

SEPT
2015

MUSHKO WORLD



LETTER FROM THE EDITOR

WELCOME TO THE LATEST EDITION OF OUR NEWSLETTER VOL.19 COVERING MAY-TO-AUGUST 2015, THIS CURRENT ISSUE COMPRISES ON AN OVERVIEW OF NEWS AND ACTIVITIES GOING ON BY MUSHKO ELECTRONICS TEAM. INCLUDING TRAININGS CERTIFICATIONS, SEMINARS AND SOME OTHER RECREATIONAL ACTIVITIES AS WELL.

NEW PARTNERSHIPS AND LATEST PRODUCT INFORMATION FROM OUR PRINCIPALS IN THE AREA OF INFORMATION TECHNOLOGY, TEST & MEASUREMENT, SURVEYING AND GIS SOLUTIONS WILL BRING NEW MAGNITUDES IN KNOWLEDGE TO OUR ESTEEMED CUSTOMERS. THIS ISSUE ALSO GIVES GOOD SENSE OF ON-GOING TRAININGS AND CERTIFICATIONS THAT MUSHKO EMPLOYEES UNDERGO IN ORDER TO ENSURE OUR EXCELLENT CUSTOMER SERVICES PORTFOLIO.

PLEASE DO NOT HESITATE TO SHARE YOUR FEEDBACK/RESPONSE AT INFO@MUSHKO.COM, YOUR KIND REMARKS, WHETHER IN FAVOR OR AGAINST ALWAYS HELP US TO PUT MORE RELEVANT CONTENTS WHICH CAN ADD VALUE FOR OUR VALUED READERS.

WARM REGARDS,

Zameen Afsar Ali
ZARMEEN AFSAR ALI
MARKETING DIRECTOR

RECENT CERTIFICATIONS

- ✓ Microsoft Authorized Education Reseller
- ✓ Kaspersky Endpoint Security Associate
- ✓ Sales Specialist of Kaspersky Lab Corporate Solutions
- ✓ Mushko Electronics Certified Silver Partner Kaspersky Lab

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PAKISTAN AEROSPACE & DEFENCE SEMINAR 2015

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Windows 10 - Whats new ?

Compiled by Kashif Ahmed Saeed - Licensing Specialist
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Enterprise Solution Portfolio

a seminar by Mushko & Veeam

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CRICKET TOURNAMENT

FOR HP TIER-1 ENTERPRISE PARTNERS

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Mushko Building Solutions

Presents - MICR Cheque Verifier

on page 02...



Introducing the SmartCabinet
Rapid Deployment Data Center
in a Rack

on page 12...

Cheques Verifier

**DID YOU
KNOW**



1.2 million worthless checks in the banking system each day!

Reduce your share?

To know more

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- Seamlessly read all magnetic ink printed numbers
- No software required
- No specialized driver for computer required
- Simple Plug-n-Play operation
- Easy stand-alone working
- Capable to work 10 hours a day



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The Customer Services Excellence

Facilitated by Baseer Sami on 20 May 2015, Karachi Pakistan

Mushko is keen to train their staff to handle upcoming business challenges. Recently customer care staff participated in a workshop "The customer services Excellence" facilitated by Baseer Sami on 20th May.



"Management of agriculture and irrigation system using Remote sensing and GIS" at National Center of Remote Sensing & Geoinformatics (NCRG), Institute of Space Technology (IST) with Dr. Badar Ghouri (HoD, Institute of Space Technology).

Cricket tournament for HP Tier-1 Enterprise partners



HP Pakistan Karachi office conducted Cricket tournament for HP Tier-1 Enterprise partners at DHA Cricket ground Karachi. There were total six teams participated in this tournament. Extra-curricular activities actually helps to enhance the morale of sales team and increases the real crux of healthy competition.



Ultra mobile reality capture sensor platform – professional documentation indoors or outdoors.

Leica Geosystems announced the industry's first commercially available wearable reality-capture technology with the Pegasus:Backpack at HxGN LIVE.

Combining five high-dynamic cameras, which work in a variety of light conditions, and a LiDAR profiler with an ultra-light and ergonomic carbon fibre chassis, this mobile mapping solution creates a 3D view indoors or outdoors for engineering or professional documentation creation at the highest level of authority yet.

Mapping indoors for 4D or 6D BIM, outdoors for construction quality management for Building Information Modelling, or BIM, or simply for capturing 2D square foot updates to a large building, the Leica Pegasus:Backpack creates the most realistic view by capturing synchronised imagery and point cloud data. Leica Pegasus:Backpack can be found at: http://www.leica-geosystems.com/Pegasus_Backpack



Introducing Qlik® Sense



Qlik Sense is a next-generation self-service data visualization application that empowers everyone to easily create a range of flexible, interactive visualizations that drive from transactional data without having complex OLAP cubes and data warehouse.

- Smarter data connections. Suggested data source links based on field names and data value matches.
- Enhanced visualizations. Build scatter plots with unlimited data points without losing meaning.
- Better collaboration. Easily print and export your objects and sheets to share your analysis.
- Anywhere, Anytime Mobility

Qlik Sense is inherently mobile, built from the ground up for mobility. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise

Margin %

44%

TY vs LY Sales

68%

Sales vs Budget %

113%

Margin % by Product Sub Group



Sales by State



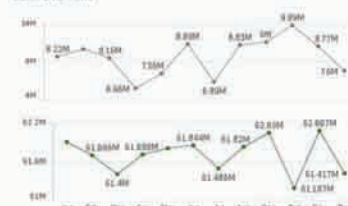
Budget Amount by Sales Rep



Margin Amount Over Time



Sales Over Time



International Power Global Developments Limited (IPGDL) Case Study



Overview

International Power Global Developments Limited (IPGDL) is a wholly owned subsidiary of International Power, a company incorporated in the United Kingdom. Following the completion of the acquisition of International Power by GDF SUEZ in June 2012, International Power has been rebranded as GDF SUEZ Energy International.

In Pakistan, IPGDL operates and maintains the 1,292 MW Hub Power Station under a long term Operation and Maintenance Agreement which is in place since 1997 when the power station was commissioned. The Hub Power Station is owned by the Hub Power Company Limited (Hubco) and is one of the largest power stations in Pakistan.

Objective

IPGDL has the following objectives :

- To Manage the printing & copying on very large scale.
- To Achieve their printing task and cover all the relevant issues.
- Manage hardware and networking issues.
- Repair and maintenance services.
- To cut paper cost.
- Lower the hardware investments.
- Reduce manpower and time consumption.
- Consolidation of printing and imaging environment with low cost, improve support services and work efficiency.
- Secure unnecessary usage.
- Job Security and Confidentiality.

Suggested Solution by Mushko Printing Solution

MushkoPrinting Solutions Pvt Ltd Suggested them to deploy:

- 16 Multi Function Printers.
- Suggested Models HP 525, HP 725 and HP M602 Printer.
- Authorize users, who can print and who can not.
- In spite of installing drivers for different models, created a single pull port for all Multi Function Printers.
- Secure printing, copying and mailing operations.
- Assured them to reduce their complain ratio.

"Mushko Electronics (Pvt.) Ltd. & Keysight Technologies (formerly Agilent) organized a full day complementary symposium in Islamabad and Karachi, consisting of technical presentation and hands-on demonstration on the cutting edge test solution and defense technology across Radar and Electronic Warfare Systems within Complex Environment Scenarios.



Keysight Technologies is the world's premier leader in test and measurement technologies, with a high level of expertise in measurement science and test processes. Aerospace and Defense are key areas where Keysight continues to innovate and develop breakthrough technologies, with solutions in R&D, Surveillance and Radar, Military Communications and Electronic Warfare Test."



Windows 10

Compiled by Kashif Ahmed Saeed - Licensing Specialist



Microsoft has launched their best state-of-the-art operating system with the excellent capabilities of mobile and cloud computing with tremendous support, as new launching bring enormous adaptability as tendency by always carrying question marks in mind for users, so we've tried to compiled some most common questions and their answers with the help of Microsoft portal for our newsletter readers



1. What is meant by Free Windows 10 upgrade?

Microsoft is making Windows 10 available as a free upgrade¹ for qualified and genuine Windows 7 and Windows 8/8.1 devices. However free upgrade for select Windows Phone 8.1 devices will be available later this year. If someone has reserved, will be automatically notified when upgrade is ready. Oneyou may take advantage of this free upgrade offer by July 29, 2016.

2. Does this upgrade really free?

Yes, it's absolutely free. This is a full version of Windows 10, not a trial or introductory version. Available till July 29, 2016 to take advantage of this offer. Once you upgrade, you'll have Windows 10 for free on that device.

3. How can I get my free upgrade?

You can do it by following methods;

- Upgrade your existing Windows 7 or Windows 8/8.1 PC for free
- Buy a new device with Windows 10 already on it, or a new Windows 8.1 device and upgrade it to Windows 10 for free¹, or Pls note not every device will run every feature of Windows 10. Be sure to check with your manufacturer before purchasing. For further you may pls visit. www.microsoft.com/windows10

4. What are the basic requirements for the free upgrade?

The only requirements for the free Windows 10 Upgrade are that your device is compatible, and you're running genuine Windows 7 or Windows 8/8.1. Windows 10 is designed to run on Windows 7 and Windows 8.1.

5. Can Windows 10 be upgraded if running Windows XP or Windows Vista?

You may purchase Windows 10 from the Mushko and install it on your existing system running Windows XP/ Vista if your device meets the minimum spec requirements .You need to back up any existing files before installing Windows 10. This will be a "clean" install.

6. What are the Minimum hardware specifications?

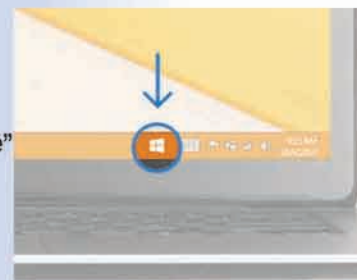
Bare minimum requirements are as follows

- Processor: 1 gigahertz (GHz) or faster processor
- RAM: 1 gigabyte (GB) for 32-bit or 2 GB for 64-bit
- Hard disk: 16 GB for 32-bit OS 20 GB for 64-bit OS
- Graphics: DirectX 9 or later with WDDM 1.0 driver
- Display: 800x600

7. What are the steps to upgrade?

Make your reservation through the Get Windows 10 app. (you can cancel at any time)

- Click on the Windows icon located at the right end of the taskbar.
- Click "Reserve your free upgrade" in the app window.
- Enter your email if you want confirmation of this reservation.
- Once you've reserved, watch for your upgrade notification.



- When Windows 10 is ready for your specific device, this will download it in the background to make the upgrade experience easier for you.
- When the download is complete, you'll get a notification on your desktop. At that point, you can choose to upgrade right away or at a time that's good for you.



8. Why don't I have the Get Windows 10 app?

Your device might be missing an update. Running Windows Update and installing any available updates could fix this issue.

9. How much time does it required to upgrade?

Well it depends on the age of your device and how it's configured. Most devices will take about an hour to upgrade. While older devices may take longer, some newer or high performance devices may upgrade faster.

10. What if I have more than one Windows device—can I upgrade them all?

Yes, you can get a free upgrade for each of your eligible Windows devices. All you need to do is open the Get Windows 10 app and click "Reserve" on each of your devices

11. What edition of Windows will I have once upgraded?

When you upgrade, you'll stay on like-to-like editions of Windows. For example, Windows 7 Home Premium will upgrade to Windows 10 Home. Here is a chart comprising on upgrade options.

For Windows 7



From Edition	To Edition
Windows 7 Starter	Windows 10 Home
Windows 7 Home Basic	
Windows 7 Home Premium	

Windows 7 Professional	Windows 10 Pro
Windows 7 Ultimate	

For Windows 8



From Edition	To Edition
Windows Phone 8.1	Windows 10 Mobile
Windows 8.1	Windows 10 Home
Windows 8.1 Pro	Windows 10 Pro
Windows 8.1 Pro for Students	

*Some editions are excluded: Windows 7 Enterprise, Windows 8/8.1 Enterprise, and Windows RT/RT 8.1. Active Software Assurance customers in volume licensing have the benefit to upgrade to Windows 10 enterprise offerings outside of this offer.

12. What comes in each edition of Windows 10?

Please visit www.microsoft.com/en-us/windows/windows-10-editions to view and compare the key features that are available in each edition of Windows 10: Windows 10 Home and Windows 10 Pro.

13. How Enterprise customers get the free Windows 10 upgrade?

Enterprise customers with active Software Assurance subscription in volume licensing have the benefit to upgrade to Windows 10 enterprise offerings outside of this offer.

14. How much does Windows 10 cost?

As versions varies, you are requested to pls share your quires for prices at info@mushko.com

15. Can I go back to my previous version of Windows if I don't like Windows 10?

Yes will have one month after upgrading to revert back to the previous version of Windows on your device.

For any further questions or information, pls contact kashif.ahmed@mushko.com or 92-300 829 4077

**Need
IT Services
for your
Business ?**



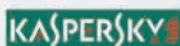
Bundle SLA Discount Offer.

Mushko is providing contractual services for maintenance of Pcs, Laptops, Printers, Plotters, Servers & Storages around 100 customers country wide. To strengthen our relationship with customers we are offering a bundle discount of 15% to sign a single contract for all IT equipments. for further details please call **111-701-701** or email support@mushko.com

Key Benefits:

The solution helps customer to achieve one window solution.

- Country wide coverage.
- Reduce cost.
- Customers can engage a single vendor for all their IT problems solution.
- Customers gets updates via automated email system till the resolution of problem.
- Automated system to get end-user feedback for every support call.





**MEMBER
OF THE KASPERSKY LAB
PARTNER PROGRAM**

Kaspersky Lab hereby certifies that
Mushko Electronics Pvt Ltd

is a(an) Silver 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




This is to Certify
Mushko Electronics (Pvt) Limited
is authorized as a
Microsoft Authorized Education Reseller
- Academic Volume Licensing
from **10 November 2014**
until **9 November 2015**
Authorization Number : **V83448**



Thank you for your commitment as a Microsoft Authorized Education reseller. Your great work is helping students and teachers everywhere realize their full potential through creative ICT solutions. By achieving this certification, you have demonstrated that you have the appropriate knowledge and expertise to deliver excellent service to your customers and stand out from the competition.



Anthony Salcito
VICE PRESIDENT, Worldwide Public Sector Education



Featured Customer Promotions

T&M SPECIALIST



1 Buy 2 Handhelds, Get 3rd FREE

STARTS: 8/01/2015
ENDS: 2/29/2016
Promo Code: N/A



TERMS : Customers who purchases any two orange handhelds are eligible to get a 3rd handheld for FREE of equal or lesser value of the purchased handhelds at www.keysight.com and choose a FREE handhelds from registration page.

BENIFIT : Huge handhelds discounts for customers without sacrificing distributor margin!

TARGET CUSTOMERS : All

2 Handheld Extended Warranty Offer to 5 YEARS!

STARTS: 6/02/2014
ENDS: 5/31/2016
Promo Code: N/A



TERMS : Customers receive 2 extra years of warranty FREE when they Register their U5855A TrueIR thermal imager or U1450/60A insulation resistance tester at www.keysight.com/find/hh_5warranty between June 2 and May 31st, 2016.

BENIFIT : Have peace of mind when you purchase these handhelds tools knowing that your instrument will perform with minimal disruption for 5 years.

TARGET CUSTOMERS : Installation, service and maintenance technicians / engineers, power consultants, thermographers, building inspectors, predictive and preventive maintenance.

3 Ultimate Scope Promotion

STARTS: 6/01/2015
ENDS: 11/30/2015
Promo Code: N/A



TERMS : With the purchase of any InfiniiVision 2000X-, 3000X-, 3000T X-, 4000X-, or 6000 X-Series Oscilloscopes, receive up to 17 applications (incl a free integrated function/arbitrary waveform generator and DVM) for free.

BENIFIT : Up to 17 free applications at a \$23,831 value!


TARGET CUSTOMERS : All GP oscilloscope users (R&D, Education, manufacturing).

Additional Promotions

For more information on additional Keysight promotions, go to <http://www.keysight.com/find/promotion>

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 **KEYSIGHT**
TECHNOLOGIES

Keysight  Our Distributor Network

RIGHT Instrument. RIGHT Expertise. Delivered RIGHT Now.



Mushko Electronics Team had their annaual picnic 2015 in July at shamsi Farm House, Karachi. Team enjoyed and appreciated for the wonderfull picnic.

Enterprise Solutions Portfolio

Mushko Electronics conducted an Enterprise Solutions portfolio seminar in Islamabad and Karachi encompassing our top most customers where stakeholders addresses the dynamic changes in turnkey solutions and specific customer requirements, thanks for Veeam which supported us as one on one partner for this great event, an overwhelming response was noticed for newly launched HP, veeam and VmWare solutions. Queries are welcome for enterprise portfolio, pls drop your email at info@mushko.com



Service Level Contracts signed by Mushko Electronics Pvt Ltd.



Eni Pakistan for
Printers & scanners



HBL for Blades Servers
24X7X4 SLA

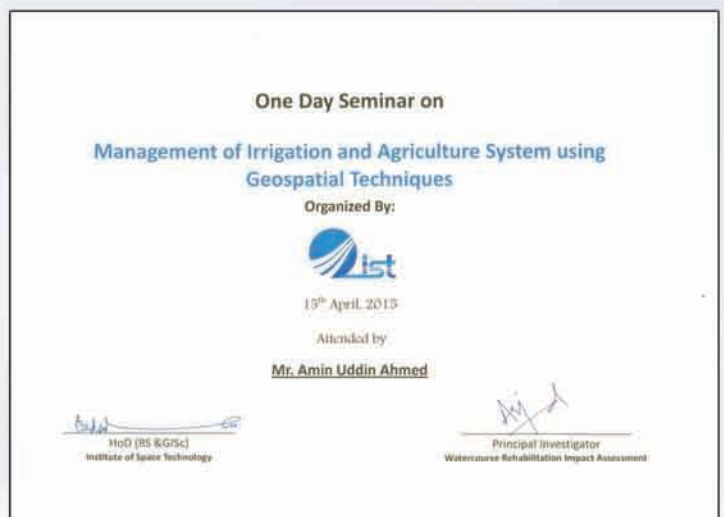
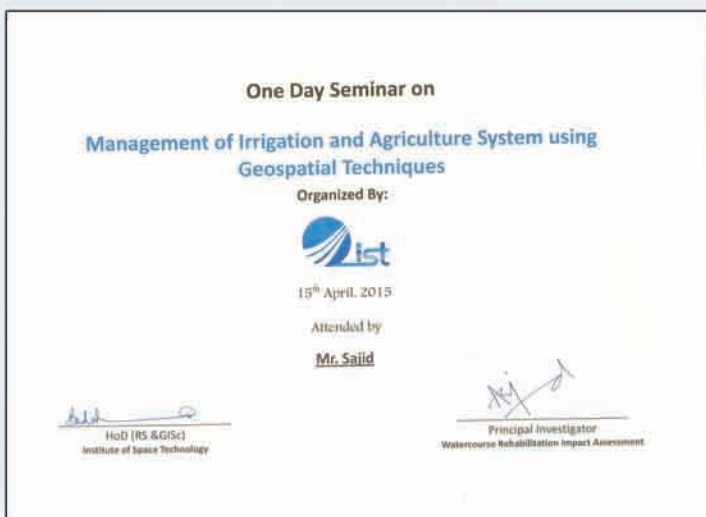


Pakistan State Oil

Pakistan State Oil for
SAP servers & storage SLA



International Industries Limited
IT resource deployment SLA



Does your business have the competitive edge?



Introducing the **SmartCabinet™** *Rapid Deployment Data Center in a Rack*

The SmartCabinet™ is a fully-integrated, intelligent infrastructure solution designed for a multitude of IT environments. It is composed of a single rack that meets all the requirements of a traditional IT room by combining a 3kW UPS, power management, thermal management, and IT management in a simple, packaged solution. The integrated comprehensive monitoring solution inside the SmartCabinet gives you the out-of-band maintenance and troubleshooting access that will allow your IT staff to fix most problems without ever leaving their office.

Key Features

- Fully Integrated
- Faster Deployment
- Highly Efficient
- Fully Closed Operation
- User-Friendly Interface
- 3kW Available Load

Applications

- Retail
- Bank Branch
- Network Closet
- Warehouse



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Mushko Electronics Pvt.Limited is a certified Solutions Partner of Emerson Network Power in Pakistan.

Emerson Network Power Pakistan

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