

# AMTHAL INSIDE

Your Goals. Our Solutions

Issue 3 | 4th Quarter 2012



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## Greeting Message

GM Sales, Marketing & HR

*"We have already reached the 4th quarter of 2012 and months are flying by when one is busy and working hard. This is precisely what we have been doing in Al-Amthal Group tirelessly. After having been Partner in the company for many years, I decided to rejoin the company in July of this year to look after the quality management system of Al-Amthal and taking over the sales and marketing department as well as our HR department. It has been a very challenging time, but all the hard work bore fruit when Al-Amthal achieved the ISO 9001:2008 Certification after a very successful stage II audit late in August.*

*Thus it is my pleasure to share with you this exciting news and other interesting developments, great accomplishments and noteworthy events in this edition of our quarterly newsletter, which without the exemplary efforts of our dedicated team could not have been achieved.*

*However, there is no time to lay back and relax if we want to achieve our vision for the next decade. I hope you enjoy reading our news as much as we have enjoyed experiencing them."*

Beate Schoek-Awachi  
GM Sales, Marketing & HR

## 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.

# Amthal at GITEX 2012

The AI-Amthal Group has left an impression at GITEX 2012, the largest IT exhibition in the Middle East, held at the prestigious Dubai World Trade Center, from 14 to 18 of October 2012.



The mega event attracted hundreds of IT companies from all over the world. The Bahrain Pavilion was organized by Tamkeen and other government and private agencies.



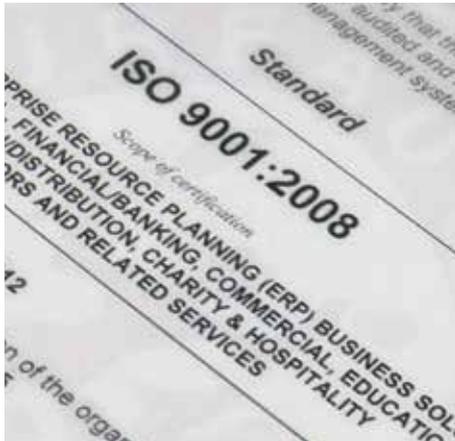
The AI Amthal Group participated in the exhibition actively by being a part of the Bahrain Pavilion. The state-of-the-art technology and features of OPTIMUM, the indigenous ERP system developed by AI-Amthal, has generated a keen interest among the business community at the exhibition, as the OPTIMUM suite caters for the business needs of the present day world, with its user-friendly, bi-lingual and parameterized features and benefits.



**GITEX was attended by hundred of IT firms in the Middle East and all around the world. The exhibition proved to be a good opportunity for OPTIMUM to create more market visibility and a wider client base in the Middle East.**



# ISO Certification



## Al-Amthal ensures international standards

The Al-Amthal Group has been awarded the international accreditation ISO 9001:2008 Certification for their quality management system (QMS) by Bureau Veritas, whose “certification is recognized as a symbol of excellence worldwide”. This certification was granted on the basis of an audit of Al-Amthal’s quality management system conducted by Bureau Veritas during the last few months.

The very purpose of developing a QMS is to give more focus and direction to the organization in pursuing the quality goals. The goals are stated in measurable terms, and so the management is able to view the progress or otherwise of the company in juxtaposition with the set goals. This enables the management to take appropriate action in time. Thus the QMS ensures that continual evaluation and monitoring take place in the organization resulting in enhanced commitment to the stated goals.

## Change in work culture

As result of the new Quality Management system the overall work culture of the organization changes in the following ways:

- Well defined and documented procedures improve the consistency of output.
- Quality is constantly measured
- Procedures ensure corrective action is taken whenever defects occur.
- Defining procedures identifies current practices that are obsolete or inefficient.
- Documented procedures are easier for new employees to follow.
- Organizations retain or increase market share, increasing sales or revenues.”

## Benefits of ISO 9001 Certification

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The Certificate was handed over to Mr. Hani Awachi, CEO of Al-Amthal Group by Mr. Samir Ahmed, Certification Manager of Bureau Veritas Bahrain. Infura Consulting Group provided the consultancy services for the development of Al-Amthal’s Quality Management System in order to achieve this prestigious certificate.

# Q Quality Policy

## Ensuring Excellence by Committing to Quality

As a part of the ISO 9001:2008 Certification process for AI-Amthal's Quality Management System, a comprehensive quality policy was formulated to guide the organization in its future endeavors. "The ISO 9001 standard identifies the techniques of policies (for stating intentions for how we will operate) and objectives (for stating goals for what we want to achieve) as primary tools of top management to direct the organization toward its quality goals for the products and processes of the company".



The basic purpose of the quality policy is to be clear about the organization's goals and objectives; as this is the first step toward effectiveness and results.

Once the policy is formulated, it has to be communicated to all levels of employees in the organization and monitored by the management for strict compliance.

Then it becomes a solid basis for planned and well-directed progress. To achieve the level of quality stated in the quality policy becomes a commitment of the organization.

As such, the quality policy is more than a mere statement; it becomes a force that dictates the future performance and effectiveness of the organization, which is measurable through the quality management system.

The new quality policy of AI-Amthal has been formulated as follows:

### QUALITY POLICY

AI-Amthal is committed to provide:

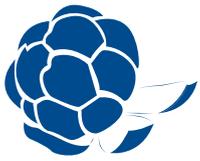
"Total Business Solutions" by optimizing business processes through the development & implementation of innovative software products.

"Total Customer Satisfaction" through subject matter expertise, commitment to our customer needs and dedicated customer services.

"A Motivating Work Environment" by inspiring our people through fostering talent and creating opportunities for growth.

"Continuous Improvement" of our processes, services, products, people, & Quality Management System through constant review of enhancement opportunities."

**The new quality policy has been transmitted to the employees well and all are aware of the targets to achieve and values to uphold. In addition, the policy has been displayed at conspicuous spots all around the office premises to gently remind the employees how important the policy statement is.**



# New Product: WOLKE



## Amthal expands reach with condensed versions

AI-Amthal, the developers of OPTIMUM ERP Systems, has launched a new suite of ERP modules under the name WOLKE, that are customized for small, medium or large businesses whose requirements are minimal. The modules are actually scaled-down versions of the modules of OPTIMUM ERP Suite. Many options which may not be relevant or useful for small businesses have been removed, while retaining all the powerful and useful features of the system.

The release of such a condensed version is the result of a market study which revealed that many firms find it difficult to invest huge amounts of money in software. Considering the volume of transactions and the requirements of the company, AI-Amthal realized that many less relevant options may be trimmed down, without compromising the overall efficiency and effectiveness of the system. As a result, the customers do not have to invest such big initial investments, and still derive all the benefits of OPTIMUM power.

**WOLKE is a total business solution suite that provides a range of cloud computing products. It is a document-driven, paperless, state-of-the-art integrated suite of applications scalable for small, medium and large organizations. It is capable to cater for B2B and B2C businesses. WOLKE is incredibly flexible due to its numerous features such as:**

- **Modular-based**
- **Easy integrations with internal and external applications**
- **Multi companies**
- **Multi branches**
- **Unlimited work flow at module level**
- **Multi-level access & security**
- **User-friendly reports & MIS design**
- **Web-based user access**
- **Bilingual real-time switching (En/Ar)**

**Wolke has the following releases of Cloud Suite Products:**

- **MyAccount:** Finance Management
- **MyApplicant:** Recruitment Management
- **MyAttendance:** Time and Attendance Management
- **MyStaff:** Personal Administration & Payroll Management
- **MyPurchase:** Supply Chain Management
- **MySale:** Sales Management

Wolke products are offered either as licensed copies, with a swift installation and easy initial setup, or through “cloud” computing based on an annual contract, payable in monthly installments, which is hosted and fully supported and maintained by ECnet, a division of AI-Amthal Group.



## New Product: CVRM

### Enhance the value of your customer vendor relationship with OPTIMUM CVRM to thrive in operational excellence

The modern and comprehensive OPTIMUM CVRMS or Customer Vendor Relationship Management System is an innovative module that has been added to the product range of OPTIMUM ERP. In today's business, enterprises are striving to achieve a competitive edge. An important element in achieving the success of the business in the service industry is managing your customer/vendor relationship.

OPTIMUM CVRM can link your supply chain management with customers' management enabling you to obtain a healthy relationship amongst your customers/vendors. You maintain, manage and organize correspondence with your customer/vendor with such ease that providing top-notch support to your clients will be at its best along with an excellent relationship with your vendors.



Compared to other traditional CRM, OPTIMUM runs through a cross-browser nabling you to control your customer/vendor management from anywhere worldwide.

- **Customer/Vendor File** - Storage facility for address, contact, working hours, contact titles and emails, any other minute details related to customer/vendor.
- **Documents** - A cabinet feature allowing uploading, maintaining and storing any type of attachment; maintenance of customers in the system according to user-defined categories.
- **CVRM Products** - Storage facility for recording types of products available from vendor/customer and their pricing details.
- **Cases and Inquiry Feature** – maintain a history file for any open/ closed cases with your customer/vendor.
- **Inquiry Facility** - A powerful yet easy retrieval facility of enquiry for any document from the system relevant to your specific need (retrieve any supply chain document such as orders, payments invoices, settlements, etc. and customer documents).
- **E-ticket** - Advanced E-ticket feature that allows any of your customer/ vendor to register any complaint/inquiry to your firm.
- **Email/SMS** - Complete Email and SMS functionality to multiple customer/ vendor directly from the system.

*“OPTIMUM CVRM has provided a comprehensive combined platform for managing both vendors and customers. One of the unique features of the CVRM Care is that customers can log into the system over the internet and raise a ticket for support. The ticket automatically flows to the concerned account officer and the customer is also kept updated. This has totally streamlined the customer support process. The customer service level has never been so high and efficient,” says Mr. Ashraf Bilal, Project Manager at Al-Amthal, as a user of the CVRM system for customer support”.*

**-Ashraf Bilal**  
Project Manager, Al-Amthal Group



## Interview



Hani Awachi , Chief Executive Officer, Al-Amthal Group

**Q: What was your vision when you started your own company a decade ago? Have later events justified your decision?**

A: The exposure that I got through my previous jobs to various types of businesses and my qualifications in Accounting, Management and IT gave me the impetus to move forward with a vision to create a product that is unique.

We made our humble beginnings in the year 2000 by entering into Bahrain's small business software market. Slowly, but steadily, we made our entry to the medium and large organization sector and grabbed a reasonable chunk of the software market in Bahrain.

In the meantime we shifted our platform to ASP.Net, in order to embrace the potentials of technological advances. In 2007 we released our web-based ERP system.

**Q: You were employed in good companies in 'safe' positions. What prompted you to pursue your own destiny in software development?**

A: My ambition was to create something of real value which would give my life meaning and significance. Routine jobs

didn't excite me. You might have heard the quote, "A ship is safe in harbor, but that's not what ships are made for." I chose the turbulent waters to pursue excellence rather than being complacent in the safety of mediocrity. I enjoyed the agonizing pleasure of hard work and the thrill of achievement.

**Q: Where do you position your company and product now in the Middle East market?**

A: We have the right product, right infrastructure and the right people. We've taken intensive measures to catapult our name to the limelight through an aggressive marketing plan. The fact that we've been able to open offices in Saudi Arabia, Qatar and Oman in the last 3 years shows that we are on the path of enormous growth. Our brand name, OPTIMUM, has become a familiar one in the Middle East now.

**Q: How was 2011 for you?**

A: Last year we were able to expand our client base considerably. We closed deals with many prestigious clients, such as Bahrain Red Crescent Society, Council of Representatives, Shura Council, Bahrain National

Holdings, Ministry of Culture, Gulf Cooperation Council etc. Moreover, we concentrated more on other GCC countries and our efforts have yielded excellent results. This year has been equally positive with more prominent client names being added to our valued customer list, such as Muscat Securities Market (MSM) and Yummi Yummi Catering in Oman, Gulf Organization for Industrial Consulting (GOIC) and Tanween in Qatar, Al-Baraak Industrial Services and Dar Al-Khair Project of Farhan Bin Al-Mubarak Establishment for Society Service in Saudi Arabia or Ebdaa Bank in Bahrain.

**Q: What is your products' USP in the Middle East market?**

A: There are many features in our products that make them readily acceptable to the Middle East customer. Bilingual capability; multi-user, multi-company and multi-currency facility etc. are some of them. Parameterization enables our customers to customize the software to suit their own kind of business. But our foremost USP is the availability of all our products in the Cloud Computing platform. For a customer, this facility instantaneously converts the software cost from a huge investment to an affordable monthly payment. As a result, state-of-the-art technology is well within the reach of SMEs and large companies at the same time.

**“My ambition was to create something of real value which would give my life meaning and significance”**

**Q: Have you ever had a role-model whom you try to emulate, in business or in personal life?**

A: I've never had a particular person as a role model whom I wanted to emulate. But I was inspired by the success stories of such big names as Bill Gates, Steve Jobs etc. who started from scratch and became giants in the industry. I noticed that such entrepreneurs are very few from the Middle East. This prompted me to devote all my efforts to developing ERP software of my own. Later events proved that I was not wrong in making this decision

**Q: How do you rate yourself as a leader and boss?**

A: The experience that I acquired in various jobs at different levels in banks, ministries and financial institutions made me confident enough to start my own business. Now, Al-Amthal Group has emerged as a thriving business enterprise with lots of potential, which shows that I have been able to lead my organization successfully so far. I have a lot of loyal employees who enjoy working with me. I am very particular in providing a non-threatening, positive and motivating environment to them so they can nurture their creativity and talents. So, I must have been a good boss to them, I presume.

**Q: Tell us about your team members.**

A: My employees are my greatest assets. Many of them were with me in our early days too. We've burnt a lot of midnight oil together to reach this stage. Creating an ERP system from scratch is not a small thing. Each line of code was written after intense brain storming and discussions. I am really grateful to all those who stood by me through these years.

**Q: What are the recent developments in your company?**

A: The past year has presented us with many happy developments in our history. First of all, we achieved the prestigious certification "Microsoft Certified for Windows Server 2008 R2", which made us the first ERP developer in the Middle East to acquire this accreditation. Further, we have recently obtained the ISO 9001:2008 Certification. We also relocated our office to a more spacious business tower in the Sanabis business district. Many new talents have been added to our team. All these have given us a facelift which, I think, we deserve well

**Q: Where are you heading to? What is your vision about the future?**

A: Well, the future is ours. Cloud Computing is the technology of the future. We are proud to say that we are the pioneers of Cloud Computing in the Gulf. Our ERP products will be affordable to even those companies with limited resources to invest in infrastructure, for a reasonable monthly subscription. At the same time they will not compromise data integrity and data security, access speed or any other facilities. We have made a good investment for the right infrastructure. Al-Amthal Cloud Computing products have already reached the software market and we are ready to handle a good market response. We are already to embrace a hopefully bright future.



## Optimum Projects

### Ahlia University



الجامعة الأهلية  
AHLIA UNIVERSITY

The implementation of OPTIMUM ERP suite has been completed successfully at the Ahlia University, the first private university in the Kingdom of Bahrain.

A special ceremony was held in connection with the project completion which was attended by Dr. Abdulla Y. Al Hawaj, President of Ahlia University; Mrs. Subha Bhaskaran, Head of Admission & Registration System Support Unit, Ahlia University; and Mr. Hani Awachi, CEO, Al-Amthal Group.

The following modules of the OPTIMUM ERP system, the business solutions software ingeniously developed by the Al-Amthal Group, have been implemented at Ahlia University: General Ledger and Budgeting, Accounts Payables, Fixed Assets, Services, Payroll, Student Management System, and Student Receivables.



### Muscat Securities Market

Al-Amthal Group is very pleased to announce that Muscat Securities Market, better known as the Stock Market in Oman, has signed a contract to implement the OPTIMUM ERP Total Solution Software. Al-Amthal is proud to have won the trust of such an important client from the Gulf financial market.

# MCSC

### Major mechanical contracting company

Mechanical Contracting & Services Company WLL (MCSC), one of the largest construction and maintenance companies in the Kingdom of Bahrain since 1972, which operates in all GCC countries, will be using OPTIMUM Time Attendance for its vast staff attendance operations management. The Time Attendance module of OPTIMUM is the most suitable system that is able to cope with the enormous and complicated requirements of managing a large employee pool.

### Dar Al-Khair Charity

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 the signing the contract.

### Al-Barrak Industrial Services

ABIS is one of the leading multi engineering service companies in Saudi Arabia, has signed for OPTIMUM Human Resources Management System, a top product of the Al-Amthal Group. ABIS has been catering to the Oil & Gas, Petrochemicals, Fertilizer and Steel industry for over a decade now and currently employs more than 2,000 staff.

“The OPTIMUM HRMS takes care of all aspects of HR functions, from recruitment to payroll generation. We are sure that our product will prove its worth by providing strong support to this particular client in its day-to-day HR activities,” said Mr. Hani Awachi, CEO of Al-Amthal Group, on the occasion of signing the contract

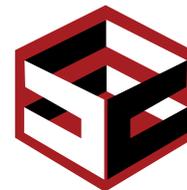
## Yummi Yummi, Largest Catering Company in Oman

M/s. Torque Trading & Control System has signed an agreement with Amthal Al Khaleeji Trading Company W.L.L. for providing the full suite of OPTIMUM ERP modules for their subsidiary, Yummi Yummi Catering & Hospitality.

Yummi Yummi operating in the Sultanate of Oman over a decade, specializes in catering and hospitality management. The company offers a multitude of services such as catering, hospitality, laundry, camp management, bakery, janitorial services, hotel management etc.

“We are proud to associate with such a renowned company as the Torque Trading & Control Systems. A key factor that gives us an edge over our competitors is OPTIMUM being one of the first ERP products in the region to be built using the most modern technology of Cloud Computing. Now the customers have an opportunity to avail high-tech benefits without having to make an outright purchase to run this application”, said Mr. Hani Awachi, CEO of the Amthal group at the ceremony.

## CEBARCO Bahrain



CEBARCO Bahrain, a leading building and civil engineering company based in Bahrain, has signed up for OPTIMUM HRMS

software of Al-Amthal Group.

The agreement was signed between Dr. Mahmood Abu Zaid, HR Director, CEBARCO and Mr. Hani Awachi, CEO, Al-Amthal Group.

“We are really proud to associate with such major companies as CEBARCO. We are sure that our system is capable of providing reliable office support to the company with its adaptability and reliability”, said Mr. Hani Awachi on the occasion of the signing ceremony.

## General Trading Group (GTG)



GTG

Al Amthal Group proudly announces that our OPTIMUM Payroll system was selected by GTG, a long standing trading company in the Gulf, which offers a broad range of activities including real estate and hospitality, manufacturing, trading, F&B and restaurants as well as specialized services. When prestigious businesses not only in Bahrain but also in other GCC states and beyond choose Optimum for their total software solution, it proves that this locally developed product by Amthal Group has definitely reached the global standard stage and the software market confidence.

## Euronet Middle East



Euronet is a global provider of electronic payment and transaction processing solutions for financial institutions, retailers, service providers and individual consumers. Amthal Group is going to provide Euronet consultancy and implementation services for Optimum Accounts & Budgeting module for their operations management. OPTIMUM's capability of handling immense challenges has indorsed it to serve an industry that exists on the global market and has a large Electronic Financial Transactions (EFT) network.



## 6-Pence of Al Wasl International Group

A contract between 6-Pence, a prominent and vibrant recruitment company offering corporate solutions for the market's workforce needs, and Amthal Group has been signed for the OPTIMUM ERP total solution system. Under this contract Al Amthal will provide 6-Pence with the complete suite of OPTIMUM modules in order to best manage their diverse business operations ranging from staff outsourcing to events management.



As the year 2012 comes to an end, we are pleased to introduce ECNet as one of the top marketing and multimedia leaders in the GCC region.

Throughout the year, ECNet managed to establish and maintain a solid infrastructure where all functional areas were covered. Customer Satisfaction is one of the few elements that we are proud of and the consistent positive response we get from our clients makes all the hard work worth it.

ECNet is capable of providing unique and competitive services such as: e-commerce, public relations, branding and marketing strategies to different types of businesses. ECNet believes in adaptability and human power. Its success is derived from the ability to cope with market changes and its reliability on its fresh and energetic team.

To wrap it up, ECNet is delighted to take crucial part in serving the GCC economy by establishing the local talent support program which was launched during the last quarter to help small organizations with their marketing campaigns.



**Ali Ramadhan Muftah**  
Functional Consultant



# ECNet Projects

## Web Design & Development



Rayhana, the leading online women's magazine in the GCC in the Arabic language has enlisted the service of EC Net to revamp their website. EC Net professionals moved in to redesign the site on novel concepts to reflect the currents trends, and developed it into a spectacular and user-friendly one.



Al Amthal joined hands with Tamkeen by providing a sponsorship for the the Second Annual Tamkeen Business Quiz Show which began on 2nd December 2012 at the Seef Mall. EC Net has provided the website design, development and further technical support for this prestigious five-day event.



EC Net was contracted to design and develop the website of Azhar Hubail, the leading Make Up artist in Bahrain. The website has been launched successfully which depicts various services provided by the artist in bridal make up, professional make up courses in office make up etc.

## Graphic Design, Production & Development



EC Net walked with the success history of Al-Amthal Group by creating the logo and brand identity design of WOLKE, the new product of Al-Amthal. WOLKE is the cloud-based, simple, and easy to use ERP software developed by Al-Amthal. EC Net has also developed an eye-catching and user-friendly website for the product.



The new "IjaraSol" service of Ijara Management Company (IMC) was introduced with a Corporate Profile Booklet and A5 flyer designed and produced by EC Net. IMC is a subsidiary of The Islamic Corporation for the Development of the Private Sector (ICD), and ICD is affiliated with the Islamic Development Bank (IDB) Group. It has got a wide client base in more than 20 countries outside of GCC.



EC Net made an impressive demonstration of its competence in multimedia production by creating the Video Intro and Tutorials for various OPTIMUM products. The OPTIMUM ERP systems have been developed and marketed by Al-Amthal Group, the parent company of EC Net. The new features and benefits available have been highlighted in the presentations.



## Inside News

### ECNet wins, but not so easily!!!



The employees of the ECnet and OPTIMUM divisions of Al-Amthal Group lined up in jerseys to put their prowess at foot ball to test. The Arsenal Stadium in Karbabad witnessed an exciting football match between them in which no weapon was left unused or no technique was left untried. All the players spent a lot of sweat and energy to outplay and outkick their colleagues. In the end, ECnet was able to secure its victory by one goal.

### Al-Amthal joins World Breast Cancer Awareness campaign

October 22nd 2012 has been observed worldwide as the World Breast Cancer Awareness Day. Al-Amthal staff joined the campaign by wearing pink attire and pink ribbons along with millions of people around the globe to raise awareness about this killer disease, which is curable if detected in the early stages.

“Al-Amthal always comes forward to fulfill its social responsibility, and this is one such instance. We proclaim our support for this worthy cause by joining hands with the campaign,” said Ms. Zahra Awachi, GM- Sales, Marketing and HR of the Al-Amthal Group.



### Al Amthal's Ghabga party



The Amthal staff gathered in a spirit of fraternity and collegiality in the Veranda restaurant in Adhari to have a night of fun and frolic for the annual Ghabga during the Holy month of Ramadan. The event witnessed several fun games for the staff and many of them won prizes. The event was attended by the CEO, Mr. Hani Awachi, who thanked the staff for their dedication and hard work. The evening of laughter and entertainment came to a closure with sumptuous food befitting the Bahraini traditions.

### Amthal Goes Green

The Al-Amthal Group has joined the world wide campaign of going green promoted by want2recycle, Bahrain. We are aware that saving trees and water is the best investment for the posterities to come, and we are determined to fulfill this social responsibility.

Special wastepaper bins have been placed in various locations in our offices, which will be collected periodically for recycling. We are pleased to note that a small gesture from us will contribute to such a worthy and lofty cause for the world.





# New Recruits



## New Head for the Implementation Team

Mr. Abbas M. Mansoori has joined the Al-Amthal Group as the new Head of Implementation. Mr. Mansoori possesses a unique blend of academic qualifications, professional experience and interpersonal communication skills. He is a Masters Degree holder in Management of Information Technology, and has acquired a host of related qualifications in the field of IT and Management to his credit. Having held very senior positions in prestigious companies such as Batelco, Arabian Network and Information Systems, he has brought with him an extensive and rich knowledge in various areas such as development tools and languages, development and support, Project Management, Web Application and E-Services, Data Modeling and Architecture, etc. "I am very pleased to have joined Al-Amthal where my qualifications, experience and skills are most suited. I am sure that our team can take Al-Amthal to the path of improvement and prosperity," says Mr. Abbas Mansoori, who further comments, "Al-Amthal is like a well fertilized land that can rear good IT professionals in all fields. This is especially true for new comers."



**Ahmad Alawi Mohammed** joined the company recently as Implementation officer. He is a graduate in Accounting, and currently studying for CPA.



**Ali Ramadhan Muftah**, a bachelor's degree holder in Banking and Finance, has joined Al-Amthal Group as Functional Consultant



**Hameed Aqeel Darwish** has joined Al-Amthal as an Implementation Officer. He has got a bachelor's degree in Accounting



**Yusuf Abdulla Al Majed** is an Implementation Officer who joined Al-Amthal recently. He possesses a Bachelor's Degree in Accounting.



**Mohamed Yusuf Mohsen** is another newly-joined member of the team of Implementation officers. He holds a Bachelor's Degree in Accounting and currently studying for CPA.



**Sergio El Halabi** has joined the Al-Amthal family as an Art Director. He has obtained his Bachelor's degree in Graphic Design.



**Taha Alhalwachi** is currently studying at University of Bahrain. Bsc Media, tourism and arts. He is working part-time in Al-Amthal Group as video editor to develop his work experience.



**Mohammed Salih Sulieman** has joined Al-Amthal, Oman office as functional consultant. He brings with him several years of experience in management and training. Coupled with his academic background, a bachelor's degree in Business Administration, his extensive knowledge of the Omani business community and presentation skills will be a great asset to the company.



**Shadiri Kizhakke Purayil** has studied information technology and has taken up the position of technician in Qatar regional office.



## OPTIMUM PERFORMANCE IS WHAT MAKES HIGH ACHIEVERS

**OPTIMUM** is one of the leading providers of integrated electronic Enterprise Resource Planning solutions "E-ERP" to the business market in the Middle East and beyond, offering a comprehensive range of software products and services that address the whole spectrum of various businesses. **OPTIMUM ERP** is Microsoft certified for Windows Server 2008 R2 and has won the trust of many prominent names in governmental, banking & financial, business and commercial sectors.

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