

THIS ISSUE: THE INS AND OUTS OF SUPPLY CHAIN MANAGEMENT SOLUTIONS

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

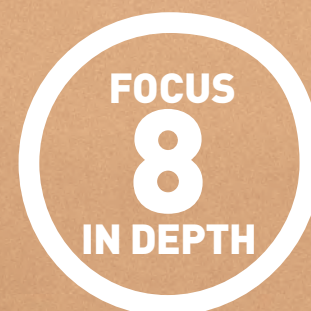
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BUILT INTO
THE CORE
ERP

NEW DIRECTIONS

CANADA-BASED NEW DIRECTIONS
AROMATICS DEPLOYS FOCUS 8 TO
STREAMLINE ITS OPERATIONS





FOCUS CRM

**MANAGE SALES TEAMS, CLIENTS, PROPOSALS,
SLA's, SERVICE & SUPPORT SEAMLESSLY**



**Campaign
Management**



**Service & Support
Management**



**Email
& Telemarketing**



**Intelligent
Dashboards & Reports**



**Sales Force
Management**



**Seamless
ERP Integration**

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A MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome back to another edition of *Focal Point*. Focus is gearing up to participate in the 35th edition of GITEX Technology Week 2015, being held at the Dubai World Trade Centre from October 18 to 22, 2015. We are excited about our participation and would like to invite you to visit us at our stand, D7-20 in Hall 7. Technology experts from our company will be available to hold demos on our products.

In this edition, we bring to you three interesting case studies. Bahrain-based Warehousing World has successfully deployed Focus RT and Focus WMS to streamline its operations, Qatar-based PORR Group has implemented our HR and Payroll solution, and Canada-based New Directions Aromatics has chosen Focus 8 for the future growth and scalability of its business.

In addition to case studies, this issue also covers the newly released features for our products, customer wins from across the globe and our Knowledge Zone, which covers the digital warehouse. In our Focus on

Focus 8 section, we have highlighted the product's advanced business intelligence features, which ensure accurate, process-audited, up-to-the-minute and relevant data compiled into actionable business intelligence through the system's core ability to provide online multi-locational data synchronisation.

I hope you enjoy reading this issue of *Focal Point*. We look forward to your valuable feedback always.

Ali Hyder
Group CEO,
Focus Softnet
FZ LLC.



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A New Direction in ERP

NEW DIRECTIONS AROMATICS DEPLOYS FOCUS 8
TO STREAMLINE OPERATIONS AND SCALE UP ITS BUSINESS

Founded in 1987 in Sydney, Australia to support worldwide distribution of the finest Essential Oils, New Directions Aromatics Inc. began its Canada operations in 1998 in Toronto and is now a leading wholesale supplier of 100% pure, therapeutic-grade essential oils around the world. Starting with just a handful of distilleries, New Directions now sources directly from ethical producers in all six continents.

The company spares no effort to maintain the high quality and purity of its essential oils. Its buyers travel frequently across the globe to ensure that their suppliers meet the company's stringent quality standards, which enables them to unconditionally guarantee all of their essential oils. New Directions Aromatics try its best to source its products from organic growers and distillers

and all of its essential oils are ethically produced and are free from pesticides or chemical fertilisers.

New Directions Aromatics purchases its products in large volumes through their Central Purchasing System, which enables the company to offer the largest selection of pure essential oils at affordable prices. The company boasts of a wide array of pack sizes to meet all its clients' specific needs, whether it is large or small.

"Our mission at New Directions Aromatics has always been to supply the finest, purest, natural products at honest, competitive prices. Quality and customer service are our top priority, where we try to make our customers' experience with us a pleasant and memorable one. This is backed by our 100% satisfaction guarantee policy. It is our endeavour to supply our clients with the fi-

nest of ethically produced natural materials with specialty packaging. We are constantly researching and sourcing new products to meet our customers' growing requirements," says Alex Thomas, President & CEO, New Directions Aromatics Inc.

New Directions is now a leader in the field of Aromatics and has quite an extensive clientele across Canada and US, which includes individuals as well as cosmetics companies. Having the highest customer satisfaction rate in the industry has resulted in a loyal customer base that keeps growing every day.

The company stocks an extensive inventory to supply their world famous oils their customers across the country. Its business has grown to a level where it became crucial for it to maintain inventory with extreme diligence. "The challenge faced by our ope-

rations team was mainly with the visibility and management of the inventory at our warehouse. The overall efficiency of the warehouse operations also suffered due lack of visibility and lack of automation within the system. Hence, we felt it was important for us to deploy a good ERP solution that would not only streamline our operations but help us scale up our business,” says Sebastian Bula, IT Manager, New Directions Aromatics Inc.

“We were previously using an ERP solution from another vendor and did not have much faith in it. There were numerous issues that needed addressing and there were constant discrepancies between what was in the system and what was on the floor. A lot of it had to do with not only the system but also how the operations are being handled, which in many ways is inefficient,” explains Bula.

“We invited Focus Softnet’s Canada team to study our business and requirements. With the help of Krishna Nair, VP Focus Softnet Canada and the local Focus team, we were able to zero in on Focus 8, which met most of our requirements especially gaining better visibility into our warehouse and managing our inventory efficiently,” he adds.

New Directions Aromatics chose Focus 8 as it was a complete solution combining ERP, CRM and WMS all in one solution versus buying individual solutions. Another reason for deploying the solution was its ability to integrate directly with the company’s ecommerce platform and automate its various processes internally which would further help reduce inefficiencies. The solution also offered the company a high level of customisation, which allowed New Directions to create modules specifically



► Thomas: We want to supply the finest products.



► Bula: Focus 8 met our requirements.

created for its business.

Prior to deploying Focus 8, the company felt it was important to automate systems within the Finance department to save the staff and accounts team the task of manual data entries for reconciling the company’s accounts and receivables, the company says.

“We chose Focus because it has the capability to customise according to the needs of the business and it can provide us with the automation that we were looking for. We also felt that in the long-term, Focus 8 will be a more suitable choice as it is more scalable and the software can grow with the company. We were also looking for more intelligence from our systems,” says Bula.

New Directions feels that, because it will now have the right information from the system, it will be more capable of guiding the business properly. The company can forecast better in terms of its production and purchasing and it can identify potential customers along with keeping track of customer orders.

At New Directions, the warehou-

se department will benefit most from Focus 8, according to Bula, as it will save the team time searching for items in the warehouse. The team will need to determine where the raw materials are coming from since traceability is very important. With scan guns and bar codes integrated into system, it also allows them to eliminate human errors. Since the pick tickets generated from the system will have the exact location codes, it will be easier to pick up items and save time. Accuracy and visibility of the inventory is the key to the success of the business.

New Directions hopes that with the implementation of Focus 8 the company will not only have the visibility and accuracy of its inventory but a more efficient financial system that will save time and help the company use its human resources in a more efficient manner. New Directions is looking forward to using Focus 8 to its fullest capacity and in turn streamlining its operations for a more productive business model. 🚀

100%

The quality of
New Directions’
essential oils

“The challenge faced by our operations team was mainly with the visibility and management of the inventory at our warehouse.”

Sebastian Bula,
IT Manager,
New Directions
Aromatics Inc.

SPOTLIGHT ON FOCUS 8 AT GITEX 2015

FOCUS SOFTNET TO SHOWCASE EXTENSIVE PORTFOLIO OF SOLUTIONS
AND HOLD DEMONSTRATIONS FOR CUSTOMERS AND VISITORS

Focus Softnet, the leading software development company, has announced that it will be showcasing the tremendous leaps in product enhancement that it has brought about in its flagship new product, Focus 8, at the 35th anniversary edition of GITEX Technology Week 2015, to be held at the Dubai International Convention Centre, from October 18 to 22, 2015.

Focus Softnet will also showcase its other solutions, such as the Focus CRM Suite, with the Sales & Service, Facilities Management, and Property Management solutions, as well as the Focus Retail Suite, which includes the Focus Point of Sale and Focus Restaurant Management Systems.

In addition to this, Focus Softnet will use GITEX, the largest ICT exhibition in the Middle East, to showcase its successful range of generic and vertical specific enterprise software solutions for various industries including manufacturing, trading, healthcare, services, and real estate, to name a few, and showcase their aggressive partnership model as well. Focus Softnet will also promote its Managed Services, HR and Recruitment services, Business Process Consulting and implementations services to partners and customers from across the region.

“Ever since Focus Softnet set up base in the UAE, we have not missed participating in a single GITEX. The event provides us with an opportunity to meet customers, partners and potential partners. Given the reach of



Focus Softnet will be exhibiting at Stand D7-20 in Hall 7.

the platform, GITEX brings together enterprises from across the GCC and Africa, allowing us to the ability to increase the awareness of our brand, products and services to a larger audience,” said Ali Hyder, Group CEO of Focus Softnet.

“As with every year, this year we hope to sign a few new partnerships and hold product demos for our customers and partners while highlighting that our solutions are highly customisable and can be adapted to suit our customers’ business needs,”

The main product to be showcased at GITEX will be Focus 8, the company’s flagship new-generation ERP that fully integrates a comprehensive BI tool and provides real-time, multi-dimensional posting of transactions which result in real-time reports. Also on the list of products will be Focus Softnet’s Focus

**“Ever since
Focus Softnet
set up base
in the UAE,
we have
not missed
participating
in a single
GITEX.”**

Ali Hyder,
Group CEO,
Focus Softnet

i, a revolutionary mid-tier ERP solution with fully integrated with Business Intelligence (BI) tools, and the complete range of Focus’ ERP solutions, equipped with Financials Management, Supply Chain, HCM, and other related modules. Focus will also demonstrate its vertical specific capabilities through demonstrations of the enhancements within the Focus CRM Suite, Focus Retail Management Suite, as well as the various other industry specific solutions including INSTA, Focus’ healthcare industry solution.

This platform will also provide an opportunity to promote Focus Softnet’s Managed Services, HR and Recruitment services, Business Process Consulting and implementations services to customers across the region. 🚀

WORLD OF QUALITY

BAHRAIN'S WAREHOUSING WORLD DEPLOYS FOCUS RT AND FOCUS WMS TO STREAMLINE OPERATIONS

Warehousing World, a subsidiary company of 'FIVE Star International', is a leading third party logistics provider in the Kingdom of Bahrain with business activities relating to cargo packing, stacking, delivery and storage. The warehouse is managed by the professionals in the logistics and IT industry. The company has excellent warehousing facilities for storage at different temperatures. Warehousing World offers customers end-to-end solutions right from imports (customs clearance) to dispatches for exports as well as to local customers.

Warehousing World offers a full warehouse built on a super flat floor — a unique feature of this warehouse — 16 fully automated

dock levelers for docking any vehicle for inbound and outbound cargo, and excellent materials handling systems with VNA trucks operating on wire-guidance system, the first of its kind at the Kingdom of Bahrain. Other facilities include electric counter-balance forklifts and powered pallet trucks, selective racking system with well defined locations, proper insulation of all chambers, 24-7 security and fire and safety measures applied as per the requirements of Civil Defence, Kingdom of Bahrain. The company offers its customers Warehouse Management System (WMS) Support, excellent housekeeping and pest control, excellent service facility and logistics support with a quality professional team and 24-hour CCTV Monitoring. The company also offers long-term warehousing



► Ahmed: We want to fulfill the storage needs of the country.



"We offer the best storage facilities and services, which are integrated the latest state-of-the-art technology and top quality service in the warehousing field, at competitive rates."

Mohammed Ahmed,
General Manager,
Warehousing World

lease under customer supervision and chemical storage facilities.

The company targets the local manufacturers, importers and business owners who do not have sufficient storage space or those who have a low capacity and having specialised storage areas. In this regard the food and utilities enterprises along with deliveries to the point of sale can play an integral role. Warehousing World also offers bonded warehouse packing and delivery business activities for new manufacturing enterprises with the need for storage warehouses thus allowing new companies to select Bahrain as place of choice for manufacturing and storage.

"Warehousing World's vision is to fulfill the storage demands for customers from across industry segments, who wish to store their goods at various temperatures in the Kingdom of Bahrain. We offer the best storage facilities and services, which are integrated the latest state-of-the-art technology and top quality service in the warehousing field, at competitive

rates. It is our endeavor is to fulfill the storage demands of the country by providing high quality storage, cargo packing, stacking and delivery services,” says Mohammed Ahmed, General Manager, Warehousing World.

“We were keeping track of inventories and making entries manually earlier. This was time-consuming and the chances of human errors were very high. As our business grew, we faced challenges getting real-time updates on our warehouse inventories, accounts and finances. To help scale up our business and streamline our operations, we decided to look for an ERP with a Warehouse Management System that could help us meet our business objectives. We evaluated several products in the market and selected Focus RT and Focus WMS for their features, modules and their ability to increase productivity, accountability and creditability amongst our customers. Focus RT and Focus WMS provided us with seamless integration of our workflow and improved employee efficiency offering us stability, scalability and speed,” says Tiji Ulahannan, System Administrator, Warehousing World.

Warehousing World chose Focus for its state-of-the-art technology, local support and years of valuable experience in providing software solutions across the Globe. Focus RT, the real time ERP solution from Focus Softnet, is completely modular and scalable, which helps increase productivity and reduce costs thus paving the way for increased revenues for businesses. The solution has been assisting Warehousing



Warehousing World offers a full warehouse built on a super-flat floor.

World to operate efficiently as well as providing real-time updates on its operations. The company is able to get real time data on billing, inventories, etc. with ease and accuracy. The company has benefitted immensely in terms of better control and utilisation of resources.

Focus WMS has helped Warehousing World to meet their end-to-end workflow requirements with improved the customer service levels, decreased order processing time as well as helped in generating short date inventory reports and other inventory related reports. The company has also installed a third-party software

for handheld terminals, which has been integrated with the Focus solutions, to access data from RFID tags for achieving the seamless workflow management without the aid of hard copy documents.

“Focus is proud to be associated with a reputed organisation such as Warehousing World. Our solutions, Focus RT and Focus WMS, have helped the organisation to streamline their warehouse activities and ensure smoother operations. Warehousing World is an important and valued customer for Focus Softnet and we are happy and proud to be a part of their growth and success story,” said Mirza Kaleemullah Baig Regional Manager, Focus Softnet.

With the implementation of Focus RT and Focus WMS, Warehousing World has been able ensure efficient management of its warehouse by introducing automated processes and tighter control structures and cost savings. Focus WMS has helped in optimising inventory with accurate forecast and providing flexible automated support for processing movement of goods and management of stock. The company has been under AMC since project was completed and is satisfied with the software and services provided by Focus Softnet. ➤

“Focus RT and Focus WMS provided us with seamless integration of our workflow and improved employee efficiency.”

Tiji Ulahannan
System Administrator,
Warehousing World



Ulahannan: Our workflow improved.

Aaxis Pacific Healthcare Signs On Focus' Suite of Solutions

Aaxis Pacific, a globally recognised provider of high quality healthcare products, has signed a deal with Focus Softnet to implement Focus 7, Focus CRM, Focus Warehouse Management System (WMS) for operational efficiency and future growth.

Established in 1988, Aaxis Pacific has continued to develop, grow and support the healthcare marketplace through innovative, product development, company acquisitions, strategic partnerships, distributor agreements and government contracts. The company owns, maintains and represents an extensive range of quality brands supporting diverse markets in North America, Europe, Asia, Middle East and Pacific Islands. All Aaxis products are TGA registered and where required, products have CE certification, Medsafe and/or FDA registration.

The company has established international manufacturing facilities in Australia and overseas, including the Sage sterile procedure and instrument pack manufacturing sites.



Emirates National Group Chooses Focus 8 to Accelerate Success

Emirates National Group, a market leader in automotive services, has signed on Focus 8, Focus Softnet's next-generation ERP solution, to help drive its business and accelerate success. The implementation of Focus 8 will offer Emirates National Group an expansive range of customised modules, which will help enhance the company's business processes.

"We evaluated several solutions in the market and chose Focus 8 for the system architecture, advanced functionalities and a distinct



mix of user-friendliness and flexibility that the will add value to our company in the long run in contributing towards our business' growth, efficiency and success," said Marwan Mitri, Group IT Advisor, Emirates National Group.

Emirates National Group owns and operates companies around transport, including Fast Rent a Car, Fast Service Centre, City Transport, Motor Zone, Emirates Taxi Abu Dhabi and Emirates Taxi Sharjah.

Focus Holds Annual Iftar at The Conrad Hotel



Focus Softnet Participates In Office Expo Singapore



PORR GROUP IMPLEMENTS FOCUS' HR AND PAYROLL SOLUTION

THE FOCUS RT PAYROLL & HR MODULE
INTEGRATES SEAMLESSLY WITH THE COMPANY'S
EXISTING SAP SYSTEM.



► Ali Khan: We chose Focus RT Payroll and HR Module because it was a flexible solution.

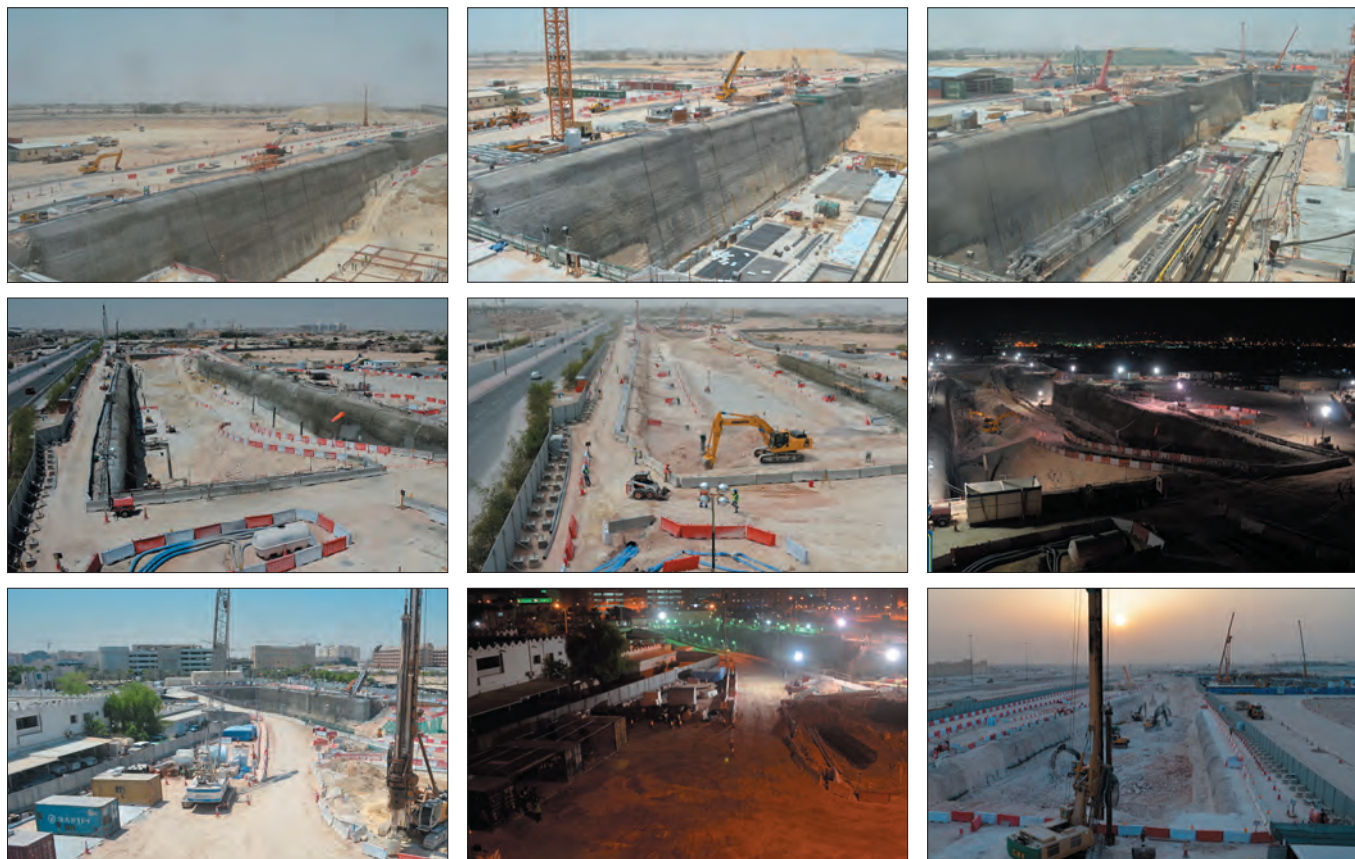
Headquartered in Vienna, the PORR Group, one of Austria's largest construction companies and a leading player in Europe, has over 13,000 staff and production output of around EUR 3.5bn (2014). With numerous offices across 16 countries in Central, Eastern, South-Eastern Europe and the Middle East, PORR has been involved in realising trailblazing construction projects across Europe, Qatar, Saudi Arabia and Oman.

The company has now expanded into international markets in the Middle East with its operations in Qatar. The company recently won the contract for the construction of the Metro in Doha, which involved the demolition of buildings, re-routing line, setting up logistics areas, excavation and other supporting structural measures. Some of its other projects are PORR Qatar H/O, Metro Green Line, Green Line Elevated and HSP Enabling Works.

PORR's services cover everything from residential construction through to complex infrastructure projects in every sector of the construction industry. The company guarantees its customers that projects will run seamlessly from the planning phase right through to the handover, while at the same time ensuring high profitability. The PORR Group is also highly committed to its shareholders, as reflected in the corporate philosophy centered on sustainable, long-term growth.

As a full service provider and specialist in complex infrastructure projects, whether it is building roads or apartment buildings, hotels or office complexes, power plants, stadiums, or something completely new, PORR has tailor-made solutions for every challenge. Comprehensive expertise, a thirst for innovation and a willingness to keep on learning and improving are the basis for PORR's top quality performance.

The company's edge is further enhanced through national and international partnerships. Since founding subsidiaries outside of Austria, PORR has gained a position as an international company, able to realise projects of every type and scale in Europe, and the Middle East.



“Qatar is one of the fastest growing countries when it comes to investments in infrastructure with the FIFA World Cup driving this growth. Our know-how and decades of expertise in the infrastructure sector has helped us be perceived as a competent and reliable partner. We have partnered with HBK (Qatar) and SBG (Saudi Arabia) to execute the work for the Doha Metro project,” said Mr. Javed Ali Khan, Payroll Manager, PORR Group.

“The Doha Metro is the first amongst many infrastructure projects that we will be working on in Qatar. Our work involves Civil Construction, Rail Works, Tunneling Works, Road Works and Large Civil Infrastructure projects, which need huge manpower requirements ranging

“Qatar is one of the fastest growing countries when it comes to investments in infrastructure.”

Javed Ali Khan
Payroll Manager,
PORR Group

from senior executives, engineers, project managers, and construction workers to name some. Managing this large labour force across multiple locations was a huge challenge and hence we were looking for a good HR & Payroll module that would not only be flexible and scalable to cater to larger projects in future but would also address all our challenges especially the integration with our existing SAP solution,” Mr. Ali Khan added.

“We chose Focus RT Payroll & HR Module because it was a flexible solution with adjusted to our requirements and also integrated externally with our global SAP system and that too seamlessly. Another reason was the access to the strong local Focus team in Doha that was quick to support all software related queries and offer training to our staff onsite,” Mr. Ali Khan explained.

The Focus RT Payroll & HR Module deployed by the PORR Group was flexible, easy to use with flexible interfaces. The training to use the product was simple and easy. The solution is currently deployed in GCC only. “We are happy with solution, using 100% payroll module. We would say excellent job to the Focus Qatar team. They ensured a seamlessly integration of the product with our existing system. The solution has impacted our business positively and we look forward to implementing it in other countries as well,” Mr. Ali Khan added.

“PORR Construction is a very prestigious account for Focus Softnet. We look forward to cementing our relationships further in serving PORR in their global operations and particularly in the Middle East,” said Mr. Javed Madraswala, Branch Manager Focus Softnet Qatar. 🚀

FOCUS ON NEW FEATURES

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

FOCUS 

FOCUS 

FOCUS 

FOCUS 

Retail POS

Implementation of Batch rate:

User will have the option to enter Rate by Batch for each product while saving purchase/goods receipt note. Through a preference option the batch rate entered in purchases will be picked in POS main screen instead of selling price.

Manual Input of Price:

In the POS Sales screen, on selection of an item that does not have sales rate defined in price book, a pop-up can be enabled to allow the user to enter the price manually.

Availing Double or Triple Points:

A field is added in Member Type to select points to be awarded on special days.

Member Points Expiry If No Transaction

A field is provided in Member Type Master to define number of years. If any member does not do any transactions in that period then the points will expire.

Option to Either Avail Discount or Points

If a discount is given to a product based on the preference setting, the member points availed for the product will not be added to the bill. Similarly if the discount is given on whole bill then points availed on total bill will be not given.

e-RMS

Transfer Orders

Transferring the orders from one employee to another employee can be done at the end of shift. A function button is provided to transfer

the orders from one waiter or cashier to another waiter or cashier.

Pricing By Order Type

User can define multiple prices based on order type i.e. takeaway, dine in, or home delivery.

Single Click to Print the Bill

For keyboard users, function key F12 is provided to customise as shortcut for any function button.

Consolidate All Items in KOT and Print in Duplicate Printer

When KOT is raised each item will be printed in respective kitchens based on Menu Category. If the above option is selected in printer configuration all the items will be printed consolidated in the duplicate printer assigned.

Save and Print bill:

When customer gives takeaway order at the counter, save and print bill option will save the order and print the bill at the counter printer only. Once the bill settlement is done, the order gets printed at the kitchen printer.

CRM

Knowledge Base

Focus CRM provides a collective knowledge base used together for instant reference. Knowledge Base shall be a role-based repository that can be created specific to users, technicians and groups. It also provides end users with a self-help system that helps reduce call volume.

Competitor Analysis

A business can track their competitors more effectively and analyse one's business strengths and weaknesses.

Service Billing Based on Role and Work Type

Customer can be billed based on role rates, work types and parts replaced with a consolidated bill.

Location Tracker

A new animated travel route will be shown for the executive — actual map and planned map.

Multiple-Unit Contract (PMS)

In PMS one can book an enquiry for multiple units or create a contract for multiple units.

Roll-Up Fields

Used for aggregation of data from many child records to an eventual parent record, which can be useful in many business scenarios.

Focus 8

Workflow on Dashboard

A complete workflow diagram as defined would be visible on the dashboard with option to access pending documents in the workflow directly from the dashboard.

Stock Reservation

Now stock can be reserved and released with filters applied on Customer, Warehouse, Bin, Batch and RMA/Serial Number.

Data Load From Excel

Loading of transaction in document from Excel and filling the empty fields manually is further enhanced with a hotkey Ctrl + G, which would copy the value entered in the first line to rest of the transaction rows.

New Hot-Key In Document Entry

A function key F9 is provided which would expand the footer area to display all the fields for quick access to all fields using the keyboard.

FOCUS ON *FOCUS 8*

BUSINESS INTELLIGENCE IN THE NEXT-GENERATION 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. The product has been designed with a significant emphasis in revolutionising the activities shown in the box below. This time Focus on Focus 8 takes a closer look at advanced business intelligence.

Raw data items are the building blocks of business intelligence (BI). During ERP technology’s early days, the technology was used as a virtual

chest of drawers to remember and reproduce data. Today’s ERP consumers take this same functionality for granted and need the ERP to analyse and generate intelligent reports and provide digital advice as well. Focus’ all-new Focus 8 simply thrives in this new business arena.

Dashboards
Focus 8 packs with it multiple dashboards for multiple users, each customisable and tailored to the specific user’s requirements. Moreover, the dynamic dashlets on the dashboard are interactive and can drill down these reports all the way through

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

elemental data, providing the flexibility of a holistic view of business processes.

Slice ‘n’ dice
A new key feature of Focus 8 is the ability to dynamically interact with reports on the dashboard, as well as in the various reporting sections of the ERP, enabling users to throw multiple scenarios at the data, and have it recompile the information based on the parameters provided.

KPI reports
These dynamic reports can also colour-code themselves, providing critical information at a glance. As such, key performance indicators can be displayed in different colours, highlighting critical action points from the ‘noise’ of large data.

Real-time BI
Focus 8 BI is a real-time online system. This ensures accurate, process-audited, up-to-the-minute and relevant data compiled into actionable business intelligence through the system’s core ability to provide online multi-locational data synchronisation.

Across modules
Focus 8 BI is not an after-thought to the core ERP suite, but rather an integral element of the core ERP, considered during the design and build phase of the ERP system itself. This has ensured that Focus 8 BI remains light and nimble, easy-to-use, and doesn’t intrude into the functional efficiencies of the ERP itself.

BI mobile
Focus 8’s party piece is the mobile app of Focus 8. It packs the intelligent dashboards and reports engines of the core ERP, thereby providing the businessman-on-the-move an ever-present ability to plug into the organisational data-pool. 📱

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ROBUST ERP & BUSINESS GOVERNANCE PRODUCTS



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TRADING



RETAIL



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REAL ESTATE & CONSTRUCTION



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RENTAL BUSINESSES



FINANCIAL SERVICES



SERVICES ESTABLISHMENTS

FOCUS & FOCUS i FOCUS RT FOCUS 6 FOCUS CRM FOCUS FMS FOCUS MAP FOCUS WMS FOCUS RMS FOCUS eRMS FOCUS iM

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NEW CUSTOMER WINS FOR **FOCUS**

FOCUS SOFTNET CONTINUES TO ATTRACT NEW CUSTOMERS FROM AROUND THE WORLD

National Automotive Higher Institute (Oman)

The National Automotive Higher Institute (NAHI) is a private institute that aims to supply the automotive sector in Oman with a nationally skilled technician workforce. It will work toward filling the skills gaps in Oman's market by adapting international education standards to produce well equipped and certified national automotive technicians. NAHI chose Focus i and Focus AIMS because of its features and functionalities, which met the company's requirements.

Dallah Pharma (Saudi Arabia)

Dallah Pharma, established in 1987, is a pharmaceutical firm based in Saudi Arabia. It aims to market high-quality natural and pharmaceutical products and become the best choice for customers, distributors, and suppliers. Before signing on Focus 8, a team of specialists from Dallah evaluated the software and went ahead with Focus 8 because of the powerful use of customisation and multiple company consolidation features.

Thuriah Medical Center (Saudi Arabia)

Thuriah Medical Center (TMC) is at the centre of excellence in infertility, IVF treatment, and genetic diseases. It has a comprehensive unit in andrology male infertility and urology. TMC chose Focus i and Focus Insta HMS for their powerful features, which, combined together through seamless integration, gave Focus a competitive edge as no other vendor was able to offer this. The solutions will help the company automate its processes and get results in real-time.

Al Mana Gourmet (Bahrain)

Al Mana Gourmet's Le Bateau in Bahrain is known for its variety of breads, viennoiseries, savories, cakes and pastries. Al Mana Gourmet chose Focus i as it would integrate the retail solution and the back office ERP with production.

Blue Bay Real Estate (UAE)

Blue Bay Real Estate has a full range of real estate services that include rental and buying services in the UAE, covering commercial offices, retail and residential, property and asset management, leasing, and property

development. The company was looking for an industry-specific solution to manage its real estate and facility management business. Blue Bay chose Focus i, Focus PMS and Focus FMS for its user-friendly interface and fact that the solutions met all the requirements for the company's business needs.

House of Mode (Kuwait)

House of Mode deals with A/C units and is an agent of SKM. The company has branches in Kuwait and Saudi Arabia. The company chose Focus 8 for its features, dashboard, flexibility, ease of customisation and mobility.

Marino Foods (India)

Marino is an upcoming brand in the confectioners and bakery segment, with the motto of providing the best quality food products to clients to ensure the best return of its clients' investments. The company chose Focus i because of the domain expertise that Focus Softnet has in the confectionery and FMCG domains, as well as the application's scalability.

Sahyadri Hospitals (India)

Sahyadri Hospitals is the largest chain of hospitals in Maharashtra. There are 11 hospitals and they are located in Pune, Nashik, Karad and Navi, Mumbai. The hospital chain has chosen Focus i for its flexibility, scalability and integration possibilities with the HMS solution.

Hem Corporation (India)

Established in 1983, Hem Corporation started manufacturing and exporting to 70 countries and has become India's leading perfumed incense company with state-of-art manufacturing facilities. The company decided to upgrade to Focus 8 to support future growth and scalability.

ARCON (Saudi Arabia)

ARCON, which was established in 1992, is a reliable contractor for various types of turn-key projects in the residential, commercial and industrial fields. The company's core activities are planning, estimation, engineering and the execution of construction projects. The company chose Focus 7i to enhance business processes and efficiency.

Bioscreen Signs On Focus 8 and CRM

Bioscreen Instruments, an exclusive distributor for various leading life science instruments and products in India, has announced that it has signed Focus 8, Focus Softnet's next-generation intelligent ERP, and Focus CRM to enhance its business processes and achieve operational efficiency.

"We were looking for a CRM software for sales, service and order handling, which could be integrated with our accounts, inventory, purchase and HR applications. Focus offered an integrated solution combining their CRM and ERP and did a demonstration of the software solution followed by discussions with their technical team, which gave us the confidence to implement it. The company has a good customer base across the country and capabilities to support our pan-India operations. We were completely convinced about the capabilities of their solutions and the flexibility it offered to meet our business requirements," said S. Prabhakar, Director of Bioscreen.



Bioscreen India, which is headquartered in Chennai, focuses on the life science, genomics, biopharma and clinical diagnostics market for both government and private customers for their requirements of instruments and reagents. The company strives to explore newer technologies to grow in the field of

biology research. Starting off as a partner for Tecan, the company has now expanded into many areas to include products from top global companies as their India distributor.

Bioscreen will deploy Focus 8's Accounts, Inventory and Payroll modules integrated with Focus CRM's sales and services modules.

LBDI Selects Focus 8 For New Chain

Focus Softnet Qatar has signed a deal with the Loyalty Business Development & Investment Holding Group (LBDI) to deploy Focus 8 for a new branded retail chain dubbed Quick Pick Mart. LBDI has plans to open 50 outlets in the GCC over the next year.

Quick Pick Mart is the brainchild of Mohammed Al Khayyat, Chairman & CEO, LBDI Holding, who has ambitious plans for this project. The company wants to focus on expanding the business across the GCC and making it one of the biggest retail chains in the region, giving consumers easy access to essential commodities at very competitive prices.

LBDI is a well-diversified and reputed business conglomerate in Qatar. The company has businesses in almost all industry sectors with 12 subsidiaries ranging from companies to institutions, showrooms and factories. Some of its subsidiary companies specialise in trading commercial interior and exterior products and



fittings, aluminium and glass curtain walls, building materials and real estate, and prefabricated buildings, to name a few.

LBDI Holding is part of the Al Khayyat Group, which has successfully executed prominent high-value projects in Qatar, including the Sheraton Hotel, Banana Island Resort, Hilton Double Tree, Lekhwiya Sports Stadium and Qatar Mall, among others.

LBDI has been a premium customer for Focus Softnet in Qatar since 2013, when the company first implemented Focus RT. Since

then, the business has grown tremendously. Currently, more than eight LBDI companies have effectively deployed all modules of Focus RT and as the business expands, new companies will be added.

"With Focus Softnet as our trusted IT partner, we plan to leverage their vast experience in diversified industries to help us build a strong ERP that could support our ambitious growth plans. Apart from implementing Focus 8 for our new retail chain, Quick Pick Mart, we are also upgrading our systems from Focus RT to Focus 8 for our other businesses as well," said Mohammed Al Khayyat, Chairman and CEO, LBDI.

"We are pleased LBDI has chosen Focus 8 for their new retail chain. This strategic deal has further strengthened our relationship with LBDI and the Al Khayyat Group of companies," Juzer Madraswala, Branch Manager, Focus Softnet Qatar, concluded on a high note.

THE DIGITAL WAREHOUSE

THE WAREHOUSING DOMAIN HAS RAPIDLY EVOLVED WITH THE LATEST TECHNOLOGY INTO A TRULY SMART AND INTELLIGENT FUNCTION

If there is one specific department, business or service that has truly and completely gone digital, it is the warehousing and logistics environment. Ranging from simple digital barcoding and scanning to advanced, robotised automated movement functions of warehousing infrastructure, the warehousing domain has rapidly evolved with technology into a truly smart and intelligent function.

During the dawn of the ERP era, warehousing systems were early adopters of automation technology and quickly integrated their services infrastructure under the ERP gamut. The early integration was limited to manual stock data entry for movements of items into and out of the warehousing facility and environments, which in itself was integrated with the central inventory modules of ERPs. As such, organisations of yesteryear were always updated on the status of their inventory. The

next step in the evolution brought about the adoption of barcoding, which further eliminated the need for manual data entry, and administrative functions of warehouses quickly evolved into the swiping of a laser beam over barcodes to track and monitor the movement of items within the warehousing environments.

Soon though, conveyors took over, and intelligent computing and routing systems took charge of driving these 'warehouse superhighways' and started digitally routing items through a dizzying labyrinth of conveyor systems with laser meshes embedded on the conveyor pathways themselves. Pretty soon, pick-up and store-away functions were executed by the taps of a few buttons on a keyboard. The true hallmark capabilities shone through when the warehousing systems themselves started taking decisions on where to stock items and what the most optimum

routes were to retrieve and store these items in those designated spaces.

Today, however, all of these achievements seem like the larval stages of evolution. In the current era of WMS systems, the entire environment is digitally controlled, and large sprawling warehouses barely require a human workforce at all.

Receiving shipments

The whole warehousing process starts with receiving a shipment. Barcode scanning intelligently identifies the consignor and consignee of the items, the duration for which they need to be stored, any special considerations required (such as storing in freezer sections or odd sizes and shapes), and transports the consignment to its designated storage space through a dizzying array of conveyor belts, or recently, by mounting the consignments on individual movable racks which are the lifted

off the ground by one of thousands of little robot rovers that scurry along the digital pathways of the warehouse moving these racks around.

Sundry services

In addition to simply storing items, warehouses have evolved into makeshift value-added facilities that provide reasonably simple to moderately complex services - such as repackaging bulk items into retail-sized items, consolidating and packaging bundled items, and also providing an assortment of functionalities such as move, pick and process. Based on pre-defined rules within the WMS system, the WMS now takes over and provides detailed instructions to the operators of the WMS facility to process these services and automatically tag the service charges onto the account.

Automated billing

The advanced and integrated nature of WMS systems today means that pre-negotiated contract information can be automatically retrieved from their archives of the ERP environment, based on the duration, special conditions, contracted rates, quantity, and a variety of other parameters including other services such as repack, assemble, and rebarcode, automatically computes, and have the billed amounts posted to the financials modules, allowing for accounts receivables to process collections.

Barcode generation

Warehouses are often used as exchanges for moving goods from one party to another through stocking and storing items at the warehousing facility, and sometimes providing added value services. A key component would be to 'translate' the barcode nomenclature from the consignor's code format to the consignee's code format. As such, the smart WMS sys-

tems of today are capable of auto-generating barcodes for these stock items in transit, and providing digital outputs which can be provided to the consignee to intelligently and smartly 'import' the stock items into their ERP systems.

Move, pick, recall and dispatch

The entire process of 'exit' of stock items is now a symphony of digital processes conducted by a digital array of servers. Timing the movement to perfection, items are retrieved automatically by the WMS system just before they are needed at various stations to process their services in order to ship them out, and then digitally brought to the dispatch points just when they're needed for packing and loading to ship out of the facility. This entire process, depending upon 'traffic' at that instant in time, is automatically controlled, thereby ensuring that the dispatch points of intelligent warehouses aren't choked with a plethora of goods going to different destinations and consignees, showing up at the same time.

Just-in-time stocking

One of the most important aspects and outcomes of this digitally choreographed environment of consignment movement is the intelligent ability of systems to understand and analyse patterns and trends of when items and consignments are needed by the consignees, and accurately managing and timing transport processes to ensure that items are delivered just before they are required and no earlier. This just-in-time (JIT) system allows consignees to dramatically reduce their stock-piling of materials at their own facilities and warehouses, thereby increasing operation efficiency, and as a direct consequence, profitability and competitiveness. Further, the ecological benefits of reducing wastage, access and unnecessary consumption of re-



► Tejura: Modern-day WMS systems are leading the way in operational automation, and are keeping pace with users' needs.

"In the current era of WMS systems, the entire environment is digitally controlled, and large sprawling warehouses barely require a human workforce at all."

Rohan Tejura, Asst. Vice President, Focus Softnet

sources to generate all the access stockpiles of consignments is itself an added bonus.

It is clear, then, that warehousing has indeed come a long way, and that the advanced WMS systems of today are amongst the most intelligent in the digital governance and ERP space. The smartest aspect of the development and delivery of these intelligent WMS systems of tomorrow is that these systems are designed and provided in incredibly flexible and agile forms, wherein organisations are able to acquire and adopt only the extent of technology automation as is affordable or required by them at that point in time, with the ability to scale up with future demand. As such, modern-day WMS systems lead the way in operational automation, but keep pace with the organisations that they revolutionise as well. 🚀

TAKING STOCK OF SCM

SCMS ARE RAPIDLY EVOLVING INTO CORE FUNCTIONAL PROCESSES WITHIN THE ERP DOMAIN, WRITES KRISHNA KUMAR NAIR, EXECUTIVE VICE PRESIDENT AT FOCUS SOFTNET

Supply chain management, as a concept, has evolved dramatically over the years into its current, ERP-driven avatar, which encompasses and integrates various divisions and departments of an organisation, including materials management, procurement, warehousing and logistics, raw material consumption capacities management, production, and operations. More importantly, the tightly integrated nature of the ERP systems of today mean that, although these departments are dependent on each other for the successful accomplishment of a smooth supply chain, there is little interaction needed between the departments. The SCM systems themselves are the interaction points that enable departments to synergise, allocate tasks, deliver results, and accomplish goals that achieve smooth supply chains within organisations.

The supply chain ecosystem varies from organisation to organisation, depending upon the nature of business, processes involved, and the final performance outputs. It is important to identify the right system, the various integration touchpoints, and the final outputs that are needed to automate the core processes of SCM. Moreover, it is also crucial to identify the number of layers within the supply chain environment moving from the primary producers to

the wholesalers, stockists, distributors, retailers, aggregators, value-added service providers, and finally the consumers. Mapping this chain allows for a rather insightful journey of digitising the supply chain process.

From a standard perspective, SCM typically begins with an indent, which, when raised, digitally requests materials from the central stock points within the organisation. Based on stocks in hand, either the supplies are released, or

purchase orders or tenders are raised. Various sub-processes for raising the purchase orders themselves can be designed based on the business rules of the organisation in question. All along, though, cross-department status updates are seamlessly provided through the SCM system itself, thereby ensuring that all the stakeholders within the processes are always updated on the present status and the timelines of delivery they can expect.

The SCM systems of today, however, have plugin sub-modules that can further extend the SCM environment to external entities as well. It is now possible for external vendors to provide their own process updates and status updates through their secured and limited-access interfaces, thereby providing further transparency through the SCM ecosystems. Once final updates are provided in the system from the vendors and external agencies, the end-consumer of the stock items can, in the meantime, mobilise the department's resources to be ready when the required stocks come in, thereby ensuring high process efficiencies at all times.

SCMs are rapidly evolving into core functional processes within the ERP domain, and it is almost a certainty that, as the technology evolves and becomes more affordable, organisations across the corporate and SME environments will embrace these robust capabilities. Through clever use of these solutions they will be enhancing their organisational efficiencies, and bringing down operation costs through efficient working capital and stock management. ➤

"The SCM systems of today have plugin sub-modules that can further extend the SCM environment to external entities."



► Nair: It is almost a certainty that, as the technology evolves, organisations will embrace these robust capabilities.