



DATALOG Corporate Profile
Updated 10th Jan 2019



Introduction

Founded by IT industry veterans in 2015, DATALOG is a boutique IOT Solutions and Services Company with offerings that cover all major market segments. DATALOG senior management team combined IT experience of 85+ years experience of both public sector and private sector clients allows us to handle any type of IT project. We have worked with major international IT vendors like IBM, SAP, Oracle, Microsoft, etc. and with large US Clients

International Vendor Solutions

| | |
|--|---|
| Asea Brown Boveri - ABB | Advanced Telemetry Solutions for Oil & Gas |
| Schneider Electric - Smart Power Meters | Remote Monitoring of electrical machinery |
| Voltronic – Inverters | Solar and Energy Management Solutions |
| SolarMax - Inverters | Solar and Energy Management Solutions |
| ZKTeco | Biometric Attendance and Access Solutions |
| DYLOS | Air Quality Measurement Systems |
| Vertex | Industrial Measurement & Control Systems |
| ACLAS – Weighing Scales | Industrial Weighing Solutions |
| Int’l Products UK IP- Series | Industrial Printers |

..... and the list is growing

Major Customers

| | | | |
|-------------------------------|-----------------------------|-----------------------------|-------------------------------|
| Young’s Food | Meat 1 | Soorty Textile Mills | Pak OncoCare |
| NovoNordisk | Institute of Bankers | OGDC | TCF POL (Former Linde) |
| SARizviCo | E-Biz Solutions | Hands | Al-Khidmat Hospital |
| Int’l Technology Group | L2L Academy | Askari | HASCOL |

..... and the list is growing

Our Product Offerings

Latest German Technology – Sensor Based Data Collection System – Award Winning Product

Data Logger device is installed at desired location along with a set of configurable sensors. User decides the number and types of sensors. Sensor data is collected and transmitted to local or cloud software via WiFi, LAN or GPRS connection of the customer. Authorized Users can then access this data from anywhere in the world. Parameters currently monitored by our data logging products include (but are not limited to):

- Temperature, Humidity at any location
- Water / Milk / Petrol or Fluid Level in any tank, well, canal or reservoir
- Voltage, Current, Energy flowing from generators / solar panels / UPS / HVAC / Control Panels, etc.
- Smoke Detection / Wet Floor / Air Flow sensing for warehouses, data centers
- Door Open / Close at any location; Item Count; Fan running or stopped;
- Air Quality, Weight, Gas Flow, Water Flow



- Differential Air Pressure monitoring in Pharmaceutical and Food Companies
- **Connectivity with international data monitoring systems**
..... **More sensor solutions are being added every month !!!**

Alert messages via email or SMS to assigned individuals so that they can take necessary actions onsite. It can also automatically operate devices such as motors, pumps, fans, heaters, etc. when user specified sensor levels are triggered. User's master security officer can add new authorized users for the company. Management can search historical data to see trends and analyze problem situations.

Our Software Offerings – All Software can be customized to customer needs

Stand Alone OR Cloud Based – Sensor Data Collection System – Any sensor, Anywhere, Any time
Integration of Sensor Data with ERP – SAP, Oracle, Dynamics or other ERPs - SAAS to SAAS
Management Dashboards – DATA Analytics for large volume sensor data

Real-Time Production Monitoring System – including Quality Management – rejects / avg. weight
Real Time Weighing and Carton Printing

Attendance Management System – Real Time information: ‘ Who is Where now!’

School Management System – Monitor Any school, Anywhere; Biometric Security for Students

Solar Energy Monitoring 24 x 7 – any remote location, multiple inverters, weather data

Auto Tank Gauging (ATG) System – for Petrol Pumps, Oil Marketing Companies, OGRA

Real-Time Monitoring of Water – OH / UG Tanks, ponds, wells, canals; level, flow rate

Real-Time Monitoring of SILOS – Wheat, Flour, Chemicals

Real-Time Monitoring of GAS volume and flow rate – LPG, Oxygen, Air

Hospital Management Information System – All departments

Key Public Sector Projects

Govt. of Sindh , ICT Department – E-Governance and IT Road Map 2015-2020

Govt. of Pakistan, PPL – Process Re-engineering and SAP Implementation 2004

Govt. of Pakistan, Peoples Steel Mills – BPR and Oracle EBS Implementation 2008

Govt. of Pakistan, OGDC – Gas production monitoring in real time at remote fields 2017

Key Private Sector Projects

IOT based monitoring systems at numerous clients in manufacturing and services sector

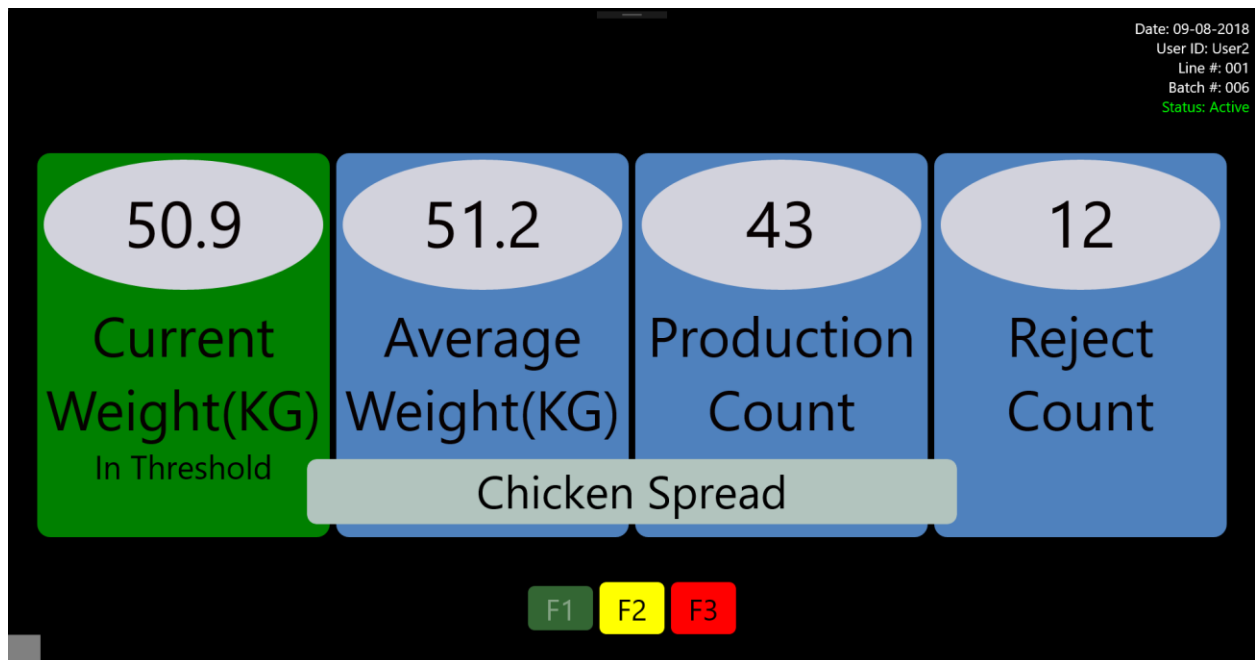
Central Depository Company – Design and Setup of CDC Electronic Shares Depository

Young's Food Pvt. Limited – Secondary Sales System Design & Implementation, with Dynamics AX integration

Main Activities: IOT Solutions & Services; IOT data Integration with ERP Systems.

Client base ===== Home ----> Small Medium Enterprises ----> Large Enterprises

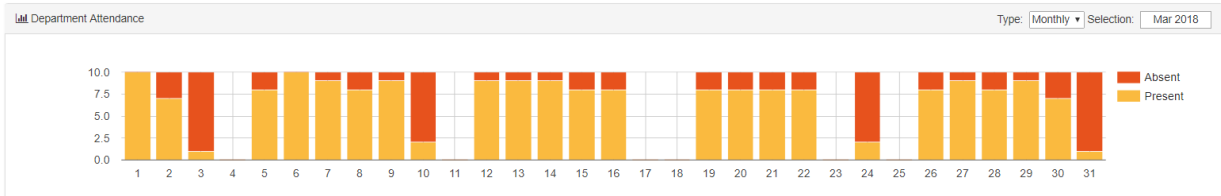
Target Markets: Cross Industry Solutions; Machine Integration; ‘Internet of Things’ Products; “We don’t Make; we Integrate”





Software Dev Department | Dashboard

Report | Date: Apr 2018 | Monthly Employee Register



Today's Attendance Details | Date: 04/02/2018 | Add Attendance

| Employee Code | Employee Name | Status | Check-In Date & Time | Check-Out Date & Time | Monthly Check-In Report | Monthly Check-Out Report | Monthly Attendance |
|---------------|---------------|---------|----------------------|-----------------------|-----------------------------|-----------------------------|----------------------|
| 1 | Hussain | PRESENT | 2/4/2018 09:10:07 | - | View Report | View Report | View |

Enterprise Application Integration (EAI)

DATALOG offers EAI services to integrate process monitoring data with client ERP applications in healthcare and manufacturing sector. An example of this service could be to integrate quality measurements from plant machinery and reflect it on a production control dashboard in Dynamics, Oracle, SAP or healthcare ERP's.



International Vendor Solutions

DATALOG offers design and development services for multiple IT device integration in any sector. These could be remote telemetry systems, bar code and RFID solutions, biometric machines, and industrial automation products. Client requirements are translated into a custom product. In case the solution is available off the shelf DATALOG can act as a neutral solution adviser. We also team up with other vendors for customized end to end solutions.

DATALOG Management Team

Humayun Qureshi, CISA - Director; IT & Business Consultant

Over 49 year IT Career of which **31 years with IBM; C-level executive holding various** technical and group management positions; managed large software houses that exported to US market; as corporate trainer and faculty member trained thousands of students and executives. **Major IBM Projects:** PIA Reservation & Engg. Systems, CDC Concept, design and setup, First Master Card switch setup in South Asia, Urdu language on ATMs ; Branch Banking solution design and development, etc. Exceptional Achievement Award from IBM Europe **Major projects as IT Consultant:** PPL PRISM (BPR and SAP Implementation), PSM Oracle Manufacturing Apps.; Design and Development of: Manufacturing ERP at Zultec, Healthcare ERP at Prislogix (CureLogix) won PASHA ICT Award in 2008); Hi-Tech online Secondary Sales application design, development and national roll-out at Young's Food; HMIS suite selection and implementation at Al-Khidmat Group of Hospitals; IT Strategic Plan development for FOTCO, Karachi Grammar School, E-Governance in Sindh, etc.

Project Manager Roles:

PIA Worldwide Real-time Res Application Migration, CDC Company and Depository Solution Setup, IBA CCS setup; Complex ERP design, development and roll out for two software houses (Prislogix and Zultec); managed **CMMI Level 2** certification effort for Prislogix in 2008. 3 year IT Consultancy project at IT Department, Govt. of Sindh in June 2012-15 Conducted Assessment Study at all 52 departments and prepared IT Strategy and Road Map 2015-2020 for establishing E-Governance in Sindh.

--- Life Member IEEE; Member ISACA, PMI; Member Executive Committee SEW, Director First Paramount Modaraba

Syed Amir Ali - Director R&D, Serial Entrepreneur

More than 23 years of experience as a hands-on, technically savvy and innovative information technology professional. Demonstrated entrepreneurial skills, co-founded more than one IT venture. Specialization in measurement and control systems, have designed, developed and marketed several solutions for data acquisition. Have extensive exposure to SMS based mobile applications. Have developed business applications for various verticals such as education, pharmaceuticals, airlines and telecom industries.

Professional Experience

- A5 Solution (CEO 01/2011 – to date) - Involved in company operations of (10 Employees) from Product development to sales and marketing, headed the Hardware and Software division of company including HR management and reported to Chairman.
- Emerging Visions (Co-Founder & Head of IT 05/2003 - 12/ 2010) - Software development of HYBRID Solutions for numerous clients
- Liberty Mills (04/2001 – 04/2003) - In-house IT system analysis, development and system support activities
- Dadabhoy Cement Industries (Factory IT Head 05/1993 – 03/2001) - Development , support and maintenance of existing applications

Projects Accomplished

- GSM and WLL Customer Call Centre Software; Data Acquisition Solution (DAS/DAQ); SMS Server
- Flight Cancellation Alerts via SMS; Video Archive Manager , Seismic Shock Analyzer ; GPS Tracking Suite; Motor Bike Security Solutions, Generator Monitoring System for Standard Chartered Bank and PTCL
- Star Track Boats Navigation System ; CNIC Collection Suite for Ufone's Authorized Agent E-Square
- Tracking Solution for Teltonika and Other reputed Tracking devices being used by reputable tracking cos.
- Asset Tracking Solution for Coca Cola; RFID Based asset tracking solution for Saudi Arabia Client
- School Management Suite for O/A level System, Pharmaceutical Call reporting System for GSK and AGP.

Ashir Ahmed- Director and CEO

26+ years of experience developing and managing IT solutions for overseas clients. I have managed software development teams to the tune of 100 people at a time. I have extensive experience of working on-site with clients in USA, UK and Japan and have managed off-shore software development projects for fortune 100 clients such as Cable & Wireless, MCI, Phillips etc. I have worked in capacities spanning a software



developer, quality assurance engineer, business analyst, and development manager. I possess excellent written and spoken communication skills. Possess hands on exposure to software house infrastructural setup. I am also a certified enterprise resource planning (ERP) consultant. **Industry exposure** - Web/e-commerce applications, ERP Applications, Telecom Customer care, Telecom engineering, Collaboration/Groupware, Embedded Systems

Professional IT Experience

- Co-Founding Partner and Director Operations, DATALOG (2015 -)
- Co-Founding Partner and Vice President, e-BizSoft (2001 – 2015)
- Development Manager- Karachi Center, Crescent Software Products (Pvt.) Ltd. (1999 – 2001)
- Principal Software Engineer, Crescent Software Products (Pvt.) Ltd. (1997 – 1999)
- Development Manager, Cyber Internet Services (Pvt.) Ltd. (1997 – 1997)
- Senior Software Engineer, Crescent Software Products (Pvt.) Ltd. (1995 – 1996)

Education & Accreditation

- Master of Science (Mechanical Engineering), University of California at Berkeley, 1992.
- Bachelor of Engineering (BE-Mechanical Engineering), NED University of Engineering and Technology, Pakistan 1991.
- Received multiple trainings from IBM facility at Cary, North Carolina, on IBM TMN Workbench tools. June 1997.
- Received CORBA programming training for the products Orbix and Orbix Web at RTP, North Carolina. July – August 1997.
- 4 year diploma in German language. Received 'Zertifikat Deutsch als Fremdsprache' and 'Mittelstufenprüfungszeugnis' from Goethe Institute, Pakistan.

ERP Certifications

- Microsoft Dynamics GP 2010 Financials, Microsoft Dynamics GP Inventory & Order Processing
- Microsoft Dynamics GP Project Accounting, Microsoft Dynamics GP Installation and Configuration
- Microsoft Dynamics NAV Trade and Inventory, Microsoft Dynamics GP 9.0 Financials, Certified Installation Specialist, Microsoft Business Solutions Great Plains.



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