



Corporate Profile

Pakistan Region

Head Office:
Unit no 123, Street 11, E-11/4,
Islamabad

Branch Office:
Unit no 55, Street 59, F-11/4,
Islamabad.
Tel: +92 51 2294773-4
Fax: +92 51 2294775

Lahore:
Unit no 11,
Street 26, Ghaziabad, Lahore
Voice: +92345 5050838

Karachi:
Suite # m35 Mezzanine floor,
Falak-naz Plaza Shahrah-e-faisal,
Karachi.
Voice: +92345 5050839

International Offices

Paris:
10-B Allees Des Girofrees Cheeles
Ph: +33 698 209986
FAX: +33 160 201 898

Nigeria:
No. 10/12 Ogedengbe Street,
Off Liver Pool Road,
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Mission Statement

WE BELIEVE "the moral, social, and behavioral norms of our organization based on the beliefs, attitudes, and priorities of its members." Our mission is focused on delivering shareholders value through the achievement of sustainable, capital sufficient and profitable long term growth. Improvements in profitability and personal growth of our employees to be achieved while respecting quality standards at all times.

We aspire as a respected corporate citizen to continue playing a significant role in the social and environmental sectors of the country.

Vision Statement

Our Vision is Simple: The WorX exists to help the Customers.

Our vision and values define a common approach for all our employees setting out how we do business at The WorX. They provide a fundamental guide for taking care of our customers. Together they set the standard for how we work in order to create sustainable value for our customers and employees.

Our Values in Practice

We want to make it easy for our customers to get what they want, when they want it. We will keep promises and do what we say we will do. We will innovate to deliver fresh ideas. And we will respect our customers and their local cultures.



Our Culture

"Well, first of all, it starts with hiring. We are zealous about hiring. We are looking for a particular type of person, regardless of which job category it is. We are looking for attitudes that are positive and for people who can lend themselves to causes. We want folks, people who are interested in performing as a team and take joy in team results instead of individual.

Its just attitudes, behaviors and personalities that make up/constitutes a company.

To this end as an organization we are committed to specific values consistently applied:

Teamwork

Our overriding loyalty is to the good of the whole organization, requiring us all to learn from each other for our customer's benefit.

Professionalism

In the services of our customers we are committed to the highest standards of professionalism, pursuing innovation, deploying imagination, being open to new ideas and acting decisively and consistently. We are determined to deliver outstanding quality so that our relationship with our customer is long lasting and close.

Respect

We respect every individual. We draw strength from equal opportunity and diversity, at the same time supporting personal growth and development. We value and we all benefit from the entrepreneurial spirit of each individual.

Integrity

Above all we are committed to integrity in all that we do, always, everywhere.

Our Strengths



Trained IP/Telecom Human Resources



Propriety tools (Web Based Customer Support & Maintenance System)



Management Commitment for Continuous Trainings of TheWorX Employees



Customer Success and Clients Satisfaction



Client Perception and Satisfaction



Customized Test Equipment



Presence

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Introduction

TheWorx is among the leading Network System Integrator in Pakistan for fixed, Cellular, Broadband, IP & Optical networks

We are proud to offer innovation and state of the art Solutions, Professional Engineering and Support Services from the beginning of the project till closure by ensuring 100% customer satisfaction.

With highly Trained and skilled professional, The WorX committed towards providing high level Customer Satisfaction with a diversified portfolio and innovative ideas.

Our five-phase lifecycle approach combines industry-leading consult and design services with custom development and integration capabilities to deliver communications solutions that meet business needs today and well into the future. And the story doesn't end there.

Once services are implemented, TheWorx have the expertise to maintain, manage and help you optimize your investment to minimize risks, realize tangible benefits and achieve exceptional performance.

Faster, better quality, more efficiency, Greater reliability; these are the attributes of TheWorx Services. Learn more about how your communications network can benefit from TheWorx.

Products & Services

Our highly motivated, technically trained management and staff have been working continuously to maintain the company's vision of being customer & technology centric organization. TheWorx offer the following products:

1. Professional Services
2. Software Engineering
3. Managed Operations
4. Value Added Reselling
5. Project Consultancy

Professional Services

Professional Services is a design and build function for implementation of business requirements powered by technology and backed by effective project management.

WORX Professional Services has helped major companies implement solutions by expertise in technology areas of IP/MPLS Unified Communications, Routing & Switching, Data Centers, Network Security

The professional services delivered by The Worx engineers who typically hold Certifications (Routing and Switching, IPT, Security, IPCC, DXX, SDH, DWDWM), and have direct and applicable expertise in planning, designing, and implementing many of the largest and most powerful networks in the country. These engineers constantly enhance their product and technology expertise through real-world experience with external networks and wide exposure to the latest technology.

The foundation of this mix of functionary and process is a suite of planning, design, and implementation documented practices and optimization tools developed to ensure that processes are performed in a consistent and time-tested manner. Among these tools are planning and design tools such as customer requirements documents, design templates and site requirements documents. Implementation related tools include implementation planning templates and network ready for use (NRFU) documents.

Resource Outsourcing

TheWorx is an adaptive and flexible organization as it collaborates with mature partners for strategic outsourcing for the international clients. Our organization gives serious consideration to establishing and maintaining a relationship with our outsource partner with flexibility in service-offerings. We prefer outsource partners who exhibits expertise in bridging quality & cultural gaps with partnering organizations.

TheWorx maintains a pool of trained human resource with in-demand skill sets and keeping them marketable.



Software Engineering

The enthusiastic team of software engineers at The WorX specializes in undertaking unexplored territory to develop new products, as well as jumping in at any point of the development cycle to extend or improve existing products. The WorX follows a strict process in Software Development Quality Assurance and Customer Satisfaction. Our Services and expertise include:

- Customize Software Development
- Software Enhancements
- Systems Integrations (Client-Server Application e.g. Middleware)
- Interactive Web Applications
- Customer Support and Maintenance System (24X7 support)
- DTMF IVR & Speech Recognition Applications
- Online Reporting (Web Based)
- Database Integrations
- Software Development Project

Managed Operations

Managed Operations are the functions to Support, Manage, Improve and Innovate service delivery to the customers. This allows the customer to focus on their core business, such as business strategies, product management and customer management. We provide the planning, design and deployment of the customer's strategies in terms of service capabilities as well as the management of the day-to-day operations of the customer's network, according to set performance goals. Together - as partners - unique benefits in operational efficiency and quality can be achieved with lower costs of network operations significantly enabling higher revenues.

Managed LAN/WAN Operations

This service is for proactively monitoring and managing Customer LAN/WAN network including links monitoring for availability and bandwidth utilization, devices monitoring (router, switches, servers), adding sites to network if required, etc.

Managed Security Operations

This service secures remote locations and protects the integrity of the voice and data network by proactively monitoring and taking actions against any unusual traffic, trends, attacks, timely signatures updates, etc.

Managed Voice Operations

This service proactively monitors and manages the premises based customer IP telephony networks, IP Contact Center key components including VOIP PBX, WAN links, PRI/SIP links, LAN network, servers, IVR, Voice Recording, Work Force Management, etc. It also provides provisioning of new call flows, new service groups on customer request through ticketing system.

24x7x365 NOC

- Single point of Contact
- Fault and Performance

Service Level Management/Reporting

- Response times (MTTR)
- Services managed for a given customer
- Complete analysis of managed devices, events
- Remote monitoring, fault and problem management (including root cause analysis)
- Event Capture
- Event validation
- Incident notification (escalation)
- Incident severity levels
- Problem resolution

Onsite Maintenance

Configuration Management

- Save and track device(s) configurations according to customer policies

Inventory Management

- Track existing customer inventory and provide spares in case of failure

Trouble Ticketing Management/Escalation

- Incident ticketing and tracking

Vendor Management

- Acquisition/purchasing and service level management

Flexible Offerings

Customized Ticketing System

- Flexible SLAs according Business and Budget
- Monthly Fixed and Time Material Rates
- Proactive Fault Monitoring and Alerts
- Daily, Weekly and Monthly Reports
- Service Managers for Dedicated Accounts

Focused Customer Care

- 24 x 7 Dedicated Service Desk
- True Customer Relationship Management
- Phone: +9251-22949774
- Email: helpdesk@theworx.com.pk



Value Added **Reselling**

We add value by selling high technology products backed with skilled and low cost deployment and support. These are all premises based solutions and not hosted based. Please see below specialized VAR solutions that we offer:

Data Center

The data center is an extremely critical corporate asset. As such, the data center network that connects all critical servers, applications and storage services is a key component that should be carefully planned and managed to meet the growing performance demands of users and many network-centric applications. You can engage our Data Centre Professionals in strategic data centre planning, designing and project management in Network, Systems, Security, Disaster Recovery and Business Continuity Planning.

Routing and Switching

Routing and switching are two core functions of any communications network, WORX being partners of world known brands give ease to customer by deploying the state of art and cost effective solutions.

WORX can assist you in making your business communication smart by: Providing robust, reliable, scalable and faster communications over IP network.

Civil and Electrical Solutions

- Electrical AC & DC Solutions (LV/HV Solutions)
- AC/DC Motors (All Duty Type)
- Alternate Energy Solutions (Solar/Wind)
- Backup Power (Electrical Generators, UPS, Storage)

EDN - Enterprise Data Network

Companies with geographically distributed offices are always looking for solutions offering them the flexibility to expand their LAN, reliable technology to connect remote branches and means to connect everyday business to internet over secure network to access their business critical applications in voice, video and data.

RAN – Optimization

Operational Expenses are getting higher and higher for GSM Operators especially. With RAN Optimization Solution, GSM operators can save their huge cost with an investment which can be returned in less than a year.

We can prepare with operators on their monthly expenses on RAN and will help them to reduce their OPEX according to their expectations with quick ROI.

Project **Consultancy**

Worx brings up the innovative idea for their customers to reduce the cost and ease of Project management as we bring together a set of tools and techniques to describe, organize, and monitor the work of project activities.

With Highly qualified Project management staff we ensure and commit to 100% project completion with in specified time frame with in customer budgets as per IEEE standards.

Partners

Technology Partners



www.cisco.com

Cisco Systems, Inc. is a multinational corporation with more than 66,000 employees and annual revenue of US\$39 billion as of 2008. Headquartered in San Jose, California, it designs and sells networking and communications technology and services.



www.juniper.net

Juniper Networks, Inc.
1194 North Mathilda Avenue, Sunnyvale, CA 94089 USA
Founded: February 1996
IPO: June 1999
Stock Symbol: JNPR (NYSE)
More than 7,000 employees worldwide
Leadership: [Kevin Johnson, CEO](#)
Revenue: USD 3.57 billion (2008)
Net income: USD 511.7 million (GAAP) (2008)



www.microsoft.com

Microsoft Corporation is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices.
Its bestselling products are the Microsoft Windows operating system and the Microsoft Office suite of productivity software.



www.hp.com

HP specializes in developing and manufacturing computing, data storage, and networking hardware, designing software and delivering services.
Major product lines include personal computing devices, enterprise servers, related storage devices, as well as a diverse range of printers and other imaging products.



www.novell.com

Novell is the multinational software and services corporation.

The company specializes in enterprise operating systems, such as SUSE Linux Enterprise and Novell NetWare



www.barco.com

Barco, a global technology company, designs and develops visualization solutions for a variety of selected professional markets: medical imaging, media & entertainment, infrastructure & utilities, traffic & transportation, defense & security, education & training and corporate AV.



www.kingfisher.com.au

Established in 1986, Kingfisher International is a global manufacturer & supplier of equipment for fiber optic communication systems.

Kingfisher fiber optic test equipment is used by technical and non-technical staff in all phases of fiber optic manufacture, installation and maintenance. Typical applications are to verify, test, certify and repair fiber optic systems in telecom, datacom, defense and automotive applications.

System Integrator Partners



www.techgrid.eu

Technology Grid has gained respect in its expertise to design, develop and deploy mission critical and cost effective solutions for its customers. From Critical Infrastructure to Quality of Service Consulting - from Supply Chain Management to Project Management - from Stand Alone Systems to Converged Solutions - in all these areas and many more; Technology Grid offers total solutions to its customers.

International Business Partners



www.novell.com

Societe Alams is leading provider for Technology Solutions in Electrical, Power, Mechanical and Automation Solutions. STE Alams possesses a galvanized team of professionals to ensure quality based turn-key solution offerings to its high value customers and partners. STE Alams is our lead source for providing cutting edge solutions in the Energy, Defence and RnD industry.

Customers

Euorpe



VINCI Energies is a European market leader in energy and information systems. Linking users and equipment manufacturers, VINCI Energies delivers a wide array of value-added design, implementation, maintenance and operations services to customers across four business lines: Infrastructure: power supply networks (power transmission, transformation and distribution), urban lighting and urban development, transport infrastructure (power supply, lighting and information systems); Industry: power distribution, monitoring and control, mechanical engineering, air treatment, fire protection, insulation, industrial maintenance; Service sector: power supply networks, climate engineering, plumbing, fire detection and protection, building automation systems, security, multi-technical and multi-service maintenance; Telecommunications: infrastructure and voice-data-image company communications. The diversity of offers made by VINCI Energies through its comprehensive European network of 800 companies and six brands enables it to propose solutions that are both local and global. With a workforce of 32,000 employees in 21 countries, VINCI Energies generates more than 30% of its revenue outside France.



First French independent company, **SNEF Group** specializes in the business of electrical engineering, industrial processes, communications systems, security systems, HVAC and maintenance. Group SNEF contributes over 40,000 projects a year and participates in prestigious projects. Born when the science of electrical engineering was still in its infancy, SNEF has grown into a powerful business. Founded in 1905, the company (known as Groupe SNEF) specializes in climate control (HVAC), communications systems, electrical engineering, industrial processes, and security systems. Its customers include large firms, government agencies, and building administrators. Groupe SNEF works from about 100 offices in France and through more than a dozen international subsidiaries, mostly in Europe and Africa. The firm works on more than 40,000 projects a year. Among its most notable: Opéra de Lyon; the Charles de Gaulle aircraft carrier; and the national stadium, Stade de France.



Bouygues Bâtiment International operates in some twenty countries through a network of local subsidiaries or in the context of major contracts with high added value. With a capacity for technical and commercial innovation backed up by an extensive range of know-how, it provides its customers with innovative solutions for all types of buildings, including hotels, offices, housing, exhibition centers, leisure facilities, shopping centers and airports. Bouygues Bâtiment International has now introduced a companywide structure including centers of expertise tasked with coordinating three key categories of projects considered to be strategic levers for development: hotel projects, for which the company has many prestigious references to its credit; airports, which offer interesting prospects; and property development, with a priority for operations in Morocco, Romania, the Czech Republic and Poland. Their role is to perform sales prospection and commercial preparation, and then to provide support and assistance to project teams on the ground. They will enable the company to leverage the experience it has acquired and boost its sales activity.



Cegelec's history is closely linked to the development of the electricity and energy sectors in France and Europe. It has its roots in the creation of the French CGEE (**Compagnie Générale d'Entreprises Electriques**) in 1913. From success to expansion, the company has become an international group providing technological services to companies and public authorities. Cegelec set up a customer service-oriented organization around one entity dedicated to large projects and export and four geographical entities. GSS (Global Systems & Services) brings together the Group's large projects activities in specialty businesses: Oil & Gas, Energy production, Large Infrastructures and Mobility, Space & Defence, Maintenance-Handling & Sorting Systems. Bernard Lemoine is President of GSS; he is also Deputy General Manager of Cegelec. CFB (Cegelec France Business) comprises six subsidiaries in France: Paris, Mid-East, South-East (including overseas departments and territories), North & East, West and South-West. Michel Cantet is President of CFB; he is also Deputy General Manager of Cegelec. CBB (Cegelec Benelux Business) brings together Cegelec's activities in Belgium, Netherlands, and Luxembourg. Guy Bertels is President of CBB. CGB (Cegelec Germany Business) brings together the Group's activities in Germany and Austria. Laurent Aubron is President of CGB. CWB (Cegelec Worldwide Business) brings together Cegelec's activities in a certain number of countries in Europe (Switzerland, Spain, Poland) and in the world (Morocco, Bahrain, Qatar; Indonesia, Singapore; Brazil). Frédéric Lalanne is President of CWB.

EMEA:

