A COMPANY OF THE SUPERIOR GROUP
Operates under Superior Connections (PVT) Limited

SUPERIOR CONNECT



COMPANY PROFILE

CORE SERVICES PROVIDER

- Internet & Connectivity
- VoIP & Call Center
- Software & CRM
- Hosting & Data Centers

Connecting People, Systems & Possibilities



ABOUT US

Superior Connect is the core services provider of The Superior Group — specializing in Internet & local connectivity solutions, VoIP & call center solutions, software solutions & CRM, and web hosting & data center services. From enterprise internet links and fiber networks to contact centers, business applications, and always-on hosting, we keep organizations connected, communicating, and running. Superior Connect operates under Superior Connections (Pvt.) Limited, the SECP-registered company of The Superior Group — alongside Superior Cyber Defense Center (SCDC), specializing in cybersecurity and training.

VISION & MISSION STATEMENTS

Vision Statement

To be the region's most trusted core services provider — the connectivity, communication, and application backbone organizations rely on every day.

Mission Statement

To deliver reliable internet & connectivity, VoIP & call center, software & CRM, and hosting & data center services — with 24/7 support, SLA accountability, and certified engineers on every project.

CORE VALUES

CONNECT

Innovation & Agility

We continuously adopt emerging technologies to keep our clients ahead of the curve.

Uncompromising Security

We protect the data and systems our services carry, at every layer.

Reliability & Resilience

SLA-engineered services designed for maximum uptime.

Customer-Centric Partnership

We act as an extension of our clients' teams, with tailored solutions and dedicated support.

Excellence in Execution

From the first cable to go-live, we hold ourselves to the highest standards of quality and precision.

SUPERIOR CONNECT
AT A GLANCE

FOUNDED
2026

CORE SERVICES
4 pillars — connectivity, VoIP/call center, software/CRM, hosting/DC

REGIONS SERVED
Punjab • Sindh • KPK •Balochistan

PROFESSIONALS
100+

SUPPORT
24/7
NOC & SLA





OUR SERVICES

FOUR PILLARS

INTERNET & LOCAL

CONNECTIVITY SOLUTIONS

Dedicated internet links
With committed bandwidth and SLA

OFC laying & splicing
FTTH rollout, DWDM/CWDM transport design

Enterprise Wi-Fi 6/6E
point-to-point/multipoint links, VSAT for remote sites

SD-WAN for branch networks
IP addressing & routing (own ASN AS135661)



VOIP & CALL

CENTER SOLUTIONS

IP PBX installation
SIP trunking & cloud-hosted voice

Call center / contact
Center design & deployment

QoS optimization
over our own transport

IVR, call recording
Workforce management integrations



SOFTWARE

SOLUTIONS & CRM

- Custom web & mobile application development
- ERP/CRM implementation, customization & integration
- Business intelligence dashboards & reporting
- Workflow automation & API integration



WEB HOSTING &

DATA CENTER SERVICES

- Shared, VPS & dedicated hosting with domain management
- Turnkey data center design, UPS & precision cooling
- Server setup, storage systems & structured cabling
- Cloud & virtualization; 24/7 NOC monitoring & SLA support



SECTORS
WE SERVE

Government & Public Sector
Connectivity, hotlines & citizen helplines (contact centers), e-service hosting

Healthcare
Hospital networks, telephony, HIMS/EMR hosting & support

Education
Campus networks & Wi-Fi, LMS hosting, smart classrooms

Media & Call Centers
VoIP platforms & contact center operations (with the group's broadcast heritage: NEO TV, Nai Baat, FM 106)

Enterprise & Financial
CRM & workflow automation, ERP integration, managed IT & hosting

Retail & Manufacturing
Branch connectivity (SD-WAN), surveillance backhaul, business applications
7. Key People



KEY
PEOPLE

CHAUDHRY HAMZA REHMAN
Vice President of The Superior Group



MUHAMMAD AWAIS
Chief Executive Officer — leads services strategy, delivery & partnerships



MUHAMMAD ZOHAIB
Chief Information Security Officer (CISO) security oversight across service delivery



MUHAMMAD FAISAL
Manager Networks leads connectivity, Fiber & NOC operations



TECHNICAL TEAM STRUCTURE

Team structure (senior To junior)	Function

Connectivity & Networks
(Manager Networks)

Senior Network Engineer → **Network Engineer** → Fiber Optic Engineer → **NOC** → Service Desk Engineer → **Field Support Technician** → Management Trainee Officer (MTO)

Voice & Call Center

VoIP Lead → **Call Center Engineers** → Support Engineers

Software & CRM

Lead Developer → **Software Engineers** → QA → **Project Manager**

Security
(with SCDC, under the CISO)

SOC Analyst (L1/L2) → **VAPT Engineer** → GRC Officer

Commercial

Sales & Partnerships Manager [name TBC] → **Sales Executives**

WHY
CHOOSE US

Four core service pillars under one roof connectivity, voice, software, hosting

One registered counterpart contracts signed with Superior Connections (Pvt.) Limited, the group's SECP registered company

24/7
NOC & service desk with SLA-backed accountability

Backed by The Superior Group
(EST. 2000)
and its institutions

Security oversight by a dedicated CISO; audits & SOC by SCDC

CONNECT

superiorconnect

KEY MILESTONES & HISTORY

Heritage: Superior Connect is part of The Superior Group (est. 2000) and operates under Superior Connections (Pvt.) Limited (incorporated 2012) — the full group timeline is published in the Superior Connections (Pvt.) Limited profile.



Technology Partners & Clients

Our Technology Partners

We collaborate with global technology leaders including DELL, HP, CISCO, Microsoft, VMware, Lenovo, Brocade, Ruckus Wireless, HIKVISION, Intel, and Juniper Networks.

Our Clients

We are proud to serve organizations across media, technology, healthcare, manufacturing, retail, and education:
CCL, SAMAA TV, BYTES, VOX Technologies, Netsol, American Lycetuff, Gray Math, Visionary Computer, EZ, AZGARD-9, Invage, HQ Analytics, Gourmet Foods, Supernet, The Sweet House, Ghani Glass, Transworld, Acro Textile, Abacus, Smartrix, Datumsquare, Zin Technologies, and COMSATS

The Superior Group.

We also serve the institutions of our own group:
Superior University Lahore, Superior Group of Colleges, Azra Naheed Medical College, Azra Naheed Dental College, Ch. Muhammad Akram Teaching and Research Hospital, Daily Nai Baat, NEO TV, FM 106, CMACED, Breeo International, The Spirit School, and Superior Wellness Company

OUR STRUCTURE
WITHIN THE SUPERIOR GROUP

TSG
The Superior Group

The Superior Group

www.thesuperiorgrp.com

Parent group education, media & technology ecosystem (est. 2000)

Superior Connections

Superior Connections (Pvt. Ltd.)

www.scpl.pk

SECP-registered company; PTA CVAS & LL; Government ICT projects & multinational brand authorizations

SUPERIOR CONNECT

Superior Connect

www.superiorconnect.net

Core services provider: connectivity, VoIP & call center, software & CRM, hosting & data centers

SUPERIOR
CYBER DEFENCE CENTRE

Superior Cyber Defence Center

www.scdcenter.net

Cybersecurity services — NOC/SOC/SIEM, training, ISO-certified services & government-registered audits

SUPERIOR CONNECT

Contact Information

Head Office Address : Superior University Gold Campus, 6-KM Raiwind Road, Lahore (near Dubai Town)

Regional Office : 57-L Gulberg III, Lahore

Main Phone : 042-32550000

General Email : info@superiorconnect.net

Regions Served : Punjab (Lahore, Multan, Sargodha) • Sindh (Karachi) • KPK • Balochistan (Quetta)

Web : www.superiorconnect.net