

An abstract graphic on the right side of the page, consisting of several overlapping, curved, orange-colored shapes that resemble stylized leaves or petals, arranged in a circular pattern. The shapes are separated by white space, creating a sense of depth and movement.

**Corporate Profile**



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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

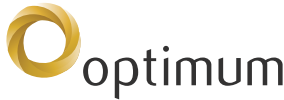


### ► INDUSTRIAL



### ► 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.



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10	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)



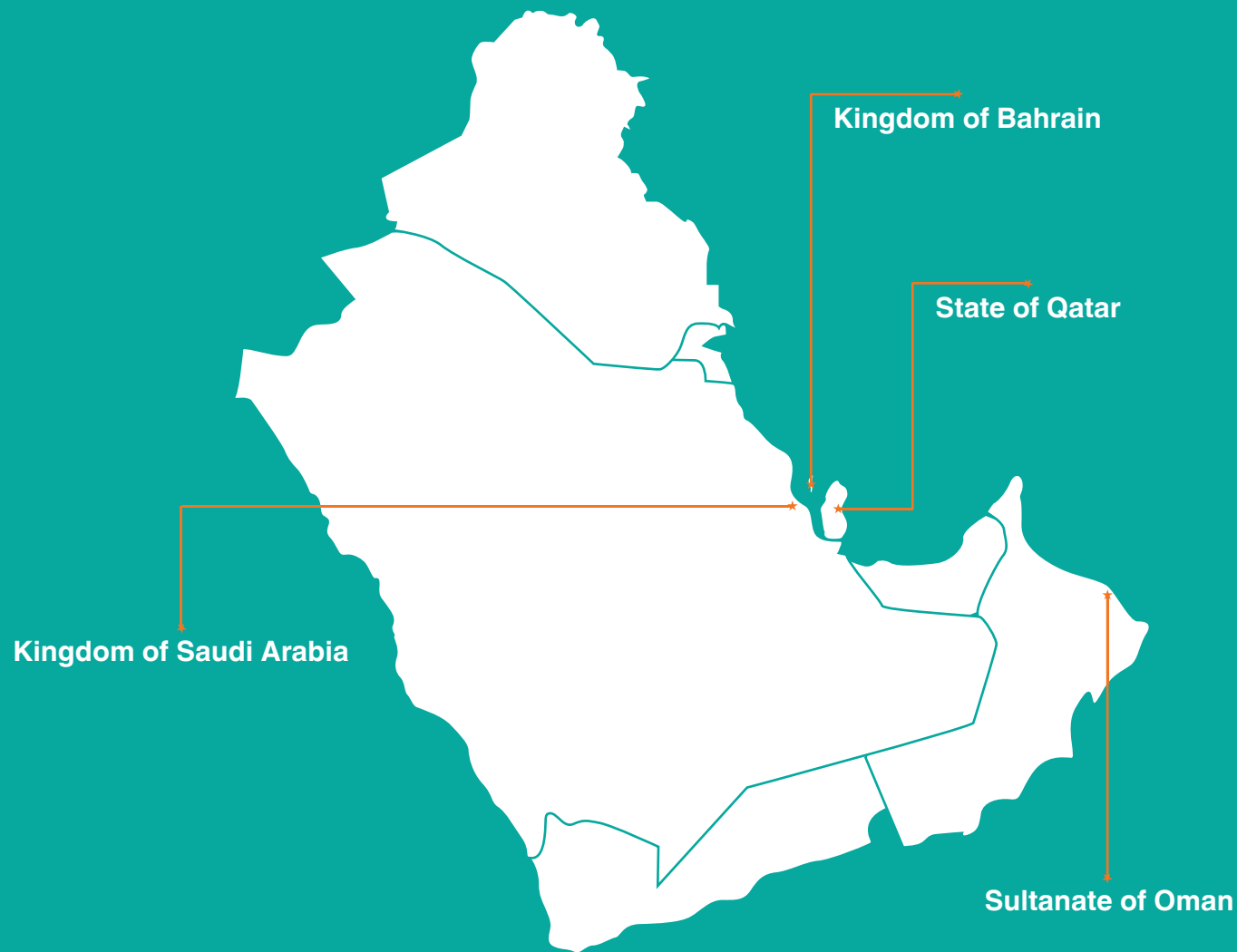
## OUR CUSTOMERS

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](http://www.amthalgroupp.com)







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