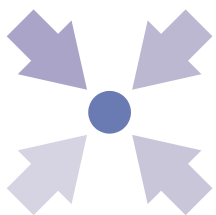
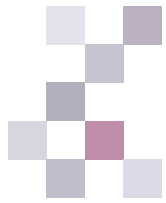


integrating
technology and
strategy to build
you a **better**
business



POINT
CONSULTING



about us



our mission

"To help your business to its maximum potential by providing you with our unique mix of technology and strategy."

Point Consulting is a multi-disciplined management, systems and technology consulting firm, with a unique combination of these capabilities. Point draws on the knowledge and experience of people, whose skills span the initial generation of ideas and insights all the way through to detailed implementation.

Point builds strategies for the creation and capture of shareholder and customer value, and helps clients accelerate business growth through effective strategy, innovative analytics and the application of technology. Point works with clients to improve performance, mobilize human resources and deliver change effectively, including managing projects, and designing and implementing enterprise-wide systems and full e-business and creative solutions.

what we do

We provide our clients with the best available strategic advice and integrated technological solutions. We provide the facts, analysis and insights our clients need to move confidently on major strategic decisions.

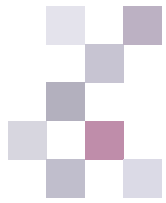
Our services in brief, consist of:

- development of a business strategy;
- implementation of the strategy through appropriate technology solutions; and
- implementation of a related marketing strategy by providing creative solutions.

who we are

We are a close-knit group of professionals coming from diverse backgrounds. From Chartered accountants to economists, from IT specialists to graphic artists, we are as diversified and as different as the fingers in our hands, but all working for a common objective, that is, to provide services to the best of our abilities to help your business flourish to its fullest.





accountancy and outsourcing



At Point, we realize that a business can spend a large amount of time involved in peripheral activities that are unrelated to their business and can prevent it from growing to its full potential. Managers do not get enough time to manage the core business, which is instead spent on looking after administrative and back office chores. Our aim is to help you get on with the business of running your business. By outsourcing your financial activities, you will:

- improve company focus towards its main objectives;
- reduce and control operating costs;
- free up company resources;
- gain access to our specialized capabilities; and
- will have more time to provide top-quality service to your customers.

You can benefit from outsourcing your work to us, thus capitalizing on our high quality standards and thorough work ethic.

accountancy services

- Accounts payable
- Accounts receivable
- General ledger management
- Cash flows and productivity analysis
- Financial reporting
- Management accounts

financial services

- Commercial banking interface
- Asset management
- Financial planning services
- Business continuation planning

tax services

- Tax planning for corporations and individuals
- Preparation and filing of income tax returns
- Preparation and filing of sales tax registers, returns and reports

business intelligence

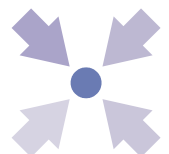
- Decision support
- Budgetary and cost controls
- Workflow management
- Document management

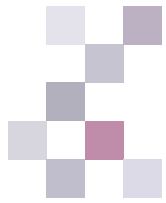
HRM services

- Executive benefits
- HR information and management
- Payroll — retirement benefits
- Time management systems
- Policies and procedures documentation

supply chain

- Procurement
- Inventory management
- Sales and customer management
- Production planning





application development



Advanced software applications are at the core of today's business environment. From driving customer demand, optimizing operations, collaborating with business partners, to the servicing of employees; complex and highly integrated software makes today business happen.

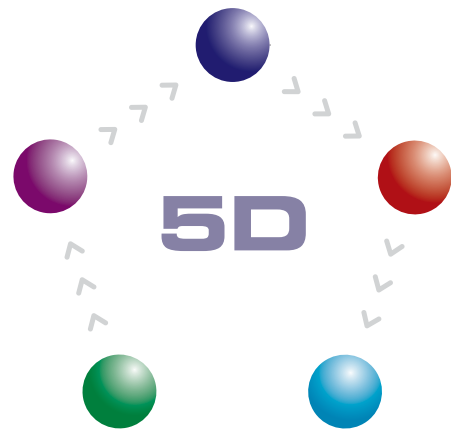
At Point we carefully and cost-effectively develop open, customized software solutions tailored to your business requirements. Leveraging your existing software assets, we integrate state-of-the-art web-based technologies with your legacy systems. We utilize industry standards and enterprise application platforms to deliver scalable and flexible solutions that will perform and last.

Point provides a total service approach in building any software solution. We focus on the strategy, design and production of integrated systems that support the deployment of a successful business.

appdev services

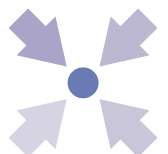
In order to ensure the successful integration of these complex interactive solutions, Point offers skills and methodologies in:

- Business process analysis
- Custom application design, development and implementation
- Contract programming
- Testing and quality assurance
- Technical documentation services
- Software re-engineering services
- Maintenance of legacy systems



our methodology – 5th dimension

The 5th Dimension or simply 5D is our engagement management and product development framework. The purpose of 5D is to define a series of activities and considerations that assist in the development and delivery of our service offerings, while providing a process for gathering and sharing of best practices.





web and e-commerce



Building an intelligent business for the "e-world" is not easy. There are many cultural, organizational, and technical issues that must be addressed. You need a forward-thinking organization that understands the dynamics and requirements of the intelligent e-world.

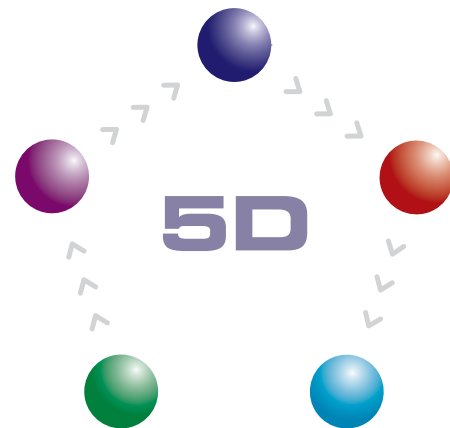
You need somebody that will provide experience in developing high-powered information access and delivery systems. It's all about the information, and accessing it. Let us assist you with transforming your company from a traditional business to an intelligent e-business.

We facilitate everything from business strategy to branding to hardware acquisition to, of course, site/portal development. We nurture big ideas from the inspiration stage through site launch and beyond. We strive to create custom-made e-solutions for you that work well with sales strategies and market forces, and go on to build tomorrow's brand loyalty with today's revenues.

webdev services

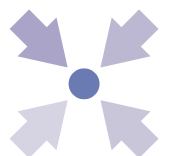
In order to ensure the successful integration of these complex interactive solutions, Point offers skills and methodologies in:

- E-business strategy
- Portal development
- Web front-end development
- Online marketing strategy
- Development of online interactive lectures
- Employees orientation



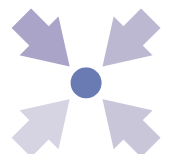
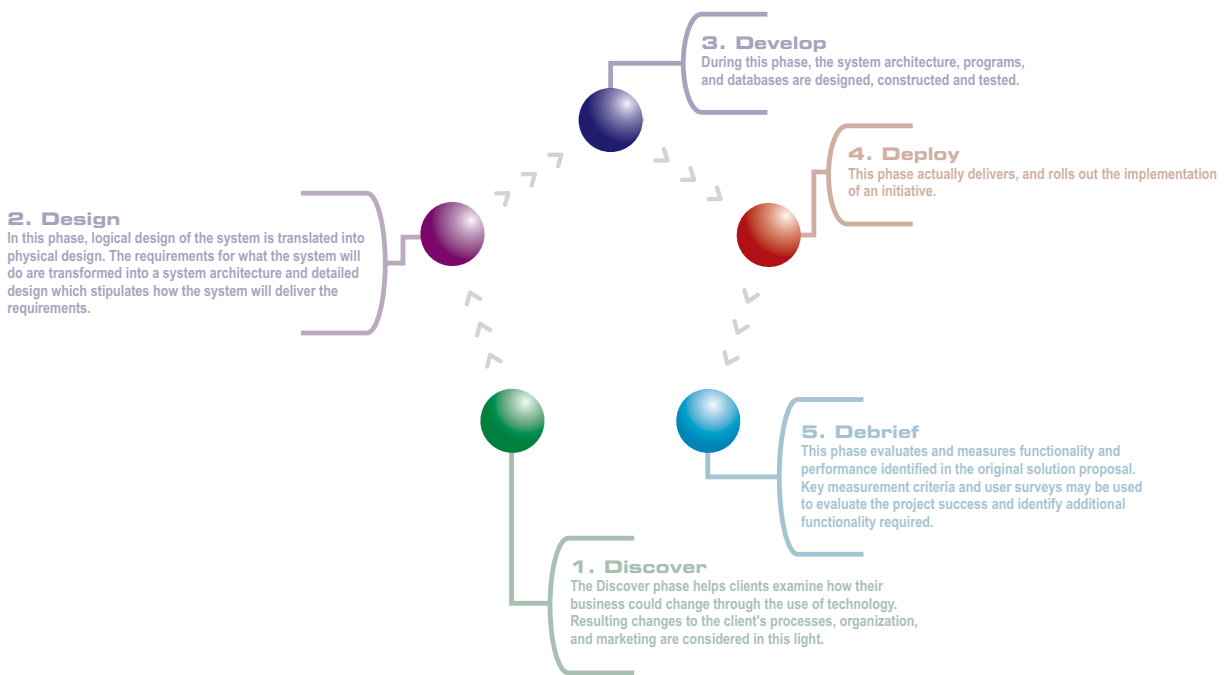
our methodology – 5th dimension

The 5th Dimension or simply 5D is our engagement management and product development framework. The purpose of 5D is to define a series of activities and considerations that assist in the development and delivery of our service offerings, while providing a process for gathering and sharing of best practices.





5th Dimension





graphics and multimedia



multimedia services

- Web front-ends
- Interactive presentations
- Information CDs and kiosks
- Kits, demos and marketing accessories

graphic design and print services

- Logos
- Corporate identity, i.e. business cards, letterheads, envelopes etc.
- Posters, brochures, flyers, calendars etc.
- Packaging, ie. CD covers, book covers etc.
- Display ads
- Annual reports

other services

- Technical and non-technical writing
- Web content writing
- Computer based training materials (CBT)
- Proofreading

We offer a wealth of creative services including but not limited to Front-end design, multimedia presentations, animation and large format printing and corporate identity.

The Point approach is to get inside the latest technologies and then explore the creative possibilities. We bring creativity without compromise to functionality - we value usability as much as style. Our people appreciate the real world issues that determine the effectiveness of every communication.

Multimedia Presentations

Our experience in corporate communications means that we understand exactly how to create or upgrade a slide presentation for maximum impact. Our staff is skilled in efficiency and consistency and work with your corporate identity and guidelines to produce the most effective presentation possible. We ensure that the presentation graphics reflect and enhance your corporate image.

Using advanced graphics, tailored slide backgrounds, high-end animation and video clips, we make sure your message has the impact and clarity it requires.

Animation

Two and three dimensional animation - everything from 'walkthrough' set visualizations and 3D prototype animations to powerful title sequences, high impact logo animations and atmosphere-generating subtle backgrounds. Our animation staff can get inside your brand character and find powerful ways to express it.

Graphic design and print

Through a strategic partnership with M/s Intermark, we offer one-stop design-to-despatch service for all your business collateral.

Our services include logos and illustrations; desktop publishing and document layout, design and complete pre-press; and product & packaging design. The creative work is developed using traditional media (paint, pen, etc.) and electronic design and layout programs.





As a strategy and technology provider, we focus on supplying the right solution! We however recognise that particular projects may require specific technical skills. Our services range from software development to solution integration and consulting services using a comprehensive range of languages, technologies and methodologies.

methodologies

- OOAD
- UML
- Design Patterns

our tools

- Oracle Developer Suite
- Microsoft Studio.NET
- Adobe Graphics Suite (Acrobat, Aftereffects, Image ready, Illustrator, Photoshop, Premiere)
- Macromedia Development Suite (Coldfusion, Director, Dreamweaver, Fireworks, Flash, Freehand, Generator, Authorware)
- 3D Studio Max
- Alias|Wavefront Maya
- Sonic Foundry Sound Forge
- CorelDRAW
- Quark Express

groupware

- Lotus Notes (Domino)
- Outlook (Exchange)

technologies/languages

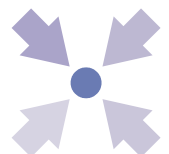
- .NET
- ActiveX
- ATL
- ASP
- Coldfusion
- COM
- DCOM
- DirectX
- JSP
- Microsoft Commerce Server
- Microsoft Content Management Server
- Perl/PHP

database

- Access
- ADO.NET
- SQL Server
- Sybase
- Informix
- Oracle

operating platforms

- Windows
- Unix
- Linux





address: 302, Shahwar Trade Centre, Allama Iqbal Road, PECHS, Karachi, Pakistan.
phone: +9221-455-5991, +9221-455-2993 fax: +9221-455-7484
url: www.point.com.pk email: info@point.com.pk