

Company Profile

Quick Linx Wireless

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COMPANY PROFILE

BRIEF HISTORY OF QUICK LINX WIRELESS:

[Quick Linx Wireless](#) was founded in August 2009 and positioned as a Value Added Distributor for wireless connectivity products in Lahore and nearby marketplaces. It took a modest start from an office in Sabzazar dealing in Wi-Fi range of SENA0 and Long-range wireless bridges like MOTOROLLA (then ORTHOGON), REDLINE, UBIQUITI, AIRAYA, OSBRIDGE are also added to the product profile. [Quick Linx Wireless](#) took the first shift in its business model by introducing services to end-consumers and providing total wireless connectivity solution to COMSATS Institute of Information Technology. [Quick Linx Wireless](#) team is to grow train in a different technology discipline with wireless connectivity already under the belt. [Quick Linx Wireless](#) also Provides Security under one roof through the latest state of the art security equipment which empowers the user to protect proactively against Terrorism, Burglary and Fire and More.....

Below is the list related to security.

1. **CCTV System:** Core competency of [Quick Linx Wireless](#) is CCTV. We deal in CCTV of three major Brands of world.
2. **Fire Alarm System:** Notifier Inertia Fire Systems is committed to ISO 9001 quality assurance and is approved, accredited and registered by SGS.
3. **Access Control System:** Designed to work together seamlessly, Honeywell Access Systems' products provide you with the technology you need to deliver sophisticated security solutions from the simplest to the most challenging.
4. **Visitor Management System/Lobby Works:** Enhance your investment in access control and perimeter security by providing a simple and effective way to register, badge, and track and manage your facility's visitor traffic.
5. **Building Management System:** Trend is one of Europe's leading Building Management Systems manufacturers to the worldwide HVAC markets. They provide totally integrated HVAC systems solutions to the complicated requirements that many types of building demand today.
6. **Metal Detectors:** Walk Through Metal Detectors Multi Zone Walk Through Metal Detectors ♣ Single Zone Walk Through Metal Detectors ♣ Hand Held Detection ♣ Metal Detector Gates for Interlocked Access.

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1 Year of Excellence and still counting. We have an aim, an ambition to provide economical, affordable and effective security systems. Our success has motivated us further to achieve our objective. We already have secured many places of prime importance in Pakistan.

Our equipment work 24/7 so you can have a peace of mind.

Secure Your Premises Before Disaster Strikes.

Lets be a Partner, Your Partner of Choice

Today, [Quick Linx Wireless](#) has a project office in Rahim Yar Khan and central office in Lahore. By the end of the year, there is a plan to open a project office in Bahawal Pur.

BUSINESS PHILOSOPHY:

We pride ourselves in having laid down guiding principles that govern our code of conduct. Broadly, these principles are derived from Islamic and Universal ethics. Where there is a conflict, Islamic ethics prevail. We strongly believe in sharing of information and resources in the interest of collect good. We also believe in sharing the ownership. We seek true value for real sustainability of a business relationship. Therefore, be it our own business model or joint working arrangement with other party, we tend to figure out the substantial value exchange in a realistic assessment. Our customers are as important to us as our suppliers. We look at them in potentially inter-changeable roles. We have a duty of care towards our employees and all those who we engage with at work. Our shareholder's profit maximization pursuit is superseded by this duty.

VALUE PROPOSITION:

Having involved in past year, the value proposition is centered about "Professional Services". Essentially, we do the same old jobs in a more professional and efficient manner in order that it saves our customers both time and money. We must work on a costing model on continual basis in order to pass substantial value to our customers when they come to outsource their jobs. "Why outsource?" is basically the question to which we must provide satisfactory answer.

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How do we answer this question? We hire and train people at lower cost. We operate in the field at lower cost. We spend more on tools, instruments and trainings. We expend more energy on devising processes and systems. That's how we generate value for our customers. When they pass on their workload, we work on their behalf and they work in their shareholder's interest.

SERVICES PORTFOLIO:

We provide a host of services related to 'connectivity' in Telecommunication, particularly wireless communication. The service spectrum extends in technical as well as marketing dimension. We have solutions for both consumers (the end customer) and network operators. From connectivity designs to implementation, logistics to project management, and marketing strategy to customer services, we have positioned ourselves to cater for your needs. Broadly, our services portfolio comprises:

1. Engineering

- a.** Data (Wireless) Connectivity
- b.** Field Engineering

2. Consulting

- a.** WAN Design
- b.** Business Strategy

Data Connectivity: We specialize in providing point-to-point wireless connectivity solutions. Our solutions are based on a variety of products depending on specific connectivity needs of our customer. However, we have a preferred range of products for such solution; and our preference is a derivative of our ever-evolving experience with a particular technology or manufacturer. We also keep revisiting our sourcing decisions in order to improve the level of product support we can pass on to our customer.

Mainstay: Our current marketing focus is at the enterprises market situated in the radius of 800Km with Lahore at the center (limited to national borders). We have optimized our resources according to this positioning.

Services Levels: Time and again, we have been challenged by a variety of connectivity scenarios. From software applications to connectivity path profile, there are number of factors that make each connectivity scenario unique in its own right. Nevertheless, we have established certain benchmarks and hence improved our services levels.

Methodology: We begin with collecting information about customer's connectivity needs on different levels:

1. Applications that would eventually load the link capacity.
2. Physical path profile.
3. Infrastructure conditions.

Collecting such information in a single perspective helps us narrow down to a few options in terms of product. Next step is to discuss those options with the customer and seek the best option keep the future needs into consideration. Eventually, it becomes a team effort in which we work very closely with the customer and, as a result, an optimum solution emerges.

Field Engineering: We have only recently launched our Field Engineering solution. Basically, it's an outsourcing solution for Operators who would see clear value in letting us share their workload. We work in such close coordination with our customers that the ultimate beneficiary, the service consumer is full satisfied.

Our field engineering solution can be categorized into the following services:

- ✓ Site engineering services
- ✓ Logistics services; and
- ✓ Project management

While we take up total job of preparing, constructing and commissioning a site in an access network, we undertake part of logistics and project managements sharing control and respectively the onus of responsibility.

BUSINESS STRATEGY: We bring wit us a wealth of experience and connections specifically pertinent to data connectivity industry. Since the industry take-off in mid 90s, our team members have been involved in business developments in one way or the other, in one capacity or the other. We have very closely seen the industry evolve in the past decade. This is the most valuable asset that we capitalized on with the help of our professional outlook as engineers and business graduates.

Our recommended strategy draws its strength from the business plan we make wherein the "numbers speak louder than words". However, we don't totally rely on numbers in our approach primarily because our sensitivity analysis, in the end, takes into account a number of factors including the insider-info by virtue of our contacts.

Methodology: We begin with a series of rain-storming sessions with the client. Information is collected and recorded in tailor-made forms. Before analyzing the data, we carry out a cross-check to separate whims and myths from facts. A follow-up series of discussion is held to arrive at a common ground before detailed analysis begins. For all such activities, a process flow is held to arrive at a common ground before detailed analysis begins. For all such activities, a process flow is designed right at the beginning; it keeps evolving as we progress, however. Together with the client, we set certain rules for information and ideas sharing. Unlike an accounting spreadsheet, the strategy exercise is a quantifiable. We make our best effort to help our client make a well-informed decision in the end.

WAN Connectivity Design: Our Wide Area Networking (WAN) design solutions for connectivity purposes comprise network topology design, technology selection, vendor assessment, roll-out and disaster recovery plans. We specialize in wireless technologies for short-haul as well long haul connectivity. Therefore, our solutions can cater for networks any size regardless of their geographical and topographical spread. Moreover, we incorporate organization element into the proposed design. Depending on the structure, culture, management style and future outlook of an organization in its core business, we advise our clients on what would suit them more.

Methodology: We begin with a study of computing environment of our client. Starting off with Application – its characteristics and behavior over WAN – we make load calculations for each type of traffic (voice, video, data, multimedia etc) and its patterns over short and long spans of usage. While we try to optimize the WAN specifications, we make sure to consider the seasonality element occurring due to Applications behavior or organizations own core operations. We refer to case studies and take substantial influence from past experiences with certain technology or external limiting factors. A number of diagrams and tabular charts are put together before the picture of an optimum WAN connectivity solution emerges in a given organization scenario. We stand by our recommendations in the pilot phase.

POINTS OF OPERATION:

Presently, [Quick Linx Wireless](#) main office in Lahore which is the center location for both marketing and service delivery operations. There is a project Office in Rahim Yar Khan that is being developed into full-time customer services location. Similarly, by the end of this year, there is a plan to open Project Office in Bahawal Pur.

KEYNOTE:

By policy, [Quick Linx Wireless](#) is committed to abiding by the laws of the Lord and the land. All business operations are taken in stride accordingly.

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