systems

ENABLING A
DIGITAL TOMORROW

With roots going back to 1977, Systems Limited is a leading global enterprise dedicated to weaving stories of success by harboring technology to solve the ever-evolving challenges of this world. Our expertise is digital, data, and cloud-centric, and through unparalleled focus, we are the forerunners of the digital revolution.

Systems Limited is one global team with a mission to offer holistic transformation to its clients. We stand firmly with our clients and work together to drive profitability, sustainability, and resilience – today and tomorrow.

DRIVEN BY CLIENTS' NEEDS, WE ARE A
STRONGER
GLOBAL BRAND

Canada
UK
Germany
USA
Qatar
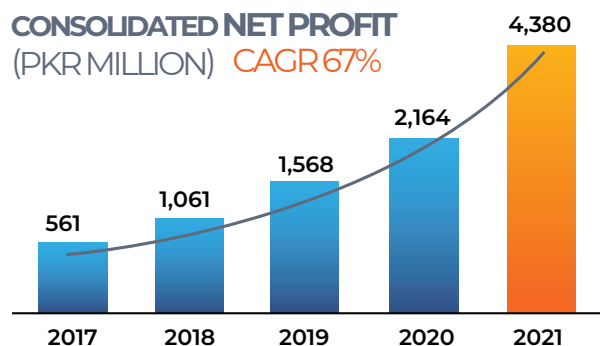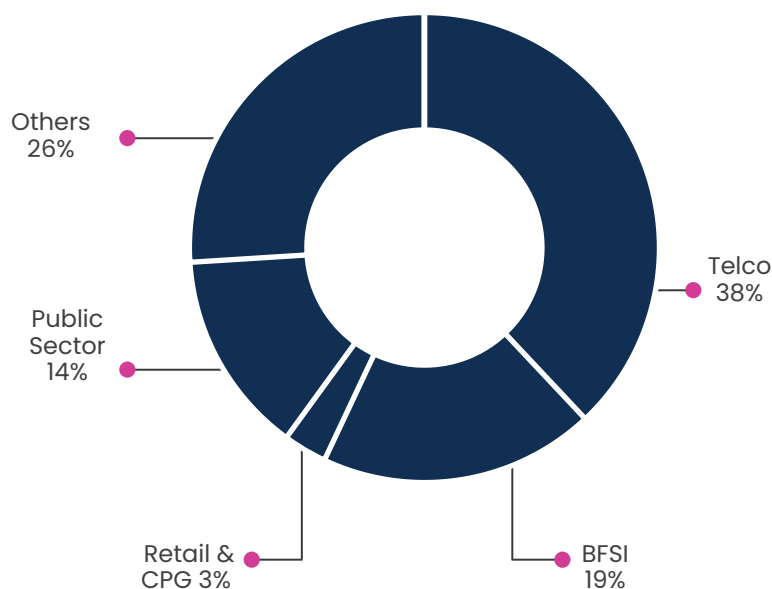Pakistan
Egypt
Saudi Arabia
UAE
Singapore
Australia

Subsidiaries and Affiliates:

- Systems Limited
- Systems Middle East (Techvista)
- Systems Qatar (Techvista)
- Systems Arabia
- Systems Misr

- Systems APAC (TechVista)
- Systems ASEAN
- Systems Ventures
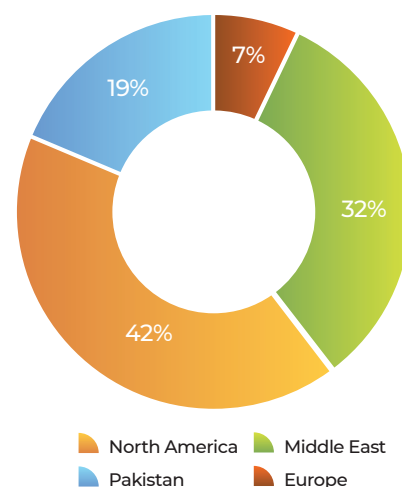- Visionet (North America, Europe, UK)
- OneLoad

SYSTEMS LIMITED IS ADVANCING
VERTICALS SHARE 2021

We are more than technology professionals; we are innovators, architects, engineers, and disruptors striving to make the next phase of growth easier for you. Your problems are right at the center of our technological aptitude.

We're proficient to solve enterprise problems across numerous industry verticals, including:

Others
26%

Public
Sector
14%

Telco
38%

Retail &
CPG 3%

BFSI
19%

CONSOLIDATED NET PROFIT
(PKR MILLION) CAGR 67%

561 — 2017
1,061 — 2018
1,568 — 2019
2,164 — 2020
4,380 — 2021

REVENUE BY GEOGRAPHIES

7%
19%
32%
42%

North America
Middle East
Pakistan
Europe

TESTAMENT TO OUR
DEDICATION

Systems is a consistent early adopter of a host of industry best practices, sustainability measures, and pro-people initiatives. These have attracted industry recognition from time to time, and here is a brief highlight of some of the major awards we won over the past years.

Forbes Asia
BEST UNDER A **BILLION**
2021

Only Pakistani IT company to win two times in a row

2021/2022
INNERCIRCLE
for Microsoft Business Applications

Among top global technology partners for Microsoft Business

SAP®

Top New Partner and Service Excellence Awards

ASIAMONEY

Two awards in most outstanding company category

THE LAHORE CHAMBER OF COMMERCE & INDUSTRY

The first IT company to win the LCCI President IT award

P SHA ICT KARACHI AWARDS

Top exporter Award

OUR STRATEGIC
PARTNERS

We are believers in strategic partnerships with the top echelon of the IT world.

Microsoft	IBM	SAP Gold Partner	Informatica
salesforce partner	Adobe	Red Hat	HUAWEI
ERICSSON	accenture	pwc	publicis sapient
sprinklr	mx mendix	Icertis	ClickDimensions
MANNAI CORPORATION	AVANCEON	malomatia excel with IT	GLOBCOM Bringing IT Together
iVolve	splunk>		

HOW WE DO
WHAT WE DO BEST

Our global strategy is focused on three key pillars of digital, data, and cloud and it has been steering the wheel of our work across different industry sectors.

- Digital – Automation & Optimization
- Business Applications – ERP/CRM
- Customer Experience
- Application Services & Modernization
- Digital Strategy & Experience
- Integration / Middleware
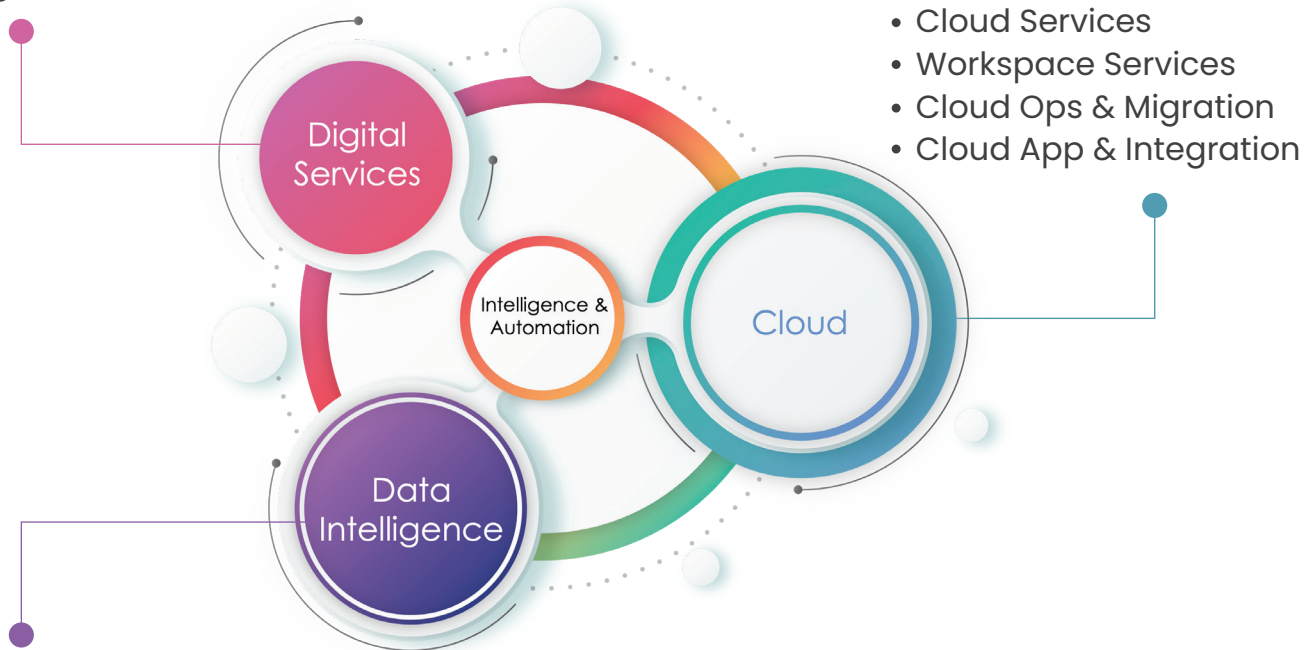
- Cloud Services
- Workspace Services
- Cloud Ops & Migration
- Cloud App & Integration

Digital Services

Intelligence & Automation

Cloud

Data Intelligence

- Data Management & Engineering
- BI/Visualization & Analytics
- AI/ML & Data Science

Additional Offerings

- Digital Infrastructure Services
- Information Security
- Infra Managed Services

- App Managed Services
- Outsourcing
- Quality Assurance
- Business Process Outsourcing

DIGITAL

Transforming ways enterprises engage, transact, and service their customers

Businesses of today are no different from living things as they are also driven by key metrics such as survivability, growth, and sustainability. To excel in a dynamic market, companies need advanced, robust, and digital-led business operation models. It will eventually empower them to deliver impactful and humanized B2B and B2C connections. Moreover, with deep digital capabilities at their disposal, leading enterprises can also offer design-led experiences to your customers.

With deep digital capabilities at their disposal, leading enterprises can also offer design-led experiences to the customers. Moreover, through our paramount business process management and middleware management services, we adopt a structured approach to analyze, optimize, and automate business processes and connect or integrate disparate software components across your enterprise.

Our vital capabilities to deliver digital outcomes:

Automation and optimization

Automation and optimization Offering fundamental guardrails for your business through automation to empower employees, fortify customer relationships, and devise new approaches to innovation

Business applications – ERP & CRM

Imbuing everyone with intelligent applications, valuable insights, and connected data across different business processes and teams

Customer experience

Mapping out interactive and personalized customer journeys that would meet customer expectations and kindle positive customer experiences

Application services & modernization

Transforming legacy applications to achieve agility and efficiency in the digital-first and cloud-first world

Digital strategy & experience

Channeling digital, data, and cloud expertise to help organizations innovate, optimize, and transform

DATA

Translating your business data into a competitive differentiator

Data-led transformation leverages modern platforms built on artificial intelligence, machine learning, and other strong foundations and creates new value for sustainable growth. Our team of data scientists treats data as a core and uses ML models to analyze, interpret, and derive actionable insights from structured and unstructured data to achieve operational efficiency, reinvent business strategies, and visualize a sustainable future.

We build a data strategy that aligns with our clients' business goals and helps them in

Key offerings for your go-forward business strategy:

Data Management & Engineering

Gathering, optimizing, and improving data processing pipelines
• Data warehousing & data lake
• Data integration
• Big data processing/engineering
• Data virtualization
• Data governance
• Master data management
• Data quality
• Cloud enablement

BI / Visualization & Analytics

Promoting a culture of data-driven intelligent business and generating deeper insights
• BI/Reporting Tool Implementation
• Self-Service BI
• Reports Migration
• Version Upgrade
• BI Governance
• Tool Administration
• Cloud Migration
• Managed Services

AI/ML & data science

Using advanced tools and algorithms to generate forecasts
• Deep Learning
• Machine Learning
• Time-series forecasting
• Natural Language Processing

CLOUD

Enabling optimized cloud-based workflows in a secure and cost-effective manner

From consultation and planning through deployment and upgrades, monitoring, analytics, and disaster recovery, our dedicated cloud engineers help businesses navigate the cloud. We balance cost and performance in cloud workloads and upgrade on-premises applications using a variety of methods. Our DevOps experts offer suggestions regarding the improvement of internal team's application development lifecycle.

We help you migrate your on-premises solutions to the cloud platform of your choice with PaaS or IaaS to simplify maintenance and reduce ownership costs.

Enterprise IT Experience

Cloud Migration
- Migrate feasible workloads to the cloud
- Re-stage workloads to run in the cloud
- Augment workloads in cloud environments
- Stage, test, and validate

Native Adoption
- Native App Dev
- PaaS & SaaS
- Microservices

CloudOps
- DevSecOps
- Security and Governance
- Economics

Productivity & Collaboration
- M365 and GSuite Services
- Service desk

Mobility
- Mobile device management
- End Point Security

Virtual Workplace
- Virtual workplace & meetings
- SD WAN

Our full spectrum of cloud capabilities include:

Cloud consulting

Cloud adoption

Application development and support

DIGITAL INFRASTRUCTURE

Enterprise-wide technology design, deployment, migration, administration, and continued support

Next-gen business operations rely on resilient, secure, and robust digital infrastructure that functions seamlessly behind the scenes to help them achieve their goals. From servers and network equipment in our clients' datacenters to the software licenses and user identities that run on them, our seasoned professionals design, implement, configure, and secure the entire IT footprint, ensuring an optimum mix of affordability, resiliency, and high-performance for their needs.

Our leading expertise span the following areas:

Core infrastructure services – On-premises, hybrid cloud, and multi-cloud

IT monitoring and managed services

Network services

Edge IT services

SECURITY

Ensuring cyber resiliency at every stage of business

With continued business expansion, the security and resiliency of your IT infrastructure should also increase. Our team of cyber experts cooks custom-tailored business strategies that are proactive, relevant, and industry-focused. Our vast cybersecurity knowledge and next-gen industry expertise help leading enterprises navigate crucial issues such as poor performance, lack of actionable diagnosis, network downtime, and security threats. We equip them with the confidence to scale without the constant worry

We ensure end-to-end secure infrastructure through:

Managed security services

Technology services

SIEM administration and GAP assessment

Penetration testing and vulnerability assessment

Threat detection and prevention

Digital forensics

MANAGED SERVICES

Directory and Messaging Services

- Active directory messaging service
- Collaboration services
- Certification authority

End User Support

- Terminal devices support
- VDI management and support
- Active directory IAM – identity and access management on-prem and D365 support

Infrastructure Management

- Server management
- Storage management
- Virtualization and cloud computing
- Backup and restore
- DR and business continuity

Network Operations

- Network planning & design
- Network monitoring
- Network configuration and change management
- Network optimization
- Firewall and security

Databases & Middleware

- Install, configure and monitor databases
- Middleware installation and configuration monitoring of middleware performance
- Management integration
- Support performance
- Management backup and restore

Security Operations

- Prevent, detect and respond
- Install, configure and monitor SIEM solution log management
- Threat management
- Malware analysis and forensic threat intelligence
- Services incident response
- Security audit, SAST and DAST governance
- Risk and compliance service management
- Reporting

BPO SERVICES

Systems Limited's BPO services have been instrumental in the success of multiple large-scale organizations through an attempt to digitally enable them to augment the pace of their operational competencies. What distinguishes us is our best-in-class BPO offerings. Our services catalog provides a 360 coverage to all your business needs with top-notch quality.

Contact Center

Voice

- Email support
- Chat support
- Safetech review
- Social media management

Data

- Inbound & outbound sales
- Order taking
- Customer support
- Store helpline
- Product information
- Voice management

Mortgage & Title

Voice

- Title search
- Commitment typing
- Policy typing
- Post-closing
- Recording

Data

- Tax
- Payoffs
- Recording follow-up
- Loan review

Core Services

- Image scanning and processing
- Data entry
- Catalog population

Banking

Inbound and Outbound Call Center Services

- Up-selling and cross selling
- Product info requests
- Toll free cs services
- Customer acquisition and tele-sales
- Virtual receptionist
- Market intelligence

- Customer satisfaction survey
- Direct mail follow-up
- Payment and billing support
- Customer complaint handling and management
- Application processing services

Chat & Email Support

Super-Agent Services

Bilingual Call Center

Services

OUR
LEADERSHIP

Mr. Aezaz Hussain founded Systems Limited in 1977 as the first software house in Pakistan. His professional acumen provided the overall direction for turnkey computer projects involving systems design, hardware selection and installation, and the planning and management of large-scale industrial projects. Within the organization, he has been responsible for the internal restructuring needed to respond to periodic shifts in the company's strategy.

Mr. Hussain was also involved in the acquisition of Visionet Systems, Inc. in New Jersey, USA in 1997 and he led that organization as CEO till 2008. His main role is the development of enterprise strategy. He was a member of Pakistan's Information Technology Commission, which advised the President of Pakistan on IT-related matters and national policies.

AEZAZ HUSSAIN
CHAIRMAN/NON EXECUTIVE DIRECTOR

Mr. Asif Peer has been serving as Chief Executive Officer (CEO) and Managing Director (MD) of Systems Limited, the same company where he began his career as a software developer in 1996 and also serving as a Member of the Board of Directors.

He completed his graduation in Computer Sciences at the National University of Computer and Emerging Sciences (NUCES) in Karachi, and was able to position himself in the lead for a job at Systems Limited as soon as he graduated. He is associated with Systems Group with more than 25 years on various Senior Management positions, executing company growth strategy in line with the vision and mission. He also completed his MBA in Marketing and Finance from the Institute of Business Administration (IBA) in Karachi only a year later.

ASIF PEER
Chief Executive Officer

OUR CUSTOMERS THRIVE,
WE THRIVE

We've extended our end-to-end service offerings to multiple businesses across the globe. Here are just a few instances of how we have helped our clients be the best versions of themselves:

Empowered **Khaadi** to chart a new approach and optimize spending and reduce IT capital expenses by unifying its retail, supply chain, and operations management

Offered consulting and staff augmentation services to one of **UAE's largest telecom services providers** and empowered its frontline

Built better and connected customer experiences for the **UAE government** entity by equipping them to listen to every customer

Redefined digital transformation and created value for a leading **Saudi telecom company** through successful ERP implementation

Helped **Highnoon** Laboratories reinvent its business model to drive more profits and revenues

Enabled **Telenor** to make significant advances in complaint resolution

THE DIFFERENTIATING FACTOR

Problem-solving mindset

We just don't do business; we love solving problems. We invest in your business through digital assets, and that requires a deep understanding of experiences, data, and technology operations. It allows us to prepare a well-rounded solution for your needs.

Value-centric consult

We rely on our global network of people and leverage the value of deep industry knowledge to help enterprises shape the future for clearly defined and measurable growth.

Exceptional delivery

We are well-versed with the fast pace of the world. Therefore, we train our team to ensure high-quality and timely delivery at scale. Our global team will take your business goals forward, allowing you to grow across different geographies and time zones.

INVESTING IN OUR PEOPLE,
INVESTING IN OUR COMMUNITY

Despite being an IT technology company, we are believers and preachers of human centrism. We value continuous learning and growth, giving back to the community, consistent innovation of digital and mobile products, and the well-being of our human power. Our 45+ years of experience dictate a culture of intuitiveness, ingenuity, empathy, and collaboration. Over time, we have taken numerous initiatives to realize this vision.

Studio 77

Systems Limited enables a human-centric design experience and encourages its team to think beyond creativity. The multi-purpose environment at Studio77 is designed for interdisciplinary teams to develop personalized and engaging digital customer experiences. The idea behind this was to carve out an area that will provide our team of designers, researchers, and strategists with positive affirmations and give them an environment where they feel motivated, inspired, driven, and triggered.
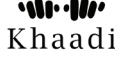
Digital Innovation Garage

It is a one-of-a-kind innovation garage in Pakistan dedicated to technology innovation and growth for bringing technological firsts in Pakistan. We are cultivating a place where our innovators can test their ideas. The goal is to continuously reinvent and transform to solve the problems of the new age.

OUR PORTFOLIO
OF TOP 50 GLOBAL CUSTOMERS

Logos of: etisalat, telenor, ADIB مصرف أبوظبي الإسلامي Banking as it should be., هيئة الطرق والمواصلات ROADS & TRANSPORT AUTHORITY RTA, بنك أبوظبي الأول FAB First Abu Dhabi Bank, دائرة الصحة DEPARTMENT OF HEALTH, STC الاتصالات السعودية

DP WORLD, HBL, شرطة دبي DUBAI POLICE, دائرة البلديات والنقل DEPARTMENT OF MUNICIPALITIES AND TRANSPORT, بنك دبي الإسلامي Dubai Islamic Bank, دبي الرقمية DIGITAL DUBAI, هيئة أبوظبي الرقمية ABU DHABI DIGITAL AUTHORITY

مصرف الإمارات العربية المتحدة المركزي CENTRAL BANK OF THE U.A.E., UNITED ARAB EMIRATES MINISTRY OF CABINET AFFAIRS, MEEZAN BANK Meezan Bank The Premier Islamic Bank, UBL where you come first, Khaadi, digi, المجلس الاتحادي للتركيبة السكانية FEDERAL DEMOGRAPHIC COUNCIL

PLRA, HEC, QDB بنك قطر للتنمية QATAR DEVELOPMENT BANK, Jazz, AlliedBank, Outfitters, PITC

Qatar Deserves The Best, Board of Revenue Government of The Punjab, 1 LINK, مركز دبي التجاري العالمي DUBAI WORLD TRADE CENTRE, QNB, Carrefour, SANIPEX GROUP

مياه العقبة Aqaba Water, faysabank, Unilever, QATAR Tourism السياحة, UNITED ARAB EMIRATES MINISTRY OF EDUCATION, QATAR FUND FOR DEVELOPMENT صندوق قطر للتنمية, ENOC اينوك

مجموعة الفردان Alfardan Group, وقود WOQOD, RMI BETA, UDC المتحدة للتنمية UNITED DEVELOPMENT CO., POWERED BY KE, الهيئة الاتحادية للموارد البشرية الحكومية Federal Authority For Government Human Resources, IGI Insurance

غرفة قطر QATAR CHAMBER

CONTACT
US

KSA

Riyadh
3141 Anas ibn Malik Road, Building B, 2nd Floor, Al Malqa, Riyadh, Saudi Arabia

UAE

Dubai (Techvista)
Office 603, The Exchange Tower, Business Bay | P.O. Box: 500497 Dubai, UAE

Abu Dhabi (Techvista)
Office 603, The Exchange Tower, Business Bay | P.O. Box: 500497 Dubai, UAE

Qatar

Doha (Techvista)
Palm Towers, Floor 41 Westbay, Doha, Qatar

Australia

Sydney (Techvista)
Level 7, 91 Phillip Street Parramatta, Sydney, NSW 2150, Australia

Pakistan

Lahore
E-1, Sehjpal Near DHA Phase-VIII (Ex-Air Avenue), Lahore Cantt, Pakistan

Karachi
E-5, Central Commercial Area, Shaheed-e-Millat Road, Karachi, Pakistan

Islamabad
Plot No. 21, 1st Floor Fazeelat Arcade, Sector G-11 Markaz, Islamabad, Pakistan

systems

www.systemsltd.com
sales@systemsltd.com