

# Digital Dispatch

Your monthly pulse check on innovation, achievements, and what's next

## Editor's Note



Haleema Ijaz  
Lead - Digital Marketing

Guess who's back? We're thrilled to present **the second edition of Digital Dispatch!** This issue is brimming with inspiring success stories, spotlights on our partners, women in leadership, and intriguing myths and facts about our marketing department.

**But wait**—we've got something extra for our tech-savvy readers...

### **BIG NEWS for programmers:**

According to Bill Gates, programming is officially future-proof.

While AI will reduce the need for manpower across many industries, Gates highlights three careers that will remain secure: biologists, energy experts, and - **yes** - **programmers**. As AI evolves, developers will be more critical in shaping what comes next.

So whether you're here to get inspired, stay informed, or just curious about what we've been up to, this edition of Digital Dispatch is one you won't want to miss.

Here's to driving change, breaking barriers, and building the future together.





## Recent Wins at Axelliant

### Smarter Moves to Business Central



- Multiple successful migrations from **NAV to Dynamics 365 Business Central** - our team ensured a smooth, disruption-free transition to the cloud, empowering clients with smarter tools and real-time insights.
- We improved operational efficiency for retail and manufacturing clients through **Business Central** integrations with **Microsoft 365** and **Power BI**.
- Faster go-live cycles achieved thanks to our proven migration framework and dedicated support teams.

It's been a season of growth, transformation, and real results and we're just getting started.

## Flagship project at Greenlane Colton

Axelliant recently wrapped up its flagship project at **Greenlane Colton**, focused on building an EV charging station for trucks and cars in Colton, California.

Selected for our deep expertise in on-premises and network security, we partnered with industry leaders like Mortenson, NextEra Energy Inc, ABB, Florida Power & Light, AT&T, and Westwood Professional Services to bring the project to life. Our team installed Cisco switches and access points, Verkada security systems (cameras and intercoms), automated entry and exit gates, and secured the network infrastructure. Delivered on time and on target, this project marks a major milestone for Axelliant and opens up exciting new opportunities in EV charging premise security.



Before



After

## Axelliant Featured in TD SYNEX Cisco Newsletter

**Axelliant's Cisco** sales kickoff and networking dinner made waves - earning us a featured spot in TD SYNEX's May Wins roundup. With over \$680K in Cisco sales and a 1:45 ROI, it's a proud moment that reflects the strength of our partnerships and the impact of strategic investment. A huge shoutout to the entire Axelliant team!



## Partner Spotlight: Apple x Axelliant



Authorized Reseller

We don't just support Apple - we elevate it.

As an Apple Authorized Reseller, we are making it easier for our customers to deploy, manage, and secure Apple devices at scale. Whether it's equipping hybrid teams with MacBooks to building seamless workflows across iOS and macOS, we're helping businesses get the most out of their Apple investments.

Our partnership with Apple isn't just about hardware - it's about delivering enterprise-ready solutions backed by Axelliant's trusted support and strategic insight. Together, we're making Apple work smarter for modern business.

# Microsoft solutions partner – security Designation for Axelliant

Axelliant is now a **Microsoft Solutions Partner for Security** – a recognition of our proven expertise in delivering modern security solutions across Microsoft's ecosystem.

This designation reflects our ability to help customers:

- Strengthen cyber-security posture
- Detect and respond to threats in real time
- Secure hybrid work environments
- Protect sensitive data and manage compliance risks

It reaffirms our success in deploying integrated security, compliance, and identity solutions across Microsoft 365 and Azure.

## Five Designations – One Trusted Partner



With the addition of Security, Axelliant now holds **five Microsoft Solutions Partner designations**, demonstrating our breadth and depth across the Microsoft cloud ecosystem:

- Modern Work
- Data & AI
- Infrastructure (Azure)
- Digital & App Innovation (Azure).
- Security

## 3-Year Subscriptions Now in Microsoft CSP

Starting **June 1, 2025**, Microsoft will introduce **3-year subscriptions** in the **CSP program** for key products like Microsoft 365 E3/E5 and Teams Enterprise licenses, with flexible billing options (Upfront, Annual, or Triennial). This aligns CSP more closely with Enterprise Agreements, supporting long-term customers and boosting retention. For Axelliant, this is a strategic opportunity to deliver greater value, increase customer loyalty, and secure larger, more stable deals in our expanding CSP business.

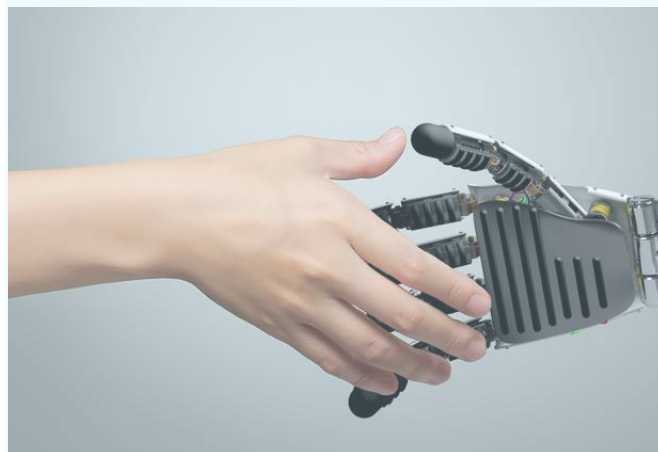
## Point of Contacts

### Licensing

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- June Lwin – [june.lwin@axelliant.com](mailto:june.lwin@axelliant.com)
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### CSP Support Channels

- 24/7 Helpline: (727) 616-5835
- [microsoftcsp@axelliant.com](mailto:microsoftcsp@axelliant.com)
- [cspsupport.axelliant.com](https://cspsupport.axelliant.com)



## Services spotlight – AI for Enterprises

**AI** is revolutionizing IT management by automating routine tasks, enhancing decision-making, and improving operational efficiency. Axelliant leverages AI to deliver innovative solutions tailored to your business needs.

## What We Deliver: Smart, Scalable AI Solutions

- Machine Learning & Predictive Analytics: Forecast trends, behaviors, and needs using smart models that turn data into action.
- Natural Language Processing (NLP): Enhance communication with AI-powered chatbots, sentiment analysis, and document automation.
- AI-Powered Automation: Streamline repetitive tasks, improve efficiency, and free up your team for strategic work.
- Data Intelligence: transform raw data into real-time insights and smarter decisions through integrated dashboards.

## How We Do It?

We take a modular, platform-agnostic approach to AI, blending today's best technologies with our deep industry expertise:

- Built on trusted platforms like Microsoft Azure, Power BI, and Databricks
- Customized for your industry's unique needs
- Delivered using agile methods to iterate, test, and scale fast
- Designed with security, compliance, and governance in mind

For further details, get in touch with Saboor Gohir at [saboor.gohir@axelliant.com](mailto:saboor.gohir@axelliant.com)



# MYTHS vs FACTS

## Marketing Department



Haleema Ijaz

**Myth:** Digital marketing is just about making and posting content on social media.

**Fact:** A Lead Digital Marketer drives strategy, analyzes performance, aligns campaigns with business goals, and leads cross-functional collaboration for real growth.



Abdul Waheed

**Myth:** Anyone can do lead generation, it's just sending messages and waiting for replies.

**Fact:** Effective lead generation is rooted in psychology, timing, and strategy. It's about building trust and offering value before asking for anything.



Abdullah Chohan

**Myth:** WordPress development is just about adding themes and plugins.

**Fact:** Good WordPress development helps with marketing by making websites faster, easier to use, and better for search engines. This means more people find the site, stay longer, and are more likely to become customers.



Sami Ullah Qamar

**Myth:** SEO delivers instant results, is just about keywords, and only matters for Google.

**Fact:** SEO is a long-term strategy focused on valuable, intent-driven content, constant optimization, and applies across platforms like YouTube, Amazon, and local search.



Ibtisam Khan

**Myth:** Design is quick and just about making things look good.

**Fact:** Design is strategic problem-solving—grounded in research, refined through feedback, and executed with precision using tools like Figma and Canva.



Sabreen Bilal

**Myth:** Good products sell themselves.

**Fact:** Even the best products need the right positioning, messaging, and visibility to reach the right audience and succeed.

## Project Leadership: Redefined by Women

Being a woman taught me to lead with empathy and clarity making space for every voice. Emotional intelligence helps me manage tension and keep teams aligned. I've handled global launches, led with adaptability, and rolled out HRIS in 12 countries on time, no issues. My advice? Trust your voice and own the room. Fun fact: planning a chaotic wedding showed me I was made for project management!

- Ayesha

Being a woman in project management has helped me lead with empathy, intuition, and trust. I focus on people as much as projects-listening, uplifting, and adapting. From juggling sprints to onboarding, I've learned resilience and the power of asking for help. One highlight was delivering a complex website ahead of schedule while keeping the team supported. My advice: trust your skills, speak up, and connect with others. Funny enough, I've been project managing since planning birthdays and group projects turns out, I was made for this! - Hifza



Ayesha Zahid



Hifza Sohail

## Until Next Time...

Thanks for reading Digital Dispatch! We hope it inspired you. Share your thoughts and suggestions we're here for you! Stay tuned for next month's edition with more trends, stories, and innovations. Keep innovating, and see you in July!

## Associate Spotlight

**Freddy Ahmed**  
(Assistant Manager SMB)

From Writer to Sales Leader: A Journey of Growth. I started my career as a news writer for a telco VAS company where I learned the power of clear communication. That skill carried me into sales, first in contact centers, then at Zones, where I ranked among the top 10 margin earners in 2019.

In 2020, I joined Axelliant as a Customer Account Executive.

Over the next five years, I built strong client relationships, mentored new team members, and grew alongside the company. In 2025, I was proud to step into the role of Assistant Manager, SMB.

Outside of work, I love cooking, gaming, and diving into documentaries that spark fresh perspectives.

My advice? Stay curious, stay consistent, and always invest in people.



**Sulaiman Shafiq**  
(Assistant Manager SLED)

A journey fueled by results.

When started as a role in business development quickly evolved into a rewarding journey through the tech sales landscape. With a strong foundation in client engagement and proposal management, I steadily worked my way up now proudly serving as

Assistant Manager – Public Sector Sales. Along the way, I've led teams, closed complex deals, and built deep expertise in Cisco and a wide range of hardware and software solutions. Lately, I've been diving into SaaS and custom software sales aligning with the market's future and our vision for long-term growth.

The journey continues and it's just getting more exciting.

