



Softech WorldWide Newsletter

GATEWAY TO
**DIGITALIZED
FUTURE**

About SOFTECH WORLDWIDE

Softech WorldWide is a pioneering IT services provider that works with cutting-edge technology to give enterprises a driving force to digitalize and revolutionize their business

ENTERPRISETUBE

EnterpriseTube is a Gartner-recognized enterprise video content management (EVCM) with live and on-demand video streaming for both internal and external audiences, auto-ingestion of recorded meetings, AI capabilities, branding, and more.



DEMS

Recognized in the IDC MarketScape, Digital Evidence Management System (DEMS) simplifies and streamlines the management of ever-increasing digital evidence by providing a centralized platform to ingest, store, manage, store, secure, analyze, and share digital evidence while ensuring the highest levels of security and compliance like CJIS. DEMS can be deployed on-premises, on clouds, in a hybrid infrastructure, or SaaS.

REDACTOR

Redactor is an AI-powered redaction software that allows you to redact faces, objects, onscreen text, and other sensitive information from videos, audio, images, and documents.





In the dynamic world of technology, standing still means falling behind. Our motto is to be at the forefront of industry trends, investing in the continuous learning and development of our team members to ensure we stay ahead of the curve.

NADEEM KHAN

President



I envision a future where technology transforms challenges into opportunities, and we lead the charge towards digital excellence. Our commitment to cutting-edge solutions and unwavering dedication to client success define us.

NAJAM KHAN

Chief Executive Officer

**LEADERSHIP
VOICES**



At Softech WorldWide, our focus is on sustainability and social responsibility with an aim to thrive not only in the industry but also contribute positively to the world.

AKHLAQ KHAN

Corporate Vice President



We envision a future where innovation and collaboration converge seamlessly to create solutions that not only meet the demands of today but also shape the landscapes of tomorrow.

FAROOQ KHAN

Chief Technology Officer



Draw on Top of the Object

REDACTION TOOL

Softech WorldWide introduced the latest tool, "**Redaction Tool**". This exciting addition of our tool will provide our clients with AI-based video, audio and image redaction before the file's release. Some benefits of Redaction Tool:

- It helps to hide & censor sensitive documents, image, audio, video & text.
- It trims unnecessary bits.
- It provides AI-based redaction.
- It provides both automatic and manual redaction.

Redaction tool offer way more than just censoring, to explore more here is the link below:
[Redaction Software](#), [Video Redaction Software](#) | [Online Data Redaction Software](#)

Scan the QR code



WOMEN'S DAY

Softech WorldWide celebrated International **Women's Day** with great enthusiasm. The event has an informative session highlighted the importance of women in the workforce and the various challenges they face.





HR TRAINING

Our HR team came together for an insightful training session, led by an expert who shared invaluable insights and practical tips.



ML TRAINING

An ML Training session was hosted to enhance the skills of employees. It served as a catalyst for skill development, collaboration, and innovation in the rapidly evolving field of Artificial Intelligence.



FAISAL SHAFIQ

Celebrating 15 years
at Softech WorldWide.



MUMAIR

Celebrating 15 years
at Softech WorldWide.



IU JOB FAIR

Softech WorldWide brought an uplifting vibe to the Job Fair hosted at Iqra University Main Campus. It was truly inspiring to see so many passionate individuals under one umbrella, all working towards the common goal of finding and cultivating top talent.



DHA SUFFA UNIVERSITY JOB FAIR

Some wholesome glimpse of Softech's participation in job fair held at DHA Suffah University.

Our technical recruiters Aqsa Virani and Sumaira Zaheer had a very successful event. It was a pleasure to interact with capable and talented young minds.

BUSINESS DEVELOPMENT PROFESSIONAL



JOIN OUR TEAM

RESPONSIBILITIES

- Proactively identify and reach out to potential leads through email to create a pipeline for Sales Executives.
- Use ZoomInfo and LinkedIn Sales Navigator to identify our Buyers and engage through targeted emails using SalesLoft Campaigns, generate responses and schedule meeting.
- Learn our products and solutions, identify customer challenges and define buyer personas.
- Create trust and credibility with both internal and external stakeholders.
- Design, develop, and execute email marketing campaigns to generate leads and drive conversions.
- Contact potential clients to establish rapport and arrange meetings.
- Regularly analyze email campaign metrics, including open rates, click-through rates, and conversion rates, and optimize strategies accordingly.

EDUCATION/ EXPERIENCE

- Bachelor's degree in any field with experience in sales, marketing and lead generation.
- Experience: Fresh to Senior.
- Excellent communication skills.
- Technical ability to understand, write and speak about video, streaming, networks and AI.



HIRING!

SPORTS DAY

Our **Sports Day** was a blast! Laughter filled the air as we witnessed some incredible cricket action, complete with impressive sixes and fours.

Kudos to all participants for making it a memorable day!





WHAT'S AN ENTERPRISE VIDEO PLATFORM

An Enterprise Video Platform is crucial for content creation and organization. When you start producing videos, there are several takes and different renditions for various markets. Besides that, video usage has surged as SMBs and Enterprises rely on it for marketing, sales, training, internal and external communications, tutorials, etc.

This means there is more content to organize, store, secure, and share. An Enterprise Video Content Management System can seamlessly handle all this and much more.

And a product that does this and a lot more is EnterpriseTube.

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INDEPENDENCE DAY



Softech WorldWide's Independence Day celebration showcased unity in diversity as our team came together, dressed in green and white, to sing the National Anthem.

SENIOR BACKEND ENGINEER



JOIN OUR TEAM

RESPONSIBILITIES

- Build server-side web technology stack that provides API for various products and integrations.
- Develop and enhance back-end processing pipeline with evolving needs.
- Work with Product Analysts, Web Engineers, and other Front and Back-end engineers to provide necessary support building new features.
- Perform unit, integration testing of developed modules and systems as well as participate in weekly bug bash activity.
- Propose and participate in the adoption of new technologies and trends.
- Securing and ensuring the back-end stack is scalable, elastic, and can support millions of concurrent users.

EDUCATION/ EXPERIENCE

- BS/BSc or above in Computer Science.
- Good communication skills.
- Authorized to work legally.
- 06-07 Years of relevant experience.
- Must have worked with at least one server-side technology for developing web application.

HIRING!



SUMAIRA ZAHEER

Celebrating 01 year at Softech WorldWide.



USMAN TARIQ

Celebrating 01 year at Softech WorldWide.



We asked our Human Resource Business Partner, **Waqar Azim**, about his perspective on leading a modern-day workplace. His insights shed light on the notion that a conventional approach may not always be the most effective in a culture-led workplace. Let's delve into what he shared with us.

01

WHAT IS YOUR LEADERSHIP STYLE?

As someone who adopts a Servant Leadership style as an HR Manager, my focus is on serving the needs of my team members and facilitating their growth and well-being.

03

HOW DO YOU EMPOWER YOUR TEAM?

Through delegation and trusting them to make decisions as it contributes to their professional growth. During team meetings, I also encourage everyone to voice their opinions and concerns.

02

HOW DID SERVANT LEADERSHIP HELP YOUR TEAM?

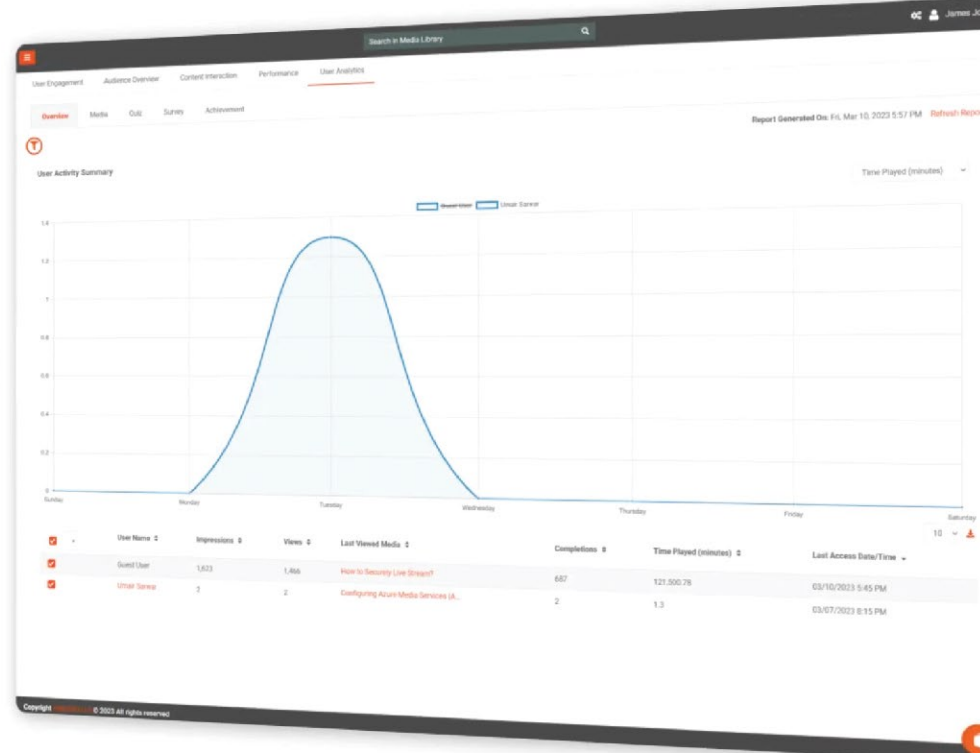
It helped me create a supportive environment. I recall a time when a team member was going through a challenging personal situation. Instead of just focusing on work-related matters, I took the time to understand their needs and provided the necessary support. This approach not only helped the team members navigate a difficult period but also strengthened the bond within the team.

04

WHAT INITIATIVE HAVE YOU TAKEN TO HELP NEW JOINERS?

I initiated a buddy program, pairing experienced members with those eager to learn and grow. This way junior team members not only improved their skills but also became a valuable contributor to our company.

Media Analytics



MEDIA ANALYTICS

Softech WorldWide introduce the latest feature, "**Media Analytics**," in our product. This exciting addition to our product will provide our clients the detailed insights into how their users interact with their video content.

Some additional benefits of user analytics

- It helps gauge the interest of the audience via engagement trends.
- It helps monitor the user's progress regarding video completion.
- It allows organizations to repurpose their content by leveraging analytics.
- It helps identify the top devices, locations, and browsers of the audience.

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UMER MODI

Celebrating 04 years
at Softech Worldwide.



MARYAM KHALIL

Celebrating 01 year at
Softech WorldWide.



Our Talent Acquisition Executive **Sumaira Zaheer's** journey in Softech WorldWide .

As Sumaira was the part of our internship program, where she proved herself, completed all the assigned task timely, understood the whole recruitment process, hired 30+ employees and that's how she successfully got selected towards our permanent employment program.

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Maryam Khalil's Path to Success at Softech WorldWide .

Maryam, a key member of our Software Quality Assurance (SQA) Team at Softech, has consistently delivered outstanding work and demonstrated a profound grasp of technical responsibilities. Her unwavering dedication and commitment to achieving excellence have directed her toward a successful career.

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Glimpse of **Jaweria's** Success Journey at Softech WorldWide

Jaweria Sohail, a vital member of our backend team at Softech WorldWide has consistently delivered exceptional work and demonstrated a deep understanding of technical tasks. Her dedication and commitment to excellence have propelled her towards success, making us proud.

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SENIOR WEB DEVELOPER



JOIN OUR TEAM

RESPONSIBILITIES

- Responsible for an end-to-end optimized website with lower load time & fulfilling W3C standards.
- Manage and update third-party integrations/plugins like HubSpot, Yoast etc.
- Collaborate with Content Marketing Team for constant flow of SEO-optimized content within the given timelines.
- Optimize website content for search engines, through keyword research, on-page/off-page optimization, and link building.
- Improve visitor journey by improving navigation, UI/UX.

EDUCATION/ EXPERIENCE

- Bachelor's degree in Computer Science.
- At least 4 -6 years of solid working experience.
- Experience with website analytics tools & content management systems.
- Knowledge of SEO best practices, PHP, Web Frameworks & CMSs especially WordPress.
- Strong knowledge of front-end technologies, such as JavaScript, HTML5, and CSS3.
- Experience in REST API and JSON.

HIRING!



MIRZA ABRAR

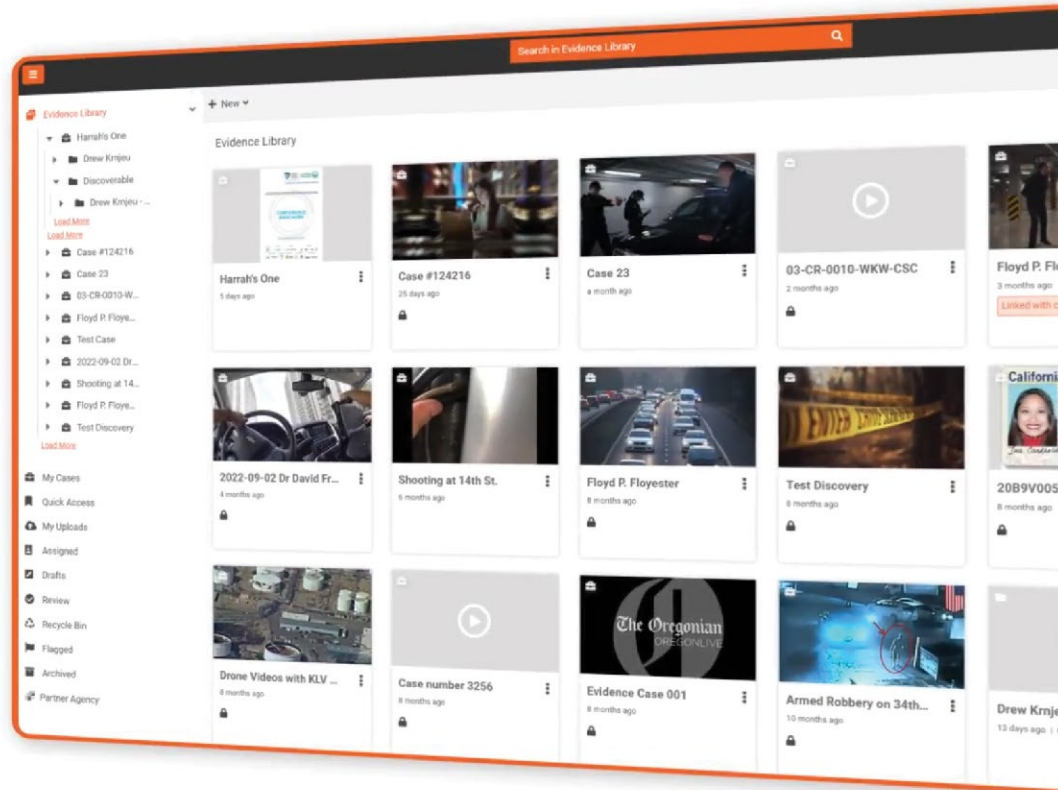
Celebrating 03 years at Softech WorldWide.



HUNAIN AKBAR

Celebrating 03 years at Softech WorldWide.

Folder Structure



FOLDER STRUCTURE

Softech WorldWide introduce the feature, "**Folder Structure**," in our product. This exciting addition to our product helps to save the users time in efficient management of evidence.

Some additional benefits of Folder Structure:

- It helps to create hierarchical structure for cases and folders.
- It helps in searching cases and folders.
- It helps in Filtering cases and folders.
- It helps move the evidence from one folder to another.

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UMME HANI

Celebrating 01 year at Softech WorldWide.



WAQAR AZIM

Celebrating 2 years at Softech Worldwide.

SOLUTION SALES PROFESSIONAL

JOIN OUR TEAM

RESPONSIBILITIES

- Understand Enterprise video & digital media solutions, its target industries, markets, and buyer personas.
- Manage customer inquiries through calls and emails. Follow up with potential leads, prospects, and customers.
- Transform leads into sales opportunities.
- Establish an understanding of the product pricing and features.
- Close deals and track sales account targets aligned with company objectives.
- Schedule appointments for product demonstrations. Update CRM/HubSpot to produce accurate data in real-time.

EDUCATION/ EXPERIENCE

- Bachelor's degree in any field.
- Excellent communication skills in English (Written/Verbal).
- 2-5 Years of experience required.
- Experience in selling IT Solutions.
- The ability to speak and understand multiple languages.

HIRING!

SOFTECH DREAM DRIVE

In 2023, Softech WorldWide launched a groundbreaking initiative, the **Softech Dream Drive**, aimed at recognizing and celebrating the dedication and hard work of our employees. We are delighted to share that Muhammad Faisal was the inaugural beneficiary of this program, and we were truly honored to witness the positive impact it had on his professional journey.





WHY ARE VIDEOS ON AN ENTERPRISE VIDEO PLATFORM A GOOD MARKETING STRATEGY?

Video marketing is a digital marketing medium that incorporates video tutorials, demonstrations, educational and informative content, teasers, as well as entertaining snippets to promote a company's offerings. This form of digital marketing is very effective at reaching a wider audience — having tailor-made, impactful messages ensure positive customer engagement. This can be efficiently done using external or in-house resources and an enterprise video platform.

Let's look at three ways (out of several) video marketing can boost engagement levels and how an Enterprise Video Platform can be of help:

1. Video Marketing Aids with Brand Building.
2. Video Marketing Boosts Conversion Rates.
3. Video Marketing Attracts Audiences from different Age Groups.

WELLBEING DAY



Softech WorldWide organized a **"Wellbeing Day"** for its employees to focus on their wellbeing. The day was filled with exciting activities like an artistic exploration of the color wheel, the highly anticipated 'Cup Tower' challenge, etc.



ANNUAL PICNIC

Here's a sneak peek into the fantastic day that unfolded—capturing the spirit of Softech WorldWide, where work and play harmoniously coexist! At Softech WorldWide, we believe in the power of balance, not just in the tech world but also in fostering a vibrant work culture! Recently, we organized an amazing picnic for our incredible team, providing a well-deserved break for refreshment and pure fun!





SOLUTION ARCHITECT

JOIN OUR TEAM

RESPONSIBILITIES

- Establish and maintain strong relationships with internal and external stakeholders, including clients, vendors, and team members. Effectively communicate project updates, expectations, and deliverables to ensure alignment and successful project outcomes.
- Ensure that project deliverables meet the required quality standards. Establish and implement quality control processes and procedures. Conduct regular quality inspections and resolve any issues to maintain product quality.
- Build and maintain strong relationships with customers to ensure their ongoing success with the product.
- Develop an in-depth understanding of Enterprise Video & Digital Media Solutions, its target industries, markets, and buyer personas.
- Must have worked with server-side technologies for developing web application such as ASP.NET OR Java Spring/Spring Boot OR NodeJS OR Python
- Must have worked on Single Page Application (SPA) frameworks such as Angular, React, Vue, etc.
- Ensure that project deliverables meet the required quality standards.

EDUCATION/ EXPERIENCE

- BS/BSc or above in Computer Science.
- 10-12 years of experience designing and implementing software applications.
- Can work independently and have a go-getter attitude.
- Good English language verbal and writing communication skills.
- Authorized to work legally.
- Strong decision-making ability.

NOT SO AAM DAY



A glimpse to Softech WorldWide's successful **Mango Day Celebrations** with Mouthwatering Delights!!

This event showcased our commitment to and creativity, while highlighting the company's ability to connect with its employees on a personal level.



The Business Development training equipped employees with essential skills for success in the competitive field of business growth.

BD TRAINING



This training was aimed to ensure a thorough understanding of the company's products. It covered key features, benefits, and use cases.

PRODUCT TRAINING



UMAIR SARWAR

Celebrating 12 years
at Softech WorldWide.



FAHAD REHMAN

Celebrating 08 years
at Softech WorldWide.



INAUGURATION OF L1 VISA

In the Year 2023, Softech WorldWide turned possibilities into reality by successfully processing our first **L1 visa**. This strategic initiative paves the way for our employees to embark on a journey toward professional success in the United States.

SOFTECH DREAM DRIVE

We initiated a Car Support Program to provide our employees with the convenience to own their dream car.



DELIGHTFUL SUPPER

We introduced the Daily Supper Program that treats employees to a mouthwatering evening meal every day. This initiative enhanced the work environment, offering a delightful break during the workday, and showcasing Softech WorldWide's commitment to employee satisfaction.

TECHNOLOGY CONTENT STRATEGIST

- Exceptional Content writing.
- Ability to formulate effective strategies.
- Experience: 3-6 years.

CONTENT WRITER

- Exceptional Content writing.
- Worked in IT industry.
- Experience: 2-6years.

PRODUCT OWNER

- Collaborate with cross-functional teams.
- Possess in-depth knowledge of product functionality. Familiarity with SCRUM and Agile methodologies.
- Experience: 6-7 Years.

FRONTEND ENGINEER

- 3-4 Years of experience in Frontend Development.
- Strong Proficiency in OOP Concepts. Strong knowledge of Angular 2+.
- Experience with Frontend frameworks such as React and Vue.js.
- Knowledge on browser concepts and Algorithms.

SQA AUTOMATION ENGINEER

- Bachelor's degree in computer science, Engineering, or related field.
- Familiarity with coding in programming language (e.g. JavaScript, C#, etc.).
- Strong understanding of (OOP) principles.
- Understanding of basic algorithms and data structures.

BUSINESS ANALYST

- Experience in product marketing, with growing responsibilities.
- Hands on experience with RFPs and Proposal writing.
- Strong command in business/technical content writing.

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HIRING!





IBA RECRUITMENT DRIVE

Our partner alliance managers, technical recruiters, and account managers had a very successful event with a remarkable response from students. It was a pleasure to interact with capable, energetic, and talented young minds.



NED RECRUITMENT DRIVE

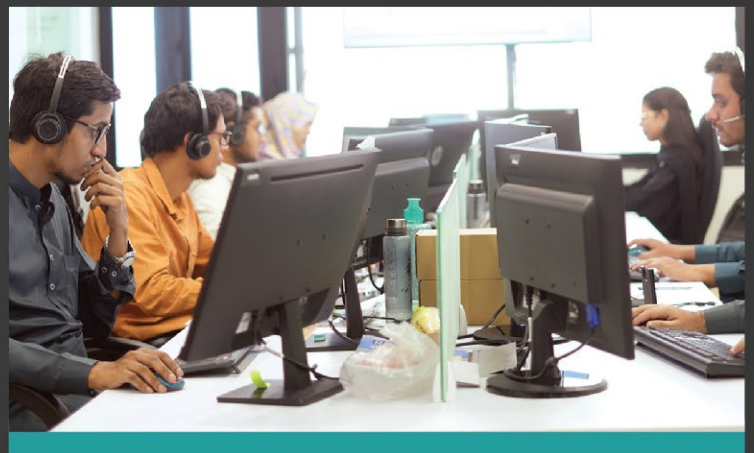
Highlights of Softech WorldWide's participation in the recruitment drive held at NED University. Our technical recruiters had a successful event with a remarkable response from students. The event aimed to attract fresh and talented minds interested in pursuing a career in the IT industry.



SOFTECH WORLDWIDE

We believe that our greatest asset is our people. At Softech, we provide a supportive and inclusive workplace that empowers our employees to unleash their full potential.

NEXT ISSUES IN JANUARY 2024



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