



MANAGE YOUR BUSINESS MORE EFFICIENTLY WITH OPTIMUM



Advertising & Distribution



Unlimited Distribution



Customer Contracts

ADVERTISING & DISTRIBUTION
e-ERP



THE TOTAL SOLUTION SYSTEM FOR YOUR BUSINESS

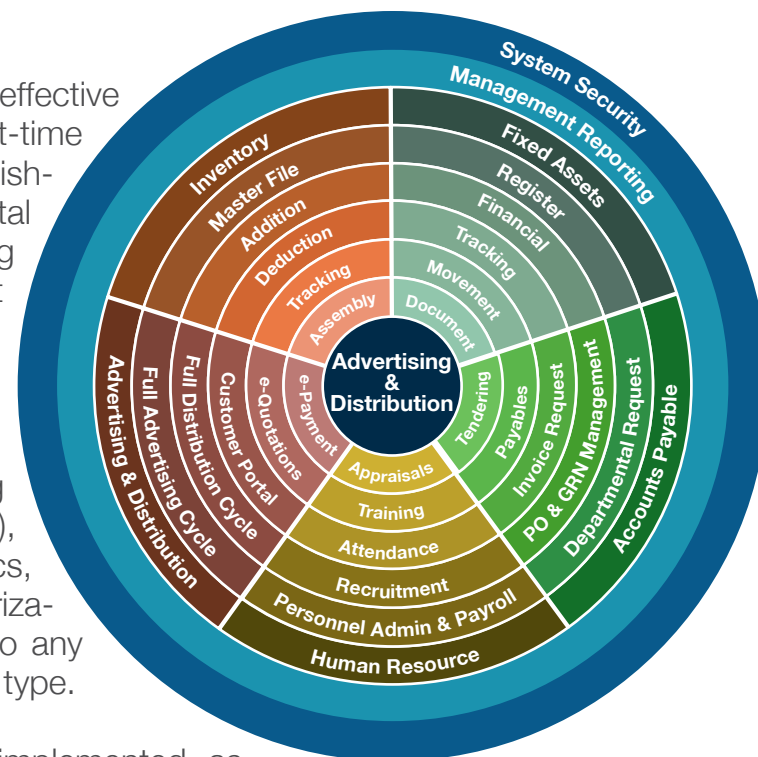


OPTIMUM ADVERTISING & DISTRIBUTION

Optimum Advertising & Distribution ERP is a document driven total solution designed and developed to manage all types of Advertising & Distribution businesses. It can adapt to all types of Advertising & Distribution businesses simply by configuring its parameters.

Optimum offers the most effective bilingual ERP solution to the first-time user as well as to companies wishing to upgrade their existing total solution systems while availing themselves of the latest technological advancements.

Optimum caters to all Advertising & Distribution businesses such as Fast Moving Consumer Goods (FMCG), hospitality, fashion, electronics, etc. With its powerful parameterization, Optimum can easily fit into any Hotel and Real Estate business type.



Optimum products can be implemented as stand-alone modules or as a full suite of modules (ERP). Further to this Optimum can also be implemented with limited or full functionalities of any module.

Optimum has earned the reputation of one of the best ERP solutions provider in the Middle East within a short period of time. The product is Microsoft Certified for Windows Server.

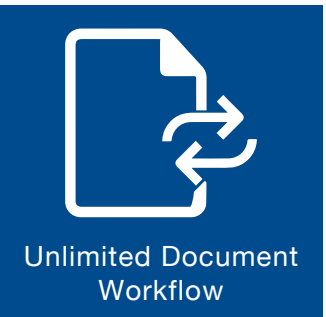


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Unlimited Distribution



Unlimited Document Workflow



Advertising & Distribution



ADVERTISING & DISTRIBUTION

“Manage Your Business More Efficiently With Optimum”

Optimum Advertising & Distribution ERP is a full-fledged E-ERP (Electronic Enterprise Resource Planning - Total browser base) system that covers all aspects of publication companies. It is a multi-company, multi-branch and multi-location system. It has unlimited number of advertising and distribution type setup.

Optimum is a multi-currency software at the commitment level and at the settle-ment level. It has in-built limit authorization and workflow approval processes. The drill down facilities are incorporated in the system at all levels. The inquiries and reporting capabilities ease the job and give a competitive edge to the users and to the organization.

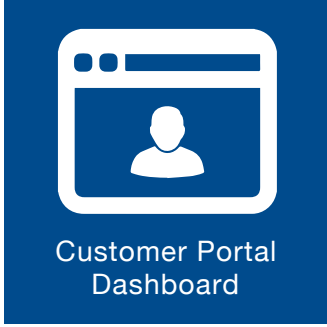
- Technologies:**
- Intranet / Internet based
 - Accessible Through Any Browser
 - ASP.NET & C# Development Tools
 - Microsoft SQL Database
 - Mobile Application

Why Optimum?

- Product Specific:**
- Full Advertising Cycle
 - Full Distribution Cycle
 - Unlimited Advertisement Types
 - Unlimited Distribution Lines
 - Multi-Store / Multi-Location
 - Multi-Branch
 - Multi Currency
- Product General:**
- In-Built Document Workflow
 - Unlimited Workflow Levels
 - Bi-Lingual Arabic/English
 - Powerful Security Control
 - Fully Integrated ERP

Advertising & Distribution (E-ERP) Modules:

- 📄 Advertising
- 📄 Distribution
- 🛒 Procurement & Supply Chain
- 📝 Inventory Management
- 📊 Financial Management
- 🏠 Fixed Assets
- 👤 HRMS
- 🕒 Time & Attendance
- 👤 CRM
- 📊 Business Intelligence Reporting



Customer Portal Dashboard



ADVERTISING

“Advertising with Business View!”

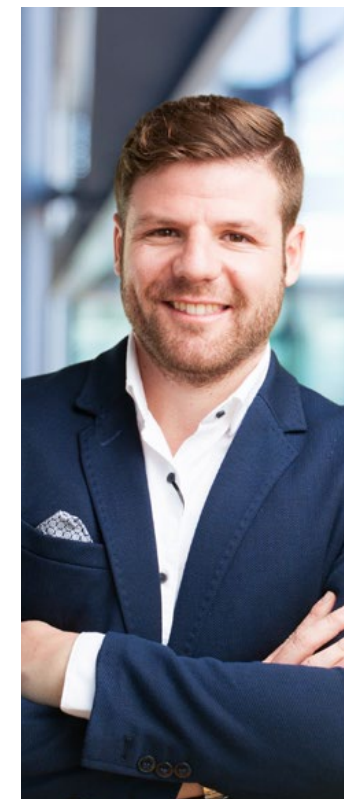
Optimum Advertising module is an integrated web-based system for structuring advertising spaces and pricing with a complete documentary cycle. The system maintains the contracts with the customer of daily, monthly or annual basis along with the direct services and billing.

Why Optimum?

- Customer Portal with Dashboard
- e-Quotations
- Customer Contracts
- Customer Ageing
- e-Payment
- User Friendly Interface
- Business Intelligence Reporting
- In-Built Document Workflow
- Unlimited Workflow Levels
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

Optimum provides a powerful Security and Workflow. Specific system and operational roles that can be defined at user or group levels. A powerful document workflow ensures a smooth flow of documents within the organization, and any number of approval levels.

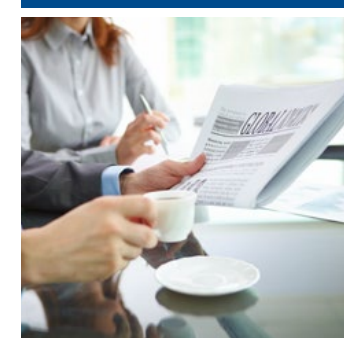
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Customer Contracts

Advertising Functionalities:

- Structuring of Advertising Spaces
- Booking & Contract Management
- Customer Services Management
- Billing & Contract Management
- Receipts Management
- Collection Management
- Inquiries & Reports



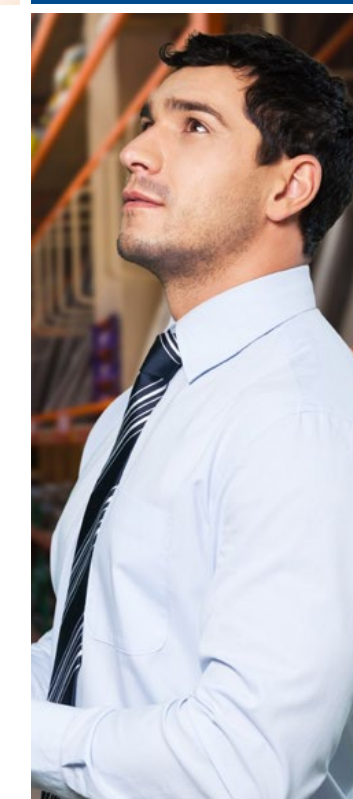
e-Quotations



e-Quotations



Maintenance Contract



DISTRIBUTION

"Unlimited Channels, Central Control"

Optimum Press Distribution is an integrated system for structuring methods of distribution and scheduling of the printed material. Also, the system is intelligent enough to help determine the amount of printing materials to be distributed.

Why Optimum?

- Customer Portal with Dashboard
- e-Quotations
- Customer Contracts
- Customer Ageing
- e-Payment
- User Friendly Interface
- Business Intelligence Reporting
- In-Built Document Workflow
- Unlimited Workflow Levels
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

The system provides a powerful Security and Workflow. Specific system and operational roles can be defined at user or user group levels.

A powerful document workflow ensures the smooth flow of documents within the organization.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Press Distribution Functionalities:

- Setup of distribution restructuring
- Sales & Customer Relationship Management
- Customer Services Management
- Billing and Contract Management
- Receipts Management
- Collection Management
- Inquiries & Reports



PROCUREMENT & SUPPLY CHAIN

"Control Your Expenses"

Optimum Procurement & Supply Chain covers the full procurement cycle, from departmental / purchase request, quotation request, purchase orders, deliveries and invoices to payments. It is fully integrated with Optimum Inventory and Fixed Assets Modules.

Why Optimum?

Product Specific:

- Full e-Procurement Cycle
- Vendor Portal
- Contracts Management
- All Type Of Payments
- Integrated With Inventory
- Integrated With Fixed Assets

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

It includes full fledged Vendor Contracts module where you can manage all general expenses and support contracts in terms of contract administration, payment schedule with reminders and expense amortization.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Procurement & Supply Chain Functionalities:

- Purchase Reconciliation Management
- Quotation Request Management
- Quotation Evaluation Management
- Purchase Order Management
- Goods Received Note Management
- Invoice Register Management
- Payment Voucher Management
- Vendor Contracts Management
- Vendor Portal
- Dashboards, Inquiries & Reports



Customer Portal Dashboard



Vendor Portal



Press Distribution



Payment



Online Inquiry



Dashboard



INVENTORY MANAGEMENT

"Multiple Stores, Central Control"

Optimum Inventory Management module controls the organizations inventory, whether it is for internal use or for resale. It maintains a fully-fledged inventory profile containing all aspects such as Product Information / Specifications, Re-Order level and quantity, Lead time, etc.

Why Optimum?

Product Specific:

- Inventory Profile
- Inventory Specifications
- Multi-level Structure
- Multi-level Categorization
- Multiple Stores & Locations
- Assembly Management

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

It has a multi-currency, multi-store, multi-location and multi-level inventory structure. The open parameterization structure, drill down facilities, the inquiries and reporting capabilities give the best control over the organization's inventory.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Inventory Management Functionalities:

- Inventory Profile
- Goods Received Notes Management
- Goods Returns Management
- Inventory Deductions Management
- Inventory Additions Management
- Physical Inventory Management
- Direct Delivery Management
- Assembly Management
- Dashboards, Inquiries & Reports



FINANCIAL MANAGEMENT

"Total Control Of Your Financials"

Optimum Financial Management module is a fully-fledged Activity-based Cost accounting (ABC) ledger that has unlimited segments of chart of accounts, accounts setup, profit centers, and cost centers. It is a multi-company, multi-branch and multi-currency system.

Why Optimum?

Product Specific:

- Online Real-time Financials
- Budget Vs. Actual Reporting
- Sub-ledger Financials
- Accounts Reconciliation
- Automated Journal Vouchers
- Dynamic Reporting

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

It has a fully-fledged built-in Customer sub-ledger.

It has powerful parameterization, drill down facilities, inquiries and reporting capabilities allowing the user to retrieve any information at the click of a mouse.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
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Financial Management Functionalities:

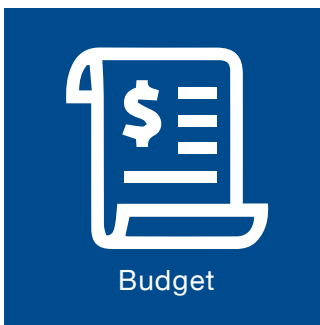
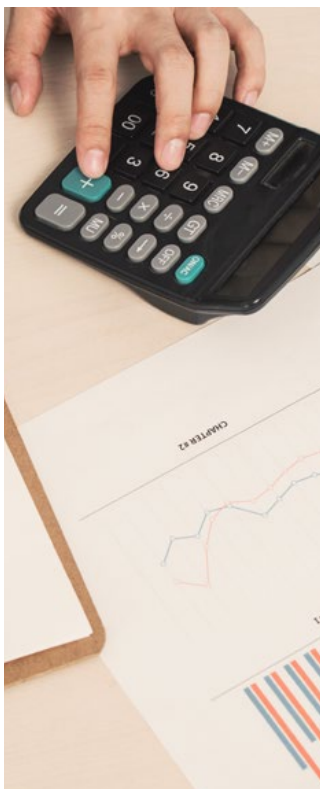
- Journal Vouchers Module
- Preset Journal Vouchers Module
- Budget Module
- Account Reconciliation Module
- Financial Reporting Module
- Financial Structure Module
- Activity/Cost (ABC) Structure Module
- Customer/Vendor Sub-Ledger Module



Delivery Notes Management



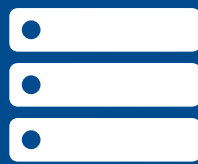
Inventory Management



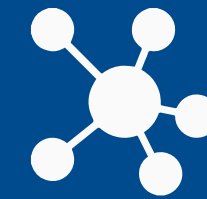
Budget



Financial Reporting



Assets Management



Organization Structure



FIXED ASSETS

“Know The Real Value Of Your Assets”

Optimum Fixed Assets module records all the fixed assets bought or capitalized, whether tangible or intangible. It manages assets related documents, assets tracking, and assets maintenance. It keeps track of all assets movements.

Why Optimum?

Product Specific:

- Assets Tagging
- Assets Barcoding
- Assets Depreciation
- Assets Administration
- Assets Register With Pictures
- Assets Documents

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

The system maintains full financials related to Fixed Assets.

Depreciation can be calculated using all universally accepted depreciation methods. It manages all types of asset disposal. It has a full-fledged reporting and inquiry system.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Fixed Assets Functionalities:

- Assets Registration & Profiling
- Assets Documents
- Assets Tracking
- Assets Maintenance
- Assets Financials
- Dashboards, Reports & Inquiries



HRMS

“A To Z Of Human Resources Management”

Optimum HRMS covers all aspects of Human Resources required by any organization. It is parameterized to accommodate labor and social insurance laws of any country. The company structure and specific policies and procedures can be easily mapped in the system.

Why Optimum?

- Labor Law Compliance
- Social Insurance Law
- Map Company Structure
- Map Company Policies
- e-Recruitment Management
- Personnel Management
- Leaves Management
- Payroll Management
- Loans Management
- Training Management
- Appraisals Management
- Staff Development Management

The system covers full processes of e-recruitment from online vacancy posting to hiring personnel with full employee profile, leaves and documents, payroll and loans. Additionally it includes full training, appraisals and staff development modules.

Technologies:

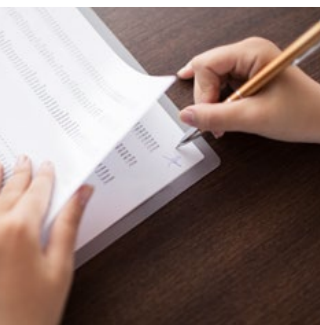
- Intranet / Internet based
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- Mobile Application

HRMS Functionalities:

- Recruitment with Online Portal
- Personnel Administration
- Documents Management
- Leaves Management
- Payroll Management
- Loans Management
- Training Management
- Appraisals Management
- Organization Structure
- Dashboards, Inquiries & Reports



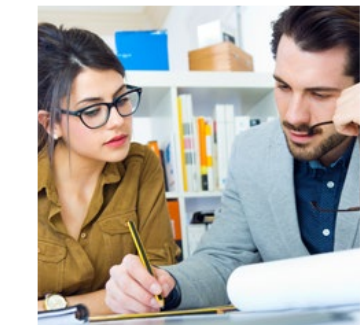
Assets Tracking



Assets Administration



Appraisal Management



Payroll Management



Attendance Management



Marketing Management



TIME & ATTENDANCE

"The Only Complete Time Attendance Solution"

Optimum Time & Attendance covers access control, roster and workforce management, project time sheet and attendance. It can manage all type of shifts and rotations with the functionalities of workforce management and time sheet for project management companies.

Why Optimum?

Product Specific:

- Real-Time Access Control
- Shifts Management
- Attendance Control
- Workforce Management
- Project Time Sheet
- Time & Attendance Indicators

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

It's Access Control provides centralized online real-time view of the time in and out of employees. Workforce Management is used to allocate manpower to projects with Time Sheet generated for each project. The module can be linked to Optimum HRMS module.

Technologies:

- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Time & Attendance Functionalities:

- Access Control Management
- Roster Management
- Attendance Management
- Project Time Sheet Management
- Workforce Allocation
- Dashboards, Inquiries & Reports



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

"Every Potential Realized"

Optimum Customer Relationship Management (CRM) covers the complete cycle of sales module from creation of Customer Account, Contact, Lead & Opportunity Follow-up, Quotations and Order to Invoice Generation.

Why Optimum?

- Centralize Customer Information
- Automate Marketing Interactions
- Provide Business Intelligence
- Facilitate Communications
- Track Sales Opportunities
- Analyze Data
- Responsive Customer Service
- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

The Marketing module can plan, manage and track the marketing campaigns from development to launch. The Customer Services module includes the Contracts, Case Management and Service Scheduling with online Customer Interaction and Feedback.

Technologies:

- Intranet / Internet based
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Customer Relationship Management Functionalities:

- Sales Module
- Marketing Automation Module
- Customer Services Module
- Analytics and Reports



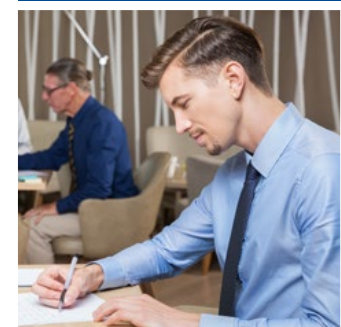
Roster Management



Forms & Documents Management



Workforce Management



Customer Services



Creating Reports



BUSINESS INTELLIGENCE REPORTING

"Hassle Free Reports!"

Optimum Business Intelligence provides the most user-friendly mechanism to transform, access, analyze and present your business data in the most stunning way. It helps users to turn complex data into actionable insights that can be easily understood.

Why Optimum?

Product Specific:

- Transform Your Data
- Access Any Data
- Deliver Insights Anywhere
- Modernize Enterprise Reporting
- Create Interactive Reports
- Pivot Reporting
- Electronic Alerts

Product General:

- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

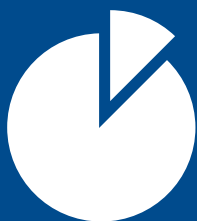
Users can connect virtually to any Optimum ERP data, both in the cloud or the local server. They can also analyze the data and share insights on the web or on mobile devices. Users can generate and share rich and interactive reports to visualize and analyze your data.

Technologies:

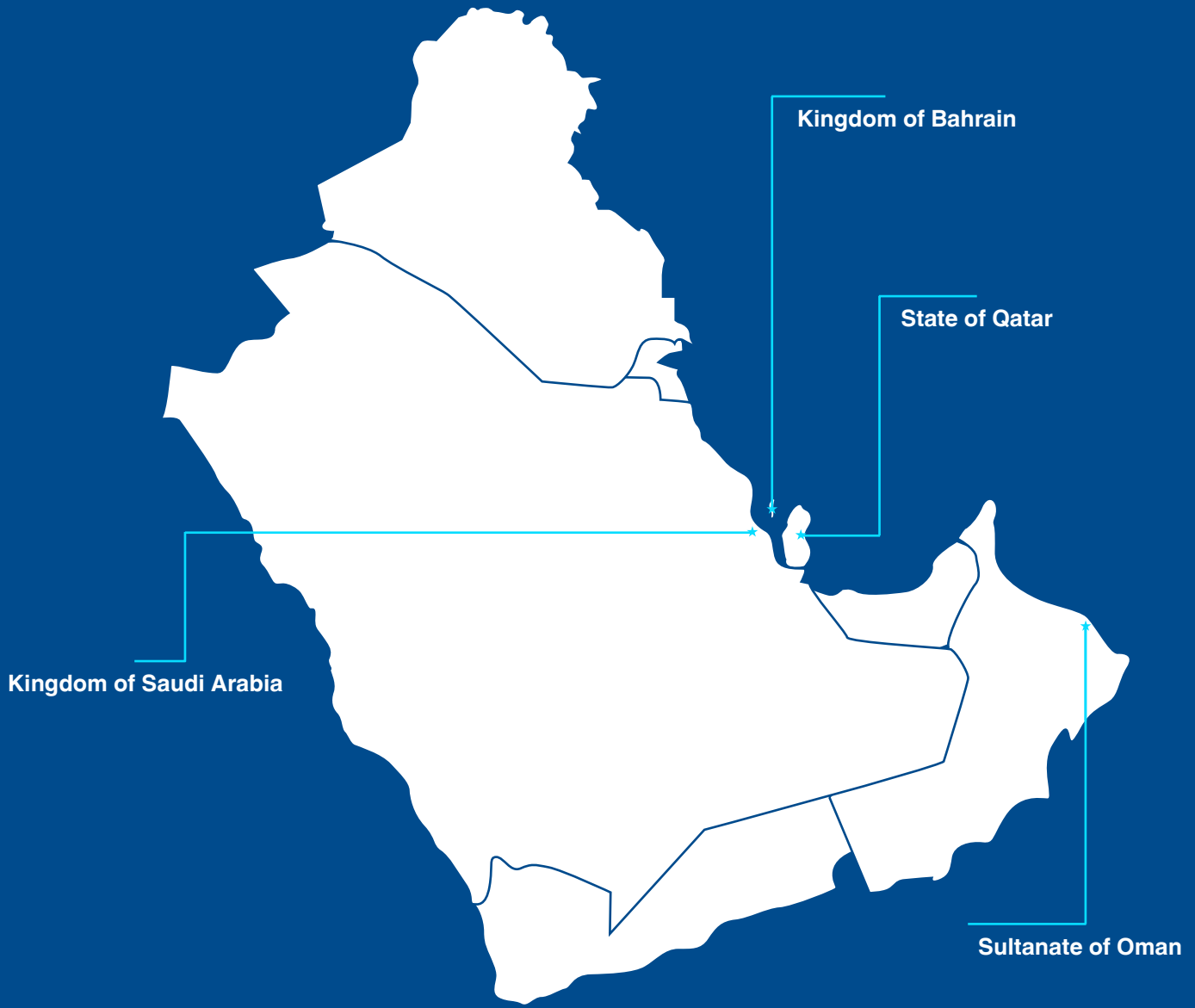
- Intranet / Internet based
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Business Intelligence Reporting Functionalities:

- Data Transformation
- Data Analysis
- Data Delivery
- Interactive Reports Creation



Data Analysis



REGIONAL OFFICES

BAHRAIN

P.O. Box 2949
 Manama, Kingdom of Bahrain
 Tel. +973 1729 7227
amthaladmin@al-amthal.com

QATAR

P.O. Box 31122
 Doha, State of Qatar
 Tel. +974 4450 3659
amthaldoha@al-amthal.com

SAUDI ARABIA

P.O. Box 3674
 Al Khobar, Kingdom of Saudi Arabia
 Tel. +966 5357 6606 0
khaleeji@al-amthal.com

OMAN

P.O. Box 1801
 Muscat, Sultanate of Oman
 Tel. +968 2447 2223/4
amthaloman@al-amthal.com

