

Company Profile



Information Transformation Services Pvt. Ltd.

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Founding Members



Tariq Malik

Founder & CEO

Tariq has over 29 years of IT industry experience under his belt.

He started his career in the early eighties in New York City and established a successful software consultancy practice. His clientele included large Public and Private sector organizations.

In 1992 Tariq was offered to join Integrated Systems Research, a software company in Pakistan. As an Executive Director, Tariq helped transform the company into one of the first offshore IT services companies in Pakistan. During this period, Tariq also actively participated in the establishment of the Pakistan Software Export board.

In 1977, Tariq formed Information Transformation Services (Pvt) Ltd and is currently serving as the CEO of the company

Founding Members



Khaled Saeed

Co-founder & Director Operations

Khaled Saeed has been with ITS since its inception. A founding member/Director of the company, Khaled brings in a wealth of management and executive experience which spans over 28 years. Khaled has served as a member of the board of directors for a number of technology based companies.

Presently, Khaled holds the portfolio of Director Operations.

In his current capacity, he oversees the operational matters of the company and evolves strategies that streamlines operations.

Who we are?

Since 1997, Information Transformation Services Pvt. Ltd. (ITS) has established itself as a premier provider of high-quality and cost-effective IT and Back Office support services to customers around the world. ITS combines 24/7 state-of-the-art facilities with highly skilled staff to guarantee our clients receive the best in speed, accuracy and security. At the same time, our management team is committed to efficiency at every level, ensuring competitive pricing on all contracts.

The company has extensive experience in providing a wide range of services to a portfolio of global clients who are often leaders in their industry. Working with such a diverse group of customers, with their varied and exacting specifications, ITS has developed its staff and facilities to meet the requirements of almost any data or resources intensive project. And, with our state of the art communications and electronic infrastructure, we can provide you with very fast turnaround ... sometimes in a matter of hours!



Our team



The exceptional team that we have in place is not by accident but is a result of a deliberate effort to hire the right people, for the right job, with the right attitude.

All candidates are carefully screened for possessing the desired academic qualifications, computer and English language skills, along with the necessary expertise and experience required for the role. A college degree is mandatory.

We have an excellent employee retention rate. Many of our colleagues have been with us since the company started. The simple reason being the friendly, open, yet challenging work environment which nurtures and rewards excellence.

Staff training



Cross-training

Cross-training is an on-going process here at ITS. Even though an employee may be assigned to a primary project, s/he is also trained on other similar projects. This is specially true for our long term projects, where during certain times of the year, you may need extra resources for a short period of time. Cross-training provides that cushion to fill the resources deficiency.

Each employee is assigned a primary project and goes through a rigorous, custom designed, project specific training program. Depending on the nature and complexity of the assignment, the training program could last anywhere between 2-4 weeks.

The training starts with general orientation on the project by means of lectures, project notes and the processing guidelines provided by the customer.

Training is also provided on the standard software to be used and on the customized

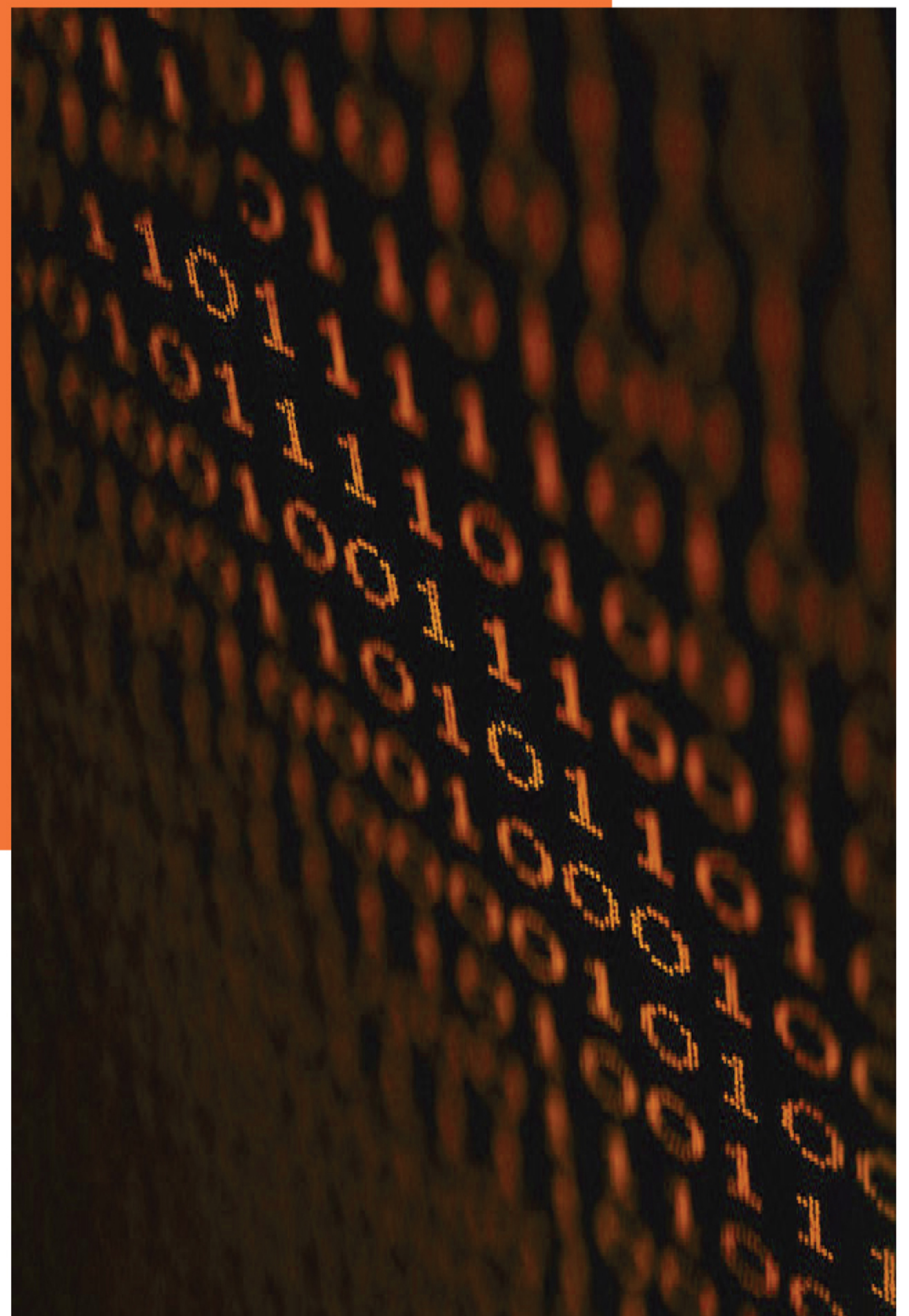
Application that may have been developed specifically for the project.

As a part of the training exercise, mock assignments are created to simulate live run. These test assignments are carefully evaluated by the trainer and feedback provided where necessary.

Upon successful completion of the training program, the employee is moved to the live project.

Core Competency

Transforming raw unstructured data in any format (hard-copy, image etc) by means of manual keying or software conversion, data extraction and classification into a customer-defined data structure



Data Entry

Data Classification

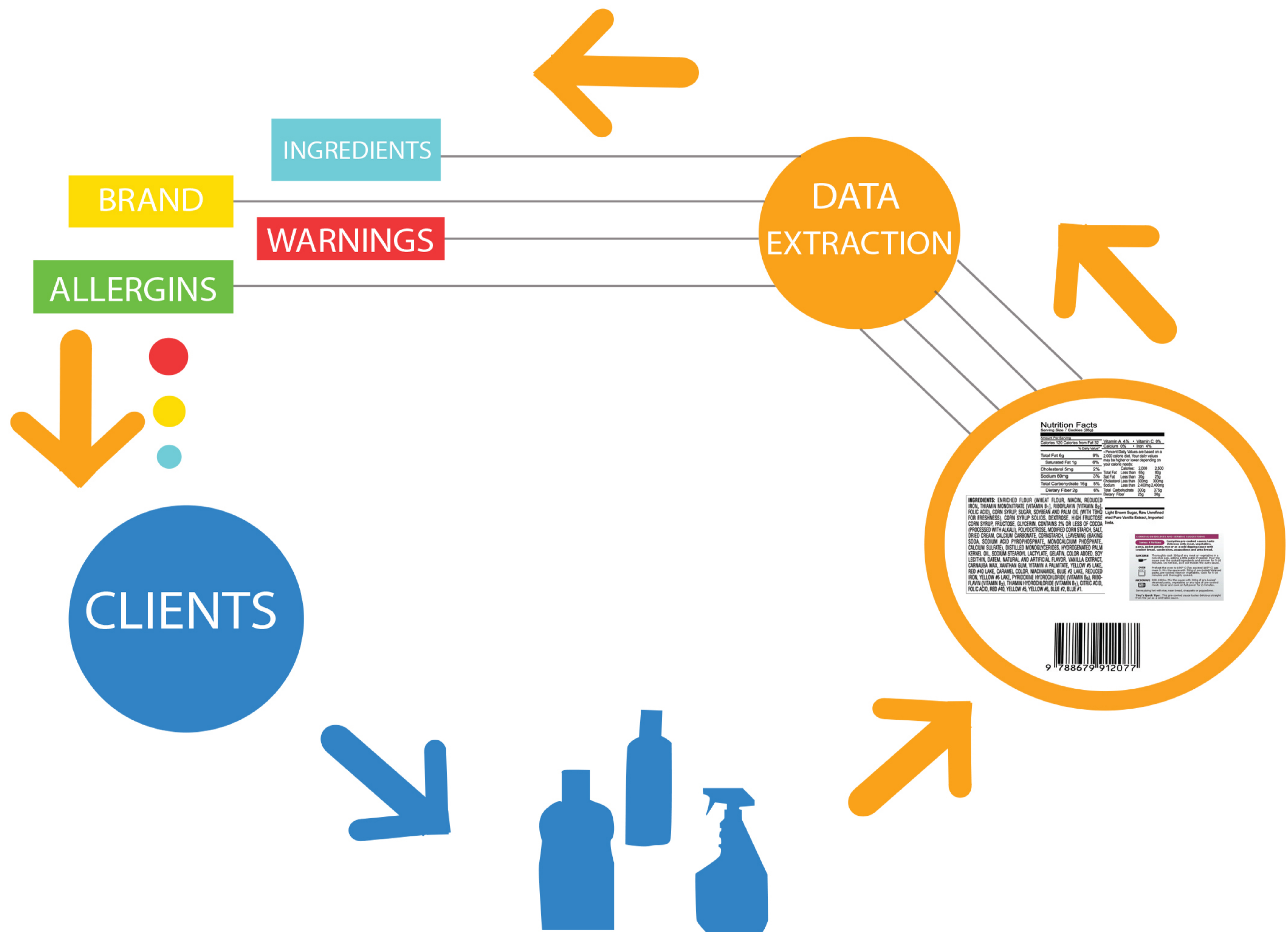
Accurately entered data with proper classification and categorization is key to its effective and efficient use within your enterprise.

We are experts in the classification of data and database population for a wide range of business types from Job boards, classified ads to shop-from-home online grocery services.

We can take any customer-defined criteria and process your data in a way that makes it easy to locate, store and process.



An example of a Data Entry/Capture service



Customers send product images to ITS along with their data fields specifications. ITS uses the images to key/extract the required data elements, while ensuring the highest quality of conversion and returning the processed data as electronic feeds in the desired format.

Print to Digital & Online Only Listings

Is a specialized suite of services that liberates you from having to process (key, classify, categorize, post and manage) your classified adverts for your websites.

The services also include entertaining amendment requests, and if required, sending email alerts to the registered candidates/prospects.

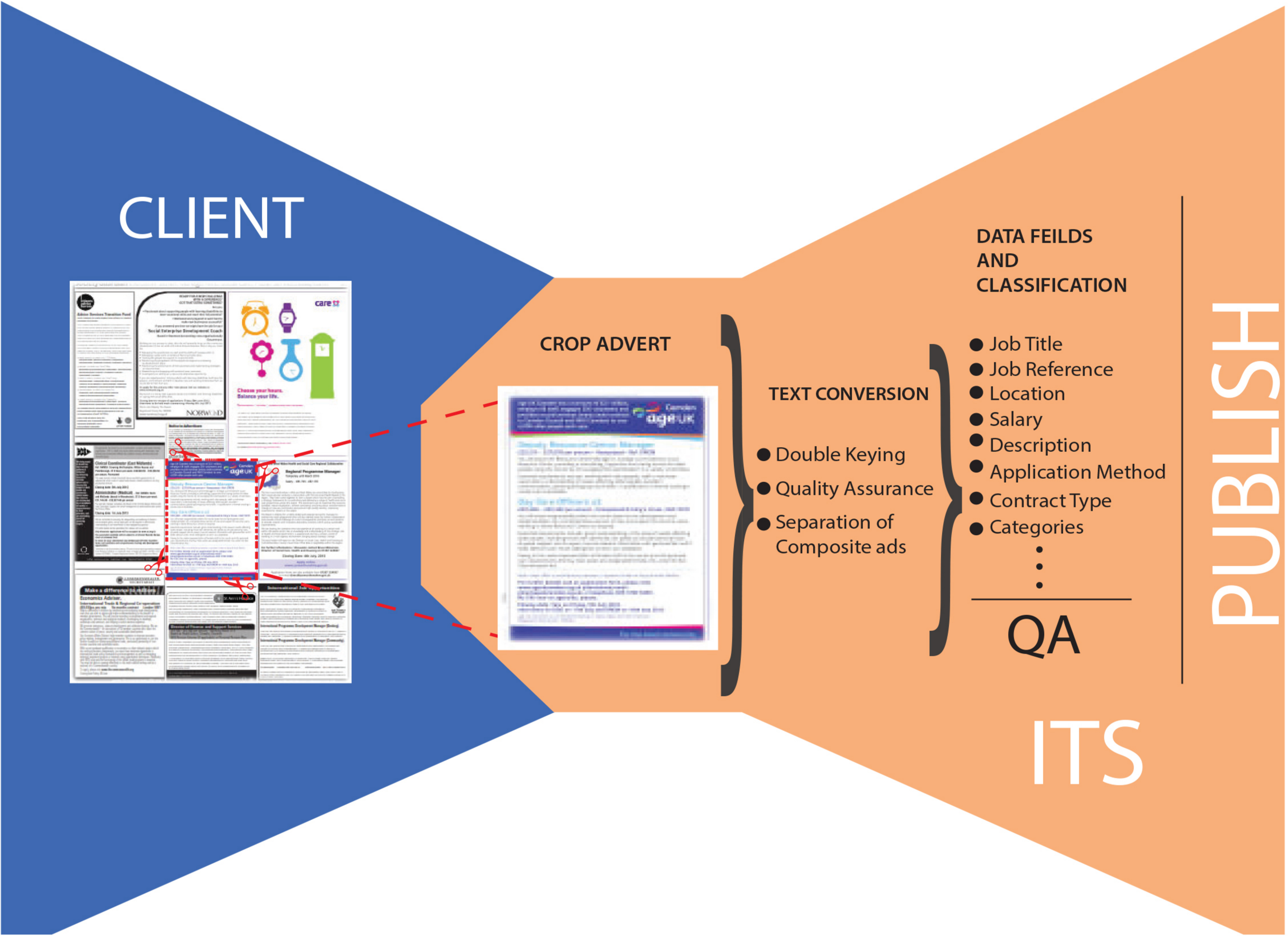
The adverts could be from print or online only listings. The print adverts are text converted employing double keying techniques to ensure the highest accuracy possible.

The adverts are classified according to your defined specifications. Each and every step of the process is double checked during quality assurance.

The quality assured listings are posted on to your website as direct feeds using webservices, sent as XML data, or in any other customer defined mark-up structure.

World's leading Media companies, Newspapers and Job Boards are using ITS to process their listings on a daily basis.

Print to Digital



Customers send print adverts to ITS along with their processing guidelines. ITS uses the print adverts to enter the required data elements, quality assure the data before posting the adverts live on clients' websites.

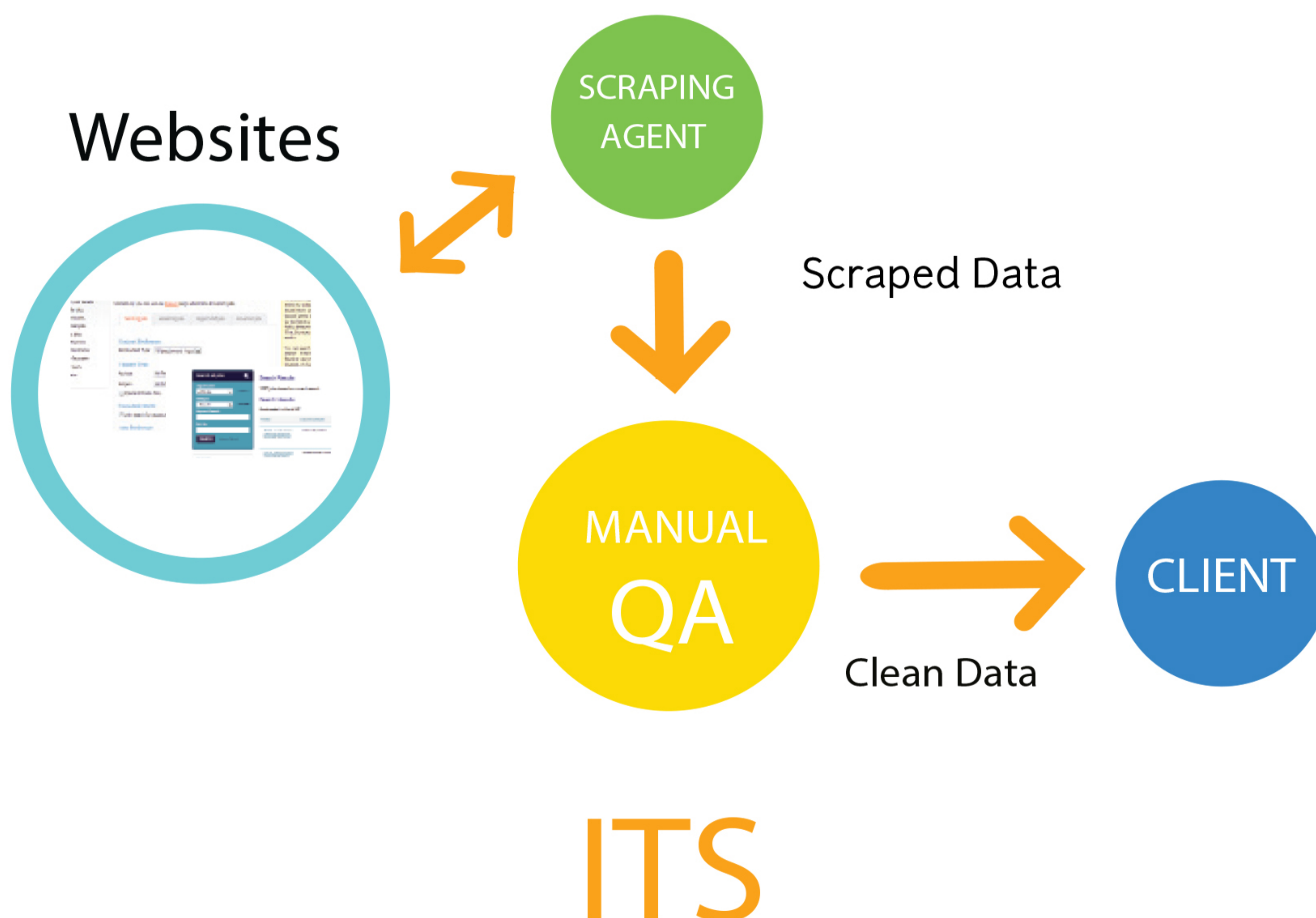
Data Scraping



While there are numerous data scraping tools available to harvest data from websites, the technology is not 100% accurate. This is especially true for websites where data is not presented in a standard structured format.

If the quality of data is a key concern for you, ITS provides a reliable, cost-effective solution. The service includes a combination of data scraping technologies along with a layer of manual quality assurance.

The scraped data is visually checked by a QA staff to ensure all data fields have been properly populated. Data placed in the wrong fields are edited. Missing information which the scraping agent failed to pick is added. If any further data massaging is required, it is carried out before the data being returned back to the client.



Dedicated Resources



We listen, understand, train & deliver

It is hard to compartmentalize our entire range of services in neat packages. What we are very good at is to understand your requirements thoroughly, compile the most suitable team, put the team through a rigorous project specific training program, and seamlessly become as an extension of your organization...You define your needs, we deliver.

Project Execution

Project Coordinator

As soon as a project is finalized, we appoint a project coordinator. The project coordinator provides a direct channel of communication between the customer and the offshore workforce.

During the early stages, the project coordinator along with the customer and the specialist teams plan out a road map for the successful execution of the project. Some of the major preparatory activities are explained below:

Preparation

- » Evaluate project specifications
- » Ascertain volume estimates (average and peak volumes)
- » Agree on time-lines and activities
- » Based on the volume estimates, assign resources to the project
- » Plan training schedule
- » Create & test user accounts
- » Discuss, test and resolved technical issues

Project Execution

Standard Operating Procedures

Smooth performance of any contract relies heavily on the ability of the Contractor and the Vendor to communicate the scope of works clearly and establish the required efforts/ checklists that would enable each side to perform its portion of the execution. Precisely for this reason, we discuss and document standard operating procedures (SOP) with the customer.

The SOP clearly defines the roles and responsibilities of both parties including the contact person, reporting mechanism, exception handling, problem escalation etc. During the compilation of the SOP, the following points are addressed.

Data processing rules and procedures

- » Exception handling procedures
- » Reporting (daily/weekly/monthly)
- » Problem escalation mechanism (both ways)
- » Feedback mechanism
- » Conference calls schedule

Training of trainers

One of the most important activities is the training of our trainers. By leveraging technology, the training of the trainers is carried out virtually.

There are a host of tools/services available which are cost-effective and provide all of the necessary facilities/infrastructure to carry out such an activity.

Upon the successful completion of the training program, test runs simulating live environment are carried out. Any problems encountered during these exercises are immediately addressed and rectified.

The test runs go on until all teething problems have been resolved and everything is ready to go -- the project goes live.

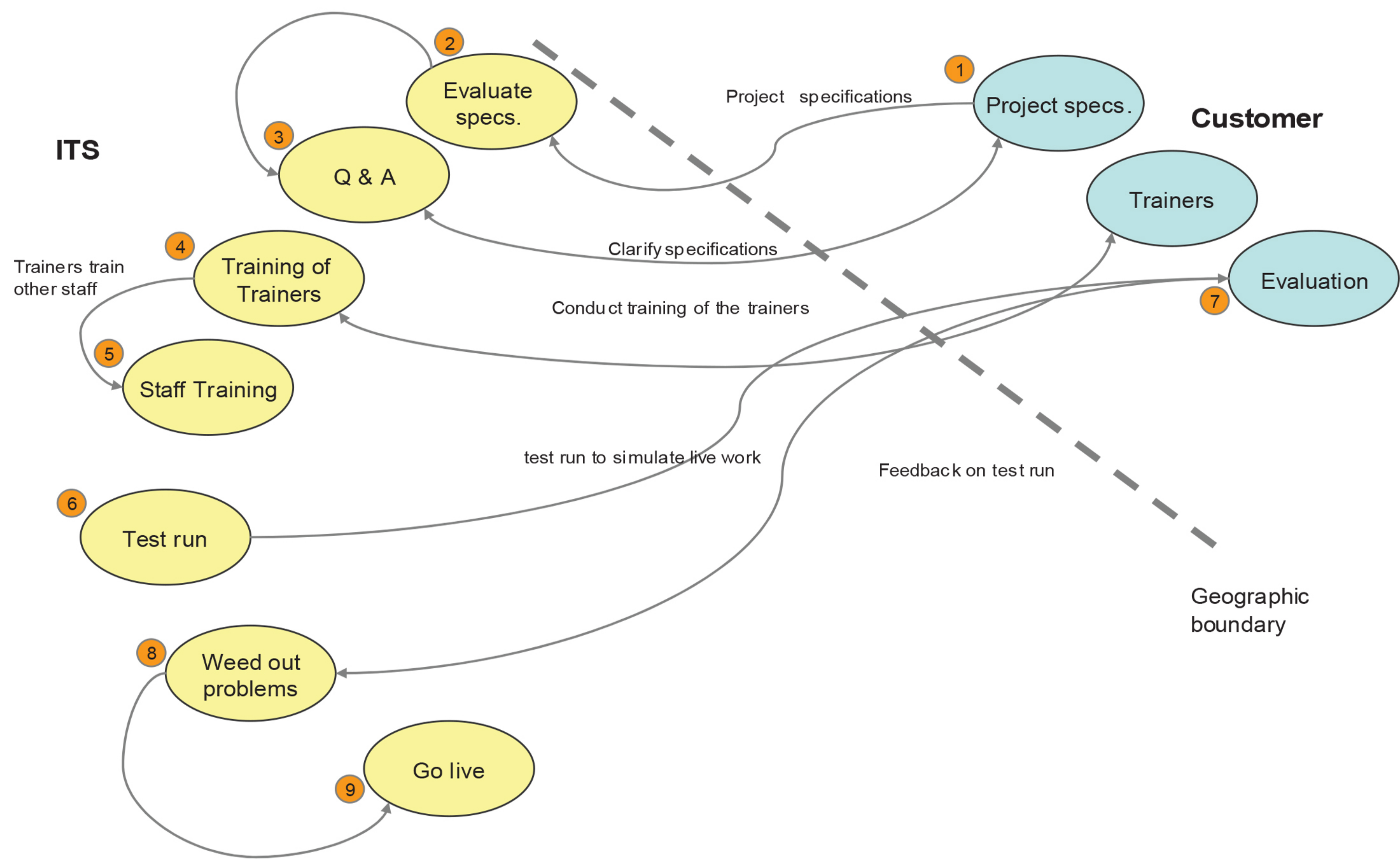
Test Runs

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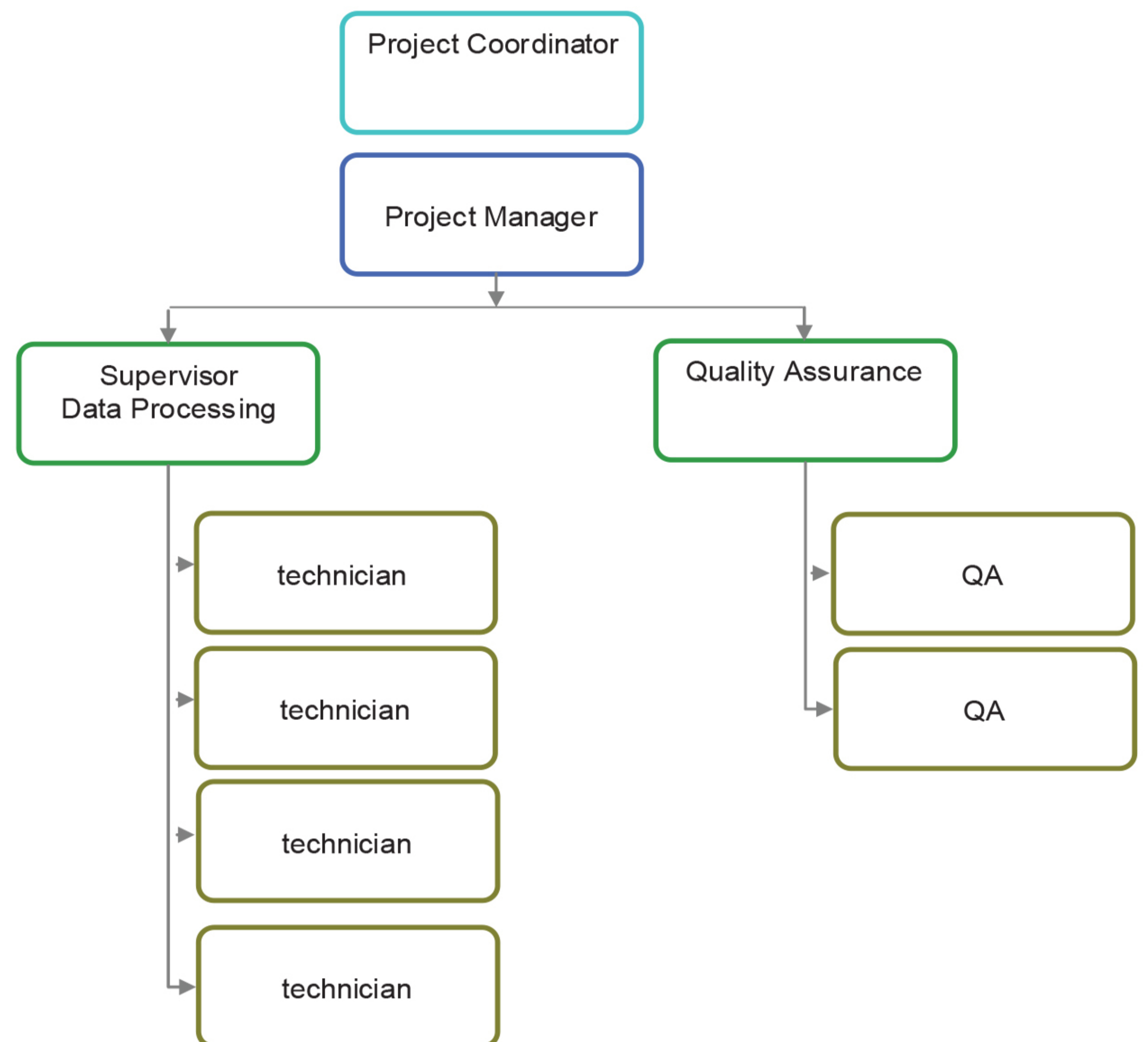
Project Transition Methodology



A Typical Project Team Structure

The exact team structure may differ from project to project, however, a general structure always remains in place.

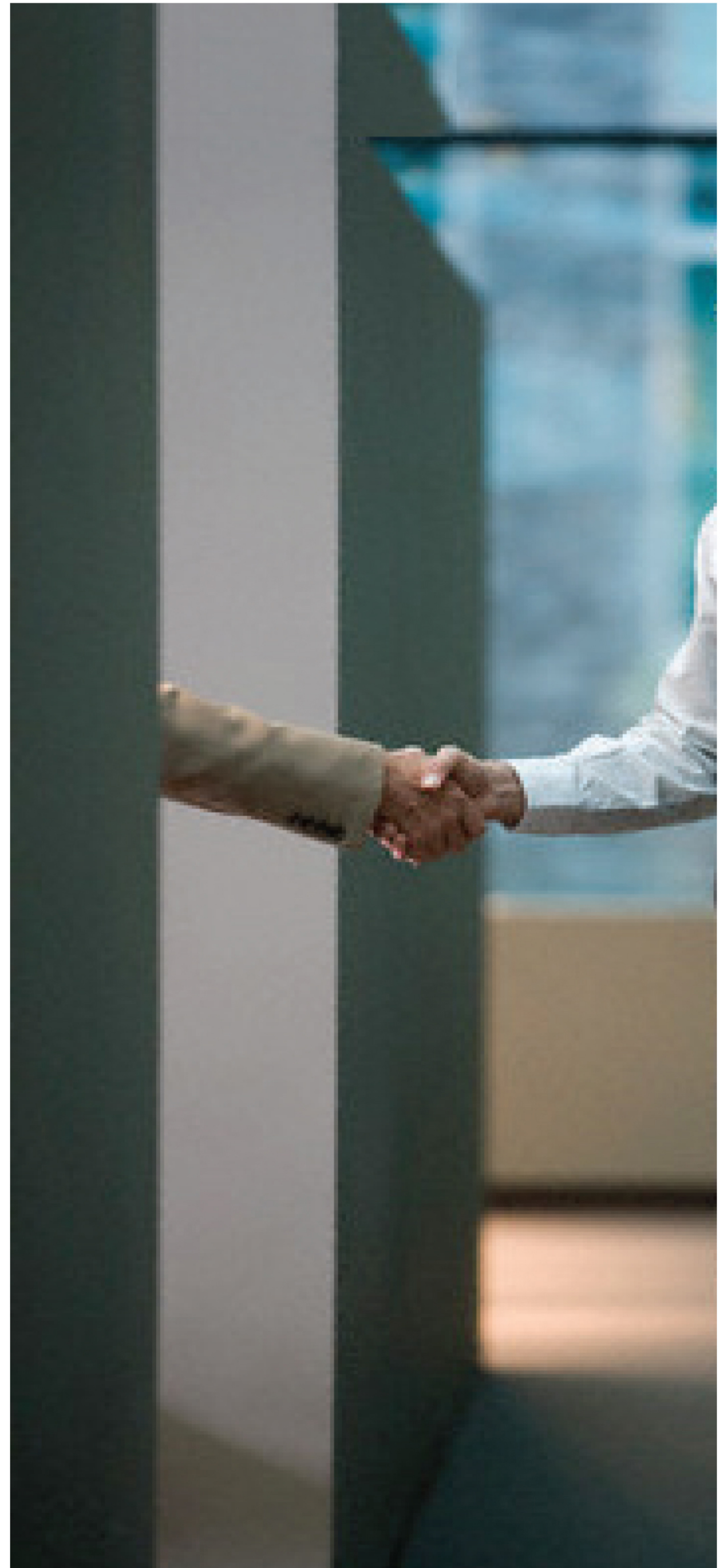
Two teams work together on any project. One team carries out the work, the other quality assures the performed work.



Customer support

We are truly a customer focused company. We are here when you need us, anytime, any day, around the year. We are known by our customers to be a company that goes out of its way, beyond its service level obligations, to provide a level of service seldom experienced by many.

The level of client satisfaction can be ascertained by the fact that some of our regular clients have been with us for 7-11 years. Client retention of this level can only be achieved by sheer commitment towards honoring every aspect of our contractual obligations, superior customer support, keeping up with the changing needs of our customers and at times being proactive and suggesting work-flow improvements and software solutions.



Testimonials



We have worked with ITS for over eleven years and have found them a fantastic company to work with. They have a great understanding of our needs and the work they do is outstanding.

Over the time we have worked with ITS, our business needs have changed significantly and we have always found that they have been extremely quick to understand our requirements and supply solutions.

The team and set up are extremely impressive and we highly value their input into our business now and into the future.

Carolyn Strolin

Online Ad Operations Manager
Guardian Newspapers Limited, UK



Testimonials



We heard about your company through word-of-mouth from someone who used to work for Its cold outside. She had utilized your services in a previous job, and we were happy to give IT-S a go for our own copy writing projects. There is always a lot of trust involved in word-of-mouth recommendations, and it sometimes feels worse if such a gesture were to fail.

However in the case of IT-S the recommendation was spot on, with you and your team being friendly, accommodating to our needs and above all delivering what we wanted, when we wanted it. I thought highly of your services when we used them.

On the odd occasion that we had to 'move the goal posts' on our own projects, you never let that "rattle your cage" and were quick to re-structure yourselves where necessary.

James Wilmington

itscoldoutside.com, UK



Testimonials



The service since we've been working with Tariq and his team has been exemplary.

In a really short space of time they ascertained our requirements and expectations and have been remarkably flexible and competent in meeting and exceeding these.

Launching our careers site would have been far more difficult and inevitably significantly slower without ITS. We look forward to this relationship developing and thriving in the medium to long term.

Finn Lynch

Director
Blackbridge Communications, UK



Industry experience

Over the years we have served a wide spectrum of clients from different industrial sectors.

Processing data for jobsites, building marketing databases, outbound calling, computer based training, software development, desktop publishing, content writing, text conversion are some of the areas that include the diverse nature of projects we have carried out.



Some of our customers



itemMaster, USA

shelvesnap.com, USA

Trinity Mirror Plc, UK

Blackbridge Communications, UK

The Guardian Newspaper, UK

Onemine, USA

Windsor Essex Community Housing
Corporation, Canada

Elusiveleads.com, USA

Bennett Management, USA

Drum Capital, USA

GAAPWeb.com, UK

Workthing.com, UK

Financial Research Associates, LLC, USA

The Performance Institute, USA

Resume-link/BrassRing, USA

Europrospectus.com, UK

Manchester Evening News, UK

SE Blue Prints, USA

ERE Reprographics, USA

Falcon Aircrafts, USA

Rolls Royce, UK

Beechcraft, USA

Caribbean Island, local govt. contracts

Totallylegal.com, UK

iKan Technologies, USA

Itscoldoutside.com, UK

Examples of our projects

The Guardian Newspapers

London, UK

In 1998, one of UK's most prestigious newspapers, The Guardian, after a vigorous selection process, choose ITS to process their print ads for their job site. The required accuracy was near 100% with the next day turnaround. It was absolutely critical, the jobs were to be keyed, classified as per their specifications and posted on their job site by the time the paper went to press.

To achieve the desired accuracy rate, ITS employs double keying of text. Two separate operators enter the same information twice which is later compared character to character. Any discrepancy is resolved against the original document. The quality assured text is then sent for separating the composite ads into multiple jobs. Next individual jobs are classified as per the specifications of the job site. The classified data is once again quality assured before being posted live on the job site.

Over the eleven years of providing data classification and data entry to the Guardian, our scope of work has changed from not just processing print ads but to also processing online listings as well (not going in print).

Additionally, ITS today executes amendment requests and matching jobs with candidates. This processing is consistently executed within the service level commitments to the client.

Examples of our projects

iKan Technologies Inc.

USA

The developer of iKan system which uses cutting-edge technology to provide an easy and convenient way to shop for groceries from home and have them delivered when you want them. The system was commercially launched in New York City metropolitan area with almost twenty retail supermarkets.

iKan Technologies contracted ITS to create the back-bone of their flag ship product i.e. to populate its backend database with the details of over 31,000 products.

ITS developed the product entry system to enter and classify a wide assortment of grocery products. The records of grocery products were exported as XML data for populating the iKan's database.

ITS staff had to work with the photographic images of products. Our technical staff was able to successfully overcome several technical challenges including legibility of text on the products in soft packaging.

There were several steps critical to the successful completion of this project. Data needed to be classified to the lowest level. Construction of the products database required creation of the supporting tables which fed the grocery products master database.

The first phase was to manually re-key the entire product details, such as, description, GTIN number, ingredients, nutritional facts, manufacturer's address, brand, packaging, unit of measure, allergens etc.

The next phase was to separate each and every ingredient and assign a unique code. The same was done with the manufactures, brands, nutritional facts, allergens, packaging, units of measures & container types. Having developed the lookup tables, the product descriptions were entered into the system. Each product was tied to a brand, manufacturer, assigned ingredients, allergens, nutritional facts, packaging, unit of measure etc. via the lookup tables. The classification process was particularly challenging. Some products had over 200 ingredients.

Examples of our projects

A UK Media Giant

One of the largest media groups in the UK required editorial services to ensure the listings going on to their premium jobsite met the minimum editorial standards.

The client needed a capacity to proofread and edit up to 1000 listings a day along with 100% quality assurance of the edited postings. In essence, the required capacity boiled down to 2000 jobs a day.

ITS put in place a team of qualified editorial staff and made the customer live ahead of schedule.

There has not been a single day where ITS has not met its service level commitments.

Based on our unsurpassed performance, the client has expanded their business partnership with ITS into other diverse areas.

Examples of diverse projects

Workthing.com, UK

When Workthing.com started its business in 2000, it employed ITS to process all of their job ads for their jobsite. The required daily capacity was a 1,000 jobs a day (fully quality assured). ITS met its commitments consistently.

Manchester Evening News, UK

(and a host of other GMG Regional Papers)

Conversion, classification and posting of motor & job ads for fish4.co.uk

Itscoldoutside.com, UK

Content writing for search engine optimization – wrote 150-350 words articles in an impartial, non-biased manner for thousands of websites.

Examples of diverse projects

Elusiveleads.com, USA

Outbound calling to verify and update directory information.

Europrospectus.com, UK

Double keying of equity, fixed income, and derivatives prospectuses within very strict formatting guidelines. Required 100% accuracy rate.

The Performance Institute, USA

Leads generation - data scrapping/harvesting from websites and entering the harvested data into a marketing database.

WECHC, Canada

Recreation of hard-copy civil and structural legacy drawings into AutoCAD.

Examples of diverse projects

TMDR, UK

Link building project which required researching, short listing, approaching and exchanging links with websites which fulfilled very stringent page PR and other relevancy criteria.

Shelfsnap.com, USA

Image interpretation, recognition, coding, facings etc for stores planograms

Trinity Mirror, UK

Print to digital – conversion of print adverts from many of the Trinity Mirror's regional newspapers into digital format to be published on the web.

Work Environment



We have a very friendly but challenging work environment.

We provide our work force the atmosphere that fosters growth and encourages excellence.



Work Environment



It is not all work and no play...a company sponsored trip to the North of Pakistan.