



Suite# 529, 5<sup>th</sup> Floor, Mashriq Center,  
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Karachi, Pakistan.  
Phone : 3414186,34890877  
URL : [www.softrack.com.pk](http://www.softrack.com.pk)

## Developing the Future!

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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.



### 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.



## Network Design and Support Services

We assist our clients in designing, implementation and maintaining their computer networks. Right from the beginning we help our customers meet their short term and long term business goals effectively by using the Microsoft family of products including NT Server, NT Workstation, BackOffice Server (includes Exchange Server, SQL Server, SNA Server etc.), Small Business Server, Internet Information Server and others.



## Third Party Software

We work with several International software vendors, such as Microsoft, Symantec, NAI, Cromerica, IpSwitch, Network Associates and others to provide solutions for our customers using current innovative technologies.



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## Softrack Products

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### Human Resource Time and Payroll Management Software



HRSuite is an enhanced personal / HR system with full recording and reporting features for your main office and its multiple locations.

#### Features:

- ❖ **HRSuite** provide a sophisticated web technology, aimed at bringing quality in Employee, Attendance, Leave & Payroll management.
- ❖ **HRSuite** is convenient and customizable solution for achieving business needs.
- ❖ **HRSuite** can retrieve attendance information from any type, make and model of time registration / access control hardware devices and generate useful information for the organization.
- ❖ **HRSuite** is a browser based application, it can work with a number of database systems like Foxpro DB, SQL Server, Oracle etc.



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## Business Management Software



**Business Manager BMSuite ERP** is compact Package, designed by Softrack Technologies for small and Medium size Enterprises to provide a sophisticated, state of the art web technology, aimed at bringing quality in Human Resource, Inventory, Purchase, Production, Sales and Accounting Management.

**BMSuite** is convenient and customizable solution for achieving required automation in various activities, as per your business needs. It is practical, flexible, and easy-to-use.

**BMSuite** is a browser based application; it can work with a number of database systems like MySQL DB, SQL Server, Oracle etc.

## Softrack ERP BMSuite Module





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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:

- Record Company Profile
- Record Employee Profile
- Record Leaves, Shifts, Time Zone
- Daily, Weekly and Monthly Reporting
- Administration
- Team Allocation
- Holiday Calendar
- Search Function



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## Softrack Web Services

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### 1. Domain / Hosting

We have achieved excellence in the latest web technologies to provide you a better web domain and hosting plans.

### 2. Web Application Development

Softrack has a wide experience of web application designing and it provides professional web application designing services that suits the requirements of companies and reflects their proper image. Web Application Design service does not mean simply creating a web presence on the net but it is a responsibility to portray the right image and the message that the client intends to communicate to its customers.

We have achieved excellence in the latest web technologies to provide you with dynamic data base oriented web sites and high end e-commerce solutions. Our sites are designed keeping the target audience in mind for easy product description and faster sales.

In order to deliver the right image, we at Softrack pay special attention to even the minute details while designing the website. To make the site unique and attractive, we also make use of multimedia using Adobe Photoshop, 3D Studio Max, Real Audio, Real Video and Macromedia Flash.

### 3. Offshore Web Application Development

Companies around the world have adopted Offshore Web Application Development as a successful business strategy. A critical part of the Offshore IT Outsourcing strategy, offshore Web Application development provides companies with business flexibility in terms of focusing on their core competencies, while at the same time offering them exclusive cost-effective solutions for their business requirements.

We Softrack Technologies, with an Offshore Web Application Development Center in Karachi -Pakistan, follows an offshore development- to provide companies with a combination of the technical expertise of its Offshore Development.

For companies just starting up, the benefits of offshore software development are immense, as it permits them to leverage their IT budget and resources without hiring expensive programmers to implement their design.

Our Offshore Software Development Center specializes in ecommerce solutions, Custom Application development and Application Integration for the small business market.

### 4. Website Maintenance



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## Softrack Web Portals

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### B2B Pakistan

Softrack manages [www.b2bpakistan.com](http://www.b2bpakistan.com) a trade portal since 2004.

### Sehat Pakistan

Softrack manages [www.sehatpakistan.com](http://www.sehatpakistan.com) a health portal since 2010.

### Pakistan Yellow Pages

Softrack manages [www.yellowpk.com](http://www.yellowpk.com) a directory portal since 2010.

## Softrack's Offshore Customers

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**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](http://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 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





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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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## Softrack's Banking Customers

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Muslim Commercial Bank



## Softrack's HRSuite Clients

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Alnoor Sugar Mills Ltd.



Berlitz Language Center (Karachi, Lahore)



Alucan (Pvt) Ltd.



Alupak (Pvt) Ltd.



Bristol-Myers Squibb Pakistan (Pvt) Ltd.



Crown Lifan Pakistan.



Electro Polymers Private Ltd.



Essa Engineering (Pvt) Ltd.



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Fahim, Nanji & Desouza (FND)



Friendship Dairies



Froebel's International School



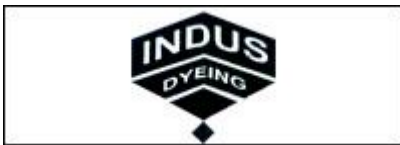
Fugro Geodetic Ltd.



Getz Pharma (Pvt) Ltd.



HTL Trans (Pvt) Ltd. (Karachi, Lahore)



Indus Dyeing



Karsaz (Pvt) Ltd.



Kuehne+Nagel(Pvt) Ltd. (Karachi, Lahore)



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Manama Packaging Industry W. L. L (Offshore Client)



Nazeer Dyeing & Bleaching



Naz Textiles (Pvt) Ltd.



N.S Industries



OutReach Marketing Services (Pvt) Ltd. (Lahore)



Olympia Fabric Industries (Pvt) Ltd.



Optimum Technologies



Pace Marketing



Pak Qatar – General Takaful



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Paramount Enterprises  
(Pvt) Ltd.

Paramount Enterprises (Pvt.) Ltd.

parazelsus

Parazelsus Pakistan (Pvt) Ltd.

PEARL CAPITAL

Pearl Capital Management



Pearl Confectionery



Petrolube Oil & Grease Co Ltd. UAE (Offshore Client)



Plastic Technology Center



Precision Polymers (Pvt) Ltd. (Karachi,Lahore)

QualityAviation

Quality Aviation



Royal Cyber Inc.



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Rainbow Hosiery (Pvt) Ltd.



Standard Capital Securities (Pvt) Ltd.



Shan Foods (Pvt) Ltd.



Trans Asia Enterprises



WalkEaze – Designer Shoes & Bags



YKK Pakistan (Pvt) Ltd.





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## Support / Maintenance Strategy

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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.

## Softrack Development Process

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### 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.





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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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### Main Office

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