

MUSHKO WORLD

APR
2015



LETTER FROM THE EDITOR

WELCOME TO THE FRESH EDITION OF THE MUSHKO NEWSLETTER FOR THE YEAR 2015. AS ALWAYS, WE ARE THANKFUL FOR YOUR CONTINUED SUPPORT AND READERSHIP.

THIS ISSUE OF OUR NEWSLETTER PROVIDES AN OVERVIEW OF THE SUCCESSES OF THE FIRST QUARTER. THIS INCLUDES DETAILS OF TRAININGS AND WORKSHOPS, NEW PARTNERS WHO ARE COLLABORATING WITH MUSHKO AND INFORMATION REGARDING THE LATEST PRODUCTS FROM OUR PRINCIPALS IN THE AREA OF INFORMATION TECHNOLOGY, TEST & MEASUREMENT, AND SURVEYING & GIS SOLUTIONS.

THIS ISSUE ALSO GIVES A GOOD SENSE OF THE ON-GOING TRAININGS AND CERTIFICATIONS THAT MUSHKO EMPLOYEES UNDERGO IN ORDER TO ENSURE OUR EXCELLENT CUSTOMER SERVICE. PLEASE DO LET US HAVE YOUR FEEDBACK ON THIS ISSUE AT INFO@MUSHKO.COM

I HOPE YOU ENJOY THIS ISSUE AND CONTINUE YOUR PARTNERSHIP WITH MUSHKO!

WARM REGARDS,

Zameen afsar ali
ZARMEEN AFSAR ALI
MARKETING DIRECTOR




OFFICE 365
TRAINING BY
MUSHKO ELECTRONICS

PAGE 3

**“HP Global Partner
Conference 2015”**



more on page 02



MUSHKO ELECTRONICS
BECOMES ‘MICROSOFT GOLD
MIDMARKET SOLUTION PROVIDER’
PAGE 6



Mushko Computer Store
becomes
‘Intel Technology Gold Provider’

more on page 06



PHILIP MORRIS INTERNATIONAL

Mushko with its extensive experience in designing and installing high-end solutions, provides latest, rugged, Handheld Terminals (HHT) Mobile computers with smart portable Printers to address PMI SFA requirements.

more on page 04

RECENT CERTIFICATIONS

- ✓
- ✓ VSP - SV (Server Virtualization 5.5)
- ✓ Microsoft Certified Technology Specialist
- ✓ Microsoft Certified Professional
- ✓ Microsoft Certified Solutions Associate
- ✓ Mushko Electronics as APC Select Partner

more on page 07

HP Global Partner Conference 2015



HP Global Partner Conference (GPC) held in Las Vegas. The event was an unparalleled success and have empowered with new ideas and insights to drive growth and success for the coming year.

Keynotes was given by CEO Meg Whitman and Former and First US Chief Technology Office Aneesh Chopra.

Mr. Faisal A. Ali, MD Mushko Electronics Pvt Ltd. attended this conference where HP discussed IT Solutions for the New Style of Business: An exploration HP's strategy for leading our customers with IT solutions built for the "New Style of Business" and a focus on where we're investing to win.

HP also create, Interact and Inspire – Printing and Personal Systems: The session details the innovation engine at the heart of PPS and HP Inc. delivering value to enterprises of all sizes. Learn how to capitalize on industry shifts with innovative products and the fastest growing services and solutions for businesses and governments.



HP's National Sales Managers Conference



Mr. Faisal Aftab, Country Sales Manager Mushko Electronics attended a three days HP's National Sales Manager Conference at PC Bhurban held in February 2015.

Service Level Contracts signed by Mushko Electronics Pvt Ltd.



- Khushhali Bank country wide support for desktops, laptops, printers, Blade servers and storage system.
- Pak ARAB Refinery Proliant servers and storages.
- DHL Pakistan country wide support contract for desktops, printers and laptops with Resident engineers.
- Telenor Pakistan sign SLA for support of 100x MFP printers installed country wide.
- Pakistan Refinery Limited signed 24X7X4 SLA for 04x10 KVA UPS with back to back coverage from Emerson Pakistan.

Office 365 training by Mushko Electronics (Pvt) Ltd.



Microsoft Pakistan and its Distributor M/s: Unique technology accompanied a workshop at December 30th, 2014 at The Arena Club Karachi, covering Cloud infrastructure and MS Office 365 updates and their licensing models, whereby Mr. Kashif Ahmed Saeed who is a licensing solution specialist in Mushko Electronics was requested to lead the session and training, this shows Microsoft confidence on Mushko team for innovative technical solutions and portfolios, especially for Office 365 cloud.

Do you want to:

- Save time and money?
- Gain Control & Visibility?
- Increase Productivity & Efficiency?
- Reduce Waste, Carbon and Save Energy?

Save Up to

30%



HP Managed Print Services

Protect your information
Control your printer fleet
Reduce printing-related expenses

Improve your environmental performance
Digitize your documents
Support your mobile workforce

HP Business Partner MPS



- Managed Print Services Provider for over 10 years
- Awarded for best seller for HP MFP's
- Only Certified Partner for HP AC Solutions in Pakistan

Head Office

2nd Floor, Safa House, Abdullah Haroon Road,
Karachi-74400-Pakistan

Ph: 92-21-35660770-73
Fax: 92-21-56360801

Email: info@mushko-ps.com
Website: www.mushko-ps.com

MUSHKO

ELECTRONICS (PVT) LTD

Field Force Automation Handheld Mobile Computers



Case Study: Philip Morris (Pakistan) Limited

The Solution

Product

1,119 Units of CN51, PR3 for SFA

Manufacturer

Intermec, Honeywell, USA is the worldwide leader in Scanning and Mobility

About Mushko

Formed in

1948

Point of Presence

Karachi, Lahore, Islamabad, Quetta, Sukkur Multan.

Divisions

IT & Computing
Electronics & Communication
Surveying & Measurement
Building Solutions

Contacts

Voice: 111 701 701
Email: info@mushko.com
URL: www.mushko.com



PHILIP MORRIS
(PAKISTAN) LIMITED

Philip Morris International Inc. (PMI) is an American global cigarette and tobacco company, with products sold in over 200 countries. The most recognized and best selling product of the company is Marlboro. The company is headquartered in New York City, but does not operate in the United States, with Philip Morris brands there still owned by PMI's former owner Altria.

Managing distribution and sales network is one of the key focuses of FMCGs, which is directly proportional to revenue streams. Modern age solutions provide a wide array of options to manage field force for valuing, evaluating and strategy formations through collecting key performing indicators. Handheld Mobile computers is considered the most optimum solution for Warehousing, Field Force Management, Distribution Network Management .. etc. It enables through automating, wide spread operations to communicate and update central databases and thus helping organizations to perform better.

Mushko with its extensive experience in designing and installing high-end solutions, provides latest, rugged, Handheld Terminals (HHT) Mobile computers with smart portable Printers to address PMI SFA requirements.

**Mushko is Authorized Partner of Intermec, Honeywell in Pakistan.*

Intermec **Honeywell**

New Huntron Tracker 3200S adds capabilities to our Analog Signature Analysis (ASA) product line

HUNTRON
Access Explore Discover



Mill Creek, WA— Huntron Tracker 3200S – Huntron Inc. announced the addition of the Huntron Tracker 3200S , “This Huntron product encompasses our product history, our leadership position with Analog Signature Analysis (ASA) and most importantly product improvements requested by our customers. The Huntron Tracker 3200S also provides a unique bridge from manual based tests to our line of Access Robotic Probers.” said Bill Curry, President at Huntron Inc.

Ensuring test flexibility.

Huntron has pioneered ASA instruments and technology for engineers and technicians who test, diagnose and troubleshoot electronic printed circuit assemblies. The Huntron 3200S has a valuable set of product features, including the four range selection conventions that were very popular and useful many years ago with the original Huntron Tracker 2000. The Huntron Tracker 3200S has the most extensive analysis capability and provides a clear path to increased productivity and printed circuit card asset recovery. The Huntron Tracker 3200S is a cost effective approach to shorten repair cycles and enhance conventional test procedures. The benefits are reduced printed circuit card bone piles, support of legacy products that have limited or no documentation, and diagnosing fallout from functional test.

Huntron Tracker 3200S Availability

Huntron is accepting orders with delivery scheduled first quarter 2015, more information on features, benefits and specifications can be downloaded at www.huntron.com.



QlikView is the most flexible Business Intelligence platform for turning data into knowledge. More than 24,000 organisations around the world have enabled their users to easily

consolidate & visually analyse all their data for unprecedented business insight using QlikView's simplicity.

Effective decision-making is based on having the right information available and easy accessible. Taking just minutes to learn, the automatic associations of QlikView create endless possibilities for making ad hoc queries without requiring tediously defined structures and hierarchies, as it is typical in other data analysis tools. QlikView provides the unrestricted analysis of application data, helping the users make time-saving and accurate decisions.

It brings a total new level of analysis, insight, and value to existing data stores with user interfaces that are clean, simple, and straightforward.

Our existing client list for your reference;

1. Meezan Bank
2. Hino Pak
3. Pakistan State Oil
4. Civil Aviation
5. TPL Trakker
6. Hilal Foods



Pakistan State Oil



Pleased to share that “HinoPak Motors Ltd” finalized to go with Mushko for QlikView implementation for their complex auto manufacturing business analysis”.

Certificate of Partnership FY15



MUSHKO ELECTRONICS PVT LTD

PAKISTAN

is an approved member of the HP PartnerOne program and qualifies as HP Gold Partner.

Gold

HP Gold Enterprise Group Storage Specialist
HP Gold Server Specialist
HP Gold ServiceOne Enterprise Group Sales Specialist
HP Gold Storage Specialist

HP Gold PPS Hardware Specialist
HP Gold ServiceOne Enterprise Group Delivery Specialist
HP Gold ServiceOne Enterprise Group Specialist
HP PartnerOne Gold Partner EG

Silver

HP PartnerOne Silver Partner

HP Silver Networking Specialist

Business Partner

HP Software Business Partner


Neeraj Sharma
Vice President, Indirect Sales
Enterprise Group, APAC


Dennis Mack
Vice President
AP Commercial Sales
Printing and Personal Systems


Toh Lay Tin
Channel Sales Director
HP Software, Asia Pacific & Japan



Microsoft Partner Network

- Silver Midmarket Solution Provider
- Silver Volume Licensing
- Gold Midmarket Solution Provider

For your commitment to creating and delivering innovative customer solutions and services based on Microsoft technologies, we proudly recognize your dedication to excellence.


Microsoft Representative
Microsoft Representative
Microsoft Representative

Microsoft



MEMBER OF THE KASPERSKY LAB PARTNER PROGRAM

Kaspersky Lab hereby certifies that
Mushko Electronics Pvt Ltd

is a(n) Registered Partner

of Kaspersky Lab operating in Pakistan. Company is authorized to resell Kaspersky Lab SMB/Corporate products to end users in strict compliance with Kaspersky Lab policies.

This Certificate is valid till 2016-01-31

Certificate number is 132858

Reseller MU02PK00

Garry Kondakov
Chief Sales, Marketing
& Support Officer

Mushko Computer Store Pakistan



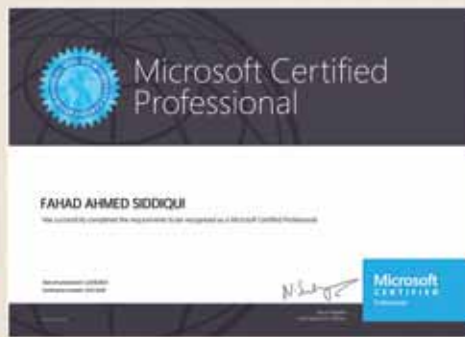
In recognition of your knowledge and commitment to innovative Intel-based technologies and solutions, we appreciate your valuable contribution.



Maurits Tichelman
General Manager, WW Reseller Channel Organization



Recent Certification Completed By Mushko Electronic's Staff



Help us to update your record and get a chance win exciting Gifts



Dear Valued customer,

Mushko always value to our customer and their preferences, we certainly don't want to annoy our valuable customer by sharing information not related to them, in order to serve you with in best manner, kindly help us to update your and the product you're interested in for our record so that only relevant information may be shared with you.

Name _____ Contact no. _____ Email: _____

Postal Address: _____

Interested in

- | | | | | | |
|--|--------------------------|--|--------------------------|---|--------------------------|
| <input checked="" type="checkbox"/> Business & Computing | <input type="checkbox"/> | <input checked="" type="checkbox"/> Microsoft solutions | <input type="checkbox"/> | <input checked="" type="checkbox"/> Antivirus | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Electronics & Communications | <input type="checkbox"/> | <input checked="" type="checkbox"/> Engineering & Survey | <input type="checkbox"/> | | |
| <input checked="" type="checkbox"/> Building Management | <input type="checkbox"/> | <input checked="" type="checkbox"/> Support & Services | <input type="checkbox"/> | | |

Other information which Mushko may share with you via email/postal address;

- | | | | |
|---|--------------------------|---|--------------------------|
| <input checked="" type="checkbox"/> News | <input type="checkbox"/> | <input checked="" type="checkbox"/> News Letter (hard copy) | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Event/Seminar | <input type="checkbox"/> | <input checked="" type="checkbox"/> Product updates | <input type="checkbox"/> |

Kindly post us this form or email at majid@mushko.com



MUSHKO
ELECTRONICS (PVT.) LIMITED

Sales & Service Center - Saddar- Karachi

Victoria Chambers, Abdullah Haroon Road.
Tel: (021) 3565-0222-3 Fax: (021) 3568-0449

Sales & Service Center - Lahore

Office 7 & 8, Center Point Plaza, 1st Floor, Main Boulevard, Gulberg III.
Tel: (042) 3571-3186, 35753350 Fax: (042) 3576-3350

Sales & Service Center - Islamabad

26-D, Kashmir Plaza (EAST), 1st Floor, Blue Area, Jinnah Avenue.
Tel: (051) 2877059, 2828459 Fax: (051) 2876190



Premier Business Partner



UAN: 111-701-701

Email: info@mushko.com

Website: www.mushko.com