



CONSULTANCY & SOFTWARE DIVISION
CORPORATE PROFILE



04	About Us
05	Division Companies
07	Partners
08	Quality Policy
09	Division Vision & Mission
10	CEO
11	Division General Manager
12	Our Team
14	About Optimum
24	About Wolke
34	About ECNet
42	About NCLink



Your Goals. Our Solutions.

ABOUT US

Amthal Group W.L.L. is a dynamic and fast-growing group of companies with its headquarters in Bahrain and regional offices in a number of countries in the Middle East.

Al-Amthal was established in the year 2002 by a team of professionals from various professional fields.

Amthal Group consists of a number of divisions; each one specialized in a specific area of business.

The group is headquartered in the Kingdom of Bahrain with branch offices in other GCC Countries and beyond.

GROUP DIVISIONS

► CONSULTANCY & SOFTWARE



► CONSTRUCTION & MAINTENANCE

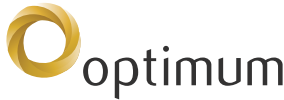


► INDUSTRIAL



► AGRICULTURE & FARMING





Optimum division is one of the leading providers of integrated Enterprise Resource Planning solutions "ERP" to the 'medium to large scale' business market in the Middle East and beyond, offering a comprehensive range of software products and services that address the whole spectrum of various industries.

Optimum division's major project approach is Business Process Re- Engineering (BPR) wherein we engage our highly experienced consultants to provide the most suited ERP solution.



Wolke division was established to provide cost effective yet reliable and high-quality business software solutions to 'small to medium establishments (SME)' market in the Middle East and beyond. Wolke division now offers an array of products for various SME businesses like retail, schools, trading etc.

Wolke solutions can be purchased as a license or on SaaS (Software as a Service) model.



ECnet Division provides our clients with three vital services such as:

Marketing Services provide our customers with Marketing Strategies, Branding and Public Relations plans;

Digital Marketing provides state of the art websites, mobile apps and digital advertizing & social media services;

e-Commerce provides the mechanisms and the products in order to establish their B2B (Business to Business) and their B2C (Business to Customer) business relationship.



Nclink provides infrastructure solutions for all kind of enterprises. Major services include **Cloud Services**, **Hosting Services**, **Networking**, **IT Hardware** and **Technical Support Services**.

Moreover, **Nclink** provides specialized IT manpower and third party products. We maintain partnerships with well-known and internationally recognized brands, so we can supply up to date technology to our customers, ensuring reliability, durability and data integrity.



PARTNERS

AI-Amthal Group's has a network of strong regional and international business partnerships with organizations and institutions that enable a superior service for the group's clientele. These partnerships bring about the capabilities for delivering comprehensive and optimal business solutions.

Technology Partners



Business Partners

كريدِي مَكْس



QUALITY POLICY

“Total Integrated Business Solutions”

By optimizing business processes through the development and implementation of innovative software products, state-of-the-art hardware solutions and professional consultancy services that comply with applicable requirements.

“A Professional and Motivating Work Environment”

By inspiring our people through fostering their talent and challenging their capabilities to create opportunities for growth.

“Total Customer Satisfaction”

Through subject matter expertise, commitment to our customer requirements and dedicated customer services.

“Continuous Improvement”

Of our processes, services, products, people and Quality Management System through constant review of enhancement opportunities.
We will always strive to create a perfect product in order to achieve excellence based on international standards.



OUR VISION

Amthal Group becomes one of the preferred choices for providing ICT solutions, business management mechanisms and related services in the Middle East and beyond, building long-lasting and trusted business relationships with our clients and partners.

OUR MISSION

Through ICT, Business Process Re-Engineering and Marketing we enable our clients to achieve their goals through our solutions and services, so they can enhance efficiency in order to increase their productivity and profitability on the inside and expand visibility in order to improve their positioning and product awareness on the outside to stay ahead of their competitors and overcome the challenges of today's turbulent market conditions.

CHIEF EXECUTIVE OFFICER



HANI AWACHI CEO

Founder and CEO of the **Amthal Group W.L.L.** since 2000, and the mastermind behind the concept and development of the OPTIMUM E-ERP system, displaying brilliant business acumen and far-sightedness. Specialist in business process re-engineering, office automation processes, and MIS restructuring.

Visionary leader and team player, with strong foundations in IT, Business Management, Accounting and HR Development, who possesses a strong flair for inspiring and motivating teammates to think big and attain the utmost.

Possesses extensive experience in senior positions in the private and government sector such as ministries, banks and major financial institutions.

*“We feel immensely proud and pleased about the growth of **Al-Amthal** to the present stature. Our products have been widely accepted by the business world in the region and we have been able to position our brand successfully in the market; we believe we have got a bigger role to play in the coming years.*

This achievement is the result of our clear-focused hard work and well-coordinated teamwork. We have very ambitious and bold plans about our future.

*Our goals are high, but we - the **Al-Amthal** team, are determined to achieve them. The opening of regional offices in other GCC countries was a quantum leap for us; and in the near future we plan further expansions with more offices across the Middle East and beyond.”*



DIVISION GENERAL MANAGER

BEATE SCHOEK Division General Manager

Expert in languages, experienced in commercial and educational policy writing. Vast knowledge in ISO certifications and ISO implementation. Versatile experience in public relations and business writing and communications. In depth knowledge in ERP documentations.

“Coordinating the Quality Management System of Al-Amthal is the most vital part of my work, which includes developing policies and procedures for a fully automated office environment. It is my endeavour to ensure that our employees from the different divisions work according to AlAmthal’s quality policy.”



OUR TEAM

OUR TEAM

Amthal Group’s Consultancy and Software Division has engaged the services of the best IT and Business Management Professionals to build their team.

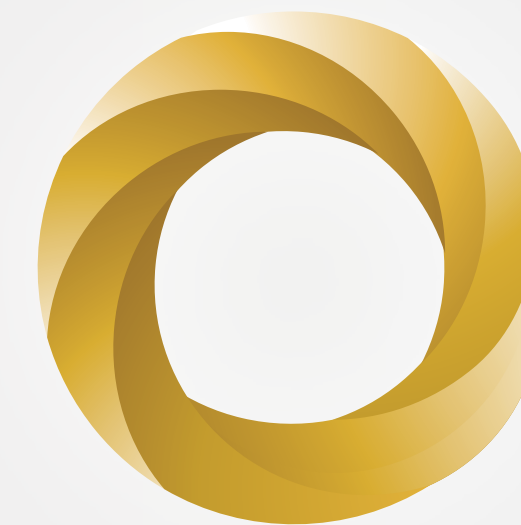
Our team Is not only proficient in technology but also has in depth knowledge of business to provide the best consultancy services to our valuable customers.

Optimum, **Wolke** and **ECnet** employ highly skilled software developers with latest technology qualifications along with highly qualified business and accounting professionals for project implementations.

Highly experienced and qualified infrastructure, cloud computing and networking professionals make up the **NClick** team.



16	Introduction
17	What We Strive For
17	Our Approach & Methodology
18	Our Solutions
19	Our Products
20	Optimum Product Highlights
21	Options & Security Features
22	Our Customers



The Total Solution System for Your Business

OPTIMUM

Optimum division is one of the leading providers of integrated electronic Enterprise Resource Planning solutions "E-ERP" to the 'medium to large scale' 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 division's major project approach is Business Process Re-Engineering (BPR) whereby we engage our consultants and use our products.

Today, **Optimum** is providing its services all over the Middle East and beyond. It has a steadily expanding customer base and established offices in the region.



WHAT WE STRIVE FOR

The ultimate objective of the **Optimum** division is to identify the business requirements of our customers through the mechanism of business process re-engineering "BPR" and provide them with electronic business solutions.

This will enable them to make timely and informed decisions, increase efficiency and productivity and to maintain an edge over their competitors in ever changing market conditions.

OUR APPROACH & METHODOLOGY

Through a team of innovative and creative experts, **Optimum** aims at offering their customers the best possible consultation services. Many years of professional expertise is embedded into our **Optimum** Total Solution Software that is designed and adjustable to suit all kinds of businesses in order to provide our customers with the most appropriate solution for their individual business needs.

Optimum's major project approach is business process reengineering (BPR), whereby we employ our own product as enabler in order to re-engineer and computerize our customers' processes. These Microsoft certified products are comprehensive E-ERP (Enterprise Resource Planning) systems, modular in nature but mutually communicative.



The Total Solution System for Your Business

OUR SOLUTIONS

Optimum Total Software Solutions offer an extensive range of E-ERP systems that cater for a wide range of industries, such as:

 Trading Management

 Services & Contracting

 Hotel & Real Estate

 Core Banking Admin

 Advertising & Distribution

 Charity Associations

 Money Exchange & Transfer

 Micro Finance



OUR PRODUCTS

Optimum Total Software Solutions offer an extensive range of corporate product systems that cater for a wide range of industries, such as:

 Financial Management

 Fixed Assets

 CRM

 Hotel & Real Estate

 Money Transfer

 Charity Associations


 Procurement & Supply Chain

 HRMS

 Wholesale & Retail

 Micro Finance

 Press Advertising

 Business Intelligence

 Inventory Management

 Time & Attendance

 Services & Contracting

 Money Exchange

 Press Distribution



OPTIMUM PRODUCT HIGHLIGHTS

- True thin client E-ERP (Electronic Enterprise Resource Planning) cross-browser based system offered over the internet, intranet or cloud technology
- Bilingual software, multi-currency & multi-company
- Document-driven & archiving electronic system
- Electronic workflow with built-in document management & user-authorization limits
- Advanced Business Intelligence Reporting Tool providing online/real-time reports
- Background treatment & inter-exchange data of all information between modules
- Multi-level access to the system & powerful central security control
- Document printout option upon all task posting
- Extensive MIS reporting (in both languages)



OPTIONS AVAILABLE

- Single or Multi-Company
- Single or Multi-Branch
- Single or Multi-Profit Center
- Single or Multi-Currency
- Single-User or Network Setup
- Total Integrated Solution or the Installation of Separate Modules

SECURITY FEATURES INCLUDE

- Integrated with Windows Active Directory for Highest Security Level
- Central Locking
- User-Definable Access
- Modular Security
- Data Stamping
- Audit Trail
- Access Security (Machine, Time, User)

OUR CUSTOMERS

We have a wide spectrum of clientele from various sectors such as ministries, government and semi-government organizations, universities, banks and other financial institutions, trading establishments, construction and contracting companies, service sector companies and various other commercial establishments.

To view details please visit.
www.amthalgroup.com





26	Introduction
27	What We Strive For
27	Our Approach & Methodology
28	Our Solutions
29	Our Products
30	Wolke Product Highlights
31	Options & Security Features
32	Our Customers



WOLKE

Wolke division is one of the leading providers of integrated business software solutions to the 'small to medium scale (SME)' business market in the Middle East and beyond, offering a wide range of software products and services that address the whole spectrum of various SME businesses.

Wolke division's major project approach is Business Process Re-Engineering (BPR) whereby we engage our consultants and use our products.



WHAT WE STRIVE FOR

The ultimate objective of the **Wolke** division is to identify the business requirements of our "SME" customers through the mechanism of business process re-engineering "BPR" and provide them with electronic business solutions. This will enable them to make timely and informed decisions, increase efficiency and productivity and to maintain an edge over their competitors in ever changing market conditions.

OUR APPROACH & METHODOLOGY

Through a team of innovative and creative experts, **Wolke** aims at offering their customers the best possible consultation services. Many years of professional expertise is embedded into our **Wolke** Total Solution Software that is designed and adjustable to suit all kinds of businesses in order to provide our customers with the most appropriate solution for their individual business needs.

Wolke's major project approach is business process reengineering (BPR), whereby we employ our own product as enabler in order to re-engineer and computerize our customers' processes. These Microsoft certified products are comprehensive E-ERP (Enterprise Resource Planning) systems, modular in nature but mutually communicative.



OUR SOLUTIONS

Wolke Business Suite offers an extensive range of E-ERP systems that cater for a wide range of industries, such as:

-  Trading Management
-  Real Estate
-  Money Exchange
-  Education
-  Services & Contracting
-  Publication
-  Charity Associations

All modules have been developed to work as stand-alone systems, or to work in combination as a business suite. **Wolke** solutions are browser-based and operate with the latest cloud technology. Multi-lingual capability, very high level of system security, efficient administrative control and monitoring, multi-level approval system and workflow are some of the main features of the systems that rigorously adhere to international standards.



OUR PRODUCTS

Wolke Business Suite offers an extensive range of E-ERP systems that cater for a wide range of industries, such as:



WOLKE PRODUCT HIGHLIGHTS

- True thin client E-ERP (Electronic Enterprise Resource Planning) cross-browser based system offered over the internet, intranet or cloud technology
- Bilingual software, multi-currency & multi-company
- Document-driven & archiving electronic system
- Electronic workflow with built-in document management & user-authorization limits
- Drill-down reporting at every level
- Background treatment & inter-exchange data of all information between modules
- Multi-level access to the system & powerful central security control
- Document printout option upon all task posting
- Extensive MIS reporting (in both languages)



OPTIONS AVAILABLE

- Single or Multi-Company
- Single or Multi-Branch
- Single or Multi-Profit Center
- Single or Multi-Currency
- Single-User or Network Setup
- Total Integrated Solution or the Installation of Separate Modules

SECURITY FEATURES INCLUDE

- Integrated with Windows Active Directory for Highest Security Level
- Central Locking
- User-Definable Access
- Modular Security
- Data Stamping
- Audit Trail
- Access Security (Machine, Time, User)



OUR CUSTOMERS

We have a wide spectrum of SME clientele from various sectors such as trading establishments, educational institutions, construction and contracting companies, service sector companies and various other small to medium commercial establishments.

To view details please visit.
www.amthalgroupp.com





36	Introduction
37	What We Strive For
37	Our Approach & Methodology
38	Our Services
40	Our Customers



Expose Your Business

ECNET

ECnet Division provides our clients with three vital services:

- Marketing
- Digital Marketing
- e-Commerce

Marketing Services provide our customers with Marketing Strategies, Branding and Public Relations plans; Digital Marketing provides state of the art websites, mobile apps and digital advertizing & social media services; and

e-Commerce provides them with the mechanisms and the products in order to establish their B to B (Business to Business) and their B to C (Business to Customer) business relationship.

Today ECnet has expanded to the Middle East through the establishment of regional offices in the GCC, driven by its extensive creativity and the desire to be unique in the region.



WHAT WE STRIVE FOR

ECnet strives to provide its valuable customers with innovative and customer tailored Marketing Strategies that have the right blend of online and offline methods to meet each individual marketing objective. The objective of **ECnet** is to develop the right marketing solutions, which incorporate creativity, flexibility and skill to enable our customers to:

- Create Product & Services Awareness
- Expand Market Reach
- Promote Enterprise Competitiveness
- Unique Selling Proposition

OUR APPROACH & METHODOLOGY

Our exceptional abilities in our wide range of services will cater to promoting your company with professionalism and dedication. **ECnet** believes that the incredible effectiveness of our communication program in the market place where it really counts, is, by pioneering in consumer research, understanding their requirement and finally very effective management with competitive spirit.

We have also been busy laying our ground work for future success by looking into new priorities and expansion in the industry.

ECnet started with a refocus on things that have always been special, starting with enduring client relationships and building partnerships.

OUR SERVICES

Digital Marketing

1. Websites (Responsive & Interactive)
2. Mobile Apps (iOS & Android)
3. Social Media

Media Planning & Buying Media

1. Media Research & Evaluation
2. Media Strategy & Planning
3. Media Buying
4. Post Campaign Evaluation

Strategy & Consultancy

1. Analysis, Research & Evaluation of Brand
2. Developing Strategies for Promotion
3. Designing & Implementing Campaigns to Promote

Below-the-Line Advertising (BTL)

1. Sampling, Promoters / Hostess (own team)
2. Direct Marketing (Mail, Tele-Marketing, Online Marketing)
3. Distributions Promotion
4. Organization of Events, Fairs & Exhibition



OUR SERVICES

Creative Services

1. Developing Creative Strategies & Advertising Campaigns Concepts
2. Copy Writing
3. Graphic Design
4. Web Design
5. Branding & Re-Branding
6. Packaging Design

Production Facilities

1. Radio Production (Scenario / Column Sound / Production)
2. Video Production Spots (Scenario / Column Sound / Production / Video)
3. Packet Radio (Jingles, Pingles, Tapis, etc..)
4. Corporate ID Package (Business Cards, Folders, Envelopes, etc..)
5. Flyers, Leaflets, Brochures, Catalogs, Posters, Labels, Packaging, etc..
6. Personalize Promotional Items



OUR CUSTOMERS

ECnet has doubled our stake at the international work front and our work for clients has been talked about. We have a wide spectrum of clientele from various sectors such as ministries, government and semi-government organizations, universities, banks and other financial institutions, trading establishments, construction and contracting companies, service sector companies and various other commercial establishments. This has made it simpler to approach the clients for new business opportunities with integrated programs to deliver across all relevant access points.

To view details please visit.
www.amthalgroup.com





44	Introduction
45	What We Strive For
45	Our Approach & Methodology
46	Our Products & Services
48	Our Customers



Nothing Can Link You Better

NCLINK

NCLink provides infrastructure solutions for all kind of enterprises. Major services include:

- Cloud Services
- Hosting Services
- Networking
- IT Hardware
- Technical Support Services

Moreover, **NCLink** Division provides specialized IT manpower and third party products. We maintain partnerships with well-known and internationally recognized brands, so we can supply up to date technology to our customers, ensuring reliability, durability and data integrity.



WHAT WE STRIVE FOR

The ultimate objective of the **NClink** Division is to provide its customer with the right infrastructure requirements in order to be able to provide for the internal and external customers the right and timely solution to perform their tasks.

NClink provide Intranet, Internet and cloud computing infrastructure, it provides the hardware and the software needed for the setup of any type of network. Also **NClink** Division provides the right and the most skillful manpower in IT on outsource basis to their customer in the regional market.

OUR APPROACH & METHODOLOGY

Through the right infrastructure and the most professional, dedicated and creative experts, **NClink** aims at offering its customers the 24/7 service to support their internal and external customers.

NClink's major project approach is to setup the client network in highly secured environment and in very high availability environment whether it is hosted in cloud by the division or as intra/Internet environment at the client side.



OUR PRODUCTS & SERVICES

Cloud Services

NClink Division provides 'software as a service' (SaaS) model for various software for medium to large scale enterprises as well as SME enterprises:

- ERPs
- ERP Products such as General Ledger, Procurement, Fixed Assets etc..

IT Hardware

The **NClink** Division is providing many types of hardware from the major IT hardware suppliers as well as hardware on cloud. **NClink** Division has many International alliances for configuring and setting up the hardware in the most efficient and reliable way either physically in customer premises or on cloud.

Hosting

The NClink Division is providing a range of hosting services through its data centre, such as:

- Domain Booking
- Website Hosting
- Mobile Apps Hosting
- Third party applications hosting

Networking

The **NClink** Division is providing all types of networking infrastructure hardware from the major known suppliers. **NClink** Division has many International alliances for configuring and setting up the networks in the most efficient and reliable way.



OUR PRODUCTS & SERVICES

Manpower Supply

NClink Division provides the right and the most skillful manpower in IT in outsource basis to their customer in the regional market. The manpower outsourced is:

- IT Engineers
- Programmers
- System Administrators
- Consultants

Third Party Software

NClink Division provides third party software solutions from many suppliers, such as:

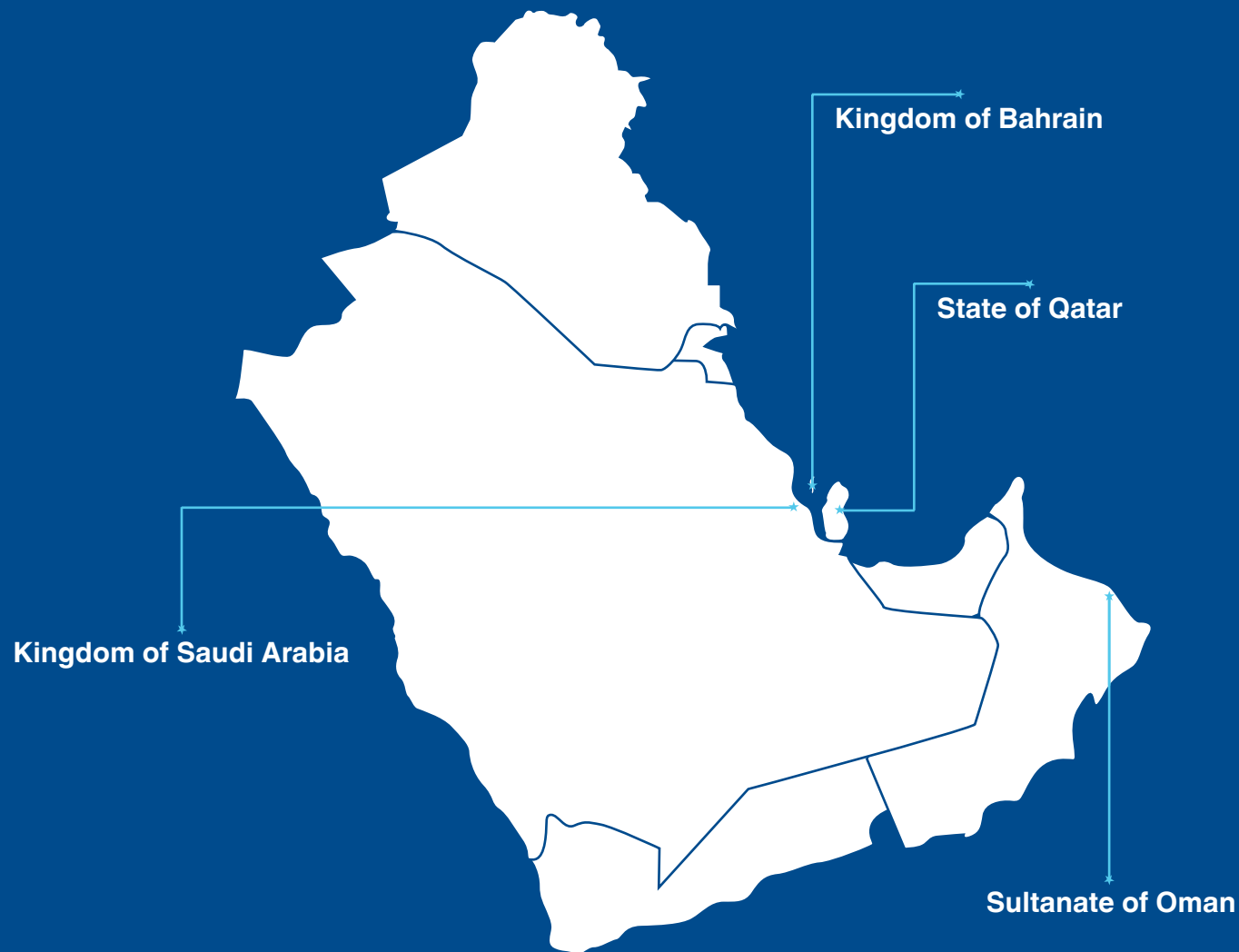
- Microsoft
- Oracle
- Sonicwall
- CISCO

OUR CUSTOMERS

NClink have a wide spectrum of clientele from various sectors such as ministries, government and semi-government organizations, universities, banks and other financial institutions, trading establishments, construction and contracting companies, service sector companies and various other commercial establishments.

To view details please visit.
www.amthalgroup.com





REGIONAL OFFICES

BAHRAIN

P.O. Box 2949
Manama, Kingdom of Bahrain
Tel. +973 17 297 227
amthaladmin@al-amthal.com

QATAR

P.O. Box 31122
Doha, State of Qatar
Tel. +974 44 621 849
amthaldoha@al-amthal.com

SAUDI ARABIA

P.O. Box 3674
Al Khobar, Kingdom of Saudi Arabia
Tel. +966 535 766 060
khaleeji@al-amthal.com

OMAN

P.O. Box 1801
Muscat, Sultanate of Oman
Tel. +968 24 472 223/4
amthaloman@al-amthal.com