

# Teletimes

## International

The only tri-regional magazine focused towards the ICT & Telecom sectors of The Middle East, Asia and Africa

**Ooredoo  
set to reach  
2.5 Million  
Mobile  
Customer  
Milestone**

**“Telecom  
was a chance  
encounter”**  
*Sunil Bharti Mittal*

**“We always listen to the voice of the customers -  
their feedback is the key driver for our business”**

**Said Safrar - CCEO Nawras**

## EfroTech declared Winner of 2 P@SHA ICT Awards 2013



EfroTech, a provider of product-based generic software solutions and strategic consulting services has recently won Two Awards at the Pakistan Software House Association (P@SHA) ICT awards 2013. Our premier ERP product, BizzTrax (Web-based Enterprise Resource Planning / Supply Chain Management / Point of Sale) Software has been declared a WINNER in the “eLogistics & Supply Chain Applications” category. BizzTrax is a Web-Based ERP/SCM Solution for Service, Distribution, Manufacturing & Retail Industries and is available as “on-Premise” and “on-Cloud (SAAS)” versions. A single, end-to-end solution that incorporates a number of business critical functions including Finance, Sales & Distribution, Inventory, Manufacturing and Cost-management capabilities. Multi-Language Support is built into the system’s architecture and Integrated Business Intelligence capabilities have also been coupled with the

system through a generic and proprietary dashboard application - orBITrax, which provides the information that matters the most, at the tap of a finger.

As a single solution for multiple businesses, the architecture of BizzTrax is designed such to be able to cater to the needs and demands of a vertical and horizontal marketplace. For Mobile-based approvals, the system has an HTML-5 based app that provides the capability to review/approve key business documents on the GO. To take it one step further, SMS Alerts are fired, if required, for different transactions and system activities like material receipt, invoice entry, voucher creation etc.

Furthermore, EfroTech has also won the Winner’s award for “Best in Social Media - IT Company. A provider of managed hosting, content management systems, SEO and eCommerce website solutions under the umbrella of WebbTrax, this award is further testament of their ability of

help deliver top-line as well as bottom-line results for their customers.

The awards recognize the best innovative technology products and solutions being developed in Pakistan and acknowledge creativity, innovation and excellence in the country’s ICT sector. EfroTech has set the standard for innovation and creativity and these awards are the testament to the capabilities, ingenuity and innovativeness of their coveted products in IT industry.

By virtue of being proclaimed as the worthy winner for BizzTrax ERP, EfroTech’s team along with other winners will represent Pakistan at the regional AICTA 2013 event in Hong Kong in November 2013. EfroTech offers business solutions that are innovative, modeled for best-fit, effective and efficient, maintaining the highest standards of quality. A value-driven Information Technology organization, EfroTech specializes in various cutting edge technologies, including RFID and Biometric

Applications, Workflows, Cloud-based HRIS and ERP applications, Business Intelligence Tools and Web Solutions. A global software solutions supplier for Fortune 500 FMCGs, EfroTech has a 1,000+ clients spread across Asia, Central and South Africa, MENA, Europe and the Americas.

Listed below are EfroTech’s core products and services.

- **TimeTrax**  
On-Premise & On-Cloud Human Capital Management Software
- **BizzTrax**  
On- Premise & On-Cloud Web-based ERP/SCM/POS Software
- **orBITrax**  
Online Reporting & Business Intelligence Tool
- **WebbTrax**  
Comprehensive Web & Social Media Solutions  
EfroTech’s Reseller Network for their solutions and services currently spans over a dozen countries and they are actively seeking resellers in Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, UAE and Yemen. ■