hire Product Development Team

FUTURE ENDEAVORS

In the new quarter, ESOLPK marketing department plans to launch new advertising and Direct Mail campaigns. The industries in focus include Housing, Retail, Fast-Moving Consumer-Goods, Insurance & Banking, Healthcare, Education and Government sector. The technology in focus would be Microsoft's Dynamics line of Products.

ESOLPK is also reaching out to clients all over the globe for a global partnership program. We shall also include a full-fledged campaign for partnership with companies involved in MS GP solutions.



ESOLPK also plans to strengthen its partnership with Microsoft by becoming a Gold Certified Partner. Gold Certified Partners represent the highest level of competence and expertise with Microsoft technologies, and have the closest working relationship with Microsoft.

Testimonial

"ESOLPK has done an excellent job for me so far and have been very enjoyable to work with. They are professional and extremely competent. We plan to continue using their services for our drupal site. "

Cedar Kelly | Avatar Health Alliance



ESOLPK (Pvt.) Ltd

12-D, 3rd Floor, SNC Center,
Fazal-e-Haq Road,
Blue Area,
Islamabad, Pakistan.

Phone: 917-460-4145

Fax: +92-51-2275500

E-mail: info@esolpk.com

Website: www.esolpk.com

ESOLPK
Credentials

Microsoft
CERTIFIED
Partner

Microsoft
Dynamics

CMMI²

M
MOODY
INTERNATIONAL

P@SHA
Pakistan Software Houses Association
for IT and ITES

PAKISTAN
PSEB
SOFTWARE
EXPORT BOARD