

# THE JUNGLE BEAT

Volume 2, Issue 2  
Spring Supplement 2002

## Tribal Roundup

In view of the prevailing downturn in the IT industry, the ever energetic marketing team at Makabu has been busy with their marketing activities, well supplemented by the efforts of the Pakistan Software Export Board (PSEB).

The marketing initiatives have been focused at both the local and the foreign markets alike. But this time round Makabu's initiatives were focused on a completely new redefined strategy and a re-branded image.

Talking about Makabu's marketing strategy; we have broadened our horizon of activities geographically.

Adding to our existing set of clientele in Europe and United Kingdom, we have expanded our operations in four continents by adding Australia to Makabu's geographical coverage. During the last couple of months, the Makabu team has already been successful in completing a number of graphics and web design projects for Infocus, our Australian alliance. Our professionalism and success in the Australian market has been appreciated by PSEB in one of their official newsletters, raising our morale further and prompting us to further widen our marketing activities.

PSEB has started an aggressive effort to help the local



Software development companies promote their technical expertise in the global market. As part of this initiative, Makabu was able to represent itself at two International IT exhibitions, World Outsourcing in London, UK and GITEX in Riyadh, Saudi Arabia. (Details on page 2).

On the strategic front, we have diversified our service

*(Continued on page 4)*

### Inside this issue:

IT Exhibitions	2
Atif Imran	3
Naveed Khan	3

### Latest Events:

- Makabu participates in global IT exhibitions
- Work successfully completed on 'Supply Chain Management System' for 3M
- Development of website management product initiated

## King of the jungle

3M, an American Company, serving a wide range of industries with products, has offices in over 60 countries. While most of 3M's Pakistan arm has its product-line based on imports, some of



**3M**

the products for the telecommunication and consumer industries are locally manufactured/ processed.

This regional division of 3M

*(Continued on page 2)*

## It Exhibitions

The past few months have been full of activity for the Makabu marketing team. Makabu has been especially successful in diversifying its operations globally. The latest alliance with Infocus in the Australian continent has been highly appreciated by PSEB. Looking to explore other foreign markets, Makabu had the opportunity to participate at the GITEX and the World Outsourcing exhibitions at Riyadh and London respectively.

The success of both the world Outsourcing and the GITEX Exhibitions is another landmark achieved by Makabu; now positioning itself as a global Products player (details of Makabu products at [www.makabu.com/products.htm](http://www.makabu.com/products.htm)) along with its suite of other service offerings.

### GITEX – Riyadh, Saudi Arabia

Speaking of our products, Makabu had a chance of introducing them in the Saudi market at the GITEX – Exhibition in Riyadh as a part of eight Information Technology companies participating under the banner of Pakistan Software Export Board. Apart from introducing our products, Makabu introduced its services in the areas of project based software development, long term maintenance outsourcing contracts and application porting.

### Makabu at GITEX—Riyadh



### World Outsourcing – London, UK

The IT capital of Europe and the banking and financial hub for so many European headquarters, London offers unparalleled opportunities to target some of the Worlds largest IT spenders. The UK businesses have realized the benefits of Outsourcing and more companies have adopted this option in the last twelve months than the previous three years. At World Outsourcing, in London, Makabu utilized its presence in

UK through front-end strategically to attract prospective outsourcing clients. The process of relationship building has started and will soon yield positive results.

### Makabu/ Ikonami at World Outsourcing



## ...king of the jungle

*(Continued from page 1)*

was having problems forecasting its raw material needs, many of which is imported, based on end product orders and sales forecasts.

Makabu designed and implemented a material resource planning (MRP) system that took into consideration the unique regional needs. The system allowed 3M logistics department to effectively coordinate and manage purchases; implement just-in-time inventories; help the logistics department avoid overstocking and under stocking; and give the finance department automated reports on costs associated with raw materials and finished goods. It not only

provided assistance to the staff, but satisfied the needs of decision makers by providing immediate answers to common queries such as raw material and product inventory, accurate product costing, resource allocation etc.

The application has been developed using Microsoft technologies using MS SQL Server as the database and development was completed using Visual Basic. It is a fully integrated high volume processing system capable of handling simultaneous transactions originating from multiple departments.

*"It was an exhilarating experience working with Makabu. Our expectations were met and on time delivery was ensured of what they committed with a very impressive approach. Look forward to a long and healthy business relationship."*

Logistics Coordinator, 3M

## Makabu Professionals

Each quarter, Makabu News features two professionals that are part of the Makabu tribe. The profile brings to you the people that are involved with delivering solutions to the clients, emphasizing their technical abilities, their previous professional life, the roles that they play at the company and an insight into their personalities. These are the people who make Makabu what it is today.

### Atif Imran

Part of Makabu's pioneer software development team, Atif has proven to be a vital team member to a number of successful projects at Makabu. He brings with him years of software development experience across a diverse range of technologies. Working as a system analyst, his career has primarily focused on providing B2B and B2C solutions with particular emphasis on Microsoft technologies (COM, XML, and now .NET technologies). Atif's keen interest to keep him abreast with the latest in the field of technology and business comes in handy while conducting training sessions on software development and IT related topics also.

Known as the web-cheetah, Atif is renowned for his amazing web-development concepts, ability to get to the bottom of design issues in no time and his command on a number of

different development platforms makes him a natural choice for all the Project Managers.

Currently, Atif is working at Kingston Computer consultancy's 'Training Marketplace' Project. It is a three-tier application adhering to the J2EE standards, B2B & B2C



Marketplace application. He was an integral member of the Makabu team involved in the BEA Connect - British Epilepsy Association project. He was responsible for

developing automatically generated excel reports and revamping the existing web site previously developed using Cold Fusion technology.

Prior to joining Makabu, Atif has an impressive resume boasting work experience with Pakistan's leading software development concerns. His aspiration to learn more and spearhead the technological initiatives of a start-up IT Company made him a tribal member of Makabu.

Life out side Makabu, when he is not programming that is , Atif likes to swim and play cricket. He likes to read technology magazines and spends a major part of his personal time developing his skill set – because he wants to 'stay on top of the new technology' all the time.

Atif Imran has a BCS degree and diploma certificate in E-commerce.

### Naveed Khan

Naveed, an avid programmer, is one of the recent additions to Makabu's development team. Despite being relatively new, he has already established his place among the team members with his creative approach to software development and problem solving abilities. He brings with him extensive experience in the field of System Analysis and Design particularly in Object Oriented Design and Development.

Among his peers he is known as a guru of C++. His special interests are in OOP and Network Programming. Apart from hard core development, he has also worked as a successful Linux administrator. He enjoys teaching C, C++, Java and E-Commerce courses at local universities that helps him develop his analytical skills further. In order to keep himself up to date with the latest

developments in programming tools he reads extensively and is a member of a number of International software development communities.

The latest project accomplishment to his name includes the success of Makabu's 'Supply Chain Management System' developed for 3M Corporation, Pakistan. He was the



technical team lead for the project and was responsible for introducing UML-based design methodology in Makabu. The application plays a critical role in managing 3M Pakistan's Logistics and Manufacturing operations and sound design & development methodologies were an absolute essential for a successful rollout.

Before joining Makabu, Naveed has worked as Software Engineer with other locally renowned software houses.

He likes to play cricket and badminton, although his primary source of recreation is still programming.

Naveed has a Masters degree and holds diplomas in Computer Science & IT.



**Corporate Headquarters**  
8820 Chalon Drive  
Bethesda, Md 20817  
USA

Phone: 917.741.6241  
Email: info@makabu.com

**Corporate Operations**  
405 Clifton Centre  
Khayaban-e-Roomi  
Clifton, Karachi 75600  
Pakistan

Phone: +92 (21) 111.999.555  
Email: info@venturechest.com

**Software Development Facility**  
Software Technology Park  
4th Floor  
5-A, Constitution Avenue  
Islamabad 44000  
Pakistan

Phone: +92 (51) 111.999.555  
Fax: +92 (51) 220.6679  
Email: info@makabu.com

***Makabu creates value for its Clients by providing a low cost but highly skilled software development house; a professional services team that partners with Clients globally and a research & development team dedicated for developing solutions using cutting edge technologies.***



## ... Tribal roundup

*(Continued from page 1)*

offerings from project based software development to products for various business sectors. 'Supply Chain Management System' and 'Distribution Management System' are two of Makabu's products successfully deployed during the last quarter. Further activities such as R&D on improving the functionality of these products and a drive to increase our products install base are already underway.

Makabu started a second development facility in Karachi earlier this year. The success of Supply Chain Management System (SCM) developed for 3M Pakistan, has enabled us to further expand our development operations to provide high levels of support & service to the local market in Karachi. The SCM, designed and implemented by Makabu is a Materials Resource Planning (MRP)

system that allows the 3M logistics department to effectively coordinate and manage purchases; implement just-in-time inventories; help the logistics department avoid over & under stocking; and give the finance department automated reports on costs associated with raw materials and finished goods.

With the stock market pundits predicting an upward trend in the IT market by the end of the year, the tough roller coaster ride for most of the global Information Technology companies is expected to slow down. Makabu has already begun its upward journey. Fortunately, we have been able to sustain our growth by diversified marketing activities, made possible due to the support provided by both the clients and employees. We are looking forward to continue providing high quality service & support to our clients and are

ready to take on the rejuvenated Global IT market with a new vigor and purpose.

