



GATEWAY TO DIGITALIZED FUTURE


SOFTTECH WORLDWIDE INSIGHTS

About SOFTECH WORLDWIDE

Softtech 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


Established since 1997

ENTERPRISETUBE



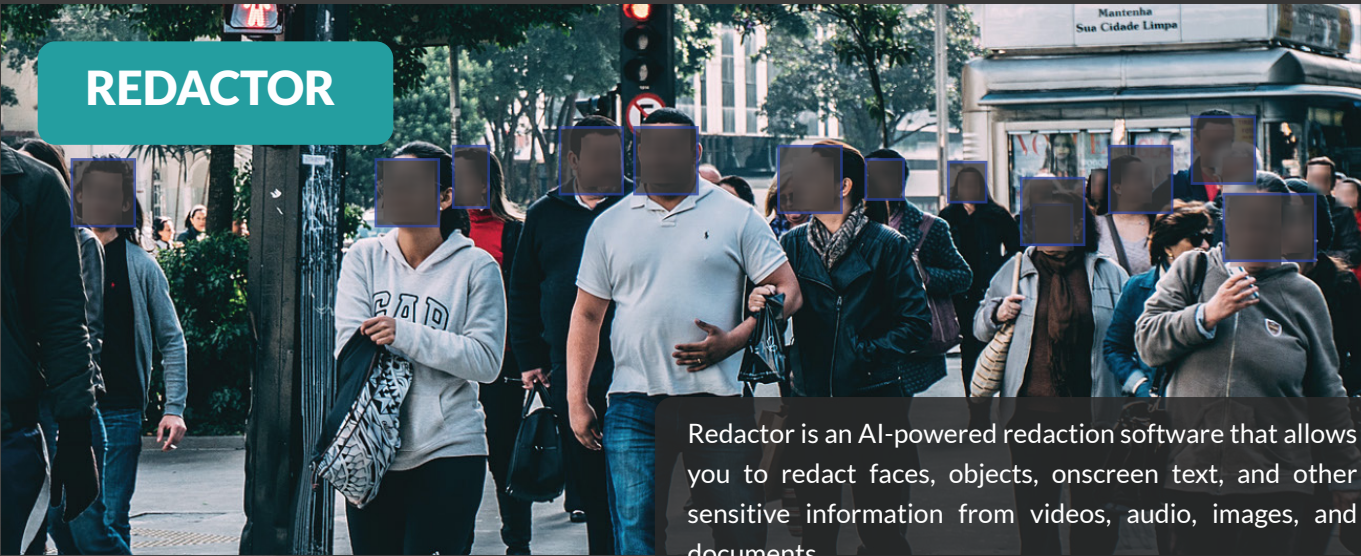
EnterpriseTube is a Gartner-recognized enterprise video content management system (EVCM) with live and on-demand video streaming for both internal and external audiences, auto-ingestion of recorded meetings, AI capabilities, branding, and more.

DEMS

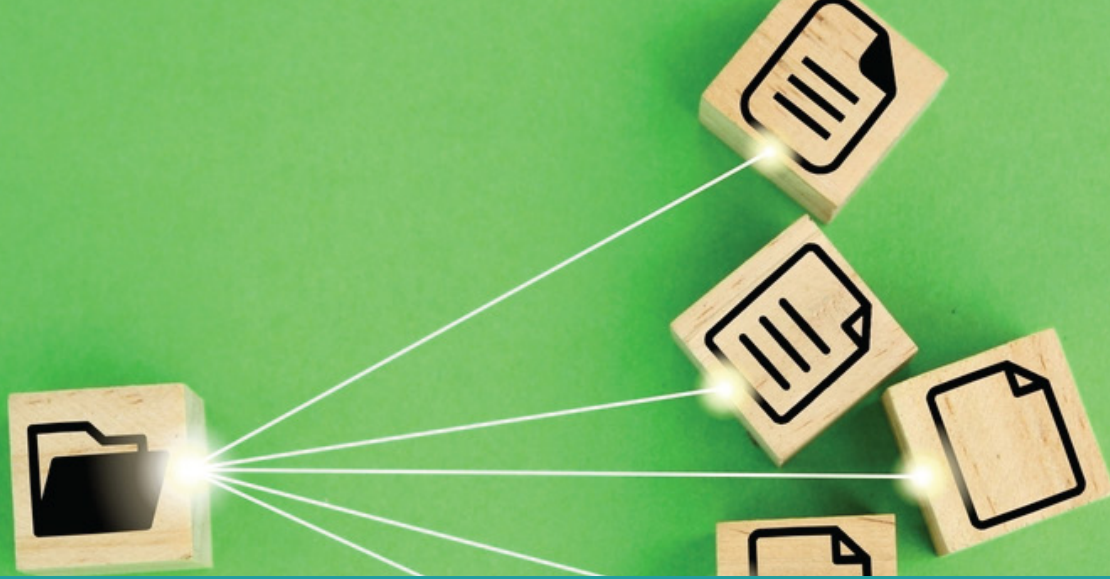


Recognized in the IDC MarketScape, Digital Evidence Management System (DEMS) simplifies and streamlines the management of ever-increasing digital evidence by providing a centralized platform to ingest, store, manage, store, secure, analyze, and share digital evidence.

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.



WHY YOU NEED TO ORGANIZE YOUR VIDEO LIBRARY

Videos are the future, accounting for **65% of all internet traffic**. They dominate social media, drive interactive education, and enable corporate communication. With so many videos being produced, shared, and viewed, it's essential to organize your video library effectively. While the buzz of video is appealing, harnessing its potential comes with great challenges. Your organization might have embraced the power of video but keeping it under control is an entirely different matter.

And there's a cost to this chaos. A disorganized video library can lead to inefficiencies, wasted resources, and missed opportunities, among other things. It can drive down productivity and hamper business goals.

In this blog, we'll delve into the key challenges companies face with disorganized video content and how organizing your video library can help solve them.

WHAT IS A VIDEO LIBRARY PLATFORM?

A video library platform lets you collect all your videos in one place. These libraries make it easy to access and share the content when needed without relying on messy solutions like physical media or saving files across scattered devices. Organizations use video libraries to help centralize their videos and allow anyone to view them at any time. This is where they store their training videos, recorded meetings, product demos, webinars, and internal communication videos.

Read more at: [Why It's Crucial to Organize Your Video Library \(vidizmo.com\)](https://www.vidizmo.com)

WORK ANNIVERSARY



Marketing Manager **Haris Ali**
Celebrating 1 year at **Softech WorldWide**.

WOMEN EMPOWERMENT

Softtech Worldwide female employees enjoyed an exhilarating Women's Day 2024. Softtech Worldwide celebrated the incredible female talent within our company, acknowledging their vital contributions and unwavering dedication. Our aim is to motivate and uplift these exceptional women who continuously shine in their roles, embodying strength, and resilience.



<https://www.linkedin.com/>

DATABASE ENGINEER



JOIN OUR TEAM

JOB RESPONSIBILITIES

- Design and implement database structures that meet the business requirements while ensuring data integrity and performance.
- Write and optimize SQL and NoSQL queries, scripts, and stored procedures to extract, manipulate, and store data effectively.
- Monitor and optimize database performance to ensure optimal response times, scalability, and resource utilization.
- Manage and maintain databases, including backup and recovery, security, user access, and version control.
- Work closely with backend developers to understand their data needs, provide support, and develop efficient database solutions to meet application requirements.
- Contribute to data warehousing projects, including data integration, ETL processes, and reporting solutions.
- Leverage expertise in big data technologies and data stream processing tools for real-time analytics and insights.

QUALIFICATION / EXPERIENCE

- Bachelor's degree in computer science, Information Technology, or a related field.
- Proven experience as a Database Architect or similar role, ideally in Fintech or largescale Financial Applications
- Proficiency in SQL and NoSQL databases.
- Must be familiar with OLTP systems using SQL Server and Elastic Search.
- Strong expertise in performance tuning, indexing, and query optimization.
- Knowledge of data warehousing, big data, and data stream processing is a plus.
- Strong communication and teamwork skills to collaborate effectively with other teams.
- Ability to work independently, meet deadlines, and handle multiple projects simultaneously.
- Familiarity with cloud-based database solutions is a bonus.



MOHSIN AHMED

Celebrating 1 year
at Softech WorldWide.

Apply at: <https://vidizmo.bamboohr.com/careers/243>

FAST UNIVERSITY CAREER

Softech Worldwide had the incredible opportunity to attend the **PROCOM 2024** at **FAST-NUCES**, and it was truly an enriching experience! Engaging with brilliant minds and talented individuals at FAST NUCES was nothing short of amazing.



JOB AD

Position:
Product Analyst

Requirements:

- Exposure on Agile methodologies.
- Experienced on preparing wireframes and designs.
- Skilled on preparing business analysis artifacts such as flow diagrams, requirements documents, user stories & acceptance criteria.
- Experienced in preparing design documentation.
- Familiar with cloud concepts (AWS/Azure)
- Able to write basic SQL query skills

Email your updated resume at lqra.aziz@vidizmo.com

[Apply Now](#)



<https://www.linkedin.com/>

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.

WORK ANNIVERSARY



Senior Product Technical Writer **Naba Ahtasham**
Celebrating 1 year at **Softech WorldWide**.



HIRING!

MACHINE LEARNING ENGINEER

- Programming experience with at least one modern language such as Python, C#, or C++ including object-oriented design.
- Experience in scaling and fine-tuning existing models.
- Skills -Deep learning framework Pytorch or TensorFlow, Video Analytics algorithms, Computer vision.
- Ability to partake in deep learning architectural discussions and drive technical decision making.
- Experience: 2years +.

FRONTEND ENGINEER

- 3-4 Years of experience.
- Proficiency in OOP concepts.
- Knowledge of angular 2+, browser concepts and algorithms.
- Frontend frameworks such as React and Vue.js.

PRODUCT MARKETING ANALYST

- Exceptional content writing and research skills.
- Worked in the 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

ASSOCIATE WEB DEVELOPER

- Knowledge of Java Script and PHP.
- Understanding of HTML, CSS, and Bootstrap.
- Knowledge of SEO.
- Experience: Fresh-1year.



ISTABRAQ SHAHEER

Celebrating 1 year at Softech WorldWide.

HIRING!



Apply at: <https://www.softechww.com/careers/>

01

What initially attracted you to join Softech Worldwide, and how has your perception evolved since then?

Initially, I was drawn to Softech Worldwide because of the appealing job opportunity it presented. Since then, my perception of the company has evolved positively. I now see it as more than just a job; it's an opportunity for technical learning and personal improvement.

EMPLOYEES CORNER



We asked our **Senior Product Technical Writer, Naba Ahtasham**, about her 1-year journey in Softech Worldwide. Let's delve into what she shared with us.

02

Can you share some key milestones or highlights from your journey with Softech Worldwide so far?

One of the key milestones in my journey with Softech Worldwide has been my role in highlighting the significance of technical documentation. I have focused on improving it to make it the go-to resource for feature learning and troubleshooting for every individual. This endeavor has been a highlight of my experience with the company so far.

03

What do you find most rewarding about working at Softech Worldwide?

The most rewarding aspect of working at Softech Worldwide is the continuous expansion of my technical knowledge. Here, my learning journey never ceases, which is immensely fulfilling.

04

Could you share a challenging situation you encountered during your time here and how you overcame it?

One challenging situation I faced during my tenure here was the task of acquiring product knowledge and extracting insights from others. However, my determination drove me to overcome this obstacle through increased communication and collaboration efforts.

05

In what ways do you feel Softech Worldwide supports your professional growth and development?

Softech Worldwide supports my professional growth and development by offering opportunities for continuous learning. Rather than confining me to specific tasks, the company encourages exploration. Additionally, Softech empowers us with opportunities, knowledge, and tools to further our development.

06

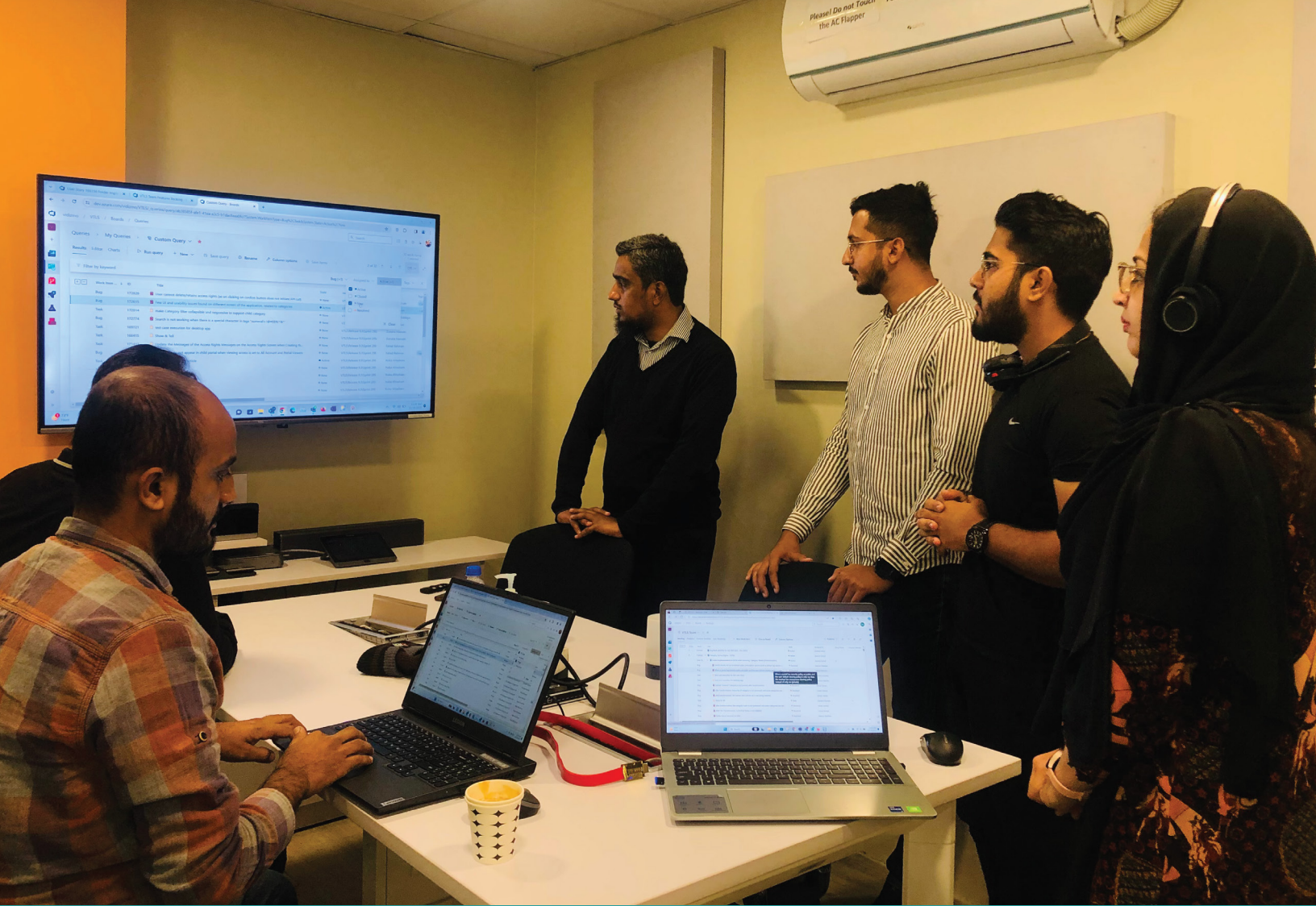
Can you describe the company culture at Softech Worldwide and how it has impacted your experience?

The company culture at Softech Worldwide revolves around continuous collaboration, communication, and transparency among teams. Emphasizing adherence to processes is a standard practice. This culture has significantly enhanced my experience in a positive manner.

07

What advice would you give to new employees joining Softech Worldwide based on your own experiences?

Based on my own experiences, my advice to new employees joining Softech Worldwide would be to approach their role with an open mind. Rather than rushing, take the time to absorb the processes and focus on learning about the product.



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 APRIL 2024



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