THE
AMTHAL
INSIDER

Your Goals. Our Solutions

amthal
GROUP

Al-Amthal Shows Strong Presence

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Editor's Note

"Dear Readers,

Welcome to the new edition of The Amthal Insider. As the year is progressing fast many exciting developments are happening. The Amthal Insider is not only for our valued clients but also for the informed member of the highly qualified Gulf workforce who wants to stay updated on the latest developments of the Gulf's very own and leading ERP software system developer. Software systems are becoming increasingly an indispensable part of business management and OPTIMUM products as well as the latest business suite **wolke** *for SMEs stand out in the market not only for their growing popularity due to their quality and special features, but also for being a local product that has achieved international recognition and accreditation, thus joining the ranks with other well-known international names. This brings us a little closer to our dream of becoming a global name and contributing to the development of turning this region from a mainly consumer into a producer of recognized quality products other than natural resources.*

The Al-Amthal Team is working hard to accomplish its mission and vision and you will find many interesting articles in this newsletter about the relentless efforts that our team has invested therein."

Have an enjoyable reading.
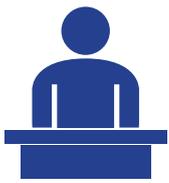
Beate Schoek-Awachi
Eidtor-in-Chief

Our Vision

Within the next decade, Al-Amthal Group grows into becoming one of the first choices for providing business management mechanisms and information solutions in the Middle East and beyond, providing the best possible business software solutions and related services to the continuously evolving business industry in the new economy.

Our Mission

AL-AMTHAL GROUP is a dynamic and fast-growing group of companies devoted to enable our customers to achieve their goals by optimizing their potentials through:
- Business Process Re-Engineering
- Cost effective and innovative integrated information solutions
- State-of-art E-Commerce and marketing tools.

Our mission is to allow our customers to make timely and informed decisions, increase efficiency, productivity and visibility in order to maintain a cutting edge over their competitors within ever-changing market conditions.

Bahrain IT Expo

Al-Amthal put up its stand in the Bahrain IT Expo 2013 held at the Ritz Carlton Bahrain Hotel & Spa from 8 -10 April 2013. It was cooperatively organized by the eGovernment Authority (eGA) in association with the Bahrain Internet Society (BIS) and Project Management Institute - Arabian Gulf Chapter (PMI-AGC).

The Expo provided a great opportunity for Al-Amthal to display and demonstrate its outstanding products, activities and services that attracted the interest of both the private and public sectors.

Runner up e-Gov Award

The Amthal Group was selected as a runner up for the Best ICT Solution Provider Award of eGovernment Excellence Awards 2013. The award was announced during the opening of Bahrain International eGovernment Forum 2013 and Bahrain IT Expo 2013, held under the patronage of His Highness Shaikh Mohammed bin Mubarak Al Khalifa, Deputy Prime Minister, Chairman of the Supreme Committee for Information and Communication Technology, at the Ritz-Carlton Bahrain Hotel on 8th April 2013.

"We are immensely happy and excited that we were nominated by the eGovernment Excellence Award jury this year. This in itself is a valuable recognition and gives us further motivation to serve the private and public sector companies in the region with smart, innovative and cost effective software solutions that are made in Bahrain to enable our customers to achieve their goals and potentials"

Mr. Hani Awachi
CEO - Amthal Group

e-Learning Exhibition

Top Officials Attend Al-Amthal Booth Stand

Al-Amthal took part in the Fourth e-Learning Conference and Exhibition held from 7 - 9 May 2013, at the Bahrain Crown Plaza Hotel.

Deputy Premier, Chairman of the Committee on the development of education and training and head of the Supreme Committee for Information and Communication Technology, H.H. Shaikh Mohammed bin Mubarak Al Khalifa, and Minister of Education, H.E. Dr. Majid bin Ali Al-Naimi, and the President of the University of Bahrain, Dr. Ebrahim Janahi, have toured the exhibition which included representatives of the telecommunications, and software technologies companies related to e-learning and learning management companies.

The Event was organized by the Zain e-learning Center of the University of Bahrain, and it proved to be a golden opportunity for Al-Amthal to showcase its outstanding products and services to the conference attendees.

NCLink - Cartwright

NC Link joins hands with Cartwright to create right solutions

Geoffrey Morris of Cartwright Associates Ltd writes:

NCLink Cartwright WLL is a joint venture between NC Link Co WLL and Cartwright Associates Ltd. The joint venture will bring to the group a number of software related solutions to complement the current Al Amthal suite and also help in the sale of the group's ERP solutions.

The joint venture approach, once a client has expressed interest, is to set up a no-cost perception study group with the client to establish their real requirements and aspirations. This study enables us to create a programme specific to their requirements and budget. Apart from client needs, the study covers such matters as online demonstration, training, costs, implementation and any promotional work required.

The first of these special solutions that the joint venture brings is that of TRACKAPHONE Ltd., specialists and leaders in the field of location based technology and part of the service is the availability of a 24/7 monitoring service through Inkerman Group. Following the launch of TRACKAPHONE we hope to bring other programmes such as predictive simulation & simulation modelling, software for digital signage, secure messaging systems and Security and Corporate risk assessment.

Location based technology can be best described as tracking and monitoring such as:

Vehicle Tracking Solutions
Asset Tracking
Employee Protection
Telecare
Mobile Resource Management
Specialist Solutions

We hope that these complimentary services will play an important part in establishing the Amthal Group as a leader in the field of ERP and related solutions in the GCC and beyond.

BPW Bahrain

Amthal Group in support of a noble cause

In seeking to fulfill Al-Amthal's social commitment, ECnet, the advertisement and design division of Amthal Group, is developing a modernistic website for the Business and Professional Women's Club (BPW) Bahrain, a new initiative that seeks to support women with limited income and productive families to achieve greater competitiveness and growth in the economy by enhancing women's participation in the workforce and their access to markets.

The new website will enable the association to post all their information and update its content using an innovative CMS "Content Management System". It will cover news, events, a gallery, media, workshops & training sessions that the club provides. Best website design techniques have been used for the website to incorporate the latest developments in the field.

The BPW club's Bahrain chapter is headed by Shaikha Hind Bint Salman Al Khalifa, President of the Children and Mother's Welfare Society. "This initiative is not to repeat what has already been done for women in Bahrain, but will complement the existing endeavors in developing the professional leadership and business potential of women at all levels. This will be done through advocacy, mentoring and skill building," Shaikha Hind notes.

"In a free economy like Bahrain, the younger generation cannot expect to wait for government jobs to

materialize. Rather, they could develop their skill and talent as entrepreneurs, launch their own ventures and contribute to the economic growth of the Kingdom."

As a regional business hub, Bahrain offers sufficient infrastructure to shape aspiring women into entrepreneurs and professionals. It also offers its female citizens enough space and freedom to pursue their dreams.

"Women in Bahrain are empowered by law to travel freely, seek licenses for business as well as bank loans. They are confident and capable; we've seen that in many success stories. But in order to embark on the journey to entrepreneurship, young women need support and guidance from role models who have traversed the same path, and that's where we come in," she observes. Support for the young club has already come pouring in since its launch last December. The Ministry of Culture, under Shaikha Mai Bint Mohammad Al Khalifa, has allotted the club premises for its headquarters in Jasra, which has been named the Al Jasra Training Centre.

The club's 12 founding members are largely professionals and businesswomen from diverse backgrounds such as banking, retail, event management, interior decoration and art. New members will be inducted twice a year, but entry criteria is deliberately set high so that a candidate's background, commitment and knowledge will be taken into account before her name is proposed.

The objectives of the BPW club in Bahrain are multiple, Shaikha Hind explains. In addition to providing women and youth with economic training, the club will work together with government organizations to enable women with limited income and productive families to enter the market. But above all, the founding members have set their sights on training young Bahrainis to hone their talent across a wide range of sectors.

To start with, training will be provided at weekly workshops by visiting experts in photography, recycling, catering, landscaping and Arabic calligraphy to enable gifted youngsters to turn their passion into a profitable business venture.

Amthal Group is delighted to be able to support this promising project through the services of one of our divisions, ECnet, that is provided absolutely free of charge. "We believe that the club has an important role to play in the field of women's empowerment in Bahrain, and this is our humble contribution to this noble cause. The website will definitely function as an effective and active tool in the club's activities, and it is highly user-friendly," said Mrs. Beate Schoek-Awachi, GM Sales & Marketing of the Amthal Group.

IBM Partnership

Al-Amthal has made a giant leap by joining IBM PartnerWorld, IBM's global marketing and enablement program designed to create new market opportunities and help generate new revenue for IBM's Business Partners.

As an IBM Business Partner and member of PartnerWorld, Al-Amthal extends its access to a broad range of resources to help the company build, sell, and implement solutions based on the latest IBM products and services.

"Through PartnerWorld, Al-Amthal will find more resources to help us increase our sales, deepen our skills, and ways to extend our reach across more markets and into high-growth areas such as business analytics, cloud computing, expert integrated systems, and mobile and social business. Teaming up with IBM puts the power of one of the world's most respected technology brands behind Al-Amthal's business and we are sure that we are a winning combination", said Mrs. Meriem Kadia, Senior Business Development Consultant at the Amthal Group, on this occasion.

Bahrain Chamber of Commerce Seminar

A seminar was conducted by the Amthal Group at the Bahrain Chamber of Commerce for the construction industry on the 7th of April 2013.

The seminar, presented by Mr. Hani Awachi, CEO of the Amthal Group, introduced the various software solutions tailor-made for the construction industry, with special emphasis on project management solutions, Human Resources Management and Time & Attendance management. The seminar was able to generate good appreciation and interest among the participants.

ISO Training Certificate

A two-day ISO Audit Training course was conducted for key staff members of the Amthal Group. The training qualifies the participants to conduct internal ISO audits for maintaining ISO quality standards in the management system.

The training was conducted by Infura Consulting Group that also provided its intensive consultation services to Al-Amthal to become ISO 9001:2008 certified, which Al-Amthal is proud to have achieved in October last year. The audit training covered the theoretical and practical aspects of management systems and the maintenance of its quality through regular audits conducted in the company.

Mr. Arif R. Butt, Director of Infura Consulting Group, distributed certificates to the participants who completed the training successfully, in a ceremony conducted at the premises of Al-Amthal.

"The training has given us valuable guidelines on how to address quality-related issues so that the company is able to maintain a high degree of excellence for all its processes," said Mr. Vinod Nair, IT Manager, after the training. "We have become confident to conduct internal audits that are mandatory twice a year for the maintenance of the management system as per ISO standards", he added.

Optimum Projects

Al Arab Newspaper

The AlArab Daily, one of the leading newspapers in the State of Qatar, has chosen OPTIMUM Press Management ERP system to streamline and manage their entire activities.

The Press Management ERP system is a comprehensive suite of intercommunicating modules that is tailored for the special needs and challenges pertaining to the newspaper industry, including advertising and distribution management.

"Our product is highly adaptable to suit any kind of business, as we have created them with the user in mind. Our product will definitely prove that AlArab Daily has taken the right decision by choosing OPTIMUM,"

Nixon Rebeiro - Sales and Marketing Manager, Amthal Group, Qatar

King Fahad Hospital

The King Fahad Specialist hospital in Dammam in Saudi Arabia has engaged the OPTIMUM Web Time Attendance system with machines for maintaining the attendance-related data of their staff.

The King Fahad Specialist Hospital in Dammam (KFSHD) is considered one of the most important health projects that the Eastern region has had in the past few years. The hospital offers services to its patients by providing the following specialties: Oncology, Organ Transplant, Neurosciences, Cardiac Services Programs, and Genetic Sciences, among many others.

"Our system is capable of handling all matters related to time and attendance such as shift duty roster, late-arrival, early-out, overtime at premium rates etc., which are much needed in a hospital. I am sure that KFSHD will find our system highly efficient and suitable for their needs,"

Hani Awachi, CEO, Al-Amthal Group

United Gulf Bank

The implementation of OPTIMUM Human Resources system has been completed at The United Gulf Bank (UGB), Bahrain. The suite includes Personnel Administration, Payroll, Document Management and Time & Attendance modules. UGB is the investment banking arm of the KIPCO Group, Kuwait. UGB and its subsidiaries, primarily engage in the asset and fund management, investment banking, private equity and corporate finance.

Al-Amthal is proud to have gained the trust from such a prestigious financial institution in Bahrain. "We are sure that OPTIMUM is going to take care of all the Human Resources activities of UGB, as we have customized the system to meet all their special requirements," said Mr. Ashraf Bilal, Project Manager.

Mohammed Jalal & Sons

The OPTIMUM Implementation team has completed implementation of OPTIMUM HR system in Mohammed Jalal & Sons, one of the leading and very well-known group of companies in Bahrain.

The Mohammed Jalal Group, a diversified and entrepreneurial firm, having many prestigious divisions and companies, such as the Automotive Division (Jaguar and Suzuki), Mohammed Jalal Schindler Q, British American Tobacco, Alloys Jalal W.L.L., Kontra Interior Design or Airmech, has chosen the OPTIMUM HRMS to manage the entire personnel administration of their branches and different companies in the Group.

Dar Al Khair

Dar Al-Khair Project of Farhan Bin Al-Mubarak Establishment for Society Service, which undertakes a multitude of charitable activities across Saudi Arabia, has chosen the OPTIMUM ERP system to support their operations.

"The full suite of OPTIMUM modules consisting of General Ledger, HRMS, Accounts Receivable, Accounts Payable, Fixed Assets, Inventory and the Charity Management module shall function as the backbone of the charity's back office activities. This will enable the organization to function with more effectiveness and efficiency," said Mrs. Beate Schoek-Awachi, GM Sales & Marketing of Al-Amthal Group, on the occasion of signing the contract.
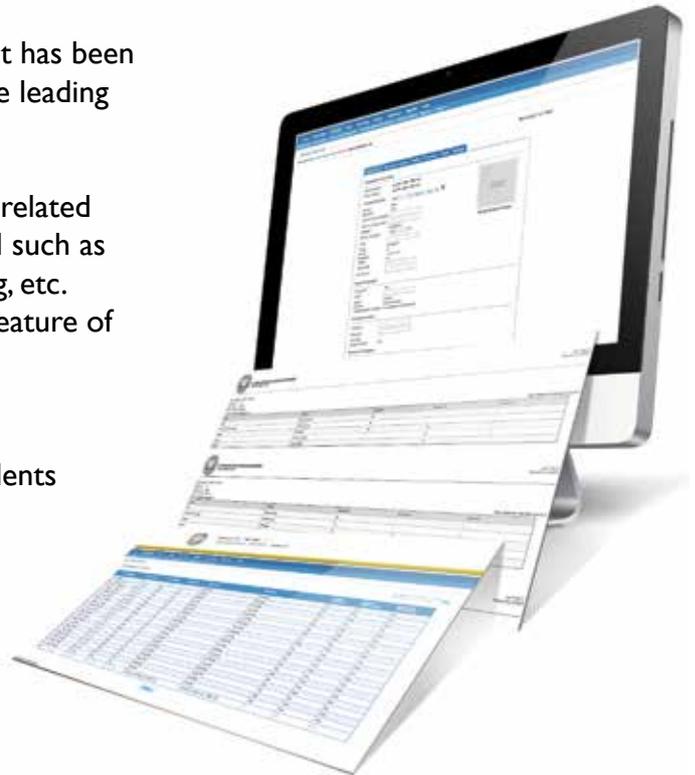
ecnet

New School Management System now running in AL IBDAA International School - Oman

A new School Management System developed by ECnet has been launched for AL-IBDAA International School, one of the leading private schools in the Sultanate of Oman.

The interactive web-based system handles all activities related to the administrative and academic affairs of the school such as student registration, courses, scheduling, testing, grading, etc. Automatic time table generation is another beneficial feature of the system.

The system is bilingual, English and Arabic, and can be accessed and used by the administrators, teachers, students and parents alike. The user-friendly interfaces walk the users through the system smoothly, and offer a host of report generation facilities to them.

The system consists of: school setup, calendars, classes, school information, list of all subjects taught, students' information, student related details, student - parents and teachers connection, grading information, scheduling subjects time tables and examination timetables.

'In order to make the scheduling system dynamic; our development team spent a large amount of time and effort, adding complicated matrix calculations, algorithms, functions and analyses like conflict solving and problem solving'

Interview with Al Hekma School (Bahrain & Qatar)

Please give us some background information about your institution, for our readers:

Al Hekma International School, subordinated by Dr. Mona Rashid Abdul Rahman Al Zayani, is a private school distinguished through its ability to offer a high quality and modern educational program in such a dynamic and accommodating way. It reflects diverse and advancing communities in Bahrain and Qatar.

What makes the Al Hekma School unique?

Our school's commitment to our children has become a tradition. Our goals are attainable! We plan to prepare students for higher educational institutes. We provide an excellent quality of education in a positive environment. We teach good citizenship to help strengthen the student's identity and ability to participate in society. We stress on moral and behavioral discipline. This is something unique that I have seen in our school.

How responsive has the ECnet team been for your needs?

I would say "Excellent." They fully understood the scope of our requirements and came up with solutions that far exceeded our expectations. However, like any other business, there have been ups and downs, but overall we are very happy with the services that we got from ECnet.

What else would you like to add:

I would like to thank your team and wish ECnet all the best. I wouldn't say that you are our vendors. I like to say that you are our web solution providers and Partners, and I would like to continue with this relationship for many years in the future for the benefit and welfare of both esteemed organizations.

ECnet Projects
Web Design & Development

ECnet has completed its work for the website of the new financial accounting system 'myaccount', the financial package of Al-Amthal on Cloud platform. myaccount is part of the Wolke business suite system on Cloud technology, which is a light version of Al-Amthal's OPTIMUM ERP products that retain their high quality and powerful features.

The website will incorporate innovative technology and imaginative graphical interfaces that interact with the users easily.

ECnet has been assigned to redesign the website of Arabcab, the Arab Cable Manufacturers' Association. The website will incorporate a content management system to update the website regularly, so that the users will invariably have the most up-to-date information at their fingertips. The Arab Cable Manufacturers' Association, established in the year 2004, has its members from 65 Arab countries specialized in the manufacturing of cables.

"We will employ the state-of-the-art technology in the design of the site, focusing on utility and aesthetic appeal simultaneously."

-Mr. Ammar Hussain, Multimedia Consultant of ECnet.

Inside News

A bouquet of flowers:
A symbol of appreciation and gratitude

Flowers often say more than words.

Mr. Mohammed Hassan, from Al Wasat Newspaper, a valued customer of Al-Amthal using the full **OPTIMUM ERP** system, noticed the commitment and dedication of our employee, Mrs. Amal Mushaimea in implementing the system for them, for which they presented her with a bouquet of flowers as a "Thank You" note for all her efforts and support.

Al-Amthal is proud of such loyal and dependable employees who bring laurels to the company.

Internal Audit

Al-Amthal has conducted its first internal ISO 9001:2008 audit to ensure ISO quality standards in the management system.

Key staff members of the Amthal Group had undergone a two-day ISO Audit Training course earlier this year, following which they were able to conduct extensive auditing sessions for each department, covering all processes/ procedures, and evaluating the roles and efforts of all individuals and teams; especially in compliance with ISO standards.

New Working Days in KSA & Oman

Al-Amthal offices in the Kingdom of Saudi Arabia & the Sultanate of Oman have adopted a new working day pattern.
Sundays to Thursdays from 8.00 am to 1.00 pm and 2.00 pm to 5.00 pm
Weekend holidays have been shifted to Fridays and Saturdays by the authorities to be in line with the other Gulf countries.

GoKart Racing

It was a great day of fun and frolic for the staff of Al-Amthal at the VIVA Karting track. Mariam Awachi and Sergio Halabi were the lead organizers who roped in other staff to join the bandwagon.

The event proved to be a highly exciting one when it turned to be a race against each other. *"We thoroughly enjoyed the thrill and exhilaration of Kart racing",* said Ms. Mariam Awachi.

Al-Amthal always encourages events of this sort to promote team spirit and camaraderie among its staff.

New stars dawned

Vimal Govind, Head of Software Support, has become the proud father of a baby girl in April 2013. May she be blessed with good health, lots of luck and prosperity and be a blessing for her parents. She takes the name Adidi.

Hassan Khaleel, System Implementer from our Saudi regional office has had a special moment in his life with the birth of his daughter Lulua. Our hearty congratulations to the proud parents and best wishes for strong health and fortune to the little angel.

New Recruits

Geoffry Morris

Mr. Geoffrey Morris of Cartwright Associates Ltd. is heading the GCC operations of the newly formed joint venture between NC Link W.L.L., a subsidiary of the Amthal Group, and Cartwright Associates, a company specialized in security software.

Geoffrey, from London in the UK, has extensive experience in the Middle East region, where he held senior management positions with major banks and companies such as Standard Chartered, Citibank, UMA, Al Ghanim Industries, Kuwait, and outside the region with HSBC, Societe Generale, Buckland Development Ltd., Alpha Intelligence Management and others.

He is looking forward to working with the Amthal team and plans to assist in the global development of the Group by adding other complementary products and programmes.

Ahmed Isa Al-Jazeeri is the newly joined iOS developer in ECnet. He holds a BSc in Computer Science from the University Of Bahrain.

Hussain Ali Kadhim has joined the team of programmers in Al-Amthal. He is a graduate in Computer Engineering from the University of Bahrain.

Ali Hassan Al-Aryash joined Al-Amthal's family as an HR & Admin Officer. He holds a Diploma in Commercial Study from the University of Bahrain.

Mohsin Abdulaziz Badrani is a System Admin in Al-Amthal, holding a Professional Diploma in Enterprise Information System from Bahrain Training Institute (BTI).

Ahmed Mohammed Dagher is a new Web Developer who joined the ECnet team recently. He has a BSc in Computer Science from the University Of Bahrain.

Qatar

Mohammed Sajid Khan has joined our Qatar office as Sales & Functional Consultant. He is a graduate in Commerce as well as a MBA holder in Management.

Oman

Junaid Iqbal Shaikh has joined as Implementation Officer in Oman. He is holding a BSc in Accounting as well as ACCA.