

# The Jungle Beat

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Winter 2001

## tribal roundup

The past three months have been challenging for the software industry across the globe. The 'World Trade Center' tragedy has exaggerated the slow down in the US economy, which was already struggling due to the failure of many Internet start-ups.



The initial slow down in the US market did not affect Makabu as we had several relationships in Europe that helped sustain our growth. However, the deepening global economic crisis has started to affect our growth and we are actively working to develop new markets including our local market to maintain our growth.

The US remains a key market for us in the long term and

we are continuing to develop our relationships there. However, in the short term, we have focused on Europe and our local market as the spending on software in these markets remains strong.

We initially focused on software services only, based on its services experience; however, we were also working on developing a

number of products. These products are now being sold in our local market.

In the last quarter Makabu has come up with the following products:

Corporate Management System (CMS) is an Oracle based ERP solution that integrates various business functions of an enterprise.

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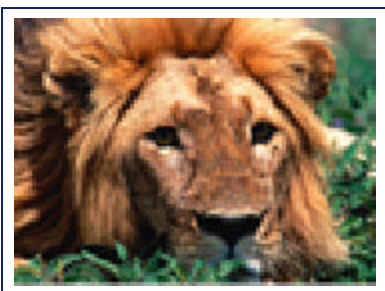
### Makabu's Reaction to Sept. 11:

"The Makabu tribe sends it heartfelt condolences to all the victims and their families of the tragic events of September 11. We at Makabu have lost some dear friends in this tragedy and remain united with all our global colleagues in search for peace. While Makabu's development facilities are in South Asia, we are at a considerable distance from the war and our operations remain unaffected. We hope that all our clients and alliance partners will continue to support us as we support them during this time of crisis."

## king of the jungle

### ikonami

Ikonami is an IT consulting and systems integration firm helping companies exploit business benefits presented by technology, in particular the Internet and complimentary media.



Ikonami's overall aim is to reduce the risk for our clients of implementing new technology initiatives across Europe and The Middle East.

Ikonami helps clients reinvent their business models and

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# Makabu's Knowledge Capture System

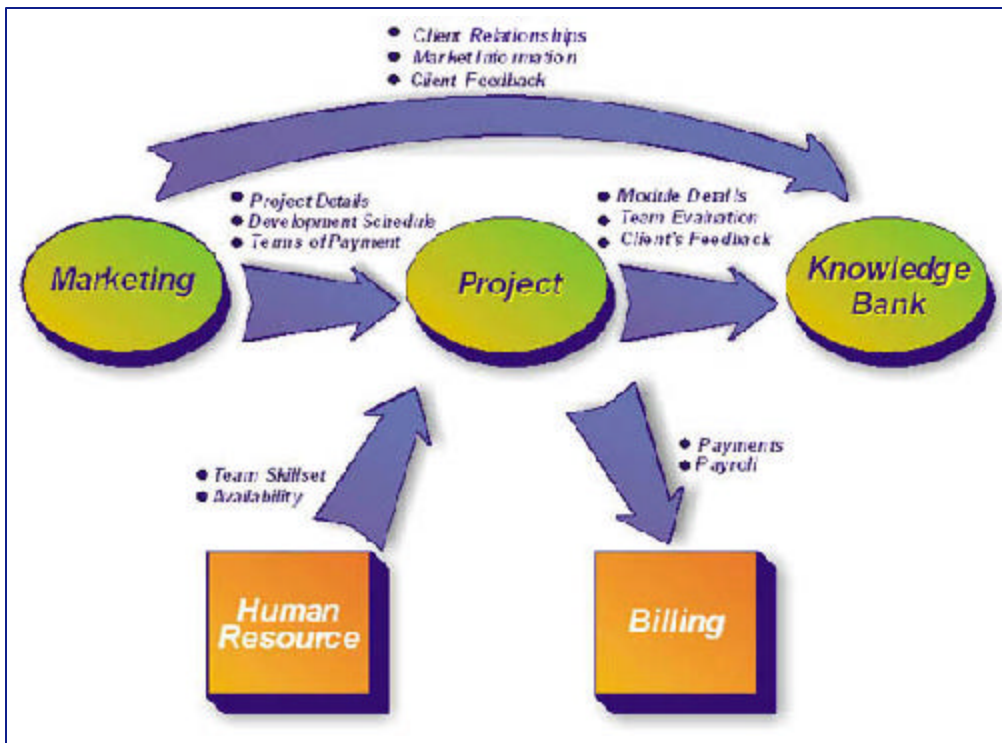
At Makabu we follow well-defined processes to deliver consistently high quality solutions to all our clients.

These Internal Processes have been codified in a Knowledge Capture system. This is a user friendly and intelligent web based, data warehousing application that helps consolidate the data requirements of all the departments onto one platform making information accessible and manageable for all the users.

This system captures information as it is generated, ensuring ownership at each step of each process and enabling knowledge sharing among Makabu's team members.

All the stored information is indexed, ensuring easy and prompt retrieval.

provides tools to keep track of the marketing related activities e.g.



managing relationships with the clients, ensuring periodic updates of our services and products to our clients.

**Projects:** module helps us have access to the status of projects, whether ongoing or completed. All the information related to a particular project such as individual system modules, project team and the client feedback are captured in this module.

Our Knowledge Capture system has the following modules:

**Marketing:**

This module helps us keep a database of our clients, both local and Global. It

**Human Resources:**

Access to consolidated information about human resources is an integral feature. This module assists in planning the human resource requirements for the future projects, keeps track of the technical skill-set of the current team and helps forecast their training requirements on cutting edge technology tool-sets.

**Billing:**

This section helps maintain information about the financial status of Makabu's project in terms of invoices, receivables, payments etc.

**Knowledge Bank:**

All the information generated in Makabu, whether it is employees' technical abilities, R&D on a new technology or client's feedback on a project, is stored in this module. This information is indexed and stored using an efficient algorithm to ensure easy search and fast access.

The Knowledge Capture System has been developed using our in-house technical capabilities.

## king of the jungle

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envision, plan, design and build complex Value Webs, which link and synchronize demand chains and supply chains across businesses. This innovative approach enables leading businesses to directly connect their customer and channel interactions with supplier interactions. Ikonami and Makabu together have embarked on a number of new and exciting initiatives. The pair brings their core area of expertise to service their clients in the most professional and efficient manner: Ikonami does the consulting and project management, whereas Makabu delivers the software solution. The joint team has worked on providing a ground breaking HR and knowledge management system

to a multinational organization marked as the think tank for HR management and practice globally. Amongst other projects the Ikonami/Makabu team are currently working on streamlining the information needs of a leading European healthcare provider.

Recently, Mansoor Khan, our CEO, was selected as one of the judges for Softcom, a computer software competition held at one of the prestigious institutions of Pakistan, Ghulam Ishaq Khan Institute of Engineering Sciences and Technology.

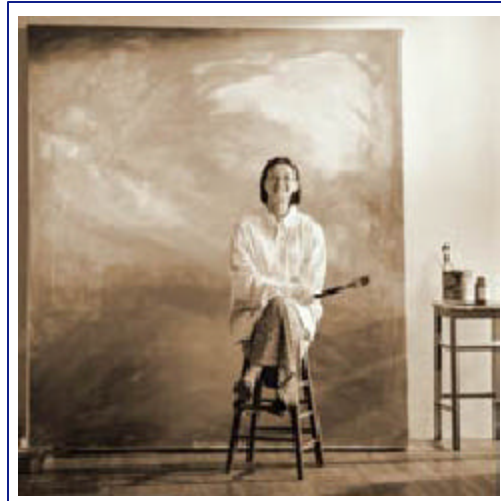
# Makabu Professionals

Each quarter, The Jungle Beat 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.

## sheema mahmud

Sheema joined Makabu at its inception and has been responsible for developing Makabu's Graphics Shop. Sheema's strength lies in her innate sense of aesthetics coupled with her prowess at using a range of Graphic tools such as Adobe Photoshop, After Effects and Premier Freehand, Illustrator, Fireworks, Flash.

Prior to Makabu, Sheema worked with several Advertising agencies including Adage, Orient McCannEricsson and MPL for over 10 years. Known for her versatility in various media, Sheema has also produced two TV serials, a cooking show and a children's program for Pakistan Television. Sheema spearheads all the graphics related activities in



Makabu. Be it designing the look and feel of a web based client application or

an entire website. Sheema uses her creative talents to the best, using her experience in Ad agencies in building brand, she put a unique touch to the Makabu brand by designing its inimitable logo and the hi tech website.

Sheema comes across as a very quiet and shy person but is affectionately known as the 'fireball' that can stand her own ground whenever required.

Sheema has a Fine- Arts degree from Central Institute of Arts and Crafts, Karachi with a specialization in Commercial Arts. Currently she is pursuing a certification in 3D Studio Max from Discreet , Micro Vision, Islamabad.

## bilal ahsan

While Bilal has worked at Makabu for only a little over a year, he has developed into one of our most accomplished project managers and is managing our largest client relationship. Bilal's technical expertise is versatile as he is proficient with Java, C, C++, XML, Visual Basic as well as graphics tools such as Dreamweaver, Fireworks, Freehand and Adobe Photoshop. Bilal combines his technical prowess with excellent communication and organization skills.

Prior to joining Makabu, Bilal worked with Align Technologies, an IT-Enabled Services company providing support to the US Orthodontist industry.

At Makabu Bilal initially joined as a System Administrator and he setup the networking environment at Makabu.

Then, as a Web Master, Bilal developed the Makabu and Venturechest website with the help of Makabu's Graphic shop. Bilal then joined Makabu's software development team by working on an internet development project for a global oil and marketing company;



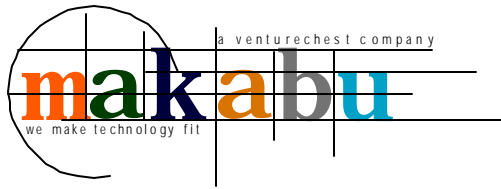
his performance on this project became the first in a quick succession of career advances which now inspires his peers to do the same.

One of his unfulfilled dreams was to join the Pakistan Air Force, luckily for Makabu Bilal was instead pushed towards the field of IT. Bilal still loves to fly and even though lately he hasn't been flying planes he has been successfully "piloting" multiple projects and pulling hard G's at Makabu!

Bilal has a BCS degree from Curtin University, Australia.

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Makabu participates in the new economy by providing a low cost but highly skilled software development house; a professional services team that partners with clients globally; and a research and development team dedicated to developing enabling technologies for the Internet.

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**website**  
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## ...Tribal Roundup

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It provides up-to-date information about Finance, Production, HR and Sales & Marketing related activities. CMS has been built primarily for manufacturing organizations, however, a number of service companies have also selected it due to its Oracle platform, ease of use and price point.

The 'Client Manager' is an interactive web-based application that facilitates e-marketing campaigns by providing both customers and suppliers with easy-to-use features to track the life cycle of products and services sold to them.

The 'Web Crawler' is an intelligent application that helps organizations to search through defined Internet sites for various data files, (word documents, PDF files etc.), and parse/extract predefined type of information and delivers it to a browser based application residing on a desktop.

VIS (Vehicle Identification System) and

HCC (Home Control Center), our latest security products, have been selected by a Middle Eastern company for a number of government premises. 'VIS' is an efficient PC-Based security system that identifies vehicles and people who should be allowed to enter the security zone under consideration.

'HCC' is a unique phone activated remote control & alarm system that helps to report any security breaches immediately while the user is away or inside the premises under focus. The Makabu team has successfully incorporated the 'smart & safe home' concept in developing these products.

We have added yet another feather to our forte of services by providing document imaging and archiving solution to our clients. This document imaging software provides archival and retrieval system to manage the clients' documents and access crucial information.

The system enables analysts /

decision makers to make the most of the critical information now available in the digital format. This digital information can be analyzed by linking the captured information with other associated information and share the processed analysis / decisions with other decision makers and information users.

In order to avoid Makabu's risk dependence on a single product, we have added products for the banking and the healthcare sectors as well. Makabu's 'Content Management System' for a healthcare company, is already in process of development. This system helps organizations share information, vital to it, over the intranet.

We are confident that the current global economic crisis will give way to a strong business climate over the next 6-12 months. We have positioned ourselves to survive the current challenge and position ourselves to take advantage of the opportunities that lie ahead. We hope that all our clients will continue to appreciate our services and look forward to introducing Makabu to new clients.