

SMART BYTES ANNUAL NEWSLETTER 2024

Special Edition

www.smart-is.com

Smart IS Became An Official BlueYonder Partner in 2024



GITEX GLOBAL

Exhibiting for the first time, Smart IS presented **state-of-the-art solutions** in **supply chain automation** and **business operations optimization**.

Amplify IT 2024 – Artificial Intelligence: Navigating the A.I. Frontier

As the Title Sponsor, Smart IS showcased cutting-edge AI solutions and shared insights on how AI can revolutionize business processes.

Agile Conference Pakistan 2024



Smart IS: Who We Are and What We Do

We Are in The Business to Harness the Logic of Your Business

Established in 1988, **Smart IS** delivers advanced IT solutions and consultancy services around the globe. With over **35 years in industry**, we offer our deep industry expertise and cutting-edge frontier technologies to offer custom solutions that address the unique challenges of a dynamic global market. As an official **Blue Yonder Partner** and **Microsoft Gold Partner**, **Smart IS** is committed to empowering businesses with customized IT services that enhance operational efficiency, foster sustainable growth and offer **measurable ROI**.

Our comprehensive offerings range from **supply chain consultancy** and **cloud solutions to managed services** and **custom development**, seamlessly integrated with **artificial intelligence (AI)** and **business intelligence (BI)**. With a legacy of serving over **250 clients** across diverse industries, **Smart IS** stands as a trusted partner for innovative IT strategies, maintaining a **retention rate exceeding 90%** and nurturing partnerships that span decades.

Some of Our Notable Clients Served

TIMKEN

Alcon


americold™


DHL
SUPPLY CHAIN

Amway

 cognizant

KESKO
—CSS—
SENUKAI

oshkosh
CHAMBER

 CooperVision®

We Are Your Trusted BlueYonder Partner & Certified Microsoft Gold Partner



Established in
1988



Trusted by **250+**
Clients



Average
Partnership: **5-10 years**



90%+ Retention
Rate



Location
USA (HQ), Pakistan



Projects Delivered In
USA, South Korea, Vietnam,
Germany, UK, Australia,
Brazil, and more

Our Advanced IT Solutions for Today's Needs

Delivering end-to-end IT solutions to businesses
around the globe



Warehouse Management and Supply Chain Consulting

Expert guidance for optimizing supply chain and
enhancing warehouse operations.



Custom Development Solutions

Customized Web, Mobile, and .Net applications
for unique business needs.



Managed Services

Value-driven PMO and Support services for
efficient, cost-effective IT management,
including business intelligence (BI) solutions.



Cloud and Tech Services

Advanced technology services are embedded
with AI for seamless integration and
infrastructure management.

MESSAGE FROM LEADERSHIP

Khurram Ahmad

CEO Smart IS



Looking back at **2024**, we cannot help but be amazed at how much we achieved this year. For **Smart IS**, participating in **Blue Yonder ICON**, **Gitex Global Dubai**, and **Agile Conferences** across Pakistan, along with launching our **Blue Yonder** products portfolio, successfully completing a highly customized 2023 upgrade, and receiving extremely positive feedback around our product offerings were all significant milestones. Marking a series of exciting firsts for **Smart IS**, we also entered the South American market and exhibited at **GITEX** to launch **SMART IS** in the Middle Eastern region successfully. We hope and pray that this is only a prelude to the success we hope to achieve in the years to come.

2024 was also marked by challenges for **Smart IS**. We focused on optimizing our company structure ensuring our talent aligns with market demands. We will continue to invest in our employees and ensure that our company remains competitive in this increasingly complex technological landscape. **Smart IS** will also encourage its associates to push their own boundaries and challenge SMART IS management in a productive manner to effectively align the company's direction.

Focusing on 2025, I invite all of you to remain focused on your talents and enrich your environment by bringing it to work. We need to continue our growth in a positive manner and be a leader in this space. Our products will continue to be the focus, and we hope and pray that 2025 will showcase great successes in this chapter of **Smart IS**.

Welcome to a prosperous 2025 going strong.

Sincerely,
Khurram Ahmad

Smart IS's Key Achievements in 2024

- **10+ Events:**
Participation and sponsorship in global and regional conferences.
- **11 Years:**
Celebrated **Smart IS** center of excellence Pakistan's milestone **11th Annual Dinner**.
- **Global Reach:**
Expanded to **Spain, UAE**, and **strengthened GCC presence**.
- **Top Awards:**
SmartIS-Y8 recognized as a finalist at the **HBL P@SHA ICT Awards**, Pakistan's sole internationally recognized IT Awards!
- **First Batch:**
Successful onboarding of Summer Interns.

Key Business Development Milestones in 2024

Milestone	Details
Expanded Presence in Spain	Appointed a dedicated representative in Spain to support business development initiatives.
NDA with Olive Tech Services	Entered into a strategic Non-Disclosure Agreement to explore collaboration opportunities.
Partnership with Milbank DWC, UAE	Initiated a Business Development services arrangement to expand operations in the UAE market .
Prequalification as Preferred Vendor	Successfully prequalified with Engro Corp and a local petrochemical conglomerate in Pakistan
Strengthened BD in Pakistan	Engaged in discussions with leading organizations to expand domestic operations.
Enhanced GCC Region Presence	Participated as an exhibitor at GITEX , solidifying our position in the GCC market.

2024 HIGHLIGHTS and ACHIEVEMENTS from the PMO Team

As 2024 comes to a close, the PMO team at Smart IS is proud to reflect on a year filled with outstanding growth, innovation, and success. We've made significant strides across a variety of projects, awards, and collaborations, positioning ourselves as leaders in our field. Below are some of the key highlights that shaped our year:

Cycle Count Success for a Client

Launched early this year, the Cycle Count project concluded with outstanding results. The client's enthusiastic feedback has reaffirmed our innovative approach and opened doors for continued collaboration and future opportunities.

Smart Time Excellence

The Smart Time project for a valued client has been a continuous success story. With every iteration, our team has delivered measurable improvements, showcasing our commitment to refinement and innovation.

Core Collaboration in Business Intelligence

Our business intelligence work for an industry leader has established us as a trusted partner. By delivering exceptional results and providing training to their team, we have strengthened this relationship and set the foundation for continued strategic collaboration.

Seamless Integration in Supply Chain

A standout achievement was the successful **Blue Yonder WMS** integration project for a company specializing in the supply chain. Following this, we secured a follow-up support contract, further solidifying our reputation for reliability and excellence.

Weekend Support for Healthcare Company

A standout achievement was the successful **Blue Yonder WMS** integration project for a company specializing in the supply chain. Following this, we secured a follow-up support contract, further solidifying our reputation for reliability and excellence.

Industrial Machinery Project Success

Our **Blue Yonder WMS** project for a client in industrial machinery manufacturing concluded with exceptional client feedback, demonstrating our ability to deliver high-quality solutions. This success reinforces our standing as a trusted partner in the industry.

Our BlueYonder WMS Consultants

Blue Yonder is a leading **AI-powered, autonomous, end-to-end supply chain management platform** that supports *end-to-end planning, execution, and optimization*. It is considered the world's most trusted partner, with over 3,000 brands already benefiting from its services. As an official partner, **Smart IS** ensures businesses can harness **Blue Yonder's** full potential to meet their unique needs.

Smart IS has a team of experienced professionals who deliver practical, effective solutions in **Blue Yonder warehouse management systems (WMS)**. With decades of hands-on experience and a deep understanding of global markets, our BY WMS consultants help businesses streamline operations and drive measurable ROI. Meet the leaders behind our WMS expertise.



Khurram Ahmad

CEO Smart IS

Expertise: **WAREHOUSE
MIGRATOR**



Khurram Ahmad brings over **30 years** of supply chain management experience and has been **Smart IS's** CEO since 2013. Delivering solutions in **Oracle, JD Edwards ERP**, and **Blue Yonder/JDA**, **Khurram** has worked across a variety of industries, mastering the art of ERP solutions, supply chain management, and complex project delivery across multiple countries.

His extensive knowledge in **BY/JDA/RedPrairie WMS**, integration expertise, and database solutions make him a true industry leader. He's instrumental in the development and refinement of the **Warehouse Migrator**, which streamlines the migration of configuration data in **Blue Yonder WMS** environments, and in the **Smart Training Portal**, designed to make organizational training more efficient.



Saad Ahmad

EVP Smart IS

Expertise: **COGY**



Saad Ahmad brings over **25 years** of experience in **Blue Yonder** and **warehouse management systems** to the **Smart IS** team. A graduate of the University of Wisconsin, **Saad's** journey in the WMS space has been marked by his innovative approach to solving complex challenges. Known for his leadership and contributions to the WMS community, **Saad** is always looking for ways to make warehouse management more efficient and accessible.

Saad works alongside our expert global team to offer **Smart AuTest**, an automated testing solution that enables businesses to control stress, integration, and performance testing. **Saad** also contributes to **OOGY**, ensuring smooth integration between WMS and third-party systems, and **Smart Assistant**, an advanced virtual assistant that helps businesses automate tasks like *scheduling, data analysis, and customer support*.



Nabeel Ahmed
Director, WMS Sales & Services – Blue Yonder

Expertise: 

With **18+ years** in the field of WMS and Oracle technologies, **Nabeel Ahmad** is a technical expert who excels at his skills to deliver innovative WMS solutions. Specializing in *RedPrairie WMS, SQL, MOCA, and other tools*, **Nabeel** is dedicated to helping businesses overcome their WMS challenges and improve their operational efficiency.

Nabeel plays a key role in implementing **SmartViu**, a tool designed to streamline data management in **Blue Yonder WMS**. **Nabeel's** expertise in simplifying data layouts and reducing change management complexities is central to the tool's success. If you *are* looking to improve your data management and enhance user experience, Nabeel can help guide you in implementing **Smart Viu** effectively.



Haris Ahmad
Director, Product & Development – Microsoft

Expertise:  | 

Haris Ahmad is a Product and Engineering leader at **Smart IS** with experience across multiple functional and technical domains. He has over **18 years** of experience as a Technology Consultant, Solution Architect, Business Analyst and Product leader. Specifically, his focus in recent years has been leading cross-functional development teams and bringing digital transformation for his customers

Haris is deeply involved in **RF++**, an enhancement for **Blue Yonder** WMS's RF screens, improving usability and functionality. He also contributes to **Smart DevOps**, which simplifies deployment processes for BY WMS environments. **Haris's** expertise ensures that these solutions deliver maximum value to clients. Whether you *are* facing challenges with your RF solution or your deployment process, **Haris** is here to help.



Haris Naveed

Practice Director – Blue Yonder

Expertise: **SMART DDA CONVERTER** | **SMART J-BOARD**

Haris Naveed brings **7 years** of expertise in *warehouse management systems and business application consulting*. He is a dynamic problem-solver who focuses on delivering innovative solutions that cater to the unique needs of each business. His deep knowledge of **Blue Yonder WMS** allows him to deliver effective solutions that help companies improve their WMS operations.

Haris is an integral part of the team behind **Smart J-Board**, a tool designed to enhance the **BlueYonder** dashboard experience. He also works closely with **Smart DDA Converter**, which simplifies the process of converting **DDAs** to a new **Web-GUI platform**. **Haris's** contributions ensure that these solutions provide significant value for businesses looking to streamline their WMS processes.

Book A Consultation with **Our Global Team of Experts** to Unlock New Opportunities and Discover Custom Solutions **for Your Business**

Email Us At:
sales@smart-is.com

SMART IS: REFLECTING ON 2024

As we reflect on **2024**, it's clear this year was marked by progress, partnership, and purpose. At **Smart IS**, we are more than just a service provider—we are a trusted partner to global businesses looking to make an impact. With a legacy of over **35 years**, we remain dedicated to delivering IT solutions that are not only innovative but also practical and transformative. In 2024, we deepened our commitment to helping clients facilitate their operations, embrace emerging frontier technologies, and achieve measurable outcomes. Expanding our suite of products with in-house R&D initiatives, enhancing warehouse management efficiencies, and delivering scalable IT solutions have been at the core of our efforts to create real value.

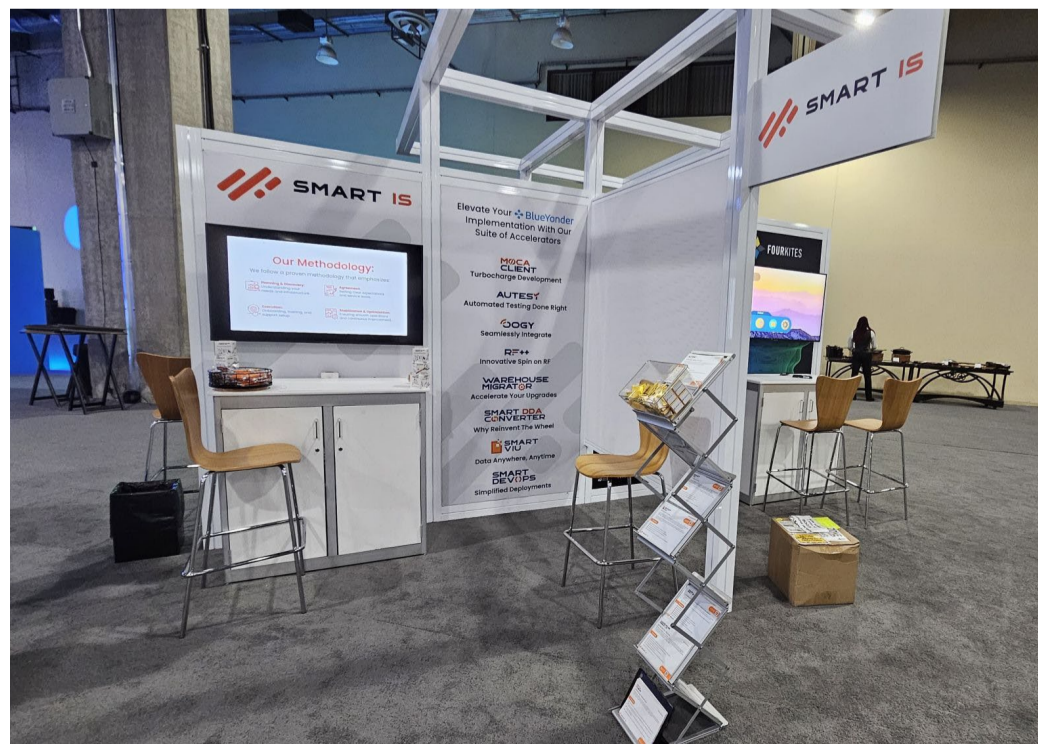
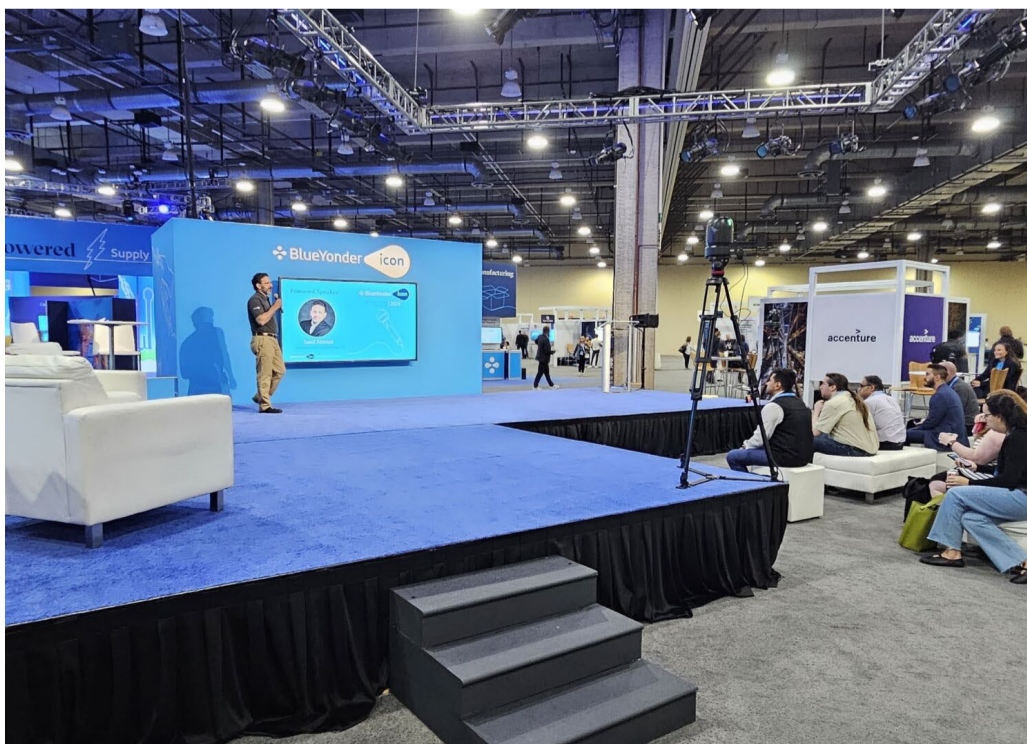
We continued delivering transformative services across diverse industries, including *manufacturing, logistics, supply chain, retail, healthcare, and construction*. Additionally, our advancements in *AI-driven analytics, cloud integration, and agile methodologies* have solidified our position as a trusted partner for IT transformation. 2024 was a year of challenges met, and opportunities seized, and we couldn't have achieved this without the trust of our clients and the expertise and synergy of our exceptional team.

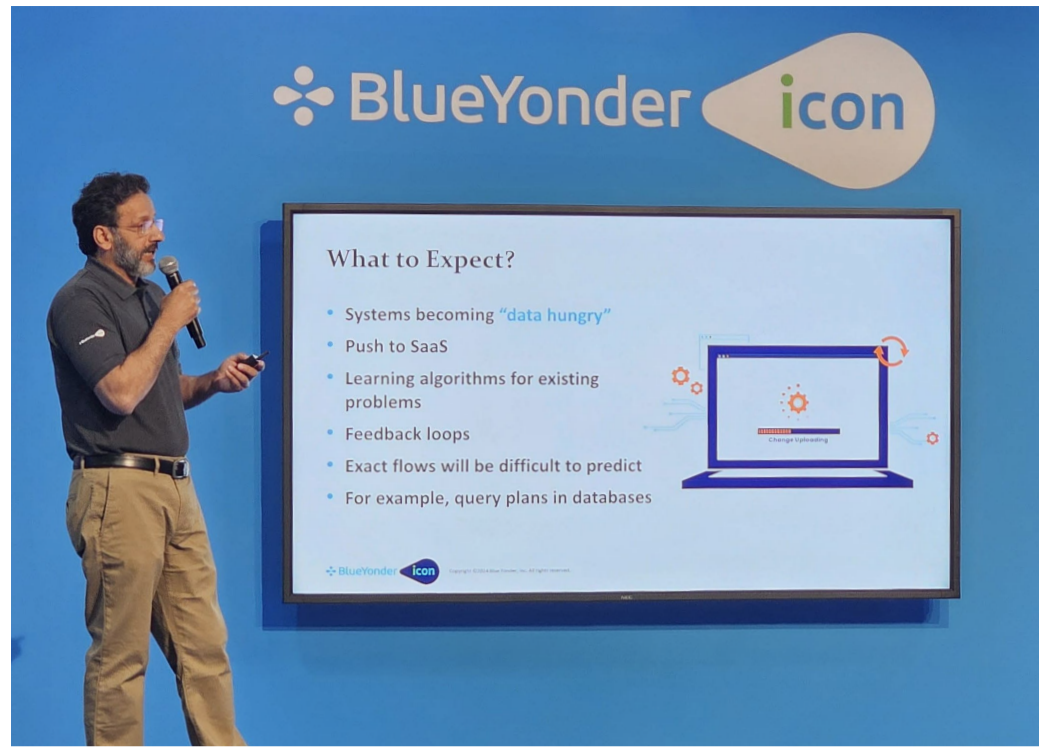
BlueYonder ICON 2024

Smart IS participated as a Silver Sponsor at Blue Yonder ICON 2024, highlighting innovative supply chain and WMS solutions.

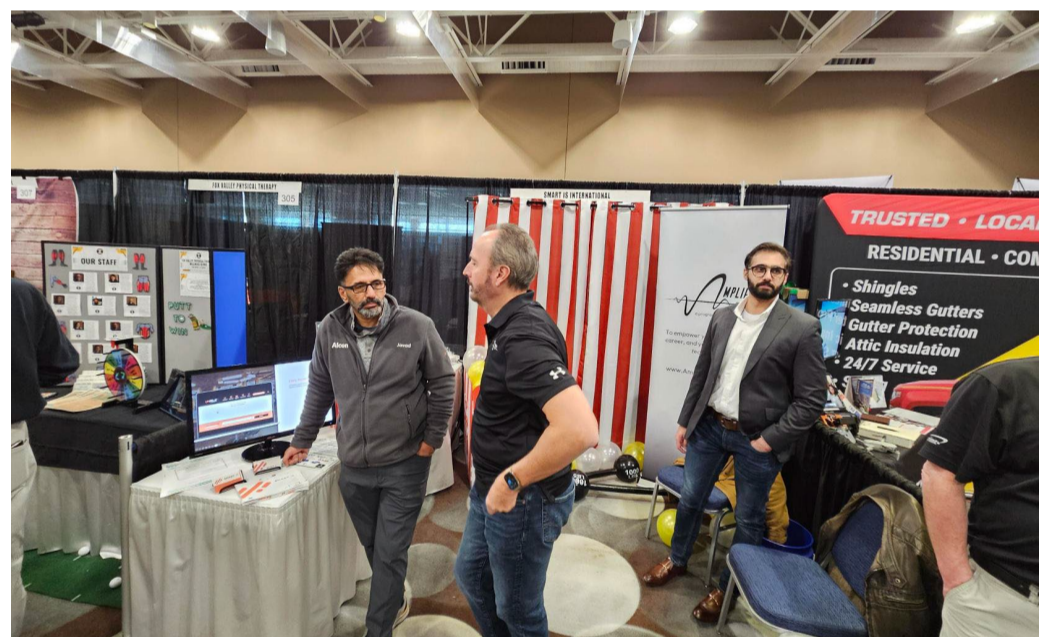
Back in May 2024, **Smart IS** participated in **Blue Yonder ICON 2024**, held from **May 13-16** at the Gaylord Texan Resort in Texas. **ICON**, **Blue Yonder's** annual flagship conference, brings together supply chain and retail professionals to explore industry trends, exchange knowledge, and foster collaboration. This year, **Smart IS** proudly served as a **Silver Sponsor**, reinforcing our commitment to supporting warehouse management innovation. Our Executive **Vice President, Saad Ahmad**, delivered a presentation titled **"Image Recognition: Supporting Blue Yonder Use Cases."**

At our booth, visitors experienced firsthand the value of **Smart IS** solutions, including Managed Services for **Blue Yonder** and advanced AI-driven technologies. We connected with a diverse audience, discussing the latest trends and exchanging ideas to address supply chain challenges with innovative approaches. **ICON 2024** was an enriching experience, fostering valuable connections and discussions about the future of cognitive supply chains.





Smart IS at the Oshkosh Chamber Business Expo



Smart IS partnered with Amplify Oshkosh at the Chamber Business Expo to showcase innovative tech solutions and promote regional IT collaboration.

In March 2024, **Smart IS** participated in the **Oshkosh Chamber of Commerce Business Expo** at the Oshkosh Convention Center, where we showcased our *Microsoft 365 web services, custom development solutions, and advanced AI capabilities*, presenting practical technology solutions for businesses.

In **partnership with Amplify Oshkosh**, we highlighted initiatives to raise awareness about IT opportunities in the region and promote collaboration between local businesses and the tech community. This joint effort underlined our shared commitment to fostering innovation and building a stronger local tech ecosystem.



Amplify IT 2024 – Artificial Intelligence Navigating the A.I. Frontier

As the Title Sponsor of Amplify IT 2024, Smart IS showcased practical AI solutions and shared actionable insights on using AI to improve business processes and promote regional IT collaboration.

On April 9th, 2024, **Smart IS** participated in Amplify IT 2024 – ‘**Artificial Intelligence: Navigating the A.I. Frontier**’ at the University of Wisconsin Oshkosh’s Culver Family Welcome Center. As the **Title Sponsor**, we were honored to support this event that gathered industry leaders, innovators, and technology enthusiasts to discuss the evolving role of artificial intelligence. **Javad Ahmad, our COO and President**, also talked about and shared his insights on the A.I. frontier.



At our booth, we showcased the practical capabilities of our AI-powered solutions, demonstrating how they can enhance productivity and streamline operations. **Smart IS** also contributed to the broader conversation about the future of AI, offering expert insights on how organizations can effectively implement AI to improve processes, increase efficiency, and foster innovation.

COO Javad Ahmad at Quantum Computing Session Hosted by the OSH Artificial Intelligence and Analytics Club

Javad Ahmad, President and COO of Smart IS, participated in the “Quantum Computing in the Age of AI” session, exploring the future of AI and quantum computing.

Smart IS’s leadership remained actively engaged in the latest technological advancements, as demonstrated by **Javad Ahmad, President and COO**, attending the “**Quantum Computing in the Age of AI**” session in April. Hosted by the *OSH Artificial Intelligence and Analytics Club* at Sage Hall, Oshkosh, this session, presented by IBM Quantum Ambassador Ahmad Shahzad, explored the intersection of quantum computing and artificial intelligence. This event brought together industry leaders, academics, and tech enthusiasts to exchange insights on cutting-edge developments in these fields.

SMART IS BECAME AN OFFICIAL BlueYonder PARTNER IN 2024

In 2024, Smart IS became an official Blue Yonder partner, enhancing our innovative solutions and expanding global reach in the supply chain industry.

Blue Yonder is a world leading digital supply chain platform that help businesses manage supply chain complexity and volatility. After **35 years** of hard work and dedication, **Smart IS** achieved a remarkable milestone in 2024 by becoming an official **Blue Yonder partner**. This partnership marked a new chapter in our journey, reflecting years of commitment to delivering innovative solutions and building trusted relationships with our clients. With access to **Blue Yonder's** Partner Portal, we unlocked advanced resources, from training materials to predictive analytics, enabling us to refine our offerings and stay ahead in the evolving supply chain industry.

This collaboration also expanded our global reach, connecting us with over 3,000 **Blue Yonder** customers worldwide. For us, this partnership isn't just a badge of honor – it's a testament to our relentless pursuit of excellence and a stepping stone toward shaping the future of warehouse management and supply chain innovation.

Smart IS Participated in the **47th Annual Sherry Anklam Memorial Golf Outing**

In July, Smart IS participated in the 47th Annual Sherry Anklam Memorial Golf Outing, supporting local IT students and fostering community connections in the industry.

Team **Smart IS** had the privilege of participating in the **47th Annual Sherry Anklam Memorial Golf Outing**, which took place on July 18th at the **Mid Vallee Golf Course in De Pere**. This event was organized to support local Information Technology students and school initiatives through the **Sherry Anklam Memorial Award**.

Our team, consisting of *Mike Kajjan, Mark Zwick, John Seabul, and Tom Belter*, had a rewarding day on the course. This outing served not only as an enjoyable golfing experience but also as a valuable opportunity for networking within the IT community. The event truly highlighted the spirit of camaraderie prevalent in the industry, and we extend our gratitude to **NEW AITP** for organizing such a meaningful occasion.



GITEX

GLOBAL

Smart IS participated in GITEX Global and showcased state-of-the-art frontier solutions, fostering valuable industry connections.

SMART IS had a highly encouraging experience last October as an exhibitor at **GITEX Global** in **Dubai**, the largest tech exhibition in the world. We had been preparing passionately for well over two months for the exhibition as alongside **GITEX SMART IS** was also heavily engaged in the Agile Conferences across the country being the power sponsors. At **GITEX GLOBAL** we had various networking events and senior-level engagements with delegates and government officials. Along with that, we connected with key leaders from different sectors, including *Technology, Construction, Retail, Logistics, FMCG, and Manufacturing*. These interactions facilitated conversations around emerging industry trends and challenges while also opening doors to potential joint ventures and strategic collaborations in the future.

SMART IS was exhibiting for the first time actively in the MENA region, and it was quite reassuring that we had engaging discussions with numerous companies visiting our booth. These discussions are being actively pursued after **GITEX**, and post-event engagements are well underway covering *KSA, Kuwait, Iraq, Jordan, Morocco, Turkey, Germany, Italy, Canada, Slovakia, Malaysia, and, of course, UAE*. This extends across EMEA and beyond, and getting first-hand knowledge of the changing market demands, specifically with regards to Warehouse Management and Supply Chain advanced solutions and Business operations automation excellence being the forte of **SMART IS**.

From the standpoint of evaluating such a platform as a launchpad in new markets, we indeed do appreciate the outreach and format of **GITEX** along with the one-on-one engaging networking event, in addition to the already realised outcome of strengthening the positioning of **SMART IS** in these markets as a renowned and well-established IT consulting strategic partner with its rich experience of over 3 decades in the north Americas and around **250 clients** served.



HBL Pasha ICT Awards

Celebrating Our Products as Finalists in Pakistan's Sole Internationally Recognized IT Awards.

Smart IS earned recognition at the HBL P@SHA ICT Awards 2024 (Pakistan's sole internationally recognized IT Awards), with SmartIS-Y8 as an AI finalist and the Event Registration App shortlisted in ICT Services Solutions.

This year, **Smart IS** was honored to participate in the **HBL P@SHA ICT Awards 2024**, a platform celebrating the best in technology innovation across Pakistan. Two of our flagship products, the **Event Registration App** and **SmartIS-Y8** were shortlisted in the ICT Services Solutions and Artificial Intelligence categories, respectively. Adding to the excitement, **SmartIS-Y8** was further distinguished as one of the finalists in the Artificial Intelligence category.

The **Event Registration App** was recognized for redefining event management with features like real-time feedback, offline functionality, and tools designed to enhance attendee networking. Meanwhile, **SmartIS-Y8** showcased its potential to revolutionize e-commerce and supply chain operations through real-time insights, AI-powered optimization, and seamless ERP integrations. This recognition is a testament to the dedication, creativity, and expertise of our team and we are deeply grateful for **P@sha's** acknowledgment.

Participation in 2nd Scrum Masters and PMO Meetup

Participating in the 2nd Scrum Masters & PMO Meetup in Islamabad enriched our understanding of Agile practices and growth within the tech and business community.

Having been in the industry for decades, we have believed in the importance of actively contributing to the professional growth and development of the tech and business community. In May 2024, we had the opportunity to participate in the **2nd Scrum Masters & PMO Meetup**, which was organized by **Agile Pakistan in Islamabad**.

The meetup gathered a diverse group of Scrum Masters, project managers, and Agile enthusiasts, fostering rich discussions that highlighted the challenges and innovations within the field. Overall, the **2nd Scrum Masters & PMO Meetup** not only enriched our understanding of Agile practices but also reinforced our commitment to supporting the continuous learning and evolution of the community we are a part of.

Smart IS Participated In the HBL P@SHA ICT Awards' Policy Roundtable Discussion, the Premier Event hosted by Pakistan's Largest IT Trade Association.

Mirza Tauqeer Ahmad, our GM and Director BD, participated in the HBL P@SHA ICT Awards' policy roundtable, discussing strategies for improving Pakistan's digital public infrastructure.

Mirza Tauqeer Ahmad, Director of Business Development and General Manager at **Smart IS**, represented the organization at the **HBL P@SHA ICT Awards'** policy roundtable discussion on "**Enabling Pakistan's Digital Public Infrastructure**" in September. The event, held in collaboration with the Asian Development Bank, focused on shaping the implementation plan for Pakistan's digital infrastructure.

The session discussed strategic initiatives and policies to establish a resilient, scalable digital public infrastructure capable of driving economic growth and innovation. **Mirza Tauqeer Ahmad** contributed valuable perspectives on the challenges and opportunities of digital transformation in Pakistan.

Agile Conference Pakistan 2024 KLI | Powered by **Smart IS**

As the Power Sponsor of Agile Conference Pakistan 2024, Smart IS played a key role in driving and fostering Agile discussions across the country.

After years of association with **Agile Pakistan**, during which we have sponsored previous events, **Smart IS** proudly served as the Power Sponsor of the **Agile Conference Pakistan 2024 (ACP24)**, celebrating the **10th anniversary of Agile Pakistan**. The conference, held across three main cities, *Karachi, Lahore, and Islamabad*, brought together Agile practitioners and industry leaders from across the world to explore practical solutions, share expertise, and advance the adoption of Agile methodologies.

ACP24 focused on fostering a collaborative and cooperative ecosystem within Pakistan. For **Smart IS**, this milestone reaffirmed our commitment to supporting Agile practices and contributing to the industry's growth through knowledge and active engagement.

Karachi | 6th – 8th September 2024

The Karachi chapter of **ACP24** at Bahria University launched the series of events, setting the stage for meaningful discussions. From the **Smart IS** delegation, **General Manager Mirza Tauqeer Ahmad** joined a high-impact panel to discuss the future of Agile practices, address challenges, and explore solutions for their adoption. **Smart IS** team took the opportunity to engage with Agile Pakistan thought leaders and professionals, exchanging ideas and enhancing their understanding of Agile's practical applications. The event underscored Agile's role in driving operational excellence and reinforced our dedication to supporting its growth within Pakistan.



Lahore | 25th – 27th October

The Lahore chapter, hosted by the University of Central Punjab, continued on the momentum. From **Smart IS, President and COO Javad Ahmad** participated in a panel discussion, offering his take on implementing Agile methodologies across industries. His contributions emphasized the practical benefits of Agile in improving efficiency and innovation. Smart IS team actively engaged with attendees, fostering collaboration and sharing experiences. This event highlighted the collective effort required to drive Agile transformation and further established Smart IS as a key supporter of the Agile community.



Islamabad | 08th – 10th November

The Islamabad chapter at **FAST University** marked an exceptional conclusion to a series of engaging events spanned several weeks. This gathering brought together students, professionals, and thought leaders in the field, creating a dynamic environment for exchange and collaboration. A standout moment from the event was our **CEO, Khurram Ahmad's** keynote speech on **'Cultural and Behavioral Readiness for Agile Transformation.'**

He emphasized the importance of nurturing an organizational culture that is adaptable and open to change. The Smart IS teams took full advantage of this opportunity to connect and exchange ideas with fellow professionals. Through these interactions, we positioned ourselves at the forefront of industry trends. Overall, the event was not only a celebration of our accomplishments but also a significant step forward in our mission to promote Agile across different sectors.





Voices of Change: Key Discussions from Smart Talk in 2024



SMART TALK

In 2024, Smart Talk hosted discussions on technology and innovation, featuring industry leaders from AI, supply chain management, digital banking, and project management industries.

In 2024, **Smart Talk** continued to provide a platform for meaningful conversations on *technology, innovation, and business transformation*. This year, we covered a variety of crucial topics like AI, supply chain management, digital banking and more. Notable episodes included our **President and COO, Javad Ahmad**, sharing his thoughts on how AI is reshaping global business operations.

This was followed by an engaging discussion with **Saad Ahmad, our EVP**, about the future of supply chain systems and AI. We also had the privilege of hosting **Misam Abbas from Raqami Islamic Digital Bank**, who talked about the evolution of digital banking. Another exciting episode featured **Fahad Zafar**, the General Manager at *Nayatel*, a telecommunications company in Pakistan, who shared his expertise on Agile methodologies.

Later in the year, we were honored to have our **CEO, Khurram Ahmad**, join us for an episode in which he reflected on the journey of **Smart IS**. The year concluded with a special collaboration, where we partnered with Agile Pakistan. In this episode, **Sheikh Waqas and Naveed Ramzan, leaders of Agile Pakistan**, took us through the history and evolution of Agile practices in Pakistan. Through these insightful discussions, **Smart Talk** has continued to offer valuable knowledge for professionals seeking to stay ahead in a technological landscape.



Inspiring Young Minds: Smart IS Visit to One of the Leading High Schools in Pakistan

Smart IS engaged students at Beaconhouse Tipu Sultan Campus, one of the leading high schools in Pakistan, in a thought-provoking session on the transformative potential of Artificial Intelligence.

Smart IS believes that engaging with young minds is a vital step toward shaping the innovators of tomorrow, and we took this opportunity with enthusiasm. Our visit to *Beaconhouse Tipu Sultan Campus* in Rawalpindi was a step toward inspiring the next generation to foresee the transformative potential of Artificial Intelligence.

The interactive sessions allowed students to learn about the possibilities of AI and its impact on industries, fostering a sense of curiosity and excitement about the future of technology. Their energy and insightful questions reflected their eagerness to learn and innovate.



Successful Completion of Our First Summer Interns Batch at Smart IS



Sabahat Tariq
BI Department



Faris Ahmed
Web Development



Usman Rasool
AI/ML Department



Usman Zafar
BI Department

INTERNS

Smart IS proudly celebrated the successful completion of the first summer interns batch, who made valuable contributions across various teams.

In September 2024, we proudly celebrated the successful completion of our first batch of summer interns at **Smart IS**. During their time with us, these talented individuals, who worked across various teams, demonstrated enthusiasm, creativity, and dedication, making a meaningful impact on our teams. Each intern brought unique perspectives and ideas that enriched our team dynamics, and their time at **Smart IS** allowed them to grow both professionally and personally.

Building Bridges Between Education and Industry – Riphah University Industry Advisory Board meeting

Smart IS participated in the Riphah University Industry Advisory Board meeting in Islamabad, contributing insights on aligning education with industry needs.

In November, **Smart IS** had the privilege of participating in the *Riphah University Industry Advisory Board meeting*, with our **GM and Director of Business Development, Mirza Tauqeer Ahmad**, representing us. The meeting brought together people from both industry and education to talk about how universities can better prepare students for real-world jobs. The focus was on practical ways to include important skills and technologies like Artificial Intelligence, Cloud Computing, Data Analytics, into classroom learning. Mirza Tauqeer Ahmad shared straightforward insights on what employers are looking for and how students can be ready to meet those expectations.

Recap of Our Job Fair and Career Expo Participation in 2024

In 2024, Smart IS Center of Excellence Pakistan participated in several job fairs and career expos across the country to connect with exceptional talent and showcase career opportunities.

Throughout **2024**, **Smart IS** Pakistan actively participated in several job fairs and career expos held at renowned institutions, including **FAST-NUCES, Riphah University, COMSATS University, Beaconhouse International College, and NUTECH**. These engagements reflect our relentless commitment to finding and connecting with exceptional talent, encouraging meaningful conversations about career aspirations, and sharing our vision for innovation and growth.

At each fair, we set up interactive booths highlighting our company culture and the opportunities at **Smart IS**. Our participation in these events helped us build strong connections within the academic community and further our mission to attract top talent.





ANNUAL DINNER 2024



A Recap of **Smart IS** Sports Gala 2024



The Smart IS Sports Gala 2024, held in March, brought our Pakistan team together for an exciting week of cricket and futsal, strengthening bonds and celebrating teamwork.

The **Smart IS Sports Gala 2024** took place in February, offering an exciting week of cricket and futsal tournaments that brought our employees together in a spirit of healthy competition. The event saw teams display remarkable teamwork, skill, and sportsmanship, setting a high standard for collaboration and camaraderie. Designed to promote physical activity and strengthen relationships, the Sports Gala provided an excellent platform for colleagues to connect beyond the office.

Smart IS Hosted Students From A Post-Secondary Technical College In Bahawalpur



In February 2024, Smart IS Pakistan welcomed students from GCT Bahawalpur, a post-secondary technical college, offering them hands-on industry exposure and insights into IT consulting practices.

In February 2024, Smart IS Pakistan had the pleasure of hosting students from the Government College of Technology (GCT), Bahawalpur, for an immersive industry visit. The students pursuing careers in IT had the opportunity to explore the inner workings of a dynamic IT consulting firm and gain firsthand knowledge of the latest technologies shaping the industry.

The visit included interactive sessions with Smart IS professionals, where students learned about the practical challenges and innovative solutions employed in IT consulting. This experience provided them with valuable insights into the nuances of the field, bridging the gap between academic learning and real-world application.

New Hires and Leadership Overview

In 2024, Smart IS expanded its team and welcomed new leadership, strengthening our foundation for a successful 2025.

2024 has been a transformative year for **Smart IS**, marked by the expansion of our team and the introduction of new leadership to guide us into the future. We welcomed talented professionals across different roles, strengthening our ability to deliver impactful solutions and meet the evolving needs of our IT industry.

This year also saw the addition of key leaders who brought fresh perspectives and expertise to our organization. Their contributions have been instrumental in shaping our vision and driving progress, setting a strong foundation for the opportunities ahead in **2025**. We are proud of the strides we've made as a team and are excited to build on this momentum in the coming year.

Name	Designation
1- Bilal Shafi	Marketing Specialist
2- Syed Haris Ali	Inside Sales Specialist
3- Saif Ali	Content Marketing Specialist
4- Haseeb Khan	Associate WMS Consultant
5- Muhammad Awais	Associate WMS Consultant
6- Asad Babar	Associate WMS Consultant
7- Muhammad Wasif	Associate WMS Consultant
8- Umm E Aiman	Associate WMS Consultant
9- Hamza Naveed	Associate WMS Consultant
10- Sabahat Tariq	Junior BI
11- Muhammad Bilal	AI Engineer
12- Waleed Bin Ali	BI Analyst