

PORTFOLIO



Outreach Digital (Pvt) Ltd.

www.outreachdigitaltech.com



Objective & Achievement's

“To take a challenging role on business operations and give an efficient and effective solution that will help the organization to achieve the best solution in business and ultimately increase its productivity.”

“Outreach Digital (Pvt) Ltd was nominated as one of the top solutions provider in 2009 and was bestowed with the **PASHA ICT Award 2009** for developing the Best E-Government Application for Cantonment Boards”



“Outreach Digital (Pvt) Ltd was nominated as one of the top solutions provider in 2004 and was bestowed with the **PASHA ICT Award 2004** for developing the Best Applications for Media & Entertainment Industry”



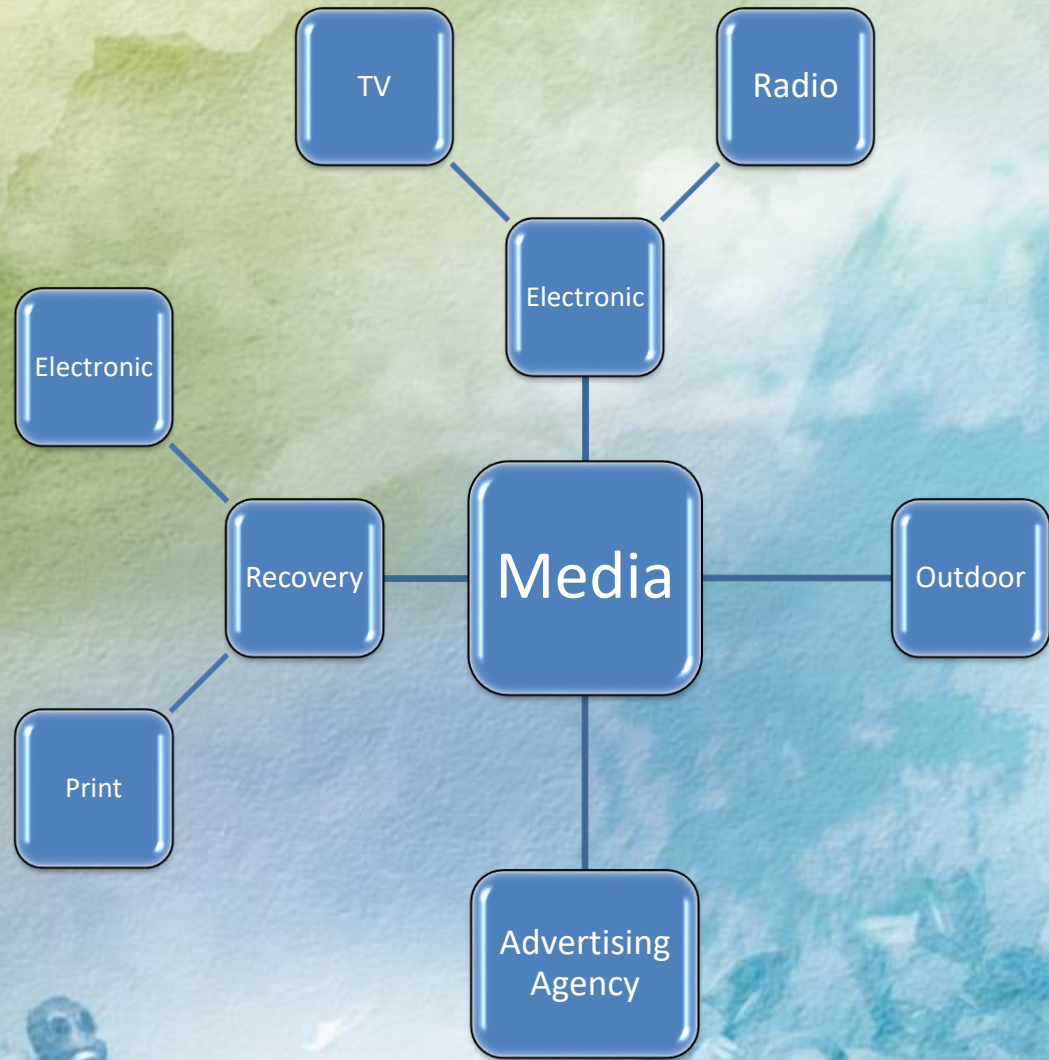
Team at a Glance

We help our clients build successful and sustainable businesses. That is, so to speak, our forte. We facilitate everything from business strategy to branding, from back office applications to e-commerce, from hardware acquisition to multimedia and of course, site development. We nurture big ideas from the inspiration stage through site launch and beyond.

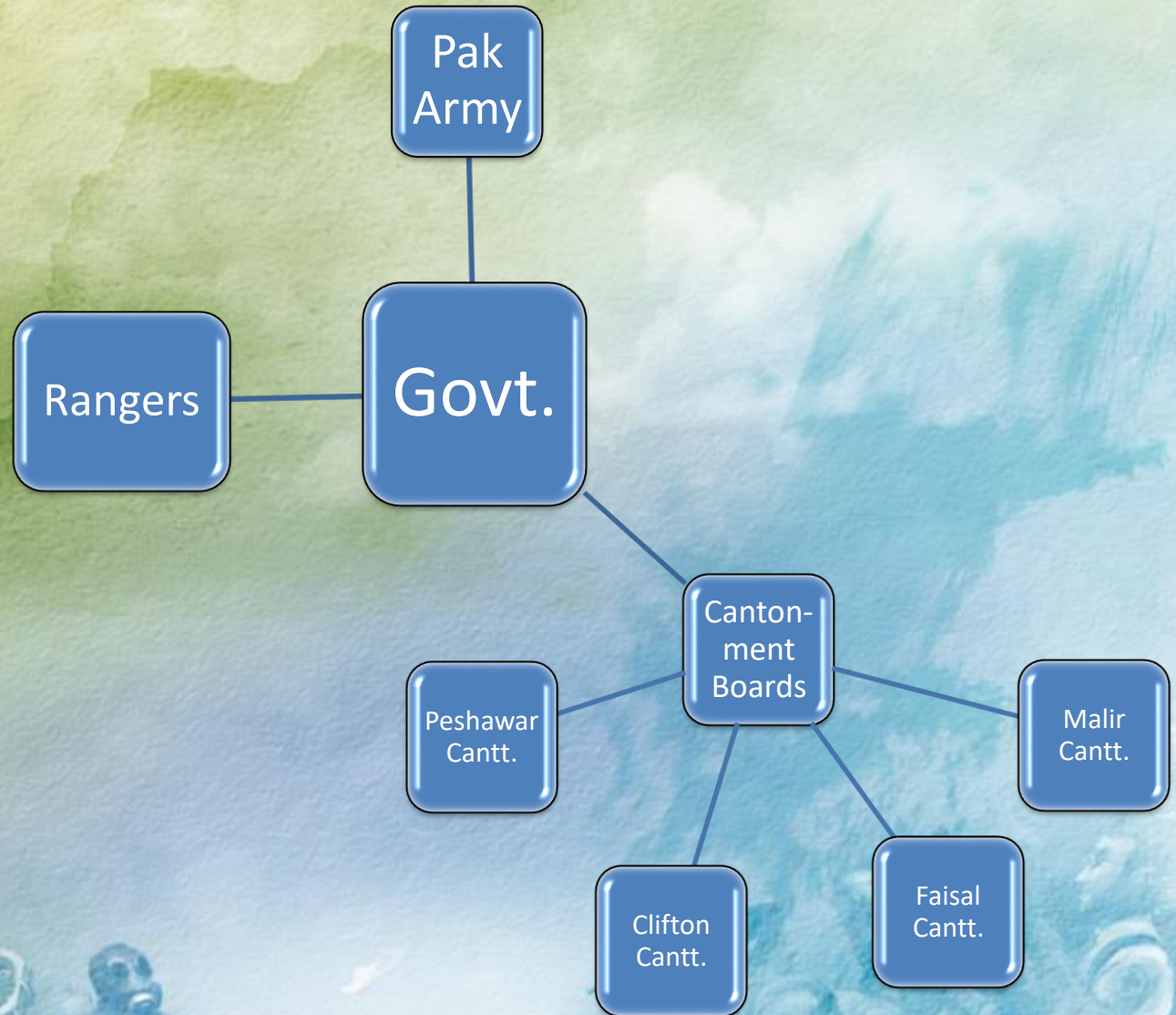
Major Domain Expertise



Media Industry



Govt. Sector





Electronic Media

TV

A web-based application designed for television channel, HumTV. It handles their sales and telecast management activities. It's a Web Application accessible from all stations of HumTV. It will enable to control Plan Tele Cast, Sales Contract, ROA and Billing & Invoicing with effective reporting and monitoring.

The basic Modules of the System are:

- Organization & Security
- Rate Card
- Libraries & Configuration
- Music Library
- Process
- Sales Management System
- Programming Content Management
- Telecast Management
- Release Order Management
- Spot Tracking
- Billing Management
- Analytical Reporting



Electronic Media

Radio

A web-based application designed for television channel, HumTV. It handles their sales and telecast management activities. It's a Web Application accessible from all stations of HumTV. It will enable to control Plan Tele Cast, Sales Contract, ROA and Billing & Invoicing with effective reporting and monitoring.

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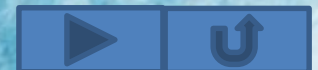




Outdoor

Outreach Digital Outdoor Advertising Solution (ODAAS)

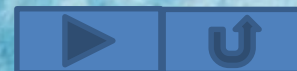
- Complete library of billboard
- Complete library of clients
- Complete library of vendors
- Selection of billboards for client
- Selected billboards generate power point presentation for client.
- Client web login
- Reservation of billboards
- Reporting



Advertising Agency

Outreach Digital Advertising Agency Solution (ODAAS)

- Client Service Module
- Contact Note
- Work Order
- Job Order
- Media Order
- Estimates
- Campaign
- Creative workflow and management
- Media Management Module
- Media Contact Note
- Media Planer
- Print media planner
- Electronic media planner
- Outdoor media planner
- E-media planner
- Release Order
- Print
- Electronic
- Outdoor
- Web
- General Module
- Library
- Internal Communication System
- Program Library
- Address book
- Personal address book
- Client address book
- Employee address book
- Team management

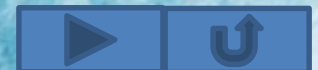




Media Industry

Outreach Digital Risk & Recovery System (ODR&RS)

- Security Module
- Software Management Module
- Recovery Module
- Circulation Module
- Circulation Module.
- Circulation Billing Detail
- Circulation Payment Detail
- Reports
- Process Module
- Adjustment Module
- Agency Management
- Barter Management
- Calendar Management
- Case Management
- Client Management
- Company Management
- Contact Management
- Dispatch Module
- Email Management
- General Configuration
- Security Management
- Contact Report
- Recovery Plan
- Dispute Invoices
- Status Change





Cantonment Boards

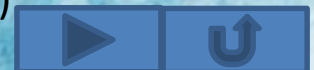
Outreach Digital Enterprise Management Solution (ODEMS)

Objective

- Computerization of the current processes
- Reduction of Human Errors and Delays
- Standardization of Procedures
- Increasing the Efficiencies of Processes
- Automating routine tasks
- Creating an 'alert' mechanism for due dates, etc.
- Reporting as per the new requirements and the capability to accommodate new reporting formats from time to time
- Internal reporting
- Provision for incorporating additional features to the software

Modules

1. Engineering Department
2. Land Department
3. Revenue Department
4. Accounts Department
5. Births and Death Records Department
6. Dispatch
7. Complain Management
8. Advertising & Media
9. Works (Maintenance)
10. Stores Department
11. CEO Dashboard
12. Horticulture Department
13. Dispensary Module
14. Water Browsers Module
15. Online module (web access for resident)
16. HR



Military Cantonment Registration System (MCRS)

MCRS is a system for the registration of residents, retired officers and civilians, as well as nonresidents (maids, labors, relatives, friends, shopkeepers, employees etc.) individuals who visit the cantonment area along with the record of the vehicles they own. The system currently holds the records of 37,000 plus individuals and has a capacity to handle records of unlimited individuals. The system is web enabled which makes it platform independent and easier to access from virtually any pc where internet connection is available. The system allows easy searching of record based on multiple parameters (name, vehicle registration number, Cantt. pass #, sticker number, etc.)



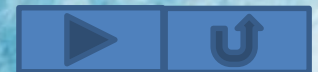


Sindh Rangers

Central Record Management System (CRMS)

- This system is developed for “Pakistan Rangers Sind”
- It's a Web Application accessible from PR HQ and Central Record Office (CRO).
- This system holds complete data profiles of all rangers personals of Pakistan Rangers Sind (PR Sind).
- System provide automatic Service Particulars Performa (SPP) and Promotion Performa (PP).
- Rangers personals movement within wings, corps.
- Family information.
- Good/bad entries.
- Medals, Courses, achievements and promotions.

This kind of information helps promotion board for promotions and awards.



Maersk Line Document Tracking System

The basic purpose the software to track and align the flow of document which was done after a shipment mad by a customer, when shipment via Maersk Line Shipping company they have to follow their 7 steps of the documents with respect to a Vessel, like

1. Bill of Landing Checked (BL Checked)
2. Rate Audit
3. Post on Web
4. Printing Original Bill
5. Franking/Invoice
6. Rec. Cash Department
7. Release to Customer

System maintain Voyage detail, in which Vessel code, vessel name, voyage number, selling date and terminals



Logistics contd.

Dynamics Logistics International

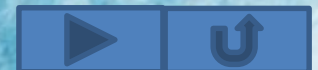
The essential objective is to facilitate an online presence for DLI, which would serve to accomplish a diverse range of goals.

- DLI's Profile
 - The DLI Group of Companies
 - Bouquet of Services
- Solutions & Quality Overview
 - Clearing & Forwarding
 - Logistics Solutions
- Services Showcase
 - Air Freight
 - Sea Freight
- Customs Clearance, etc
- News from the industry & current happenings at DLI
- Careers section(database not included)
- Success Stories & Client Testimonials
- DLI Locations



Web Portal

- Interactive Product Catalog Enablement
 - Based on AlKaram's printed catalog – featuring browse, zoom, print, and share capability
- Interface, Usability & Navigation Design
- Dynamic Portal Setup, featuring
 - Database driven Product Catalog (featuring product pages with Zoom, Share, Add to Favorites and Send Business Query functionality)
 - Template-based Content Pages (product range to be based on products for men, women and kids)
 - Portal Administration Module (allowing Content modification and Updates: in terms of Theme change (section based), Product-type addition, Category addition, addition of Items and Variants).



- Users' Registration & Users' Profile Management
- Hot Buttons for Interactive Product Catalog Download, Corporate Section and Featured Product
- Corporate Section
 - History & milestones
 - Product Range & Featured Exports(with secured client login)
 - Technology & Production Facilities
 - Quality Assurance
 - Overseas Clients
 - Community Welfare & Environment Protection
 - Careers
 - FAQs
 - Contact Details



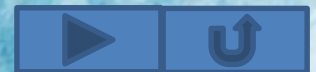


Automotive

PCI Group - ASA

Website / Portal

1. Portal for automotive industry
2. Show case their products
3. Services



Inventory Management System

This application covers the below mentioned web enabled software including the following modules along with indicated libraries and functionalities:

1. Purchase Management
 1. Local Purchases
 2. Import Purchases
 3. Landed Cost Sheet
 4. Goods Receiving Note
 5. Purchase Return
2. Sales Management
 1. Quotation
 2. Order Acceptance Form
 3. Delivery Note
 4. Invoice
 5. Sales Return
 6. Counter Sales/ Cash Memo
3. Distribution Management
 1. Permanent Internal Transfer Note
 2. Temporary Transfer Note Internal
 3. Temporary Transfer Note External
4. Support Services Management
 1. Customer Service Request/ Cash Memo/ Requisition Return (RR)
5. Receivable Management
 1. Receipts
 2. Receipt Voucher
6. Payable Management
 1. Payable Voucher
7. Reporting
8. Administration





Pakistan Tobacco

Pakistan Tobacco Company

Interactive web portal

Due to its dexterity with New Media and in-depth understanding of the local dynamics, Our team has also been selected by PTC's internationally renowned Tobacco Brands such as

- Dunhill
- John Players' Gold Leaf
- Pall Mall

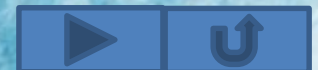


SamsungCricketLovers.com

Samsung Electronics

Conceptualized and developed a cricket centric web portal for Samsung Electronics. Salient features

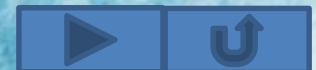
- Fantasy Cricket module
- Live Score Card
- Content Management & Administration Interfaces
- Automated Quizzes & Winner Announcements
- Pictures Gallery & Downloads Area
- Updateable Scrolling Ticker
- Dynamic Players Performance Database
- Responsibilities included maintenance and promotion on a turnkey basis
- Content Syndication arrangement with Cricinfo.com
- Online Promotion Tools



Alumni

A lot of visitors will access IBA Alumni portal and it is therefore important that this portal responds to the wide range of needs for publishing online graduate directory, continuous database update, alumni interaction and job placement

- Members Only
- Profile (view full profile)
- Account
 - Account Settings
 - Privacy Settings
 - Edit Profile
- My Resume
 - Upload
 - Build
 - Update
- My Network (Connections – Optional)
- Automated Verification System (AVS)
- Secured User Log-in (integrated with AVS)
- Online Alumni Directory (with enhanced searching capability)
- Events Calendar
- Content Management Module
- Template-based Newsletters
- Alumni Picture Gallery
- Opinion Polls Module & Administration
- Feedback/Contact Us
- Resume posting interface and searchable resume database
- Printer Friendly



Career Development -CDC

The ultimate objective of setting up a website for the Career Development Center is to ease the job and internship application process for students, alumni and the CDC itself.

- Welcome to the CDC
- Mission
- Services for Employers
 - Position posting
 - On-campus recruiting
 - Information sessions
 - Career Workshops
 - Career Fair
 - Graduate Directories for fresh Graduates
 - Resume Database for experienced Graduates
- Notices & Write-up
- Up Coming Events
- On Campus Presence
 - Mentoring sessions
 - Student societies
 - Sponsoring Student Events
- Events Recap
- Career Survey
- Success Stories
- Employers' Link to Interns
- Frequently Asked Questions
- Fast Facts
- Contact Information
- General Features

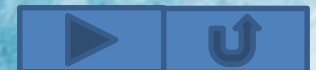




NGO's

UNICEF Online Vehicle / Venue Requisition & Request Fulfillment Module

- Executives and staff request for vehicles and venues online
 - log on using secured user IDs and
 - place request for vehicles (the options available to them could involve selection of details about
 - date(s)
 - requested time
 - duration of use
 - destination
 - preferred chauffer
 - Place request for room reservations for guests, and reservation of presentation venue(s).
 - Event Title/Purpose
 - Date this event was previously held (in case of recurring/periodic event)
 - Preferred Venue





NGO's

UNICEF – Contd. Online Vehicle / Venue Requisition & Request Fulfillment Module

- Date(s)
- Number of invitees/guests
- Time and duration
- Seating Type/Room Type (interactive discussion, formal presentation, executive dinner, etc)
- Any other facilities required (VIP arrangement, enhanced security arrangement, multimedia projector, sound system, stage, hi-tea, etc)
 - view previous history of their own requests
 - User feedback about service
- The Admin personnel would be able to
 - view and manage/fulfill the users' requests using their screens



UNICEF – Contd. Online Vehicle / Venue Requisition & Request Fulfillment Module

- at any point, they will also be able to view
 - users' request history, pending requests,
 - vehicle and chauffer availability,
 - Conflicting requests etc.
- Management view the efficiency and cost
- Accounts and Finance departments would be examine the cost of
 - Vehicles
 - fuel consumption
 - repairs and maintenance
 - Costs of organizing events etc.
- Drivers would be able to enter
 - journey start/end time
 - mileage recorded
 - refueling(s), etc.

Note: this product deeply analyzed but not yet developed for UNICEF as they got busy due to emergency flood situation in Pakistan. Although our quotation and nomination process had been done and awarded to us.





NGO's

Websites

- OSWF - Omaid Sana Welfare Foundation
- AKF - Aga Khan Foundation
- CCF - Children Cancer Foundation (CCF)
- LRBT - Layton Rahmatulla Benevolent Trust
- MALC - Marie Adelaide Leprosy Centre
- Al-Huda International
- Marie Stopes Society



Interactive

Websites & CD's



Solutions Obtainable

A part from providing solutions to the industries with which we have already worked, we offer a customized application and end to end solutions to any industry.

Thanks

