



# EfroTech

Enabling Business Advantage through Technology

## COMPANY PROFILE:

At EfroTech, we strive to lead in the invention, development and maintenance of the industry's most advanced, state-of-the-art information technology solutions in the arena of software-based web and client-server solutions.

EfroTech is completely focused on providing customized and packaged web and client-server based marketing and management solutions to the FMCG & HCFD - Healthcare, Confectionery, Financial and Distribution industries.

EfroTech is also a multinational software solutions supplier for Reckitt Benckiser, covering Pakistan, South Africa and Brazil.



Our core competencies are focused on the design and implementation of state-of-the-art software solutions for Manufacturing & Servicing Industries, Financial & Educational Institutions, Government Organizations as well as Multinational Companies.

We translate these technologies into value for our clients through creative, tailored solutions that best meet their needs.

## History

Founded in 1997, EfroTech was based on the single-focus philosophy - Innovation! Operating successfully midst a throng of competitors and an array of clients who are more informed now than ever before; it has been this single focus that has helped EfroTech stand out and deliver.

## Vision

To excel in delivering value to our customers by being an Innovation leader in the IT industry.

## The Team

Incorporating flexibility and emphasizing creativity, EfroTech has 40 enthusiastic individuals working together in unison to bring our customers top-class services and solutions.

With a strong team of experienced, creative and talented people, we are able to transform our customers' ideas into reality.

## The Edge

Our concept of focusing on Innovation has made us align our company and its people along the same lines.

Our creative team couples innovative ideas and sound technological know-how to develop solutions for our clients, spanning over ten industries!

## Philosophy

At the heart of all our dealings and business activities, both internal and external, there exists an established set of core principals which are adhered to by each and every individual at EfroTech .

These values do not only bestow us with the right direction in our day to day business decisions, but also help generate inspiration within our team members leading towards a conducive working environment at EfroTech .



The following represent our core values

1. Keeping the Client interest supreme
2. Result-orientation
3. Transparency
4. Communication
5. Respect for the individual
6. Creativity & Innovation

**Keeping the client interest supreme** forms the highest in the list of priorities for EfroTech team members. Their views & actions would be guided by this core value whereby they will always act in the best interest of the client. Religiously pursuing this core value in all our decisions and day to day business dealings is required from each individual.

Continuously producing intuitive solutions in uncertain situations while managing timelines of our deliverables requires us to be **result-oriented**; when stuck-up in an uncertain state with no clear way ahead, we would always follow a simple principle: apply skills & honest judgment to do something – see the results – apply rapid corrections. Action-orientation will be our guiding approach rather than sitting back on a problem and thinking endlessly.

We would strive to ‘inculcate transparency in people, rather than in processes’. These are just eight words, but their implications can be deep enough to decide between make or break of our organization in the long-run. **Transparency** as a principle would be observed by everyone in every activity and action performed by him. Simultaneously everyone would have the right to ask about anything that ever happens. Whether it is an organizational decision regarding an individual, a business strategy, employee pay-scales or current or projected financial situation, everything will be made transparent to the team members.

**Communication** would be the way of life for all of us at EfroTech. There will be two dimensions to our communication core value: Idea/knowledge sharing and problem sharing. As knowledge workers, we would always strive to gain new knowledge by constantly reading, discovering and absorbing new knowledge and then sharing it with our colleagues to come up with creative and innovative ideas that deliver value to our clients.

It is the amalgamation of different skill-sets that combine as a team to produce the deliverables for our clients. Thus complete **respect for the individual** would be observed by everyone in the organization for whatever role he is required to play in the overall operations of our business. This would entail assigning due respect and rights, listening all the times, and being careful towards the specific peculiarities of the individual, provided they are not in conflict of the parameters of our core values and organizational policies and norms. However the assumption here would be that the individual also owns the organizational vision and all his actions are guided by the commitment to that vision.

Being in a business where skill-sets are the most important assets for us and the energy and aptitude of the individuals have a direct bearing on the organizational deliverables, therefore **Creativity and Innovation** would be observed in whatever activities we do in order to be the top performers, whether in an individual capacity, as part of a team or at the organizational level. Re-thinking and be willing to discard our own models of the past for the betterment of our solutions, rather than possessing rigid affliction to them, would be the modus operandi at EfroTech.

## Methodology

The cornerstone of EfroTech's development methodology is the following set of guiding principles that we apply to our development projects

### Design to Optimize

Every new software customization effort is taken by EfroTech as an opportunity to introduce operational efficiencies and best practices in the domain of implementation.

This is done by analyzing and re-thinking the very reasons of the ways in which an activity is carried out, identified and discarding non-value adding activities, re-designing the processes and bringing in our experience of implementations across industries and professional expertise to deliver software solutions that add value to the business of our valued clients.



### High Frequency of client interaction

The hallmark of our development process is the high frequency of interaction with the system owners and end-users, whose valuable guidance not only validates our analysis and change management recommendations, but also acts as a constant source of feature enrichment in our products.

### Ease of use

The famous quote 'Beauty lies in the eyes of the beholder' applies equally to our products as well. Therefore one of our prime considerations guiding our development process is seeking client inputs to enhance the ease of use of our products while simultaneously incorporating industry standard features that allow greater flexibility and user friendly options.

With these objectives in mind, EfroTech follows a development methodology that not only leads us to the common objectives stated above but also helps us reduce time of development.

## AREA OF INTEREST:

### INFORMATION TECHNOLOGY/ SERVICES

## CONTACT DETAILS:

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