

# The Business



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## iTECH showcase for Optimum

**MANAMA:** “Name the sector and we have the solution” is the mission statement of Al Amthal Group, a Bahrain-based software solutions specialist, which through its Optimum Division, will showcase its products range at a pioneering information technology conference and exhibition next week.

Optimum was the first division to be established by Al Amthal in 2000.

Since then, their teams of expert innovators have been offering customers cutting-edge consultation services which address specific business needs at all ends

of the spectrum.

With an objective of identifying customer requirements through business process re-engineering and providing them with electronic solutions, Optimum software is, says the company, growing in popularity, with an expanding GCC customer base.

Optimum says its Microsoft-certified products are modular in nature but manually communicative.

Therefore, they have gained a wide spectrum of clientele from sectors as diverse as ministries, government and semi-government organisations, universities, banks

and other financial institutions, trading establishments, construction and contracting companies and various commercial establishments.

Optimum Total Software Solutions offer an extensive range of systems that cater to a wide range of industries.

“Many years of professional expertise are embedded in the Optimum Total Solution Software that is designed and adjustable to suit all kinds of enterprises,” said Al Amthal managing director Hani Awachi.

iTECH Gulf 2014 is organised by Hilal Conferences and Exhibitions, whose managing director Jubran Abdulrahman said he welcomed the showcasing of “such a prominent and reputable development by one of Bahrain’s leading software implementers”.

“This is a vote of confidence for the inaugural iTECH Gulf Forum and Exhibition,” he said.

Al Amthal’s latest Optimum products will be displayed at iTECH Gulf 2014 Forum and Exhibition on April 9 and 10 at the Gulf Convention Centre, Gulf Hotel, Bahrain.