

IT Industry Verticals

Where Technology Meets Business

Why Business Verticals Matter in IT

- IT is not only about coding; it is about solving business problems.
- Understanding the business domain helps you design relevant and impactful solutions.
- Every software product or platform is shaped by its industry context.

FinTech



FINTECH APPLICATIONS IN PAKISTAN

BANKS, MFBS, NBFCs, PRIVATE COMPANIES, AND START-UPS



FIRST GENERATION PAYMENT APPS

LINK A SINGLE BANK ACCOUNT WITH MULTIPLE USE CASES



PAYMENT PLATFORM APPS

LINK MULTIPLE ACCOUNTS WITH MULTIPLE USE CASES



PAYMENT GATEWAYS

E-COMMERCE PAYMENT PROCESSORS, BANKING SWITCHES



DIGITAL LENDERS

USING ALTERNATIVE LENDING METHODOLOGY



INVESTMENT APPS

USING DIGITAL INVESTING TOOLS



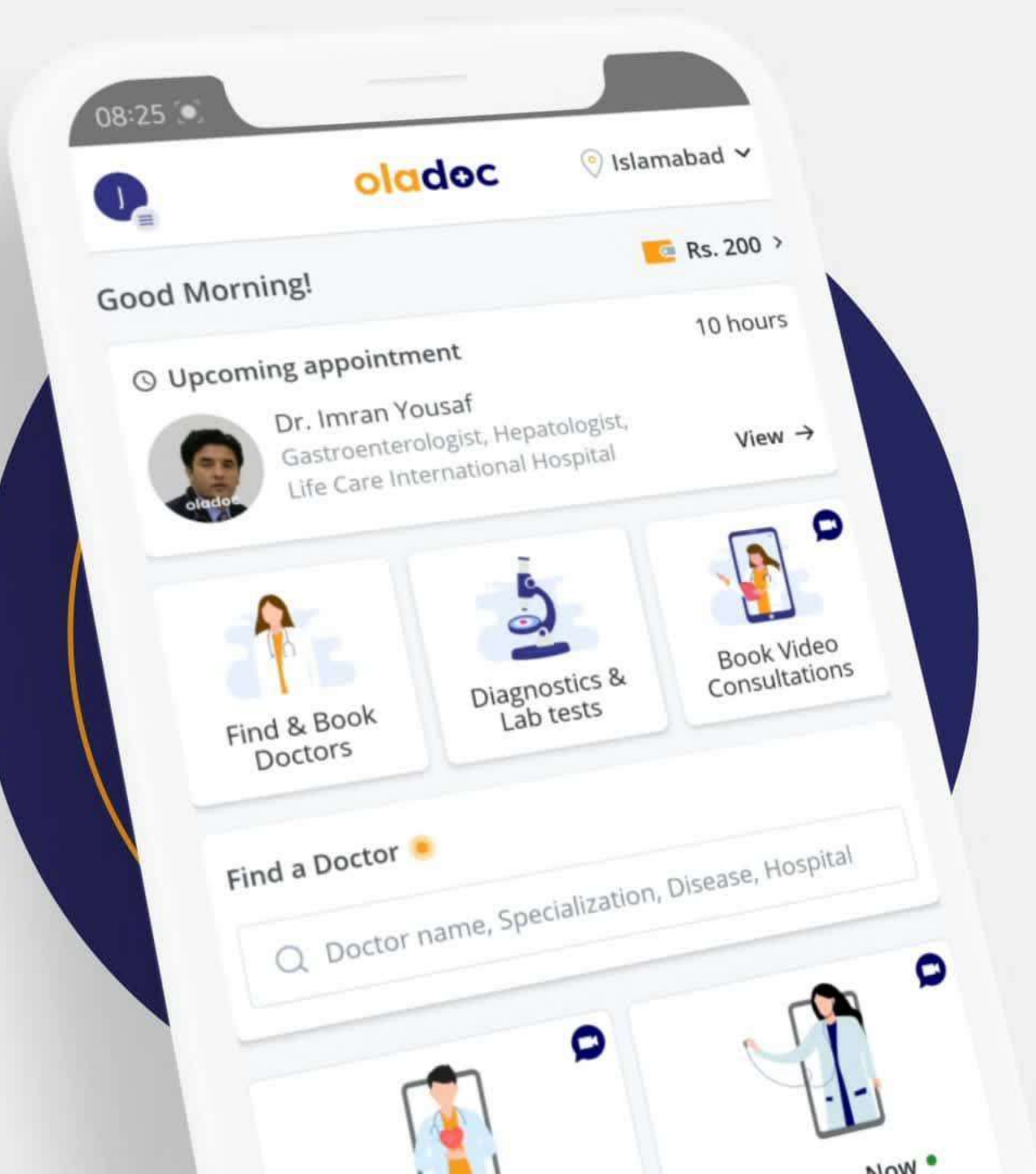
FINANCIAL INFORMATION

COMPARISON ENGINES



OTHERS





HealthTech

Pakistan's #1 Doctor Booking Platform



Pakistan's HealthTech Landscape

Telehealth



Online Pharmacy



Tools & Healthcare Management Systems



Healthcare Super App



Mental Health



Legacy Players



Guides



FemTech





Travel & Hospitality



سواری



ڈیلیوری



خریداری

ہر ضرورت کی سہولت



Logistics

Logistics Landscape of Pakistan



Core IT Verticals (Traditional Sectors)

Vertical	What It Covers	Example Systems / Companies
Finance	Banking, Insurance, Online Trading, FinTech	Core Banking, Payment Gateways,
Healthcare	Hospitals, Labs, Pharma, Telemedicine	Hospital Management Systems, Sehat Kahani, Oladoc
Travel & Hospitality	Airlines, Hotels, Booking Platforms	PIA ERP, Booking.com, Airbnb
E-Commerce & Retail	Marketplaces, Logistics, Consumer Platforms	Daraz, Shopify, Bazaar Technologies
Media & Entertainment	Content, Streaming, Social Platforms	YouTube, TikTok, Netflix
Marketing & Advertising	Digital Campaigns, Analytics, CRM	HubSpot, Google Ads, Social Champ
Aviation & Logistics	Airlines, Fleet, Transport Management	Airblue, DHL, Careem
Food & Agriculture	Smart Farming, Food Processing	Farmdar, Tazah, Foodpanda
Education & Training	Schools, LMS, EdTech Platforms	Taleemabad, Noon Academy
Construction & Manufacturing	Industrial Automation, ERP	Siemens, Descon, Engro Digital

Emerging and Growth Verticals

Vertical	What It Covers	Example Systems / Companies
FinTech	Tech for banking, lending, and digital payments	Easypaisa, SadaPay, Stripe
HealthTech	Telemedicine, diagnostics, patient data platforms	Sehat Kahani, Ada Health
AgriTech	IoT-based smart farming and agri analytics	Cowlar, Farmdar
GovTech	Digital governance and citizen services	NADRA, PITB systems
GreenTech / CleanTech	Renewable energy and sustainability solutions	Tesla Energy, EcoEnergy
SpaceTech & DroneTech	Satellite imaging, UAV mapping	SUPARCO, DJI
Cybersecurity	Protecting data, networks, and users	FireEye, Cloudflare
AI & Data Science	Predictive analytics and automation	OpenAI, DataRobot, Uplift

Cross-Industry Technologies

- **Artificial Intelligence (AI):** Drives automation, personalization, and decision-making across domains.
- **Cloud Computing:** Enables scalability and cost efficiency across sectors.
- **Internet of Things (IoT):** Connects devices in agriculture, health, and smart cities.
- **Blockchain:** Used in finance, supply chain, and identity management.
- **AR/VR:** Enhances training, marketing, and entertainment experiences.
- **Big Data & Analytics:** Powers decision-making in every vertical.

Emerging and Growth Verticals

Vertical	Local Leaders / Startups
FinTech	Easypaisa, Nayapay, Sadapay
HealthTech	Sehat Kahani, FindMyDoctor
EdTech	Knowledge Platform, Taleemabad
AgriTech	Tazah, Farmdar
E-Commerce	Daraz, PriceOye
GovTech	NADRA, PITB, Safe City Projects

Finance Sector

Financial Software Systems to Put Things in Order and Maximize Your Returns

Optimize your enterprise costs or introduce a whole new solution for end users on the Finance market.

- **Banking, Finance and Insurance**
- **Online Trading Platforms**
- **Personal Finance**
- **Financial Analytics**
- **Financial Management & Accounting**
- **Wealth Management**
- **Stock Brokerages**
- **Investment Funds**

Health Sector

Custom Software Products to Innovate and Optimize your Health Care Business

By adopting health care software solutions with our help, you minimize medical errors, streamline practice processes, reduce expenses, and improve the overall quality of care.

- **Electronic Health Records (EHR)**
- **mHealth – Mobile Health**
- **Pharmaceutical Industry**
- **Health Monitoring**
- **Data Science in Health Care**
- **Management and Administration of a laboratory, clinic or a hospital,**
- **Health and Beauty**
- **Health Tourism**

Travel Sector

Travel and transportation industry evolution by leveraging engineering and data science excellence to help online travel agencies, transportation management providers, hospitality providers, and airlines stay ahead of competition.

- **Customer focus** - travel companies tailor their products to mobile, desktop, voice, chat-driven and even VR/AR environments to deliver smooth customer and employee-facing experiences
- **Booking & Reservation Systems** : Integrate and efficiently source data from GDS, private vendors, and aggregators to provide personalized booking experience.
- **Travel Management Solutions** :Manage business and private travellers using intuitive UI and reacting on any disruptions effectively and on time.
- **Airline Operations Management** : Adopt custom ERP, CRM, and accounting systems to enable holistic crew and fleet management in your airlines.
- **Digital Customer Experience** :Support your marketing-driven travel business with customer-oriented user experience and increase direct bookings.
- **Machine Learning and AI in Travel & Hospitality** : Employ data science experts fully utilizing data potential to get insight into your customers and build AI-driven solutions.

Travel Sector

Software Solutions for You to Conquer the Marketplace

Build custom eCommerce and retail software products from scratch, as well as individualized CMS based solutions. What they all have in common, is a human-centered design and effective performance.

- **Marketplace/e-Store**
- **Operations Management**
- **Customer Relationship Management**
- **UX Design & Conversion Rate Optimization**
- **Personalized Shopping Experience**
- **Security:** To make a purchasing decision, your customers must be 100% sure that their transactions will be safe, and personal data will never be compromised.
- **Supply Chain Management**

Media and Entertainment Sector

Media and Entertainment Software Solutions for You to Build Engaging User Experiences

We employ innovative technologies to build customized media and entertainment software products. This helps you build a strong community around your business, engage with your users and deliver unique customer experiences.

- **Content Distribution Management:** custom content management and distribution platforms for media and entertainment companies
- **Increasing User Engagement:** Minimized loading speed, powerful on-site search, cross-browser compatibility, social sharing features and personalized, contextual messages delivered by Beacons
- **Mobility** across Platforms
- **Social Media:** creating a dedicated social networking platform, industry-specific media resource
- **System Performance Improvement:** high-performance scalable software products, Workload optimization,
- **Multimedia Streaming:** broadcasting and live streaming solutions

Marketing Sector

Custom Marketing Solutions for Enterprise and Digital Agencies

Level up your marketing enterprise by creating a software product that suits your business purposes.

- **User Experience Design**
- **Data Analytics** : Data-driven analytics, Predictive analytics, market segmentation and targeting the right audience.
- **Mobile and Web Marketing Solutions:**
- **Marketing Automation and Reporting**
- **Integration Services**
- **Partnership**

Aviation, Transportation and Logistics Sector

Aviation and Transportation Software Solutions to Manage Complex Systems Effectively

both large and effective software product for aviation and transportation professionals.

- **Transportation Management System (TMS)**
- **Fleet & Staff Management**
- **Routing & Scheduling**
- **Dispatch & Shipment Management**
- **Audit & Accounting:** Fuel consumption accounting and optimizing
- **Mobile Applications**

Hospitality and Tourism Sector

- **Accommodation.**
- **Adventure and Recreation.**
- **Attractions.**
- **Events and Conferences.**
- **Travel Trade.**
- **Tourism Services.**
- **Food and Beverage.**
- **Transportation.**
- **Entertainment.**
- **Connected Industries.**

Manufacturing and Industry Sector

The main difference between Manufacturing and Industry is that the Manufacturing is a industrial activity producing goods for sale using labor and machines and Industry is a production of goods or service of a given field within an economy.

- **Data points from assembly lines,**
- **manufacturing,**
- **dispatch and warehouse locations are captured for traceability,**
- **performance analysis, and reporting.**
- **Market need analysis**
- **Mining.**
- **Oil and gas exploration and production.**
- **Petroleum refining.**
- **Chemical, petrochemical, and pharmaceutical production.**
- **Pulp and paper.**
- **Agricultural production.**
- **Food processing.**
- **Electronics.**

Education Sector

- **University Management**
- **Preschools and day-cares**
- **Primary, Secondary, & Tertiary (higher)**
- **Vocational Education**
- **Special Education**
- **Alternative (home or cyber) – Online course**

Food and Agriculture Sector

- **Agriculture (crops, livestock, seafood, etc)**
- **Fruit Production (horticulture)**
- **Manufacturing (agrichemicals, farm machinery, seed, supplies, etc)**
- **Food Processing**
- **Grocery (markets and retail)**
- **Foodservice (catering, restaurants, cafeterias)**
- **Food Technology (research and development)**

Construction Sector

Four main sub sectors

- industrial,
- institutional and commercial,
- civil engineering & roadwork,
- residential

non-residential **construction**

- commercial and **industrial buildings**

- **Engineering, procurement and construction management projects (EPCM)**
- **Process design**
- **Constructions materials**
- **Equipment procurement and specifications**
- **Design modelling**
- **Process environmental engineering**
- **Operational support and on-site training**
- **Fire engineering**
- **Transportation and master planning**
- **Civil and structural engineering**
- **Planning, architecture and landscaping**
- **Health and Safety support**
- **Environment**
 - o Environmental and social impact assessment (ESIA)
 - o Resettlement action plan
 - o Environmental and social management plan
 - o Management of stakeholder participation

Thank You