SYSTECH LOGIC

COMPANY PROFILE

We enable our clients to address challenges and enhance their businesses by designing top-notch software solutions tailored to their needs

www.systechlogic.com
info@systechlogic.com

OUR SERVICES

We implement comprehensive projects and deliver high-end web, mobile, and IoT solutions with a deep understanding of modern technology and strong expertise in multiple business domains.

We develop custom software products tailored to the specific business needs of our clients and support them throughout the whole way: from an idea to its implementation.

Our solid background, flexibility, and full transparency enabled us to become a trusted technological partner for our clients. As a result, Systechlogic is synonymous with top quality and high-end products & services.

EXPERTISE IN BUSINESS DOMAINS

FINANCIAL

AUTOMOTIVE

ADTECH & MARKETING

TRAVEL & HOSPITALITY

EDUCATIONAL

REAL ESTATE

HEALTHCARE

RETAIL

MEDIA & ENTERTAINMENT

LOGISTICS

SOLUTIONS WE BUILD

ENTERPRISE SOLUTIONS

SAAS PRODUCTS

E-COMMERCE WEBSITES

IT CONSULTANCY

TECHNOLOGIES WE USE

API INTEGRATION
Payment Gateways
Google Apps
Ads platforms
Social Media
Geolocation
Travel APIs
Shipping APIs
Marketplaces

LANGUAGES
Dot net
Python
Node.js
Elixir
JAVA
Dart

DATABASES
MySQL
PostgreSQL
MongoDB
AWS DynamoDB
AWS Redshift
MS SQL

CLIENT SIDE
AngularJS
ReactJS
Vue.js
Bootstrap
JQuery
Custom JavaScript

BLOGS & FORUMS
Refinery CMS
CommunityEngine
Discourse
Fat Free CRM
Webflow.com

MOBILE
iOS
Android
React Native
Flutter

REPORTING & BI
Power Bi
Crystal Report
SSRS
Google Analytics

ECOMMERCE
Woo-Commerce
Shopify
Custom ecommerce

FULL CYCLE DEVELOPMENT SERVICES

BUSINESS ANALYSIS
We analyze business needs and offer the best solution for our clients.

UX/UI DEVELOPMENT
We create seamless and efficient user flows.

DEVELOPMENT
We hire only highly experienced IT professionals.

TESTING AND QA
Our goal is to make our products work without fails.

DEPLOYMENT
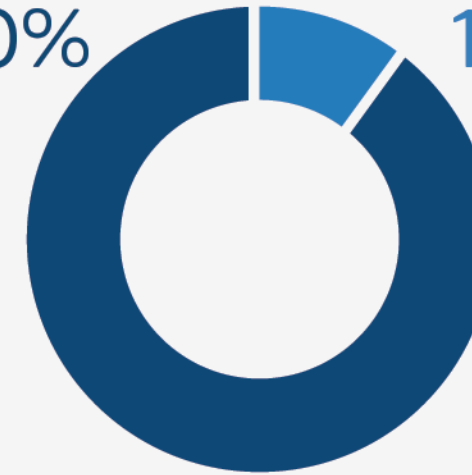We assist companies in deployment, scaling and maintenance of applications.

DATA MANAGEMENT
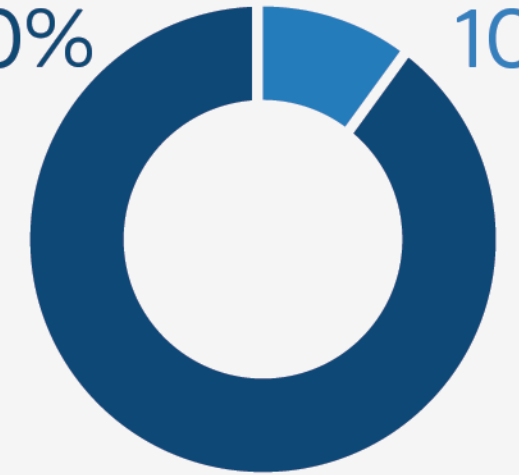We help to manage all the business data in the system the right way.

ENGAGEMENT MODELS

TIME & MATERIAL
90%

FIXED PRICE
10%

METHODOLOGIES

SCRUM
90%

KANBAN
10%

Our clients are always active participants in the project development lifecycle, controlling the progress and having an opportunity to introduce changes at any time. As a result, we guarantee high quality of the final product and our services by supporting transparency of the working process.

AWARDS & RECOGNITIONS

TOP WEB DEVELOPERS
Clutch
2021

aws partner network
Standard
Consulting Partner

OUR PROJECTS

Our profound knowledge and extensive experience in web and mobile app development enable us
to deliver high-quality solutions for various industries and domains, including automotive, advertising,
motion picture & video, consulting, retail, legal, and more.

![CXMP Muller & Phipps logo]

Customer Experience Management Portal (CXMP)

CXMP is a "Customer Experience Management Portal" built for Muller & Phipps Express Logistics (M&P Express Logistics) to enhance their customer's experience and help their customers easily track the progress of their complaints and improve accountability and transparency in the process.

Challenge:

M&P required a professional team to analyze its current Legacy system and build a more robust and customer-friendly application to streamline processes, improve customer satisfaction, and enhance data analytics capabilities.

Aims:

o   Conduct a detailed analysis of M&P Express Logistics existing systems and processes to identify areas for improvement.

o   Involve all stakeholders in the project to ensure that the portal met everyone's needs and requirements including the customer service department, the IT department, and senior management.

o   Design and develop a customized customer experience management portal that met M&P Express Logistics specific needs and requirements.

o   Integration of the portal with existing local systems i.e., M-Raabta & COD Portal, and third-party applications such as Connect Plus and Avaya, to automate caller names and details and streamline the complaint resolution process.

o   Carry out extensive testing to ensure there are no bugs and glitches and refine the portal based on feedback from M&P staff and management.

o   Provide a comprehensive user manual and training to M&P staff on how to use the portal effectively.
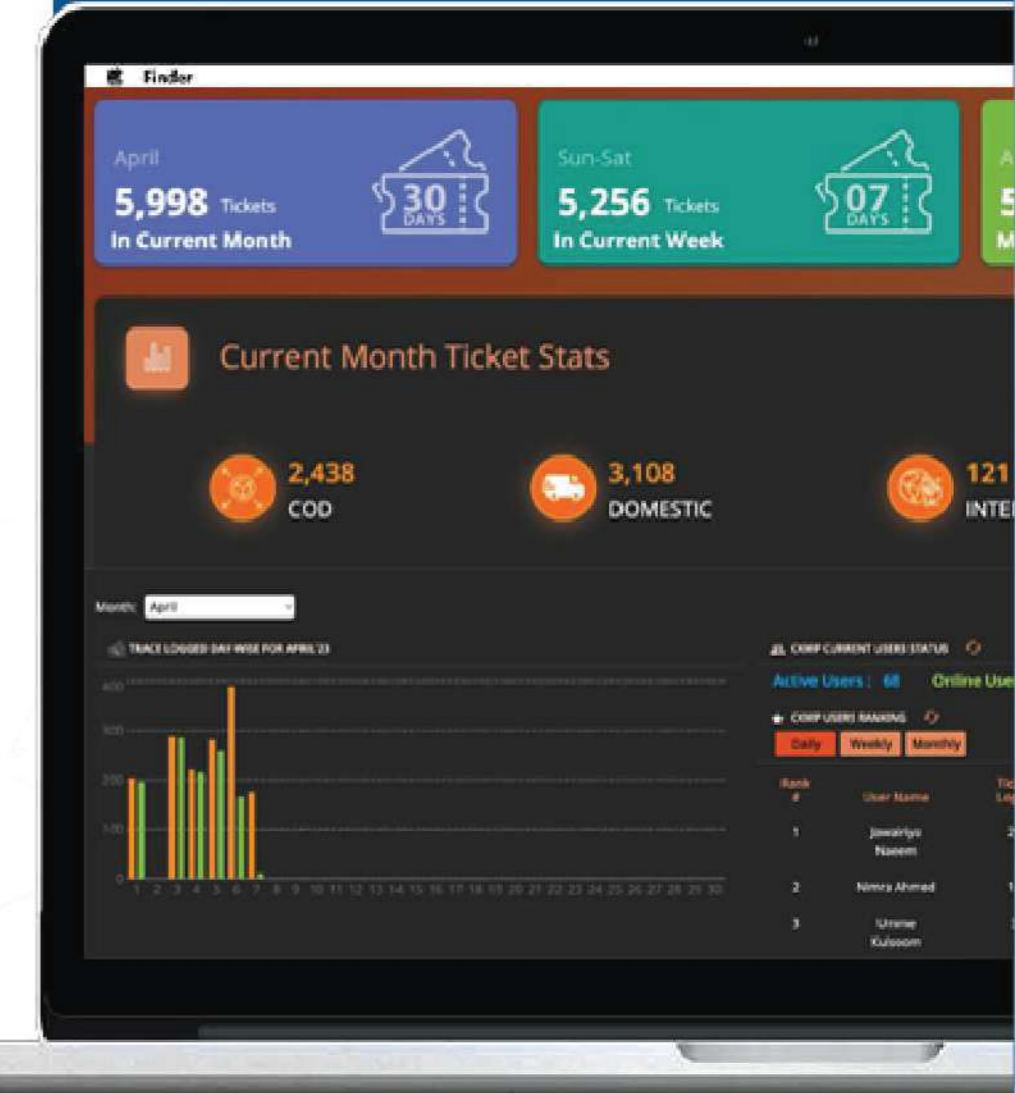
Solution:

SystechLogic collaborated closely with M&P to create a tailored Customer Experience Management Portal that addressed their unique needs and challenges. The development journey included thorough analysis of existing systems, defining a comprehensive scope of work, engaging stakeholders, designing and developing the portal, and rigorous testing and refinement to ensure optimal performance.

Benefits:

The development and implementation of the Customer Experience Management Portal by Systechlogic have significantly improved M&P Express Logistics customer experience management processes. The portal has streamlined customer complaints and feedback management, reduced complaint resolution time, increased transparency and accountability, and improved data analytics capabilities to measure and enhance customer satisfaction. The automated workflow has helped save time, increase agent productivity, and reduce resources, thus making the process efficient and effective. The portal has been running nationwide and covers more than 800 active users.

Technologies Used:

![React JS] ![Microsoft .NET Framework] ![Microsoft SQL Server] ![Redux]
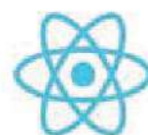
parazelsus | PZ B2B Mobile Application For Distribution Business

PZ^2 is a B2B mobile application developed for serving their retail customers across 5 cities through the mobile application, to bring speed in ordering-to-delivery process, reduce operational cost and increase sales Therefore, the primary project purpose was to enhance the development as per market norms and to assist and provide QA, review & testing services.

Challenge:

Parazelsus required professional team to develop, deploy and execute/market their application in the on ground.

Aims:

Deliverables of Systechlogic as Service partner are as follows:

- Manage, provide maintenance & support services & develop the application as per testing, customer feedback and primary evolution of APP.
- Develop PZ internal Team
- Assist and provide QA, review & testing services
- Complete documentation for App, including for roll-out.

Solution:

To streamline the development and to make the execution successful, following are processes handled and delivered by us:

- Hired and built the in-house development team for application development/ iterations and provided operational support
- Documented Functionality and the data flow within the application.
- Performed the App testing and QA to determine Product Quality, with checks for both user experience and security of data
- Developed trainings for the App for different users, including retailers, order bookers and other branch staff.
- Assisted with Launch planning and strategy
- Worked to launch and execute the App on ground in the market
- Conducted market visits for user testing and advise on Product-Market Fit (Faisalabad, Multan, Islamabad)
- Provided feedback and advice on amendment/ iterations in the App as per user feedback & recommendations
- Documentation of App which included the process flows, development and changes
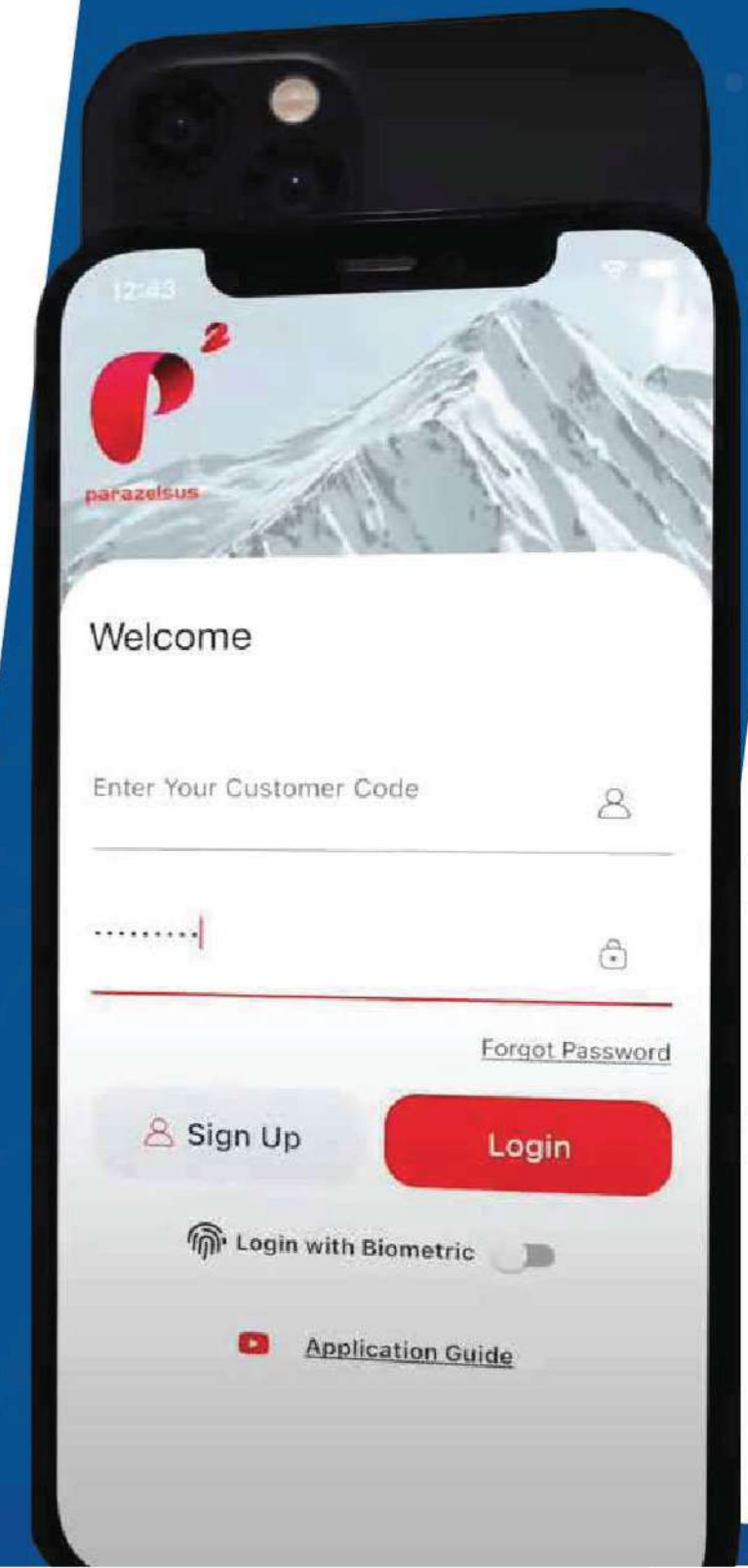
MOBILE
APPLICATION
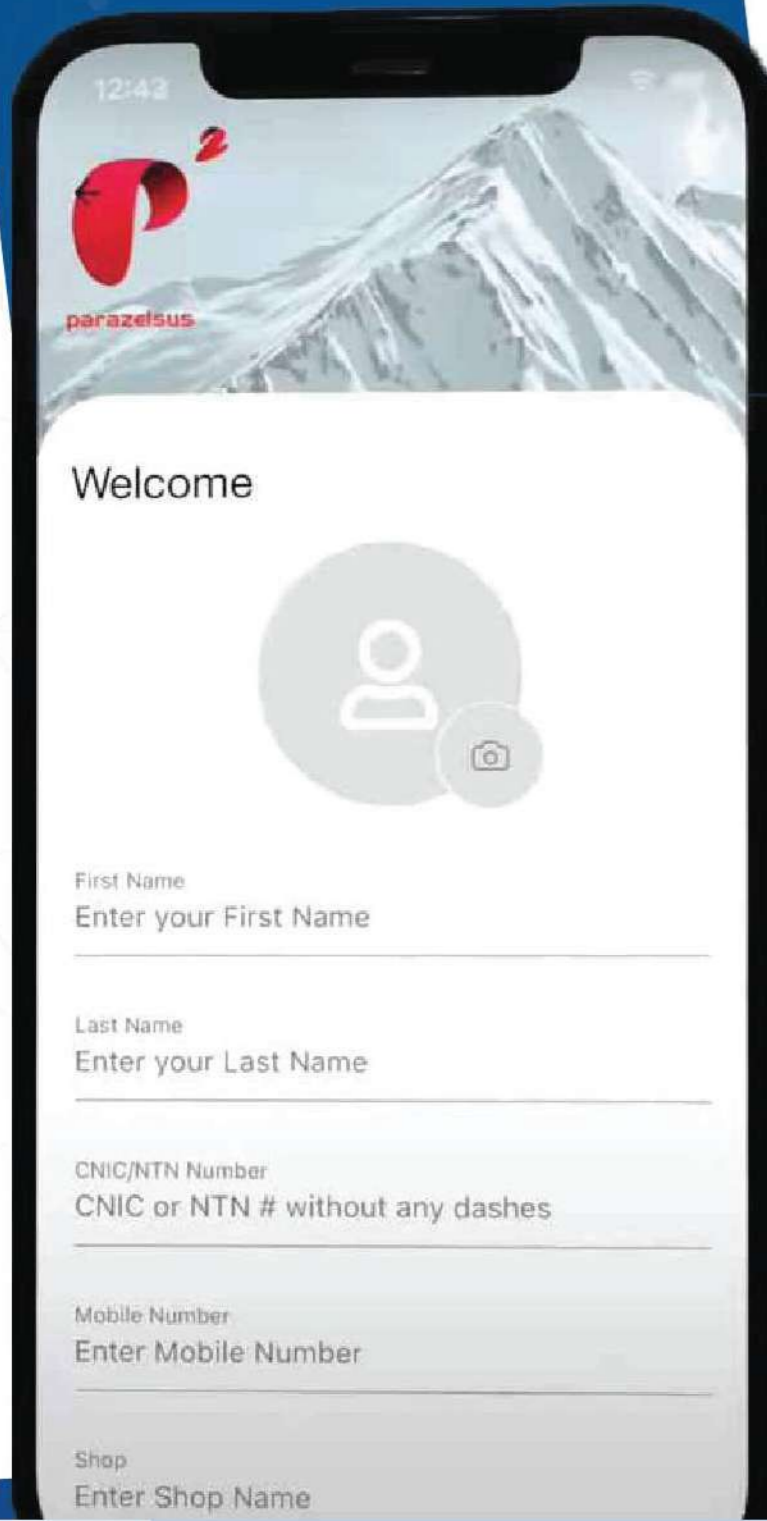
parazelsus | PZ B2B Mobile Application For Distribution Business

- Helped with designing of dash boards.
- Ensured security of asset, centralizing the source of the code and documentation in cloud-based repository (i.e. GIT)
- Uploaded on Tech Platform and using Project Management toolkits
- Managed Application, fixing errors & bug fixes and provided development services, including features development for existing & additional features/ releases

Business Benefits:

Partnering with us Parazulsus managed to develop and deploy there mobile application in time as well as converted XX number of retail customers successfully to application platform.

Services Offered:

Gathering business requirements, development, quality assurance, deployment, training, marketing, Hiring and Recruiting and project management.

Technologies Used:

Being a old standing client Parazelsus approached us to review there existing IT Apps portfolio and identify the areas for improvement and recommendations for as best industrial practices to be implemented

Challenge:

Parazelsus required a detailed system IT review and process mapping to identify gaps across sales, logistics, finance, and IT departments, along with recommendations for the quick, medium-term, and long-term fixes.

Aims:

1.Review and Assess Existing IT Systems and Procedures in H/O, Warehouses, Field Sales/ Operations Staff

2.Review and document all existing systems and procedures as-is

- o   IT system process map showing which systems are used in which areas and how they compare vs. best practice
- o   Heat map (maintenance, age, features used and scalability)
- o   Where data integrity is most at risk? How to achieve one source of information (instead of multiple sources stating different numbers)
- o   Interaction of systems and their inter-operability
- o   High level assessment of the capabilities of our team (org structure, roles, etc.)

3.Conduct gap analysis of IT Systems and processes in Ops/ Finance/ IT to identify key system and procedural gaps
Prepare report indicating the systems and procedural gaps & making short (Stage 1) or medium term (Stage 2) recommendations and indicative plan for fixes/ solutions.

Solution:

We (Systechlogic) as a team having extensive experience in logistics and distribution industry deputed a team to conduct detailed walk through with each function at Parazelsus, covering warehouses as well to determine the existing state of IT system, performed gap analysis with improvement recommendations. Our focus was on quick and practical recommendations that can improve their current IT systems and digitalize as much as we can in the short and long term.
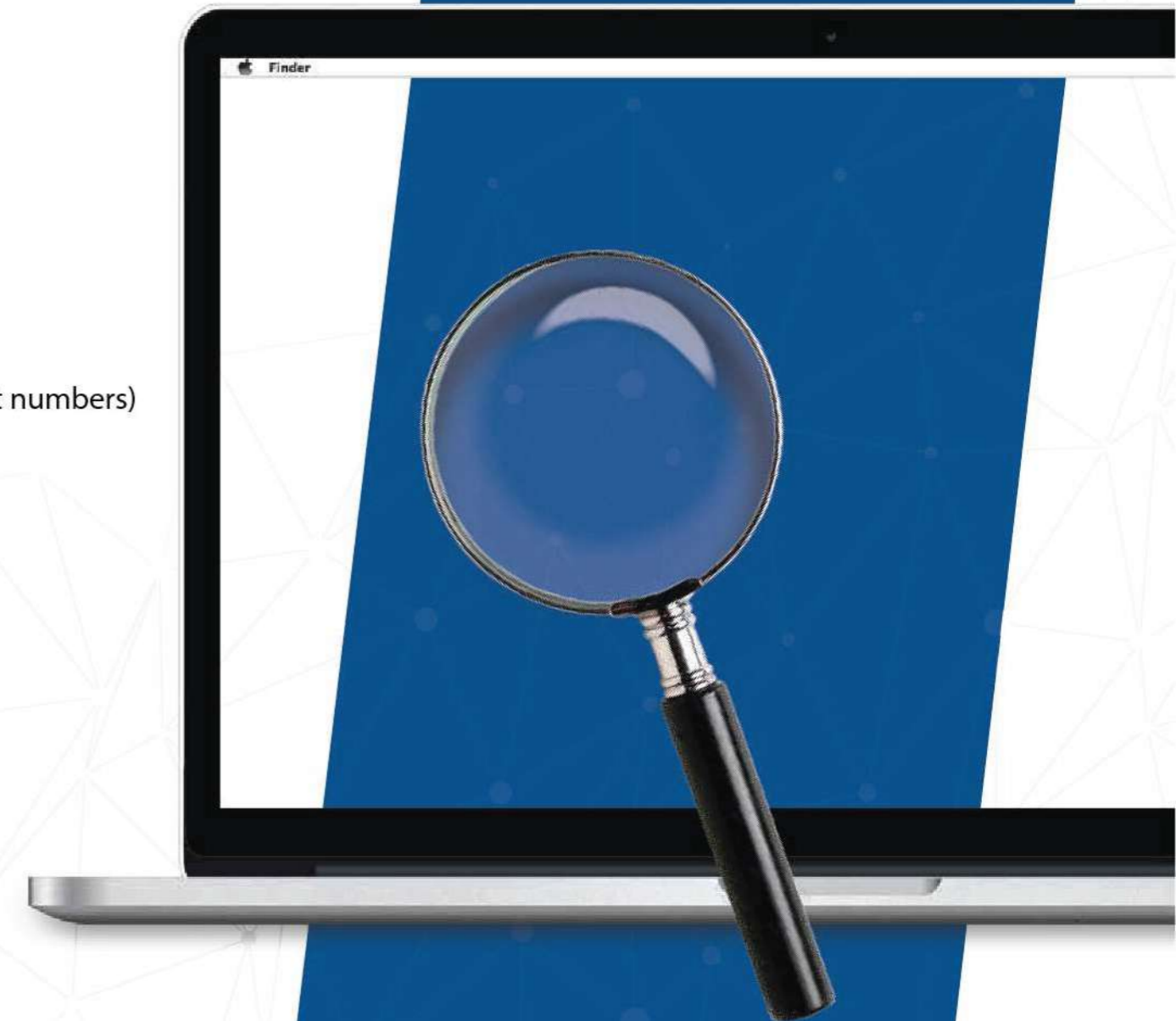
SYSTEM
AUDIT

parazelsus | **System Consultancy**

1. An audit report compiled with desired format
2. Provided reports which included:
   - o Base requirements of the system and procedures
   - o Described the methodology of the analysis/review, and the work performed
   - o Described the system and procedures as is, including existing process flow charts
   - o Provided gap analysis findings & highlight red flags/ blocks
   - o Description of short- & medium-term recommendations with an indicative implementation plan – e.g., amended process flows post-recommendation

Business Benefits:

Parazelsus Pakistan on the existing technological system(s) was undertaken as part of the higher management(s) audit program. This report presents the findings, issues/ bugs, functional errors, handling errors, communication errors, syntactic errors, boundary-related errors, and recommended corrective actions to the audited area.

Services Offered:

Project Management, Gathering business requirements, Auditing Systems, Documentation

Technologies Used:

Jira | **Office** | **ORACLE**

Challenge:

67Estate is one of the real estate projects launched by KUN Investments Group in Jeddah, Saudi Arabia. The client was mandated to have a customized tenant portal to manage their tenant using the technology, a powerful customized website to showcase the project, and digital marketing to prompt the real estate project and increase their clientele.

The main project goals were:

1. Complete design of the brand guideline
2. Customized Tenant Portal
3. Tenant mobile application both IOS & Android
4. Website design & development
5. On-Page & Off-Page SEO
6. PPC
7. Social Media Management

Solution:

In the initial phase of the project, our team of experts designed the brand guideline book of the 67estae so that graphical and development work of the website can be started—Systech development team designed and developed the 67estate website on a customized PHP platform. We also used android studio and swift to serve the requirement of mobile tenant applications. In addition, we will also use bootstrap and evolv to develop the client front-end interface.

Business Benefits:

Thanks to the system, the company plans to gain an additional revenue stream by providing unique services for human resource managers. This service will also be a good advantage providing growth of competitive differentiation and helping to increase the company's market share.

Technologies Used:

Swift • php • Google Analytics • WordPress • Android Studio
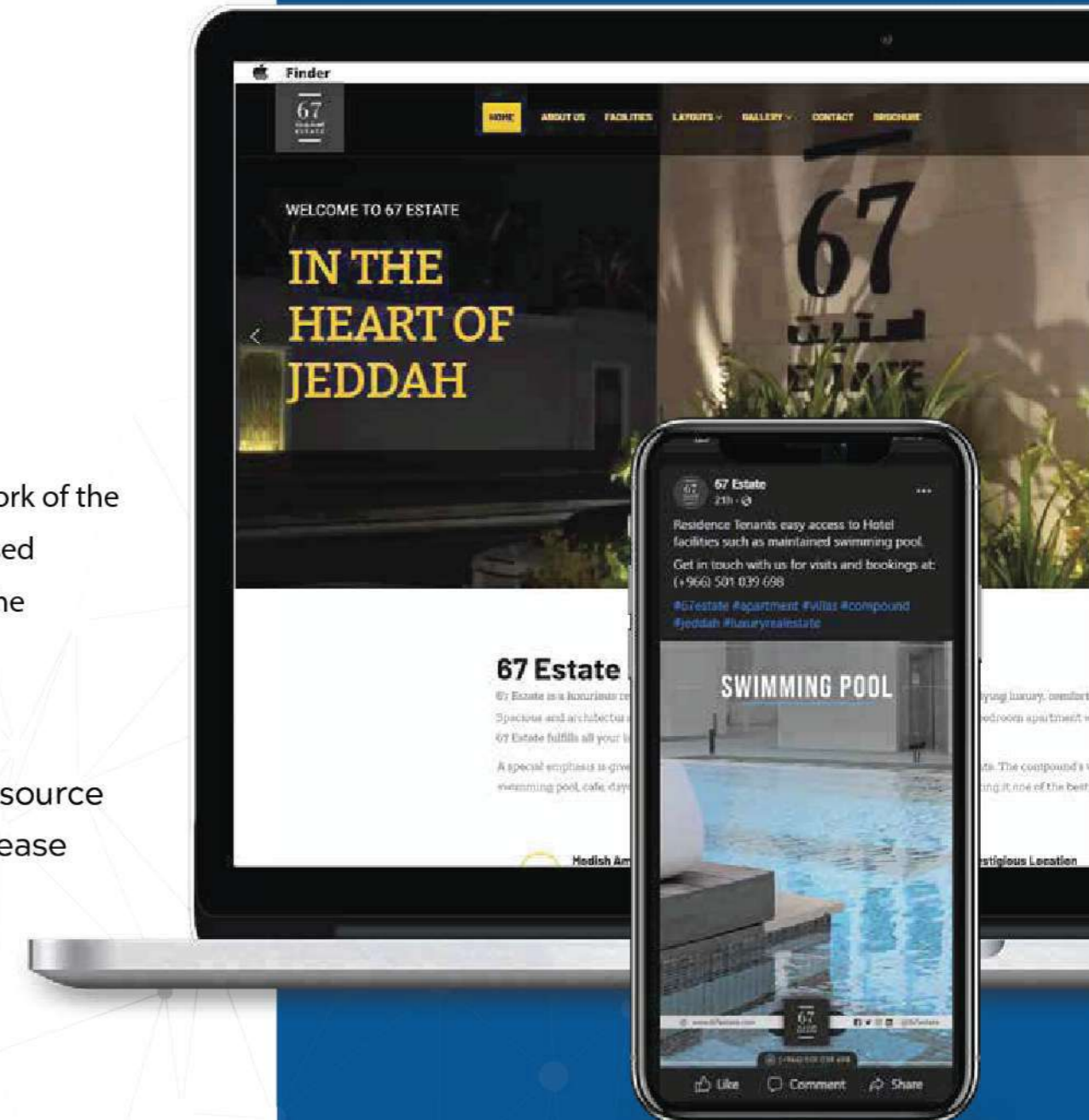
WEB
ENTERPRISE

Challenge:

Customer requires our services to develop and integrate live car auction APIs from renowned auction sites, to new car auction portal, having facility to bid on available vehicles, track car purchase status as well as track delivery of vehicle.

Aims:

- o Integration of LIVE Auction API for daily and upcoming auctions containing hundreds of vehicles
- o Automation of Bidding process to bid for desire car for customers
- o Complete CRM for bidding, purchasing and management of vehicles
- o Logins for multiple sales agent for process handling of their own customers
- o Management and sales of cars in stock to customers
- o Role Management, Registration constraints for specific users

Complete Tracking of VehicleProduct Delivered:

- Able to delivery online portal for our customer to manage cross-platform vehicle auctions in Japanese markets and auction can be made worldwide with easy steps to sign-up on portal from anywhere.

Solution:

Being technology partner, we proposed to have online auction portal accessible via workstation or mobile device for mobility and at same time it should be integrated with live auction platforms to diversify the range of cars offering as well as tracking of vehicles from purchase to delivery.

How we Implemented:

| Tools Used:

- Frontend: Angular   **A**NGULAR
- Backend: PHP   **php**

- Front end designed on Angular and PHP with integration of LIVE auction API to cover daily and upcoming auctions from multiple sources.
- Automated the whole process of bidding from initial bid on one vehicle or multiple vehicles for customer by providing complete CRM forbidding, purchasing and management of vehicles
- Portal is able to be logged in with multiple sales agents for handling the respective customers to scale the accessibility
- Implemented inventory management system for vehicles to handle in stock pre-purchased vehicle that could be offers as sale to customers
- Since it was complete CRM, we implemented from auction to bidding to purchase to delivery of vehicles by tracking physical location of purchased vehicle for customer.
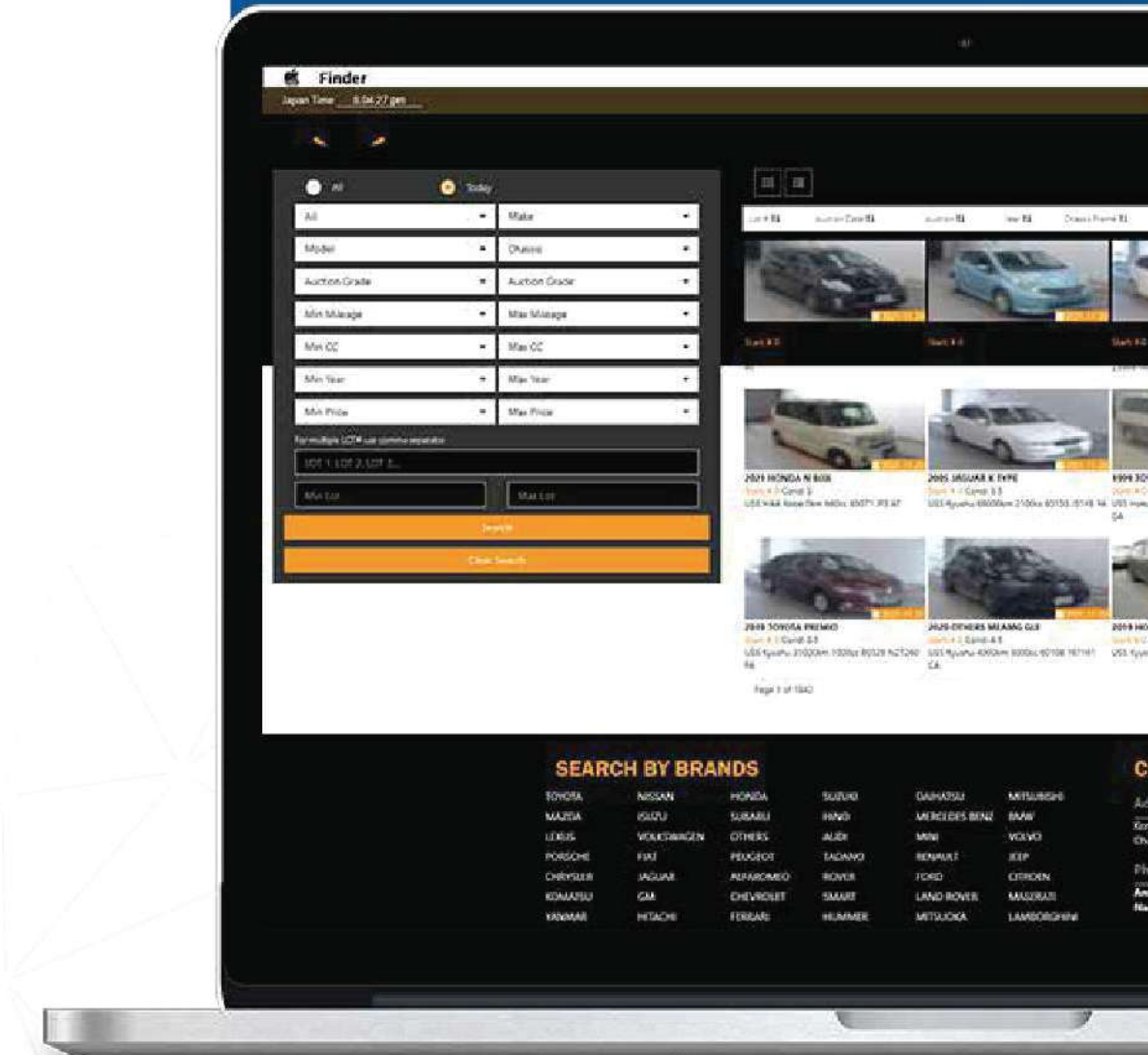
Web Application - Real Time Quotation

Cinco Auto Insurance is a trusted insurance provider dedicated to serving customers with quality coverage and exceptional service. Cinco Auto Insurance offers a wide range of insurance solutions tailored to each individual's unique needs. Whether it's auto, motorcycle, or home insurance, Cinco strives to provide comprehensive coverage options at competitive rates.

Challenge:

Cinco Auto Insurance was a new insurance company looking to create a website to help them reach more customers. They also wanted to integrate their website with a live API to provide real-time chat support to their customers.

Aims:

Systechlogic aims to provide exceptional value! We enhance customer engagement by integrating a live API for real-time chat support. Furthermore, our innovative approach includes a dynamic rate quote feature, enabling personalized and up-to-date insurance rate calculations for each customer. We are committed to enhancing the overall experience through our dedication to innovation and customer-centric solutions.

Solution:

Systechlogic completed the project for Cinco Auto Insurance, resulting in a responsive website that has improved customer service and increased market reach. With live API integration, customers can chat with support representatives in real-time, enhancing their experience. We developed an innovative approach incorporating a dynamic rate quoting feature, empowering us to provide individualized and real-time calculations of insurance rates for every customer. This cutting-edge functionality ensures customers receive personalized and up-to-date pricing information based on their needs and circumstances. Overall, the project has brought valuable benefits to Cinco Auto Insurance, including expanded customer reach and improved service quality.

## Technology Used:

ANGULAR · php · REST API · Live Chat

Business Benefits

The website expanded their online presence, reaching a wider audience and enhancing customer engagement by offering a seamless experience and easy interaction. The website ensures 24/7 accessibility, allowing customers to access information and services conveniently. Streamlined communication channels enable efficient handling of inquiries, support, and claims processing. Lastly, it facilitates data collection and analysis, providing valuable insights for informed decision-making. These benefits strengthen Cinco's business operations, driving growth and improving profitability.
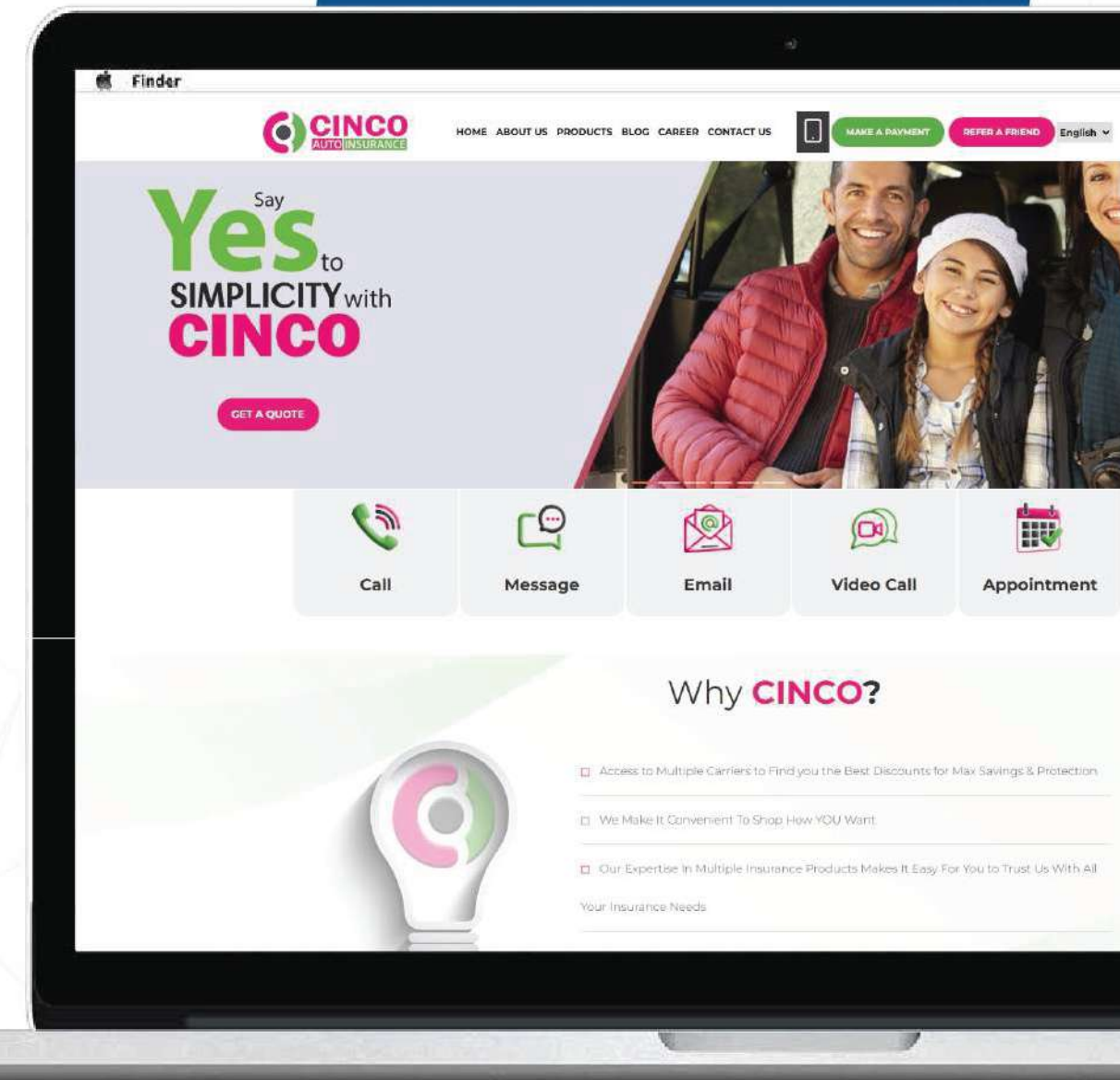
WEB
APPLICATION
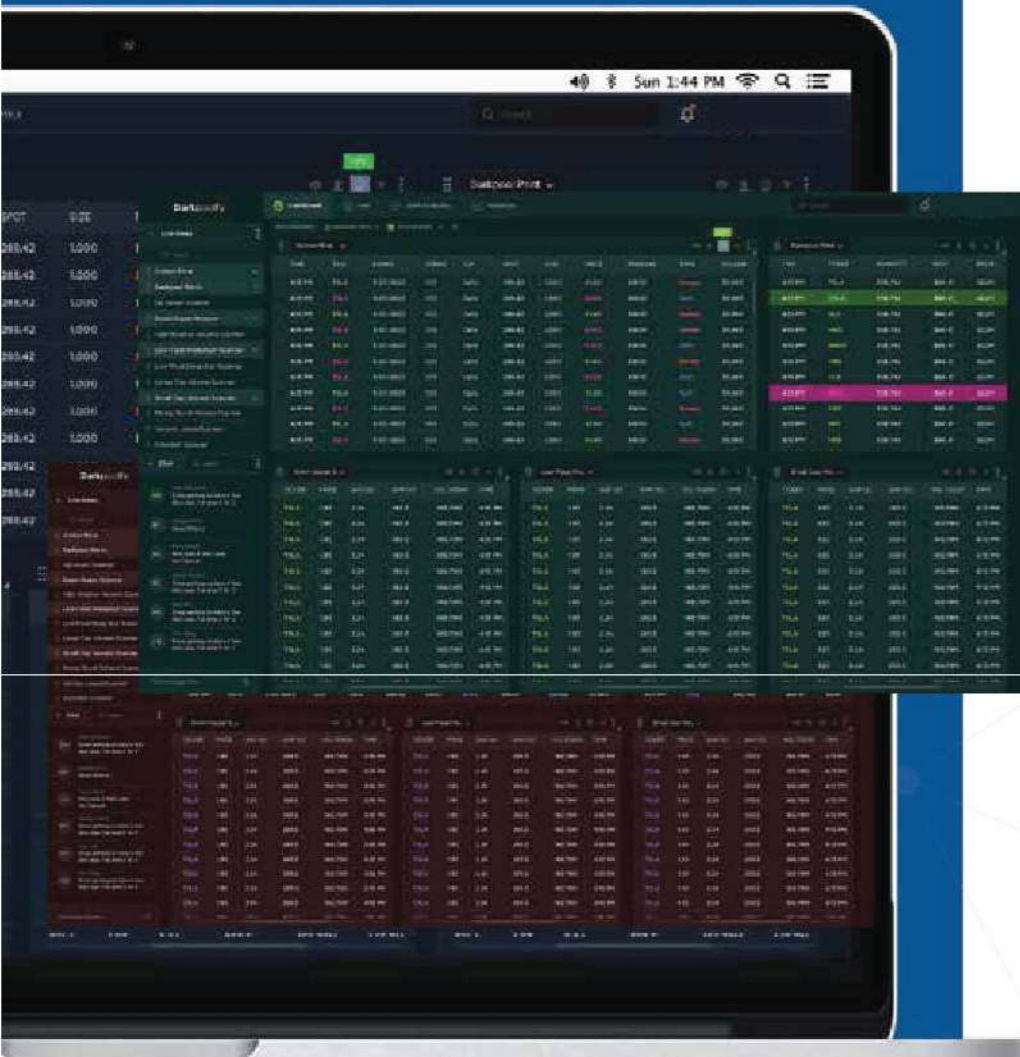
Challenge:

Darkpoolfy is a data algorithm that tracks down smart money transactions in the stock and equity options markets. It actively monitors the tape (time and sales) market wide.

- **Intermarket Sweep Orders**

  | The order type for stealth and execution speed. An indicator of urgency.

- **Option Block Trades**

  | Privately negotiated option block trades. Substantial in size.

- **Equity Blocks & Darkpool Prints**

  | Large equity block trades across lit(public) and dark(private) exchanges.

Aims:

The Client was looking for development company to build an online interactive web application for financial dashboard that will be used by stock traders platform.

At the same time, the platform was conceived as a place where common trader would be able to avail the opportunity.

Solution:

Darkpoolfy is a web based SaaS platform that allows users to utilize these strategies and enhance their profits, with strong attention to detail, Systechlogic embodied the idea of the Client and developed a comprehensive web platform for stock traders enhanced with a number of features.

Key features implemented by Systechlogic are the following:

- Admin Portal: This portal will be used by the admin to create strategies based on the defined KPIs and also monitor signed up users along with their profiles. Admin portal will offer full scale management of strategies and user profiles to the admin.

- User Dashboard: User dashboard will allow the paid users to utilize all the strategies and open windows that will filter the data according to the selected strategy. Users can open different strategies in one screen and in multiple tabs within the system. Also users can chat in the chatroom (not one to one) with other paid users in real-time.

Darkpoolfy | Stock-Trade Management – QUANRIO

WEB
APPLICATION

Business Benefits:

Most of the individual stock market investors crave for strategies that can assist them in making a decision to buy or sell a stock. Few successful investors have strategies prepared that they use themselves to trade in the market. These strategies are back tested and have above 60% success rate. Individual investors can make a great use of these strategies by filtering the data in real time accordingly and pay a premium for it. Darkpoolfy allow users to utilize these strategies and enhance their profits.

Services Offered:

Gathering business requirements, Development, Design, Project Management

Technologies Used:

Bootstrap jQuery Redux

React JS Java ORACLE PL SQL

WEB
APPLICATION

Systechlogistics

Systechlogistic is a custom build CRM for COD (write full form of COD). It is a custom ERP system developed for the Logistics Industry in Pakistan. Having an opportunity to fill industry gap of having no custom build logistics solution, Systechlogic worked and developed custom logistic solution incorporating logistics processes of Pakistan business dynamics.

Challenge:

No customizable CRM available in market to address local business dynamics and on ground challenges in Pakistani industries.

Aims:

The primary objective of this project is to replace multiple applications/systems used for business processes for courier and logistics operation, including booking and tariffs, with a one system

- To achieve that goal, following features were incorporated in the system Optimize business processes of the company and its infrastructure.
- Support the Logistics Operation
- Multi-location booking with single sign-on access for sub-clients
- Web Portal for transactions, reporting and inventory management
- Streamline the logistic operation and reduce the risk of loss and shipment theft.
- Customize Reporting
- Automation in customized tariff

Solution:

Web-based portal developed covering all the operational activities for the courier logistics industry, CRM module has been successfully introduced in 5 centers around the country. Later on, the COD portal developed with the same technology, offering multiple ways of booking shipments. We simplified the form for single booking shipment, and in the case of bulk booking, users can upload CSV in the system. Users can upload multiple CSV in our system and can manage booking easily on our interactive system.
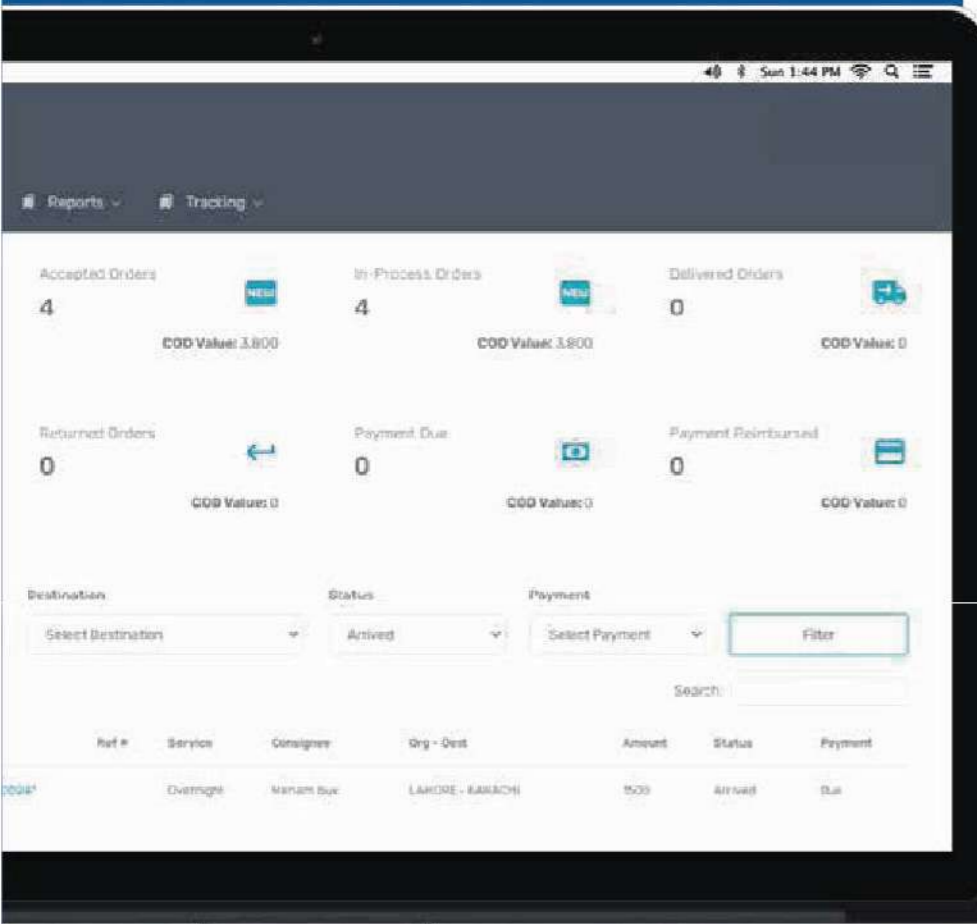
Successful Deliverables:

- Dashboard for both Client's user and they which monitors all vital information
- Multiple Booking Features
- Operation Features
  - o Inventory Management:
    - | Arrival
    - | Manifest
    - | Bagging
    - | Loading
  - o Run Sheet Access Management
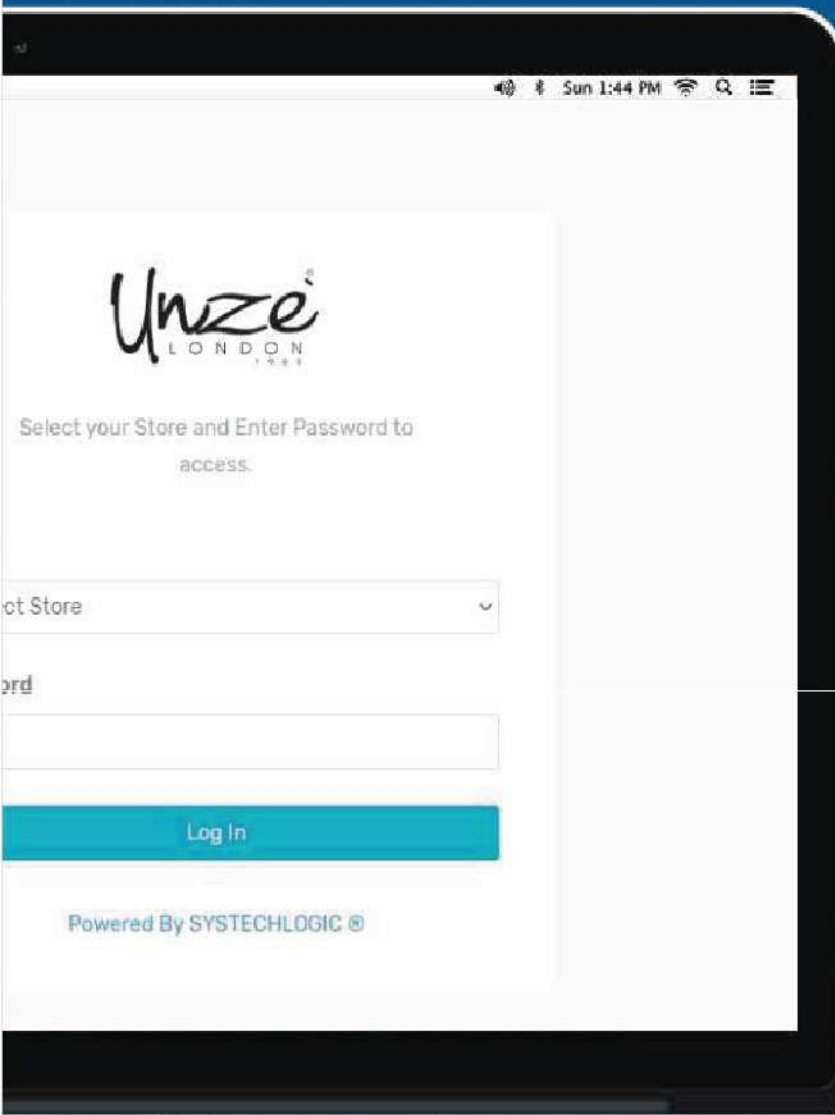 - o Detailed Reporting
  - o Cloud Hosting

Services Offered:

Gathering business requirements, Development, Quality Assurance, Deployment & Training

Technologies Used:

Bootstrap · Microsoft SQL Server · JavaScript

jQuery · Microsoft .NET Framework · { REST:API }
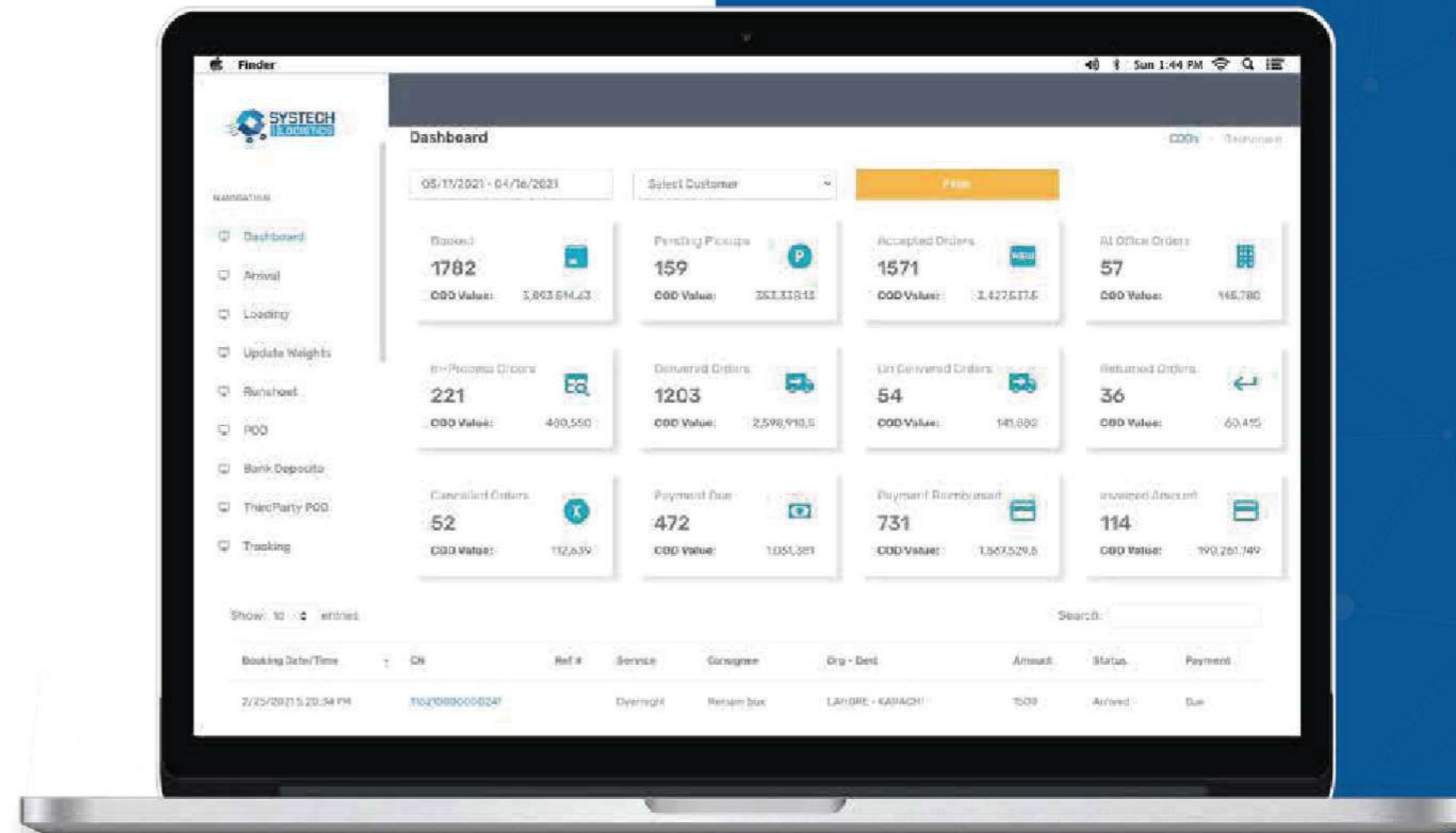
WEB
APPLICATION

Unze LONDON 1989 | **Pickup Utility**

Challenge:

Having retails across Pakistan and wanted to have digitalize their process for their existing portfolio, Unze was looking for CRM tool so that they can dispatch and track their orders online covering all retail shops.

Aims:

1. Head Office Component

oThis is key component of the Pick-Up Portal. This has the complete overview and control of the dataflow in the system. This also includes the result preview, routing to branch preview and profile functions.

2. Branch Component

oThis is 2nd key component of Pick-Up Portal. This has the limited options such as preview and update records.

3. Authentication and user management component

oThis is the major sub system that is responsible for the security of the Pick-Up Portal system. It authenticates users and handles the user management activities such as creating new branch accounts, removing accounts from the system etc. Furthermore, this component Implements the "control access privilege matrix".

Solution:

1. Systechlogic conducted several sessions with the Unze London upper management team to analyze the complete business requirement. Keeping the agile methodology in mind, our team at systehclogic started the development process. The following are the processes needed to be designed and developed to fulfill the business requirements of Unze london.

2. User Login Authentication

o Each store will login in their dedicated branches login information.

3. Admin Dashboard

o To preview the complete tracking and history of all the SKU(S) registered in the system

Unze LONDON

Select your Store and Enter Password to access.

ct Store

ord

Log In

Powered By SYSTECHLOGIC ®

o Branch wise Birdseye view for upper management.

4. Manual Uploader

    o To upload the data in the system in the prescribed format

5. Store Management

    o To register store and manage the inventory.

6. Courier Registration

    o To integrate the logistics partners with the portal functionality

7. Reasons Registrations

8. Branch Dashboard

    o To preview the complete tracking and history of all the SKU(S) registered in the system within the branch.

Business Benefits:

After the successful deployment of the application UNZE immediately achieved two major successes.

1.They were able to track the complete order journey from their portal

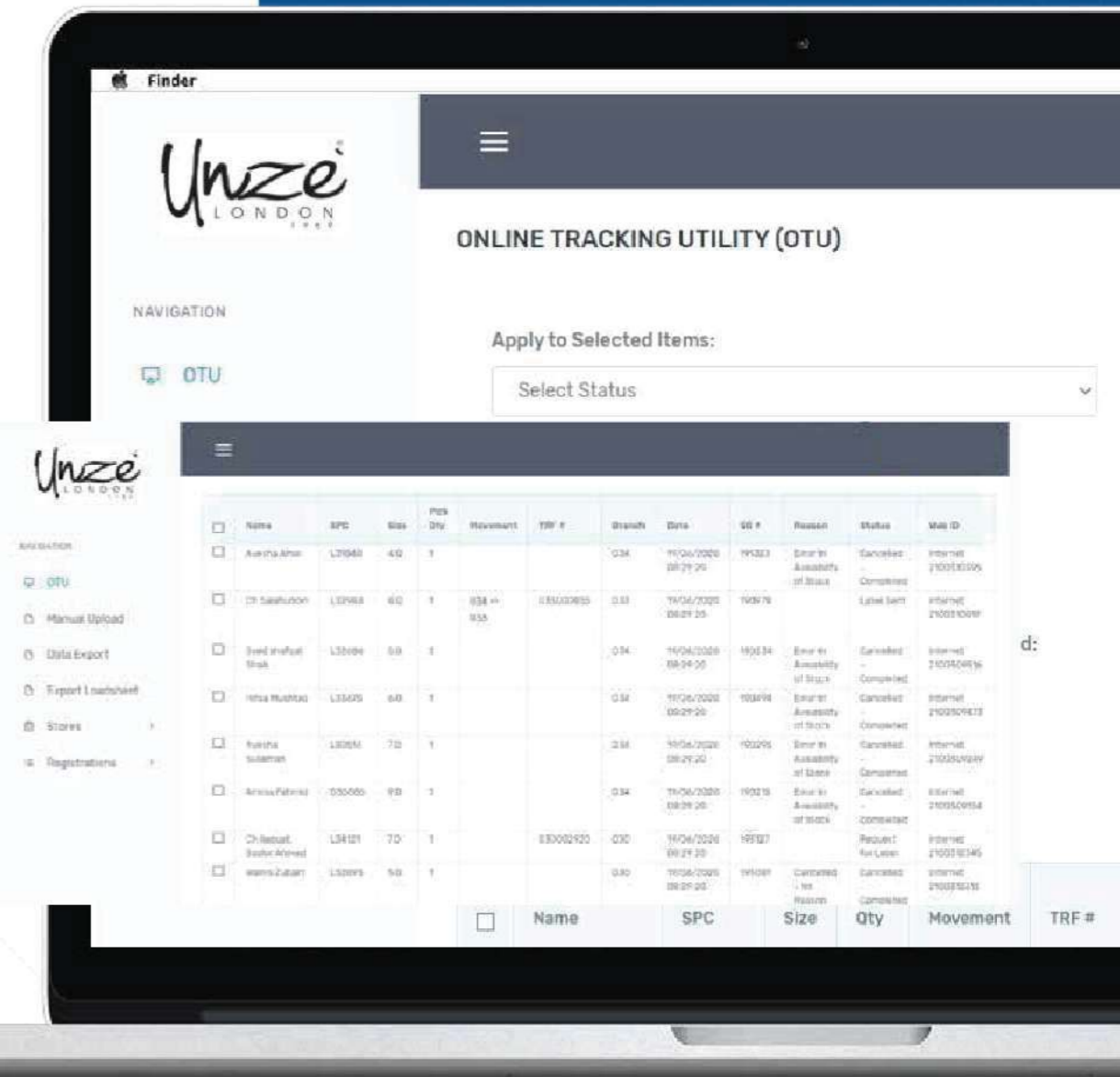2.Stock transfers between stores are now managed using the portal

Services Offered:

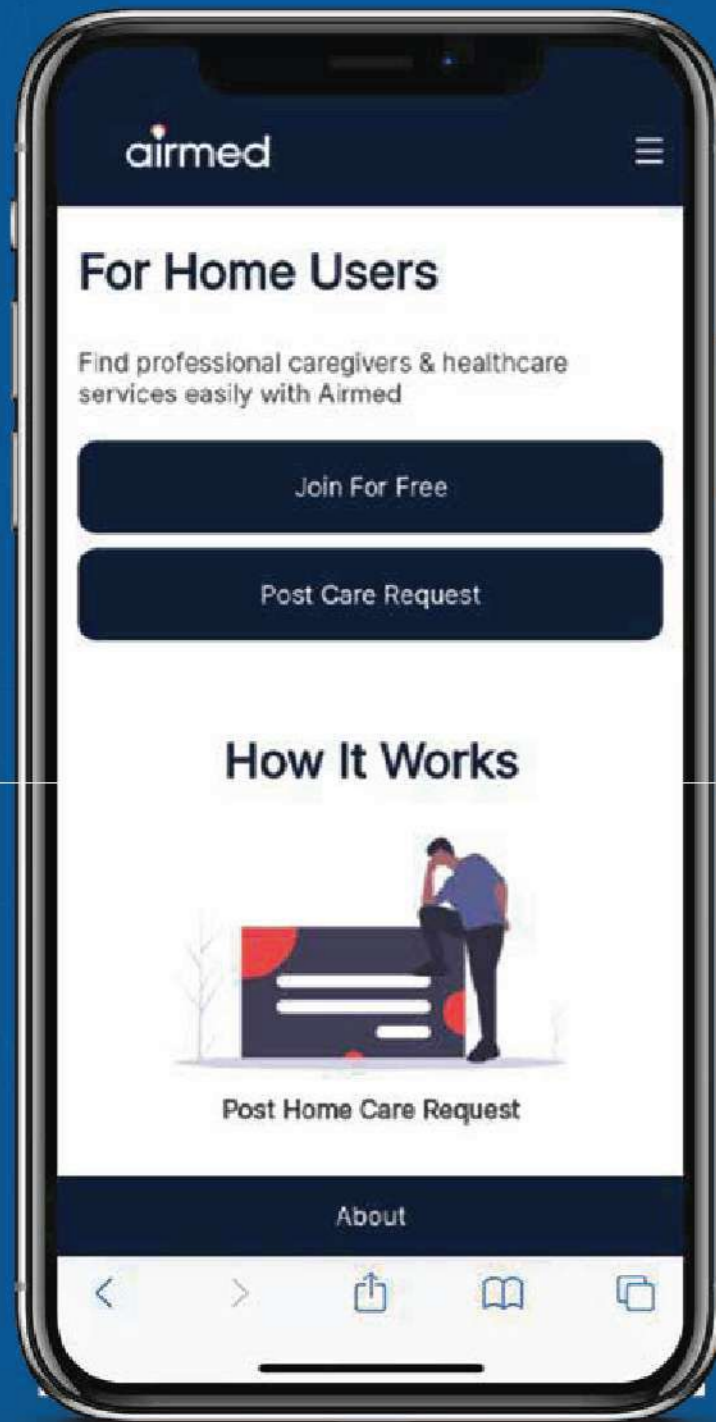Development, Project Management, Gathering business requirements & Documentation

Technologies Used:

WEB
APPLICATION

airmed | CRM

Challenge:

Cordoba Ventures were developing a web app relating to nursing and allied healthcare professionals by the name of "AIRMED" from the well-known software house. However, due to unfortunate reasons, they wanted to switch the Company. Hence, they needed a company to perform tasks relating to the web app, including its development, testing documentation, and marketing of their application.

Aims:

1. Assist and provide QA, review & testing services
2. Manage, provide maintenance & support services & develop the application as per testing, customer feedback, and evolution of APP.
3. Give Elixir training to the in-house resources.

Solution:

We as a team first studied the scenario and took all the required information from the vendor and onboarded all the stakeholders with our plan:

1. Understanding & completing the Documentation.
2. Review the Code & Architecture.
3. Understanding & review of code & current Application architecture.
4. Get the Elixir training and trained other resources
5. Managing Application, fixing errors & bug fixes and providing development services, including features development for existing & additional features/ releases
6. Review & Testing (QA)
7. Providing maintenance & support services (react + elixir) for Application/ system
8. Digitally market AIRMED.
9. Build up the technical team for the client to run the application.

airmed | CRM

Business Benefits:

AIRMED used Systechlogic expertise to enhance their vision in terms of the application. This help them to target the market niche they were looking for, which became the win-win situation for them.

Services Offered:

Development, Maintenance, Project Management, Gathering business requirements, Marketing Digitally, Documentation & Team Building
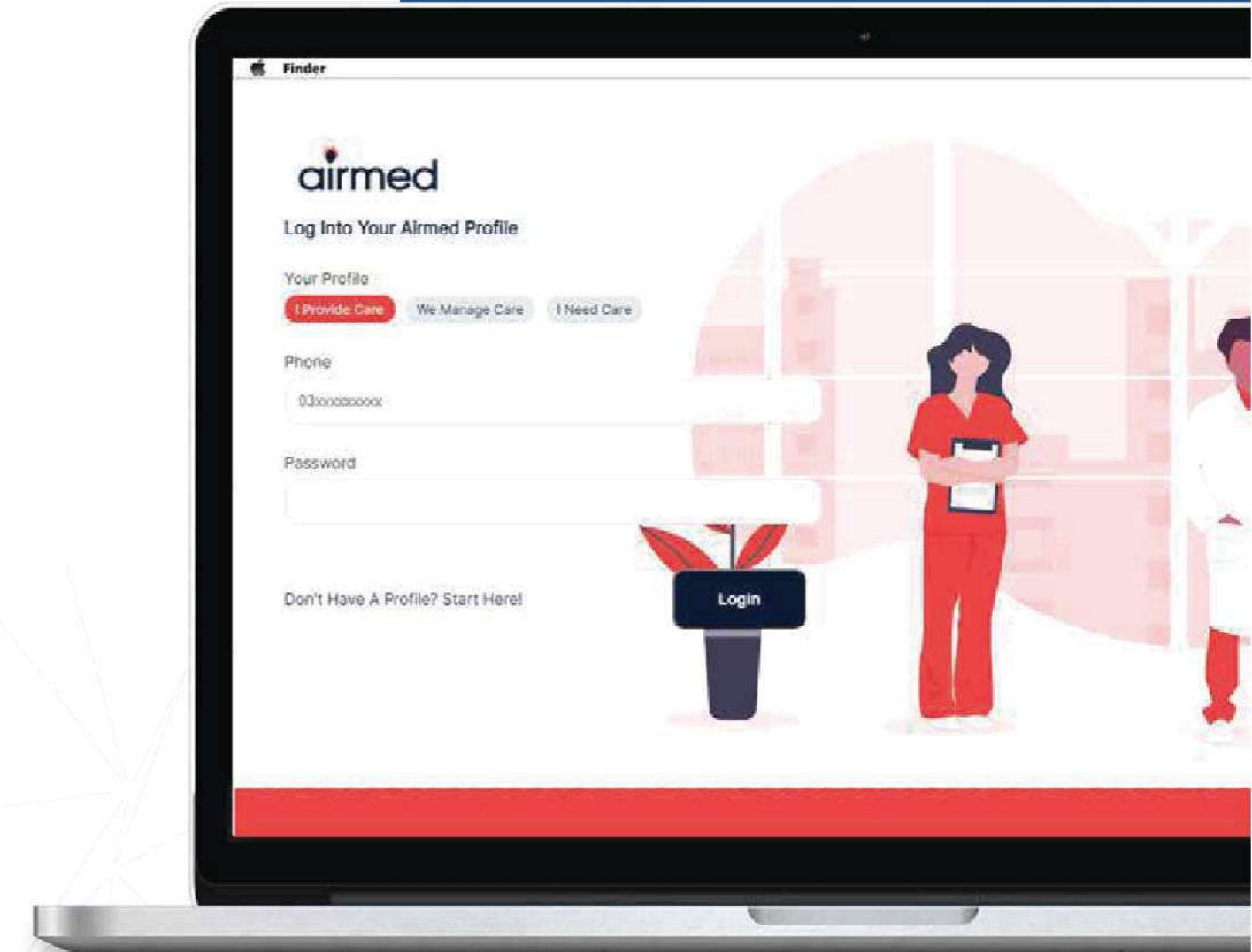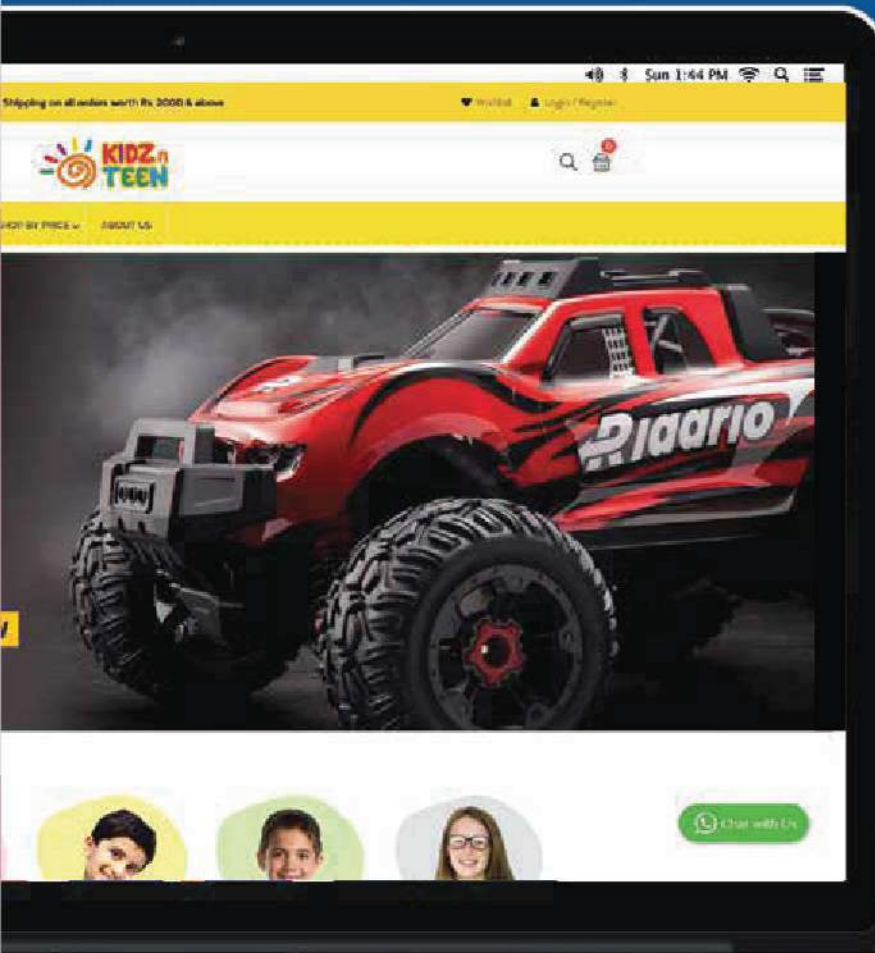
Technologies Used:

Toggle   Figma   asana

Office   React JS   elixir

Google Cloud   Redux   PostgreSQL

WEB
APPLICATION

Web App

Challenge:

A renowned giant in the kids segment entered the B2C market and required our services to develop a customized Ecomerce Portal with the integration of multiple logistics companies and payment methods.

Aims:

-A professional eCommerce site with all the features as per market practice.
-Integration of LIVE Tracking API for end customers to track their shipments/goods
-Integration of the multiple booking APIs from different logistics companies for real-time shipment booking.
-Complete CRM for back-office users.
-Complete inventory management system.
-Integration with multiple payment APIs such as Banks, EasyPaisa, JazzCash, Nift ePay and etc

Complete Tracking of Purchased Goods:
• Able to deliver an online portal for our customer to manage their goods in Pakistan and can be made sold worldwide with easy steps to sign-up on the portal from anywhere.

Solution:

Being a technology partner, we proposed to have an online eCommerce portal accessible via workstation or mobile device for mobility.

How we Implemented:

| Tools Used:

•   Frontend: Angular   **A**NGULAR   •   Backend: PHP   **php**

• Front end designed on Angular and PHP with the integration of LIVE payment and logistics APIs to cover daily sales.
• Automated the whole process of online shopping from inventory to shipment/goods delivery.
• Portal is able to be logged in with multiple back-office agents for handling the respective customers to scale the accessibility
• Implemented inventory management system for products to handle in stock pre-purchased products that could be offered as sales to customers

Challenge:

West is a Food & Beverage destination in Jeddah, Saudi Arabia. It is located at the intersection of the King Abdulaziz and North of Hira Street, Al Shati Street Jeddah, To make easy access to everybody. The client was mandated to have a powerful customized website to showcase the project, and SEO to prompt the project and increase their clientele.

The main project goals were:

1. Website design & development

2. On-Page & Onsite Page SEO

3. PPC

4. Social Media Management

Solution:

In the initial phase of the project, our team of experts designed the brand guideline book of the 11West so that graphical and development work of the website can be started—Systech development team designed and developed the 11West website on a customised PHP platform.
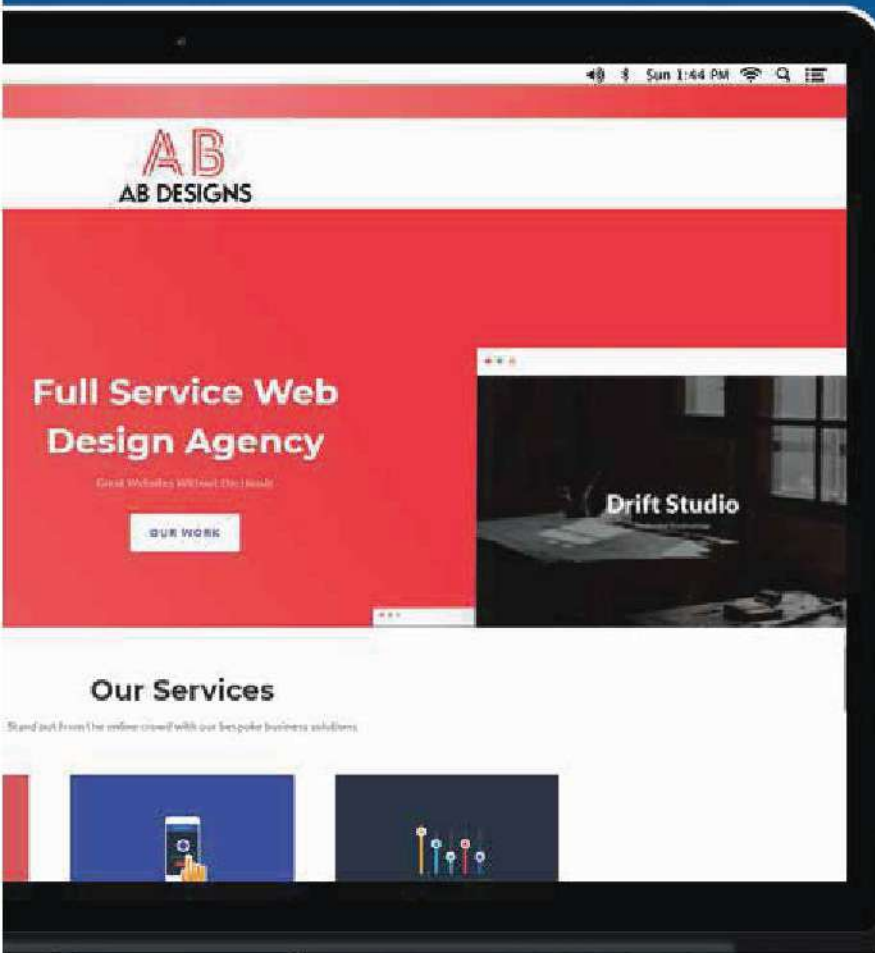
Business Benefits:

Thanks to the website, the company plans to gain an additional revenue stream by walking customers. This service will also be a good advantage providing growth of competitive differentiation and helping to increase the company's market share.

Technologies Used:

WEB
APPLICATION
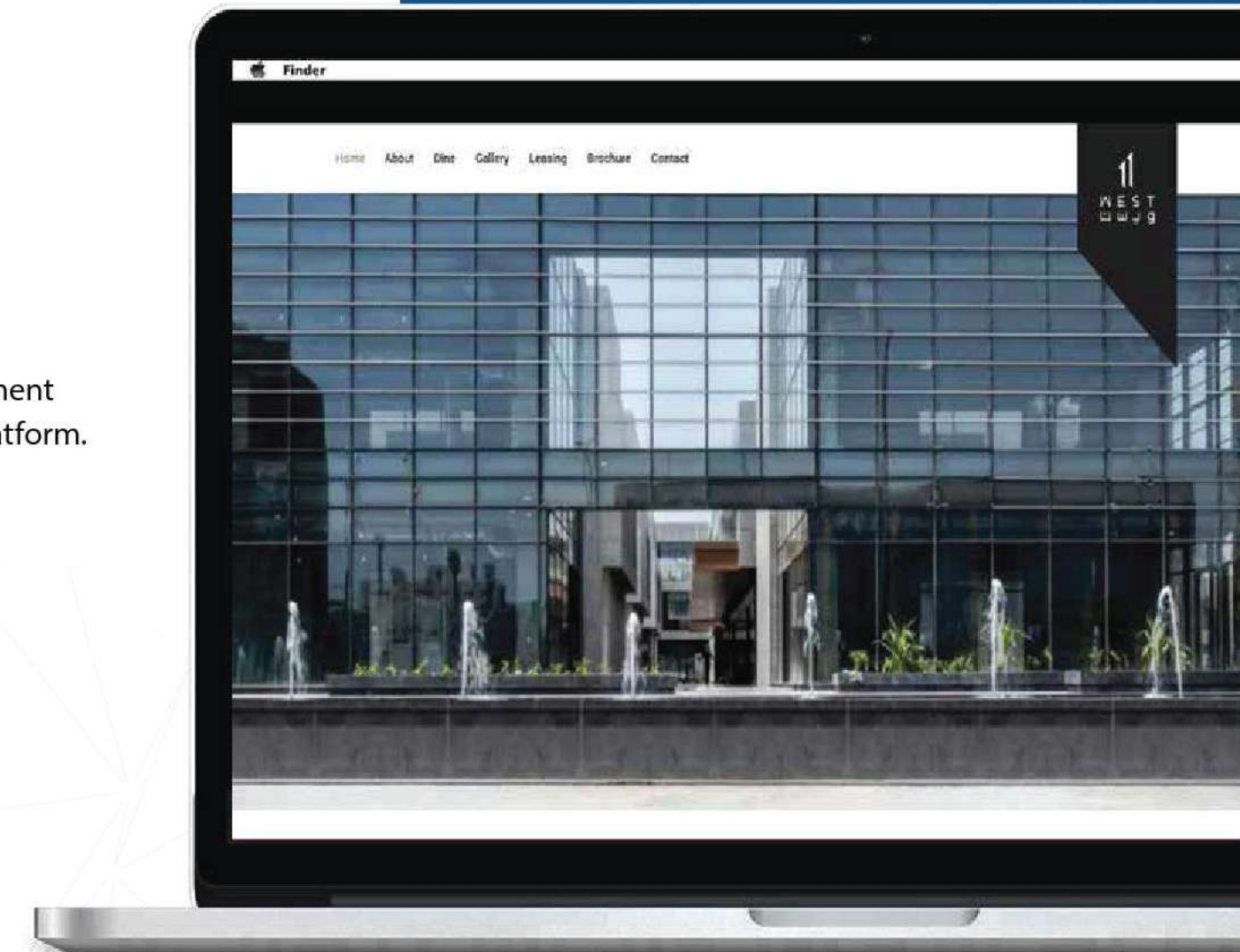
Challenge:

The client — AB Design — is a popular Ireland based Web Design and Development company which outsource their application development. The online diary service was based on automating children Daily Diary and required to build an attractive application for it.

Aims:

The Client was looking for development company to build an online interactive web application for financial dashboard that will be used by stock traders platform.
At the same time, the platform was conceived as a place where common trader would be able to avail the opportunity.

Solution:

Systechlogic developed a web app and developed a custom mobile application for AB Design. The solution is based on a popular frontend technology Angular. The choice and features within the application for writing the diary on the daily bases allowed implementing the solution promptly. We concentrated on the development of unique features — plugins, promotion and gift cards modules.

Business Benefits:

Thanks to the application, the company plans to gain additional revenue stream by providing unique service for young children.

Services Offered:

Design, Development, Quality Assurance, Project Management & Support

Technologies Used:

Swift   Google Analytics   W   Android Studio

- Frontend: Angular   ANGULAR   - Backend: PHP   php

Challenge:

Badri Management Consultancy's headquarters in Dubai is one of the fastest-growing boutique actuarial consulting firms in the MENA Region. The assignment by Badri was to optimize their current website for a better user journey and to meet the requirements for search engine optimization.

The main requirements of the project were:

1. Smooth user journey
2. Content designing based on search engine optimization requirement
3. UI/X Designing
4. Develop and implement PPC strategy to improve website ranking
5. Speed optimization and responsive

Solution:

The existing website version was designed in a customized PHP environment which was not only causing serval issues but was also affecting the website's overall performance. Systehclogic team redesigned and developed the complete website on WordPress to improve the customer journey on the website and easy to navigate.

Some of the extra assignments that we completed for the Badri website

1. Redesigning of each section in terms of graphics, flow design, and content writing based on SEO guidelines
2. POP-UP notifications
3. Customized search option for users to find relevant information easily
4. Keyword research for SEO
5. On-page & Off-page SEO

Business Benefits:

After the successful deployment of the newest version of the website on the WordPress environment, the Badri website was not only able to perform better, but now customers were also able to navigate the website easily without any lag. The new push notification systems allowed Badri to quickly inform customers about the recent development and services they are offering.

WEB
APPLICATION
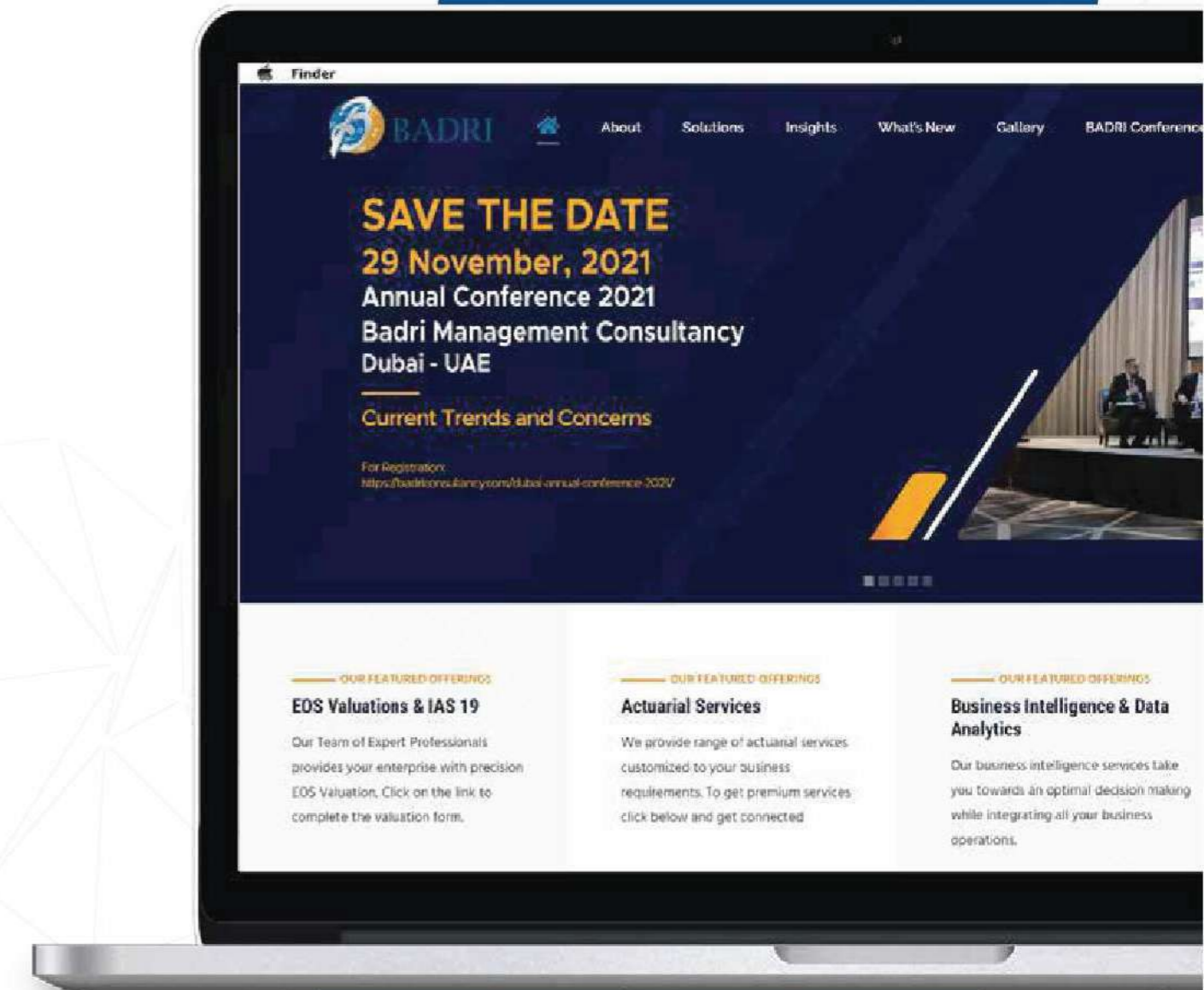
Systechlogic also created a new database system for the website, which helped Badri manage and store client information in the standard format. We also implemented our on-page and off-page search engine optimization strategy to improve the website ranking and traffic.

Services Offered:

Website: Redesigning, development, and Maintenance
SEO: On-page, Off-page, content writing, keyword research

Technologies Used:

php

B Bootstrap

CRM

ahrefs

Power BI

Google Analytics

MOBILE
APPLICATION
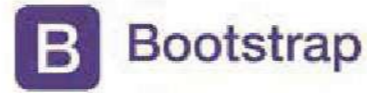
Challenge:

Ghazi Brothers has there sales and supply chain function managed manually on paper based system, which they were looking for a smart solution to get it automated as well as platform friendly for mobility.

Aims:

To develop mobile application (Android & iOS platforms) that automates their Sales and Supply function.

1. Automation of all Sales team field operational processes

2. Provide visibility of plans & targets against achievements

3. Availability of all relevant customer details to Sales team (thereby reducing email traffic)

4. Capture all customer interactions for audit/compliance/analysis needs

5. Integration with Dynamics AX & CRM solution (via Ghazi Brother's API Gateway) for data posting & retrieval

Solution:

Systechlogic Team conducted multiple meetings with the team and the studied the scenario and drafted a plan.

Then shared their plan with the director and explained the way of its execution. Following were the key pointers that were looked into.

1. Goal A: Automation of Sales Management Cycle

   o Customer Quotation and Order Booking, with approval hierarchies

   o Field force tracking

   o Electronic Processing of Field Force Expenses: Submission, Approval and Disbursement

   oBenchmark, Report and Analytics from system

2. Goal 2: Customer, Prospects, Lead and Opportunities Management

3. Goal 3: Sales Team Training and Assessment
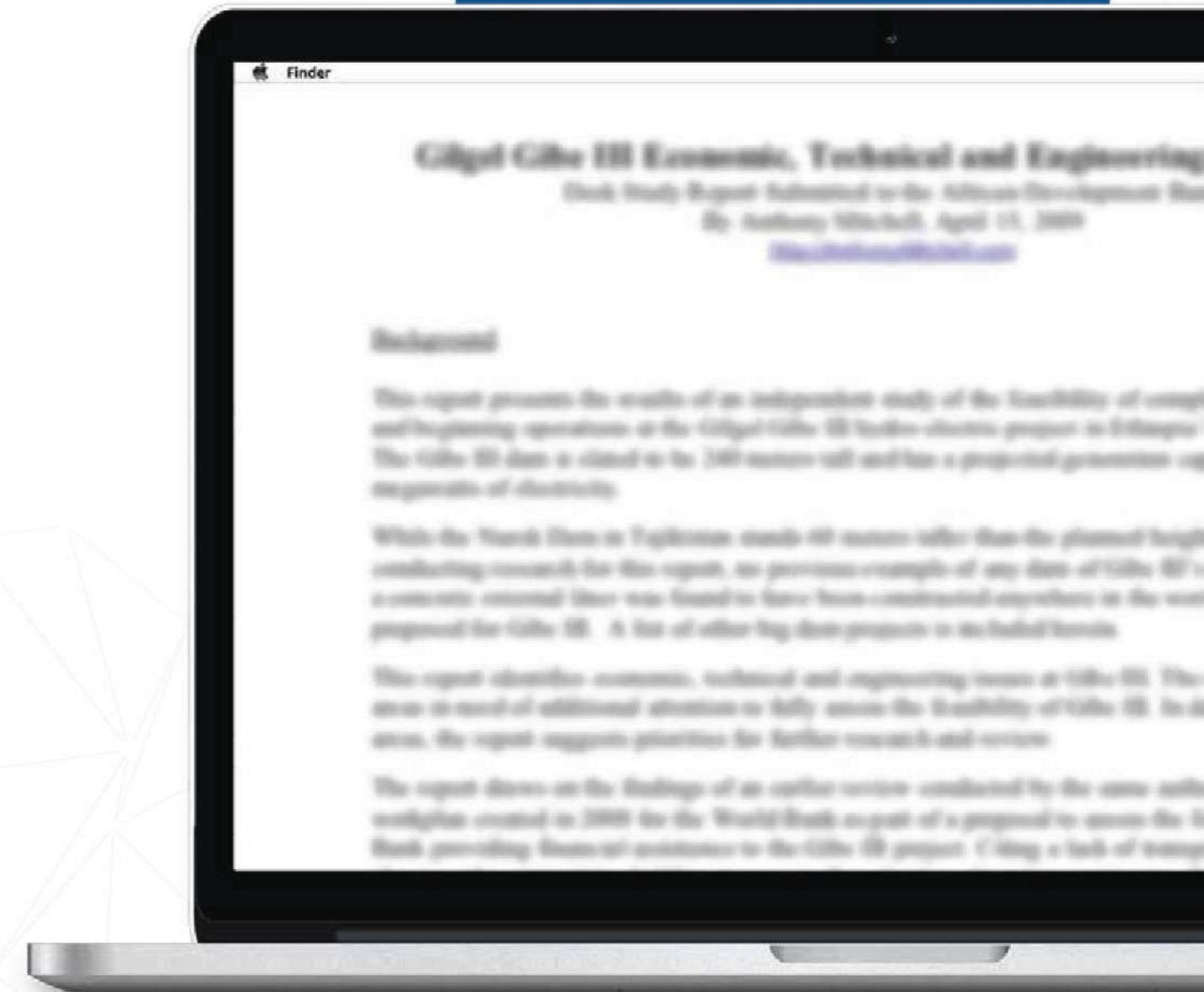
MOBILE
APPLICATION

GHAZI BROTHERS

Mobile Application Feasibility

Business Benefits:

The mobile application feasibility report by systechlogic supported the Ghazi brothers in determining the key areas about the development of the application, timeline, budgeting, resources, and marketing plan to execute the application. The brief document summarized the distinguishable features which are required in their application and also the technology which will be more suitable for the longer run

Services Offered:

Project Management, Gathering business requirements & Documentation

Technologies Used:

asana

Office

Digital Marketing Transformation

Whether it be a requirement for custom software development or a custom enterprise solution, or integration of systems to create an ecosystem of connected software, our team of experts are able to help you devise and implement solutions that best fit your business needs.

DIGITAL
TRANSFORMATION

Al Basateen - Resurgence through SEO and PPC Mastery

Al Basateen Village
قرية البساتين

Challenge:

Al Basateen, a key player in the Saudi Arabian real estate market, faced a significant setback in its digital presence due to misguided outsourcing efforts. SEO missteps led to poor website visibility and performance, necessitating a swift and effective solution. The challenge was to revive its online standing, enhance brand image, and drive business growth in a fiercely competitive market.

Aims:

Al Basateen's primary objective was to recover from the aftermath of unsuccessful outsourcing, establish a robust online presence, boost occupancy rates, and secure a prominent position in the Saudi Arabian real estate compound market. The focus was on implementing SEO best practices and launching a targeted PPC campaign.

Solution:

Systechlogic orchestrated a comprehensive strategy to address Al Basateen's digital challenges. The initial step involved a meticulous SEO overhaul, aligning the website with SEO rules and policies. This included optimizing on-page elements, restructuring content, and deploying off-page strategies to enhance search engine rankings.

Simultaneously, Systechlogic initiated a strategic PPC campaign, targeting key keywords relevant to Al Basateen's offerings. This campaign aimed to elevate visibility in search engine results and channel targeted traffic to the website.

The website redesign included features optimized for enhanced user experience, ensuring seamless navigation.

Business Benefits:

The collaboration with Systechlogic yielded substantial business benefits for Al Basateen. The SEO overhaul and PPC campaign significantly improved website visibility, attracting relevant traffic and generating customer inquiries.

Al Basateen experienced remarkable business growth, achieving a 95% occupancy rate, showcasing the effectiveness of the implemented strategies. The enhanced branding and improved online presence positioned Al Basateen as a formidable brand in the competitive Saudi Arabian real estate compound market.

Technologies Used:

Meta   shopify   Google Ads

Challenge:

67Estate, a groundbreaking real estate project by KUN Investments Group in Jeddah, Saudi Arabia, embarked on a digital transformation journey from square one. The challenge was to establish a solid online presence and elevate brand visibility in a highly competitive market.

Aims:

The primary goals were to create a brand guideline, build a robust website, implement comprehensive SEO strategies, launch PPC campaigns, and manage social media. The overarching aim was to position 67Estate as a standout player in the real estate market.

Solution:

Initiating the project from its infancy, our team meticulously designed brand guidelines to set the visual identity. The website was developed on a customized PHP platform. Our digital marketing strategy began with a comprehensive SEO approach. From On-Page optimizations to Off-Page techniques, the goal was to boost visibility on search engines, ensuring 67Estate's prominence in online searches.

Simultaneously, we launched targeted PPC campaigns to drive traffic and generate leads swiftly. Social media management was crucial in creating a vibrant online community, engaging the audience, and amplifying the project's reach.

Business Benefits:

Initiating 67Estate's digital presence from scratch resulted in significant business benefits. The SEO efforts enhanced online visibility, positioning 67Estate as a prominent choice in the real estate landscape. The strategic PPC campaigns generated valuable leads, contributing to the project's growth.

Social media engagement fostered a solid online community and played a pivotal role in expanding clientele. The digital marketing initiatives collectively contributed to increased brand recognition, establishing 67Estate as a noteworthy player in the Saudi Arabian real estate market.

Conclusion:

67Estate's transformative digital marketing journey, starting from the challenge of establishing an online presence, has not only met but exceeded expectations. Through strategic planning and execution, the project has achieved a prominent position in the competitive real estate sector, setting the stage for sustained growth and success.
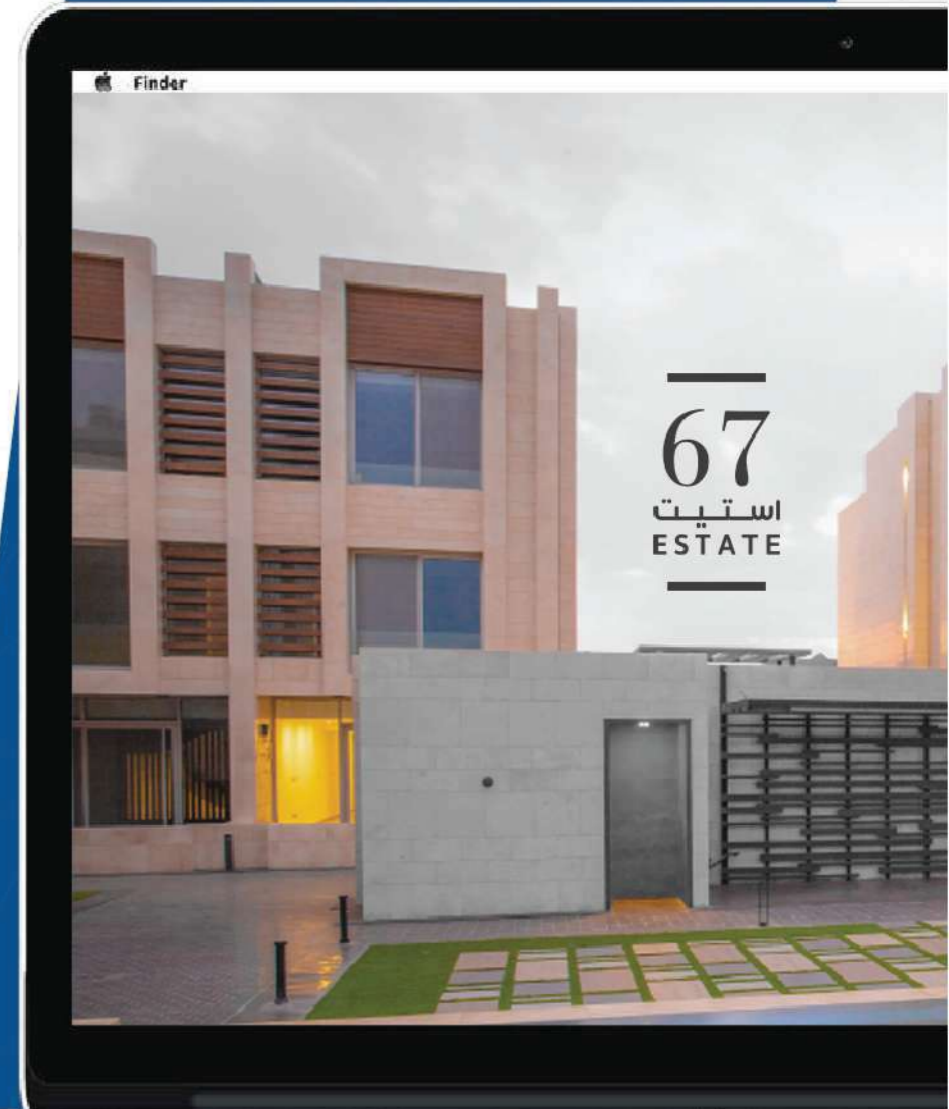
Technologies Used:

Meta   shopify   Google Ads

Challenge:

For over 30 years, GS Industries had been a prominent player in the B2B segment of Pakistan's premium unstitched fabric market. However, the challenge emerged when they decided to tap into the retail segment by directly reaching customers through e-commerce under the brand name Prime Fabric. The need was not just to establish an online presence but to create a brand's logo and seamless experience for customers, encompassing website development, social media management, and efficient customer order operations.

Aims:

GS Industries aimed to successfully launch Prime Fabric in the retail market. The objectives included the creation of a user-friendly e-commerce website, a robust social media presence on platforms like Facebook, Instagram, Snapchat, and YouTube, and effective customer order management from processing to dispatch.
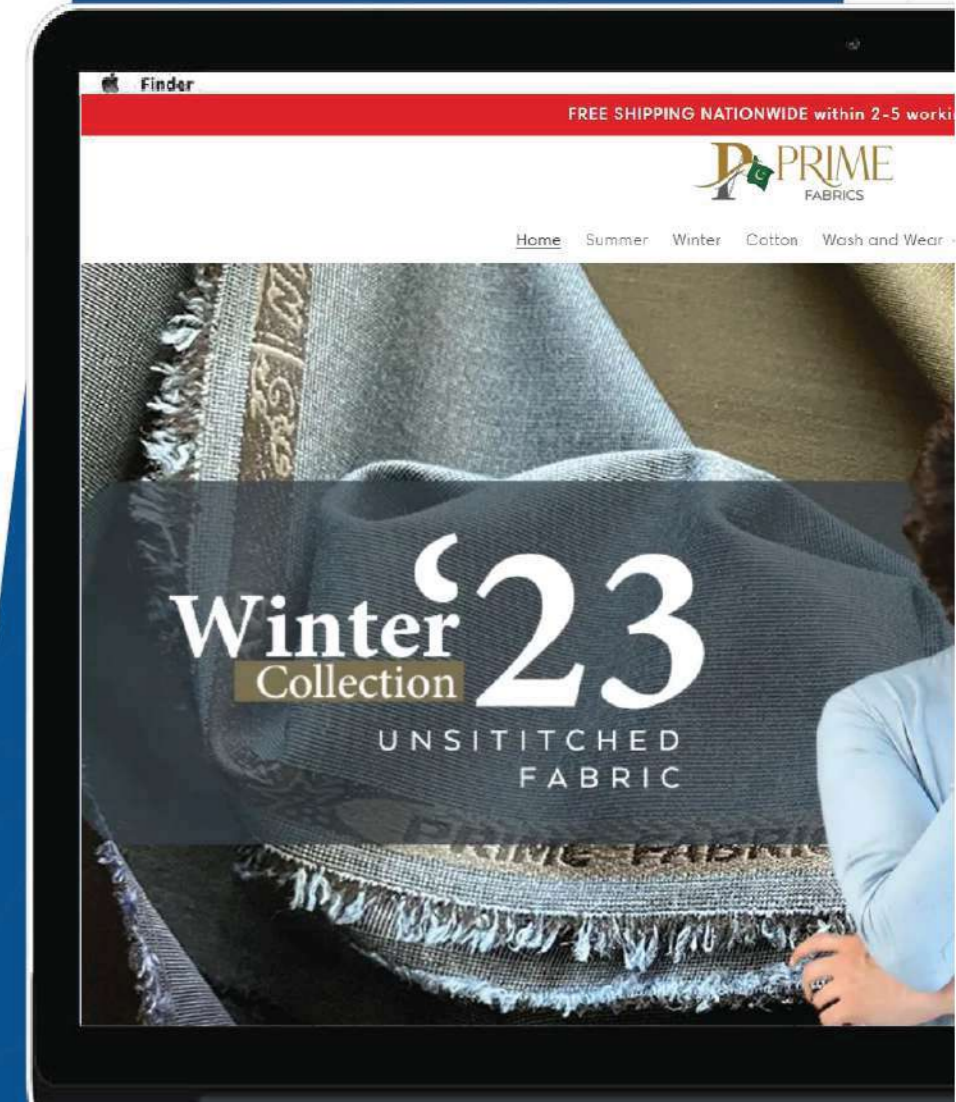
Solution:

In response to the challenge, Systechlogic devised a comprehensive solution. The initial phase involved the strategic planning and execution of the Prime Fabric launch. Our team of experts meticulously designed and implemented a fully functional e-commerce website using the Shopify platform. Simultaneously, a tailored brand strategy was crafted for a compelling presence on social media.

Systechlogic played a crucial role in managing Prime Fabric's digital footprint across various platforms, ensuring a cohesive and attractive brand image. A dditionally, our team assisted in optimizing customer order operations, streamlining the process from order placement to dispatch. To enhance the visual appeal of Prime Fabric's products, we provided support in creating engaging brand videos and product photography.

The second phase of the project focused on driving sales through paid advertising on social media platforms. Systechlogic implemented targeted advertising strategies to maximize Return on Ad Spend (ROAS) for Prime Fabric, resulting in a minimum ROAS of more than 5 on their ad spend.
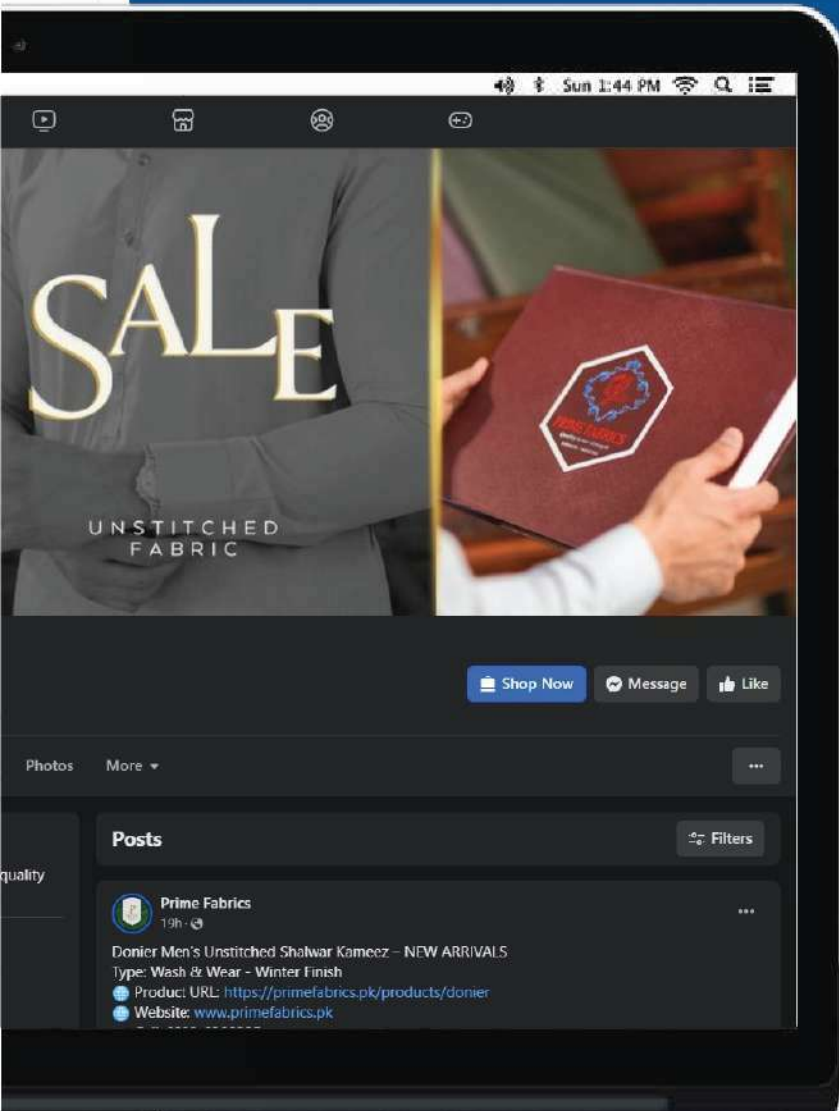
E-COMMERCE
SOLUTION

Prime Fabric's Digital Transformation Journey with Systechlogic

Business Benefits:

Short Recap : Average(Per Month) Order 1000+ , 5 % CTR, ROAS 7.2 Average

The collaboration with Systechlogic has yielded significant benefits for Prime Fabric. The successful launch of their e-commerce website has established a strong online presence, attracting a digital-savvy customer base. The customized advertising strategies implemented on social media platforms have not only increased brand visibility but also translated into tangible sales with a remarkable ROAS.
Furthermore, the optimization of customer order operations by Systechlogic has led to a reduction in processing time, enhancing overall operational efficiency. Prime Fabric now boasts a streamlined and effective e-commerce operation, providing customers with a seamless shopping experience from order placement to timely dispatch

Technologies Used:

Meta shopify Google Ads

E-COMMERCE
SOLUTION

Al Tawakkal Fabrics' E-commerce Triumph with Systechlogic

Challenge:

With an illustrious history in the B2B segment since 2015, Al Tawakkal Fabrics, a renowned name in unstitched premium quality fabric for women in Pakistan, faced the challenge of transitioning into the retail sector. The decision to directly engage with customers through e-commerce required a meticulous approach to website development, social media management, and efficient customer order operations.

Aims:

Al Tawakkal Fabrics aimed to seamlessly enter the retail market by establishing a strong online presence. The goals included the creation of an appealing e-commerce website, a captivating presence on key social media platforms such as Facebook and Instagram, and the implementation of streamlined customer order management processes.

Solution:

In response to the unique requirements of Al Tawakkal Fabrics, Systechlogic devised a tailored solution. The initial phase involved the strategic planning and execution of the brand's digital launch. Our team of experts designed and implemented a user-friendly e-commerce website on the Shopify platform, ensuring a seamless online shopping experience for customers. Simultaneously, a comprehensive brand strategy was crafted for a captivating presence on social media, focusing specifically on Facebook and Instagram.

To enhance the customer journey, Systechlogic provided crucial assistance in optimizing customer order operations, ensuring a smooth process from order placement to dispatch. This involved the integration of efficient systems to minimize order processing time and enhance overall operational efficiency.

The second phase of the project centered on driving sales through targeted paid advertising on social media platforms. Systechlogic implemented customized advertising strategies, contributing to the achievement of a minimum Return on Ad Spend (ROAS) of more than 5.
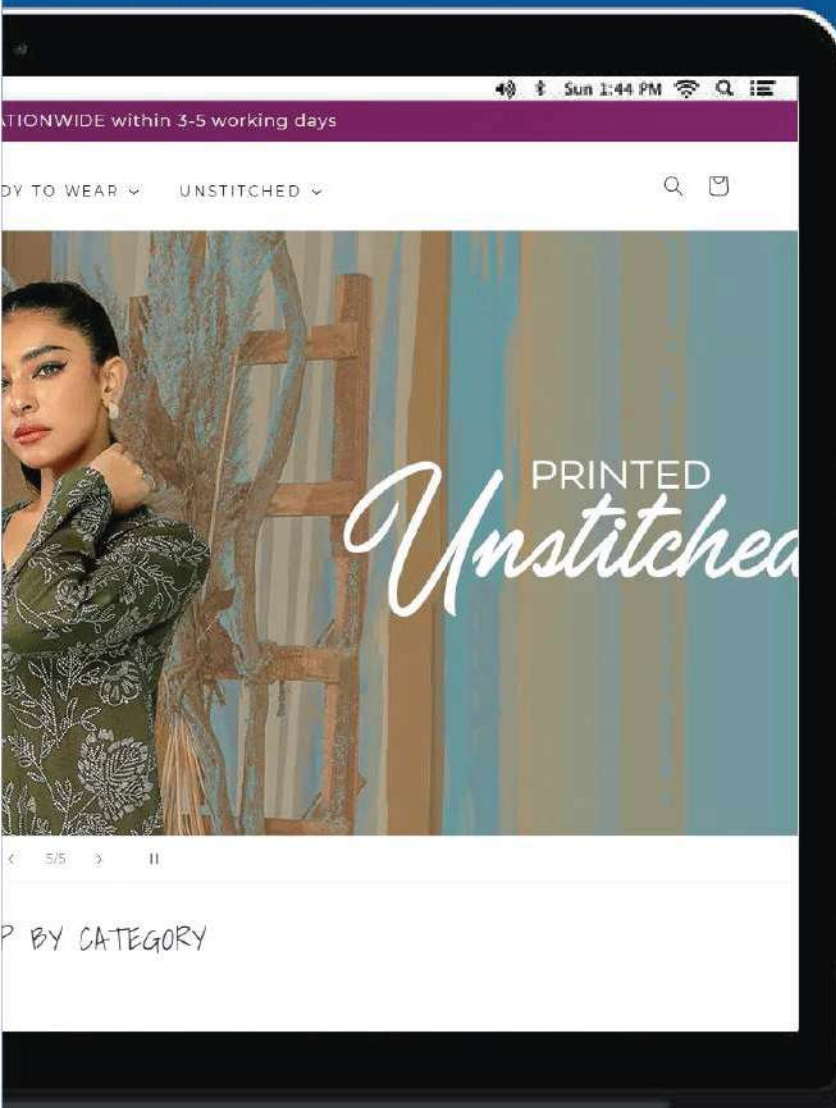
Business Benefits:

The collaboration with Systechlogic has yielded significant benefits for Al Tawakkal Fabrics. The successful launch of their e-commerce website has not only established a prominent online presence but has also provided a user-friendly platform for customers to explore and purchase premium fabrics.

The tailored advertising strategies implemented on social media platforms have resulted in an attractive digital footprint, engaging customers and driving sales. The minimum ROAS of more than 5 on ad spend attests to the effectiveness of the advertising strategies devised by Systechlogic.

Furthermore, the optimization of customer order operations has led to a reduction in processing time, enhancing overall operational efficiency. Al Tawakkal Fabrics now boasts a well-organized and efficient e-commerce operation, providing customers with a seamless shopping experience from order placement to timely dispatch.

Technologies Used:

Meta   shopify

True Value Properties' Strategic Partnership with Systechlogic
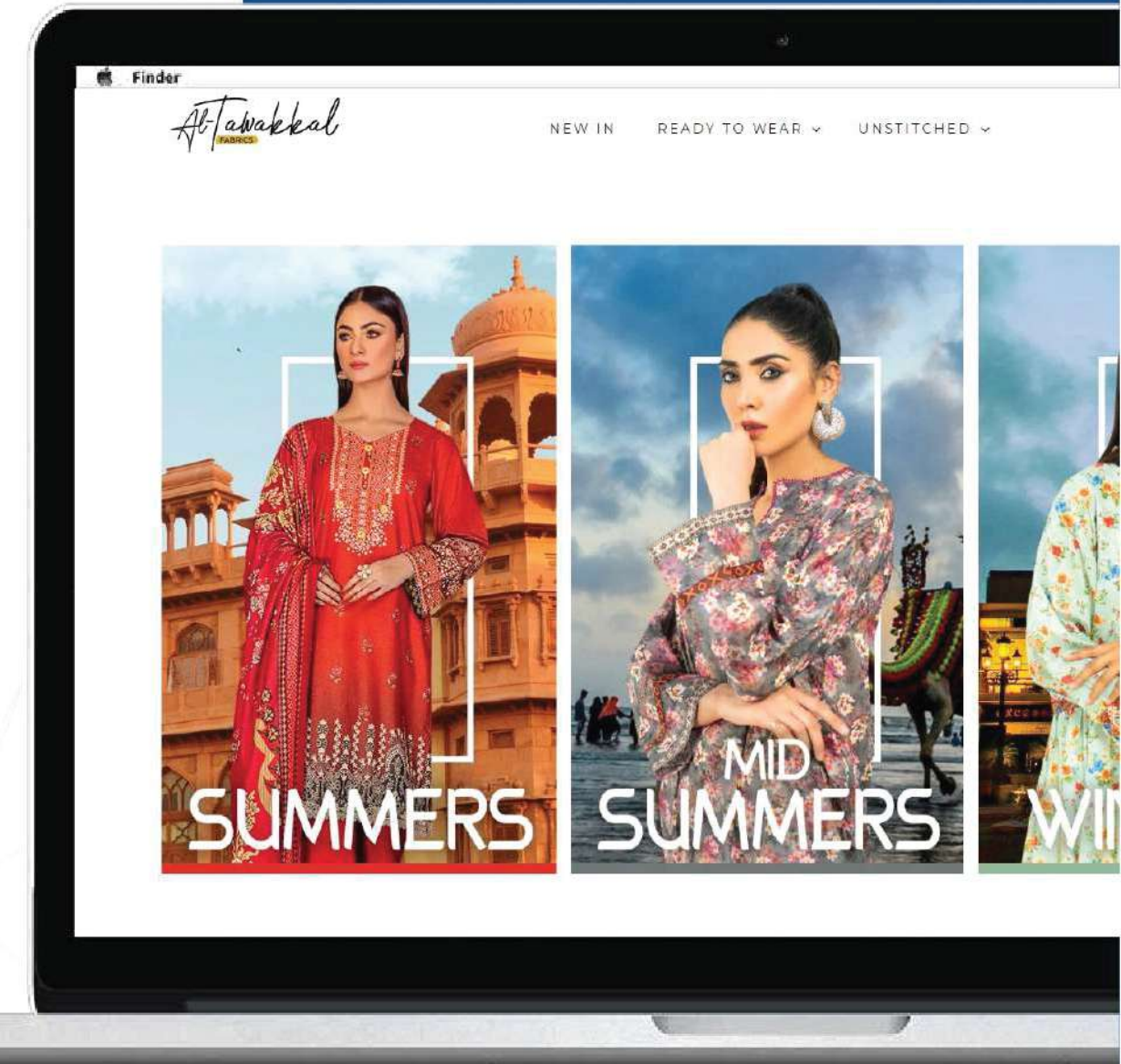
Challenge:

True Value Properties, a prominent player in Pakistan's real estate sector, sought to enhance its digital presence and leverage digital marketing to generate new leads for its real estate projects. The urgent need was not only to create brand awareness for new projects but also to increase followers and engagement on social media. Additionally, True Value Properties aimed to revamp its website, boost traffic, and generate project inquiries through SEO, PPC, and digital marketing.

Aims:

The overarching goal for True Value Properties was to establish a robust digital marketing strategy that would not only generate leads for their real estate projects but also elevate brand awareness and engagement. The objective included a website revamp for enhanced user experience, increased traffic through SEO strategies, and the effective use of PPC and digital marketing for lead generation.

Solution:

In response to True Value Properties' digital challenges, Systechlogic devised a comprehensive solution. In the initial phase, we strategically revamped sections of the website, focusing on on-page SEO strategies. Content was rewritten to align with SEO best practices. Off-page strategies were implemented to enhance the website's ranking in search engines, driving organic traffic.

To boost brand awareness and engagement, Systechlogic designed a tailored social media strategy. This involved transforming True Value Properties' social media platforms into information hubs for upcoming projects, features, and discounts. A YouTube channel was launched, featuring reviews of different properties to generate awareness.

In terms of lead generation, Systechlogic initiated multiple campaigns on Google PPC, Facebook, and Instagram. On average, 30 leads per day were generated through paid advertising efforts. Simultaneously, awareness and engagement campaigns were launched to keep customers informed about True Value Properties and its services.
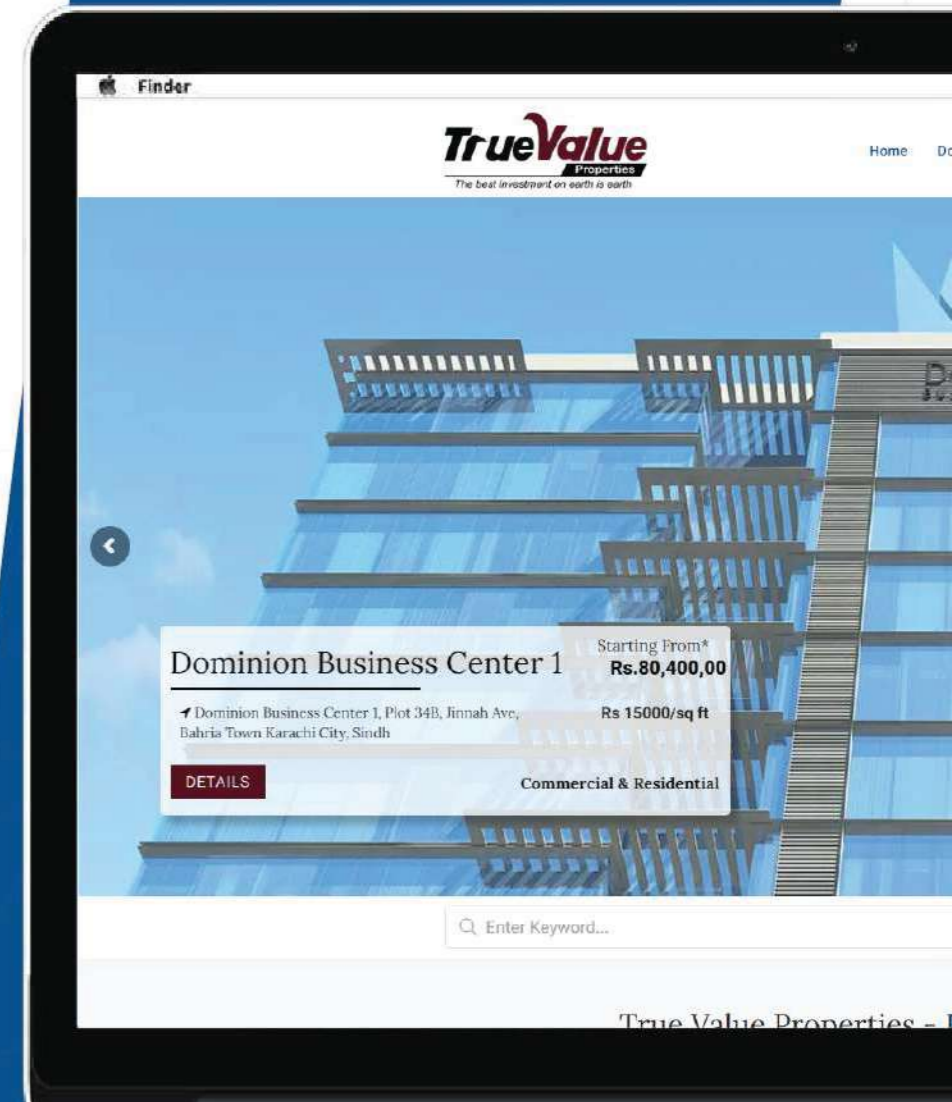
LEAD
GENERATION

## True Value Properties' Strategic Partnership with Systechlogic

Business Benefits:

The collaboration with Systechlogic resulted in significant business benefits for True Value Properties. The customized and tailored advertising strategies not only successfully converted leads into profitable transactions but also elevated True Value Properties as a strong brand in the minds of customers.

To enhance the efficiency of lead management, Systechlogic implemented advanced integration tools such as Zapier and Make.com. These tools were instrumental in automating the lead capture mechanism generated by advertising platforms and seamlessly integrating them into the CRM system. This innovative integration empowered the sales team by providing a streamlined process to navigate leads and make outbound calls, significantly improving the overall effectiveness of True Value Properties' sales efforts.

The revamped website, coupled with SEO strategies, significantly increased organic traffic, providing a steady stream of potential customers. The social media platforms became effective information hubs, contributing to heightened brand awareness and engagement.

The lead generation efforts on Google PPC and social media platforms demonstrated tangible results, with an average of 30 leads per day. This influx of leads not only expanded the customer base but also contributed to the overall profitability of True Value Properties.
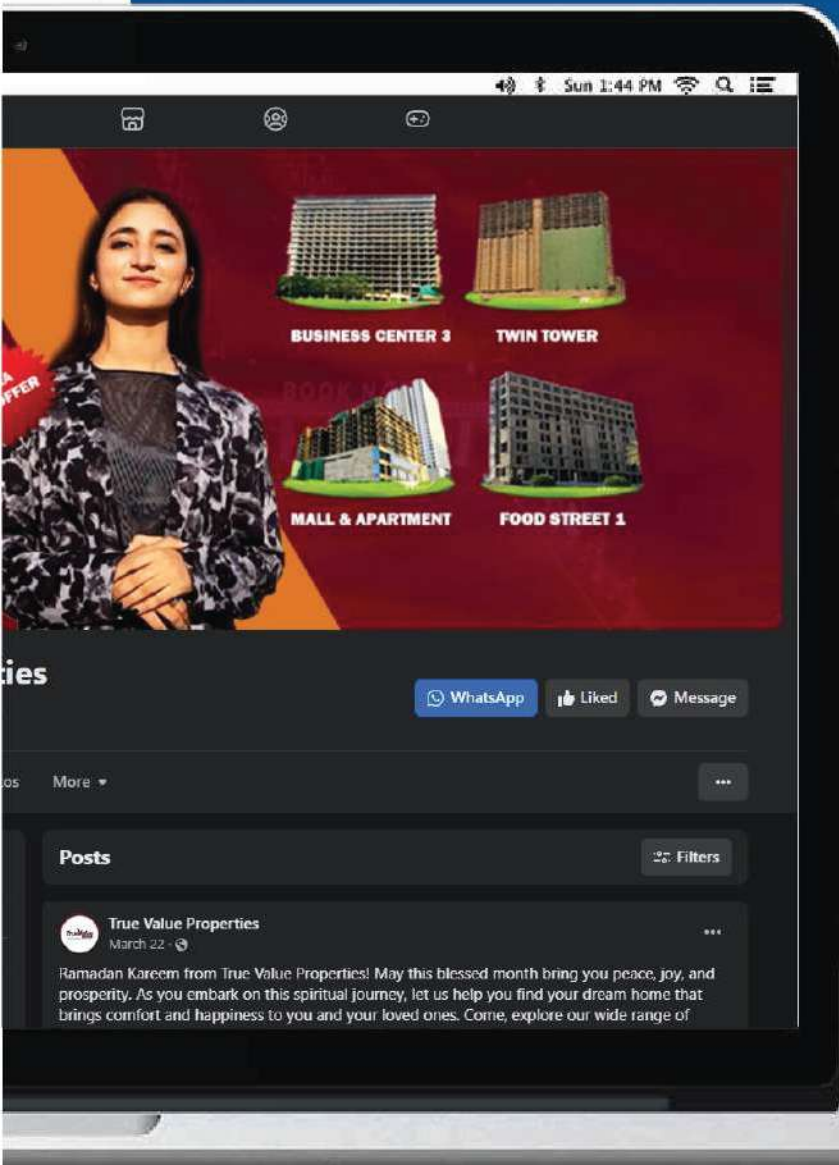
Technologies Used:

KUROBBO
الطعم الاندونيسي الاصيل
AUTHENTIC INDONESIAN TASTE

A Culinary Odyssey:
Elevating Presence Through Comprehensive Digital Marketing and Visual Storytelling

Challenge:

Kurobo, an Indonesian restaurant in Jeddah, Saudi Arabia, faced the challenge of expanding its reach and establishing a solid online presence. The goal was not only to enhance brand awareness but also to boost sales, particularly in the context of increasing and promoting deliveries.

Aims:

The primary goals included
- Developing a Google Business profile
- Implementing PPC strategies
- Launching YouTube ads
- Meta ads
- Snapchat campaigns
- Other digital marketing initiatives.

The overarching aim was to bring Kurobo into the online world, promoting its presence and creating brand awareness while strategically increasing sales—additionally, the project aimed to enhance visual storytelling through photo shoots and reel-making services.

Solution:

Our team embraced the challenge, initiating the development of a comprehensive Google Business profile to facilitate seamless online engagement with potential customers. Strategic PPC campaigns targeted specific audiences interested in Indonesian cuisine, optimizing ad placements for maximum visibility and traffic.

To showcase the culinary experience, we curated compelling content through professional photo shoots, capturing the essence of Kurobo's offerings. The creation of engaging reels further enhanced the visual storytelling, providing a dynamic and immersive experience for the audience.

YouTube ads, Meta ads, and Snapchat campaigns were orchestrated to create a multi-channel approach, reaching diverse audiences across various platforms and fostering a vibrant online community.
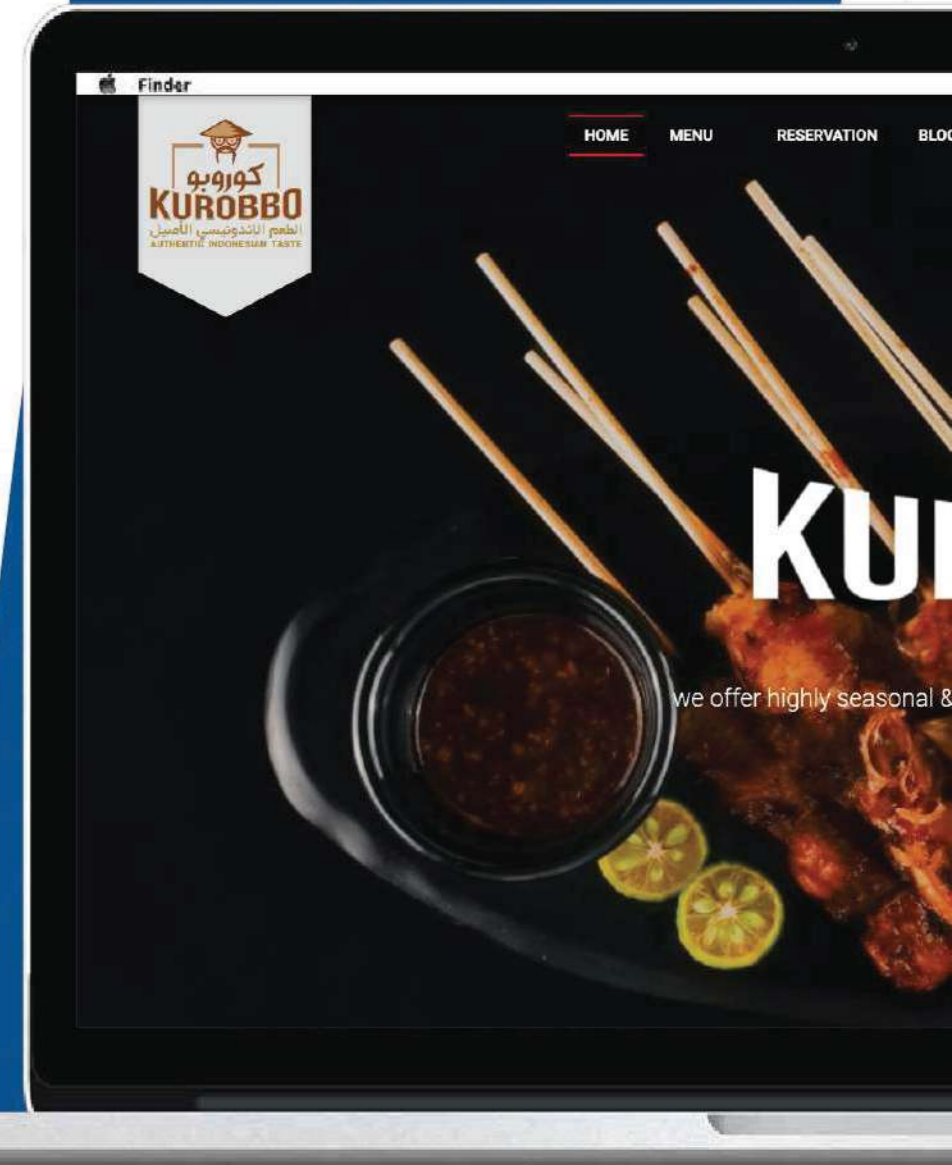
DIGITAL
TRANSFORMATION

A Culinary Odyssey:
Elevating Presence Through Comprehensive Digital Marketing and Visual Storytelling

KUROBBO
الطعم الاندونيسي الاصيل
AUTHENTIC INDONESIAN TASTE

Business Benefits:

The implementation of these digital marketing and visual storytelling strategies yielded substantial benefits for Kurobo. The Google Business profile enhanced online visibility, making it easier for customers to discover and engage with the restaurant. The PPC campaigns, YouTube ads, and social media initiatives directly contributed to increased website visits, orders, and brand awareness.
The professional photo shoots and reel-making services added a visual dimension, elevating Kurobo's online presence and creating an enticing narrative for potential customers. This holistic approach resulted in tangible growth in sales, with a notable 34.7% derived from online channels.

Conclusion:

Kurobo's culinary journey, amplified by a robust digital marketing strategy and visually captivating storytelling, exemplifies the transformative power of an integrated approach. From Google Business to PPC, YouTube ads, Meta, Snapchat, professional photo shoots, and engaging reels, this project showcases the comprehensive services that can elevate a business's online presence, enhance brand awareness, and drive tangible results, with a significant 34.7% of total sales attributed to the online platform.

Technologies Used:

Meta   shopify   Google Ads
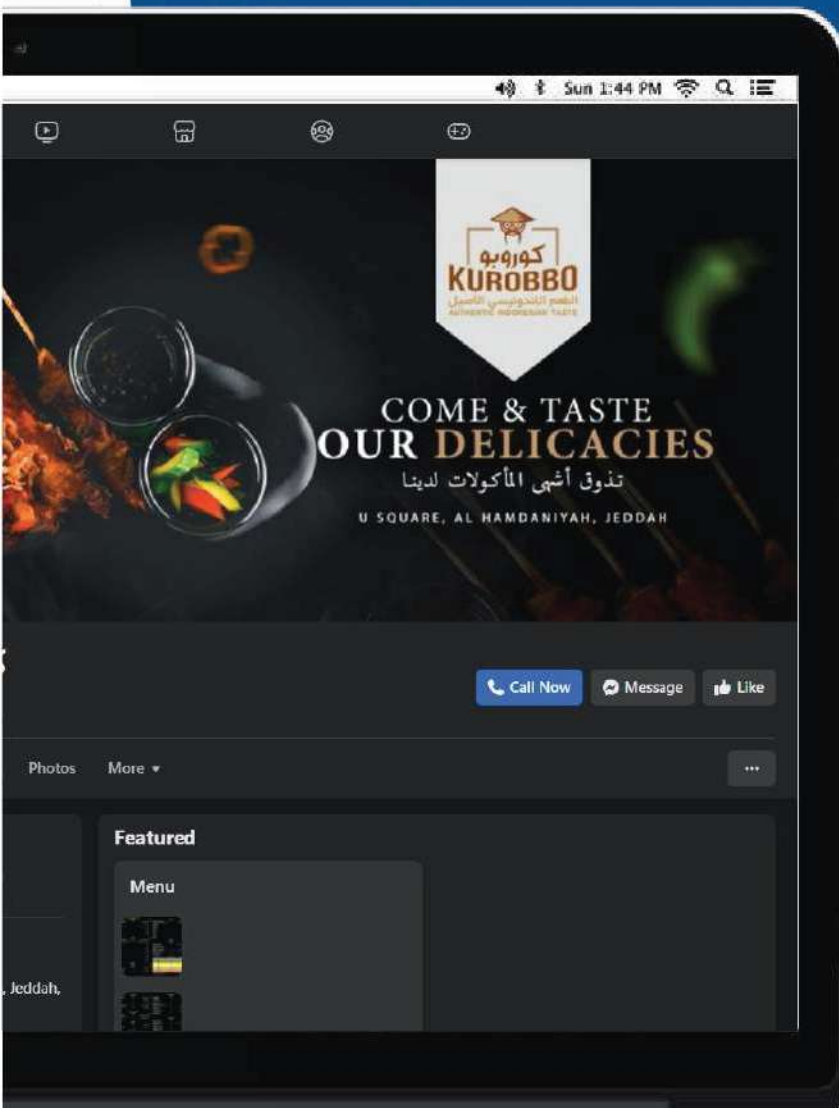
Elevating Medical Expertise - Dr. Shanil Kadir & Dr. Mussrat Shanil's Digital Journey with Systechlogic

Challenge:

Drs. Shanil Kadir and Mussrat Shanil, renowned doctors from NHS UK, faced the challenge of expanding their medical practices in Pakistan. They sought a digital marketing agency to effectively promote their expertise in gastroenterology and dermatology/aesthetics, respectively. The goal was to connect with potential patients, enhance their online presence, and generate leads for their specialized services.

Solution:

Recognizing the unique needs of Drs. Shanil Kadir and Mussrat Shanil, Systechlogic crafted a tailored digital marketing strategy. The initial phase involved comprehensive social media management to establish and optimize their profiles. Systechlogic strategically positioned the doctors as authoritative figures in their fields, emphasizing their UK training and extensive experience.

To target prospective patients actively seeking specialized medical expertise, Systechlogic implemented targeted social media advertising campaigns. These campaigns highlighted the doctors' qualifications, specialized procedures, and the benefits of choosing their services. The agency ensured an engaging online presence, utilizing visually appealing content and testimonials to build trust and credibility.

Business Benefits:

The collaboration with Systechlogic resulted in notable business benefits for Drs. Shanil Kadir and Mussrat Shanil. The tailored digital marketing strategies not only expanded their online reach but also generated a consistent flow of leads for their respective medical practices.

By effectively managing social media accounts and optimizing profiles, Systechlogic facilitated direct communication between the doctors and potential patients. The strategic advertising campaigns increased visibility among the target audience, positioning Drs. Shanil Kadir and Mussrat Shanil as trusted authorities in their specialties.

The business benefits extended beyond lead generation. The doctors experienced improved brand recognition, as their expertise and accomplishments were effectively communicated through digital channels. Systechlogic's holistic approach to digital marketing ensured that the doctors could focus on providing high-quality medical care while the agency managed their online presence.

Technologies Used:
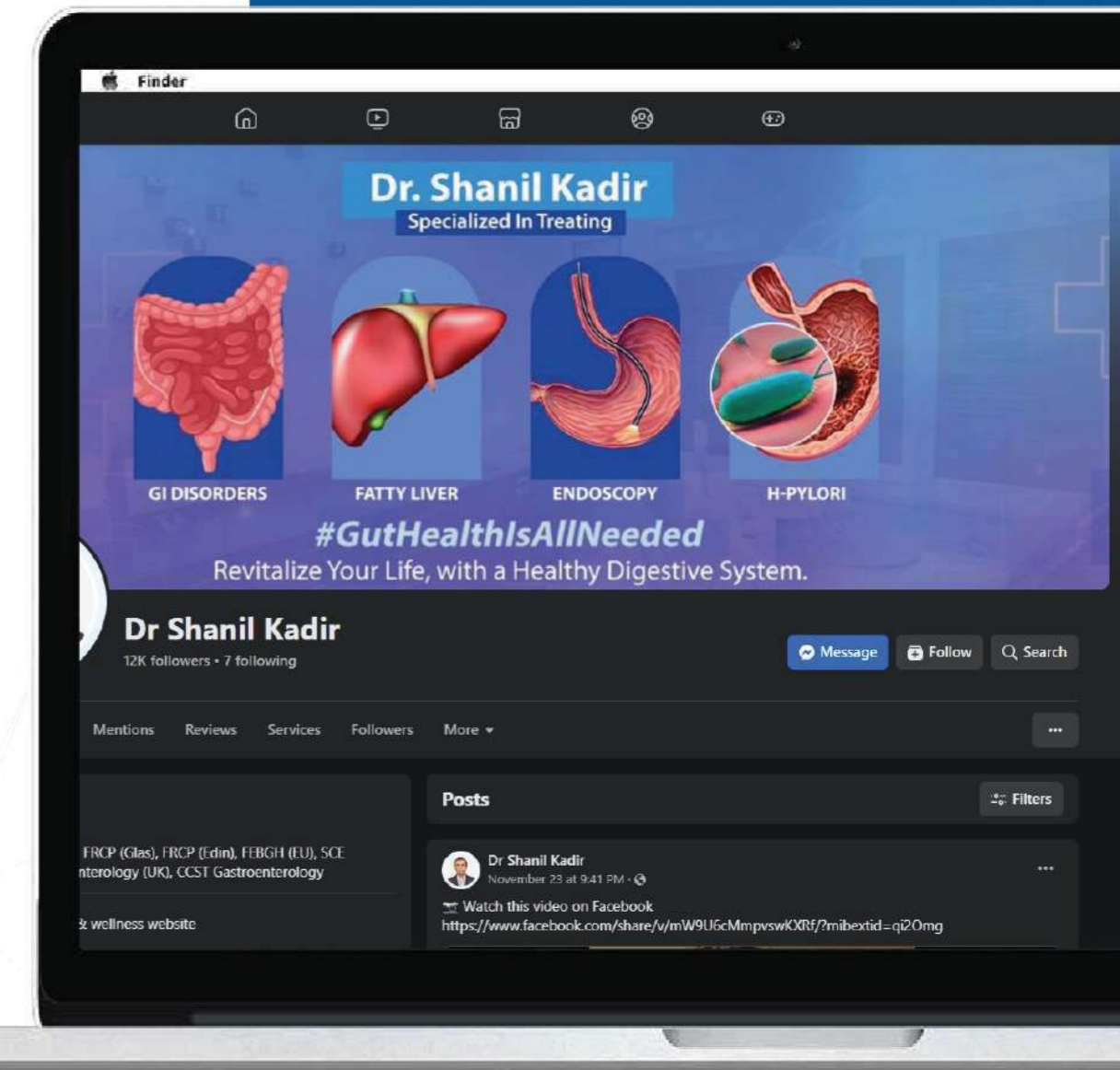
Challenge:

IVS Immigration, a distinguished Canadian visa consultancy in Mississauga, Ontario, faced the challenge of establishing a robust online presence. The goal was to launch a website that not only served as an informative hub about their comprehensive visa consultancy services but also to leverage social media for creating awareness and generating leads. The challenge was to seamlessly integrate their expertise into a user-friendly digital space.

Aims:

The overarching goal for IVS Immigration was to launch a user-centric website and establish a compelling presence on social media platforms. The objectives included creating informative content about their services, launching engaging social media campaigns, and utilizing paid advertising for lead generation.

Solution:

Systechlogic, in the initial phase of the project, meticulously designed and executed a comprehensive plan for IVS Immigration. The website was developed on WordPress, ensuring a user-friendly experience with detailed information about the visa consultancy services offered.

Simultaneously, a tailored brand strategy was devised for the launch on social media platforms such as Facebook and Instagram. Systechlogic's team crafted social media strategies to increase awareness and transform their platforms into information hubs for various visa types, processes, and immigration-related news.

To kickstart lead generation, multiple campaigns were initiated on social media platforms, resulting in an average of 35 leads per day generated through paid advertising efforts. Additionally, awareness and engagement campaigns were run to keep customers informed about IVS Immigration and updates related to visa services.
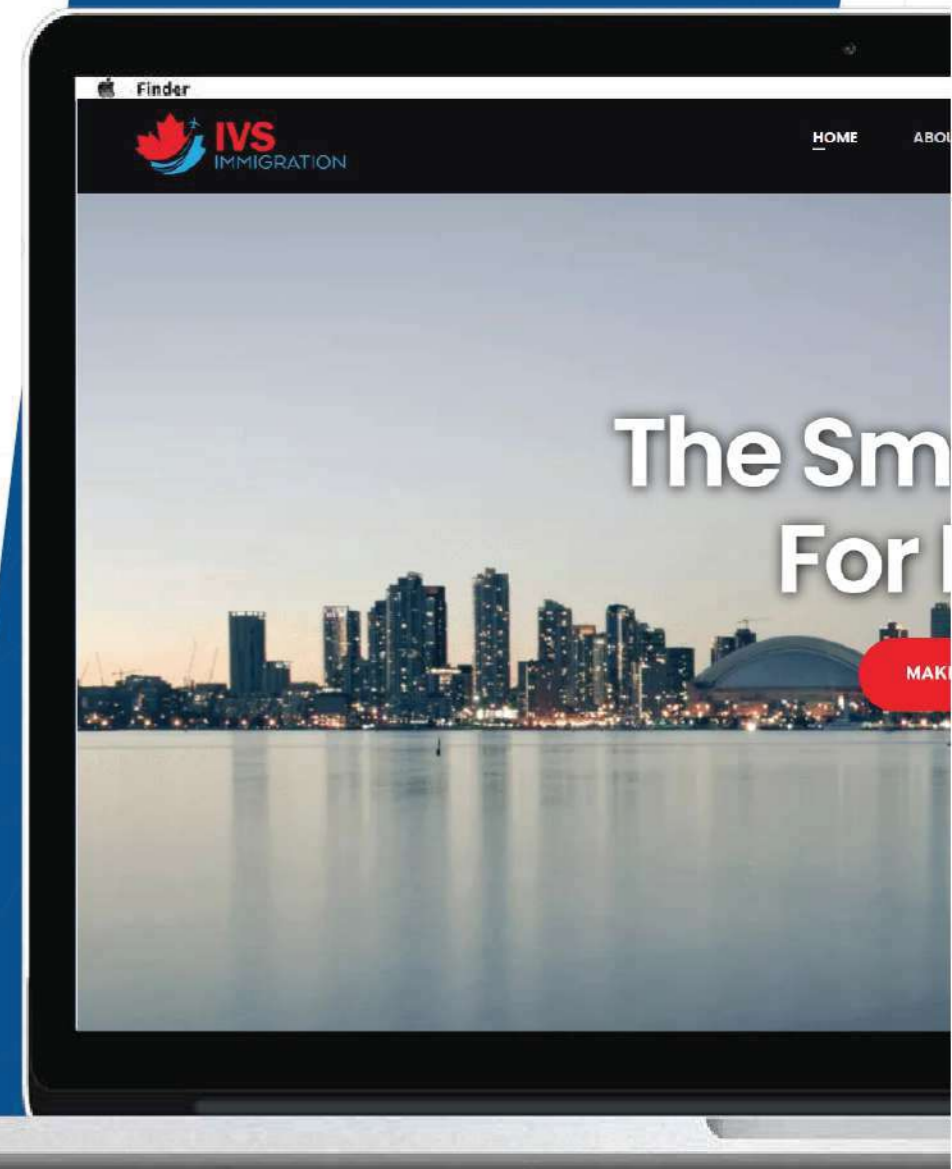
DIGITAL
TRANSFORMATION

IVS Immigration's Digital Odyssey with Systechlogic

Business Benefits:

The collaboration with Systechlogic yielded significant business benefits for IVS Immigration. The website became an essential information hub, guiding customers through the intricacies of visa processes and services. The seamless integration of informative content enhanced the user experience, establishing IVS Immigration as a trustworthy source for visa consultancy.

The customized advertising strategies not only translated leads into successful immigration cases but also elevated IVS Immigration as a prominent brand in the minds of potential clients. The lead generation efforts on social media platforms, coupled with engaging campaigns, contributed to the expansion of the client base and overall success of IVS Immigration.
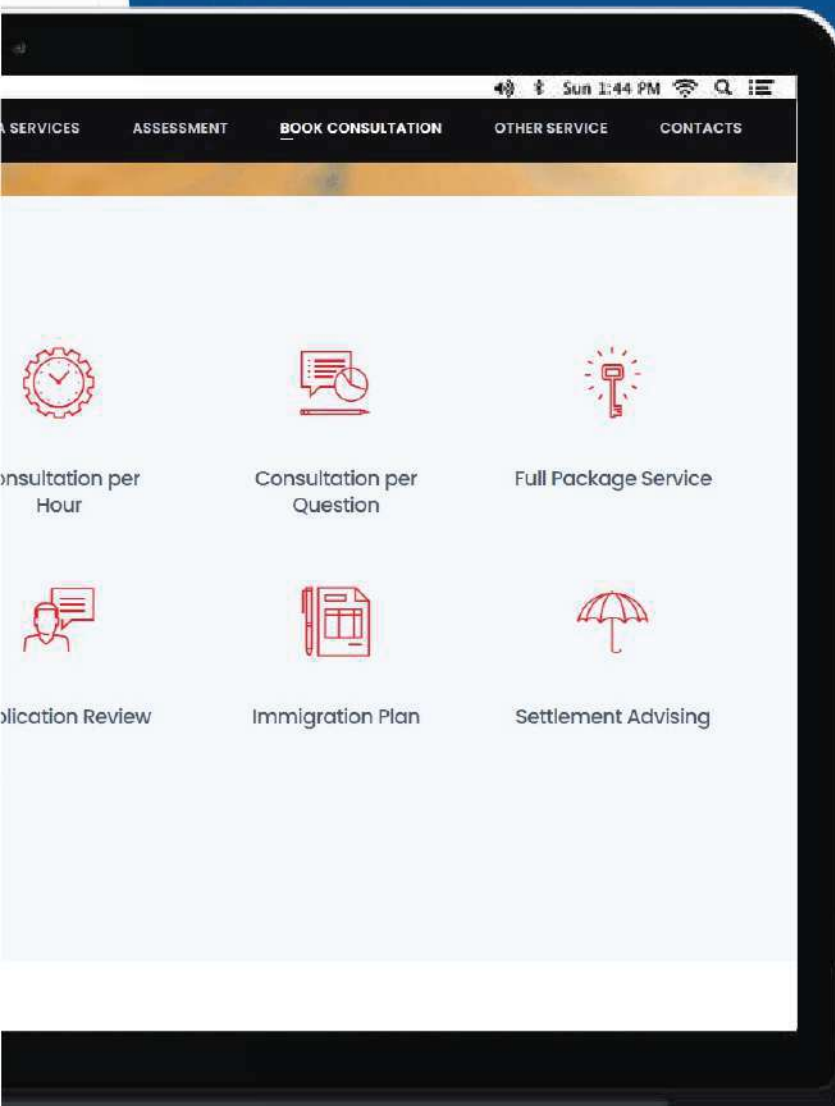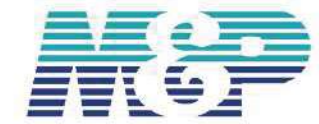
Technologies Used:

Our
Clients

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