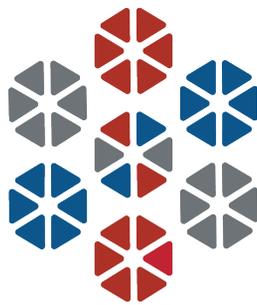


REDMARKER

SYSTEMS



Transforming Education Through Meaningful Assessments



REDMARKER
SYSTEMS

WHO WE ARE

RedMarker Systems is an innovative EdTech Company of Pakistan, leading the way to digital transformation of assessment processes and systems, from items development to exam generation, conduction, and evaluation as well as self-assessment for students. Our products are focused on redefining the assessment lifecycle and examination system. Our solutions are designed to fulfill the requirements of various types of clients and segments, including both education and the corporate sector. In addition, we are also fully equipped to provide end-to-end services related to assessments.

Our products have been developed with the aim to cater to the entire assessment lifecycle as follows:

- ✦ Item development & item banking
- ✦ Online marking
- ✦ Paper generation & test assembly
- ✦ Computer-based examination
- ✦ Students' self-assessment
- ✦ Automated result compilation
- ✦ Analytical report generation for summative and formative assessments

With a collective experience of many years in the education sector of Pakistan in various capacities, the RedMarker System's team became cognizant of the pain points of the existing education system and methods. This led to taking up this venture of developing technological solutions to help solve real-life issues in the existing education specifically the assessment system.

RedMarker System indigenously developed innovative EdTech assessment solutions, featuring robustness, agility, security, user-friendliness, and efficiency, while attaining the best international standards of quality in all its products.

Our development team, well equipped with the necessary skillset, developed outstanding digital solutions which serve as online assessment tools, exam software, and digital assessment tools for various clients in both public and corporate sector.

The current education system lacks a standardized assessment process including public exams that do not ensure uniformity across the examination in the country. This stipulates that all students are not being against assessed similar benchmarks, hence there is a massive opportunity to bridge this gap and standardize our assessments across the board to make them more meaningful.

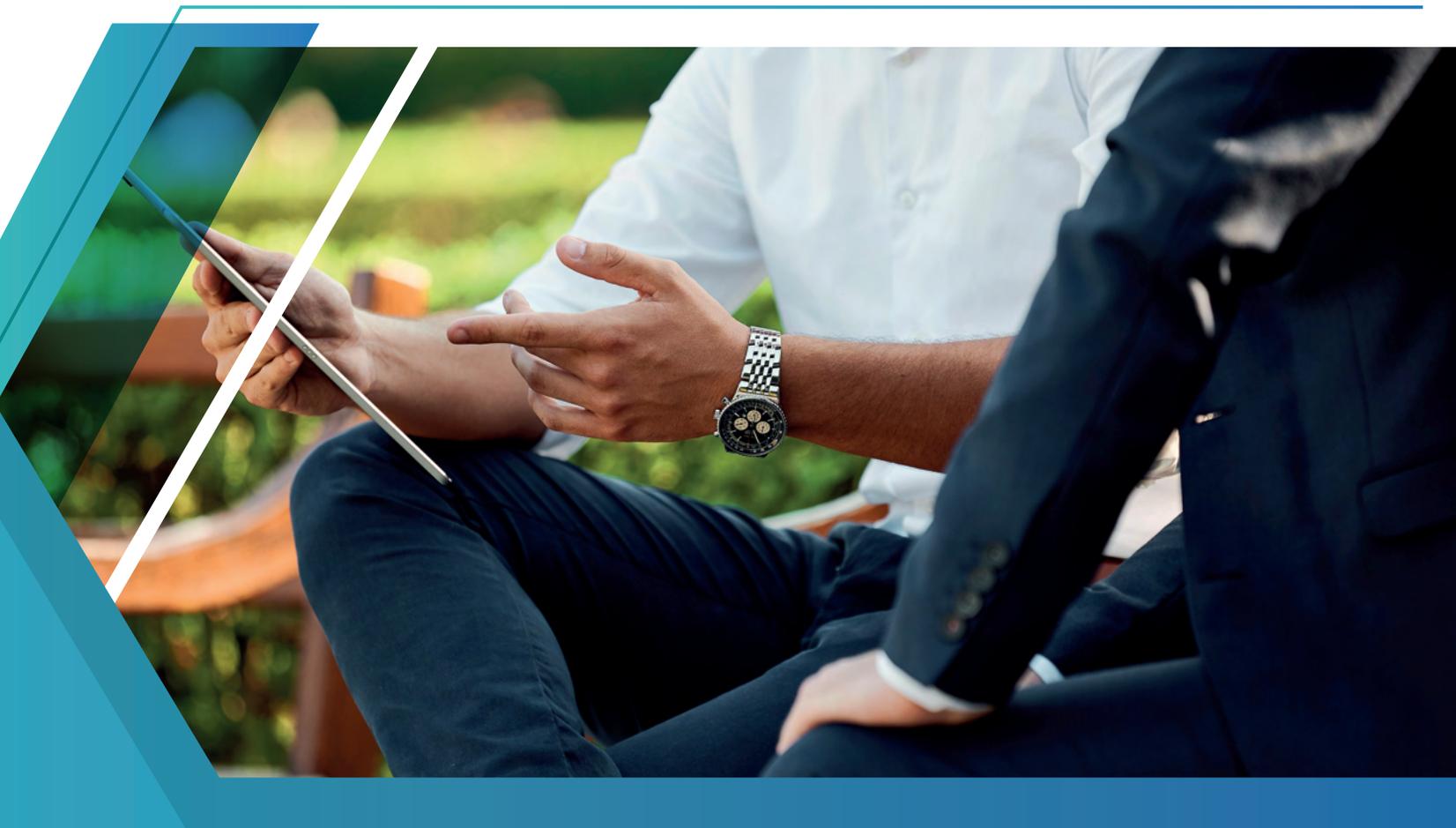
OUR VISION AND MISSION

Vision

-  RedMarker Systems envisions to drive innovation that solves current and future educational advancements to enhance the overall learning experience

Mission statement

-  "Transforming Assessment Lifecycle Through Innovation & Digitilization."



Did You Know?

rMarker facilitates teachers to grade student responses through rubric marking



MAJOR CLIENTS

-  Board of Intermediate and Secondary Education, Peshawar
-  Ghazali Education Trust
-  Higher Education Commission, Pakistan
-  Cambridge Education UK/ Mott MacDonald
-  Punjab Examination Commission



Did You Know?

Teachers' performance can be mapped and rMarker can generate markers' ranking

OUR PRODUCTS

Our products are designed with a single sign-on feature and work in tandem with all the connected modules. Our solutions are web-based and specifically developed to work on all major web browsers using desktops and handheld machines such as laptops and tablets.

rMarker – Online On-screen e marking Solution

The online on-screen marking solution "rMarker" is an innovative off-the-shelf solution designed to evaluate descriptive & objective answer booklets in a reliable, secure, and efficient manner. "rMarker" ensures a higher level of anonymity, secrecy, and learning curve development, as compared to the existing system of marking exams manually.

"rMarker" has a multi-level security framework that prevents misuse and mismanagement of data by unauthorized personnel.

Following are some of its key benefits:

-  Standardization
-  Efficient Monitoring
-  Cost Effective
-  Review & Feedback
-  Error-Free
-  Minimum Cost for Logistics

Following are some of its prominent features:

-  Automated identity masking
-  Real-time dashboard and photo capturing
-  Rubrics-based marking
-  Micro-level data for policymaking
-  Advanced marking tools
-  Automated billing
-  Automated result compilation & generation
-  Annotation collection and analysis



Did You Know?

Through rMarker, answer scripts can be e-marked 24/7 from any location in the world.

rTestGen– Digital Item Development, Item Bank, & Paper Generation Solution

“rTestGen” is a state-of-the-art item banking software that is designed considering the functionalities and necessities of a modern item bank. It allows for an in-application question tagging system and canvas to write items. The system design enables the generation of multilingual items in English, Urdu, Arabic, and Sindhi, etc.

One of the promising features of our product is the ability to incorporate any other international language into the software solution.

Following are the supported item types in rTestGen:

- ✦ Multiple Choice Questions
- ✦ Match the columns
- ✦ Restricted Response Questions
- ✦ Extended Response Questions
- ✦ True/ False and oral questions/items
- ✦ Constructed Response Questions

Following are some of its salient features:

- ✦ Extensive item tagging
- ✦ Item repetition check in exam generation
- ✦ Multi-language support
- ✦ Rubric development
- ✦ User-friendly complex equation editor
- ✦ Remote access for greater collaboration
- ✦ Multiple exam generation based on assessment framework
- ✦ Similarity check
- ✦ Facility to generate multiple papers at different locations simultaneously

Following are some of its key benefits:

- ✦ Anonymity
- ✦ Rubrics Development
- ✦ Remote Access
- ✦ Robust Review & Feedback
- ✦ Advanced Security Features
- ✦ Inclusion of Existing Item-bank

✦ rAssess – Self Assessment App

This app is being developed to encourage learners to take up self-learning and enhance their understanding of topics that interests them.

The aim of this app is to become an educational standard and go-to app for all student assessment needs in Pakistan, whether a student is enrolled in a government school, private school, university, or any other educational institute. At first, this app will cater to students of classes/grades 9-12 but it will be extended to more grades and types of exams such as professional exams, entry tests, etc.

✦ rCBT – Digital Assessments with Proctoring Controls

To supplement the RedMarker end-to-end assessment software suite, a computer-based testing platform is in pilot phase. RedMarker is focusing on developing this platform and has already dedicated resources for the said task.

This also gives us a great opportunity to incorporate the assessment sector's requirements that have arisen in recent times due to covid-19. This will include many features such as home-based exams and on-premises exams (with proctoring controls).

The proctoring controls will include one-to-one, one-to-many, and AI-based proctoring for ensuring transparency as well as convenience for the examination conducting bodies.

OUR SERVICES

RedMarker, with its technological solutions, operational capabilities, and professional resources, is fully equipped to provide a wide range of end-to-end assessment services for its clients, as per their needs and requirements. We are also ISO certified organization and following are the key services being offered:

- ✦ End-to-end assessment services
- ✦ E-Marking services
- ✦ Test development and item banking
- ✦ Training & development (physical and virtual)

OUR ACCOMPLISHMENTS

- ✦ The first private company in Pakistan to introduce electronic marking of the descriptive answer scripts in a Board of Intermediate and Secondary Education.
- ✦ We are the pioneer in Pakistan who have developed solutions for online marking and digital assessments.

REDMARKER SYSTEMS IN NUMBERS



100,000+

Descriptive Answer Scripts
E-marked



4,000+
Items Developed



5,000+
E-Markers Registered



2,500+
Field Staff



3,000+
Item-writers Registered



08
Clients Served



20+
Trainings Conducted



PARTNER ORGANIZATIONS

RedMarker Systems has successfully partnered with private (National & International) and government organizations to provide digital services for the optimization of assessment processes. Some of our partner organizations include:



SECURITY STANDARD COMPLIANT PRODUCTS

RedMarker Systems has developed all its products by ensuring industry standards and implementing international best practices. The undermentioned mechanisms and tools make our solutions secure from cyber-attacks and other threats:

- ✦ Secure Application Frameworks using Django Python Framework and Quasar Vue/Js Framework
- ✦ HTTPS/SSL Secure site
- ✦ SQL Injection Protection
- ✦ Cross-Site Scripting (XSS) protection
- ✦ Cross-Site Request Forgery (CSRF) Protection
- ✦ Click-jacking (X-Frame-Options) Protection
- ✦ Throttling Policy for Brute Force Protection
- ✦ Secure login via Keycloak

Automated backups are stored at regular intervals to ensure minimum data loss in case of human error, software corruption, computer viruses, and hardware damage.



WHY US?

- ❖ Customer-centric approach enabling us to design & deliver products and services as per client needs, creating large scale organizational impact
- ❖ ISO 9001: 2015 QMS Certified: demonstrating our capabilities and ability to consistently provide products and services that meets key needs of our clients in domain of education and assessments
- ❖ State-of-the-art & innovative technological products & allied IT infrastructure
- ❖ Well equipped to provide end-to-end assessment services including e-marking software, assessment processes and instrument designing
- ❖ High speed, accurate & secure scanning facility, vast network of experts & logistics & operational capabilities, trained & skilled human resources with vast experience in assessment etc.
- ❖ Driving the modernization & digitalization of assessments in Pakistan, in collaboration with both public & private sector organizations, including educational & assessment boards, schools, colleges, & universities etc.

BENEFITS OF OUR SOLUTIONS

Our robust solutions help optimize the education processes using technology, resultantly benefiting the institutions and organizations in following ways

- ❖ Zero associated costs for logistics, marking, data entry, and marking centers
- ❖ Remote access to all users for greater collaboration
- ❖ Robust review and feedback mechanism
- ❖ Supporting data-driven and evidence-based policymaking
- ❖ Enabling complex data analysis with the help of rubric-based marking, item tagging, and SLOs
- ❖ Random rechecking
- ❖ Maintaining standardization through rubrics-based marking



Did You Know?

All items are tagged according to the single national curriculum in rTestGen

OUR TEAM



GULL ZEBA, FOUNDER & CEO

Gull Zeba, the founder and CEO of RedMarker Systems, associated with the education sector in various capacities since 2001, provides strategic direction and leads the vision for the company.

She was Chairperson Education Committee and now is Executive Member of RCCI, and Board Member for various public and private limited companies including Pakistan Horticulture Authority, Humkaar ventures, and Drekkar Kingsway Limited.



JAWAD AZFAR, CPO & COO

Jawad Azfar, co-founder, and CPO, with his strong analytical and leadership skills and extensive experience, is leading RedMarker Systems Products and Operations.

He possesses 19 years of demonstrable experience in multiple industries including Aviation, Technology Funding, and Education assessment. He was instrumental in leading various strategic programs at IGNITE, including National Incubation Centers (NICs) Program, and other National significance HRD programs.



ATTIQ HASSAN SHAH, HEAD OF BUSINESS SERVICES

Attiq possesses excellent Project Management skills with 11 years of experience of executing large-scale projects for Ministry of Commerce, Ministry of IT & Telecom, Punjab Education Foundation, and FBlSE and has 12 years of teaching experience as assistant professor.



ASFAND YAR KHAN, PMP®, HEAD OF STRATEGY & PRODUCTS

Asfand has more than 17 years of professional experience in Strategy, Business Planning, and execution of Strategy through design and development of strategic Projects & Programs in different fields including ICT, Innovation & Technology Commercialization, and Startup Ecosystem & Entrepreneurship Development.



MOHAMMAD HAROON TOOR, EVP ENGINEERING & PORTFOLIO LEADER

Haroon handles the development of all key products along with sprint planning/scoping, requirements & designs analysis, deployment, testing, and client support. He has 20 years of experience working in various projects as a developer, Team Lead, Project Manager, Group Lead, and Portfolio Lead.



**MOHSIN MAHMOOD,
SENIOR MANAGER STRATEGY
& ANALYTICS**



**UMAR BIN TAHIR,
BUSINESS DEVELOPMENT
& STRATEGY MANAGER**



**SANAM JALAL,
MANAGER STRATEGY &
BUSINESS PLANNING**



**MUHAMMAD NAZIM,
SOLUTION DESIGNER &
TECHNICAL ARCHITECT**



**IQRA SHAMSHAD,
ASSISTANT MANAGER
ACCOUNTS**



**RUMAN ZAFAR,
SOFTWARE QUALITY
ASSURANCE ENGINEER**



TESTIMONIALS

“

**Afshan Nasir-
Instructor,
E-marker**

“I am thankful to RedMarker Systems and ALIGHT for the training they arranged. I will try that what I learned during this training session is implemented in my institute. I got this opportunity to learn how to upgrade our assessment process to improve the quality of education in our area.”

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**Asst. Director
Examination Gilgit-
Baltistan**

“Thanks to RedMarker Systems who introduced us to the concept of digital assessments. We request RedMarker Systems to extend this training session to at least two weeks. We will also submit a proposal to our government for implementation of these solutions in GB as it will surely help improve the standard of education in our area.”

”

“

**Syed Amir
Mehmood Jafri
(Tamgha-e-Imtiaz),
Director-Ghazali Education
Trust**

“With the help of RedMarker Systems’ assessment products, we will be able to digitalize assessments for schools in rural areas under the umbrella of GET and bring them at par with model or private school chains, all through improving their overall performance”

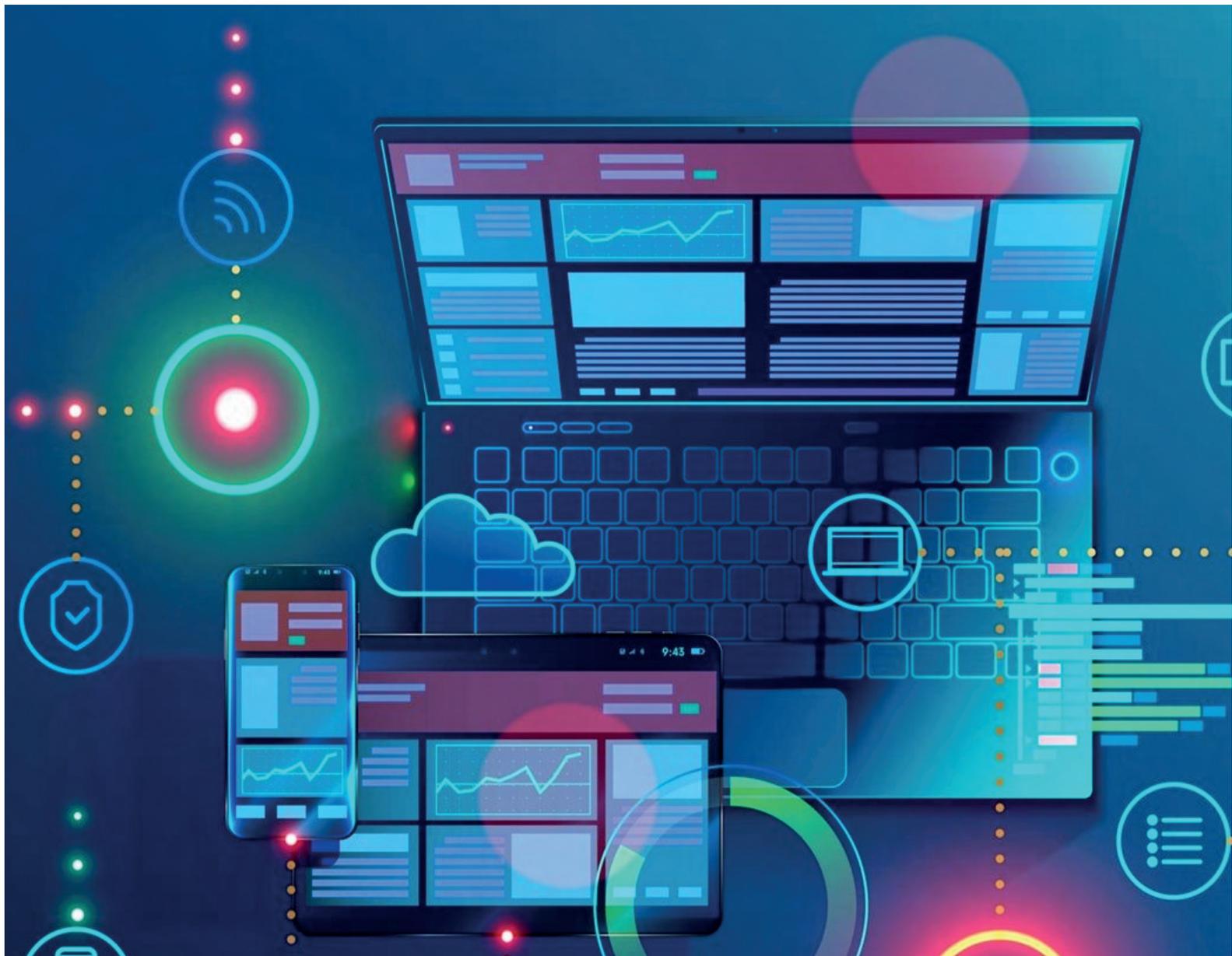
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**Chairman Board of
Intermediate and
Secondary Education,
Peshawar.**

It is extremely encouraging to see that Red Marker Systems; a local organization came up with an indigenous solution that addresses multiple pain points of our paper checking value chain and has immense room for further scalability. Our country is in dire need of accelerating the long-awaited digital transformation.

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For demo and further information contact us:

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G T Road, near Amazon Software
Technology Park,
Rawalpindi.



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