Customer Relationship Management



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Customer Relationship Management (CRM)

Customer Relationship Management (CRM) tools help businesses manage interactions with customers, streamline sales processes, and enhance customer service. These systems store customer data, track communications, and automate tasks like follow-ups and marketing campaigns. By centralizing customer information, CRM tools enable companies to improve relationships, boost retention, and drive sales growth. They are widely used in industries such as retail, finance, healthcare, and technology to optimize customer engagement and business efficiency.

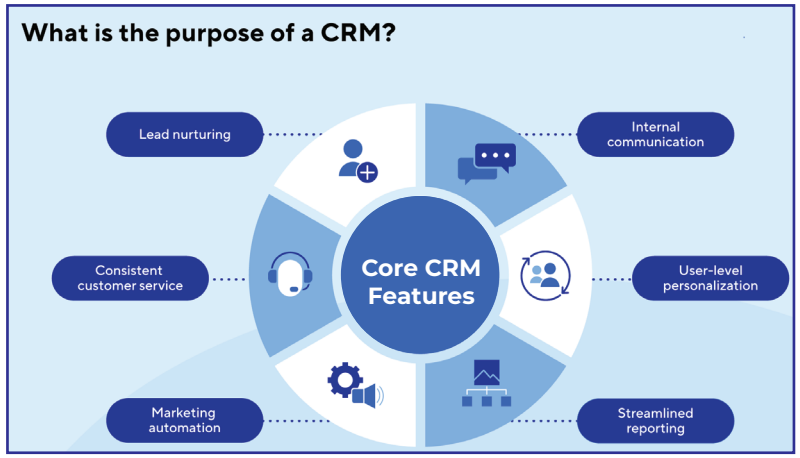
Customer Relationship Management (CRM) solutions have demonstrated a strong track record in enhancing business operations and fostering customer loyalty. Long considered an adjunct to good customer service, CRM has taken on an added dimension over the last decade. With mounting global competition for services and products, customer service has emerged as a critical factor that distinguishes firms from competition and provides an essential advantage. Surveys report that CRM software can increase lead conversion rates by 300%.[1]

> *Successful CRM is about competing in the relationship dimension. Not as an alternative to having a competitive product or reasonable price—but as a differentiator.*
> ***– Bob Thompson, CEO of CustomerThink Corporation***



[1] Ruby, D. (2025). 33 CRM Statistics (2025): Usage & Market Data. DemandSage. Retrieved from https://www.demandsage.com/crm-statistics
[2] Fortune 500 Full List (2025). (2025, January 22). Retrieved from https://www.50pros.com/fortune500

9 in 10 Fortune 500 companies today have adopted CRM. 91% of companies with more than 11 employees use a CRM system. Salesforce dominates the CRM market, followed by Microsoft, Zoho, Hubspot, etc. 90% of Fortune 500 companies using CRM use Salesforce to manage their business relationships. These include names like Spotify, Amazon Web Services, Toyota, Walmart Inc., etc. As of 2024, Salesforce itself ranks 123 in the Fortune 500 list.[2]



> *You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied.*
> ***– Jerry Fritz, Director of Management Institute University of Wisconsin***

The State of CRM

As per market data firm HG Insights, the global CRM market is projected to reach USD 41.7 billion in 2025.[3] More than 38% of current spending on CRM solutions comes from buyers in the United States. There are nearly 2 million companies in the United States which are expected to spend USD 15.9 billion on CRM solutions in 2024-2025, making up 38.1% of the total CRM market size. China, Japan, and the United Kingdom are the three next largest markets, with 13.4%, 6.8%, and 5.4% spending, respectively.

Salesforce, HubSpot, Microsoft, and Zoho are the four top CRM vendors by number of installations. 74.7% of spending on CRM software comes from companies with more than 1,000 employees. The sectors that spend the most on CRM software are Finance and Insurance, Public Administration, and Professional, Scientific, and Technical Services.

[2] Fortune 500 Full List (2025). (2025, January 22). Retrieved from https://www.50pros.com/fortune500
[3] Breeden, T. (2022). CRM App Opp. HG Insights. Retrieved from https://hginsights.com/market-reports/crm-market-share-report

CRM spending per company revenue:

Company Revenue Range	Total Spend (USD)
USD 5B+	USD 21,518,006,701
USD 1B to USD 5B	USD 7,357,719,251
USD 500M to USD 1B	USD 2,978,382,672
USD 200M to USD 500M	USD 3,588,525,722
USD 100M to USD 200M	USD 2,458,669,577
USD 50M to USD 100M	USD 1,956,525,794
USD 10M to USD 50M	USD 944,925,633
USD 1M to USD 10M	USD 136,949,101
Less than USD 1M	USD 11,561,839

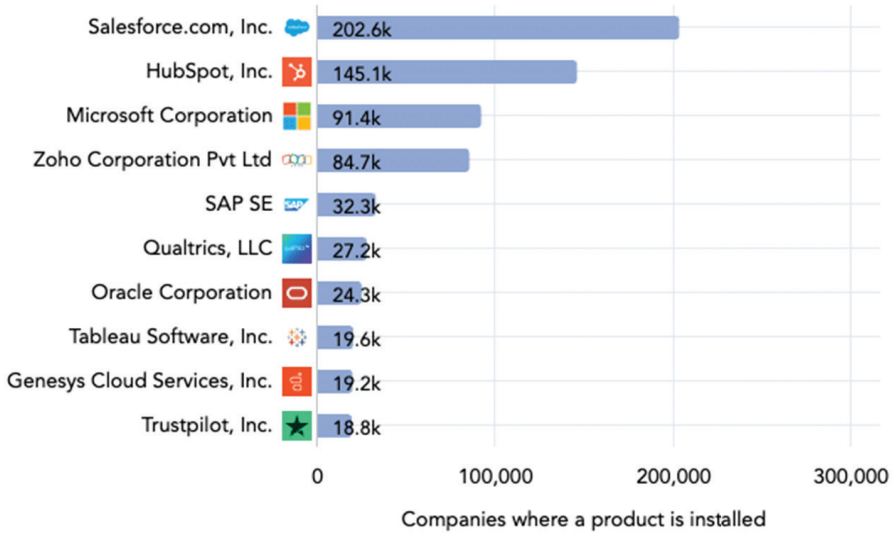
Companies in the highest revenue tier (earning USD 5 billion and more) were responsible for more than half (51.6%) of spending in the CRM market, collectively spending over USD 21 billion on CRM solutions. The next largest spending round consists of approximately 19,980 companies earning between USD 1–5 billion, (17.7%).

CRM spending per company size (number of employees)

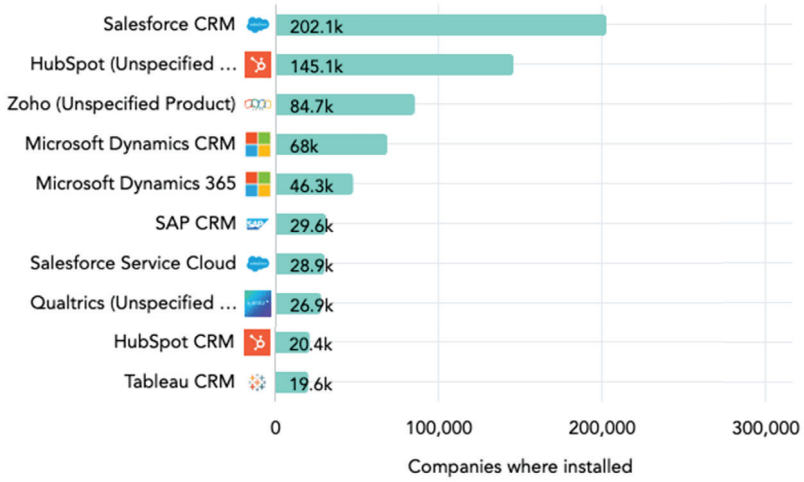
Company Size (# of Employees)	Total Spend ($)
1,001 and above	USD 31,145,768,125
251 to 1,000	USD 5,092,796,494
51 to 250	USD 2,777,785,499
1 to 50	USD 812,459,779

CRM spending largely aligns with the company size by number of employees and revenue: there are few companies in large tiers (in terms of revenue or number of employees) but these companies spend far more on CRM solutions than smaller firms. Nearly three-quarters (74.7%) of total spending on CRM software comes from companies with more than 1,000 employees.

Top CRM vendors by market share

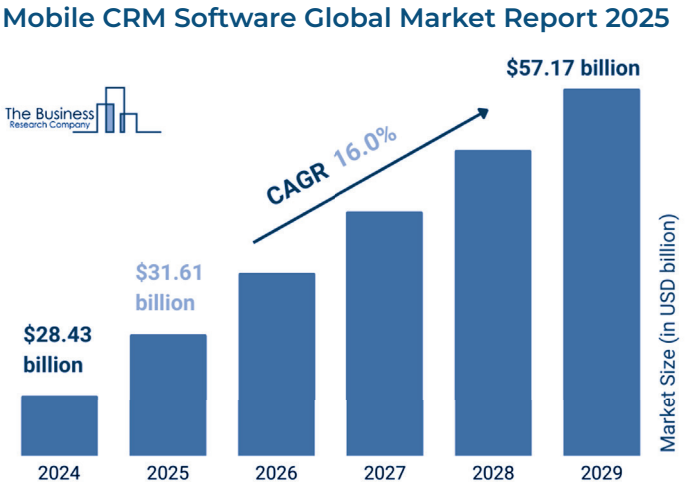


Top CRM products by market share



The mobile CRM software market size is also growing rapidly, expected to scale from USD 28.43 billion in 2024 to USD 31.61 billion in 2025 at a compound annual growth rate (CAGR) of 11.2%.[4]

This segment is anticipated to grow to USD 57.17 billion in 2029 at a compound annual growth rate (CAGR) of 16.0%. This growth is largely attributable to the rise in mobile workforce, customer-centric business strategies, need for real-time data insights, and increased adoption of bring your own device (BYOD) policies.





[4] *Mobile CRM Software Market Report 2025 - Mobile CRM Software Market Size And Share. (2025, January). Retrieved from https://www.thebusinessresearchcompany.com/report/mobile-crm-software-global-market-report*



The Statistics on CRM

CRM has become indispensable in the service industry and is one of the fastest-growing sectors in digital marketing. Surveys[5] and studies[6] have identified some very encouraging statistics on CRM uptake, impact, and effectiveness:

- 9 out of 10 Fortune 500 companies use CRM tools extensively.
- 92% of businesses in a survey claim CRM software plays a vital role in achieving their revenue goals. Effective sales organizations are 81% more likely to use CRM platforms than ineffective ones.
- Within organizations, sales teams rely on CRM the most (80%), followed by marketing teams (46%) and customer support teams (45%).
- CRM applications can help increase sales by up to 29%, sales productivity by up to 34%, and sales forecast accuracy by 42%.[7]
- The average return on investment (ROI) for CRM spending was USD 8.71 for every dollar spent, emphasizing the financial benefits of CRM implementation.
- Cloud-based and mobile CRM solutions are seeing significant uptake. 81% of users now access their CRM software from multiple devices.
- The global mobile CRM market is expected to grow 11% to USD 15 billion worldwide this year as businesses seek to connect with their customers through their mobile devices.
- The full potential of CRM tools is rarely utilized. 43% of surveyed CRM customers use fewer than half the features they have on their CRM.

> *CRM is rather boring in itself. It's the fortune you can make using CRM that makes it so interesting.*
> ***– Michael McCafferty, entrepreneur and inventor, widely considered the 'father' of CRM***

[5] *Gibbons, M. (2024). 20 Impressive CRM Statistics You Need to Know in 2025. WebFX. Retrieved from https://www.webfx.com/blog/marketing/crm-statistics*
[6] *Top 50 CRM statistics to shape your business strategy in 2025. (2025, February 10). Retrieved from https://www.salesmate.io/blog/crm-statistics*
[7] *Salesforce. (2025, February 09). Retrieved from https://www.salesforce.com/ap/hub/business/how-salesforce-improves-business-performance*

Top Trends in CRM

A few short years ago, CRM tools were clunky systems juggling disparate data across a dozen different platforms. The landscape has evolved considerably since then. The latest CRM tools focus on seamless user experiences, deep integration, and AI-powered automation.[8] They are intuitive, adaptable, and designed to work effortlessly within different tech ecosystems. Here we list the key trends shaping CRM technology this year and beyond.

Trend 1: Ease of Use – A Seamless Experience for Teams

Modern CRMs prioritize clean layouts, drag-and-drop functionality, and AI-driven suggestions to streamline processes. An example: Salesforce introduced Einstein Copilot in 2023, an AI-powered assistant that helps users navigate CRM features effortlessly. Salesforce report Einstein helped their own staff save up to 50,000 hours of effort over one quarter.[9]

With low-code and no-code customization, businesses can tailor CRMs without heavy IT involvement and encourage quick uptake among staff.

Trend 2: A Unified View of the Customer Journey

Businesses can improve cross-functional communication by eliminating data silos, leading to better decision-making and enhanced customer experiences. Modern CRMs integrate seamlessly with essential business tools, providing a 360-degree view of customer interactions. This includes marketing automation software, analytics dashboards, and customer databases, all working in sync.

A good example is AirBnB, which leverages an integrated CRM ecosystem that connects customer service, marketing, and feedback channels, and boasts one of the highest retention rates in the hospitality industry.[10]

> *Instead of using technology to automate processes, think about using technology to enhance human interaction.*
> *– Tony Zambito, Buyer Persona*

Trend 3: Automating Tasks & Predicting Customer Behavior

Artificial intelligence is revolutionizing CRM functionalities by automating routine tasks and providing predictive insights. HubSpot's AI-powered CRM identifies potential leads and suggests the best follow-up actions, increasing email open rates by 25% and conversion rates by 15%.[11] AI can also analyze historical data to predict deal closures with high accuracy helping sales managers allocate resources more effectively. AI can analyze customer data to forecast future needs and behaviors. This helps businesses reach out at the right time with the right offers.

[8] *The, & Linsenbigler, K. (2024). CRM Market Insights & Trends for 2024. RevOps Team. Retrieved from https://revopsteam.com/crm/crm-market*
[9] *Scardino, N. (2024). Customer Zero: How Salesforce Used Its Own Technology To Save 50,000 Hours of Working Time in One Quarter. Salesforce. Retrieved from https://www.salesforce.com/uk/news/stories/how-salesforce-uses-ai*
[10] *How Airbnb Redefines Customer Experience (CX) Through Community and Authenticity. (2025, February 03). Retrieved from https://www.renascence.io/journal/how-airbnb-redefines-customer-experience-cx-through-community-and-authenticity*
[11] *HubSpot's Smart AI CRM for Enterprises | CETDIGIT. (2025, February 08). Retrieved from https://www.cetdigit.com/blog/what-hubspot-has-done-to-provide-a-smart-ai-crm-for-enterprise-sector*

Trend 4: AI-Powered Personalization

Beyond automation, AI is driving hyper-personalized customer experiences. CRMs now use AI-driven segmentation to deliver tailored content and offers. By leveraging AI for personalization, businesses can enhance engagement, improve conversion rates, and boost customer loyalty. Amazon's AI-enhanced CRM segments customers based on purchase history, leading to a 29% increase in repeat purchases.[12]

Trend 5: Data Security in the Age of AI

With increasing reliance on AI, businesses must prioritize data security and regulatory compliance. Last year, in a notable CRM data breach, a hacker exposed 2.5 million data records belonging to Los Angeles International Airport.[13] In another incident, 2.2 million customers of MyDeal, an Australian retail marketplace, were impacted in a CRM data breach, leaking their names, email addresses, telephone numbers, delivery addresses, and some dates of birth.[14]

To mitigate risks, CRMs now offer end-to-end encryption, advanced access controls, and AI-driven threat detection.

Trend 6: Industry-Specific CRM Solutions

One-size-fits-all CRMs are becoming obsolete. Industry-tailored solutions are now the standard. Examples include:

Healthcare CRMs streamline patient appointments and manage insurance claims.

Manufacturing CRMs track inventory and optimize supply chain workflows.

Real Estate CRMs integrate property listings, client interactions, and legal documentation.



[12] *Amazon: share of repeat purchasers in the U.S. 2021 | Statista. (2025, February 10). Retrieved from https://www.statista.com/statistics/1317992/share-repeat-purchase-consumers-amazon-us*
[13] *Newsroom. (2024). 2.5 Million Records Exposed In LA International Airport CRM Data Breach - SentryBay. SentryBay. Retrieved from https://sentrybay.com/2-5-million-records-exposed-in-lax-crm-data-breach*
[14] *Drapkin, A. (2025). Data Breaches That Have Happened in 2024 & 2025 - Updated List. Tech. Retrieved from https://tech.co/news/data-breaches-updated-list*

CRM in Pakistan: Some Success Stories

Over the past two decades, Pakistan has witnessed a significant transformation in how organizations manage customer relationships. Both government bodies and private sector enterprises have increasingly adopted CRM systems to enhance customer engagement, streamline operations, and drive business growth. We summarize here some success stories:

Banking Sector

Numerous banks in Pakistan have succesfully deployed CRM solutions. All major banks now rely on CRM reports data to make useful decisions related to development of new products, deal with customer complaints, and improve service quality, while keeping costs to a minimum.



A pioneering effort in this regard was Union Bank (later acquired by Standard Chartered Bank Pakistan), which decided to centralize customer service systems in 2001.[15] The bank introduced a call center integrated with NCR's Teradata data warehousing solution. This integration allowed the bank to retrieve complete banking histories for all customers, enhancing decision-making and customer service. A subsequent survey revealed that 87% of the bank's customers were highly satisfied with the new service.

The CRM trend is thriving in the banking industry. Allied Bank Ltd. partnered with Oracle Corporation and Speridian Technologies, a Dubai-based implementation partner, to implement a CRM solution.[16] United Bank Limited, another prominent bank of Pakistan, chose Oracle Social Cloud, the industry's first unified social platform that delivers a seamless experience across different social platforms.[17] The project was undertaken by Integration Xperts. The Bank of Punjab partnered with C Square to deploy a Genesys CRM solution. More recently, Faysal Bank Limited, one of the leading Islamic Banks of the country, collaborated with TenX Private Limited to deploy Connect 360, an advanced analytical CRM solution.[18]

Automotive Sector

Pakistan has one of the fastest growing auto markets in Asia. Pakistan's automotive sector accounts for approximately 7% of Pakistan's GDP and employs a workforce of over 6.8 million people. CRM solutions are now being widely deployed in Pakistan's automotive industry for improved decision making and enhanced customer satisfaction.

Dealerships for most of Pakistan's leading brands - which include Toyota, Suzuki, Honda and others - deploy CRM solutions, alongside marketing campaigns and extensive customer outreach.

A representative example is Honda, Pakistan. In 2021, the company announced that it was deploying CRM solutions in partnership with IBM Consulting, to convert first-time purchasers into lifelong customers.[19] [20] Honda Pakistan sells cars through its country-wide network of 38 dealerships. To help reach its loyalty goal, the company has targeted closer collaboration with its front-line service partners, the dealerships. By leveraging embedded analytics from the new SAP S/4HANA® platform - fed by real-time data flows from its dealerships - Honda was able to transform its approach to planning, procurement and logistics.

Agriculture

Engro Corp. has deployed sophisticated CRM solutions to centralize customer data and gain a holistic view of its customers, thereby enabling personalized interactions and targeted marketing campaigns.[21] These campaigns have been very extensive in the past, ranging from social media publicity to roadshows and melas.

Fauji Fertilizer Company successfully deployed CRM tools to enhance communications with farmers and distributors. The CRM solution facilitated real-time tracking of inventory, order fulfillment, and delivery schedules. The organization witnessed a significant reduction in stockouts and also noted improved order accuracy, which in turn improved stakeholder trust and confidence.



[15] *Malik, Shahzeb Ali, and Trevor Wood-Harper. (2009) "Customer Relationship Management (CRM) in the Banking Sector of Pakistan: Problems and Challenges."*
[16] *ABL selects Oracle for CRM solution. (2021, March 03). Business Recorder. Retrieved from https://www.brecorder.com/news/40069577/abl-selects-oracle-for-crm-solution*
[17] *Lakhani, N. (2019). United Bank Limited (UBL) Leverages Oracle Cloud to Help Resolve Customer Experience Issues and Drive Advocacy. Oracle. Retrieved from https://www.oracle.com/pk/corporate/pressrelease/united-ed-bank-limited-leverages-oracle-cloud-2018-12-05.html*
[18] *Release, P. (2023). Faysal Bank partners with TenX for analytical CRM system, AI-driven data analytics. Business Recorder. Retrieved from https://www.brecorder.com/news/40247386/faysal-bank-partners-with-tenx-for-analytical-crm-system-ai-driven-data-analytics*
[19] *Correspondent (2021). Honda Atlas selects IBM Systems. The News International. Retrieved from https://www.thenews.com.pk/print/837595-honda-atlas-selects-ibm-systems*
[20] *Honda Pakistan | IBM. (2025, February 24). Retrieved from https://www.ibm.com/case-studies/honda-pakistan*
[21] *Limited, P. T. (2025, February 24). Customized Software Solution Provider - Prismatic Technologies. Retrieved from https://prismatic-technologies.com/blogs/Case%20Studies%3A%20Real-Life%20Examples%20of%20CRM%20Software%20Success%20Stories%20in%20Pakistan*

The Federal Board of Revenue's CRM Journey

In April 2017, the Pakistan Federal Board of Revenue (FBR) introduced an advanced CRM system to enhance the efficiency and responsiveness of its taxpayer services.[22] This initiative aimed to address taxpayer and public inquiries and complaints within a 48-hour timeframe, a significant improvement from the previous resolution period of two to three months.

The CRM system led to several enhancements:

- **Increased Support Staff:** The number of agents in call centers and email teams was expanded to manage higher demand during peak periods.
- **Comprehensive Training:** Staff received training in professionalism, courtesy, and specific tax domains, including Income Tax, Sales Tax, and Federal Excise Duty, to improve the quality of interactions.
- **Reduced Response Times:** The system achieved a reduction in hold times to 30 seconds, with 80% of emails being addressed within 24 hours.

The success of the CRM system led to its implementation later in FBR's field offices, facilitating digital communication with the headquarters on software-related issues.

In addition to the CRM launch, FBR undertook several initiatives to improve taxpayer facilitation:

- **Contact Center Modernization:** A newly refurbished and modernized Contact Center was inaugurated to promptly respond to taxpayer queries and provide real-time information.[23]
- **Integration with Pakistan Citizen Portal:** An exclusive "FBR" option was added to the Pakistan Citizen Portal, allowing taxpayers and citizens to lodge complaints directly, ensuring seamless connectivity with the Chairman's office and expediting complaint resolution.[24]

Despite these advancements, challenges in complaint handling persisted. In 2023, approximately 46% of taxpayers expressed dissatisfaction with FBR's actions on complaints filed through the Prime Minister's Performance Delivery Unit (PMDU).[25] The FBR's report on "Taxpayer's Facilitation" indicated that while the CRM system responded to 204,713 emails between July 2021 and June 2022, only 54% of complainants reported satisfaction with the services received.

The following year, the Federal Tax Ombudsman (FTO) reported a 51% surge in complaints against FBR, totaling 13,506 in 2024, up from 8,963 in 2023.[26] Despite this increase, the FTO achieved a 63.69% improvement in complaint resolution, addressing 12,914 complaints in 2024 compared to 7,889 the previous year.

In response to ongoing concerns, FBR introduced a new complaint redressal mechanism in 2020, allowing taxpayers to report corruption and rent-seeking anonymously via a dedicated cellphone number managed by the Member (Inland Revenue-Operations). This system aimed to protect complainant identities and ensure timely, confidential handling of grievances.

[22] Fbr. (2025, February 23). Dr. Irshad inaugurates FBR Contact Center at FBR House - Federal Board Of Revenue Government Of Pakistan. Retrieved from https://www.fbr.gov.pk/Events/dr-irshad-inaugurates-fbr-contact-center-at-f/131476

[23] Fbr. (2025, February 23). - Federal Board Of Revenue Government Of Pakistan. Retrieved from https://www.fbr.gov.pk/pr/dr-irshad-inaugurates-fbr-contact-center-at-f/21085/2017

[24] Fbr. (2025, February 23). Allocation of exclusive complaints option of FBR in Pakistan Citizen Portal - Federal Board Of Revenue Government Of Pakistan. Retrieved from https://fbr.gov.pk/allocation-of-exclusive-complaints-option-of-fbr-in-pakistan-citizen-portal/132157

[25] Staff, P. (2023). 46% Taxpayers Dissatisfied With FBR's Complaint Handling System. ProPakistani. Retrieved from https://propakistani.pk/2023/03/31/46-taxpayers-dissatisfied-with-fbrs-complaint-handling-system/

[26] https://pkrevenue.com/complaints-against-fbr-surge-51-in-2024-fto/



Pakistan Single Window - A CRM Success Story

Pakistan Single Window (PSW) is a state-of-the-art digital platform designed to streamline cross-border trade by integrating various government agencies, commercial banks, and stakeholders into a unified system.[27] Launched under the Pakistan Customs umbrella, PSW simplifies trade processes by allowing businesses to submit standardized information through a single-entry point, reducing costs and time delays. PSW is a significant Pakistani success story and has garnered international recognition for its effective implementation and serves as a model for trade facilitation systems globally.

PSW uses a comprehensive CRM solution to enhance user engagement and streamline support services. Key Features of PSW's CRM Solution include the following:

Real-Time Support Tracking: Users can monitor the progress of their support requests in real-time, ensuring transparency and timely resolutions.

Integrated Digital Platform: PSW serves as a unified digital platform, integrating 15 other Government Agencies and 29 commercial banks. This integration simplifies cross-border trade processes, allowing parties involved in trade and transport to submit standardized information and documents through a single-entry point.

User-Centric Design: The CRM system is designed to be user-friendly, enabling stakeholders to access necessary services and information efficiently, thereby reducing the time and cost associated with cross-border trade.

This self-service platform provides real-time updates on support request statuses, significantly improving operational efficiency and user satisfaction.

[27] Khalid, A. N. & A. (2023). Trade facilitation through Single Window | Political Economy | thenews.com.pk. The News International. Retrieved from https://www.thenews.com.pk/tns/detail/1095109-trade-facilitation-through-single-window

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Proto IT Consultants

Proto IT Consultants specialize in transforming businesses with cutting-edge IT tools, CRM solutions, custom software development, and business automation. From concept to execution, they craft tailored strategies to optimize efficiency, enhance collaboration, and drive measurable success. Their expertise ensures seamless integration of technology-driven solutions into operations, be it in a startup or an enterprise setting.

Proto IT Consultants offer strong expertise in monday.com, a popular cloud-based platform that allows users to create their own applications and project management software. With Monday.com, companies can automate sales pipelines and use powerful tools to integrate with their CRM and other systems, dramatically improving overall team productivity. Proto IT Consultants also offers support and services for Microsoft Dynamics 365 and Pipedrive, ranging over a large suite of tools including CRM and financial management solutions, accounting and invoicing, chatbots, email marketing, lead generation, phone solutions, and proposal management.





Among other services, Proto IT Consultants optimize business operations using Odoo's all-in-one ERP solutions, and provide web and mobile app development services. The company has successfully implemented over 100 business automation solutions across various industries, and boast a high 90% client retention rate. With a team of 50+ highly skilled professionals, including software engineers, project managers, and financial analysts, they bring diverse expertise to every project. They have worked with 50+ satisfied clients worldwide, spanning industries such as finance, healthcare, real estate, and technology.

Their expertise extends to top-tier platforms like Monday.com, QuickBooks, Xero, and custom AI-driven business solutions, allowing them to create solutions that streamline workflows, improve decision-making, and drive measurable results.

Proto IT Consultants has earned recognition for its exceptional IT consulting and development services, working with businesses across the U.S., Pakistan, and beyond. Their portfolio includes collaborations with Fortune 500 companies, growing startups, and established enterprises, reflecting their ability to deliver high-impact solutions tailored to diverse business needs.

Primary Products

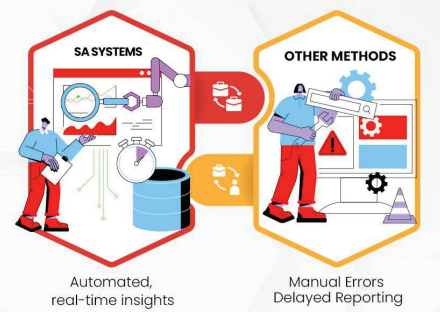
- **Business Applications**
- **Software & Web Development**
- **Finance & Accounting Solutions**
- **Staffing & Recruitment Services**

> *Working with team proto has been an exceptional experience. From consultation to implementation, their professionalism and attention to detail have exceeded our expectations.*
> *I highly recommend them for their outstanding service and results.*
> *– Emma Monroe*
> *Owner: Found and Chosen*

SA SYSTEMS

SA Systems is a cloud-based software solutions company headquartered in Lahore, which offers functional modules including CRM, HRM, business process automation, project management, business intelligence, financial management, inventory management, B2B and B2C applications. The company particularly specializes in ERP and CRM systems tailored for the real estate sector.

Established in 2018, SA Systems has rapidly gained recognition for its innovative approach to business process automation. Their comprehensive solutions encompass HR and payroll, inventory management, finance, purchasing, sales, and warehouse management, all designed to streamline business operations and enhance efficiency. Additionally, they offer digital services such as website development, application development, social media marketing, and search engine optimization (SEO).





SA Systems is recognized as one of Pakistan's leading ERP software providers for the real estate sector. Their comprehensive solutions offer an all-in-one platform that seamlessly integrates various business functions, streamlining operations for maximum efficiency. With a strong client-centric approach, SA Systems provides 24/7 support, ensuring businesses have easy access to their systems anytime, anywhere, enabling uninterrupted workflow and enhanced productivity.

Primary Products

- **ERP Systems for Real Estate**
- **Customer Relationship Management (CRM)**
- **Human Resource Management (HRM)**
- **Business Process Automation**
- **Project Management Tools**
- **Business Intelligence Solutions**
- **Financial Management Systems**
- **Inventory Management**
- **B2B and B2C Applications**
- **Website and Application Development**
- **Social Media Marketing (SMM)**
- **Search Engine Optimization (SEO)**

Dynamics Solution and Technology

Dynamics Solution & Technology is a trusted Microsoft Gold Partner, delivering cutting-edge Microsoft Dynamics 365 solutions to businesses worldwide. Specializing in ERP, CRM, and AI-driven applications, the company empowers organizations with intelligent automation, seamless integrations, and scalable digital transformation strategies. With expertise across multiple industries, Dynamics Solution ensures businesses optimize operations, enhance productivity, and achieve sustainable growth.

Dynamics Solution & Technology has also delivered services across USA, Saudi Arabia, UAE, Kuwait, Qatar, UK, Pakistan, Malaysia and South Africa, helping enterprises and SMEs streamline business processes with tailored solutions. Dynamics Solution & Technology has successfully delivered hundreds of Microsoft Dynamics 365 implementations to date. With a strong presence in the UK, UAE, Saudi Arabia, and beyond, their expert team of consultants, developers, and analysts ensures businesses leverage the full potential of Microsoft's ecosystem. Their customer-centric approach, combined with full-time technical support, guarantees high client retention and long-term partnerships.

Primary Products

- **ERP Solutions**
- **CRM Applications**
- **Microsoft Power Platform**
- **Industry-Specific Solutions**
- **AI and Business Intelligence Tools**
- **Cloud and Integration Services**





Tekvaly

Tekvaly is a software development and IT outsourcing company providing cutting-edge solutions in software engineering, AI, cloud computing, and business process automation. Tekvaly helps businesses streamline operations, enhance efficiency, and drive innovation. From CRM and ERP integration to cybersecurity, their end-to-end services empower organizations to stay ahead in an evolving digital landscape.

Tekvaly undertakes in-depth consultation, meticulous planning, and expert execution to deliver turnkey CRM integration solutions. Their post-integration support and maintenance ensure optimal system performance, allowing businesses to focus on building and nurturing valuable customer relationships.

Tekvaly has earned recognition as a leading IT service provider, with over 12 years of experience delivering innovative technology solutions. They have solid partnerships with industry giants like Microsoft Azure, Amazon Web Services (AWS), UiPath, and OpenBots. They are recognized for our expertise in ERP integration, AI-powered automation, and enterprise software solutions.

With a presence in Canada, the USA, and Pakistan, Tekvaly has successfully completed numerous enterprise projects across various industries. Their team of skilled professionals has delivered impactful solutions, reducing operational costs by up to 40% for clients and improving efficiency using AI and process automation.

Primary Products

- **AI and Machine Learning Solutions**
- **Cloud Computing and Security Services**
- **ERP and CRM Integration**
- **Business Intelligence and Data Analytics**
- **LMS Customization and E-Learning Solutions**
- **Project Management and Quality Assurance**
- **Custom Software Development and MVP Solutions**

Mercurial Minds

Mercurial Minds is an intelligent automation services provider with expertise in optimizing value delivery, fostering growth, and boosting customer engagement with a global perspective. They aim to be a leader in digital transformation by 2030, helping enterprise-level organizations thrive.

With a global footprint spanning seventeen countries, across the Americas, the Caribbean, Europe, Africa, the Middle East, South Asia, and the Pacific Islands. Mercurial Minds serves clients in diverse sectors including telecommunications, fintech, energy, banking, financial services, and insurance. Their expertise in IT, HR, finance, cybersecurity, and contact centers, combined with a proven track record, positions them as a trusted partner for organizations seeking innovative digital solutions.

Mercurial Minds provides comprehensive CRM services using Salesforce. This includes helping clients build CRM teams, address knowledge gaps, and devise quality assurance protocols. Their solutions also include use of automated agents to simplify and facilitate customer onboarding processes. They also develop chatbots to address customer queries and improve engagement. Their clients in this domain range widely from telcos to financial companies and banks.



Mercurial Minds has collaborated on over 1000 processes in various domains. Their innovative approach leverages intelligent automation to help businesses unlock growth opportunities, reduce operational costs, and enhance customer experiences and engagement. Their international presence allows them to offer region-specific insights while maintaining a broad global perspective.

Primary Products

- **Salesforce Services**
- **Telco-Agentics**
- **Over-the-top Products and Managed Services**
- **Enterprise Mobility Management**
- **Telco Platforms and Services**

Pearl Solutions (Pvt) Ltd.

Pearl Solutions is Pakistan's premier provider of cloud-based ERP software. Their flagship product, Pearl ERP, enhances business operations for small and medium-sized enterprises by improving customer engagement, productivity, cost-effectiveness, and operational efficiency. With advanced features such as interactive dashboards and global accessibility, Pearl Solutions helps businesses stay agile and informed at all times.

With 18+ years of expertise, Pearl Solutions stands as a leader in ERP software solutions. They offer tailored CRM solutions across various industries, backed by robust consulting, implementation, and support services. The company recently launched an AI-powered Odoo Support Agent to guide businesses in automating their manual processes, managing customer information, tracking leads, and improving sales prediction.

Their proficiency ensures businesses receive the best possible guidance and cutting-edge software to optimize performance. Pearl Solutions has successfully implemented over 100 ERP and CRM projects, serving a wide range of industries such as manufacturing, healthcare, tourism, and textiles. Their ERP system offers real-time insights, predictive analytics, and seamless integration with other



systems, empowering businesses to make data-driven decisions. With its flexible architecture, Pearl ERP scales alongside their client's business, ensuring long-term success.

Primary Products

- **Accounts ERP**
- **Manufacturing ERP**
- **Inventory ERP**
- **Data Analytics with Microsoft Power BI**
- **HR ERP**
- **CRM**



PieCyfer

PieCyfer is a leading software development company dedicated to providing end-to-end technology solutions and consultancy for businesses worldwide. With a track record of 200+ completed projects, 50+ satisfied clients, and a team of 50+ highly skilled professionals, PieCyfer specializes in crafting custom software, AI-powered solutions, and enterprise applications that drive digital transformation. From robust CRM, AI-driven automation, to cloud-based infrastructure, PieCyfer helps businesses thrive in the rapidly evolving tech ecosystem.

PieCyfer's expertise spans multiple domains, offering enterprise software development, CRM and CMS platforms, web and mobile app development, AI and machine learning, blockchain solutions, and cloud Services. The company's flagship products include an AI-powered CRM, Email Genius, and HR solution named Team Management System, and OnlineDoc, a healthcare management tool. The company maintains partnerships with Microsoft Azure, Upwork, Amazon Web Services, and Google. Leveraging the latest technologies, PieCyfer empowers businesses to streamline operations, optimize workforce efficiency, and enhance customer engagement.

Recognized for its 5-star Clutch rating and 4.9-star Google reviews, PieCyfer takes pride in delivering seamless user experiences and high-performance software. The company's focus on quality assurance, rigorous testing, and round-the-clock support ensures reliability and scalability in every solution. With offices in San Mateo, CA, and Lahore, Pakistan, PieCyfer continues to be a trusted technology partner, helping businesses worldwide unlock their true potential through customized, innovative, and scalable software solutions.

Primary Products

- **Email Genius –** AI-powered CRM for seamless lead conversion, personalized outreach, and sales optimization.
- **Team Management System (TMS) –** A comprehensive HR solution for workforce management, project tracking, and HR process automation.
- **OnlineDoc –** A healthcare management platform providing task management, interactive slideshows, centralized contact book, and smart patient calling.

World Wide Business Services

Worldwide Business Services (WWBS) is a leading provider of cutting-edge digital solutions. Their expertise spans domains including customer engagement, web development, accounting software, digital marketing, customer support, and e-commerce solutions. With a strong commitment to innovation and client success, WWBS crafts personalized strategies that enhance online presence, streamline operations, and drive revenue growth.

With over 700+ satisfied clients and a portfolio of 500+ successfully completed projects, WWBS has established itself as an industry leader in IT solutions. Their team of seasoned professionals provide tailor-made solutions that cater to each client's unique needs. Their digital marketing services amplify brand reach, while their accounting and bookkeeping solutions simplify financial management, allowing businesses to focus on expansion and profitability.



Backed by a team of highly skilled developers, strategists, and support specialists, WWBS ensures seamless execution and superior results for every project.

WWBS's customer-first approach has earned rave reviews from industry leaders, including Beatles Technologies, AriZona, and Computer World. WWBS is an ideal partner for clients looking to boost their digital footprint, automate operations, or enhance customer engagement.

Primary Products

- **Web Development –** Custom website design and development services to create responsive, user-friendly, and high-performance websites.
- **Accounting Software –** Comprehensive accounting and bookkeeping solutions to streamline financial management and reporting.
- **Digital Marketing Services –** SEO, social media marketing, and paid advertising strategies to increase brand visibility and online engagement.
- **Customer Support Solutions –** Dedicated customer service and support systems to enhance client relationships and satisfaction.
- **E-Commerce Solutions –** Scalable ecommerce platforms and integrations to optimize online sales and user experience.

Convex Interactive

Convex Interactive, founded in 2012, is a premier IT solutions provider with a presence in Pakistan, UAE, and the USA. Licensed by the Pakistan Telecommunication Authority (PTA) and the Pakistan Electronic Media Regulatory Authority (PEMRA), the company is also ISO 27001:2013 certified, reflecting its commitment to data security and innovation. As a Meta Business Partner and a Google Partner, Convex Interactive specializes in customer engagement, omnichannel communication, WhatsApp Business API, mobile and web development, digital marketing, call center solutions, and cloud communications. Their expertise extends across industries, providing enterprises, OTT platforms, and mobile network operators with cutting-edge digital transformation solutions.

The company's services encompass CRM, telecom and VAS solutions, digital marketing, cloud and DevOps, AI-driven chatbot automation, and mobile gaming development. The company has also developed several pioneering products, including Mjunoon.tv, an OTT streaming platform offering diverse entertainment and regional content; Madvertiser, a telecom-endorsed DIY mobile advertising platform; Callvex, a cloud-based call center solution; Gamelotte.com, an online gaming portal with over 300 games; BerryCarts, a social commerce platform; and CPaaS, an advanced communication platform validated by WhatsApp for real-time customer engagement.

Recognized for its excellent work, Convex Interactive has collaborated with top global brands, including Unilever, Pepsi, Nestlé, KFC, and Jazz. The company has played a pivotal role in launching OTT services like Jazz TV and Zong TV while achieving significant milestones in mobile technology and cloud solutions. With a vision to revolutionize digital ecosystems, Convex Interactive continues to set new benchmarks in IT services, driving innovation through robust technological advancements and strategic partnerships worldwide.

Primary Products

- **CRM solutions -** Personalized CRM solutions tailored to client needs
- **Mjunoon.tv –** An OTT streaming platform offering entertainment, sports, news, and regional content in Sindhi, Punjabi, Pashto, Balochi, and Siraiki.
- **Madvertiser –** A DIY mobile advertising platform with telecom-endorsed targeting and real-time campaign tracking.
- **Callvex –** A cloud-based call center solution designed for efficient customer support and issue resolution.
- **Gamelotte.com –** An online gaming platform featuring over 300 games across various genres.
- **BerryCarts –** A social commerce platform enabling businesses to sell directly through digital channels.
- **CPaaS (Communications Platform as a Service) –** A WhatsApp-validated communication platform for real-time customer engagement in banking, commerce, marketing, and support

Elance Mind

Elance Mind is a dynamic technology solutions provider specializing in innovative software development and CRM services. The company has extensive experience with various kinds of tools, with a particular focus on solutions developed by HubSpot, Salesforce, Zoho, and ActiveCampaign.

Over the past few years, Elance Mind developers have been helping ecommerce, real estate, health and wellness, education, and professional services industries with setting up CRM accounts and customization, implementation, automation, and segmentation of their workflows. The company also provides training sessions to companies to develop their in-house capacity. Elance Mind's HubSpot-certified trainers bring years of expertise to deliver tailored sessions that align with client business goals and team structure.

Recognized for excellence in technology innovation, Elance Mind has received multiple industry awards, including the Tech Innovator Award in 2023. They have worked on over 300+ different HubSpot projects and specialized in software-as-a-service, education, and professional services industries. The company is also ISO 9001 certified, underscoring its commitment to quality management.

Serving over 200 clients globally, Elance Mind boasts a 95% client retention rate. The company has successfully delivered more than 500 projects, demonstrating its capacity and reliability in the tech industry.

Primary Products

- **CRM solutions**
- **CRM Trainings**
- **Project Management Tool**
- **AI-Powered Analytics Platform**





Adrem Technologies

Adrem Technologies is a leading provider of network management solutions, offering advanced tools for IT infrastructure monitoring and optimization. They have a comprehensive service portfolio which includes Microsoft Dynamics CRM, Microsoft Power App Services, and their own cloud-based ERP solution, ERPECO.

Adrem Technologies works to enhance network performance and reliability for businesses of all sizes. The company has been honored with the Network Excellence Award and holds multiple patents for its innovative network management technologies. Adrem Technologies is also a certified partner of major tech firms, including Microsoft and Cisco.

Founded in 2012, Adrem Technologies has undertaken projects in over 50 countries. Their flagship product boasts a 99.9% uptime guarantee, ensuring critical network operations remain uninterrupted.

Primary Products

- **Network Monitoring Suite**
- **IT Infrastructure Analyzer**

> *Partnering with Adrem Technologies has been the most successful outsourcing choice of my career. Since we've been working together in October 2023, they've consistently provided top tier engineering talent that's been instrumental in delivering exceptional products to my customers. Their team of skilled developers and QA engineers has been a perfect fit for my startup, offering the right balance of expertise and affordability."*
> ***– Joshua Gallagher, Senior Director of Software Development, Peaxy Inc.***

DigiTrends

DigiTrends

DigiTrends is a full-stack digital outfit, offering diverse IT solutions and digital services to the pharmaceutical and finance industry. They also specialize in premier digital marketing services, primarily providing data-driven strategies to enhance online presence and engagement. Their services encompass SEO, content marketing, social media management, and more, tailored to meet the unique needs of each client.

Since its inception, DigiTrends has undertaken projects with leading pharmaceutical firms including GSK, Pfizer, Abbott, Roche, Bayer, Sanofi, and Novartis. Digitrends launched the first ever E-detailing suite for GSK Pakistan. Their flagship products also include Digitrends Pharma CRM, an all-inclusive CRM database, geared to automate marketing and campaign management and execution of market resources. This is a cloud-based system with 100% offline capability and provides detailed analytics and reports.

DigiTrends has been awarded the Brand of the Year 2023 in the Digital Solutions Provider category. Their CEO, Samad Saleem, has been awarded the National Pharma Marketing Award in the Health Asia's Digital Agency category in 2024. The company has successfully increased client web traffic by an average of 150% and improved conversion rates by 75%. They have managed over USD 10 million in ad spend, delivering exceptional ROI for their clients. DigiTrends has earned Google Partner status, reflecting their expertise in managing successful digital advertising campaigns.

Primary Products

- **E-detailing CRM**
- **Pharma Augmented Reality Apps**
- **Multi-channel portal for Healthcare Providers**
- **Medical Content Writing**
- **Digital Consultancy Services**
- **SEO Optimization Service**
- **Social Media Management Tool**

> *DigiTrends's expertise in helping us strategically deliver targeted and engaging content, is a key value to improving our HCP's content detailing journey.*
> *– Samir Saleem (Digital Lead- Novartis Pharmaceuticals)*

> *Consummate professionals that are highly knowledgeable and well skilled. We highly recommend DigiTrends to anyone looking for a great company to work with.*
> *– Raza Hasnain (Divisional Head, Hospital Care- B Braun)*

MAVEN MEDIA GROUP

Maven Media Group

Maven Media Group is a boutique digital agency based in Karachi, Pakistan, that helps businesses across the world with digital marketing. Their team of experts offers a range of services, including search engine optimization, pay-per-click, email marketing, ecommerce digital marketing, organic social media, and B2B digital marketing. Their goal is to help clients drive sales and grow their businesses by enhancing their online presence.

Among their many services, Maven Media Group helps businesses implement CRM systems that enhance customer interaction and streamline operations. From lead tracking to sales automation, their CRM solutions provide superior customer insights, enable personalized marketing, and improve output and efficiency.

Their portfolio showcases successful collaborations with clients across various industries, reflecting their versatility and expertise. Maven Media Group offers personalized attention to each client, ensuring tailored solutions that meet specific business objectives. Their comprehensive approach to digital marketing encompasses a wide array of services, making them a one-stop solution for businesses seeking to improve their online presence. Their strategic location in Karachi enables them to serve both local and international clients effectively.



Primary Products

- **CRM Services**
- **Digital Marketing Services**
- **SEO Services**
- **Content Marketing**

> *We had a positive experience, and our team had nothing but good things to say about what they produced.*
> *– Sancia Toth, Marketing Manager, SumoQuote*

> *They cared deeply about the quality of their work and our objectives.*
> *– Jon Morrison, SVP, Investor Relations & Corporate Development, AltaGas*

Integration Xperts Pvt. Limited

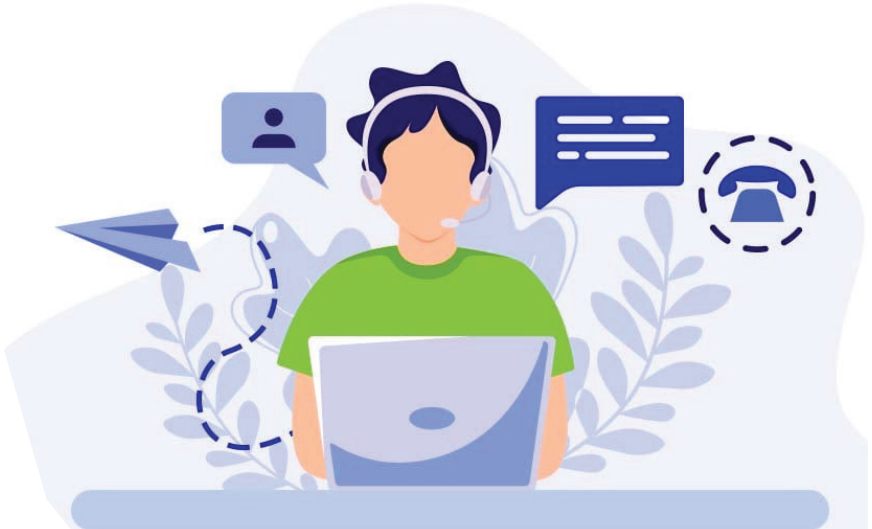
Integration Xperts Pvt. Limited is a leading provider for cloud implementation, CRM solutions, and professional services. Their service portfolio is aligned with evolving customer requirements, encompassing strategy development and high-impact delivery across various domains. Over the years, Integration Xperts has established itself as a trusted partner in the technology sector, recognized for its excellence in delivering innovative solutions.

Integration Xperts is Pakistan's first value-added reseller for Salesforce, the world's leading CRM platform. The company also boasts significant expertise with Oracle: the company claims it has the highest number of Oracle Cloud Financials implementations in Pakistan. They are a Microsoft partner and a prominent industry choice for SAP implementations. Integration Xperts is also a value-added reseller for Coats Digital, which offers technology-based solutions and industry best practices experience to help the fashion industry create, cost, source, and produce items more efficiently.

Their comprehensive service offerings, including cloud implementation, business process outsourcing, and mobile app development, catering to the diverse needs of their clients. Prominent clientele include Engro, Packages, United Bank Limited, Jazz Pakistan, Etihad Etisalat- Mobily (KSA), Agha Khan University Hospital, Karachi Electric, etc.

Primary Products

- **Salesforce Services**
- **Microsoft Azure Services**
- **Oracle Cloud services.**



Rolustech

Rolustech is a leading SugarCRM and Salesforce partner firm specializing in end-to-end CRM solutions, custom software development, and AI-powered services. With headquarters in Pakistan and regional offices in the UK and USA, the company has built a strong reputation for delivering tailored digital transformation solutions. Beyond CRM, Rolustech provides professional services for Microsoft Dynamics 365, Magento, Amazon Web Services, and web and mobile development, ensuring seamless business integrations for a global clientele.

With over 15 years of industry experience, Rolustech has successfully completed 1200+ projects and developed 50+ products, earning recognition as a trusted CRM consultancy. The firm adheres to ISO27001 standards, emphasizing secure coding practices and agile methodologies. Its team of over 350 professionals, including certified Salesforce and SugarCRM experts, has played a pivotal role in crafting innovative solutions. Rolustech has been widely acknowledged for its technical mastery and is regarded as a top-tier SugarCRM integration company in the USA.



Rolustech stands out for its deep expertise in CRM implementation, software engineering, and AI solutions. Having delivered over 900 custom CRM solutions, the company ensures its clients achieve maximum ROI by aligning business strategies with advanced customer relationship management. It offers comprehensive CRM services, including customization, integration, deployment, maintenance, and support. Rolustech also excels in product development, leveraging cutting-edge technologies to create scalable and high-performance solutions tailored to business needs.

Primary Products

- **CRM Solutions:** Consulting, customization, integration, and support for SugarCRM, Salesforce, and Microsoft Dynamics 365.
- **Software Development:** Web and mobile app development, cloud solutions, and enterprise applications.
- **AI & Machine Learning:** Generative AI model training, predictive analytics, and custom AI solutions.
- **E-commerce & Cloud Services:** Magento development, AWS cloud solutions, and advanced web applications.

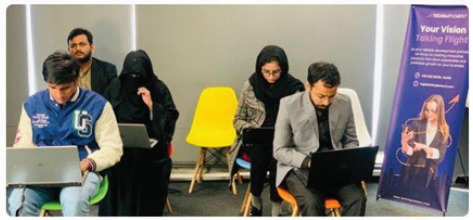
Tech Implement

Tech Implement has been a trusted technology partner for over 16 years, specializing in AI-powered CRM and ERP solutions that drive digital transformation. With a track record of delivering turnkey solutions across industries, the company excels in streamlining business processes, enhancing customer relationships, and optimizing resource planning. Its expertise extends from legacy system migrations to scalable integrations, ensuring businesses stay ahead in an evolving digital landscape.

With hundreds of successful enterprise projects to date, Tech Implement has built a reputation for delivering robust, scalable, and secure technology solutions. The company's deep expertise in Microsoft Dynamics 365, Power Platform, and CRM consulting has positioned it as a preferred partner for businesses seeking efficiency and automation. Its commitment to long-term service has earned it a portfolio of enterprise clients across diverse industries, from banking and healthcare to retail and telecommunications.

Primary Products

- **CRM and ERP Solutions.**
- **Software Development.**
- **AI & Machine Learning.**
- **Digital Marketing.**







Tech Implement

3LI GLOBAL is a leading multi-system integrator specializing in CRM, CX, and API software solutions. With a focus on business automation, the company helps businesses streamline operations by selecting, implementing, and optimizing the CRM system that best fits their needs, rather than imposing a one-size-fits-all solution. By eliminating unnecessary complexities and prioritizing efficiency, 3LI GLOBAL ensures that companies can focus on what truly matters.

With over 9 years of experience and more than 500 successfully completed projects, 3LI GLOBAL has built a reputation for excellence in CRM integration and automation. The company partners with industry leaders like Salesforce, HubSpot, Microsoft Dynamics, and Zendesk, ensuring seamless system implementation and optimization. 3LI GLOBAL's DabyAssist service for Salesforce provides managed support, offering businesses a cost-effective alternative to hiring in-house Salesforce teams.

In recognition of its expertise, 3LI GLOBAL has been named a Top CRM Consulting Company in the UAE by Clutch (2024). This accolade highlights the company's commitment to delivering customized CRM solutions that drive tangible business results.

Primary Products

- **CRM Implementation & Optimization**
- **Business Process Automation**
- **API Integrations**
- **Data Management & Migration**

Specialized Products & Services

- **DabyAssist for Salesforce**
- **Cloud-Based Business Solutions.**
- **Conversational AI & Chatbots**
- **Cloud Computing & IoT Solutions**



TMR Consulting

TMR Consulting is a globally recognized provider of cloud-based enterprise solutions, specializing in Microsoft business applications. As a Microsoft Gold Partner and Tier 1 Cloud Solution Provider (CSP), the company delivers expert consultation, implementation, training, and support for Microsoft Dynamics 365, Microsoft Azure, and Microsoft 365. With a proven track record of optimizing business processes across multiple industries, TMR Consulting empowers organizations to modernize operations and achieve sustainable growth.

TMR Consulting is ISO 27001 certified, demonstrating its commitment to data security and robust digital infrastructure. The company is also a Microsoft CSP Tier 1 Partner, a designation reserved for elite partners with direct access to Microsoft's cloud services. Backed by a team of Microsoft-certified consultants, TMR ensures seamless implementation and ongoing support for clientele.

With hundreds of successful implementations across Pakistan, UAE, Canada, and the USA, TMR Consulting has helped businesses in diverse industries, including retail, banking, insurance, construction, logistics, pharmaceuticals, and oil and gas. As a value-added reseller, TMR has built a reputation for delivering both on-cloud and on-premises solutions, ensuring businesses can scale



efficiently. The company also specializes in cybersecurity and data management, safeguarding critical business assets against evolving threats.

Primary Products

- Microsoft Dynamics 365 (Finance & Operations, Business Central, Sales/CRM)
- Microsoft Azure (Cloud infrastructure, web & mobile application management)
- Microsoft 365 & Copilot (Collaboration tools, Teams migration, AI-powered productivity)

Specialized Products & Services

- ERP Implementation & Consultancy (Enterprise resource planning solutions tailored to business needs)
- Cloud Services (Infrastructure management, migration, and optimization)
- Web Development & Digital Marketing (Custom-built platforms and SEO-driven strategies)

Vizor Solutions

Vizor Solutions is a Karachi-based company which delivers cutting-edge solutions in Microsoft Dynamics, Power Platform, and Salesforce. Specializing in enterprise CRM and ERP implementations, the company helps businesses navigate digital transformation with tailored strategies, seamless integrations, and a commitment to long-term success. Their expertise spans sales automation, financial management, and process optimization, ensuring clients achieve scalability, efficiency, and growth.

With a deep focus on Microsoft technologies, Vizor Solutions has successfully implemented Dynamics 365 Sales, Microsoft Dynamics GP, and Microsoft CRM 2015 on-premise across various industries, from finance to energy distribution. Their work in provider recruitment automation showcases expertise in Power Automate, Dynamics 365 Sales, and DocuSign integration, streamlining deal management and workforce processes. Additionally, their legacy data integration expertise has optimized operations for businesses handling large-scale financial transactions. By leveraging JavaScript, C# .NET, and SQL Server, they have enhanced user experience and efficiency across multiple CRM and ERP platforms.



Primary Products

- Intelligent CRM and ERP solutions
- Implementation and technology consulting services
- Web development

> *High level expertise and solutions – highly recommended.*
> ***– Stuart Melhuish, CEO, Aucoda***

> *Shahzad and his team are a pleasure to work with. Great attention to detail and supreme project management skills. Will be using again.*
> ***– Carlo Napolitano, Team Castle, Pty. Ltd.***

> *During my career I have had more than a thousand software developers in my employ, and I can safely say that Muhammad is in the top 10 of all of the software architects/developers I have worked with.*
> ***– Glen L., Business Development, Worth Telecom Advisors***

tech ventures

Tech Ventures Global

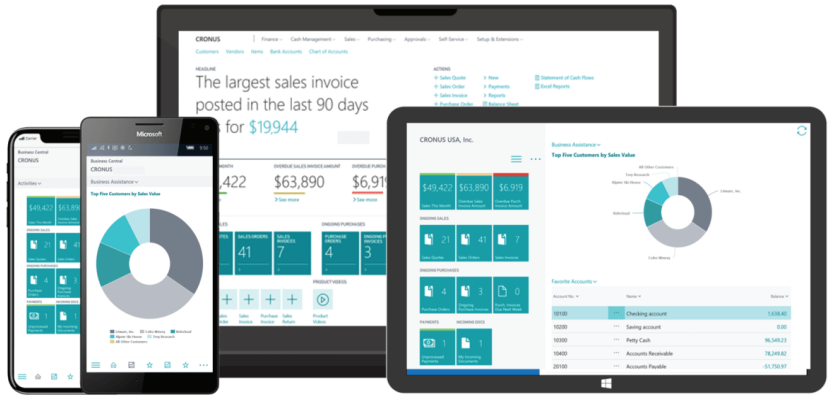
Tech Ventures is a leading Microsoft Solution Partner with over 20 years of expertise in implementing, upgrading, and supporting Microsoft Dynamics ERP and CRM solutions. Operating across the UAE, USA, KSA, and the UK, the company specializes in providing customized, cost-effective solutions that maximize technology investments. With a strong team of certified consultants, Tech Ventures ensures seamless implementations that enhance business efficiency and control.

Tech Ventures consultants help customers undertake system health check and review implemented processes implemented. As part of engagement, Tech Ventures also identify systems gaps and ensure that appropriate solutions are implemented.

With a track record spanning over two decades, Tech Ventures has successfully implemented Microsoft Dynamics solutions for businesses of all sizes across various industries. Their expertise covers full-scale ERP implementations, licensing, upgrades, and cloud migrations, ensuring that clients receive scalable and future-proof solutions.

Primary Products

- **ERP & CRM Implementation**
- **Support & Maintenance**
- **Business Intelligence & Reporting**
- **Upgrades & Customization**
- **Cloud Migration**
- **Microsoft Dynamics 365 ERP**
- **Microsoft Dynamics CRM**



Chikoo

Chikoo

Chikoo is an all-in-one business management platform designed to streamline and enhance various aspects of business operations. It provides businesses with the tools to not only manage online sales, inventory tracking, and payments but also to build lasting relationships with customers. Chikoo's CRM features enable businesses to track customer interactions, analyze purchasing behavior, send personalized promotions, and improve customer retention. With an integrated approach to digital engagement, businesses can leverage Chikoo to foster loyalty, enhance communication, and drive sales through targeted marketing strategies.

Since its launch, Chikoo has been recognized for its innovative approach to empowering small and medium-sized enterprises (SMEs). In December 2021, Brandverse, the parent company of Chikoo, secured a multi-million dollar seed investment led by JS Group, aimed at expanding Chikoo into a comprehensive, seller-focused super app offering digital solutions to small businesses. This investment underscores Chikoo's commitment to enhancing business efficiency, particularly in strengthening customer relationships through its robust CRM capabilities.

To date, Chikoo has facilitated the creation of over 44,000 online stores across six countries, processing more than 200,000 orders. The platform has also onboarded over 3,000 restaurants, showcasing its adaptability across industries. Chikoo's CRM features have been pivotal in helping businesses increase customer engagement, with its customer analytics tools providing insights into shopping habits and preferences. By utilizing Chikoo's CRM functionalities, businesses can automate marketing campaigns, track customer satisfaction, and enhance brand loyalty. This customer-centric approach positions Chikoo as an essential tool for businesses looking to scale and build long-term relationships with their customers.

Primary Products

- **Instant Online Store Setup:** Businesses can create a fully functional e-commerce website in less than three minutes, enabling them to reach customers online swiftly.
- **Order and Inventory Management:** Tools to efficiently track orders and manage inventory, ensuring businesses can meet customer demands without overstocking or stockouts.
- **Digital Payment Processing:** Secure and seamless integration with various payment methods, allowing businesses to accept digital payments effortlessly.
- **Customer Relationship Management (CRM):** Features to manage customer information, helping businesses understand customer behaviors and deliver personalized experiences.
- **Business Reporting and Analytics:** Comprehensive reporting tools that provide insights into sales, customer preferences, and other critical metrics to inform strategic decisions.

MAISON
CLOUD TECHNOLOGIES
Your Technology Partner
www.MaisonConsulting.com

Maison Consulting and Solutions

Maison Consulting & Solutions is a globally recognized Microsoft Gold Partner, specializing in delivering advanced solutions in Microsoft Dynamics 365, ERP, CRM, business processes, analytics, and collaboration technologies. With over two decades of expertise, Maison has a proven track record of successful digital transformation projects for more than 180 clients worldwide.

Operating from strategic delivery centers in Saudi Arabia, the UAE, Qatar, Pakistan, Australia, and the USA, Maison serves a diverse clientele across numerous industries, including aviation, manufacturing, retail, food and beverage, technology, public sector, and education. Its comprehensive portfolio spans innovative platforms such as Microsoft Dynamics 365, Power BI, and SharePoint.

Maison Consulting's global team of certified Microsoft consultants is dedicated to crafting customized solutions that address unique business needs, driving growth and operational efficiency. With a client-focused approach and extensive industry expertise, Maison continues to empower organizations to thrive in the digital era.

Primary Products

- **Microsoft Dynamics 365 Suite –** Finance, Sales, HR, Customer Service, Business Central, and more.
- **Microsoft Dynamics AX & CRM –** ERP and CRM solutions for business efficiency.
- **Microsoft Office Productivity Tools –** Office 365, Power BI, and Azure for collaboration and analytics.
- **Maison Verticals –** Localized HR & Payroll, Campus Management, Enterprise Asset Management.
- **Business Intelligence & SharePoint Solutions –** Advanced analytics and content management.

> *We found a team of Maison Consulting to be very proficient, knowledgeable and their problem-solving attitude started a successful implementation of this project that became high stakes.*
> ***– Recognized with Sitara-e-Imtiaz, Dr. Amjad Saqib, Executive, Akhuwat, Lahore, Pakistan***

> *Implementing an ERP can be a difficult process with many associated risks. Maison's team helped us to address the risks and positioned us for a successful implementation of Microsoft Dynamics AX in a challenging environment.*
> ***– Stefan Goetz***
> ***Head of Finance & Control, Middle East, Linde-SIGAS***

tenx.

TenX

TenX is a leading provider of innovative and transformative artificial intelligence solutions. Among its diverse offerings, TenX places a significant emphasis on enhancing CRM systems to help organizations manage and serve their customers more effectively. Their flagship CRM platform, Connect360, is designed to provide a true omni-channel experience, enabling seamless integration across various customer touchpoints.



This robust and customizable solution allows businesses to view comprehensive details about each contact, facilitating improved customer engagement and satisfaction. Connect360 was recently deployed at Faysal Bank Ltd., one of Pakistan's leading Islamic banks.

Connect360 offers advanced analytics and data-driven insights, enabling businesses to craft customer-centric strategies. Connect360 enables a "360-degree view" of each individual customer or account, including various customer attributes, such as loans, products and financial health, to undertake appropriate actions where necessary. The Cash Optimization feature uses AI models and cash history logs to accurately predict cash demand at branches, helping banks optimize cash usage and address any shortages or surpluses. A Campaign Management dashboard enables users to add the list of recipients, outline the purpose of the campaign, and assign it to relevant resources within the team. This platform's flexibility ensures that it can be tailored

to meet the unique requirements of various industries.

In addition to its CRM solutions, TenX has a proven track record of delivering AI-driven projects across multiple sectors. For instance, they collaborated with a leading bank to increase sales campaign success rates and improve customer retention through data analytics. This project exemplifies TenX's commitment to utilizing AI to enhance customer relationships and drive business growth. Their expertise in AI and CRM integration positions TenX as a valuable partner for organizations seeking to elevate their customer engagement strategies.

Primary Products

- **Connect360:** A comprehensive CRM platform that provides an omnichannel experience, enabling seamless integration across various customer touchpoints.
- **Cash Optimization:** Utilizes predictive analytics to manage ATM and branch cash demand efficiently.
- **Artificial Intelligence Services:** Custom AI solutions to unlock growth and creativity within organizations.
- **Data Analytics:** AI/ML solutions that transform raw data into actionable insights.
- **Software Development:** Scalable solutions that encourage innovation and empower businesses.
- **Advisory & Strategy:** Consulting services for data-driven decision-making and optimized workflows.
- **Cloud DevOps:** Agile cloud and DevOps solutions to transform operations.
- **Workflow Automation:** Automation of repetitive tasks to improve efficiency and reduce costs.



> *TenX has played a vital role in developing our query and analytics platform, excelling in resource-constrained settings, high-level architecture, and rapid prototyping with dedication and delivery.*
> *– CEO, Ancera*

> *TenX helped us 'Do More Faster'. In our early days, partners like Allstate and Google were always shocked at our rapid progress; little did they know it was because TenX had our back!*
> *– CEO, Driver*

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> *– President, Arccos*

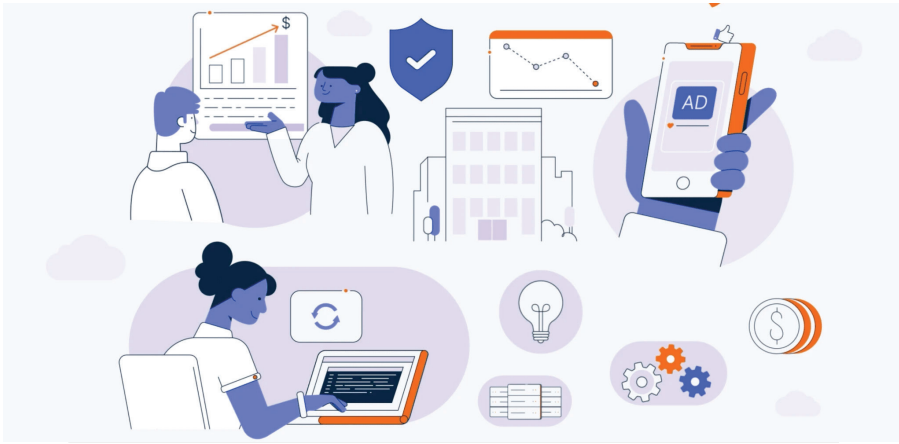
teradata.

Teradata

Teradata is a global leader in cloud-based data analytics and enterprise solutions, empowering businesses with cutting-edge CRM capabilities. Leveraging AI-driven insights and advanced data warehousing, Teradata enables organizations to build customer-centric strategies, optimize marketing campaigns, and enhance customer engagement. Its scalable and secure analytics platform integrates seamlessly with existing CRM systems, ensuring real-time data processing and personalized customer experiences. With a strong focus on driving business growth through intelligent data solutions, Teradata helps enterprises unlock the full potential of their customer data.

Teradata has maintained a sizable presence in Pakistan for over two decades now, with dedicated offices in Islamabad and Lahore. In collaboration with NADRA, they helped set up a digital repository of data for all citizens, which is now being used for multiple purposes. They have worked with Pakistan's largest banks, telecoms, and airlines.

Teradata has received numerous industry accolades for its innovative data analytics and CRM solutions. Recognized as a Leader in the Gartner Magic Quadrant for Cloud Database Management Systems, Teradata continues to set benchmarks in big data and AI-driven customer intelligence. It has been secured multiple times from Forrester and IDC for its excellence in analytics, cloud performance, and CRM integrations. The company has also been acknowledged by Fortune





500 enterprises for its contributions to customer-centric digital transformation, making it a trusted partner for global businesses across various industries.

With over 40 years of expertise, Teradata powers more than 75% of Fortune 500 companies, handling petabytes of customer data daily. The company operates across 100+ countries, delivering high-performance analytics that enable businesses to gain a 360-degree view of their customers. Its flagship platform, Teradata Vantage, processes billions of queries annually, helping enterprises increase CRM efficiency by up to 50% while reducing costs. Backed by a robust AI-powered analytics engine, Teradata ensures enterprises can predict customer behavior, enhance loyalty, and drive sustained revenue growth.

Primary Products

- **Teradata VantageCloud –** A complete cloud-based analytics & data platform for unlocking data insights.
- **Data Fabric –** Provides seamless access to distributed data with unified integration and management.
- **ClearScape Analytics –** An advanced analytics suite for AI-driven insights and decision-making.
- **Vantage on AWS & Azure –** Cloud-native solutions enabling scalable analytics on public cloud platforms.
- **Teradata QueryGrid –** Facilitates seamless data querying across multiple data sources.
- **Teradata IntelliCloud –** A secure, managed cloud service for high-performance analytics.

> *"Partnering with Teradata enables us to be more competitive and serve our customers well.*
> *-Doug Hawken, President & COO*

C Square

Established in 2009, C Square is a premier provider of multi-channel customer support and CRM solutions. C Square offers a comprehensive suite of services, including the implementation of Genesys Cloud CX, Avantage CRM, and AI-driven chatbots. These solutions empower businesses to manage customer interactions seamlessly across various channels, ensuring consistent and personalized engagement. C Square's commitment to innovation and excellence has positioned it as a trusted partner for organizations aiming to optimize their customer service strategies.

Over the years, C Square has garnered significant recognition for its contributions. The company has been honored with over 20 industry awards, reflecting its expertise in delivering successful large-scale projects. As a valued Gold and Silver partner of Genesys, a leading brand in customer experience orchestration, C Square has demonstrated its capability to implement cutting-edge solutions that drive business growth.

C Square's impact is evident in its impressive statistics and unique selling points. With 14 years of experience, the company has successfully executed over 200 customer experience projects for more than 50 global clients. Their solutions support a dedicated workforce of over 42,000 agents worldwide, managing daily interactions that enhance customer satisfaction. Testimonials from esteemed clients, such as Bank Alfalah, JS Bank, and Askari Bank, highlight the transformative effect of C Square's solutions on their customer service operations. By providing innovative, reliable, and cost-effective services, C Square continues to set new standards in the customer experience industry.

Primary Products

- **Genesys Cloud CX:** A comprehensive cloud-based contact center solution that streamlines customer interactions across multiple channels, enhancing overall customer experience.
- **Avantage CRM:** A robust Customer Relationship Management system designed to manage and analyze customer interactions, fostering improved business relationships and customer retention.

AI-Driven Chatbots: Intelligent chatbots that utilize artificial intelligence to provide real-time customer support, automate routine inquiries, and enhance engagement.

> *We appreciate C-square and its team as they have one of the best softwares and best post sales support services.*
> *-Natrajan Ganesh, Director at Centrico Pharmaceuticals*

IBM Pakistan

IBM is revolutionizing CRM solutions using cutting-edge AI, automation, and cloud solutions. With IBM Watson, businesses can enhance customer interactions, automate service operations, and personalize user experiences at scale. IBM's CRM-focused technologies integrate seamlessly with platforms like Salesforce, Microsoft Dynamics, and SAP, optimizing customer engagement strategies. Its hybrid cloud capabilities ensure businesses can manage customer data securely while leveraging real-time insights to drive retention and satisfaction. IBM's AI-powered CRM solutions empower organizations to create smarter, more predictive, and seamless customer journeys.

IBM Watson AI has been awarded multiple industry accolades for its impact on customer service automation, sentiment analysis, and predictive analytics. IBM was named a leader in Gartner's Magic Quadrant for AI in Customer Service and CRM automation. Additionally, IBM's strategic partnerships with Salesforce, Adobe, and SAP have positioned it as a key player in transforming CRM ecosystems. The company's innovations in data-driven customer engagement and automation have earned it recognition in global tech awards.

IBM has worked with Pakistan's largest organizations, including leading banks, automotive companies, telcos, and manufacturers. Globally, IBM's CRM solutions are used by 90% of Fortune 500 companies, helping businesses manage millions of customer interactions daily. IBM Watson processes over 30 billion AI-powered customer interactions per year, enhancing personalization and automation across industries. The company's AI-driven CRM tools improve customer response times by up to 40% and increase customer satisfaction by 30%. With a global footprint in 170+ countries, IBM continues to redefine customer engagement with data-driven insights, AI-driven chatbots, and hyper-personalized CRM automation.

Primary Products

- **BM Consulting for CRM:** Offers end-to-end consulting and systems integration services to help companies achieve a competitive advantage through improved customer relationship management.
- **IBM App Connect:** Enables integration of CRM applications with other systems, ensuring synchronized customer data across platforms for a holistic view of customer interactions.

> *If we ever need support, we know that we can count on IBM and IBM Business Partner GBM to provide assistance quickly and effectively.*
> *-Muhammad Ali*
> *General Manager IT, Honda Pakistan*

CIBS



Creative Integrated Business Solutions (CIBS), established in 2000, is a Pakistan-based software house specializing in delivering high-quality software solutions to both local and global clients. With a customer-centric approach, CIBS offers a diverse range of services, including application development, website development, search engine optimization, hosting/cloud services and CRM. Their commitment to understanding client needs has led to successful project deliveries across various business domains.

CIBS has developed a suite of specialized CRM solutions tailored to different industries. Notable offerings include the 3S Dealership Management System, which is widely used by Pakistan's leading automotive dealerships, brands such as Toyota, MG, and Suzuki. This solution enables a dealership to streamline all day to day functions the dealership undertakes from sales operations, financing operations, service operations and more. CRM features in this system help salespeople maximize the number of closed deals, access real-time information about dealer installed options, internal work orders, etc. and access up to date customer information for follow-up customer products (maintenance work, warranty, customer support etc.).



CIBS has created similar comprehensive workflow management and customer engagement solutions for various other industries, including restaurants, rental car services, fuel stations, HR organizations, etc. CIBS' expertise in integrating technology with business processes has empowered numerous organizations to achieve operational excellence. By offering customized solutions and maintaining a focus on quality, CIBS continues to be a trusted partner for businesses seeking to innovate and grow in a competitive market.

Primary Products

- **3S Dealership Management System**
  A comprehensive software suite designed to provide auto dealers with the necessary tools to efficiently manage their business operations.
- **Builders & Developers Management System**
  Automates various aspects of home building operations, enabling builders and developers to monitor processes, track costs and schedules, and quickly identify and address problem areas.
- **Point of Sale (POS) for Restaurants**
  A web-based application tailored for restaurants of all sizes, facilitating secure online operations and streamlining sales processes.
- **Finance & Inventory Management System**
  A system that assists organizations in managing assets, income, and expenses, while also tracking inventory across warehouses, monitoring product shelf life, and enhancing customer experience.
- **Human Resource Management System**
  A desktop application designed to help businesses manage human resource functions effectively, ensuring streamlined HR processes.
- **Restaurant Online Ordering System**
  Enables restaurants to set up native online ordering platforms, allowing customers to place orders directly through dedicated apps or websites, thereby increasing profitability.
- **Rent A Car Management System**
  A desktop application that automates the management of vehicle fleets, specifically tailored for car rental businesses, to enhance operational efficiency.
- **Vehicle Armoring Management System**
  Provides the necessary tools for businesses involved in vehicle armoring to manage their operations more effectively.
- **Fuel Station Management System**
  Assists fuel station owners in automating and managing business operations efficiently, ensuring smooth and effective management of fuel stations.



matech co
consulting & outsourcing

Matech co

Matech Consulting & Outsourcing is a technology services provider specializing in custom website and mobile app development, eCommerce portals, CRM, cloud infrastructure solutions, and bespoke software development. With over a decade of experience, the company delivers comprehensive web, mobile, and software solutions tailored to the needs of startups, SMEs, and enterprises across a variety of industries. Operating from its offices in Pakistan and the United States, Matech ensures its clients receive cost-effective, high-quality, and timely solutions that are scalable, innovative, and user-friendly. The company is committed to enhancing business efficiency by leveraging technology to solve complex challenges.

Over the years, Matech has built a strong portfolio of successful projects and partnerships with global clients. The company has gained recognition for its ability to deliver robust and secure technology solutions across multiple sectors, including supply chain, healthcare, education, and logistics. Its ability to adapt and offer services that cater to both small businesses and large enterprises has allowed it to establish a diverse client base. Matech has become a trusted partner for businesses looking to scale and optimize their digital infrastructure, evidenced by its consistent performance and track record of delivering client-specific solutions.



Matech's extensive expertise is reflected in its ability to deliver complex solutions across different verticals. The company has completed numerous projects, including supply chain and logistics systems, inventory and order management solutions, healthcare IT applications, and education technology platforms. It operates with a team of skilled professionals who specialize in various domains, offering end-to-end services from initial design to final implementation. The company's agile development process and emphasis on time-to-market enable businesses to stay ahead in an ever-evolving digital landscape.

Matech's primary products and services include website and mobile app development, eCommerce portals, CRM and cloud solutions, and custom software development. It also focuses on building tailored systems for industries such as supply chain management, healthcare, and education technology.

AliTech Solutions

AliTech Solutions, established in 2020, is a leading technology company specializing in software development for business applications. Their expertise encompasses workflow management software, CRM Systems, cloud solutions, artificial intelligence and machine learning, DevOps, and UI/UX Design.

In the realm of CRM systems, AliTech focuses on developing solutions that help businesses manage and analyze customer interactions throughout the customer lifecycle, enhancing relationships and driving growth.

AliTech's commitment to excellence is reflected in their recognition as one of the most reviewed IT services companies in Pakistan by The Manifest. Client feedback highlights their effective IT support, strong customer service, and reliable hosting services.

They actively respond, and they know what they're doing.
-Syed Abbas, CEO, Cerahi Industries

The quality of AliTech Solutions' work for the test project was fantastic.
-Marc Pitre, Founder, Right Here Interactive

The project was delivered on time, and they were consistently intent on knowing my requirements.
-Marwa Elzaatari, Associate Systems Engineer, IT services, Netherlands

Primary Products

- CRM solutions
- Business Applications
- Cloud Solutions.
- Artificial Intelligence and Machine Learning
- DevOps & Cloud Infrastructure
- UI/UX Design



Tangent Technologies

Tangent Technologies, established in 2012, is a digital solutions provider headquartered in Islamabad, Pakistan, with additional offices in Michigan, USA, and Cyberjaya, Malaysia. Their expertise spans CRM solutions, experience design, development, digital marketing, and enterprise solutions, ensuring comprehensive services tailored to diverse industry needs. With a team passionate about quality and innovation, they specialize in crafting user-centric designs, scalable software, and effective digital marketing strategies that ensure impactful and lasting results.

Backed by a proven track record of over 100 completed projects, Tangent Technologies guarantees cutting-edge deliverables in fields such as ERP and CRM solutions (such as NetSuite, SAP, Acumatica), mobile app development, and Google-driven digital marketing strategies. Other prominent projects include 'WoW Health,' a U.S.-based healthcare platform offering an alternative to traditional health insurance, Alternates.tech, an innovative and engaging mathematics education platform for students in grades 6 to 9 preparing for Mathematics O Levels, and 'Amal,' a digital platform leveraging artificial intelligence to provide affordable cancer diagnosis services.

With over 10 years of experience, Tangent Technologies has established itself as a trusted partner for enterprises and high-growth startups worldwide. Their commitment to delivering elite-quality solutions and promising results has earned them a 98% customer satisfaction rate and the trust of 60+ global clients. Headquartered in the US, with offices in Pakistan and Malaysia, they are globally positioned to provide scalable and impactful digital solutions.

Experience Design

- User Experience (UX) Design
- Interaction Design
- User Interface (UI) Design
- Design Systems

Development

- Front-End Development
- Back-End Development
- Mobile App Development
- DevOps
- Software Quality Assurance (SQA)

Digital Marketing

- Google Advertisements
- Google Analytics
- Search Engine Optimization (SEO)
- Content Writing

CRM and ERP Solutions

- NetSuite
- Acumatica
- SAGA Intact
- SAP Business One

TriCloud Technologies

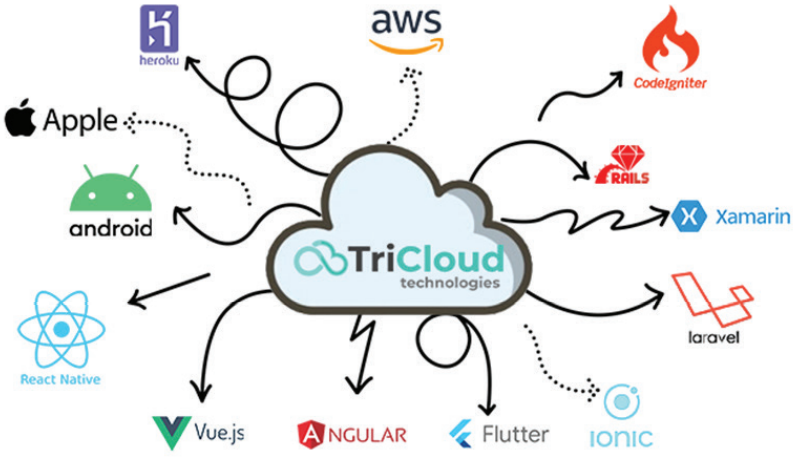
TriCloud Technologies, headquartered in Lahore, Pakistan, is a leading software development company specializing in converting traditional business processes into paperless operations. They offer a wide range of services, including CRM solutions, web design, mobile application development, point of sale systems, ERP services, e-commerce solutions, and both business-to-business and business-to-client applications. Their commitment to delivering innovative and creative products has garnered a global clientele.

Their CRM solutions facilitate sales lead management from multiple sources, support personalized communication strategies and monitor sales opportunities through different stages, aiding in forecasting and strategic planning. Features also include activity scheduling, timely engagement with prospects and clients, and advanced analytics via dashboards and reports for in-depth analysis of sales performance and customer behaviors.

TriCloud Technologies boasts a diverse portfolio, having served over 50 clients and completed more than 100 projects. Their team of experts has dedicated numerous hours to support and develop solutions that meet the unique needs of their clients. By leveraging the latest tech stacks, they also develop front-end and back-end solutions, ranging from single-page progressive web applications to multi-tier services. Their expertise extends to blockchain development, offering services such as creating NFT marketplaces and decentralized applications (dApps).

Primary Products

- **Web Development**
- **Mobile App Development**
- **Blockchain (dApps)**
- **Point of Sale (POS) Systems**
- **UI/UX Design**



TALK TO US



Do you run a business in the Customer Relationship Management industry?

Get in touch with your details now at

mkt@pseb.org.pk

and we'll take it from there.

Also email us for any comments, suggestions or errors in this whitepaper.

For more information on registered companies, please visit

https://techdestination.com

About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Customer Relationship Management sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in this domain.

Disclaimer

All the information provided in this roundup is compiled by the consulting firms and based on the available material about the companies covered in this roundup. Coverage in this industry roundup document is not an endorsement by Pakistan Software Export Board (PSEB), Ministry of Information Technology and Telecommunication (MoITT) or the Government of Pakistan (GOP). The Pakistan Software Export Board, Ministry of Information Technology and Telecommunication, or the Government of Pakistan assumes no commercial financial or legal liability accruing from any transactions with the firms featured in this industry roundup.

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