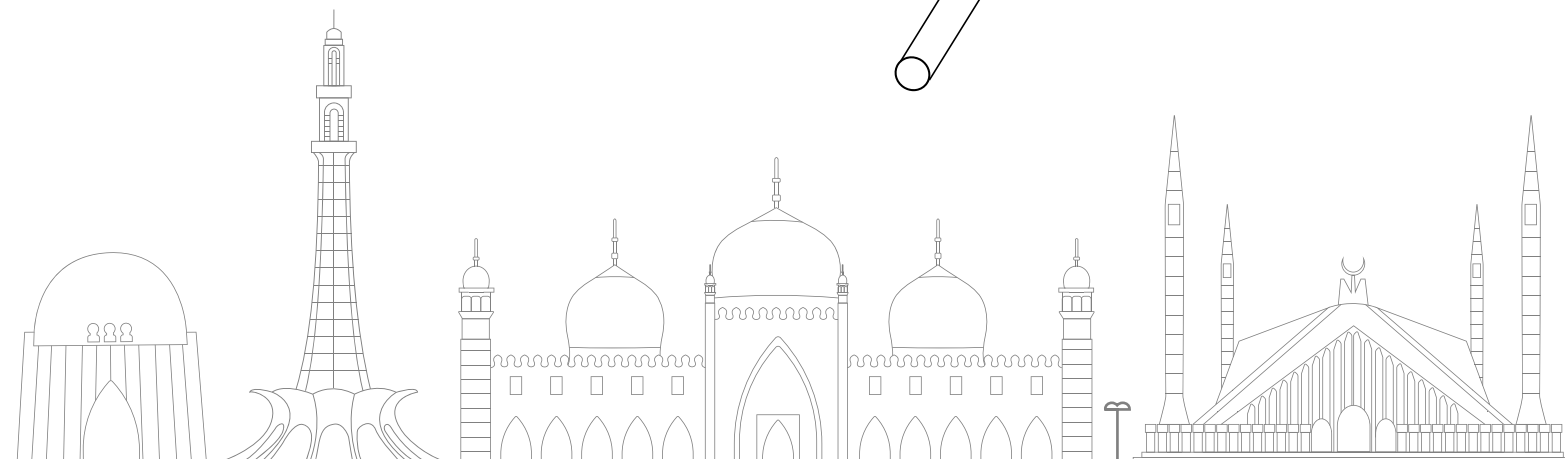
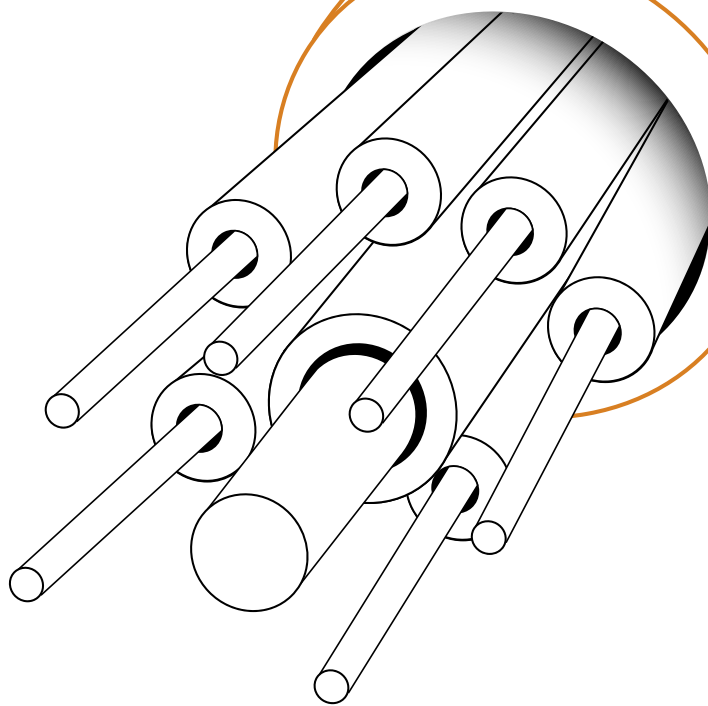


# ping

AUG 2024

Innovate  
Transform  
Thrive



# Reader's Note

Welcome to our latest newsletter edition for August. We're thrilled to share the recent updates, insights, and news from our organisation. In this edition, you'll find valuable information, including upcoming events, industry trends, and exciting announcements. We hope you enjoy reading and find inspiration in the stories shared within these pages.

Happy reading!

Warm regards,

Team Marketing



# Free Lunch

## A Short Story



**Mr. Babar Baig**  
Secretary SCOMM

There is a story about a king who called his advisers and asked them to write down the wisdom of the ages so that he could pass it on to future generations. After a lot of work, the advisers came up with several volumes of wisdom and presented them to the king.

The king called his advisers and said that it was too long, and people would not read it. They had to condense it. The advisers went back to work and came back with one volume. The king said the same thing again.

They came back again with one chapter and then one page, and the king still said the same thing until they came up with one sentence that satisfied the king. He said that if there was one piece of wisdom he wanted to pass on to future generations, it is this one sentence - "There is no free lunch."

In every organization or society, there are freeloaders. They are people who want to get a benefit without paying for it. They are looking for freebies. By and large, at some time or the other, most of us have been guilty of being a freeloader. This is typically seen in associations and organizations. Most members are inactive. They want, and get the full benefit of the effort of the active ones.

Someone once said, "I Support Helping the Needy. I Oppose Funding the Lazy."

## Empowering Business Growth with Cloud Computing, Cyber Security & Managed Services



**Mr. Asad Raza**

GM Cloud & Managed Services

In today's digital world, businesses need more than just technology; they require solutions that adapt to ever-changing demands. Multinet Pakistan is at the forefront of this evolution, offering cutting-edge cloud computing and managed information security services through its premium MyCloud and MyMS solutions.

Why do today's businesses require quality cloud computing and managed services? The answer lies in the need for scalability, flexibility, and security. MyCloud offers businesses a flexible range of cloud services that help reduce infrastructure costs while improving data security and collaboration. As the digital landscape continues to evolve, businesses leveraging MyCloud can accelerate innovation, ensuring they remain competitive and resilient.

Meanwhile, MyMS stands as a pillar for enterprise operations, offering essential IT enablement and cybersecurity services. In an era where cyber threats are increasingly sophisticated, MyMS empowers businesses to manage core functions and critical tasks with unmatched efficiency and cost-effectiveness. By entrusting their IT and security needs to Multinet Pakistan, businesses can focus on growth and innovation and be confident in the security and reliability of their infrastructure.

As the business environment becomes more complex, Multinet Pakistan is redefining the standards of cloud computing and managed information security, ensuring that businesses in Pakistan are equipped with the best solutions to thrive in today's dynamic market. Are your business strategies aligned with the demands of the digital age? How prepared is your organization to handle the complexities of modern-day IT challenges? Multinet Pakistan provides the solutions you need with top-notch MyCloud and MyMS services, ensuring your infrastructure is secure, scalable, and ready for the future.



# ITCN Asia - MoU Signing Ceremony

Multinet Pakistan entered into a strategic partnership with the Ecommerce Gateway of Pakistan by signing a Memorandum of Understanding (MoU). As the Official Connectivity and Infrastructure Partner for the 25th ITCN Asia in Karachi from August 27th to 29th, we provided top-notch connectivity and support for this major event.



# Multinet Pakistan \* ITCN Asia

As the official Connectivity and Infrastructure Partner, Multinet Pakistan was honoured to play a key role in the three-day ITCN Asia event. We catered to seamless connectivity and showcased our advanced solutions like cloud computing, connectivity, and cybersecurity, reinforcing our commitment to technological innovation in Pakistan.



# Independence Day Celebrations

On Independence Day, Multinet offices nationwide were united to celebrate the spirit of freedom. Employees from Karachi, Islamabad, Lahore, Multan, Peshawar, and Hyderabad participated with enthusiasm, proudly expressing their patriotism.



# Penning Thoughts

Dear Readers,

I hope this message finds you in great spirits and that you've been enjoying our recent newsletter editions. As the Senior Marketing Associate at Multinet, I am grateful for your wonderful feedback and support for our efforts. We are delighted to hear that our newsletters have resonated with so many of you and provided valuable and engaging content. But guess what? The best is yet to come!

Looking ahead, we are excited to bring you even more insightful and engaging content. Our upcoming editions will be packed with the latest industry trends, fresh perspectives, and compelling stories designed to keep you informed and inspired. Your input continues to be a vital part of our process, helping us to tailor our content to meet your interests and needs better.

Thank you for being a cherished part of our Multinet family. We look forward to embarking on this journey with you and promise to bring you even more exciting editions.

Stay tuned for what's next!

*Ms. Laiba Zubair*

Sr. Marketing Associate, Multinet Pakistan

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## Newsletter Editorial Team



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Feel free to reach out to us for queries, submissions, and suggestions at  
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# Cheers to our readers!

Your enthusiasm keeps us motivated.  
Until next time!



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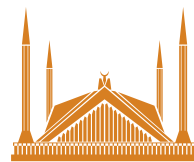


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