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# **REPORT**

## **Software House in Pakistan**

**REPORT ON A SOFTWARE HOUSE IN PAKISTAN**

Prepared for

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## **LETTER OF TRANSMITTAL**

Hafsah Zulqarnain

416 Pak Block Allama Iqbal Town Lahore

Miriam Mehdi

Professor

FAST NUCES, Lahore

Dear Ma'am Miriam Mehdi,

Within the attached is the report on a software house in Pakistan prepared by conducting an interview of a QA engineer in the company. This was a group project so we all contributed in preparing this report.

I am pleased to present to you the report on the software house in Pakistan. As per your request, this report focuses on providing a comprehensive overview of the organization, including its vision, organizational structure, culture, key people's objectives, and company's vision.

The report has been compiled after conducting an interview. It offers valuable insights into the software house's operations and the various factors that have contributed to its success in the industry. We believe that this report will be of great value to you in your endeavors to gain a better understanding of the software house and the software industry in Pakistan.

We are confident that this report will provide you with a detailed and insightful understanding of the software house in Pakistan. We thank you for giving us the opportunity to compile this report and remain available to answer any questions you may have.

If you have any questions regarding the attached report, please contact me at any time  
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Sincerely,

Hafsah Zulqarnain

## **Executive Summary:**

This report provides an overview of Imanami Pakistan, a software house that offers Group ID, an automated software solution for managing data of large workforces. The company's focus on a single product has allowed it to excel in providing comprehensive solutions to its customers. Imanami differentiates itself from competitors by maintaining a healthy workplace environment with a lower employee turnover rate.

The company has achieved several milestones in the past few years, including being featured on the cover of Forbes Magazine for their notable feature related to dynasties. Imanami Pakistan targets large corporations that require automated software solutions to manage their data efficiently. The company plans to stay competitive by participating in software events, keeping future trends in mind, and offering all benefits to employees offered by other software houses. Imanami Pakistan has implemented a number of strategies to achieve its goals, such as actively improving the product and keeping itself informed of market developments.

The company ensures efficient communication and coordination between different teams and departments through active communication and internal meetings. Imanami Pakistan offers employee training and development to support their growth and professional development.

## **Report on Imanami Pakistan**

### **Introduction:**

Imanami Pakistan offers Group ID, an automated software that helps manage the data of large workforces in result reducing HR tasks. Founded in 2001 as the ISV arm of Haaverson Corporation, Imanami migrated to software and started its Identity Management journey in 2003. Imanami has four active directory tools revolving around Identity and Group Management. The company believes in designing software solutions that solve business problems and achieve measurable ROI. Imanami's Group Management solutions can make the other 70% of medium to large enterprises competitive and productive.

### **Organization Overview:**

Imanami Pakistan provides Group ID, a product that helps large corporations manage their data efficiently. The company's focus on a single product has allowed it to excel in providing comprehensive solutions to its customers.

### ***Differentiation:***

Imanami Pakistan differentiates itself by maintaining a healthy workplace environment, resulting in a lower employee turnover rate than other companies in the industry.

### ***Significant Accomplishments:***

Imanami Pakistan was featured on the cover page of Forbes Magazine for a notable feature related to dynasties. Additionally, the company was acquired by Netwrix in 2020, significantly enhancing the marketing of Imanami's products.

### ***Target Audience:***

Imanami Pakistan targets large corporations that require automated software solutions to manage their data efficiently. Its product, Group ID, has been adopted by some of the world's largest companies.

### ***Growth Plans and Expansion Strategies:***

Imanami Pakistan plans to grow by participating in different software events and shifting to new technologies as soon as possible. The company also plans to offer all benefits to employees offered by other software houses.

### **Vision:**

Imanami's mission is to offer software that automates and minimizes HR tasks by incorporating client-provided use cases into the product. The company keeps up with market trends and incorporates new UI trends to maintain its product's relevance. Its vision has evolved to be more automated and capable of handling complex use cases.

### ***Measures taken to achieve the vision:***

Imanami Pakistan participates in conferences like Gartner and Ignite to stay informed about market developments. The company regularly reaches out to clients for feedback and suggestions to improve the product. QA engineers and developers provide their insights on how to enhance the product during internal meetings.

### ***Prioritizing goals and objectives:***

Imanami Pakistan previously had annual goals for adding new features. During Covid, the company shifted its objectives to deal with significant UI changes, convert outdated code to modern language, and combine various features. Currently, the business is working on creating new features while keeping its product relevant to market trends.

### **Organizational Structure:**

Imanami Pakistan has departments such as Development, QA, Maintenance, Technical Support, and HR. Each department has a manager, sub-manager, team leads, product owners, feature owners, and module heads. The tech team is in Pakistan, while the sales and marketing teams are in the USA.

### ***Decision-making Process:***

All stakeholders participate in product decisions, including the CEO, QA and Development Managers, and Engineering Team Heads. For features, feature owners, module owners, and development managers decide.

***Communication and Coordination:*** Imanami Pakistan ensures efficient communication and coordination between departments through active communication, MOMs, shared links, and yearly retrospective meetings. Internal meetings facilitate coordination.

***Roles and Responsibilities:*** Employee designations clearly outline roles and responsibilities. Communication is via emails and Teams, and employees receive documents outlining their tasks and deadlines.

***Employee Training and Development:***

Imanami Pakistan offers courses from Microsoft to enhance employee skill sets as developers or QA engineers. Online sessions of Ignite and Gartner keep employees aware of market trends. Guidance from seniors and documentation of products are available.

***Culture of Accountability and Responsibility:***

Imanami Pakistan fosters a culture of accountability and responsibility by appreciating good work and giving soft reminders if needed. The company maintains an online task list to track employee tasks.

**Culture:**

Imanami Pakistan values its employees and fosters a comfortable working environment, resulting in a low turnover rate. The organization upholds core values of helpfulness, friendliness, and inclusivity, resulting in a productive and happy workforce. Every employee is given equal opportunities for learning and growth, and diverse cultural backgrounds are encouraged to improve diversity ratios.

***Promoting Diversity and Inclusivity:***

Imanami Pakistan recognizes the importance of diversity and inclusivity, resulting in hiring from diverse cultural backgrounds. The company hires based on technical skills and provides an inclusive environment for every employee to give insights about the product.

### Ratings for Diversity & Inclusion

4.0 ★ ★ ★ ★ ☆ (15 Ratings)

Imanami has a Diversity and Inclusion rating of 4.0 out of 5 stars, based on 15 anonymous community ratings. The average D&I rating left by the Imanami employee community has improved by 2.8% over the last 12 months.

#### D&I Ratings Distribution



#### D&I Ratings Trend



### *Healthy Work-Life Balance:*

Imanami Pakistan promotes a healthy work-life balance by arranging company trips, allowing work from home, and providing generous time-off policies. Employees are encouraged to take breaks throughout the day to recharge and reduce stress.

### Which benefits does Imanami provide?

Current and former employees report that Imanami provides the following benefits. It may not be complete.



### *Employee Engagement Initiatives:*

Imanami Pakistan's employee engagement initiatives include arranging activities to keep employees engaged, such as maintaining step counts, which promotes bonding and trust among employees.

### *Fostering Innovation and Creativity:*

Imanami Pakistan fosters innovation and creativity by allowing employees to participate in events like Ignite and even visit the US office of Imanami. After participating, employees share their experiences and new market trends. This aligns with the company's key objective to stay ahead of competitors and meet the needs of their clients. The culture of innovation also aligns with Imanami's vision to be a leading provider of innovative identity and access management solutions.



### ***Employee Feedback:***

Imanami Pakistan takes yearly feedback from employees to improve its culture, salaries, and environment.

### **Key People Objectives:**

Imanami Pakistan's top executives have several key objectives that align with the company's vision. These objectives include product maintenance and enhancement, achieving a certain level of revenue or profit, increasing market share or expanding into new markets, improving customer satisfaction and loyalty, enhancing operational efficiency and productivity, developing and retaining top talent, employee satisfaction and strengthening partnerships and collaborations with other companies.

### **Categorization:**

Here are some common objectives for different positions:

***Executives and Senior Management:*** The key objectives for executives and senior management in Imanami typically revolve around driving growth and profitability, achieving business goals, and maintaining a competitive edge. They are also focusing on establishing a strong corporate culture, attracting and retaining top talent, and fostering innovation.

***Project Managers:*** The main objectives for project managers in Imanami is to ensure that projects are delivered on time, within budget, and to the required quality standards. They are responsible for coordinating the efforts of the project team, managing project risks and issues, and communicating progress to stakeholders.

***Developers and Engineers:*** The primary objectives for developers and engineers in Imanami are to write clean, efficient, and maintainable code that meets business requirements. They also focus on learning and using the latest technologies, collaborating with other team members, and delivering solutions that meet customer needs.

***Sales and Marketing:*** The main objectives for sales and marketing professionals in Imanami are to generate leads, close deals, and promote the company's products and services. They also focus

on building relationships with clients and partners, conducting market research, and analyzing customer feedback.

### **Communication of Objectives:**

To ensure that all employees are working towards the same goals, Imanami Pakistan communicates its objectives clearly and consistently. This is achieved by cascading goals, breaking down high-level objectives into smaller, achievable goals specific to each team or department. Performance management systems help track progress towards goals, and regular check-ins and performance reviews provide feedback on employees' performance. Providing training and development opportunities ensures that employees have the necessary skills and knowledge to achieve company objectives.

In the case of new product releases, meetings are used to communicate objectives to employees. Then employees are guided on what new features need to be implemented, and cross-team meetings are conducted to ensure everyone remains on the same page. Recognition and rewards motivate employees and reinforce the importance of working towards common goals.

### ***Communication Methods:***

Imanami Pakistan uses clear communication methods such as emails, teams, documentations, and internal meetings to ensure that employees at all levels of the organization understand and support the key objectives and the company vision. The company aligns individual goals with key objectives and provides training and development opportunities to ensure that all employees have the necessary skills to support the company's objectives and vision

### **Evaluation of Objectives:**

To evaluate the success of key people's objectives in contributing to the company's overall vision and goals, Imanami Pakistan can use a combination of quantitative and qualitative measures.

***Key Performance Indicators (KPIs):*** Imanami Pakistan has defined KPIs for each department or team, which are measurable metrics that reflect progress towards specific objectives. These KPIs are used to track progress and identify areas that require improvement.

***Performance Reviews:*** Imanami Pakistan conducts regular performance reviews to evaluate the success of key people's objectives. During these reviews, managers can assess employees' performance against their objectives and provide feedback on areas for improvement.

***Feedback from colleagues and stakeholders:*** Imanami Pakistan gathers feedback from colleagues and stakeholders to assess the success of key people's objectives. This includes feedback on the quality of their work, their level of collaboration, and their contributions to achieving company goals.

***Employee Engagement Surveys:*** Imanami Pakistan conducts employee engagement surveys to evaluate the level of engagement and motivation among employees. This has helped in identifying any issues that may be affecting the success of key people's objectives and provide insight into areas for improvement.

***Business Results:*** Imanami Pakistan evaluates the success of key people's objectives by assessing the impact of their work on the company's overall performance. This can include measuring revenue growth, customer satisfaction, and other business metrics that are directly impacted by the work of key employees.

### **Incorporation of Objectives:**

From information provided above, we can infer that Imanami Pakistan's key people's objectives are aligned with the company's vision. The objectives are communicated clearly through various communication methods, and the company uses performance management systems, regular check-ins, and performance reviews to track progress towards goals. Additionally, the company evaluates the success of key people's objectives through KPIs, performance reviews, feedback from colleagues and stakeholders, employee engagement surveys, and business results.

### **Conclusion:**

Imanami Pakistan provides automated software solutions to corporations struggling with manual data management, with a healthy workplace environment and low employee turnover. It has achieved significant milestones, such as being featured on Forbes' cover page and being acquired by Netwrix. The company plans to grow by participating in software events, incorporating market developments, and offering employee benefits. The report highlights the company's

## Report on Software House in Pakistan

structure, decision-making, communication, and training, crucial to achieving its vision of automating HR tasks. Imanami Pakistan is a successful organization that has prioritized goals and objectives to stay competitive and achieve its vision.

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