



Wondering
if you
should?

When in doubt, be

BOLD

b.i.t.s.

Beyond Information Technology Solutions Pvt. Ltd. is a New Media company in the business of change. Looking beyond the realm of IT alone, BITS uses an innovative strategy framework and cutting-edge technologies to deliver a range of services and products to the Business and Education sectors.

Founded in June 2000, BITS is the newest addition to the Beaconhouse Companies, and is committed to empowering clients to compete successfully in the digital economy.

Strategy + Creativity + Technology + Branding = A Unique Customer Experience

eBusiness Solutions

The last two years have been dramatic: the world has moved from Old Economy to New Economy, from a B2C buzz to B2B hype, from 'Clicks vs. Bricks' to 'Clicks and Mortar'. For an uninitiated onlooker, the sheer force of change that is causing stock markets to fluctuate wildly is unsettling and overwhelming. No one has been left unaffected and it is time to sift through the rubble of the revolution and figure out what is driving the New Economy.

A company's transition to eBusiness involves much more than just a shopping-cart enabled website. Widespread acceptance and usage of the Internet has created shifts of perception and practice. Customers are far more demanding and expect more choice and convenience; products and services are sold at lower costs; distribution channels and supply chains are radically different; and branding has taken on an entirely new meaning. Most significantly, new competitors with cheaper value-propositions spring out of the shadows without a warning.

To be successful in the New Economy, businesses must rethink their entire strategy, from vendor and customer relationships to the measurement and assessment of economic results.

BITS will help you harness the potential of eBusiness by removing the clutter and the hype. Through the seamless integration of business strategy, technology, and creativity, BITS will build you a better brand and a unique end-user experience.

Don't redesign your website; redesign your company!

David Siegel
Web Guru

eLearning Applications

With numerous changes impacting businesses worldwide, it has become increasingly difficult for organizations to keep their employees up to speed and conversant with new ideas. Training, therefore, is fast becoming the prime focus for organizations and, in the opinion of several experts, will provide the greatest Return on Investment for employers. Adding to the problems created by the changing workspace, and the rapid development of eBusiness, are the phenomena of accelerating employee turnover, relocation, and even speedy changes of strategies within a business.

Fortunately, the very technologies that are creating problems offer the resources for developing solutions. The Internet, Intranets, and Digital Media, offer a combination of interactive multimedia capabilities to provide you with today's Just-In-Time and Just-In-Case Learning resources. Removing the logistical difficulties and high costs involved in scheduling instructor-led, paper-based training, eLearning applications and resources provide an engaging environment where learners can proceed at their own pace, bypass what is already familiar, and move directly to areas of interest.

BITS, a team with many strengths in both New Media and the Learning Sciences, can provide you with a number of ways to address the training needs of your organization. These range from assessing existing training material, converting it to eLearning resources where appropriate, suggesting and adding Interactivity as necessitated, and developing entire learning environments. The expertise at BITS can significantly alter the impact of your organization in the New Economy.



In the long run, the only sustainable source of competitive advantage is your organization's ability to learn faster than its competition.

Peter M. Senge
Author
The 5th Discipline - The Art & Practice of The Learning Organization

OUR PROCESS



Beaconhouse comprises of a group of companies, spearheaded by Nasreen and Khurshid Kasuri, with a 25 year history covering Education, IT Training, Internet Services, and Software Development.

- The **Beaconhouse School System**, with over 40,000 students in 80 schools across Pakistan, is the largest privately operated education network in Asia.
- **Beaconhouse IT Services** is a broad-spectrum information technology services company, providing front-end contract management services to clients worldwide. As part of its core activities, the company operates **Beaconet** – a state-of-the-art Internet Service Provider working with high-profile corporate clients.
- **Beaconhouse-Informatics**, a partnership with Informatics of Singapore, is a dynamically growing venture that imparts IT training through high-end centers in the major cities of Pakistan.
- **Solutions** develops software for corporations with existing data processing environments and for those considering the move towards automation.
- **Premier**, in addition to being the trading arm of Beaconhouse, contributes to the group in areas as varied as Purchasing and Transportation.
- **Beaconhouse National University**, an upcoming institution, will breathe new life into the higher education system, enabling more young Pakistanis to pursue quality tertiary education. The University will comprise of Schools of Education, Media and Communications, Information Technology, Environmental Studies, Women's Studies, and Agri-Business.

Over the last quarter century, Beaconhouse has developed a powerful and financially sound infrastructure that provides direction and support to each of its components, enabling success and sustained growth.

The newest member of the family, BITS, will emerge as a leading player in the New Economy, drawing strength from the powerful synergy generated by Beaconhouse.

BITS: THE MANAGEMENT TEAM

Kasim Kasuri CHAIRMAN



Full of entrepreneurial spirit and business sense ever since he was 16 and launched one of Pakistan's first IT magazines, Kasim's passions have always centered around Information Technology. Under his guidance and direction as CEO, Beaconhouse-Informatics has developed into a market leader in Pakistan's IT Training space. His quest for excellence and acumen are a great asset to us.

Zaheer A. Kidvai CEO



Zaheer has over 20 years of IT industry background, during which he has been a pioneer in the use of computers in education, introduction of multimedia for corporate and learning uses, and in the setting up of the Department of New Media and Learning Sciences at a private university. Through his other companies, he has provided consultation and services in his area of expertise to multinationals, leading organizations, and educational institutions. Zaheer combines experience with an extraordinary zeal for new ideas. His untiring energy and spirit inspire us to produce great work and stay ahead of the curve.

Sabeen Mahmud NEW MEDIA ARCHITECT

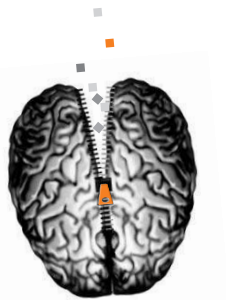


At the cutting edge of New Media development since 1994, Sabeen was an integral part of the team that produced Pakistan's first multimedia CD-ROM. Other key products that she has worked on include the country's first Information Kiosk, as well as the design and development of several websites. In addition to her experience in graphic design, multimedia authoring and web development, Sabeen brings to the company a keen understanding of business strategies for the New Economy. She is now spearheading our eBusiness Solutions division.

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your
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