

Your Partner in Tech



Genetech Solutions is an **award-winning software solutions company** with almost **2 decades** of experience in delivering top-notch services and solutions to its clients worldwide. We are a team of almost 100 technologists, including designers, developers, testers, project and product managers with expertise on a very up-to-date and diverse tech stack. From traditional to intelligent business apps, we have done it all and these days, we are working on building several cutting-edge solutions in the emerging tech space.

If you are looking for an agile, diverse, and value-driven team with a focus on long-term technology partnership, we are the right match for you!

We are active members of some tech-related local and global bodies and have recently **won a Pakistan Software House Association's award** for being the most **Gender Diverse** company in Pakistan!

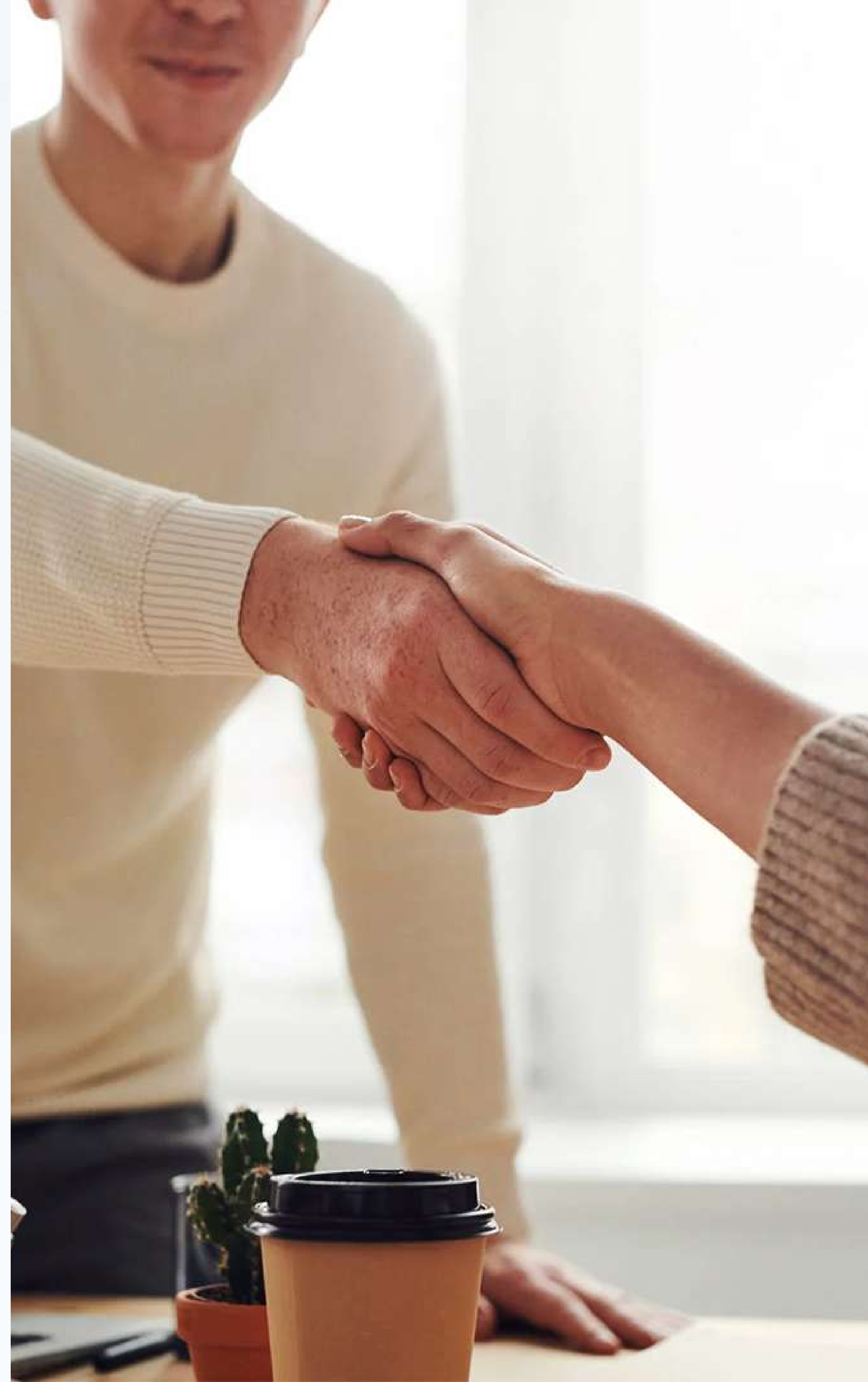
Clientele.

With over 200 happy clients and a retention rate of 90%. We have mastered the art of building long-term and fulfilling relationships with our clients all over the globe. We also love working with nonprofits and have a vast portfolio of delivering digital services and expertise to some really amazing impact-driven initiatives.

200+ 90%

Happy Clients

Retention Ratio



Clientele.

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73PL
SYSTEMS INC.

RUBA SEZ Group

 THEBLUEFISH.COM

STUBGROUP
Online Advertising That Actually Works

 **DRAPER**
UNIVERSITY

 **NIKOS**
TRAINING & CONSULTANCY

MOUVANCE
VOYAGES

 **team**
تعلیم

 **TOGETHER**
National TB Control Program

 **FWO**

 & RAUF
PAKISTAN

LINDSAY NICHOLAS
NEW YORK

 **Teamup**

BPA Solutions

A.

 rganic
Formula Shop

 **Red Mountain**
Direct LLC

 **APACI**

iQHub

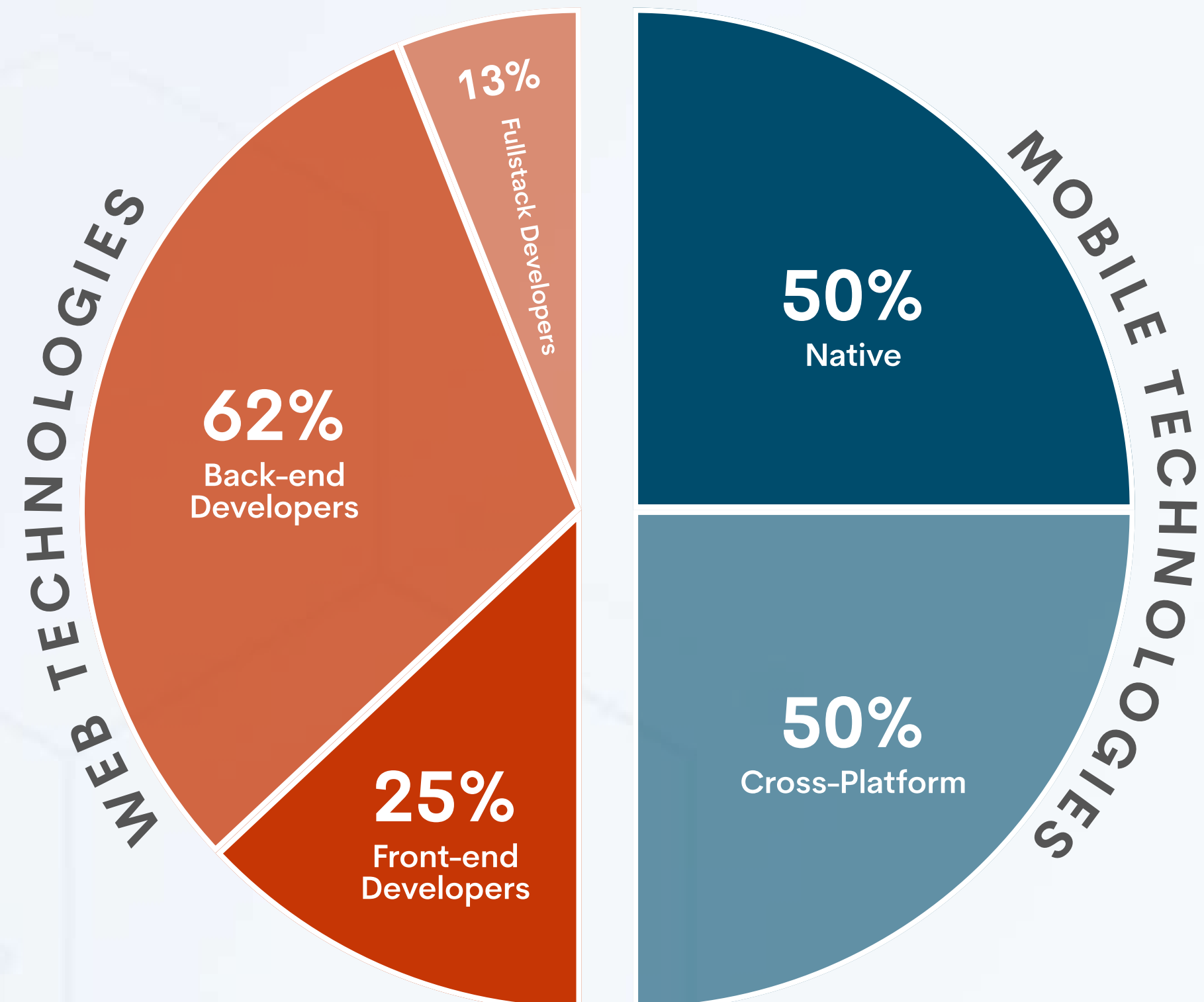
Our Team.

Our team has a diverse skill set with varying levels of experience and industry exposure. Here are a few stats to give you an idea about our strengths.

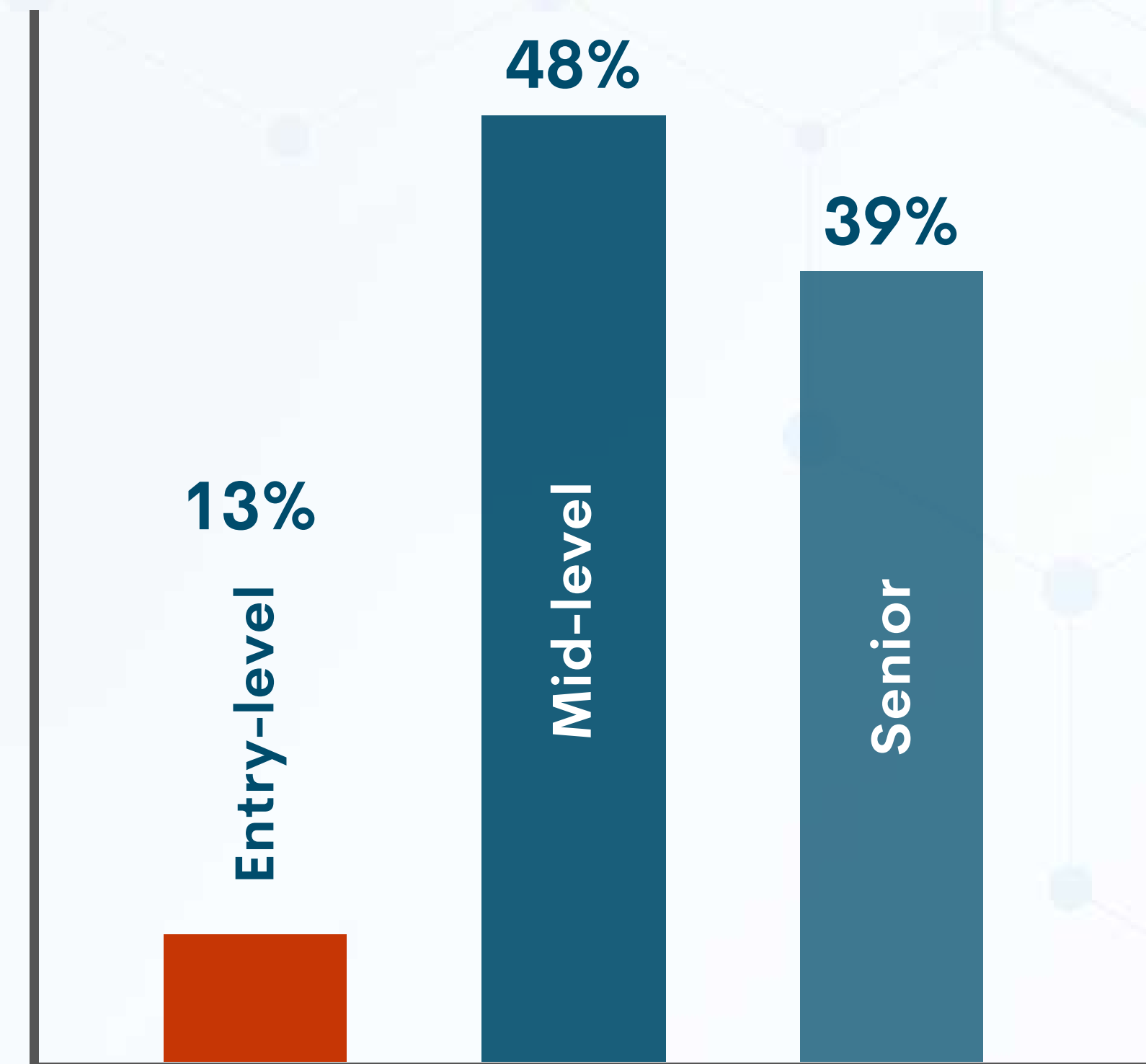


Our Team.

Skills Composition of
our Engineers:



Engineering Team's
Experience level:



Our Expertise.



Tech Talent



Product Engineering



Mobile Applications



Web Design & Development



Cybersecurity Services



Business Continuity & Recovery Services



Managed Hosting Services



Page Speed Optimization



Technical SEO and Troubleshooting



Web Accessibility



Brand Identity & Graphic Design



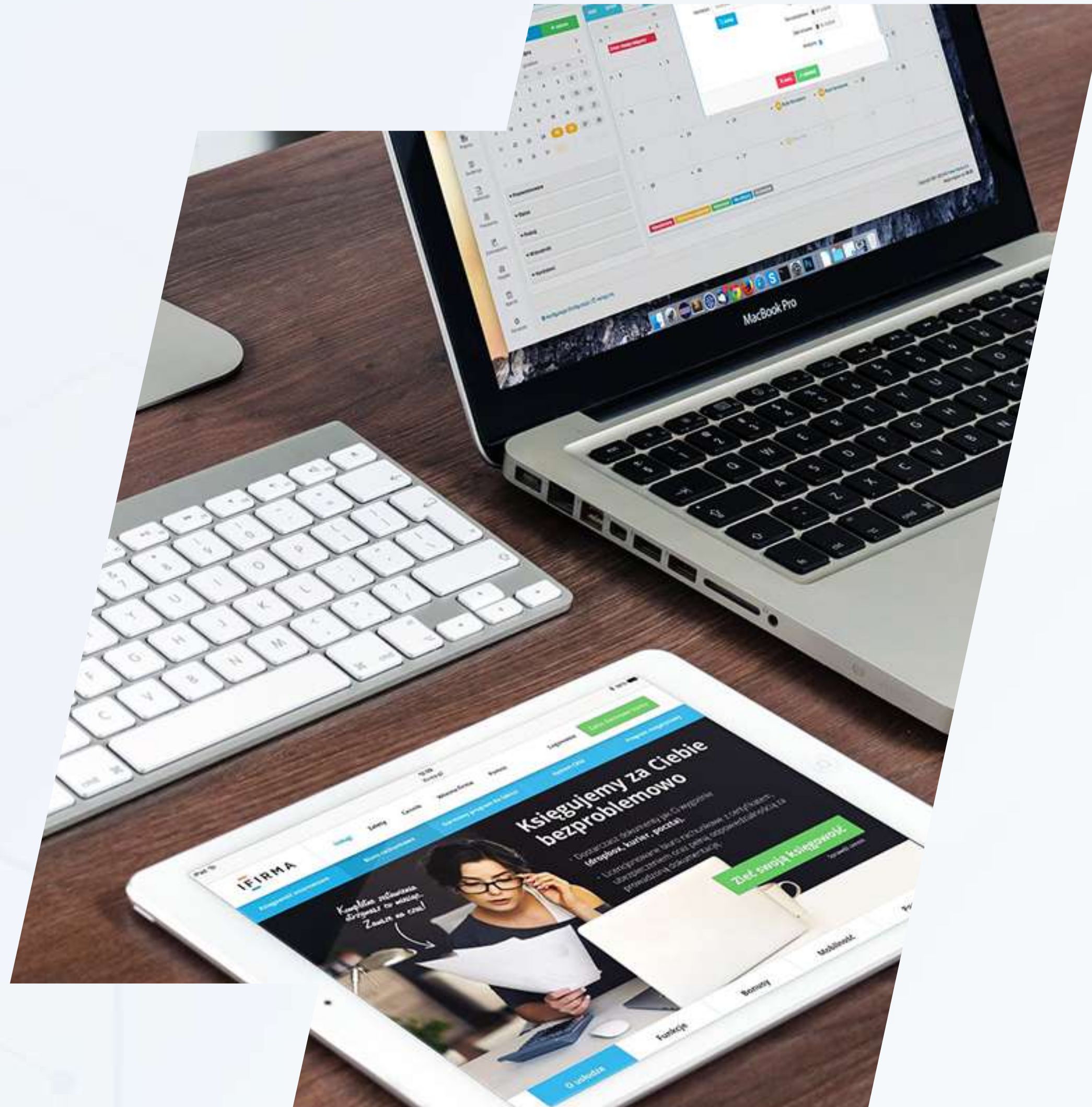
Content Marketing and Strategy

Our Expertise.

Tech Talent.

We have access to a large pool of talent in Pakistan and the US and can help you find the right fit for your organization's technology and business needs. Whether you are looking for a tech expert, like an engineer or a tester, a creative person, a writer or a designer, or even a website manager or virtual assistant, we got you covered. We will take responsibility for all their infrastructure and administration needs so that you don't have to worry about handling any of that. Let us find you the most dedicated, creative, and diverse talent for your virtual teams!





Our Expertise.

Product Engineering.

Our team loves working on new and entrepreneurial ideas to solve real-world problems. Our vast experience in building both business and consumer apps has given us the right mix of creativity and excellence to deliver faster and better. Our team prefers working with a lightweight methodology, like Lean. This allows us to discover, develop, and deliver solutions that are usable, scalable, and quickly bring in data and revenue for our clients. The product development process has multiple steps that require expert attention to launch a successful product. Get a 30-minute free consultation with our Product Managers by requesting a quote right now!

Our Expertise.

Mobile Applications.

Our portfolio includes numerous native and cross-platform apps with sleek user interfaces and exceptional user engagement. We have worked in various industries to build user-centric applications, including health tech, ed-tech, eCommerce, sports, social networking, logistics, and hospitality. Our process involves quick prototypes and picking the best possible platforms to ensure a quick time-to-market and to learn from real users before moving to the next iterations. We built smart apps powered by emerging technologies, including AI, ML, and Blockchain. Our team specializes in action-oriented and data-driven apps that delight users and also bring in big revenue for our clients. Let us build something exceptional for you. Request a quote now!





Our Expertise.

Web Design & Development.

The web is not going anywhere, and we know this better than anyone else. From portfolio websites to business applications, our team knows how to build robust and delightful solutions that are tested thoroughly. We ensure top performance and compatibility with all major browsers and devices. We work with several transactional, innovation, and integration platforms to provide you with optimal solutions with unmatched speed and value.

Our web design and development is the most significant part of our organization, and from building small business websites to creating large portals, we have done it all. We believe in the power of clean and responsive design and like to work closely with clients to figure out their brand aesthetics and philosophy. Another essential aspect of good website design and development is page speed optimization. We have optimization experts on our team who can not only help with your new website projects but also help improve your existing websites. We have an exceptionally creative content team that can advise not only on the website copy but on your overall digital footprint. Also, we love building chatbots! Talk to our web experts. Request a quote now!

Our Expertise.

Cybersecurity Services.

Every organization needs to invest in cybersecurity to protect its digital assets. Our experts can help in assessing your current security measures as well as build and manage up-to-date and accurate cybersecurity plans. Our approach is to create a 360-degree plan to cover all aspects of an organization's security needs. The information security policies must align with the business goals, and your data and business are always safe from cybersecurity incidents and attacks. Our team is available for a quick consultation call. Get in touch here.





Our Expertise.

Business Continuity & Recovery Services.

It is imperative for businesses to quickly return to the same operating capacity after an unforeseen incident, like a disaster or a cyberattack. Business continuity is an organization's plan to function without having all of its resources (limp-along plan). Business Continuation in case of disasters or downtime can be a game-changer for your business, where high availability means more revenue. Our team can set up backup and disaster recovery plans and procedures to ensure that downtimes and data losses become a thing of the past. From mirroring data in real-time to reducing the recovery time, let us showcase our expertise in providing Disaster Recovery as a Service (DRaaS). [Read our latest case study here.](#) Our experts are here to help!

Our Expertise.

Managed Hosting Services.

With our modern-day data centers in the US, we have built our expertise in providing both Web Hosting and Dedicated Virtual Servers. Our team of experts is always available to get on a call and help you choose the right plan for your hosting needs. We will help you set it up and provide you with assistance whenever you need to ensure that your applications stay up and running all the time! We have multiple plans available that cater to our client base. If you are not sure about which hosting plan is the right one for you, we are happy to book a call and advice. Our team also has expertise in deploying, managing, and scaling applications using Amazon Web Services. We can take complete ownership of setting up, monitoring, and protecting your applications on AWS by providing 24/7 technical assistance and customer support so that you can only focus on growing your business.

For more details or sign up, visit <https://www.genetechsolutions.com/services/managed-hosting.html>





Our Expertise.

Page Speed Optimization.

Data shows that 40% of people abandon a website that takes more than 3 seconds to load. Having a website that is not optimized for speed can create several problems, including bad user experience, high bounce rate, and low conversions, and your website can even end up being penalized by search engines for speed-related issues. We know from research that even a 1-second delay in page response can result in a 7% reduction in conversions.

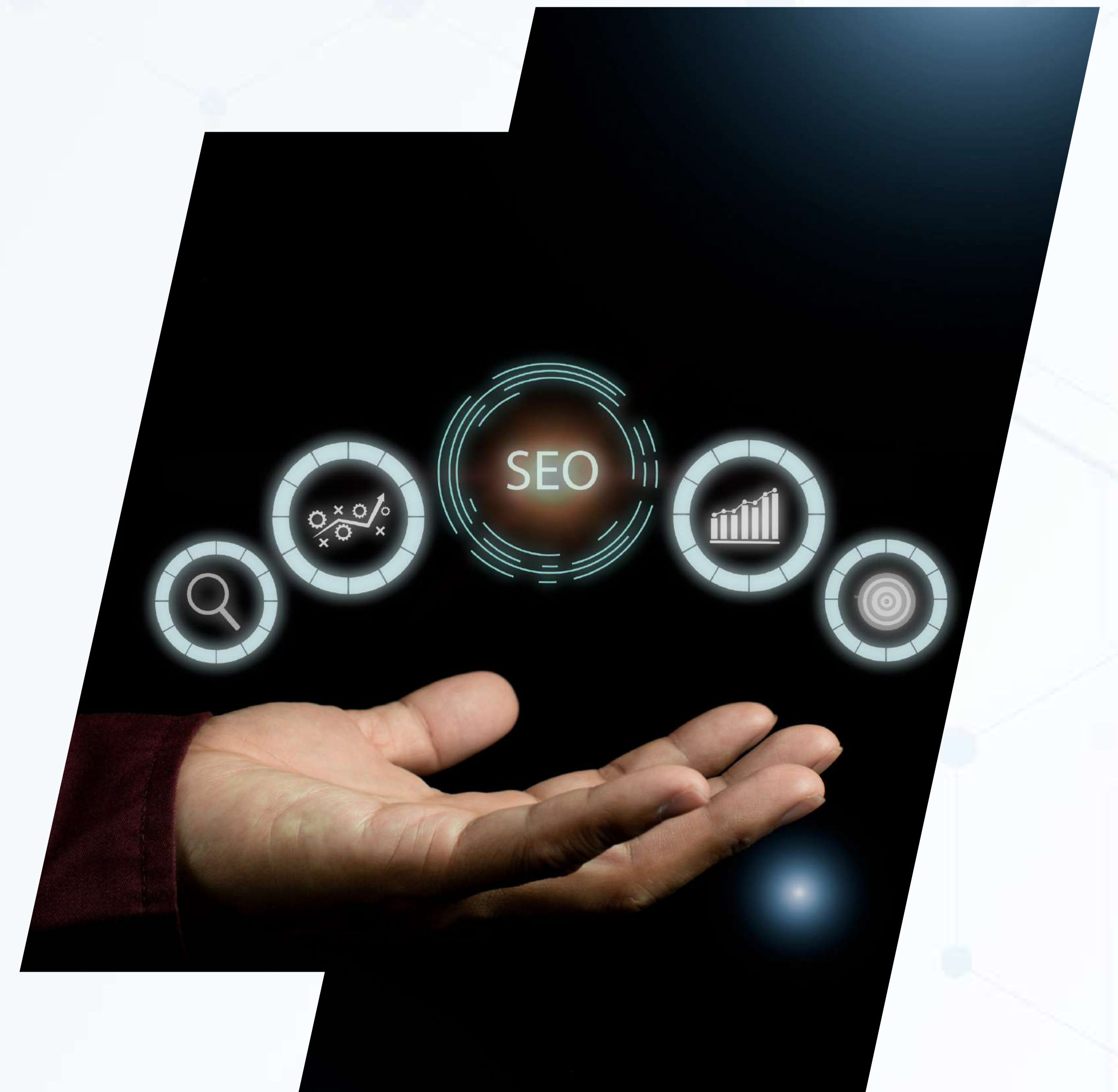
Our team has developed an advanced checklist to ensure that your website meets all criteria of Core Web Vitals launched by Google, and it is fast enough that your users will be delighted to use it even on low bandwidth connections. This includes compressing and optimizing images, using a content delivery network, optimizing CSS and page elements, and improving the use of caching. Web core vitals report uses several metrics to measure your website speed, including Largest Contentful Paint (LCP), First Input Delay (FID), etc. Talk to our Web Speed Optimization experts today and have them create a plan to improve your page views, user experience, mobile responsiveness, conversions, and a lower bounce rate.

Our Expertise.

Technical SEO and Troubleshooting.

According to BrightEdge, 68% of online experiences begin with a search engine. It implies that the first order of business for anyone wanting to have eyeballs on their website is to ensure that their website is indexed and ranked, especially in Google. Be it optimization or marketing, the first step is to ensure that there are no technical issues in the website to hinder the indexing and ranking processes. From site architecture to URL structures and page and media optimization to improving content readability, our team audits and creates a custom checklist for each project to ensure that we don't miss out on any standards and guidelines while keeping the context in mind. We have been working with clients to troubleshoot and fix site issues for them when their agencies fail to solve problems as they focus more on content and copywriting and even on pushing Ad budgets.

Talk to our Technical SEO and SEM experts today and let them fix your website so you can receive more traffic and generate more revenue.





Our Expertise.

Web Accessibility.

Did you know a website's accessibility can impact how people engage with it? With 96.8% of homepages having detectable WCAG 2 failures, ensuring your website is accessible isn't just about following rules; it's about creating an inclusive online space for everyone.

When a website isn't accessible, navigating the site becomes a challenging experience. The lack of website accessibility negatively affects SEO rankings, user experience, and overall audience engagement and diminishes its competitiveness in the digital space.

At Genetech Solutions, we are passionate about making the web a welcoming place for everyone. Our team understands the challenges and is committed to ensuring your website is user-friendly for all visitors.

We take a comprehensive approach and evaluate your site to identify areas that need improvement. From text size and color contrast to navigation and form usability, we focus on enhancing elements that directly impact SEO, user experience, and overall site engagement.

Our Expertise.

Brand Identity & Graphic Design.

Are you looking for a logo for your new venture or want to rebrand your existing business? From digital to print assets, we have developed brand identities and created marketing and social media collateral for numerous local and international clients with speed and finesse. Let our designers help you in getting a unique and creative statement for your business. We enjoy working with clients who are up for creativity and experimentation. Let us help you discover your brand's aesthetics and build something that sticks. Let's connect and talk about your branding needs!





Our Expertise.

Content Marketing and Strategy.

You must have heard that content is king. The statement is true for all kinds of businesses, including eCommerce, EdTech, HealthTech, Consulting, and Hospitality. Your audiences want to read and see something that builds their confidence in your expertise and then buy from you.

According to a recent report, 82% of marketers report actively using content marketing in 2021, up 70% from last year. This includes multiple forms of content, including videos, blog posts, case studies, ebooks, and infographics. At Genetech Solutions, we have a dedicated team of content experts, including strategists, writers, editors, designers, and video experts, to bring all your amazing ideas to life. Our team has been working with multiple industries and helping them build a prominent space for their brand in an already overcrowded marketplace.

We create a brief, brainstorm ideas, and then build a strategy that works for you and a set of KPIs. Once approved, we execute the strategy, measuring periodically to ensure that we are moving in the right direction.

Talk to our content experts today and have them create something that brings in absolute results for your business.

Tech Stack.



Community Work.

We believe in collective growth and giving back to the community, that is why you will see us at the forefront of volunteer work and investing in social initiatives around inclusion, education, and employment. We also make a point to spend a certain percentage of our revenue on sponsoring community and corporate events for better engagement in the ecosystem.

P@SHA
Pakistan Software Houses Association for IT & ITES

**CRYPTO
HICKS**

WomenInTechPK

ngGirls

Pakistan
agile
Development Society

Deaf Reach
Schools | Training Centers | Colleges

CODEGIRLS

Tech4Girls

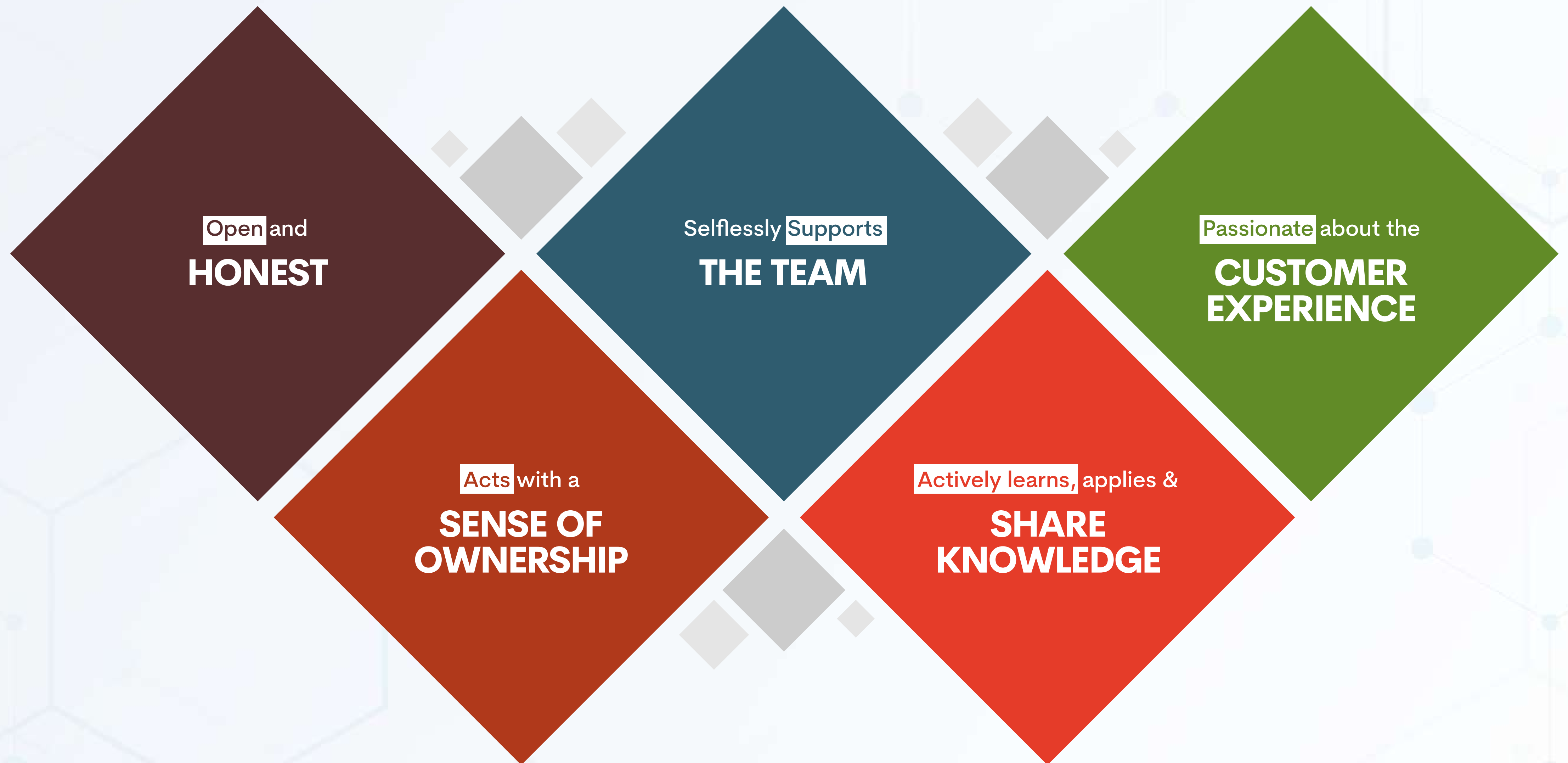
**IMPACT
DYNAMICS**

CONSULNET
Corporation

Tech Lab
In partnership with Engro Foundation,
WeConnect and ConsulNet Corporation

S.E.E.D

Core Values.



About the Founders.

Ghulam Hemani.

Co-founder & Chief Technology Officer

As the CTO, Ghulam's area of expertise is IT infrastructure and architecture with a focus on datacenter, cybersecurity, high availability, and disaster recovery services to high-end customers.

Ghulam worked at IBM for over a decade as an architect and before that as a senior technology consultant in the telecommunications and financial services industries.



hemani@genetech.io



www.linkedin.com/in/ghemani



About the Founders.

Shamim Rajani.

Co-founder & Chief Operating Officer

As the COO, Shamim oversees and directs the work of the project teams and promotes a culture of high performance, agility, accountability, and continuous improvement that values learning and a commitment to quality.

Shamim is also the founder of **CodeGirls**, a community-funded coding Bootcamp for girls, a Vice-chairperson of the **Pakistan Software House Association**, an Advisory Board member of **WomenInTechPK**, a board member of **Agile Development Society Pakistan**, and a Community Ambassador for **Cryptochicks**.



shamim@genetech.io



www.linkedin.com/in/shamimrajani



Work with us.



Project-based:

We will set up a couple of calls and scope the project with you. Once done, we will get back to you with a fixed price bid and a schedule for relevant deliverables. This mostly works well for small projects with fleshed-out requirements.



Hourly:

For product development with inherent uncertainty and evolving requirements, we suggest an hourly model. We only scope the next few sprints and you are billed by the number of hours spent by the team on your project.



Dedicated:

If you are looking for a maintenance team or someone to manage day-to-day operations, this is the most cost-effective option for you. Hire part-time or full-time dedicated talent and get billed for them monthly.



Work with us.



Become a referral partner:

Write a warm introduction for us to a client and get 10% of the revenue earned from that client for the lifetime. Learn about our referral program [here](#).



Become a consortium partner:

If you want to bid for a project and are looking for a consortium partner for technology services, reach out and we will be happy to submit the bid and execute the project alongside you.



Rate Card.



Project Based

To be estimated after the Project Requirement Document is shared.



*Hourly

Per-hour Rate:
USD 50



*Dedicated Resource

Junior Developer: **USD 2500/Month**
Mid-level Developer: **USD 3000/Month**
Senior Developer: **USD 4000/Month**

*Note: These rate may vary up to 20% depending on Project Type, Quantity of Work and Experience Level Required.

Connect With Us.



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www.medium.com/@shamim_rajani



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