



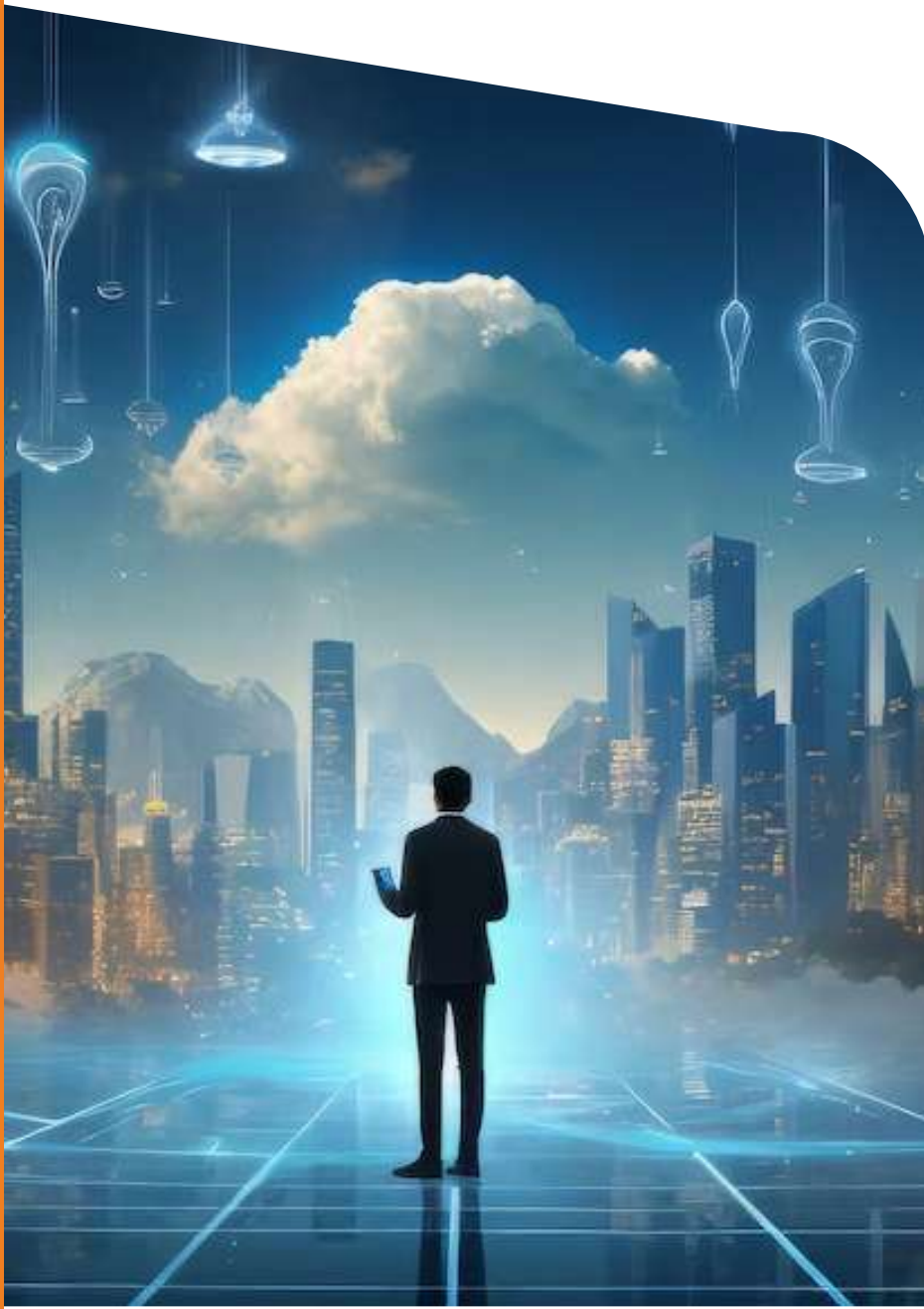
PING | 2025

Redefining Digital Excellence,
One Ping at a Time!

JANUARY

The Pulse of Innovation

PING is more than just an e-newsletter. It is a dynamic platform designed to keep you informed, inspired, and connected. As the official e-magazine of Multinet Pakistan's Marketing Department, we bring you exclusive insights, industry updates, and the latest happenings within our vibrant community.



Our Mission

“To create a compelling space where knowledge meets creativity, keeping you ahead with insightful content, thought leadership, and impactful storytelling.”

Our Vision

“To redefine digital engagement by fostering a culture of innovation, collaboration, and excellence, making Multinet a hub of influence within and beyond the industry.”

Through the eyes of passionate and talented individuals, PING explores new perspectives, highlights groundbreaking initiatives, and celebrates achievements that shape our future.

PING is where ideas spark, collaborations thrive, and milestones unfold.

Stay curious. Stay inspired!

The Thought Lens

**How Great Companies Turn
Crisis Into Opportunity!**





Mr. Babar Baig
Secretary SCOMM

Almost across the board, people are worried. As a rock climber, you learn that those who panic die on the mountain. You don't just sit on the mountain. You either go up or go down but don't just sit and wait to get clobbered. If you go down and survive, you can come back another day. You have to ask what can we do to survive and turn this into a defining point in history. I don't care how hard this period is. You have to have the combination of believing that you will prevail and that you will get out of this, but also not be the Pollyanna who ignores the brutal facts. We will be in this for a long time and we will turn this into a defining event, a significant catalyst to make ourselves a much stronger enterprise. Our characters are being forged in a burning, searing crucible.

The right people don't need to be managed. The moment you feel the need to manage someone tightly, you've made a hiring mistake. The right people don't think they have a job; they have responsibilities. My job is not just to belay if I'm a climber. I am responsible for not letting my partner down if we get in trouble.

The right people do what they say they will do, which means being careful about what they say. It's key in difficult times. Under challenging environments, our results are our responsibility. People who take credit in good times and blame external forces in bad times do not deserve to lead; end of story. One of the big lessons we've learned is that turbulence is your friend. If you were disciplined and prepared before the storm came, you should be thankful for those times.

Please remember: The survival of the fittest is the ageless law of nature, but the fittest are rarely the strong. The fittest are those endowed with the qualifications for adaptation, the ability to accept the inevitable and conform to the unavoidable, to harmonize with existing or changing conditions.

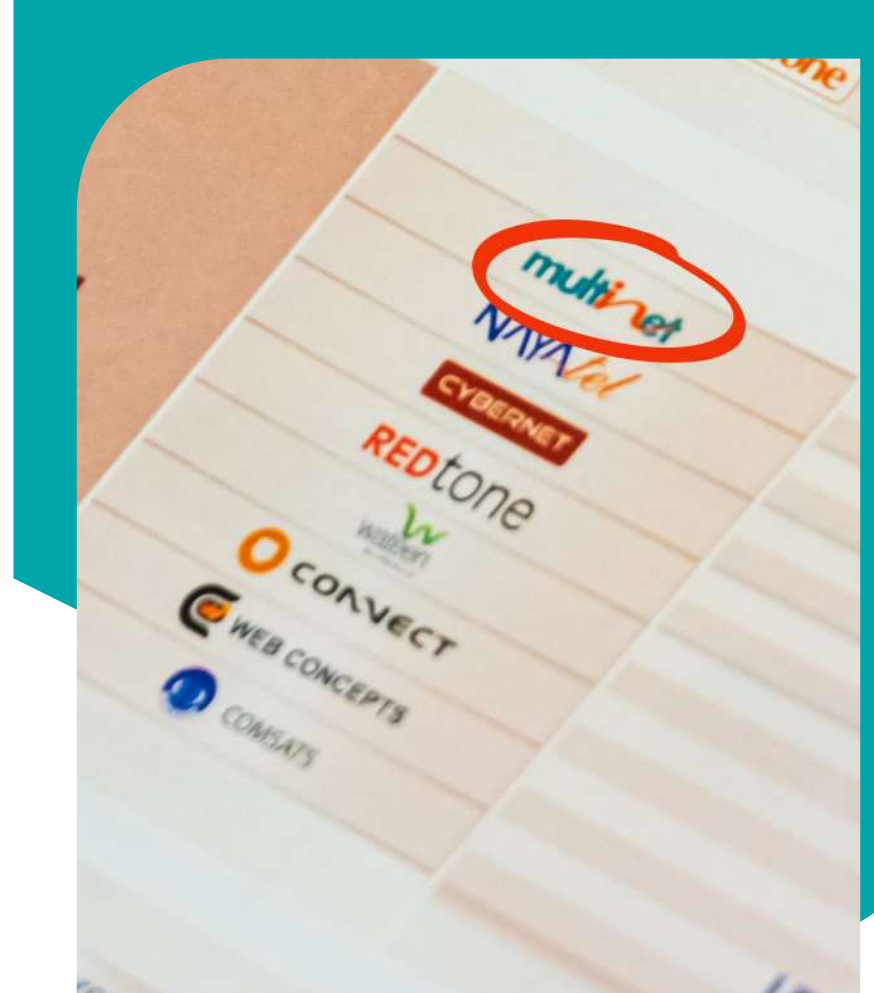


January Recap



Ranked #1: Best Cybersecurity Compliance & Readiness

Multinet Pakistan was honoured to be featured in the PTA Annual Report 2024, achieving the #1 Rank for Best Cybersecurity Compliance and Readiness. This recognition highlights our dedication to strengthening cybersecurity in Pakistan and helping businesses stay secure in a rapidly evolving digital world.



Optify: Pakistan's Largest Wi-Fi Hotspot Advertising Network

At Multinet Pakistan, we're redefining digital engagement with Optify, Pakistan's largest Wi-Fi hotspot advertising network. With coverage in airports, malls, and other high-footfall locations, Optify offers brands a powerful platform to connect with millions of potential customers.

More than just advertising, Optify provides cost-effective, targeted, and measurable engagement with potential customers exactly when and where they are most likely to take notice.



Gold Sponsor: Lyceum Sports Festival

Multinet Pakistan was honored to be the Gold Sponsor of the Lyceum Sports Festival 2025, an event that brought together passionate athletes and sports enthusiasts. We take pride in supporting initiatives that foster teamwork, dedication, and excellence. Our commitment to empowering communities extends beyond technology, as we continue to invest in platforms that inspire growth and leadership.



Tezz Connectivity Service Now Live at Shahra-e-Faisal

We're delighted to announce the launch of our top-tier Tezz Internet Connectivity Services at Shahra-e-Faisal, Karachi, bringing you the fastest internet experience ever. With ultra-fast speeds and seamless connectivity, Tezz Internet is designed to enhance your digital experience, whether for work, entertainment, or staying connected.



Kicking Off the 2025 with Team Spirit

Team Multinet Pakistan welcomed 2025 with smiles, gratitude, and a spirit of togetherness. Sweet treats, warm wishes, and shared goals marked the perfect start to an exciting year ahead.



Sir Syed University Career Fair'25

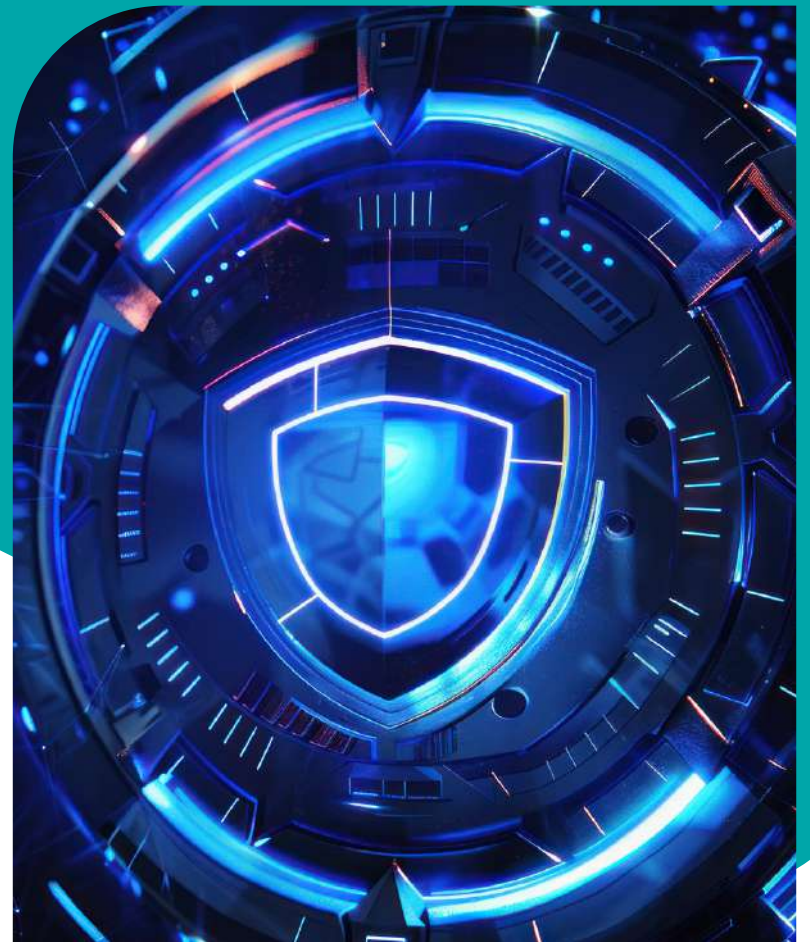
Multinet had the privilege of participating in the Career Fair'25 at Sir Syed University, where we connected with some of the brightest and most ambitious minds. The event was a great opportunity to discover fresh talent, exchange ideas, and explore the endless possibilities for collaboration.

Product Spotlight



Xcitium's Zero Trust Cybersecurity

In today's fast-paced digital landscape, cyber threats evolve at an unprecedented rate. Ransomware attacks and data breaches are becoming increasingly common, posing serious risks to businesses of all sizes. In this environment, traditional security approaches that merely detect and respond to threats are no longer sufficient. Organizations need a solution that actively prevents attacks before they can cause harm.



This is where Xcitium steps in. With ZeroDwell Containment Technology, Xcitium goes beyond detection by blocking unknown threats in real-time. Whether it's endpoints, networks, or cloud infrastructure, our unified platform provides round-the-clock protection across every layer of your digital ecosystem. Combining automated AI, advanced machine learning, and zero-trust principles, Xcitium ensures that your systems are not just monitored but actively secured against emerging threats.

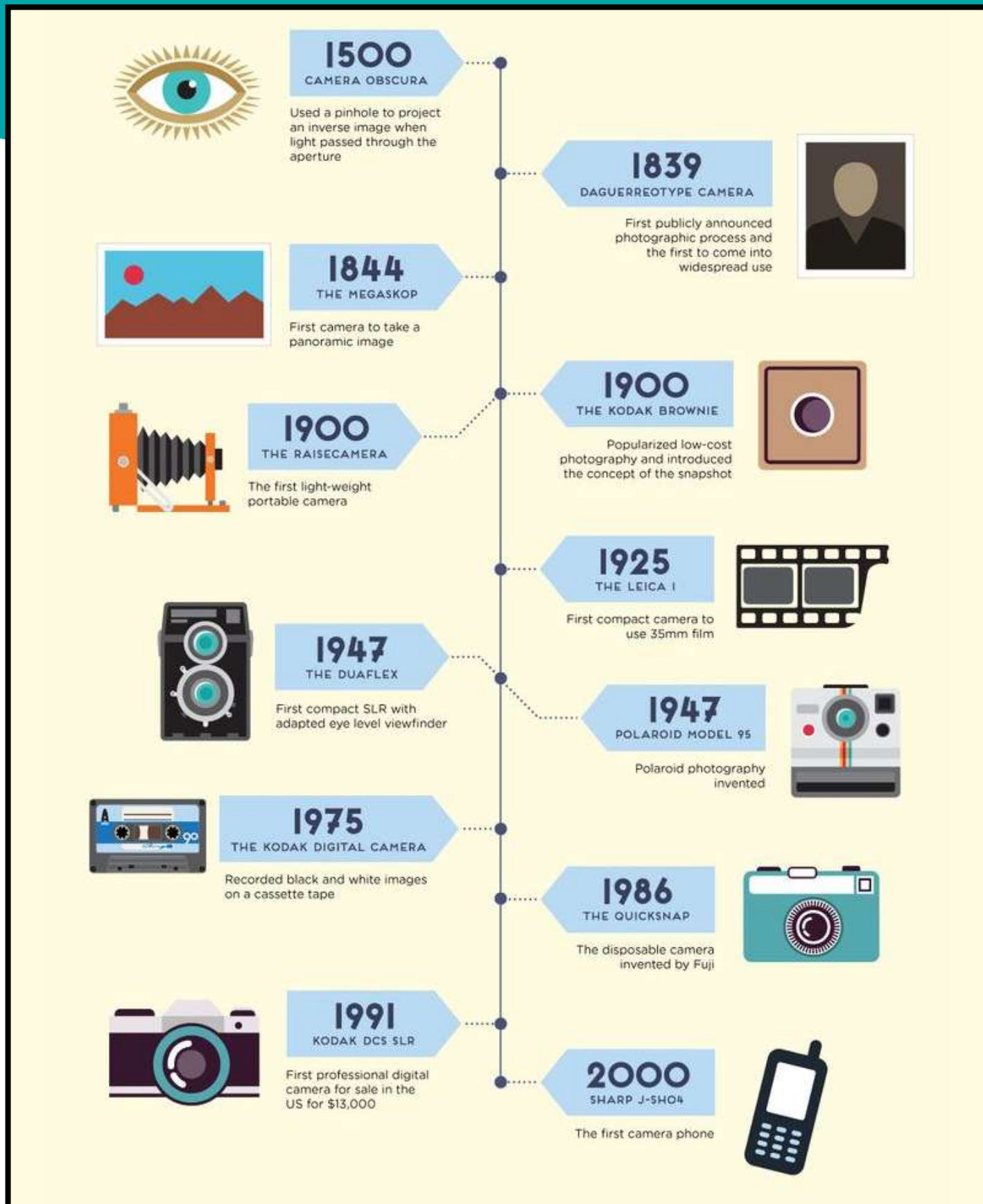
With Xcitium, you don't have to rely on reactive security measures. Our proactive protection model guarantees Zero Breaches, Zero Downtime, and Zero Damage. Choose Xcitium to protect your business and eliminate vulnerabilities, so your organization can thrive in a secure environment.



DigiTime



The Tech Timeline



TechEnigma



The Tech Timeline

- 1 - I'm not a human, but I can think. I'm not alive, but I can learn. What am I?
- 2 - What has keys but can't open locks?
- 3 - I'm everywhere but I don't take up space, and I'm invisible but you still rely on me every day. What am I?
- 4 - I'm used to storing your data, but you can't touch me. What am I?
- 5 - I'm a device you carry, I have apps, and you can talk to me, but I'm not a person. What am I?
- 6 - I can be cracked, made, told, and played. What am I?
- 7 - I have a name, but I'm not a person. I come with a list of friends, but we are all connected. What am I?
- 8 - I get faster the more you use me, and I never forget. What am I?
- 9 - I connect you to the world, but I'm not a plane. I have a window, but I'm not a house. What am I?
- 10 - I hold information, but I'm not a book. You can insert and remove me. What am I?

Answer Key

1. AI 2. Keyboard 3. Wi-Fi 4. Cloud 5. Smartphone 6. Code
7. Social Media Network 8. Search Engine 9. Computer 10. USB Drive



Thank You for Joining Us Along the Way!



MULTINET TIMES

Dear Readers,

Thank you for tuning in to another exciting edition of our newsletter! Your engagement, feedback, and continued support fuel our passion for delivering fresh, insightful content. Have you enjoyed the latest updates? We hope so! It's been a thrilling ride, and we couldn't have done it without you.

So, what's next? A lot, actually! We're buzzing with ideas and have a whole lineup of digital updates and innovations in the pipeline, all designed to keep you ahead of the curve. From fresh collaborations to groundbreaking milestones, we're eager to share what's coming next.

Stay tuned, things are about to get even more exciting. Ready for the journey? We sure are!

Best Regards,

Newsletter Editorial Team



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Cheers to our readers!

Your enthusiasm keeps us motivated.
Until next time!



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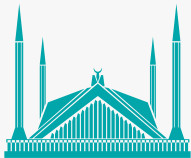


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