



Suite# 529, 5th Floor, Mashriq Center,
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DEVELOPING THE FUTURE!

Softrack is a software development company providing high quality and cost effective information technology solutions to global companies and small businesses. Established in 1998, Softrack Technologies became one of the early pioneers of providing high quality and cost effective information technology solutions.

Softrack Technologies provides complete technology solutions, from software development to interactive Web-based applications to Search Engine Marketing. Our team consists of dedicated and highly skilled professionals who strive hard to satisfy our valuable customers.

Every solution that Softrack delivers is professionally architected and managed, every detail is attended to, and every project is passed through our rigorous staging and testing methodology. This guarantees that the Softrack products are produced to perform exactly as they are designed to. Thus, Softrack lets you expand your programming resources, without hiring additional staff.



Extreme Programming

Extreme programming or XP is a lightweight discipline of software development based on simplicity, communication, and feedback. XP is designed for use with teams who need to develop software quickly in an environment of rapidly changing requirements.



Portal/Vortal Development and Search Engine Marketing

The Internet offers the ultimate in technology convergence and we are developing B2B and B2C e-Commerce applications that use database connectivity, scripting and interactivity. Softrack can be your valuable Portal / Vortal development outsource.

On the multimedia side we develop sites using Adobe PhotoShop, 3D Studio Max, Real Audio, Real Video and Macromedia Flash.

Softrack also has a setup for Web hosting and search engine submission (Internet Marketing) at over 9000 search engines. We believe that generating traffic to a site is as important as building a site therefore, we ensure that our customers succeed in attracting their target market to their site.



Application Design and Development

Softrack's motivated group of software professionals with their strong skill sets in a wide range of application design and development technologies, work together to meet the growing challenges of IT and software development. Give us a try and see how we exceed your expectations.



Software Development and Consulting

Our multi-disciplinary teams are experts at assimilating technology to support complex projects. We have worked on a wide range of products, from call accounting, tele

banking, securities and time management, access control to vehicle fleet management and suites for auto service industry.



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Database Management

Our main areas of focus are applications integrated with Internet-based services. In software development we follow the complete SDLC methodology. Visio Technical is used for documentation and Erwin for data modeling and data engineering.

Softrack Products



Softrack Technologies launched Pakistan's first Business-to-Business Portal B2BPakistan.com in September 2004. This extremely advanced state-of-the-art portal provides a bridge between the exporters and international buyers. B2BPakistan has various broad categories that encompasses almost every business type. Exporters can subscribe to this portal by filling up the information form that is available on the site. Once the exporters register themselves on B2BPakistan, their profiles are automatically populated on the site, hence allowing millions of viewers to reach the exporters.

This portal has already been registered and optimized on various search engines including AltaVista, Google, MSN and FAST (All the web). Therefore, B2BPakistan provides an excellent opportunity to the exporters to share their profile and products with international buyers, who visit search engines regularly. We believe that B2BPakistan can have a tremendous effect on the overall economy of the country by boosting up the total exports of Pakistan.



Time Manager is an enhanced personal / HR system with full recording and reporting features for such vital issues as time and attendance, employee history and leave records for your main office and it's multiple locations.

Main Features – Time Manager	Main Features – Payroll
<ul style="list-style-type: none">• Print Bar coded Cards• Record Company Profile• Record Employee Profile• Record Leaves, Shifts, Time Zone• Daily and Monthly Reporting• Holiday Calendar• Search Function	<ul style="list-style-type: none">• Record Company Profile• Record Employee Profile• Record Basic Payroll• Leaves Management• Overtime Management• Search Function



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Time Manager Users

- AAA (Pvt) Ltd.
- Alnoor Sugar Mills Limited
- Alucan (Pvt) Ltd.
- Alupak (Pvt) Ltd.
- AMZ Asset Management
- Bestcom Technologies
- CEI Logistics (Pvt) Ltd.
- FND
- Friends Fabrics
- Frontier Ceramics (Peshawar)
- Fugro Geodetic Ltd.
- Indus Pencil
- Invest Capital
- Kuehne+Nagel (Pvt) Ltd.
- Marriott Hotel
- Multifood (Pvt) Ltd.
- Mushtaq & Bilal
- Nakshbandi Industries Ltd.
- Nazeer Dyeing & Bleaching
- Naz Textiles (Pvt) Ltd.
- Olympia Fabric Industries (Pvt) Ltd.
- Optimum Technologies
- Pearl Capital Management
- Pearl Continental Karachi
- Plastic Technology Center
- Standard Capital Securities (Pvt) Ltd.
- Towellers Limited
- Trans Asia Enterprises
- YKK Pakistan (Pvt) Ltd.
- Zaver Pearl Continental Hotel Gawadar

Time Manager Offshore User:

Petrolube Oil & Grease Co Ltd. UAE

Our Offshore Customers.



AVIAREPS Group is the world's leading service provider in the aviation and tourism representation sector. Operating in six distinct business fields. These include aviation, tourism, technology, communications and financial services.

Softrack has designed www.aviareps.com business web site and link Aviareps Group offices all over the world with one centralized Database.



Drivewire is creating a nationwide network of specialty automotive OEM and aftermarket suppliers incorporating more than 1000 storefronts. These suppliers, who represent the finest brand names and products in the industry, are linked into a single Product Database. Each dealer can pull exactly the products they choose to display in their territory, or co-branded area of the site, from the Product Database, and each supplier can sell, price, and merchandise those products, down



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to a single product SKU, all according to the rules of distribution determined by each of the manufacturers they represent. This system allows the portal, Drivewire.com, to promote products and aggregate consumer interest nationally, and enables dealers to sell specific brands and products locally. A further benefit to both manufacturers and suppliers is that every supplier who represents a given brand can now show online the entire product inventory of that brand without having to stock every SKU.

We have also undertaken the internet marketing task for drivewire.com and as a result of our search engine marketing efforts, annually more than 3 million unique customers are being generated on the site.



Unified Signal delivers an integrated operating platform that bundles communications services such as cellular, Internet, local, long distance, paging, cable, energy and even security from the nations leading providers. These services are managed and delivered through a fully integrated web enabled back office platform that includes customer acquisition, carrier procurement, fulfillment, payment processing, customer care, technical support, real time reporting, billing and collections.

Unified Signal's solution increases profitability, increases customer retention, lowers customer acquisition costs, and increases brand equity, systems automation, buying consortiums and convergent back office operations. We provide any organization in any industry a world class turnkey solution implemented in less than thirty days with minimal startup costs.

LIEBERMAN RESEARCH WORLDWIDE

Softrack developed a desktop application "SysMeasure" for Lieberman Research. SysMeasure is a standalone application and it runs on an individual system to inventory its installed hardware and software. All the information obtained by the application is available in the form of a detailed XML report. The information gathered by the application includes hardware related information such as devices, processor information as well as other data such as O/S installed, file types and counts, services, drivers, etc.

McKinsey&Company

Softrack developed a Recruitment Management System for McKinsey and Company. It is a powerful HR tool that streamlines the hiring process of McKinsey and Company. The application helps the company in hiring talented individuals from the world's top schools as well as from the industry, foster their personal development, and encourage outstanding performers to advance



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Banking Projects.



Citibank Pakistan uses a Tele-banking application designed and maintained by Softrack. This Interactive Voice Response system manages customer calls electronically, improving efficiency and cutting costs.

Softrack maintain the entire IVR Hardware and Software of Citibank since last 5 years.

Also developed Utility Bill (PTCL) Verification Application and provided CDR services for Citibank.



Muslim Commercial Bank Limited

MCB Document Management application. An intranet-based system that provides a facility to have updated multiple banking manuals and policies in a centralized server providing immediate access to the authorized users of various departments to consult required references. This does away with having a number of hard copies of several manuals and policies issued time to time by the head office and central bank.



Softrack designed a Utility Billing Software for Standard Chartered Bank Pakistan to manage large number of telephone lines installed at various locations in different departments to provide a centralized and efficient monitoring of telephone lines, status & billing.



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National Bank of Pakistan

Softrack has designed and developed the following products for National Bank of Pakistan:

Certificate Management Application

Softrack's Certificate Management application is a powerful new desktop certificate management tool that helps in managing the sales and reporting of special and defence savings certificates.

CMA takes the complexity out of handling certificate sales using its built-in features such as:

- Detailed Customer Information
- Sales Search
- Partial / Complete Certificate Encashment
- Transfer Option
- Re-Investment Option
- Blocking / Un-blocking Option
- Different types of Reporting

Funds Management System

FMS is an extensive funds management system with extensive reporting capabilities. Main features are:

- Entry of Transactions
- Banks and Branches Record Keeping
- Different Fund Management Reports
- Ledger Reporting
- Voucher Reporting
- Reversing Entries
- Database Backup

Softrack is maintaining these systems for last 6 years.



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SUPPORT/MAINTENANCE STRATEGY

To help businesses address critical support issues, where guaranteed fast response is crucial, Softrack offers personalized support plans that provide you with the support you need to keep your operations running 24 hours a day 7 days a week.

Our technical support strategies include:

1. Access to our help desk - We operate a 24 x 7 help desk with a guaranteed response time of 2 hours.
2. Health checks - We start the support agreement with a health check of the supported applications and products. We look at performance and optimization, and make recommendations for ensuring the reliability and availability of your applications. The health check also provides us with the opportunity to become familiar with your operations and business objectives and to introduce you to our expert consultants.
3. e-mail technical support - This support is provided through non-dedicated channels, meaning that an expert consultant who is available at the time of your request will answer your queries before the close of the next business day.
4. Notification of maintenance releases and major upgrades - we make sure that you are aware of each product release and advise you on how best to take advantage of new functionality.
5. Advice on emerging technologies - We will keep you up-to-date on new technologies that can enhance your supported configuration and applications, such as product sets that facilitate e-business integration. .



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SOFTRACK DEVELOPMENT PROCESS

Planning

The planning phase begins with the collection of requirements for your product. Using a combination of interviews, written questionnaires and working examples, we help you define the problems the product must solve or the service it will provide. Using this information, we formulate solutions and establish a course of action based on your unique needs, the identified criteria and your individual situation. At the end of this phase, we will have a preliminary Marketing Requirements Document (MRD) that can be used for prototyping your application.

Prototyping

Based on the Preliminary MRD we created in the planning and product definition phase, we quickly create a working prototype with basic functionality and user interface. Then, working directly with you, we collect feedback about the prototype during the testing phase and modify accordingly.

Once you approve the MRD and prototype, we create a detailed, Functional Requirements Doc (FRD) that fully describes the internal architecture and the user interface requirements. Additionally, we complete a Project Schedule that includes costs, risks and assumptions. After customer review and approval, we move to the production phase.

Production

Working exclusively from the FRD, our programming team codes the application. Applying state-of-the-art tools and technologies, our programmers develop applications quickly, while maintaining top-quality standards. Our Quality Assurance specialists generate detailed test plans and procedures based on the FRD and the MRD during this final development phase. At the Beta release, we provide a checkpoint for you to determine whether to continue to completion and deployment, and whether the goals of the MRD were fully met.

MEMBERSHIPS

Pakistan Software Export Board

Since 1998

CONTACT US

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