



Techtrix.system  
*Leading the Way in Tech-Proof Future*



NATIONAL DISTRIBUTOR



# Leading the Way in Tech-Proof Future

Techtrix System has undergone an organizational transformation that includes initiatives such as globalization and restructuring. These improvements will enable us to become faster at identifying and addressing shifts in the landscape.



# Who We Are

Techtrix System, we have been revolutionizing the IT industry since our inception in 2011. As a prominent distributor of networking hardware and computing equipment, we have built a strong reputation for delivering high-quality products to our valued customers ensuring that we offer a diverse range of cutting-edge technology solutions to meet the evolving needs of businesses across Pakistan with offices strategically located in Karachi and Lahore, we have a strong presence nationwide, ensuring efficient operations and prompt service delivery to our valued clients. From networking solutions to computing equipment, we pride ourselves on being a one-stop destination for all your IT requirements. Customer satisfaction is our top priority. We take pride in our trained engineers and dedicated ground team who go above and beyond to support our clients. Their expertise and commitment ensure that, we meet and exceed customer expectations, providing reliable and prompt assistance. We're continuously innovate, embracing emerging technologies, and staying ahead of industry trends.



# Our Vision

*To deliver state of the art IT Solutions and Services to all our customers and verticals and bring innovation to meet customers' challenges and expectations and to provide them with edge within their verticals.*

# Our Mission

*"Techtrix System is determined to establish, maintain and improve its position as an ideal company to work in and to work with, offering optimal solutions, products, via adopting best practices and services for all stakeholders. We will strive through continuous processes improvement to enhance our competencies to offer the best fit solutions, its delivery, support and the foremost customers' and employees' satisfaction."*

# Our Core Values



## Excellence in Fulfilling Commitments

*We relentlessly strive to fulfill our commitments to our customers, partners, and stakeholders, going above and beyond to deliver exceptional solutions and services.*



## Embracing Innovation

*We foster a culture of innovation, constantly seeking new and creative ways to leverage modern technology and stay at the forefront of industry advancements.*



## Unwavering Integrity

*Integrity remains at the forefront of everything we do. We conduct our business with the highest ethical standards, ensuring transparency, honesty, and trustworthiness in all our interactions.*



## Customer-Centric Approach

*We take pride in our professionalism, adhering to the highest standards in project execution, customer service, and operational efficiency. Our commitment to professionalism ensures an outstanding experience for our clients at every touchpoint.*



## Technology-driven Sustainability

*We embrace sustainable practices and leverage technology to drive environmental sustainability. Through our solutions and initiatives, we contribute to a greener future while meeting the evolving needs of our clients.*



## Employee-Centric Approach

*Our employees are our most valuable asset. We foster a supportive and inclusive work environment, nurturing personal growth, professional development, and work-life balance, ensuring the well-being and satisfaction of our team. We believe in the power of teamwork and collaboration.*

# HUGE CHANGE!

*Techtrix is proud to unveil our New Branding Identity, representing a fresh chapter in our commitment to delivering exceptional services and solutions.*



*As a valued client or partner, we believe it is essential to keep you informed and aligned with our brand evolution. These changes have been carefully crafted to reflect our core values, vision, and unwavering dedication to excellence.*

***“ Unleashing a New Era of Business Process Outsourcing and Consulting Services for Enterprises! The company has recently unveiled its new logo, which represents a significant shift in its brand identity. The logo incorporates a dynamic symbol that rotates to the right, revealing a person in the act of providing something. The dummy depicted in the logo represents the company's customer-centric approach and dedication to providing exceptional service. It conveys the notion that Techtrix System is more than just a technology distributor”***

# What We Do?



## Our Wide Range of Solutions

### Services

- Enterprise IT
- Enterprise Connectivity Management
- Workplace Infrastructure Management
- Data Center Management
- Security Solutions
- AI Services
- AI Applications
- Networking Solution
- Wireless Solutions
- SLA Services
- VOIP Implementation

# Enterprise Connectivity Management

Techtrix Enterprise Connectivity Management Solution Empowered your business with seamless connections and for your success! Product & Software choices, ecosystem integration, and automation for the modern enterprise from Edge wire to core to cloud computing.



## Enterprise Connectivity Management (Internal Network)

Effective management of network connectivity services, both within the premises and across the entire workspace, is critical for the success of your digital transformation strategy.



## Edge

Boost connectivity at the edge with integrated hardware and software offerings for advanced visualized networking programming with real-time monitoring.



## Core

Integrate your database, data center, networking solutions with the demand of modern workflow and create an environment that simplifies management and modifications.



## Cloud

Power Cloud Implementations by our solution engineers with advanced product resourcing from our partners and principles providing architecture to implement solutions.



## Enterprise Connectivity Management (External Network)


Seamless management of network connectivity services, both beyond the premises and across external interfaces like in-region or out-of-region, paramount to the triumph of your digital expansion strategy.

# Workplace Infrastructure Management

Techtrix recognizes the significance of the workplace as a crucial element in an organization's IT documentation. Our Workplace Infrastructure Management solution empowers organizations to holistically design, implement, and maintain cutting-edge workplace infrastructures.

## Enterprise IT Landscape Management in Digitization Age

This comprehensive solution enhances operational efficiency by effectively documenting and managing various workplace elements, including laptops, PCs, virtualized desktops, software, monitors, printers, and more. With Techtrix team, organizations can optimize their workplace environments and ensure seamless connectivity and productivity for their workforce.



**Digitization strategies offer fresh avenues for private and government organizations to enhance service quality, accelerate delivery times, and boost overall connection. Embracing digital transformation opens doors to greater operational efficiency and the ability to deliver outstanding experiences to customers.**

## Cases Steps

1. IT SERVER MANAGEMENT 2. NETWORK MANAGEMENT 3. DATABASE MANAGEMENT 4. VIRTUALIZATION SOLUTION 5. IT SECURITY SOLUTION 6. SOFTWARE MANAGEMENT

# Data Center Management

Techtrix offers a cutting-edge Data Center Infrastructure Management Software (DCIM) solution. It serves as a central resource management and optimization tool for data centers, covering documentation, planning, and lifecycle management of all resources and facilities. Our DCIM empowers businesses to streamline processes, optimizing the utilization of building and IT infrastructure, connectivity, and services. With Techtrix DCIM, businesses gain a comprehensive solution to enhance efficiency and maximize the potential of their data centers.

Modern infrastructures evolve into intricate hybrid setups, the need for new tools to manage them grows. Amidst this complexity, data center management remains a foundational and essential capability. Regardless of the changing landscape, the core requirement for effective data center management remains indispensable.



## Complete survey of the entire system landscape

Techtrix System conducts a comprehensive system landscape analysis as the initial step in efficient Data Center Management. This ensures a holistic approach to optimize data center operations and performance.



## Optimize capacities and resource usage

We focus on optimizing capacities and resource utilization, ensuring efficient and cost-effective operations. By fine-tuning resource allocation, we enhance the data center's performance and maximize its potential.



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# Security Solutions



Techtrix System's Antivirus and Network Security Software Solutions offer robust protection against a wide range of cyber threats. Our advanced antivirus solutions detect and neutralize malware, viruses, and ransomware to keep your systems and data safe. With our comprehensive network security software, you can safeguard your network from unauthorized access, data breaches, and cyberattacks.

Techtrix's proactive approach to security ensures continuous monitoring and threat detection, providing peace of mind for your business. From individual devices to enterprise-level networks, our tailored solutions ensure optimal security and resilience in an ever-evolving digital landscape. Protect your assets with Techtrix's top-tier antivirus and network security software solutions.

## Techtrix System's Surveillance Security Solutions

Techtrix System's Surveillance Security Solutions offer cutting-edge video surveillance solutions for businesses of all sizes. Our comprehensive range includes high-quality IP cameras, network video recorders (NVRs), video management software, and advanced analytics to ensure maximum safety and security. With our state-of-the-art surveillance solutions, you can monitor and protect your premises in real-time, deter potential threats, and enhance situational awareness. From small offices to large enterprises, Techtrix provides scalable and customizable surveillance solutions tailored to your unique security needs, enabling you to stay ahead in an ever-changing security landscape.

## Today's world requires modern endpoint protection more than traditional antivirus.

In the digital era, modern endpoint protection surpasses traditional antivirus solutions. With a global and diverse workforce using various devices, ensuring top-notch endpoint protection becomes paramount to safeguarding your organization's data. Techtrix System offers comprehensive endpoint security solutions, catering to all businesses, regardless of size or budget. As cybersecurity threats target companies of all scales, our advanced protection is a must-have to fortify your data and mitigate risks effectively.



# AI Services



**Consulting:** From strategy and roadmap development to AI readiness assessment and change management, we help businesses align AI technologies with their goals. Our experts guide you in navigating the complexities of AI implementation.

**Development:** Our development services include designing, integrating, and deploying advanced AI technologies that drive efficiency and innovation. Whether it's a standalone AI tool or a fully integrated system, we bring your vision to life.

**Support & Maintenance:** Our support and maintenance services ensure that your AI systems remain up-to-date and fully functional. From regular updates to technical troubleshooting, we provide comprehensive support to maintain optimal performance.



# AI Applications

- 1. Virtual Assistants:**  
Smart, conversational AI-powered assistants for improved productivity and customer engagement.
- 2. Computer Vision:**  
Advanced solutions for image and video recognition, unlocking new possibilities in automation and analysis.
- 3. Healthcare:**  
AI-driven tools revolutionizing diagnostics, patient care, and operational efficiency in the medical field.
- 4. Education and Learning:**  
Personalized AI solutions for dynamic, adaptive learning experiences that empower educators and students alike.
- 5. Finance and Accounting:**  
Intelligent systems designed for financial analysis, fraud detection, and process automation.
- 6. Customer Service and Support:**  
AI-powered chatbots and support systems provide exceptional, real-time customer service.

# Networking Solutions



**Elevate your network infrastructure with Techtrix System's trusted Networking Solutions.**

Techtrix System offers comprehensive Networking Solutions, providing a wide range of high-quality equipment, including wireless routers, switches, LAN cables, and access points. From SMEs to large enterprises, we cater to diverse businesses with scalable and reliable networking solutions.

Our expert team ensures seamless connectivity and efficient data flow, enhancing productivity and performance across your organization. Trust Techtrix to deliver top-tier networking products and services tailored to meet the unique needs of your business, empowering you to thrive in the digital age.

# Wireless Solutions

Modern Problems Needs Modern Solutions, Best Brands On boarded for your Wireless Networking needs.

Experience seamless and secure connectivity with Techtrix System's Wireless Solutions. Embrace the future of communication with WLAN, WiMAX, and Free Space Optics wireless technologies.

Our comprehensive solutions cater to organizations of all sizes, ensuring perfect wireless connectivity that spans miles, supports VoIP, and fosters seamless collaboration for enhanced business efficiency. With a focus on reliability and industry standards, our expert team conducts site evaluations, surveys, designs, tests, and seamless integrations. Trust us to provide point-to-multipoint, point-to-point, and full mesh solutions that empower your business growth and create a unified mobile space for your success.

# SLA Services

Discover enhanced reliability and peace of mind with Techtrix System's SLA Solution. Our service-level agreements ensure that you receive top-notch hardware options tailored to your security service needs. Whether it's dedicated hardware at your site or hosted in our network operations center, we offer a wide range of solutions to suit your requirements. You can choose from dedicated appliances or hardware installed with specialized security software, guaranteeing an exclusive and secure experience for your SLA. Stay tuned for our next column, where we'll delve into the software considerations that will fortify your IT infrastructure and provide top-tier protection for your network.

Techtrix's SLA services are designed to provide peace of mind, allowing you to focus on your core business while we take care of your IT needs with the highest level of service and support. Experience the reliability and efficiency of Techtrix System's SLA services for your business success.





# VOIP Implementation

Experience seamless communication and cost-effective solutions with Techtrix System's VOIP Services. Our Cisco Small Business Voice Systems provide you with the power and features of a large-scale PBX deployment at a fraction of the cost. Enjoy a complete solution with voicemail accounts, call forwarding, music-on-hold, and three-way conferencing. Setting up your voice network is a breeze, and our user-friendly web interface ensures a quick and hassle-free installation of the system. Embrace affordability without compromising on quality, as our Internet telephony offers premier business phone services at unmatched savings compared to traditional deployments. Step into the future of communication with Techtrix VOIP Solutions.

**A Complete Solution:** The Cisco Small Business Voice Systems offer everything you'd expect to get from a high-end business voice service, from 32 voicemail accounts to features like music-on-hold, call forwarding, and three-way conferencing.

**Simple Setup:** A fully working system can be installed in minutes. The system automatically detects and registers new Cisco IP Phones in the network, then runs its configuration options on an easy-to-navigate web interface.

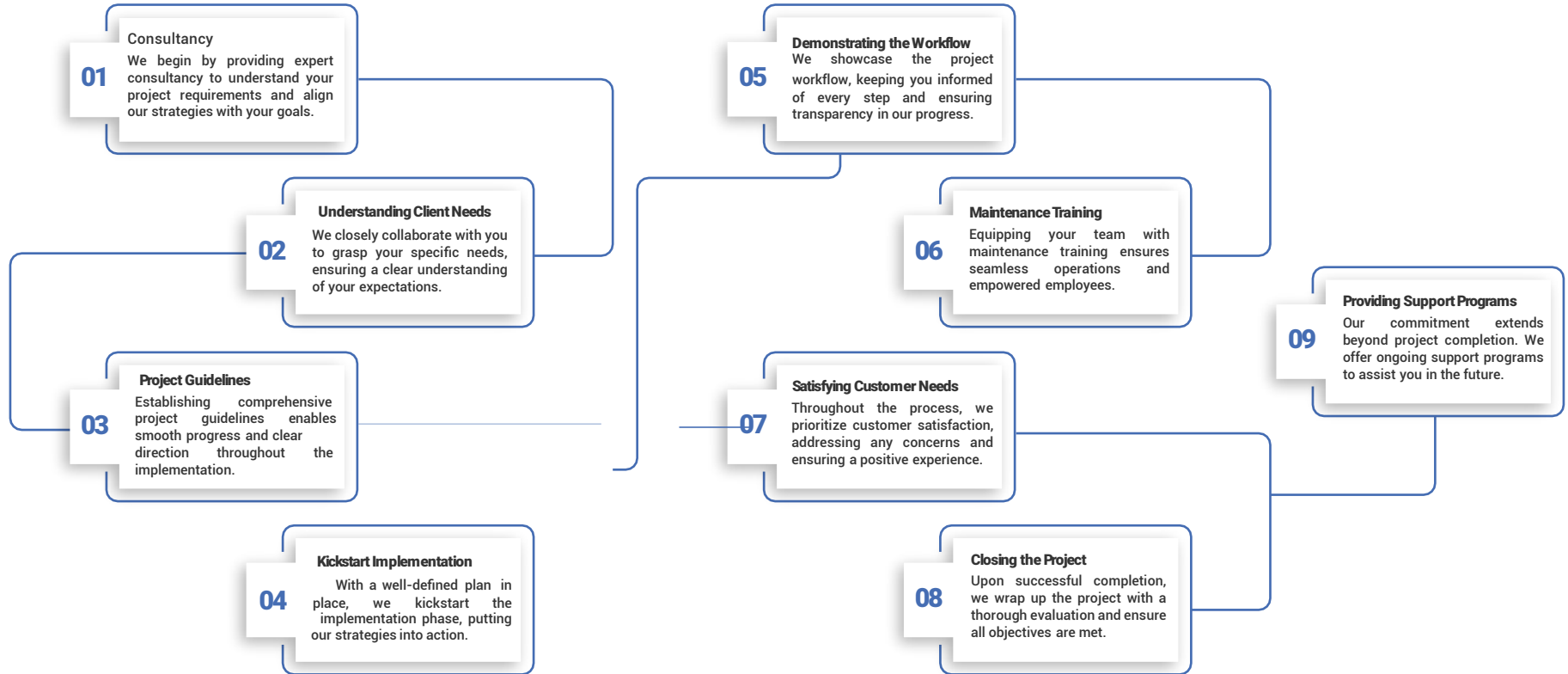
**Affordability:** You can have a premier business phone system for a fraction of the price of traditional deployment while still accessing the quality and savings of Internet telephone.



# Tag Reading & RFID Solutions

Techtrix System offers cutting-edge Tag Reading & RFID Solutions that redefine efficiency and security in your business operations. Our advanced technology enables seamless tracking and identification of assets, products, and personnel. With our tailored solutions, you can streamline inventory management, enhance supply chain visibility, and improve access control. Experience the power of real-time data and analytics, optimizing your processes for unparalleled productivity. Embrace the future of smart tracking with Techtrix Tag Reading & RFID Solutions for a smarter, safer, and more connected business environment.

# Techtrix System Projection Workflow



# Our Tech Partners

SOPHOS

Lenovo



DELL Technologies

FORTINET

Adobe

kaspersky

Microsoft



CORNING

veeAM

vmware

AUTODESK

cisco Meraki

APC

Techtrix System is a trusted partner that goes above and beyond to understand and fulfill the unique needs of its clients.

# Authorized National Distributor



Techtrix System Pakistan is proud to be the official national distributor for TPLink and UNV, two global leaders in networking and security solutions. Through our strong partnerships, we empower businesses with innovative technology for seamless connectivity and enhanced security.

Our collaboration with TPLink and UNV solidifies our position as a trusted provider of high-quality solutions, catering to diverse customer needs nationwide.

Techtrix System is the National Distributor for TPLink and UNV in Pakistan. We provide networking and security solutions across the country.

# Our Clients/ Customers:

## FINANCIAL SECTOR

- NIFT
- Mezan Bank
- MCB Bank
- Bank Al-Falah
- United Bank Limited  
UBL
- State Bank of Pakistan

## COMMERCIAL

- Reliance Aviation
- Paxar Pakistan
- IMC Pvt Limited/Geo
- Ismail Industries

## HEALTHCARE

- Aga Khan University  
Hospital
- Aga Khan Health Services
- Liaquat National Hospital
- The Kidney Center

## TEXTILE & GARMENTS

- Khaadi
- Artistic Milliners
- Gul Ahmed | Ideas
- Interloop

## PHARMACEUTICAL

- Indus Pharma
- Martin Dow
- SCILIFE Pharma

## EDUCATION

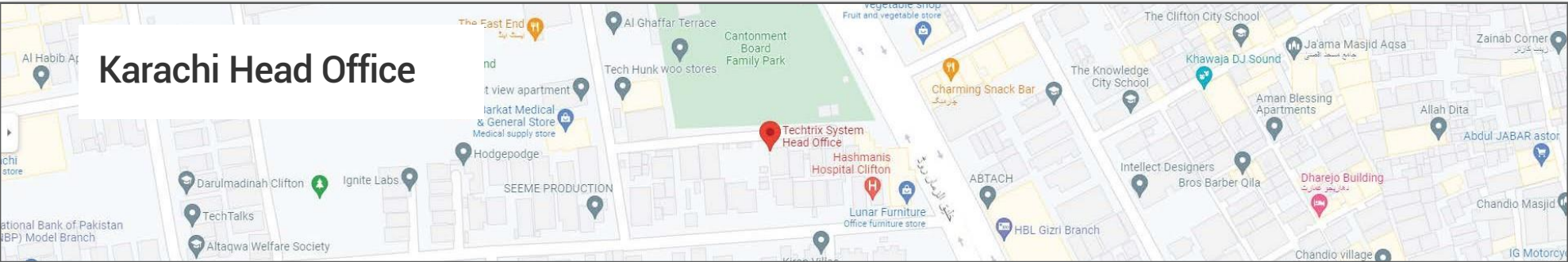
- Iqra University
- Habib University
- Hamdard University
- LUMS
- (PNEC) NUST Karachi

## FOOD

- Unity Foods
- KFC
- McDonalds

# Contact Us

We value your convenience and aim to provide a seamless experience for your hardware and software needs. Whether you require specific networking equipment, computing devices, security solutions, or software licenses, our dedicated team is here to assist you every step of the way.



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