



# PING|2025

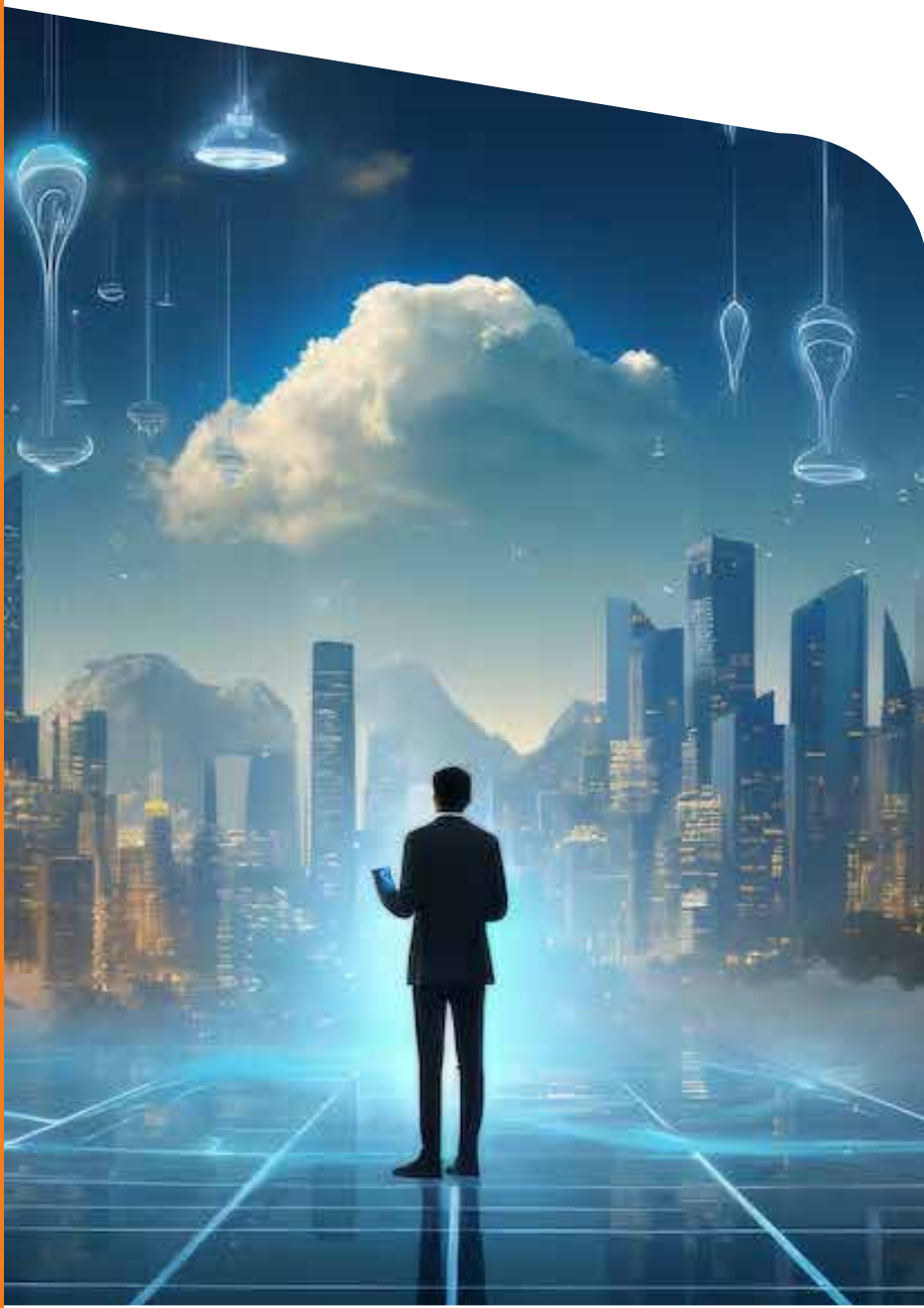
Redefining Digital Excellence,  
**One Ping at a Time!**

APRIL

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# 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

**There's No Perfect Formula in Leadership**





**Mr. Babar Baig**  
*Secretary SCOMM*

## **There Are Few Right Answers – Develop a Tolerance for Ambiguity!**

The world is not black and white. Management is both an art and a science. While there may be a "right" answer in mathematics or physics, that certainty does not exist in management, where interactions involve people.

When you view a management decision through a mathematical model, you'll notice that the outcome depends on various variables in the equation: people change, competition changes, products change, the environment changes, and financial conditions evolve. As a result, the outcomes are not predictable or fixed.

As a manager, it's important to learn to be comfortable with ambiguity. You should strive to reduce uncertainty as much as possible, but it's impossible to eliminate all risk. You will be required to make many subjective decisions.

At some point, make the best decision you can and observe how it plays out. If it's the right one, enjoy the success, but don't be overly swayed by it. Other choices may not turn out as well, and that's part of the management journey.

Someone once said, "There are two things to aim at in life: first, to get what you want; and, after that, to enjoy it. Only the wisest of mankind achieve the second."





# April Recap



# Xcitium 25% Discount

Throughout April, Multinet Pakistan offered a 25% discount on Xcitium's advanced cybersecurity services. Designed to protect your organization from ever-evolving digital threats, this limited-time offer ensured that businesses could strengthen their security posture while benefiting from exceptional value.



Don't Wait for a  
Cyber Attack to Act!

AVAIL FLAT

**25%**  
**DISCOUNT**

VALID TILL 30TH OF APRIL, 2025!

APRIL CYBER DEFENSE OFFER

# Celebrations with Our Frontline Heroes

Team Multinet celebrated Eid with our dedicated field staff, thanking them for their hard work and commitment to excellence. Their tireless efforts keep us connected every day, and this celebration was a small token of our deep appreciation.



## Eid Festivities with Team HR

The HR Team at Multinet brought everyone together to celebrate the spirit of Eid with a joyful gathering filled with warmth, unity, and festive cheer. The occasion beautifully reflected the strong bonds we share and the values that connect us as one team.



# Product Spotlight





# Pakistan's Trusted Partner in Cybersecurity & IT Infrastructure

In today's digital world, the need for robust and reliable IT security has never been more critical. Organizations of all sizes face growing risks from cyber threats that can compromise data integrity, disrupt operations, and result in significant financial damage. MyMS stands at the forefront of this challenge, offering a comprehensive portfolio of cybersecurity and managed services designed to protect and enhance your digital infrastructure.

With over two decades of industry expertise, MyMS has established itself as a trusted partner in Pakistan's ICT landscape. Our services span managed IT, network, telecom, security, and cloud platforms, all backed by a highly skilled technical

team and 24/7 operational support. We are committed to delivering scalable, cost-efficient, and customer-centric solutions that meet the evolving needs of modern enterprises, ensuring high performance, operational continuity, and proactive threat mitigation across local and international markets

MyMS offers a unified approach to digital security and infrastructure management. From real-time network monitoring and cybersecurity defense to cloud integration and telecom optimization, our service platforms are built to support seamless business operations. Our team's hands-on expertise, combined with a 99.99% SLA uptime and on-site support capabilities, ensures that clients experience uninterrupted service, enhanced security, and the confidence to scale in today's dynamic business environment.





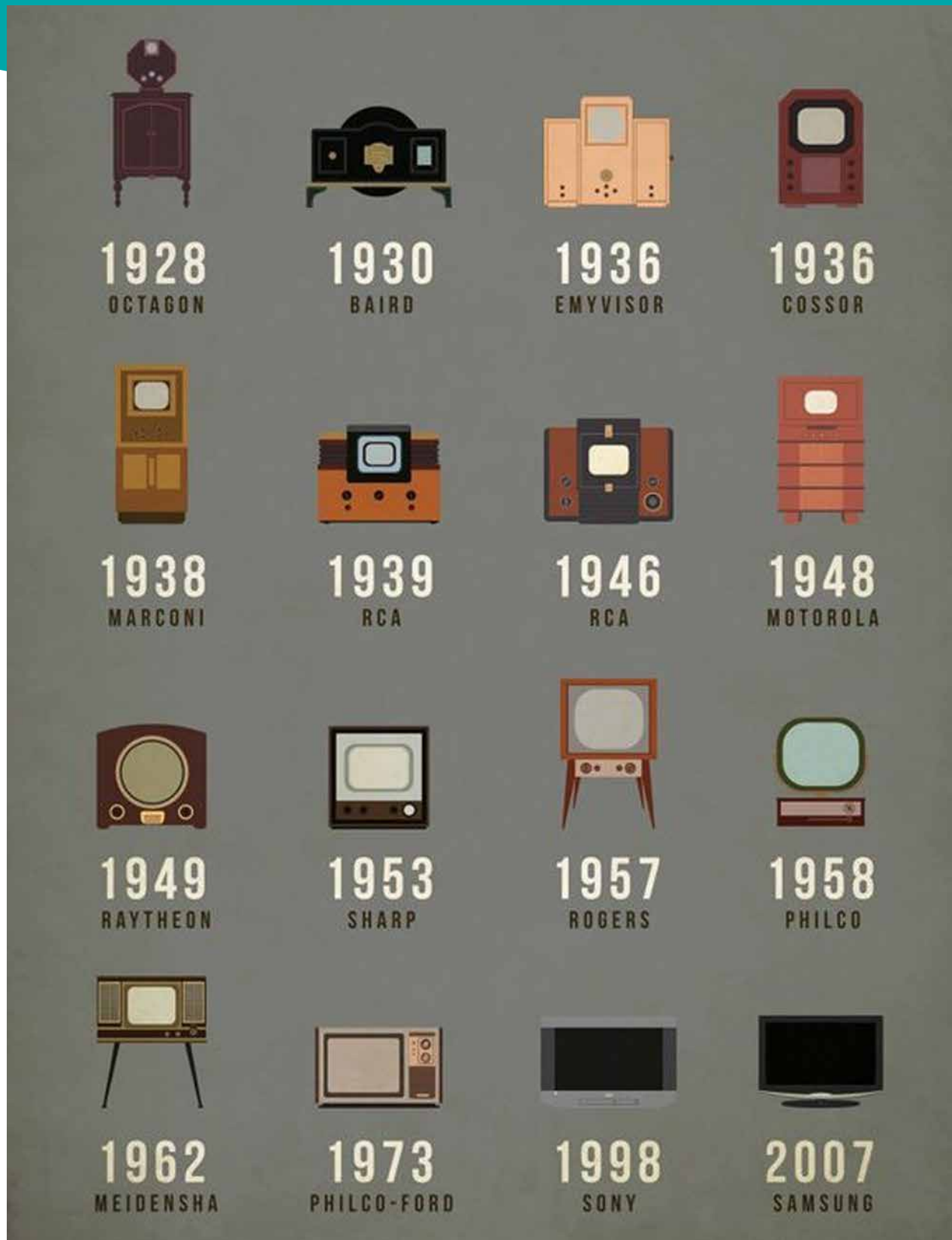
# DigiTime





# The Tech Timeline

## THE EVOLUTION OF TELEVISION



# TechEnigma





# Tech Brain Teasers

1. I am not alive, but I speak with your voice. I answer questions and set your reminders. What am I?
2. I never speak, yet I alert. I blink, buzz, and keep you on high alert. What am I?
3. I'm light, yet I carry the world. I bounce through space and bring you news. What am I?
4. I vanish when you close your eyes, but track your steps in digital skies. I don't forget where you've been. What am I?
5. I'm not a coin, but I hold value. I'm mined, stored, and secured on chains. What am I?
6. I'm a ghost in the code, hard to spot, harder to fix. I hide, crash, and confuse. What am I?
7. I'm just a name, but I lead the way. Type me right, and I'll take you there. What am I?
8. I link the past to the future in chains unbroken. No one owns me, yet all trust me. What am I?

## Answer Key

1. Virtual Assistant
2. Security Alarm
3. Satellite Signal
4. Digital Footprint
5. Cryptocurrency
6. Software Bug
7. Domain Name
8. Blockchain



# 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**



**Mr. Arsalan Gul**  
*DGM - Marketing*



**Ms. Laiba Zubair**  
*Sr. Marketing Associate*



**Mr. M. Hassaan**  
*Sr. Creative Specialist*

# Cheers to our readers!

Your enthusiasm keeps us motivated.  
Until next time!



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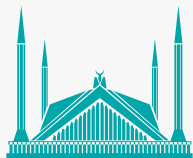
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