

# ENABLING A DIGITAL TOMORROW

CORPORATE PROFILE

Forbes Asia  
**BEST** UNDER A  
BILLION  
2020



systems

# MESSAGE FROM THE CHAIRMAN AND THE CEO



" This journey has been a really exciting one because over these forty years, technology and other trends have changed so dramatically that you can't even imagine where we stood when Systems was first set up. What There is no comparison between what technologies, operating systems and software development platforms that were available to us back then and what we have today. The basic technology of computing remains the same but all of the empowerment that we have nowadays for developing solutions is hugely different.

" What has kept us growing and what ahead of the curve is that we have always innovated, we have been technically sound, and we have always kept up with technology. There's nobody who can say that they are better in technology than Systems. Using technology and our industry skills, we have innovated and come up with the industry-leading. This is why our customers continue to trust us, and this is what we must continue to do."



**Mr. Aezaz Hussain**  
Chairman, Systems Limited



"IT has a bright future in Pakistan. Our highly skilled pool of human resources is our competitive advantage in the global market. To succeed, we must stretch our horizons, make optimal use of the resources we have, and go above and beyond the expectations of our international customers. This will create a positive image of our country and give us the trust we need to operate in an industry fuelled by competition and innovation.

"Systems seeks new opportunities through expansion following a multi-pronged business strategy whereby we grow vertically by adding new business units and horizontally by establishing new international offices. We are always building and further strengthening our centres of excellence. We achieve this by replicating business growth models from one geography to another as we continue to expand. I think we have a keen eye for innovation and product development, and if we keep diversifying like this, our global footprint is bound to see even more additions."



**Mr. Asif Peer**  
CEO, Systems Limited

# ABOUT SYSTEMS LIMITED

Systems Limited, Pakistan's first software house, was founded in 1977. Since that time, our organization has continually reinvented itself by quickly acquiring expertise in new technologies to stay ahead of the curve, which has made us the most valuable company for IT, BPO and Contact Center services in Pakistan. We have established strong ties to the Financial Services, Telecom, Public Sector, Retail, Healthcare, and Consumer Goods industries, and our skill set continues to expand to address cross-industry needs.

Through its commitment to innovation and technical excellence, Systems Limited has become a globally recognized leader in next-generation IT, BPO and Contact Center. We have a track record of successfully delivering large-scale projects for major global organizations, including several Fortune 500 and Forbes Global 2000 companies.

We have developed a strong presence in the United States in the Mortgage, Mortgage, Apparel, Retail & BPO services. Our offices in the UAE and Qatar enable to serve a vast list of government and corporate entities across the Middle East.

# OVER FOUR DECADES OF GLOBAL DIGITAL INNOVATION, INTEGRITY AND DEDICATION

## CORE CAPABILITIES

The decisiveness and clarity with which the Systems Limited team operates isn't limited to a single area of expertise. No matter which industry vertical we serve or the technical competency we operate in, we consistently deliver business value in a few key aspects:



### Consulting

We help you create a clear digital strategy that optimizes your path to comprehensive, technology-led business success.



### Implementation

Our expertise spans all major technologies and business functions, empowering us to deliver comprehensive business solutions.



### Managed Services

Our global Managed Services teams secure your digital investment with 24x7 monitoring, maintenance, and end-to-end support.



### BPO & Contact Center

Our trained and experienced teams of BPO and contact center professionals deliver an instant boost to your workforce with on-time, high-quality results.

# SYSTEMS AT A GLANCE

We are equal part creative agency, technology delivery solution integrator, and strategy & business consultancy. Our approach draws the best elements of each to deliver exceptional work. We use the power of design and technology to solve complex problems and transform business driving growth and revenue



**43+**  
YEARS

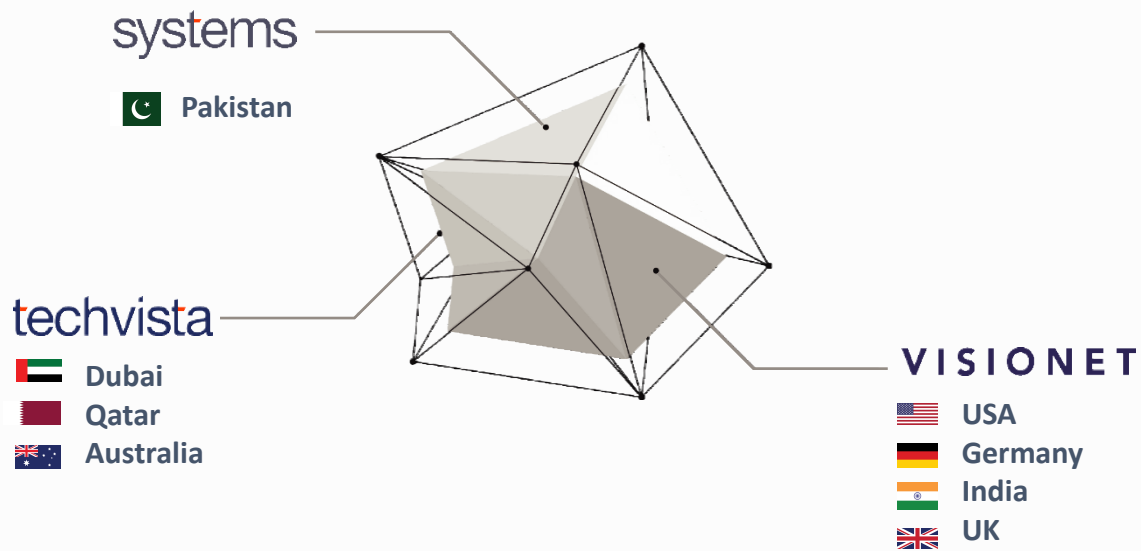
EMPLOYEE OWNED

**6500+**  
EMPLOYEES GLOBALLY

**400+**  
CLIENTS SERVED GLOBALLY










**Gartner**  
Digital Commerce  
Service Provider

**Forbes Asia**  
**BEST** UNDER A BILLION  
2020



	2020 Sep YTD (Q3 YTD)	2020 Sep YTD (Q3 YTD)	Growth
Revenue	7,068,619,417	5,472,374,148	29%
Gross Profit	2,367,548,438	1,714,755,958	38%
Operating Profit	1,430,607,681	996,411,919	44%
Net Profit	1,616,261,440	1,223,119,231	32%
Net Profit (excluding exchange gain impact)	1,473,717,799	989,388,708	49%
Earnings per Share (basic)	13.14	10.10	30%

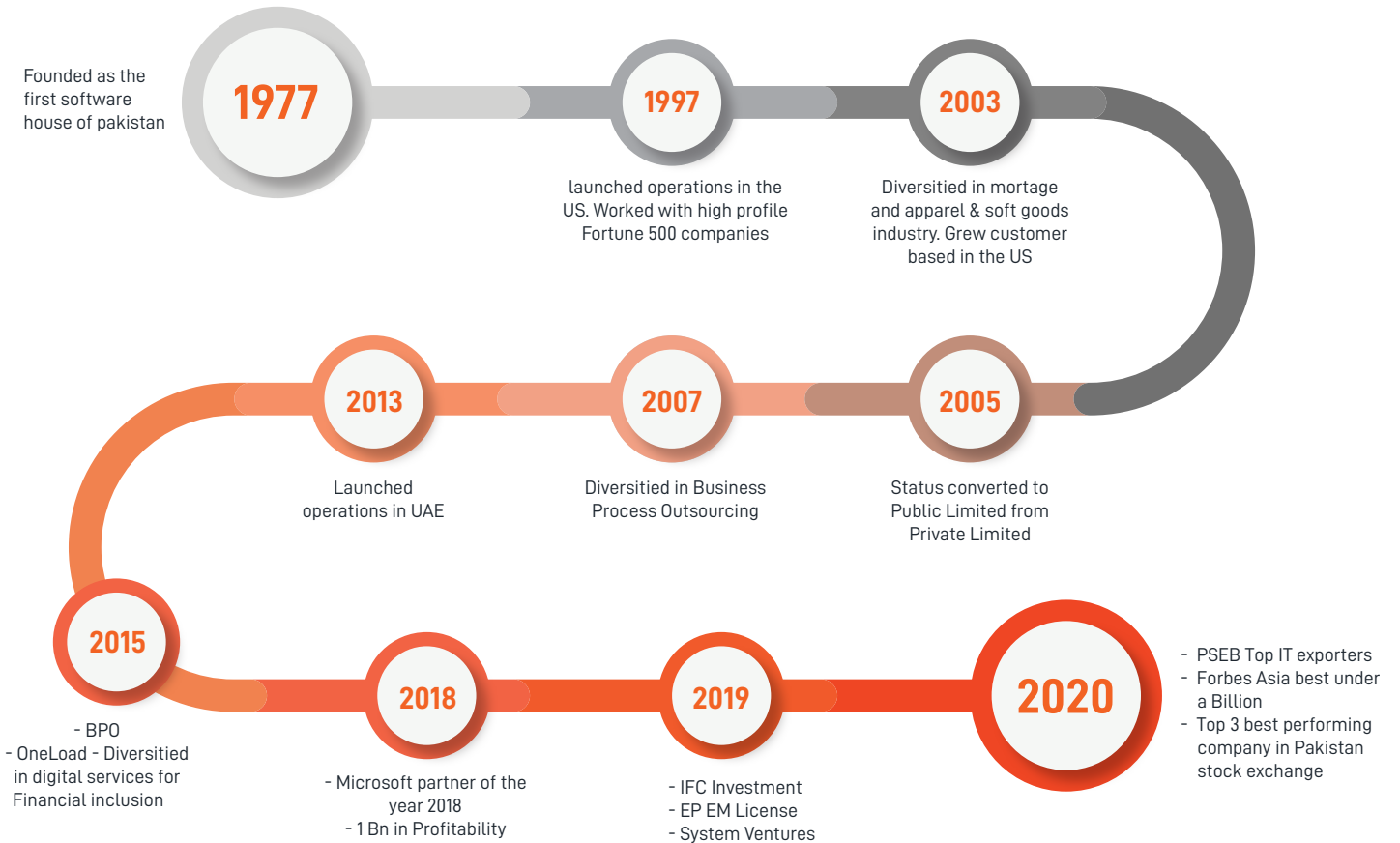
# PARTNERS

<p>Gold <b>Microsoft</b> Partner</p> 		 <p>CONSULTING PARTNER</p>
		
		

## SYSTEMS' JOURNEY THROUGH TIME

1977-2020

Celebrating 43 years of success





# OUR VALUES

## Integrity

Embody dependability, honesty, and transparency.



## Dedication

Commit to tirelessly deliver precision and perfection.



## Innovation

Act courageously, experiment, and make bold decisions.



## COMPANY VISION

Systems Limited aspires to enhance the productivity and growth of organizations around the world with a comprehensive range of digital solutions and services.

## COMPANY MISSION

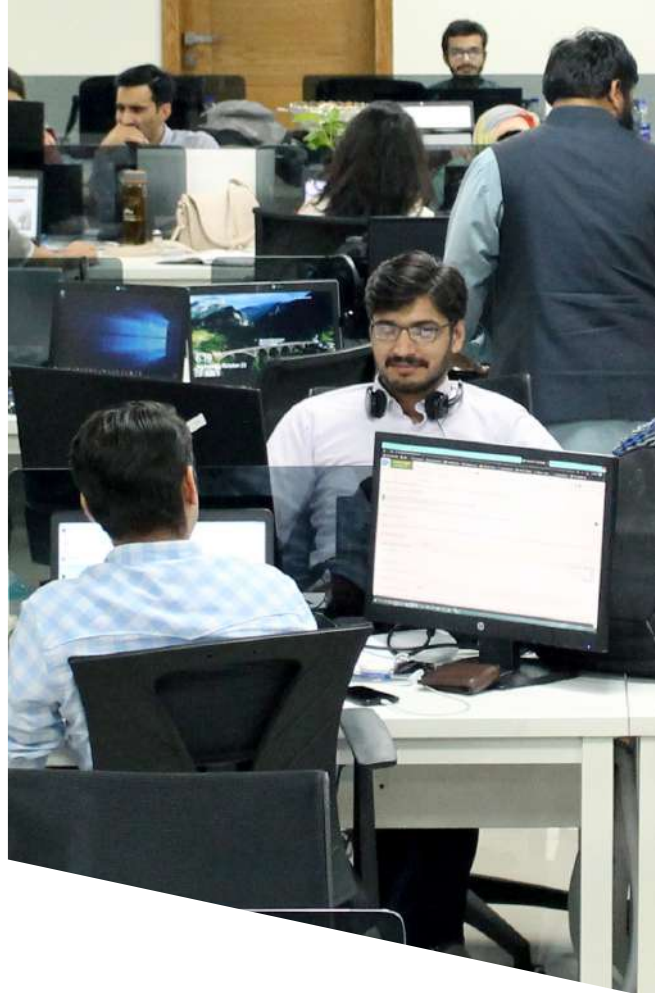
As a top-tier employer, Systems Limited promotes employee ownership, leadership, professional fulfilment, and job satisfaction. We deliver profitability and business success to our global clients through precise execution and technical excellence.



# EXPERTISE

Systems's services and solutions enhance business processes in every major industry. Our subject matter experts and technology specialists possess in-depth expertise in all industries and government organizations. We offer a portfolio of industry-specific solutions designed to help our clients use technology and outsourcing to improve business performance.

Systems's industry practice groups collaborate with the clients to design and develop high-ROI, purpose-built solutions that address their specific requirements. Our high-quality unified solutions combine industry expertise, technology, and outsourcing services to deliver exceptional value.



# TELECOMMUNICATION

Telcos across the region trust Systems Limited to enhance operational efficiency and customer satisfaction. Our CRM experts help you deliver superior customer service.



# PUBLIC SECTOR

Systems Limited possesses the combined capabilities and expertise required to serve a full range of public service organizations. We address the needs of revenue, defense, customs, finance and administration, human services, utilities, regulatory authorities, and higher-education agencies, by providing end-to-end document management, BPO, application development and maintenance, BPM, and highly dependable, business-critical software solutions.



# ENERGY AND UTILITIES

Aging infrastructure, competitive pressure, supply chain obstacles, stricter regulatory controls, and higher consumer expectations represent major challenges for the energy sector. However, innovative digital solutions address these complexities and help energy businesses establish new revenue streams while putting their best – and greenest – foot forward. We apply our expertise to help clients optimize operations and introduce more customer-centric processes.



# FINANCIAL SERVICES

Systems leverages its extensive domain and technical expertise to deliver solutions to financial institutions across the globe. We have emerged as a recognized technology provider to the US mortgage and banking industries. Our comprehensive range of solutions help financial institutions and improve operational efficiency, customer retention, and regulatory compliance.





## INSURANCE

From meeting regulatory requirements to improving customer experience, and handling pressure on margins, insurance leaders need to work proactively to manage everything flawlessly. Combining insurance experience with our consulting abilities, Systems works with clients to create solutions for all key industry challenges. Built on proven strategies and integration methodologies, our solutions enable our clients to reduce operational costs by simplifying their application portfolios. Our services are focused on reducing costs, increasing revenue growth, and enhancing customer satisfaction to maintain good relationships.



## FOOD AND CONSUMER PACKAGED GOODS

Systems partners with global CPG enterprises to deliver superior IT Solutions and provides expertise in all aspects of the digital commerce ecosystem. From website creation, administration, and support to content and asset management, eCommerce engine deployment, integration, and analytics, our solution engineers help you engage more effectively with your customers, measure and improve trade spend, accomplish greater distributor connectivity, and identify cross-selling opportunities.



## APPAREL AND RETAIL

For over four decades, Systems has been the preferred technology partner for some of the most successful apparel and retail companies in the region and around the globe. Through these relationships, Systems has acquired critical domain knowledge and proven implementation methodologies. Our end-to-end business solutions and services for apparel and retail enable businesses to generate demand in a global omnichannel environment, and accelerate product delivery and inventory turns, resulting in higher margins and better customer experiences.



## OTHER CORPORATE SECTOR CLIENTS

With a wide range of IT and BPO expertise and decades of experience in handling large-scale projects, Systems has collaborated with clients across multiple industries and business functions, including title insurance and settlement services, manufacturing, accessories, education, healthcare, telecom, logistics, construction, and NGOs. Our broad portfolio of specialty solutions has helped our clients become high-performance organizations.





# GLOBAL OFFERINGS

Achieving business success requires a superior strategy to support your quality products. Systems's services help businesses execute their vision using intelligent technologies and the most stable global talent pool in the industry

## DIGITAL COMMERCE

Systems offers a full range of B2C and B2B eCommerce capabilities, including CRM, mobility, social analytics, and personalization. Our team of dedicated professionals has vast cross-industry experience in the strategy, visual design, development, and administration of innovative digital commerce solutions.

## DIGITAL FRAMEWORKS

Our holistic integration consulting and custom development services apply industry-adopted platforms like Microsoft BizTalk, IBM BPM, MuleSoft, and WebMethods toward helping clients establish robust information architecture for real-time data integration between disparate systems, end-to-end business process automation, and high data integrity.

## TECHNOLOGY SERVICES

Systems excels at application development, crafting effective and intuitive solutions for the web, iOS and Android mobile devices, and desktop platforms. For large-scale web portal and enterprise collaboration projects, we leverage Microsoft SharePoint, the industry-leading collaborative platform.

## ENTERPRISE SERVICES

As a Microsoft Gold partner, Systems is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP and CRM solutions. We leverage Microsoft-approved best practices and industry-focused frameworks that enable us to efficiently and cost-effectively deliver high-performance solutions.

## DATA ANALYTICS

Systems offers powerful and scalable advanced analytics solutions. Our data scientists determine the best models for predictive analytics and our machine learning experts ensure your forecasting capabilities improve over time. Our global delivery team uses multiple BI technologies and data warehouse platforms to execute effectively at the best overall cost.

## CLOUD SERVICES

With strong partnerships with Microsoft and Amazon, our cloud experts help organizations transition to and optimize their cloud operations on Azure and AWS. From simple IaaS lift-and-shift migrations to PaaS reengineering, our cloud professionals provide clear guidance to help you maximize ROI.

## EMERGING TECHNOLOGIES

Systems provides Robotic Process Automation (RPA) consulting and implementation services that insert low-cost software agents into existing operational roles to achieve a tenfold increase in productivity within weeks, not years. We apply cognitive services and chatbots to improve customer service and use blockchain technology to build ecosystems of trust.



### Case Study



## SYSTEMS HELPS KHAADI GROW WITH AWARD-WINNING SOLUTION

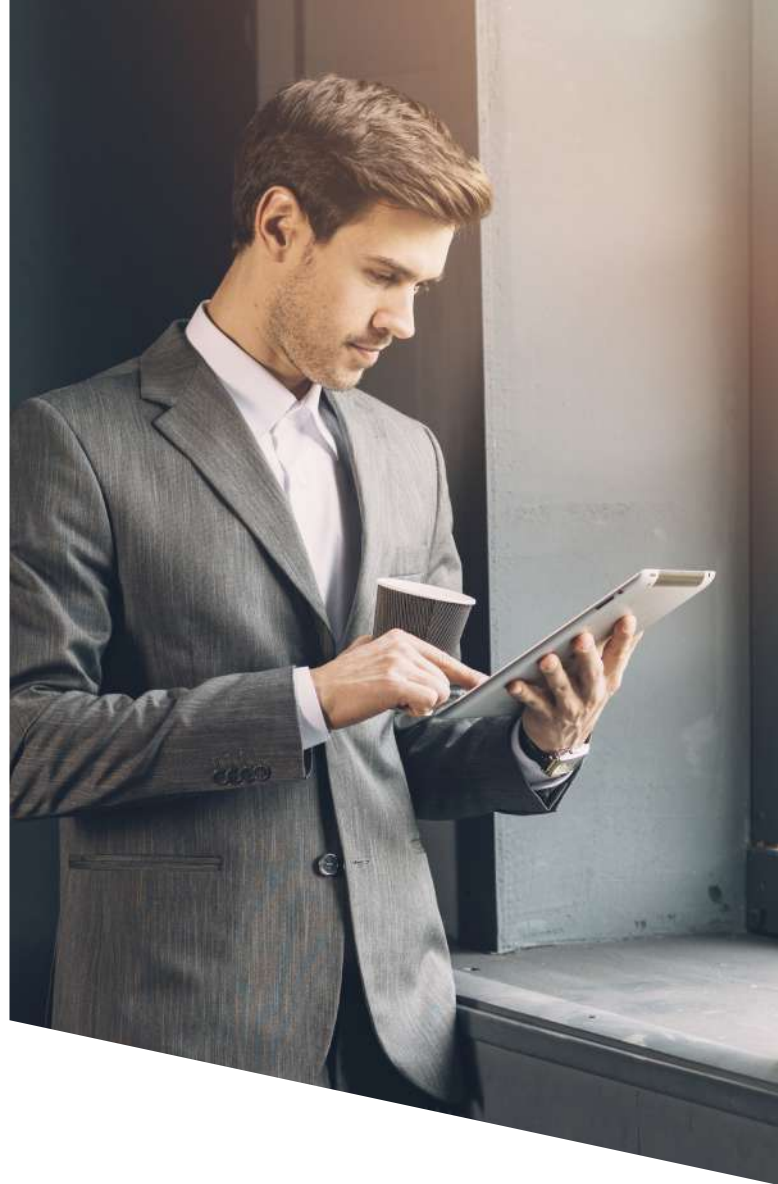
Khaadi, Pakistan's premier manufacturer and retailer of fashion clothing, had recently begun a major phase of domestic and international expansion. Their existing digital platform prevented them from achieving a clear, consolidated view of their operations across regions and adversely affected active cross-channel decision making. Systems implemented Microsoft Dynamics 365 as a unified solution for centralized management of supply chain, finance, and retail.

## BENEFITS

- Improved operational efficiency
- Very short time to value
- Improved decision making in near-real time.



2018 Partner of the Year Winner  
Pakistan Partner of the Year



# TECHNOLOGY SKILL SET

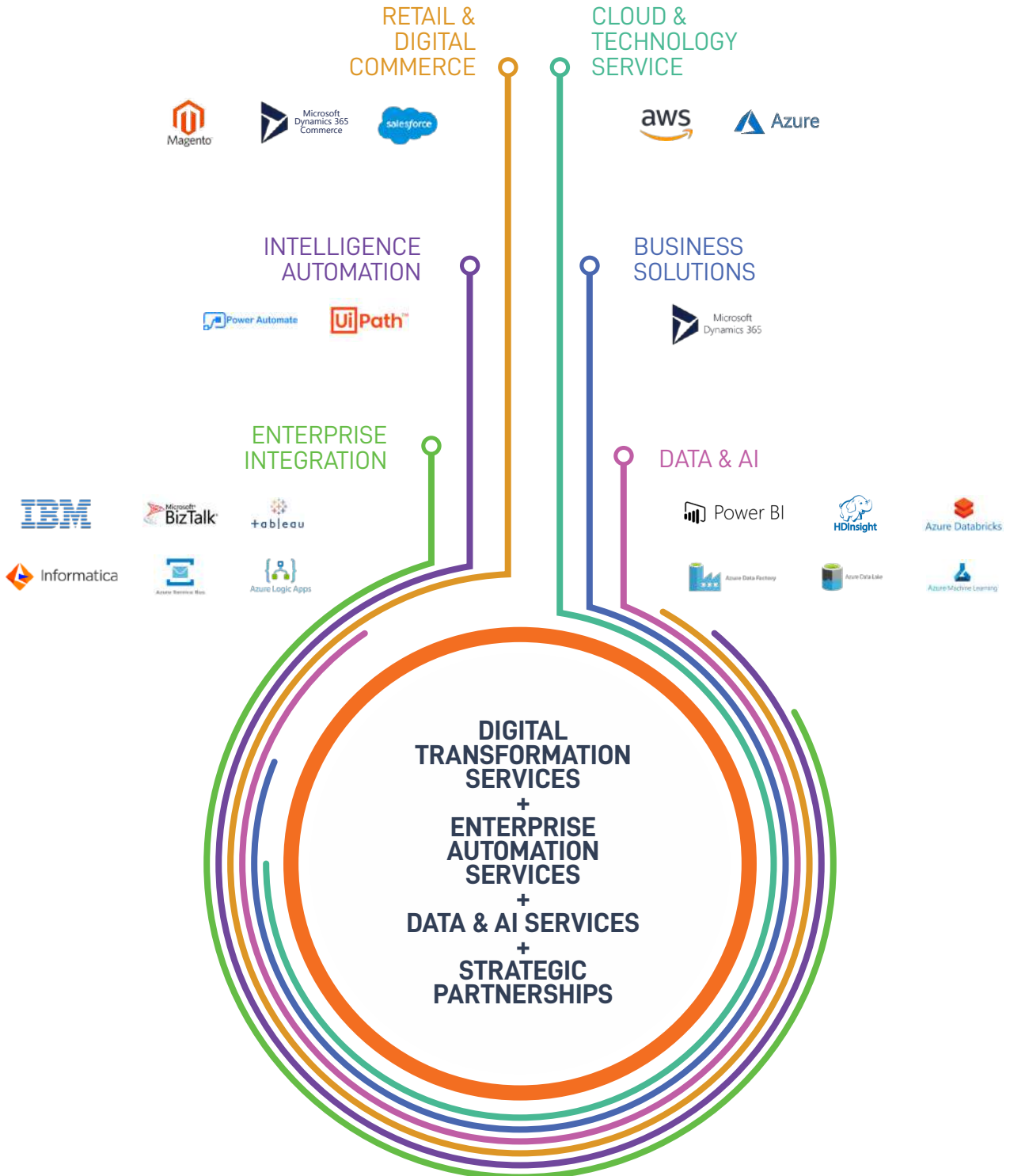


Gold Application Development  
 Gold Cloud Platform  
 Gold Data Analytics  
 Gold Enterprise Resource Planning

Our credentials of global industry-wide expertise:



Microsoft Dynamics 365



# YOUR TRUSTED TECHNOLOGY PARTNER

Systems Limited has been assisting businesses achieve exceptional results using a wide range of digital technologies.

Our diverse range of industry expertise, products, and services have enabled us to become a trusted one-stop shop for our clients' complete technology needs.

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**systems**  
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