



Season's Greetings
& A Happy New Year

We have endowed our customers with quality services in 2009. We are highly motivated and committed in **2010** to provide **YOU** services beyond excellence.

Ahsan Ahmad
Chief Executive Officer



Husbi Ahmed
Chief Marketing Officer



Ahmed Hassan
Project Manager



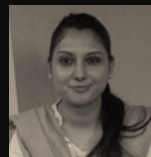
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Assistant Project Manager



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Sarosh Ali Butt
Marketing Manager



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Project Manager



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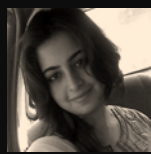
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Hirra Bilal
Editor



WE TAKE
IT
FURTHER...

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ANNUAL
NEWSLETTER 2009



We have achieved all the goals we set forth only due to the dedication, integrity and indomitable spirit of the employees.

Ahsan Ahmad

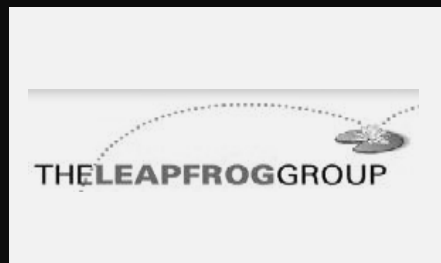


Highlights of the year 2009



CMMI L2 Achievement

ESOLPK achieved the major milestone of CMMI Level 2 certification under PSEB program to become one of the only 15 firms in Pakistan out of 750



Participation in Healthcare Event

Dr-SIR top management participated in healthcare event in Washington DC organized by Leapfrog Group



Successful implementation of MS GP

CDECHS selected ESOLPK among highly profiled IT companies for Microsoft Dynamics GP Financial Module implementation

More Highlights ...

- ❖ ESOLPK group acquired 45 new clients in 2009
- ❖ Shaheen Pipe Industries selected ESOLPK to implement MS Dynamics GP solution
- ❖ ESOLPK provided comprehensive web solutions to AutoCraft Japan
- ❖ ESOLPK made inroads in Kingdom of Saudi Arabia by signing a large web portal development contract
- ❖ ESOLPK entered in new open source technologies
- ❖ ESOLPK makes its presence felt on social networking sites like Facebook, LinkedIn, YouTube and Twitter
- ❖ ESOLPK launches Global Partnership Program
- ❖ ESOLPK is to be formally named as ESOLPK GROUP comprising of Five Divisions

Message from the CEO

Ahsan Ahmad

New Year is a time when we plan ahead while keeping an eye on last year activities. In 2009, ESOLPK accomplished several key milestones including new products as well as services. Looking back over 2009, we have many achievements to take pride in. It is a source of great satisfaction for the entire ESOLPK team that we have invariably hit our targets. As a company it is important to ensure that each of us lives up to our stated goal of building a superior performance culture that demonstrates high ethical standards, excellence in job execution, dedication to our customers through the products and services we provide. The practice of this superior performance culture encourages quality in the work we accomplish, employee diversity, leadership development, integrity in all business conducted, and a strong focus on customer and stockholder service. We take pride in ourselves as a company that looks outward, defining new markets and improving customer satisfaction in everything we do.

Message from the CMO

Husbi Ahmed

I am sincerely grateful for the faith placed in us by our stakeholders, customers, and employees who are the force and drive for ESOLPK. As the global perspective is changing and economic & financial challenges are tearing every fabric of society, more efficiency and enhanced productivity through the use of information technology is imperative. ESOLPK recognizes this and only this competitiveness has allowed us to have an edge to remain in business and provide world class services to our esteemed customers.

Our team of professionals in business solutions and information technology promises to deliver cost effective results for our customers. Our customers are looking for solutions guaranteeing revenue generation, reduction in costs, productivity enhancements and increase in efficiency. We want our clients to feel comfortable and at home with us as we recognize that this day and age require extra efforts with more results. We seek long term relationships on the basis of trust and reliable performance which results in mutual success.

Editor's Note

ESOLPK has grown as one of the leading companies of the world offering software & web solutions to our valued Clients. In this regard, the year 2009 has been of great significance to the company as it has excelled in its professional pursuits. Company is now looking forward to year 2010 that presents more challenges both in terms of our competitors and new developments in the field of IT business. We are, therefore determined to make ESOLPK as the top -most IT firm providing software & web solutions to the international as well as domestic market.

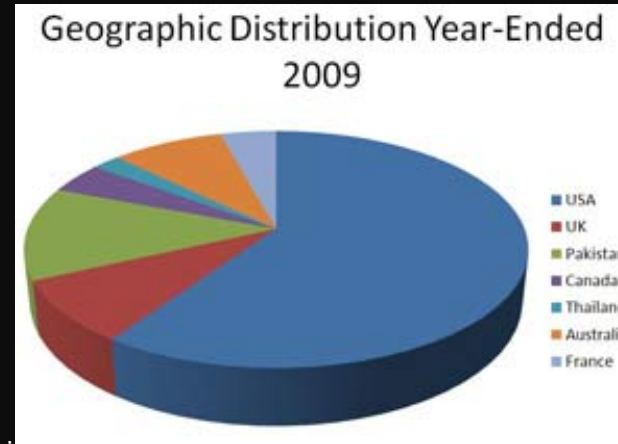
Hirra Bilal

Major News and Events

ESOLPK group acquired 45 new clients in 2009

At the end of fiscal year 2009, ESOLPK proudly announces the acquisition of 45 new customers around the globe. The prominent new customers include CDECHS, USAID, ILO, GEF, UNDP and Shaheen Pipes from the domestic market; and Auto Craft Japan, Venture Pod, Oriented Group, Toscana Mia and Nick Waken Paschal from the International market. Our best practices in delivering high quality services and project delivery standards have inspired these companies in choosing our firm. On the whole, positive growth rate in the number of new customers was observed owing to our continual process refinement and penetration in new expert domains.

International market brought good results in 2009, reaching new heights in terms of profitability and returns. During 2009, we completed many projects of clients from USA, United Kingdom, Canada, Australia and Saudi Arabia. Such success speaks volumes about the strength of our positioning, the quality of our management team and the growth strategies we are pursuing throughout the company. Based on the foundation laid in 2009 for future growth and expansion, we plan to take focused and measured decisions in order to enhance and refine our business model a step ahead in the year 2010.



Dr-SIR top management participated in healthcare event in Washington DC organized by Leapfrog Group

Dr-SIR top management attended 'The 2009 Leapfrog Annual Meeting' on 2nd December, 2009. A delegation of Dr-SIR comprising of Ahsan Ahmad, Dr Iqbal Raza and Douglas Sacks attended the 2 days seminar (Leapfrog Advisory Committee Meeting, Top Hospitals Reception, and Annual Meeting) hosted by The Leapfrog Group on 2nd and 3rd of December 2009.



The Leapfrog Group is a voluntary program aimed at mobilizing employer purchasing power to alert America's health industry that big leaps in health care safety, quality and customer value will be recognized and rewarded.

The 2009 Leapfrog Annual Meeting is an intimate gathering of key decision-makers from Leapfrog's influential list of purchaser members, industry partners, and national collaborators. Dr-SIR presented its key product (Dr-SIR, an efficiency Measurement tool kit) for health care industry.



ESOLPK achieved major milestone of CMMi L2 certification under PSEB program to become one of only 15 firms in Pakistan out of 750

PSEB has Selected ESOLPK for CMMi Level II Certification on the way of implementing best development practices and delivering greater level of satisfaction to its customers takes another step ahead by scoring highest points during evaluation for CMMi Level II certification by Pakistan Software Export Board. Therefore it has been selected by PSEB for its financial and technical assistance in achieving CMMi Level II. This serves as an internal benchmark for us and significantly lifts up the performance bar. Furthermore this bestows an added value to the confidence and satisfaction of our esteemed clients in ESOLPK services.



This CMMi rating validates our corporate commitment to quality and process improvement. It proves that ESOLPK has all the capabilities to improve its processes and move towards providing quality products and services to its customers.

Cabinet Division Employees Cooperative Housing Society (CDECHS) selected ESOLPK among highly profiled IT companies for Microsoft Dynamics GP Financial Module implementation

CDECHS selected ESOLPK for Microsoft Great Plains Financial Module implementation; ESOLPK being the Microsoft certified implementation partner under the division of Enterprise Solution Services effectively completed its project in the given time frame. After successfully deployment of GP Dynamic, ESOLPK team has also been awarded the website development project for this organization under Web and Programming Services division. This website will be a static having images gallery and the latest news updates of CDECHS



About CDECHS: Cabinet Division Employees Cooperative Housing Society (CDECHS) covers an area of 4400 Kanals and contains nearly 2800 plots for residence / commercial purposes. This Housing Society is located in the beautiful city of Islamabad, ensuring that its residents would be able to enjoy excellent recreational facilities in a clean environment. These features ensure a prestigious and comfortable lifestyle and provide great potential for investment in the prime real estate.

ESOLPK provided comprehensive web solutions to AutoCraft Japan

Auto Craft Japan is a Japanese car exporter dealing in new and used vehicles with vast selection of models and features. Auto Craft has been operating in 8 countries world wide and have a staff of 300 employees.



Moreover, the information and data management solution was provided by deploying a comprehensive Automated Vehicle Information System (AVIS). This state-of-the-art web based system has been developed while seeing the growing needs for information management and coordination among a company's branches spread across the country as well as internationally.

These services ultimately aided Auto Craft Japan to establish a proper functional bridge to perform their work worldwide.

In order to completely revamp their Online IT Infrastructure, Auto Craft approached ESOLPK. We facilitated them with complete IT solutions which include responsibilities such as Project Management, Application Development, Website design and Programming, on-going maintenance and technical support.

Shaheen Pipe Industries selected ESOLPK to implement MS GP solution



Shaheen Pipe Industries has selected ESOLPK for Microsoft Dynamics Great Plains Financial Module implementation. This is the first project of ESOLPK for the Steels and Pipes industry. Our division of Enterprise Solution Services shall effectively handle this major project. ESOLPK being Microsoft certified implementation partner has the confidence to deliver quality services to our new customer.

Major News and Events

ESOLPK made inroads in Kingdom of Saudi Arabia by signing a large web portal development contract

Orientec Group is a group of companies engaged in diverse IT businesses with wide line of services and an unmatched reputation in the Middle East market. Based in Saudi Arabia, Orientec has acquired ESOLPK's services for the implementation of a first working ground web-portal and complete web solution for Riyadh city. As per their requirements, we developed "Riyadh24" web portal.



It is service type portal deployed in Microsoft .Net 2008 / SQL Server 2005 and heavy usage of Ajax. Different companies can register and can get feedback from their clients on this site. It has main three panels; namely Admin, Company and Public. The companies can register for their respective commercial categories. The companies can manage their personal pages, maps, videos and other content very easily. Public users can rate other companies and also give comments.



Commitment

We will go an extra mile to deliver you a measureable business value and success

ESOLPK enters new open source technologies



ESOLPK has started working in Open source technologies like WordPress, Joomla and Magento. The major breakthrough is our stepping in the Drupal and Open Atrium technologies. Drupal is a free and open source Content Management System (CMS) written in PHP. It is used as a back-end system for many different types of websites, ranging from small personal blogs to Enterprise 2.0 collaboration and knowledge management uses to large corporate websites. Open Atrium is an intranet in a box that has group spaces to allow different teams to have their own conversations. It comes with six features - a blog, a wiki, a calendar, a to-do list, a shoutbox, and a dashboard to manage it all. Open Atrium is completely customizable. It is built on Drupal. This makes it easy to add other Drupal modules to the package and to build new features for it.

ESOLPK launches Global Partnership Program

ESOLPK - the premier provider of IT services and solutions for web and marketing has forged an alliance with numerous IT service providers and partners across the globe. In the long run, this Global Partnership Program will prove to be effective in quick-to-deploy marketing and IT solutions that will enable clients to have forward looking, predictive analytical insights on our services. Coupled with ESOLPK's deep analytical skills, global delivery model and ability to scale for new technologies, we and our partners shall provide a unique value proposition and cost effective solution to clients.

The alliance has already seen opportunities in North America and has also observed growth potentials in the emerging markets of Latin America, Asia Pacific, Australia and Western Europe.



Continual Growth ...



ESOLPK makes its presence felt on social networking sites like Facebook, LinkedIn, YouTube and Twitter

Social Networks emerged as a form of online communities during the outbreak of Social Web. Perceiving importance of Social Networks in coming era of web, ESOLPK has made an Impressive presence on Facebook, Twitter, YouTube and LinkedIn. Forecasting social search and web 3.0 concepts our aim of this online presence ontology is to enable integration and exchange of current happenings and future goals within our professional network. We believe intelligent interaction within professional network or clients is best principle of successful relationship.

ESOLPK is to be formally named as ESOLPK GROUP comprising of Five Divisions

Since our inception, we have experienced phenomenal growth exceeding industry standards due to our dedicated work force, quality Standards and better customer relationships. ESOLPK group is well positioned to deliver quality services to Asian, European and North American markets. We adopted an impressive list of clients ranging from large enterprises to many mid-tier and start up companies.

With the growth rate of clientele across the globe, ESOLPK has moved a step ahead to expand its divisions. Five fully operating divisions are now working under the parent company of ESOLPK. These divisions have been categorized as under:

- ❖ Web & Programming
- ❖ SEO and internet marketing
- ❖ Technical Resource Outsourcing
- ❖ Enterprise solution services
- ❖ Dr-SIR division



Customer Satisfaction on Rise ...

"I have found ESOLPK to be a very professional company to work with. They have delivered job progress according to timelines set. Communication has been clear, concise and very professional. A consultant is always standing by to offer support and answer any questions that I may have. I should make special mention of Aqeel Bilal who has been instrumental in working with us. I would definitely recommend ESOLPK to others and look forward to our continuing relationship with them"

Emma Roberts | Overseas director | Vision for Education

"It is a pleasure to work with the staff at ESOLPK. Their updates on a regular basis as well as their flexibility make it very easy to work with this group. They deliver on their promises, are very pleasant to work with, and are reasonably priced. I strongly recommend ESOLPK"

Serenella Leoni | Toscana Mia

"E-Solutions Pakistan (ESOLPK) has simply gone above and beyond in terms of customer satisfaction. They have persisted until the job is done thoroughly. Their professionalism and daily responsiveness have been exceptional. Looking forward to working with them for years to come. Kudos to Imran, Aun, and Shehzad"

Michael | VenturePods

"This is an excellent company. The programmer Khawar that we got was extremely professional and efficient. They were more timely than me. The site came out great and we are going to use them again in the future".

Creag Harry | CEO | iMac Insurance Group

"Electronic Solutions Pakistan (Pvt.) Ltd. developed the website of Universal Service Fund (www.usf.org.pk). Our experience of working with ESOLPK Pvt. Ltd. has been very pleasant. They have very skilled and efficient staff which always carries out responsibilities in a prompt manner. In addition to this, the technical capabilities of ESOLPK are also commendable. Their employees understand the requirements of the client, and their product is always in accordance with those needs. Even after completion of the project of developing website for USF, they have always offered as much help and support as they can for managing the site.

We wish ESOLPK all the best for its future projects and hope that they will continue to provide such high standard services to their clients."

Naushin Masaud | Manager-Communication | Universal Service Fund



People in Focus ...

ESOLPK gave me an immense opportunity to enhance my skills and knowledge in multi-departments functions such as Project Management, Process improvement, Auditing and marketing. After years of hard work by Dr-SIR team, finally Dr-SIR reaches its launching & marketing stage. Dr-SIR CEO, Mr Ahsan Ahmad and Dr Iqbal Raza attended the 2 days seminar 'The Leapfrog Advisory Committee meeting in US on 2nd December 2009'. It was a successful event and it leads to subsequent meetings with the potential partners of Dr-SIR such as Leapfrog, MHS, US Insurance companies etc. ESOLPK achieved CMMI maturity level II in November 2009. It proves that it has all the capabilities to improve her processes and move towards providing quality products and services to her customers.

Saadia Mirza

Being in ESOLPK is an honor for me as the association I've made during my employment here is truly memorable. I would like to take this opportunity to express my sincere appreciation for the guidance and counseling I got from the people I worked with during my tenure. My duties over different in house and client based projects include, providing result based marketing solutions to enhance internet sales and brand visibility. I am serving with latest solutions to get good SERP's, Top Organic visits, High Rankings, Long Tail SEO Results and high return on investment

Aqeel Bilal Malik

ESS division did tremendous workarounds since its foundation as separate division inside ESOLPK. ESS division labelled their sales leaf with sales efforts in Housing sector along with Steel & Pipes industries located inside Islamabad. For the very first time ESS division matures GP financial deployment agreement with CDECHS within Islamabad with extensive workings for more business closures ahead. ESS division has converted more than 3 billions of lead business in to opportunities against three months of endless efforts and still cultivating-on opportunities in coming times with same spirit of achievements.

The purpose of ESS marketing division is to elaborate marketing and sales activities for GP dynamics promotions inside local market with aim to target small size industry to big market giants with focus on customer satisfaction and quality deployments. It is also the part of ESS department objective to yield maximum profit by multiplying marketing and sales efforts inside Lahore, Peshawar and Karachi beside Islamabad.

Adil Naseeb

Working here at ESOLPK as a Project Manager is both challenging and satisfying. My core responsibilities are to lead my technical team and coordinate with the clients for the timely completion of the projects while remaining within the client's budget and ensure an on-time project completion.

Ahmed Hassan

I have found that ESOLPK is a place that truly works every day to live its mission of lifelong learning, lived values and competent and compassionate service to others. My work is challenging and exciting, and meaningful beyond measure. My Colleagues to whom I work are energetic and energizing, supportive and bright. I have worked for a diverse array of companies but ESOLPK is the best workplace that I have ever had in my career. The management wants to see their employees succeed and help in any way they can. ESOLPK consistent approach toward growth and stability provides a challenging, enjoyable work environment. I love my work and I am truly blessed.

Shehzad Liaquat

ESOLPK is a renowned organization both in terms of environment and technical expertise. ESOLPK provides great learning opportunities and diversified experience for all the employees. Working here, as a System Analyst and Team Lead, has improved my analytical, technical, management and communication skills.

Khawar Abbas

ESOLPK is one of the top companies in the software industry of Pakistan. Currently, I am in project management activities, developing and maintaining MS Dynamics Navision and DNN based websites for clients. My aim is to deliver fast service to meet customer satisfaction and fulfill their expectation.

Ozair Ahmed



Comments

Thanks for reading this special edition. For comments and suggestions, please mail at info@esolpk.com

Wish you another successful year ahead!

Hirra Bilal & Sadia Yawar || Editors