



MARKET

In a short span of seven years, Inbox has found its niche among other well established stalwart brands in Pakistan.

Inbox Business Technologies started off in 2001 and set out to redefine Pakistan's computing industry with the first local computer brand – the Inbox PC. Inbox PC bridged the gap between the branded and the unbranded PC segment, bringing the customers economical, top-quality desktops. Within two years, Inbox was able to establish substantial brand equity and in 2005 it was rated as the top-selling PC brand in Pakistan by IDC Asia.

Although the name Inbox is still synonymous with affordable and reliable desktops, Inbox has come a long way since its startup days. Today, Inbox is regarded as an end-to-end solution provider to reckon within the local IT industry.

Ironically, when Inbox started off at the onset of the dot-com crash, technology was considered stalemate in Pakistan. The sector remained highly under-capitalised, leaving the floor open for a local technology powerhouse to step forth and take the industry forward. Most of the players in the IT industry confined themselves to one of the niches, as a result of which the industry largely remained fragmented with no single player holding more than 5% market share. The players operated on an informal basis with loosely-defined hierarchical structures and weak internal processes. Major players in the hardware industry in particular,

continued to retain the mindset of a distribution setup rather than a full-fledged company despite expanding their portfolios. These companies continued to operate as hit-or-miss sales driven outfits with no brand values or reputations to live up to. Inbox's entrance strategy was to start with a big bang by launching its own PC brand, and later diversify into other areas in the technology sphere with a branded house approach. Launching Inbox PC as the flagship brand with all fanfare augmented brand extension to other products, particularly intangible services.

ACHIEVEMENTS

Inbox's success can be gauged from the fact that other, more mature companies regard it as a formidable competitor, and international partners acknowledge it as a dominant player in the local industry.

Technology has become highly commoditised in the last decade and principal relationship plays a very important role in being successful in this sector. This relationship requires a partner to achieve certain technical and sales competencies; in return it can leverage on experience and R&D of its principals. Inbox today is among the top layer of partners for most building block providers. This includes Intel Premier Provider, Acer Executive Partner, Microsoft Gold Certified Partner, IBM Premier Business Partner, Oracle Value-added reseller &

system integrator and Blue Coat Partner.

Inbox is the only company in Pakistan whose products have been endorsed by the coveted Windows Hardware Quality Lab (WHQL) certification. In 2005, Inbox set up a plant spread over 10,000 square yards at Maripur Industrial Area, Karachi, for assembling its indigenous line of desktops and laptops. Subsequently, ISO certifications were sought to bring it on par with international standards. Today, this plant employs eighty-plus people and has the capacity to assemble 8,500 units a month.

Furthermore, Inbox has been ranked as volume leader in Pakistan for desktop category in 2005, and 2006 by IDC Corporation – an international market research agency that is considered an authority in studies related to market sizing and market share analysis.

In 2007, Inbox exceeded the 100,000 PCs active deployment base mark – the largest deployment base by any single company in Pakistan.

HISTORY

2001 Dec: Launch of Inbox

2002 March: Attains Intel Premier Provider Status

2003 Sep: Establishment of Islamabad and Lahore Offices

2004 Dec: Acquired by Dawood Group

2005 Jan: IBM Tier-I Business Partner

2005 March: Inbox received the much coveted "Designed for Windows" logo certification for its Desktops and Laptops

2005 May: ISO: 9000:2001 certification

2005 June: Acquired ThreeSixtyDegreex



We'll take care of all the details, so you won't have to

2005 Sep: Launched Technology Infrastructure Division

2005 Dec: Rated as the highest selling PC brand by IDC

2006 Jan: Became Microsoft Gold Certified Partner

2006 April: Commissioned PC assembly line at Mauripur, Karachi

2006 July: Became Oracle Certified Partner

2007 July: Microsoft Named Account and Direct Large Account Reseller partnership attained.

2007 Aug: Inbox Contact Center launched (0800-INBOX) for nationwide support and services.

2008 Feb: Became Acer Executive Partner

2008 March: Partnership with Blue Coat Systems

THE PRODUCT

Today, Inbox is positioned as an Integrated Solution Provider. It has broadly three products and services offerings: Technology Infrastructure, Systems Integration and Outsourcing Solutions, with focus on medium and large enterprises, particularly the financial sector, education, government, and armed forces.

Inbox's product portfolio covers the entire length and breadth of products and services that play a critical role in formulating an enterprise's IT strategy. Ranging from computer hardware, software, servers and storage, networking, software development, ERP implementation, industry-specific solutions, consulting, remote management, data management, help desk solutions, disaster management, and maintenance services, Inbox is a complete end-to-end IT solution provider.

On the Technology Infrastructure side, Inbox's unique selling proposition lies in its ability to deliver on a large project more quickly and more efficiently than any other firm. Furthermore, with a nationwide sales and support infrastructure in place, Inbox benefits from economies of scale in catering to large enterprises with various satellite offices. Extensive after-sales support is the main differentiating factor.

On Systems Integration side, the unique selling proposition is professional management, technical competence, and more importantly, the Inbox name



that comes with the commitment to deliver as promised.

RECENT DEVELOPMENTS

Inbox is a learning organisation; exploring new ways of doing things, constantly adding product lines and services, streamlining processes, focusing on organisational learning and knowledge base creation, and making international and local alliances. Recently, Inbox has entered the domain of Outsourcing Solutions. The main proposition is that companies can continue to focus on their core competence while Inbox assumes the role of an outsourced IT department for them. The concept of Outsourcing Solutions largely remains uncharted territory in the local IT industry. With solutions such as remote management, help-desk management, manageability and data center management, Inbox has added another first in its portfolio.

PROMOTION

Since Inbox has entered the domain of solutions, and opted for a monolithic brand approach, the focus has moved more towards below-the-line marketing and relationship building with customers. Approximately 95 per cent of Inbox's business comes from institutional customers, making its promotional strategy focused towards the B2B domain. The emphasis is on relationship building with customers, keeping the targeted verticals in spotlight. Besides print campaigns, online marketing and direct marketing, one-on-one interaction with customers is achieved through activities such as road-shows, seminars, and open house sessions etc.

BRAND VALUES

Although Inbox started off as a local PC brand representing simplicity, affordability and reliability, today, this identity has extended to convenience, simplicity, and practicality. Thus the tagline, "Simplifying Technology" comes after careful soul-searching and deliberation and captures the essence of the Inbox brand. The Inbox Approach represents the brand values of Inbox as a company.

The Inbox Approach to technology is pure and simple. We believe in providing technology that adds value to businesses.

We do not believe in being on the "bleeding edge" of technology with experimental projects that fail to add value. We do not get swayed by buzzwords. We believe in adding real value to businesses by equipping employees to perform better, improving processes, cutting costs, and enabling our customers to bridge their customers' expectation gap.



Simplicity is the hallmark of the Inbox ethos. We believe in simplifying technology from the high altar of rocket science down to a level where it is practical and feasible. We will not recommend high-maintenance systems that exceed requirements and end up becoming a liability for companies. We base our recommendations on customer needs with solutions that are scalable and compatible so that there is room to grow.

We do not believe in re-inventing the wheel. We work with the best of class technology partners to bring maximum return on investment with technology that is tried and tested.

While we do not believe in re-inventing the wheel, we believe in innovating new and more efficient ways of going about business. We believe in utilising technology to fine-tune and optimise business processes, reducing non-value added processes down to a minimum.

While we believe in knowing the ins and outs of technology, we are also cognisant of the importance of people in making technology work. We understand the nuances related to people in adopting and utilising technology to its utmost.

We believe in providing solutions. Seeing technology in action is what makes us tick. We believe in getting technology up and running.

The Inbox Approach is our code, our mantra, the one we live and work by.

www.inboxbiz.com

THINGS YOU DIDN'T KNOW ABOUT INBOX

- Inbox led the fastest implementation of Oracle E-business Suite in just 45 days.
- Inbox is the only IT company that has the infrastructure in place to provide extensive support even at the most remote locations in Pakistan.
- It is the first IT company to have its own assembly plant in Pakistan.
- The total number of 'active' deployments exceed 100,000 computers - the largest deployment base by any single company in Pakistan.
- Inbox led the largest deployment of Blade Center in the region.