



Experience the Most Advanced
& Innovative Features!



Strategic Corporate Client

(Signed long term agreement in 2009)

Matrix Trackers (Pvt) Ltd.

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INDEX

S. NO	Contents	Page #
1	Mission Statement	2
2	Vision	2
3	Corporate Profile	3
4	Introduction of Shamsheer Security Guards (Pvt) Ltd.	3
5	Our Valued Clients	4
6	Strategic Partner	5
7	G.S.M Partner	6
8	Why Matrix®	7
9	Packages that we Offer	7
10	Fleet Management	8
	Introduction	8
	Packages	9
	Comparison	9
11	Track Through Web	10
	Real Time Live Tracking	10
	Cross Border Tracking	10
12	Track & Control through Mobile	11
	Vigilant Theft Recovery Team	11
	Performance Evaluation	11
13	MTSS Reporting	12
	Summary Report	12
14	Vehicle History	13
	Movement Report	13
	Trip Analysis	13
15	Benefits of Matrix® Trackers	14
	Contact Us	14

Mission Statement

We are committed to making a positive contribution by creating and delivering innovative concepts and smart business solutions backed by value added customer customers. We seek to be the best in asset tracking, container tracking, door to door navigation, direct insurance, real estate and security services industries across the region. We are devoted to delivering unparalleled services, integrating new technologies and professionalism to our customers across Pakistan.

Vision

By identifying the unique requirements of our diverse circle of clients, we cater to each by providing them round the clock assistance and surpass our customer expectations. Our aim is to improve the quality of our customer's lives by being available to them 24/7 via phone call, SMS and email.

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Corporate Profile

Matrix® is a venture of **Shamsheer Security Guards (Private) Limited**, having more than two decades of professional experience in the industry and security services. We have achieved several significant milestones in the areas of expertise by introducing most advanced, innovative and differentiated services to fulfill ultimate needs of our clients.

Technology being upgraded day by day that is why we have conducted thorough research to find the branded and most comprehensive vehicle tracking solutions which could fulfill unmet needs of vehicle owners.

As a result, Matrix® offers satellite based vehicle tracking solutions with most upgraded and innovative features via SMS/GIS/GSM and GPRS communication interface. Our system is intelligently designed to meet the challenges of vehicle and its owners as well as their loved ones security related issues.

Matrix® Vehicle Tracking Solutions is dedicated in making sure your security works at its full potential providing round the clock customer support across Pakistan, our coverage spread all over the country. With the vehicle tracking tools we are dedicated to run your security at maximum efficiency and continued to flourish with technological advancement and excellent customer service.

A Venture of Shamsheer Security

Shamsheer Security Guards (Pvt) Ltd.



Shamsheer Security Guards (private) Limited was incorporated under the Companies Ordinance Act 1984 by the Joint Registrar, Joint Stock Companies, Karachi and approved by the Government. The management and operations of security services are conducted by Ex-Defense personal. Most of the management staff has also served the 'Special Services Group' of Pakistan Army.

S.S.G Offers:

Security services to:

- Banks
- Financial institution
- Diplomatic Missions
- Business Centers
- Industrial Units
- Residences and others



Shamsheer Security is providing response force to ADT Security Services across specific cities in Pakistan.

Our Valued Clients



DUBAI ISLAMIC BANK.

Financial Institution, Islamic Bank,
Dubai Islamic Bank is one of our corporate client, we have signed a strategic agreement in 2009 for its leased vehicles.
Contact Person: Umar Rehman Shah
Tell: 021-35360034-39



BHP BILLITON

Leading global resources company.
Providing Fleet Management Tracking Services.
Contact Person: Enayat Sb.
Tell: 021-34535351-2
Cell: 0300-8206742



PARAGON CONSTRUCTORS (Pvt) LTD.

Leading Construction Company of Pakistan.
Providing Fleet Management Tracking Services.
Contact Person: Ali Hussain
Tell: 021-34375702-10
Cell: 0344-2238528



Pakistan Energy Services Company (Pvt) Ltd. Dial-a-Car, Division

Providing Fleet Management Tracking Services.
Contact Person: Ali Haider
Cell: 0321-8286475
UAN: 111-000-747



SEARLE PAKISTAN LIMITED

Medicine Manufacturing & Distribution.
Providing nationwide Medical rep tracking management solution
Contact Person: Mansoor Majid
Cell: 021-35687693



Al-Ghazi Traders
Providing Fleet Management Tracking Services.
Contact Person: Muhammad Hussain
Tell: 021-34556612
Cell: 0333-2141130



Online Motor Services
Providing Fleet Management Tracking Services.
Contact Person: Sabir -ur-Rehman
Tell: 021-35687352
Cell: 0322-2401401

Awan Goods Transport (FFC Distributor)

Providing Fleet Management Tracking Services.
Contact Person: Muhammad Farooq
Cell: 0301-8266883

Dumper Association

Contact Person: Chairman: Mian Jan
Cell: 0334-42000786

Global Strategic Partners



Astrata

Matrix® has signed MOU with **Astrata Group, Inc.** is a US publicly traded company focused on Advanced Location Based IT Services and Solutions (telematics) that combines GPS positioning, wireless communications (satellite or terrestrial) and geographical information technology.

Astrata's solutions allow businesses and institutions to monitor, trace, as well as control the movement and status of machinery, vehicles, personnel or other assets. Astrata has designed, developed, manufactured and currently supports ten generations of telematics systems, with units deployed worldwide.

- Eastern Europe • North America • Mid East/Africa • Central/South • America • Asia • Western Europe
- Australia

Being a technology oriented and quality-conscious company, its differentiates itself in several ways:

- Providing innovative GPS and RF/Microwave technologies.
- Using effective, high quality electronic components and modules for wireless products.
- Providing simple to install and easy to use applications
- Maintaining highest quality standards for production and management under ISO 9001

Certifications

Matrix® system has been approved from FCC world renowned telematics testing authority "Spectrum Research & Testing Lab, Inc.



GSM PARTNERS

Matrix® has chosen the best cellular Companies to utilize its GSM services across Pakistan & international roaming service with an agreement.



Mobilink GSM (PMCL), a subsidiary of Orascom Telecom, started its operations in 1994, and has become the market leader both in terms of growth as well as having the largest customer subscriber base in Pakistan - a base of over 31 million and growing. Being the first cellular service provider to operate on a 100% digital GSM technology in Pakistan that also provides state-of-the-art communication solutions to its customers.

Mobilink has largest coverage network comparing with any other GSM player in Pakistan; covering more than 20,000+ cities and towns nationwide as well as over 130 countries on international roaming service.



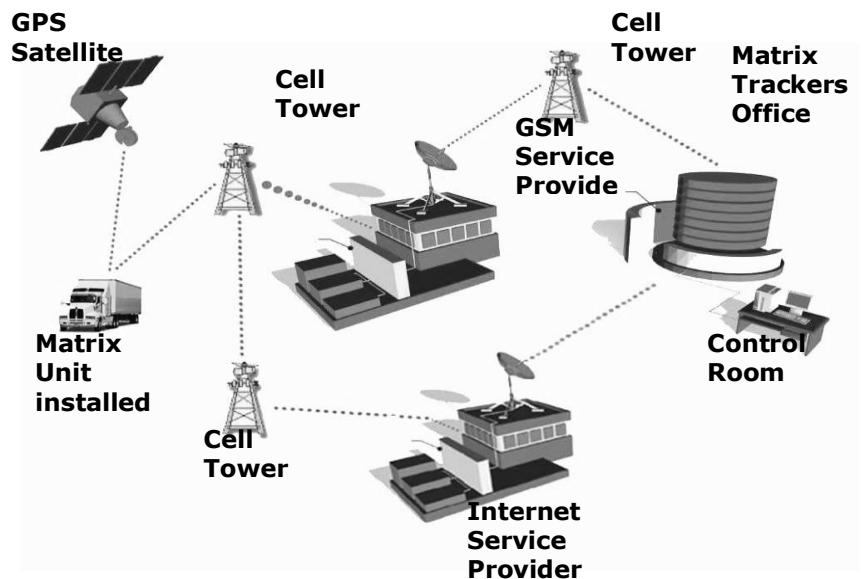
Telenor Pakistan is 100% owned by the Telenor Group, an international provider of high quality voice, data, content and communication services in 14 markets across Europe and Asia. Telenor Group is among the largest mobile operators in the world with over 195 million mobile subscriptions (Q3 2010) and a workforce of approximately 34,000.

Telenor Pakistan is the country's single largest European investor, with investments in excess of US\$2 billion. It acquired a GSM license in 2004 and began commercial operations on March 15, 2005. At the end of October 2010 it had a reported subscriber base of 24.12 million, and a market share of 24% making it the country's second largest mobile operator.

Matrix® Network

Matrix® delivers an extensive network vehicle tracking and monitoring functions that are useful for any vehicle owner. Matrix provides wide network coverage through GPS/GSM/GPRS and GIS system. This is the most comprehensive vehicle tracking system and has its coverage more than 10000 cities and towns through out Pakistan.

GSM is a wireless platform which carries the signal back and forth from the phone to the receiver, GPRS system is used by GSM devices, the most common cellular system in the world for transmitting vehicle location. One of the most important long-term considerations when selecting a real-time GPS vehicle tracking system is the network which is use to carry the data from the vehicle to the fleet manager.



Coverage

Where other networks fail, our GSM connects instantly. On highways throughout thousands of destinations across Pakistan, Matrix provides the widest coverage network, covering more than 22,000+ cities, towns, and villages across Pakistan



Why Matrix

- Round the clock customer support.
- Our system has been approved from world renowned telematics testing authority “Spectrum Research & Testing Lab, Inc.”
- Immobilization and activation through owner’s mobile.
- Own licensed Security Company and Very High frequency (VHF) since 1991.
- Movements of your vehicles stored which can be viewed on Web Facility or in the form of hard copy.
- Providing Emergency assistance in our unique feature of CRASH ALERT.
- Our branded devices have the capacity to store over 10,000 locations at a time.

Packages for individual clients

Matrix® is pleased to introduce its packages for nation wide monitoring which has the most comprehensive and distinctive features, and provides three products to help protect your car which are as follows;

FEATURES		SILVER	GOLD	OPTIMA
Ø	GPS+GSM+GPRS+GIS System	✓	✓	✓
Ø	100 % Branded Technology	✓	✓	✓
Ø	Real Time Tracking	✓	✓	✓
Ø	Nation Wide Coverage	✓	✓	✓
Ø	Round The Clock Monitoring	✓	✓	✓
Ø	Theft / Snatch Recovery Assistance	✓	✓	✓
Ø	Password Protection	✓	✓	✓
Ø	Insurance Rebate	✓	✓	✓
Ø	Battery Tempering Alarm	✓	✓	✓
Ø	Geo Fence	✓	✓	✓
Ø	Location in emergency	✓	✓	✓
Ø	Location On Call		✓	✓
Ø	Location On Mobile		✓	✓
Ø	Engine Kill		✓	✓
Ø	Engine Release		✓	✓
Ø	Panic Button (SOS)*		✓	✓
Ø	Over Speed Alarm		✓	✓
Ø	Hands Free Voice Communication		✓	✓
Ø	Web Access		✓	✓
Ø	Door Lock Unlock			✓
Ø	Mobile Control			✓
Ø	Ignition On/Off			✓
Ø	Security Active /.Inactive (Through Mobile)			✓
Ø	Security Active /.Inactive (Through Control Room)			✓
Ø	Online Navigation			✓
Ø	Vehicle History			✓

Fleet Management



Introduction

Fleet Management is a process through which we manage fleet of vehicles, using certain tools, to improve operational efficiency and effectiveness, and to increase the productivity of business.

Primary objective

Fleet Management's primary objective is to control the overall cost of operating and maintaining the fleet of vehicles and equipment, to maintain vehicles and equipment in a manner that extends their useful life, to control the growth in size of the fleet.

Fleet Solutions

With Fleet management solution from Matrix®, you can track the whereabouts of all your Vehicles, You can set geo fence (No-GO) area that will provide an immediate mobile SMS alert in the event of unauthorized movement. We provide you a complete system for mobile resource management that is powerful and it is easy to use. Web access allows you to go beyond simple tracking by providing the information you need to improve the productivity and profitability of your projects.

To establish efficient and effective fleet services by providing customer with safe, reliable, economical, environmentally sound transportation value and equipment investment.

Key benefits

- Increased employee productivity
- Increased driver's safety
- Improved utilization of the fleet
- Better customer service
- Reduced overtime and billing
- Reduced paperwork and reporting
- Stop unauthorized vehicle use
- Expedite stolen vehicle recovery

This vehicle fleet management program will enable you to record, manage and consult all information concerning your vehicle fleet quickly and efficiently.

Packages

Fleet Management packages are designed according to the needs of operation requirement, which ensure optimum efficiency of fleets and provide innovative controlling tools:

Mx-Standard

Mx-Standard has core features of fleet management, which enhance the efficiency of vehicles and effective in monitoring. This product is viable for small fleets having usual activities.

Mx-Expert

Mx-Expert is a complete package of fleet, which provides all features of logistic and fleet management. This product is consist on numerous reports though which you can evaluate the driving behavior of vehicles. It adds value in enhancing fuel and time efficie2ncy.

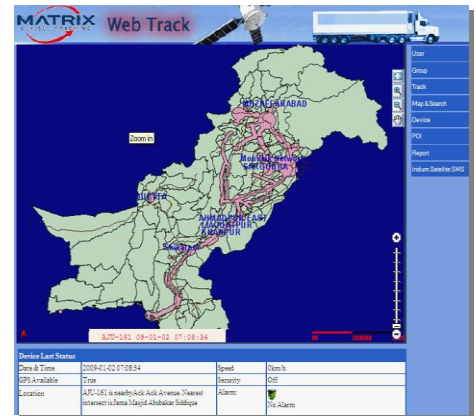
Comparison

FEATURES	MX-Standard	MX-Expert
Ø GPS+GSM+GPRS+GIS System	✓	✓
Ø 100 % Branded Technology	✓	✓
Ø Real Time Tracking	✓	✓
Ø Nation Wide Coverage	✓	✓
Ø Round The Clock Monitoring	✓	✓
Ø Theft / Snatch Recovery Assistance	✓	✓
Ø Password Protection	✓	✓
Ø Insurance Rebate	✓	✓
Ø Battery Tempering Alarm	✓	✓
Ø Geo Fence (IN & OUT)	✓	✓
Ø Multiple Customized Geofences (IN & OUT)	✓	✓
Ø Location On Call	✓	✓
Ø Engine Kill	✓	✓
Ø Engine Release	✓	✓
Ø Panic Button (SOS)*	✓	✓
Ø Over Speed Alarm	✓	✓
Ø Hands Free Voice Communication	✓	✓
Ø Web Access	✓	✓
Ø Vehicle History Replay on Map	✓	✓
Ø Ignition On/Off		✓
Ø Online Navigation		✓
Ø Real Time Live Monitoring Access		✓
Ø Vehicle History Report		✓
Ø Idle Time Report		✓
Ø Rout Analysis		✓
Ø Speed Report		✓
Ø Event Report		✓

Tracking through Web

This is a premium service for Matrix Trackers customers who can now keep eyes on their vehicles via internet. They have to simply sign-up for this service and then log on to Matrix Trackers website. Our main objective is to provide authentic solutions for complete Vehicle Fleet Management. So our customers can control their fleet management procedure.

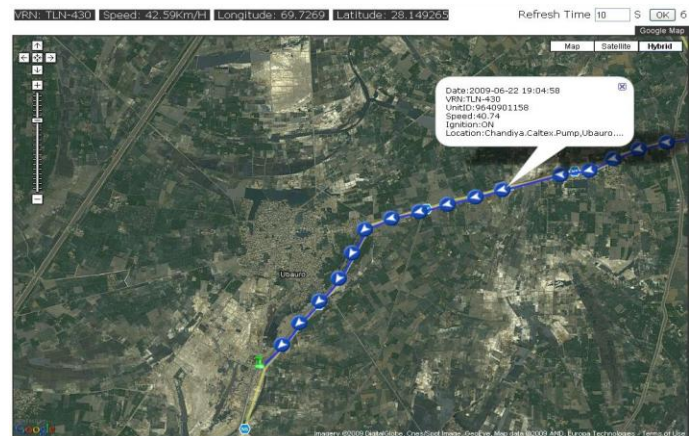
- Monitoring fleet movement through the Web.
- Immobilizing of vehicles by your self.
- Creating own Geo Fence OR No Go Areas.
- Locations and Durations.
- Excessive Speed Alerts.
- Driver performance analysis.
- Rout mapping to restricted movement.



Real Time Live Tracking

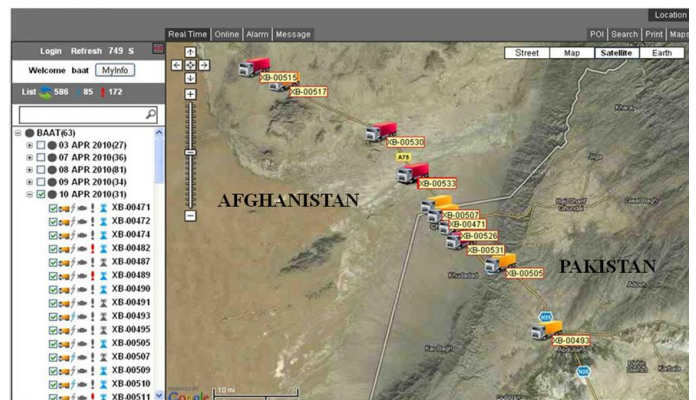
We are providing real Time Live tracking of the vehicles or assets with different viewing options available (Bird eye view, single vehicle)

By opening this window you can monitor bit by bit locations of your vehicle with minimum interval time of 10 seconds. Real-time display of vehicle position, speed and direction enables Dispatchers to pinpoint customer locations on a map



Tracking Across the Border

We are providing cross border tracking services via SMS & GPRS, through web access you can track & see the movement of the vehicle beyond the border. If any event will occur the alarm will be appear on the computer screen. You can also extract cross border reports.



Track & Control through Mobile

This is another premium facility for Matrix Trackers customers, who can get their vehicles status on their Mobile Phone,

- Customer can communicate with their vehicle via SMS and Voice.
- Getting locations of their vehicles.
- Immobilization and activation through owner is mobile.
- Door lock and unlock.
- Activate/Deactivate Security.



Vigilant Theft Recovery Team

Matrix® has its own licensed security company having dedicated theft recovery fleet equipped with arms and integrated wireless communication facility to ensure recovery of your vehicle within the shortest span of time.



Performance Evaluation

The following parameters that can be analyze by you.

- Harsh breaking
- Trip route analyze.
- Mileage
- Utilization of vehicle
- Frequently visited location/trip
- Driver performance
- Fuel consumption
- Fuel card vs. actual report.
- Maintenance schedule reminders

Advantages:

- The advantages are given below,
- Improve utilization
- Increase drivers productivity
- Reduce over time, billings errors and lower fuel bill
- Improved work scheduling efficiency
- Reduce insurance cost
- Speed up the stolen vehicle recovery process and reduce risk of asset theft.
- Increase driver safety
- Reduce paper work and reporting
- Speed monitoring
- Prevent unauthorized vehicle use
- Increase vehicle's life

MTSS Reporting (Matrix Trackers Software Solution)

Matrix Trackers provides the complete reporting software solution. With the help of this software we can generate the following reports.

- *Activity Summary Report*
- *Daily Summary Report*
- *Vehicle History Report*
- *Idle time Report*
- *Route Alarm Report*
- *Trip Report Daily Summary*
- *Trip Report Detail*
- *Accumulated Fuel Report*
- *Temperature Report*
- *Mileage Report*



Summary Report

You can also create a summary report, which shows the total time driven, total distance covered, and total stop time of each vehicle.

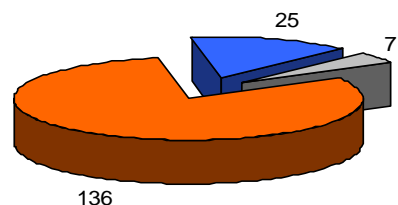
Report Period: 01/01/2009
 Report Date: 07/01/2009
 Reporting Days: 07
 Excess Idle Time: 3hrs
 Speed Violation: 80 kmph & over
 Report Type:

Client Name: Matrix Trackers
 Report Type: Fleet Summary Report

FLEET SUMMARY REPOT DETAIL

Total Vehicles 2
 Driven Time 25 hrs
 Idle Time 07 hrs
 Stop Time 136 hrs
 Total Distance 275 KM

SUMMARY REPORT



■ Driven Time ■ Idle Time ■ Stop Time

Vehicle History

Our valued customers are eligible to get their vehicle movement history which is stored in our database for the period of one week. At any point in time you can ask MCR to provide you details of your choice regarding your vehicle within the time period. This way you can verify the driving pattern of your driver, his average speeds, idling cases, speed violation etc.

Vehicle Movement History			
Tracking ID: WJ2858789 - 20 January, 2009 1:57:22PM			
SerialNo	Date/Time	Speed	Location
1	October 16, 2008 10:09 am	0	0.53 Km SSE , OF KESC Old Station, Karachi ,Sind,Pakistan
2	October 16, 2008 2:09 pm	0	0.241 Km NNE , OFFBMT Institute, Karachi ,Sind,Pakistan
3	October 16, 2008 2:19 pm	0	0.244 Km NNE , OFFBMT Institute, Karachi ,Sind,Pakistan
4	October 16, 2008 2:20 pm	0	0.226 Km NNE , OFFBMT Institute, Karachi ,Sind,Pakistan
5	October 16, 2008 2:30 pm	35	0.229 Km WSW , OF ARH AMRO Bank, Karachi ,Sind,Pakistan
6	October 16, 2008 2:51 pm	70	0.083 Km SW , OF Oneaste Oversea of USA, Karachi ,Sind,Pakistan
7	October 16, 2008 2:56 pm	50	0.12 Km E , OF Aika Bewasi Arsenary, Karachi ,Sind,Pakistan
8	October 16, 2008 4:20 pm	0	0.048 Km SE , OF Sha3 Petrol Pump, Karachi ,Sind,Pakistan
9	October 16, 2008 4:24 pm	0	0.059 Km SSE , OF Sha3 Petrol Pump, Karachi ,Sind,Pakistan
10	October 16, 2008 4:26 pm	0	0.116 Km E , OF Zakia House, Karachi ,Sind,Pakistan
11	October 16, 2008 4:34 pm	0	0.059 Km SSE , OF Sha3 Petrol Pump, Karachi ,Sind,Pakistan
12	October 16, 2008 4:40 pm	0	0.026 Km SSE , OF Sha3 Petrol Pump, Karachi ,Sind,Pakistan

Movement Report

Movement report provides the main data of vehicle activity for a specific time. It also shows Date, Time, Status, speed and location.

Benefits:

It provides an easy evaluation of the vehicle's route. It will be very useful for route planning of particular fleet.

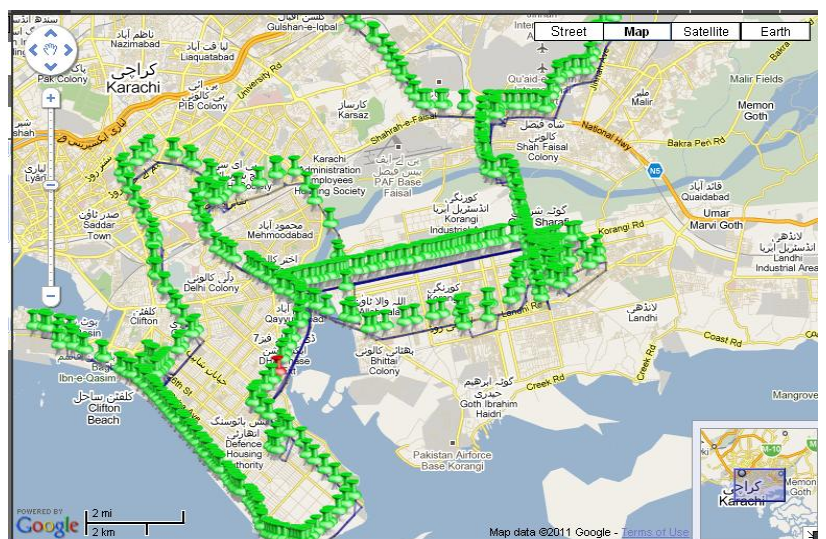
Vehicle Positions for (Last 20 Positions)				
SerialNo	GPS Sent	Status	speed	Location
20	1/3/2009 6:53:30 AM	True	0	0.537 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
19	1/3/2009 2:20:38 AM	True	0	0.509 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan
18	1/2/2009 9:47:47 PM	True	0	0.512 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan
17	1/2/2009 2:49:44 PM	True	0	0.536 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
16	1/2/2009 7:08:52 AM	False	0	0.537 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
15	1/2/2009 5:57:23 AM	True	0	0.529 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
14	1/2/2009 3:17:28 AM	True	0	0.536 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
13	1/1/2009 11:17:50 PM	True	2	0.509 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
12	1/1/2009 10:51:29 PM	True	0	0.536 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
11	1/1/2009 10:46:48 PM	True	0	0.532 Km SSE , OF KESC Grid Station, Karachi ,Sind,Pakistan
10	1/1/2009 8:07:04 PM	True	46	0.358 Km WSW , OF City School PAF Chapter, Karachi ,Sind,Pakistan
9	1/1/2009 4:14:48 PM	True	0	0.024 Km SSE , OF Caltes Petrol Pump, Karachi ,Sind,Pakistan
8	1/1/2009 7:06:30 AM	True	0	0.518 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan
7	1/1/2009 4:22:59 AM	True	0	0.512 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan
6	12/31/2008 4:02:40 PM	True	0	0.024 Km SSE , OF Caltes Petrol Pump, Karachi ,Sind,Pakistan
5	12/31/2008 4:08:02 PM	True	0	0.029 Km SSE , OF Caltes Petrol Pump, Karachi ,Sind,Pakistan
4	12/31/2008 1:06:17 PM	True	0	0.03 Km SE , OF Shell Petrol Pump, Karachi ,Sind,Pakistan
3	12/30/2008 5:11:31 PM	True	0	0.031 Km SSE , OF Caltes Petrol Pump, Karachi ,Sind,Pakistan
2	12/30/2008 3:14:52 PM	True	0	0.512 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan
1	12/30/2008 3:02:46 PM	True	0	0.512 Km E , OF BOHARI COMMERCIAL AREA, Karachi ,Sind,Pakistan

Trip Analysis

You can demonstrate the trip movement summary for the dates you specify. It shows the trip information of each vehicle in the fleet. It also provide the distance covered, excess speed limits, speed violation and harsh breaking.

Benefits:

This report proves the proper or improper utilization of vehicle, It identifies the driver performance of the driver during the individual trips, visited to unauthorized locations and home visits during working hours. You can make sure the effectiveness of utilization.



Benefits of Matrix® Trackers

Matrix® will provide you with all the information you need to maximize the efficiency and cost effectiveness of your vehicles.

- Identify unauthorized mileage/expenses
- Monitor working hours
- Reduce driver communication costs
- Reduce insurance costs
- Reduce mobile phone costs
- Reduce time per job
- Understand your vehicle running costs
- Identify excessive running costs
- Automatic report production
- Realistic budgeting
- Dispatch of nearest vehicle
- Advise customers of progress

Contact Us

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