

# THE AMTHAL INSIDER



The Leading IT Solution Provider in Bahrain

www.amthalgroupp.com

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## Editor's Note

Dear Readers,

*I hope you had a very good start into 2014 and on behalf of the Amthal Group I wish you a successful and prosperous year. Looking back I can gladly say that 2013 was a very eventful and exciting year, especially as this edition goes into the second year for our published newsletters. There were a number of highlights that we reported about and a number of interesting new developments that Al-Amthal is very proud of and that might have caught your attention.*

*However, with this issue for the first term of 2014 we not only want to look back at our achievements, but also look forward to hopefully another great year in the Amthal Group saga. At this point I would like to express our special thanks and gratitude to our customers and partners, who take a central place in our success through their support and cooperation.*

*With all best wishes for our beneficial and thriving business relationships in the coming months,*

*B. Schoek-Awachi*  
Beate Schoek-Awachi  
Editor-in-Chief

### ECNET

- Provides the best Marketing Strategies
- Offers Creative Branding
- Efficient Public Relations
- Cutting-edge E-commerce Services
- Innovative Web Design & Development



### OPTIMUM

- a leading Enterprise Resource Planning (ERP) system developed in GCC
- Windows Server 2008 R2 and 2012 certified
- Microsoft Gold Partner Certified
- Business re-engineering mechanism
- Modular Based
- Bilingual (Arabic & English)

### NCLINK

- Hardware
- Cloud Service
- Security Systems
- Computer networks
- Third Party Suppliers
- Time & attendance and access control



## Optimum Projects

### Al Zayani Investments sign deal for OPTIMUM Time Attendance



From Left to Right: Iftekhar Wasi - Senior HR & Admin Officer, Ashraf Bilal - Business Consultant, Mohammed Ghareeb - HR & Admin Manager, Satish Plakote - Group IT Manager

Al Zayani Investments, one of the leading and very well-known group of companies in Bahrain, has signed a deal for the provision and implementation of the OPTIMUM Time and Attendance software solution along with integrated special TA machines.

Al Zayani Investments, a dynamic company with a proven record, that has many prestigious divisions and companies under them, such as Euro Motors, Zayani Motors, First Motors, Orient Motors, Zayani Leasing, and Zayani Properties, has chosen the OPTIMUM Time & Attendance Management System to manage the entire staff attendance of their branches and different companies in the group. In addition, Al-Amthal is going to provide the group with I-Face Time Attendance Machines that offer special GPRS connectivity and face recognition facilities.

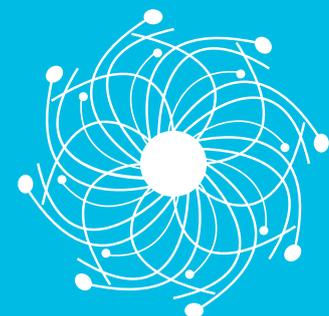
*“With its multi-branches and multi-companies option, OPTIMUM offers the ideal solution to manage such a complex job,” said Mr. Ashraf Bilal, Business Development Consultant of Amthal Group. “Moreover, as modular-based software system, OPTIMUM also allows the integration and interfacing with other software without any problem. This makes OPTIMUM especially attractive to large businesses that need to integrate a new system into their existing software, without any problem.”*

### Dar Al Salwa Project of Qatar signs up for OPTIMUM



From left to right: Mohammed Saadeh - Acting Group CEO, Nixon Reberio - Regional Manager, Abdul Basit - Project Manager

Dar Al Salwa Project, a prominent company in the State of Qatar in the field of maintenance and services, has signed up for OPTIMUM business solutions to manage their office. They have chosen the General Ledger, Accounts Payable, Inventory and Accounts Receivable including sales billing, sales order, delivery, job card and other functionalities that will totally support all customers requirements.



*“As OPTIMUM business solutions are modular in architecture, customers are able to opt for any combination of the various modules in the OPTIMUM suite. Dar Al Salam Project has the right mix that will make their accounting and inventory operations more efficient and productive.”*

Mr. Nixon Reberio  
Regional Office Manager - Qatar



## Amthal Group showcased at GITEX 2013

**The Amthal Group took part in GITEX 2013, the largest international IT exhibition in the Middle East, held at the prestigious Dubai World Trade Center, from 20 to 24 of October 2013.**



The mega event attracted hundreds of IT companies and major brands from all over the world, while Bahraini firms joined their presentation at the Bahrain Pavilion in the Sheikh Rashid Hall that was organized by Tamkeen and other government and private agencies. The Pavilion provided excellent exhibitor facilities to put on an impressive and unified representation of the Kingdom's advanced IT sector.

The Amthal Group was able to stand out at the Bahrain Pavilion thanks to its state-of-the-art ERP system OPTIMUM, which comprises the latest technologies and the most advanced system functionalities while being very user-friendly, bi-lingual and totally parameterizable. Thus, OPTIMUM generated a keen interest among the business community at the exhibition, as the OPTIMUM ERP suite specially caters for the constantly evolving business needs of the present day corporate world, with its remarkable features and first class benefits.

The recently launched WOLKE suite of SME's software products likewise made a great impression on the visitors. WOLKE is an adapted version of OPTIMUM software solutions that also operates on the latest Cloud technology for companies, who do not wish to make huge initial investments on office automation. Both lines of products obtained a lot of business inquiries and a number of promising leads and new contacts.



***“All our visitors were extremely impressed to find such a high quality as well as Microsoft certified software developed entirely in Bahrain. In all, the exhibition proved to be an excellent opportunity for the Amthal Group to extend its market visibility and target a wider client base in the Middle East and beyond.”***

**-Hani Awachi, CEO**



Equally interesting for Al-Amthal's visitors were the products and services provided by its divisions ECnet and NCLink that complement OPTIMUM in order to offer a unique and comprehensive blend of IT related products and first class services.

Next to the group's CEO, Mr. Hani Awachi, Al-Amthal was represented at GITEX 2013 by Mr. Nixon Rebeiro, Regional Office Manager in Qatar, and Ms. Amira Mohammed, Marketing & PR specialist at Al-Amthal's Bahrain office. In preparation of the event, Ms. Amira had successfully attended the "Tamkeen Exhibition Management Skills Workshop" prior to GITEX 2013, organized by the Development and Training institution ThinkSmart.



## Amthal Group participates in Tamkeen Quiz Show 2013



For the third year running the team of the Amthal Group participated in the Third Annual Tamkeen Business Quiz Show 2013 in the 3rd night for the General Sector at Al Aali Mall on 01/12/2013, an event initiated and organized by FinMark Communications.

The Amthal Group was represented by Sergio El Halabi, Art Director of the ECnet Division - as team leader, and Mariam Awachi, Ameera Mohammed as well as Ahmed Al Jazeeri as members.

The questions encompassed 3 categories including the following topics: Bahrain, Tamkeen, and general information. The competing teams were Promethean, Polytechnic and Social Media Club, who joined in the fun and challenge. All teams thoroughly enjoyed the show that was professionally presented by Ms. Sahar Qannati and Mr. Ali Al Ansari.



# Department in Focus

## Sales & Marketing



Ms. Amira Mohammed - Marketing & PR Specialist

The Sales and Marketing team of Al-Amthal is well aware that sales is far beyond selling what the customer needs; instead the sales team has to create the need by informing and educating customers about our products. Marketing creates the right climate for Sales by positioning the product high in the market so that it is visible to and appreciated by the prospect customers. Al-Amthal's sales and marketing team are proficient at these tasks, which has been proved through the results they made.



“The members of our Sales & Marketing Team not only have a lot of experience and possess professional skills, they are also well aware of the distinctiveness and benefits of the group’s products and services, especially the OPTIMUM and VOLKE software solutions.”As such our Sales & Marketing Team has worked very hard to increase the visibility of our Group in the GCC region through many campaigns and activities in order to attract prospective clients and close sales deals,” says Mrs. Beate Schoek-Awachi, GM of the Marketing Section.

*“We are always busy; but we must find time for everything and everybody. That includes our regional offices in Saudi Arabia, Qatar and Oman.”*

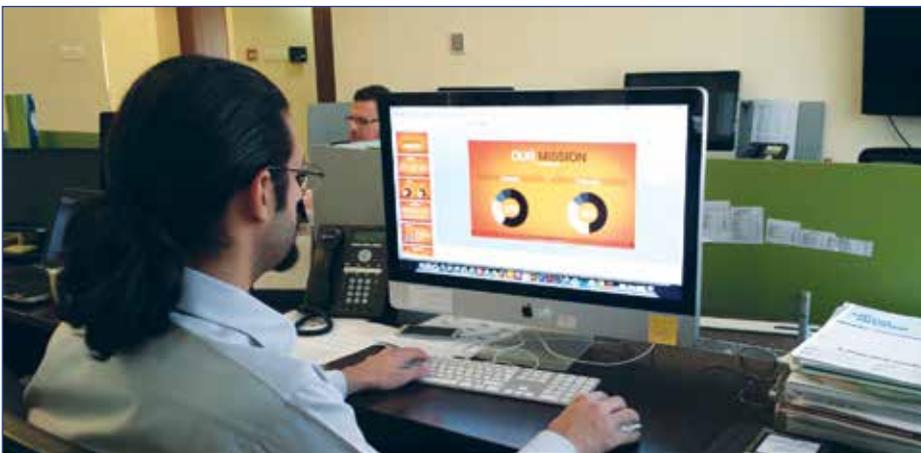
In addition, knowing the trends and needs of the market is a vital asset for any sales team. Al-Amthal has a balanced combination of Bahraini and expatriate staff in its Sales and Marketing department combining both product and market knowledge from all over the GCC.

*“In a way it is not hard to present our products in terms of customer interest, as the features and benefits of our solutions never fail to impress the prospects. After our demonstrations clients always have requests for detailed explanations, which we know are clear signals of genuine interest. The quality of our product doesn’t make it necessary to persuade our clients of its benefits, but they are quickly convinced,”*

**- Mr. Nixon,  
Regional Manager, Qatar**



H.H. Sheikh Mohammed bin Mubarak Al Khalifa & H.E. Dr. Ahmed Janahi at Al-Amthal Stand, e-Learning Expo 2013



*“OPTIMUM is a comparatively new product as far as the Sultanate of Oman is considered. Yet, we were able to make an impressive penetration into the market within a short time,”*

**- Mr. Amur Al-Lawati,  
Regional Manager, Sultanate  
of Oman**

Moreover, Al-Amthal participated in a number of prominent exhibitions this year, especially in the largest IT exhibition in the Middle East, GITEX 2013, held at the Dubai World Trade Centre last October as part of the Bahrain Pavilion under the umbrella of Tamkeen, and not to forget the Bahrain e-Learning Expo back last April, where Al-Amthal was honoured by the visit of His Highness Sheikh Mohammed bin Mubarak Al Khalifa, Deputy Prime Minister and Chairman of the Supreme Committee for Information and Communication Technology, and where it was selected as a runner up for the Best ICT Solution Provider Award of eGovernment Excellence Awards 2013.

With regard to Al-Amthal’s exhibition marketing efforts, Mrs. Beate pointed out: “As GM of this department I have to make sure that my team members are well prepared for such prominent events. Thus, Al-Amthal’s marketing & PR specialist, Ms. Amira Mohammed, attended the “Tamkeen Exhibition Management Skills Workshop” held

from 6th October to 8th October 2013, organized by ThinkSmart for Development and Training W.L.L. “GITEX gave me an opportunity to put into practice the marketing skills I added to my repertoire at the Tamkeen workshop, and it has produced really positive results” said Ms. Amira upon her return from Dubai.

“In fact our achievements are our best marketing tools,” says Mrs. Beate (Zahra) Schoek-Awachi. “Recently our flagship product OPTIMUM has been awarded the “Windows Server 2012” Certification by Microsoft, making us the first developer from the Middle East to receive this prestigious certification. Such good news is definitely worth sharing with the wider public and we made sure it was published in the regional press, not only to boost the group’s visibility but most importantly to demonstrate the country’s outstanding development in this sector.”

“Moreover, last year, our quality management system was awarded the

renowned ISO 9001:2008 certification by Bureau Veritas. All these achievements speak louder on our behalf in the market. I am sure, in the near future Al-Amthal will be having a major share of the Middle East Software business,” concluded Mrs. Beate.





## New Account Recievables Software Release **mysales**

As a part of the **wolke business solution suite**, the Amthal Group has released its trade cycle management software under the name **mysales**. **mysales** is a comprehensive sales management software that accommodates unlimited segments of inventory, stores, locations, and shelves. It caters for multi-currency dealings and has an in-built authorization and workflow approval process.

Managing a trade business cycle efficiently and effectively requires an intelligent software system that provides solid support at every corner stone of the process. **mysales** is able to provide the required support through its many attractive functionalities, such as:

- **Quotations Management**
- **Purchase Orders Management**
- **Delivery Management**
- **Invoicing Management (Direct/ against Delivery)**
- **Settlement & Collection Management**
- **Cash Memo Management**
- **Customers' Profile Management**
- **Reporting & Inquiries Management**
- **Data Retrieval**

full control of  
your trading  
cycle with  
**mysales**



All **wolke business suite** products are available on two platforms: browser-based intranet/internet, or cloud computing. They have got bilingual capability: Arabic and English. Customers can log into the system with the language of their choice.

The **wolke business suite** has a powerful central security control and multi-level access hierarchy. This makes the system secure and flexible at the same time.



## New Accounts Payable Software Release mypurchase

mypurchase, another modular component of the **wolke business solution suite** developed by the Amthal Group, has been launched in the Middle East market. mypurchase is designed to cover the entire supply chain and procurement process of a company.



mypurchase is a compact purchases & accounts payable management software that is totally document-driven with full-fledged, multi-level workflows and multi-level authorization limits. It is an innovative, electronic, paperless system starting from the departmental request till the final payment.

The major functionalities that make mypurchase so attractive are:

- Departmental Requests
- Vendor Request for Quotation
- Purchase Order (Inventory/Non Inventory Items)
- Delivery Notes Management
- Invoices Management
- Payment Management
- Payables Reporting & Inquiry System
- Vendors Profile Management & Vendor Sub-Ledger
- Inquiries & Data Analysis

the accounts payable solution that pays you back



In addition there are many other business solutions of **wolke business suite** that can be incorporated with mypurchase as an optional add-on:

myaccount  
myassets  
mytime  
mysales

myledger  
mystaff  
myinventory





## New Assests Tracking & Inventory Software Release **myassets**

Acquiring assets is a routine matter for any company; but maintaining them with proper records is a frequently neglected or even forgotten task that can ultimately cost a company a lot of money. The challenge of asset management is that the records pertaining to vendors, custodians, locations, maintenance and many such details become difficult to follow-up on.

In order to assist you in this tricky task the Amthal Group has launched a new product as part of its latest wolke suite on cloud technology.

**myassets** is designed to enable businesses to effectively manage their fixed assets, whether these assets are tangible or intangible.

**myassets** has got many functionalities such as:

- **Assets Management**
- **Assets Financials**
- **Assets Maintenance**
- **Assets Movement**
- **Assets Documents**
- **Assets Insurance & Inspections**
- **Reporting & Inquiries**
- **Category Reports and Financial Reports**

safeguard your  
assets with  
**myassets**



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## New Personnel & Payroll Software Release **mystaff**



With the release of **mystaff**, Al-Amthal added yet another product to the **wolke suite of business solutions** on cloud.



**mystaff** is a comprehensive personnel and payroll package that covers a wide spectrum of HR tasks required by an organization to manage its personnel administration and payroll. The system is able to efficiently handle and accommodate the rules and regulations of the country's labour law along with the company's policies and procedures.

Employees' personnel data is maintained systematically in the system and payroll can be generated with ease and transferred directly to the employees' bank accounts. **mystaff** takes care of your Personnel Admin & Payroll management and electronically maintains the pertaining files in the same way as manually handled folders:

- **Hiring File**
- **Personal File**
- **Employment File**
- **Attendance File**
- **Promotions File**
- **Banking File**
- **Bank Transfer**
- **Documents**
- **End-of-Service**
- **Reports Generation**

manage your most valuable resource with **mystaff**



In addition there are many other business solutions of **wolke business suite** that can be incorporated with **mystaff** as an optional add-on:

**myaccount**  
**myassets**  
**mytime**  
**mysales**

**myledger**  
**mypurchase**  
**myinventory**



## Customer Interview

Mr. Mohammed Hassan, Chief Accountant, Dar Al Wasat For Publishing and Distribution



Mr. Mohammed Hassan - Chief Accountant and Ms. Amira Mohammed - Marketing & PR Specialist

### Please give our readers some background on Al-Wasat Newspaper:

Al-Wasat is an Arabic daily newspaper founded in 2002 by investors from the private sector for serving the diverse Bahraini society, now owned by 39 investors with a Capital of 2 Million BD. Al-Wasat provides a balanced and independent coverage of local, Arab and international news.

Al-Wasat was ranked as the top newspaper in terms of circulation and impact by the Pan-Arab Research Centre (PARC) in 2012. In addition, Al-Wasat scored the highest rank in the "Media Credibility Index" issued by the Next Century Foundation in London on 5 May 2012.

The Editor-in-Chief, Dr. Mansoor Al-Jamri, is recipient of the CPJ International Press Freedom Award (New York) in 2011 and the International Media Peace Award (London) 2012.

### Al-Wasat is one of Al-Amthal's long-term customers. Since when has Al-Wasat been using OPTIMUM and what are the special modules for your newspaper?

Al-Wasat has been using the OPTIMUM software system since 2003 as full ERP solution. Next to the Finance, Business Admin and HR modules, we are using the OPTIMUM Advertising Management and Distribution Management modules.

### How is the system affecting your day to day operations in Al-Wasat?

Basically, OPTIMUM is the core accounting system of Al-Wasat, while we also coordinate our entire distribution operations and advertising orders with the Advertising and Distribution Management Modules.

The system has helped us in automating the many workflows involved and made complicated jobs much easier.

### What are the major advantages of OPTIMUM, at least for the area of your work?

OPTIMUM has the advantage of one database storage, which centralizes all data for easy access. With all its features and functionalities it has helped a great deal in simplifying our day-to-day work.

### The relationship between Al-Wasat and Al-Amthal has developed very positively over the years. After such a long time working together, would you say that this has been a successful "liaison"?

With a business relationship that has developed for over a decade now, we have managed to build a close partnership. As with all partnerships, this cannot happen without a lot of work and the commitment from both sides. After all, as I mentioned earlier, OPTIMUM is our core accounting system. Therefore, we put our trust in developing our business relationship even further to work on fulfilling present and upcoming requirements that are usually part of business dynamics. As we have managed in the past, I am sure we will do so too in the future.





## Inside News

### Marketing staff enhances exhibition management skills



Al-Amthal's marketing & PR specialist, Ms. Amira Mohammed, has successfully attended the "Tamkeen Exhibition Management Skills Workshop" held from 6th October to 8th October 2013, organized by ThinkSmart for Development and Training W.L.L. The certificate of participation was awarded by the Institute of Leadership and Management.

### New Precious Arrival for ECnet



The Team of Al-Amthal is sharing in the great joy of ECnet's multimedia consultant, Ammar Hussain Mansoor, who welcomes the arrival of his newborn son Hussain. The management and all colleagues convey all their best wishes on this happiest of occasions. May he bring great joy to the life of his parents and little sister. Congratulations!



## New Recruits

### Bahrain Office **Madeeha Abdul Raof**



Miss Madeeha Abdul Raof has joined the Bahrain office as Accountant. She holds a BSc in Accounting from Bahrain University.

### Qatar Office **Chetna Sanjay**



Mrs. Chetna Sanjay has joined the Qatar Office as Administration Officer. She holds a BSc in Commerce in addition to a Diploma in Marketing & Business Administration.

### Double Birthday Bash for Al-Amthal Staff



Two of Al-Amthal's younger staff members, Mariam Awachi and Zainab Jassim celebrated their birthdays with Al-Amthal. Their birthdays happened to be within a gap of one day only, which served as the perfect opportunity for a surprise birthday staff party.

### Al-Amthal supports Takween Training Program



Al-Amthal has provided on-job training to a student from Hoora Secondary Girls School of the Ministry of Education. Miss Rehab Ali received on-the-job training for one month in the Administration and Marketing departments for her "Structured Workplace Learning program Takween" that is part of the national education reform initiative taking place in Bahrain.



## ECnet Projects

### ECnet redesigns Leading Ladies' Magazine's Website

The Ryhana Magazine, a leading ladies' magazine published in the Kingdom of Bahrain, has chosen ECnet to redesign their website. ECnet had developed their website some time ago, and now the customer has returned with progressed development requirements. The website will be revamped with more dynamism and utilities that includes a payment gateway facility.

“We are happy and proud of the trust that the Ryhana Magazine has bestowed upon us by contacting us to do their second project. We will definitely rise to their expectations and provide them with a state-of-the-art website that their customers will be pleased to have,” said Sergio El Halabi, Art Director of ECnet, on the occasion of the agreement signing between the two parties.



From left to right: Sergio El Halabi - Art Director, Entisar Radhi - General Manager, Ahmed Al Jazeeri - Developer

### Al-Hekma School signs up for App & responsive website



The Al-Hekma School, one of the leading private schools in the Kingdom of Bahrain, has signed up for yet another application development with ECnet where the team will develop a state-of-the-art mobile application, responsive mobile website for them. This app will be compatible for Android & iOS. Among many other features it will contain login parent, school info, messaging between parents and teachers, events calendar and so on. In the past ECnet has developed the website, CMS, parent login services for the Al-Hekma School which has enhanced the overall effectiveness of the entire school system.

From left to right Mr. Pradeep Kumar - Director of IT & Mr. Ahmed Al Jazeeri - Developer

## **Tajer Ceramica signs up with ECnet for web design**

Tajer Ceramica, one of the largest suppliers of tiles and sanitary wares in Muscat, Sultanate of Oman, has signed up a deal with ECnet, for website design and development. The ECnet team is developing a specialized CMS (content management system) for Tajer Ceramica, through which the company can manage all necessary functionalities of its own website.

Tajer Ceramica, established in 2008, has branches across the Sultanate, offering a wide range of tiles, marbles and granites.



From left to right: Mr. Mohammed Abbas - General Manager & Mr. Amur Al Lawati - Regional Manager

“As we understand, our customer focuses on continuous improvement, progress and achievement of individual and group goals; accordingly we are committed to develop a state-of-the-art web portal for them. The web-based content management system that we develop for them will play an important role in making the company more efficient and effective in their website exposure” said Mr. Ammar Hussain, Multimedia Consultant of ECNet, on the occasion of the deal signing.

## **NLink Projects**

### **NLink set to rebrand Al Anwar Gas**

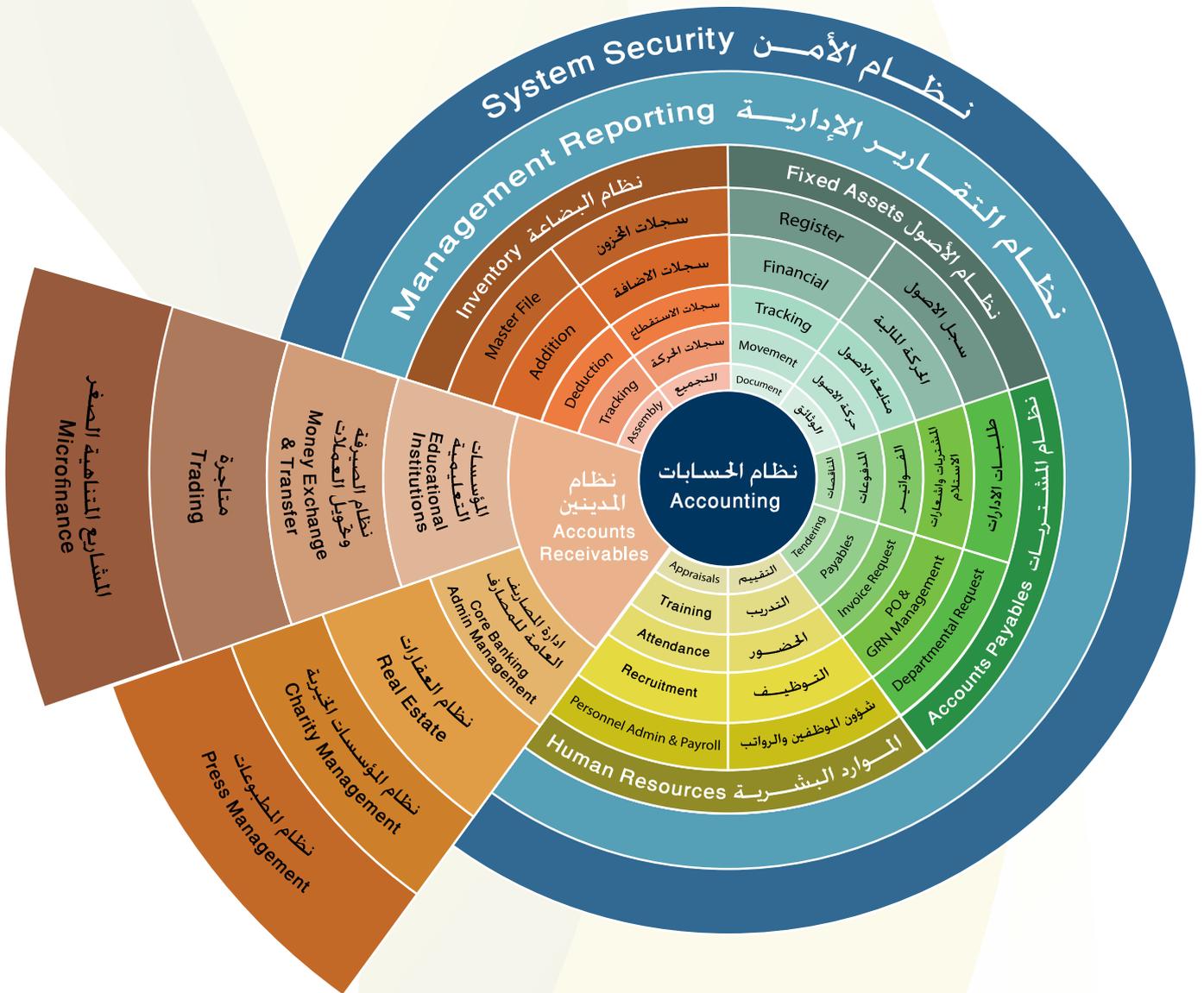


From left to right: Mr. Sadeq Jaffar - Owner & Mr. Sergio El Halabi - Art Director

NLink, a division of Al-Amthal Group, has signed up a deal with Al Anwar Gas, Bahrain, for a major promotion drive including designing and production. The project covers total identity rebranding with logo, theme, stationary redesign. It also includes redesigning signboards and vehicles, along with advertising through offline and online media. The deal comes under the Tasweeq scheme of Tamkeen, intended to boost Bahraini businesses.

“This is a project in which we can apply our imagination as well as technical expertise, and surely we are going to deliver a product that exceeds the expectations of our valued client,” said Mr. Sergio Al-Halabi, Art Director, on the occasion of signing the contract.

# HOW DO YOU MANAGE YOUR BUSINESS?



## The Total Solution System for Your Business

- Modular-Based
- Document-Driven
- Easy Integration & Interfacing
- Extensive MIS Reporting
- Multi Companies & Branches
- Bilingual (English & Arabic)
- Multi-level Access & Powerful Security
- Internet or Intranet Platform



optimum



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Optimum products have been manufactured under the controls established by a Bureau Veritas Certification approved management system that conforms with ISO 9001:2008 under the certificate number: IND12.1124U/Q.

