Your Goals. Our Solutions.

amthal
GROUP

Corporate Profile

contents

Your Goals. Our Solutions

About Us

THE 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 2000 by a team of professional accountants and management, IT and education specialists from various backgrounds in the corporate world with a wealth of expertise, providing the company with a broad spectrum of business know-how

The core of our business is to enable businesses in the region to optimize their potentials and achieve their goals through latest software solutions, innovative marketing techniques and state-of-the-art networking and communication technologies. We enter into fruitful partnerships with our customers, to enhance the productivity of their processes, boost their visibility in the market, and augment the overall profitability of their businesses.

The Amthal Group consists of the following three divisions:

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's major project approach is Business Process Re-Engineering (BPR). We employ the in-depth expertise of our consultants and the immense power of our products as enablers to re-engineer and computerize our customers' processes.

NClink (Networking & Communication Link) is specialized in providing Cloud Computing solutions and web hosting services to all sectors of the market.

NClink also provides all types of IT hardware, networking infrastructure, 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.

ECnet (Electronic Commerce Network) provides our clients with two vital services – Marketing and e-Commerce in order to help them enhance their productivity and visibility.

E-Marketing offers our customers Marketing Strategies, Branding and Public Relations plans; 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.

Partners

Al-Amthal Group has partnerships with various national and international companies, organizations and institutions, among them are Microsoft, IBM and Cartwright Associates Ltd. These partnerships augment our capability to provide our customers with the most comprehensive and optimal business solutions.

Our Vision

Our vision is to become the first choice for providing the best possible business management mechanisms, marketing strategies, and business software solutions to the continuously evolving business industry in the Middle East and beyond.

Our Mission

The 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.
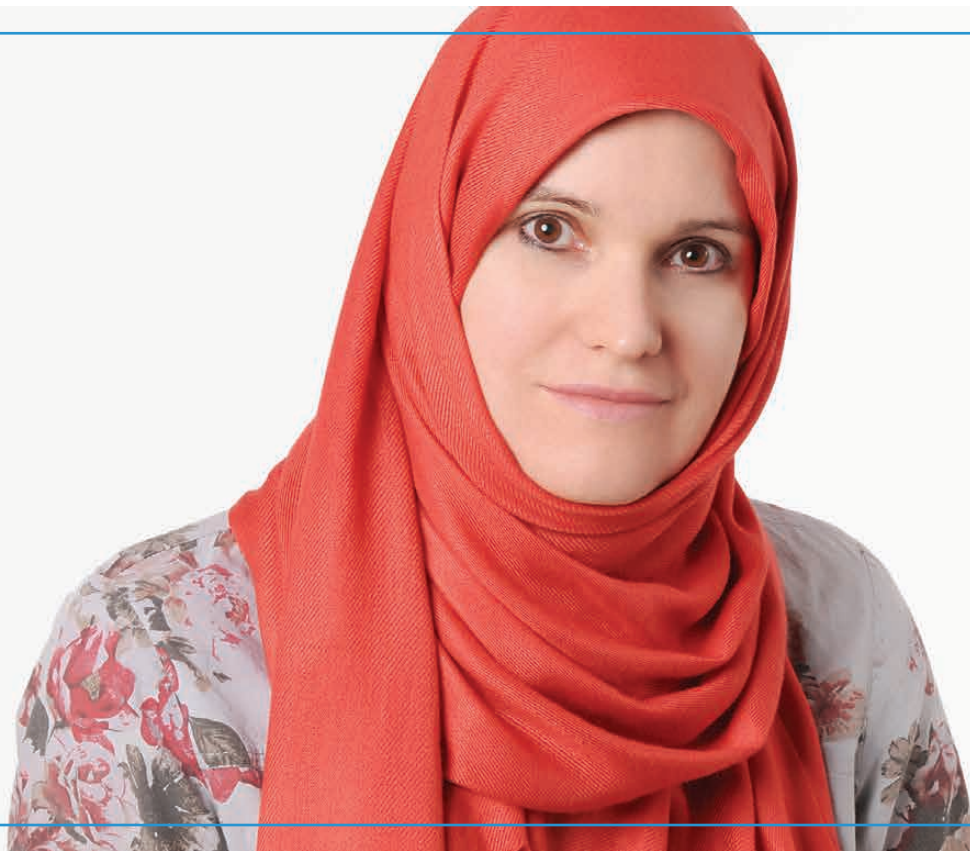
Managing Partner

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."
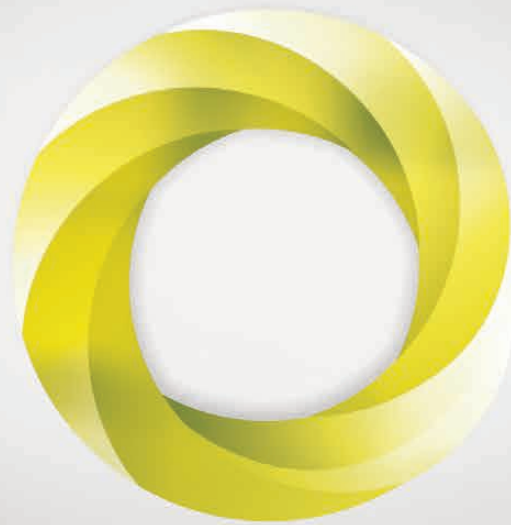
Managing Partner

Beate Schoek GM Sales/Marketing & HR

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 Al-Amthal's quality policy."

The Total Solution System for Your Business

Optimum

Optimum is one of the leading providers of integrated electronic enterprise resource planning solutions or "E-ERP" to businesses in the Middle East and beyond, offering a comprehensive range of software products and services that address the whole spectrum of the business market. OPTIMUM has obtained internationals recognitions such as Microsoft Gold Partner certification and Certified for Windows Server 2008-R2 certification.

Optimum is the first division under the Amthal Group that was first established in 2000. Today OPTIMUM is providing its services all over the Middle East and beyond, specially focusing on the GCC states. It has a steadily expanding customer base and established offices in the Kingdom of Saudi Arabia, the Sultanate of Oman, and the State of Qatar. The parameterization feature and bi-lingual capabilities of OPTIMUM solutions make it adaptable to suit any kind of business, and hence one of the most preferred ERP systems in the market.

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 our customers the best possible consultancy service. 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.

Our Products

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

- **Trading**
- **Services**
- **Financial and Banking**
- **Real Estate**
- **Publication**
- **Money Exchange**
- **Charity Societies**
- **Education**

All modules have been developed to work as stand-alone systems, or to work in combinations as an E-ERP system. OPTUMUM solutions are all cross-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.

Modular Based

Optimum Product Highlights

- Adaptable to suit most of the industries
- Bilingual, multi-currency, multi-company, and fully parameterized software
- Modular-based- users can opt for only those modules that they need
- Document-driven & archiving electronic system
- Electronic workflow with built-in document management and user-authorization limits
- Background treatment and inter-exchange data of all information between modules
- True thin client E-ERP (Electronic Enterprise Resource Planning) cross-browser system offered over the internet, intranet or cloud technology

- Extensive MIs reporting in the language of your choice
- Advanced Business Intelligence Reporting tool of OPTIMUM providing online/real-time reports
- Drill-down reporting at every level
- Document printout option upon all task posting
- Multi-level access to the system and powerful central security control
- Certified for Windows Server 2008 R2
- Compliance with ISO 9001:2008 standards

Associated Partners

The OPTIMUM division has partnerships with national and international companies, organizations and institutions such as Microsoft Corporation, IBM and Cartwright, in order to provide our customers with the most comprehensive and optimal business solutions. In addition, OPTIMUM products have gained national and international accreditations.

To view details please visit

www.amthalgroup.com

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 a list of our valued customers or some of their testimonials please visit

www.amthalgroup.com

EXPOSE **YOUR BUSINESS**

ECnet

ECnet is a leading provider of electronic commerce performing diversified activities such as marketing strategy and consultancy, branding, advertising and product positioning, website designing and hosting, payment gateways, direct emailing, etc. Due to Amthal customers' needs for total marketing and sales strategy solutions, the division added many other activities to transform itself from an e-Commerce division to a total e-Marketing agency that also offers marketing strategy plans, branding and public relations.

Today ECnet has expanded to the Middle East through the establishment of regional offices in the GCC that was driven by its extensive creativity and the desire to be unique in the region, hence many prestigious organizations have been added to its clientele.

What We Strive For

ECnet strives to provide its valuable customers with imaginative and customer-tailored marketing strategies and e-commerce solutions 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 and sales solutions, which incorporate creativity, flexibility and skill to enable our customers to:

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

Our Approach & Methodology

Our exceptional abilities in our wide range of services cater for promoting companies/enterprises with professionalism and dedication. ECnet's service approach for our customers consists of four major phases in order to achieve the best output. The four phases are:

- Diagnostic Phase
- Implementation Planning Phase
- Implementation Support Phase, and
- Post Implementation Support Phase

The key performance indicator used to assess the plan success is the change in the sales turnover, public awareness of the product/services or the company corporate image, and product positioning.
In each phase there are many detailed steps performed in order to achieve the best results and to identify the real needs of our customers and the weaknesses in the existing marketing strategy, if any.

Our Products

MARKETING STRATEGIES

• **Strategy & Consultancy**

- Analysis, research and evaluation of brand
- Developing strategies for promotion
- Designing and implementing campaigns to promote

BRANDING

• **Creative Services**

- Creative strategy
- Copy writing
- Graphic Design
- Branding and re-branding
- Packaging design
- Web design
- CDs Multimedia

• **Production Facilities**

- Radio production
- Video Production Spots
- Packet Radio , Photo sessions
- Corporate ID package
- Flyers, leaflets, brochures, posters, menus, etc...
- Duplication and copying CDs
- Personalized promotional items

Our Products

PUBLIC RELATIONS

- **Media Planning & Buying Media**

  - Media research and evaluation
  - Media strategy and planning
  - Media buying
  - Post campaign evaluation

- **BTL & ATL**
  - Sampling, promoters / hostess (own team)
  - Direct marketing (mail, telemarketing, online marketing)
  - Distribution promotion
  - Organization of events
  - Fairs and exhibitions
  - TV, Radio, Print

E-COMMERCE

- Web-Development
- Cloud Computing (Wolke business suite products & Payment Gateway)
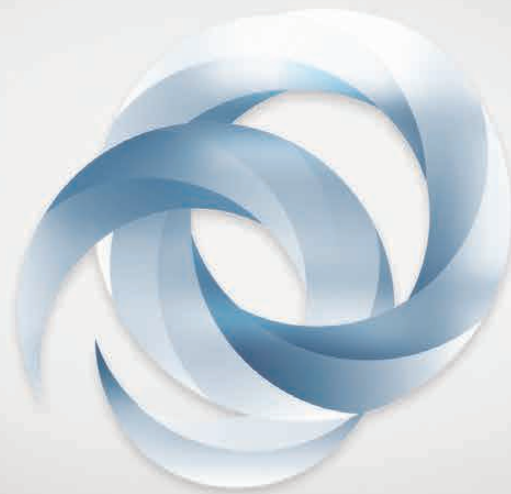- Mobile Development (IOS and Android)

Associated Partners

ECnet division has partnerships with national and international companies, organizations and institutions in order to provide our customers with the right blend of marketing and e-commerce solutions; to view details please visit

www.ecnetonline.com

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.

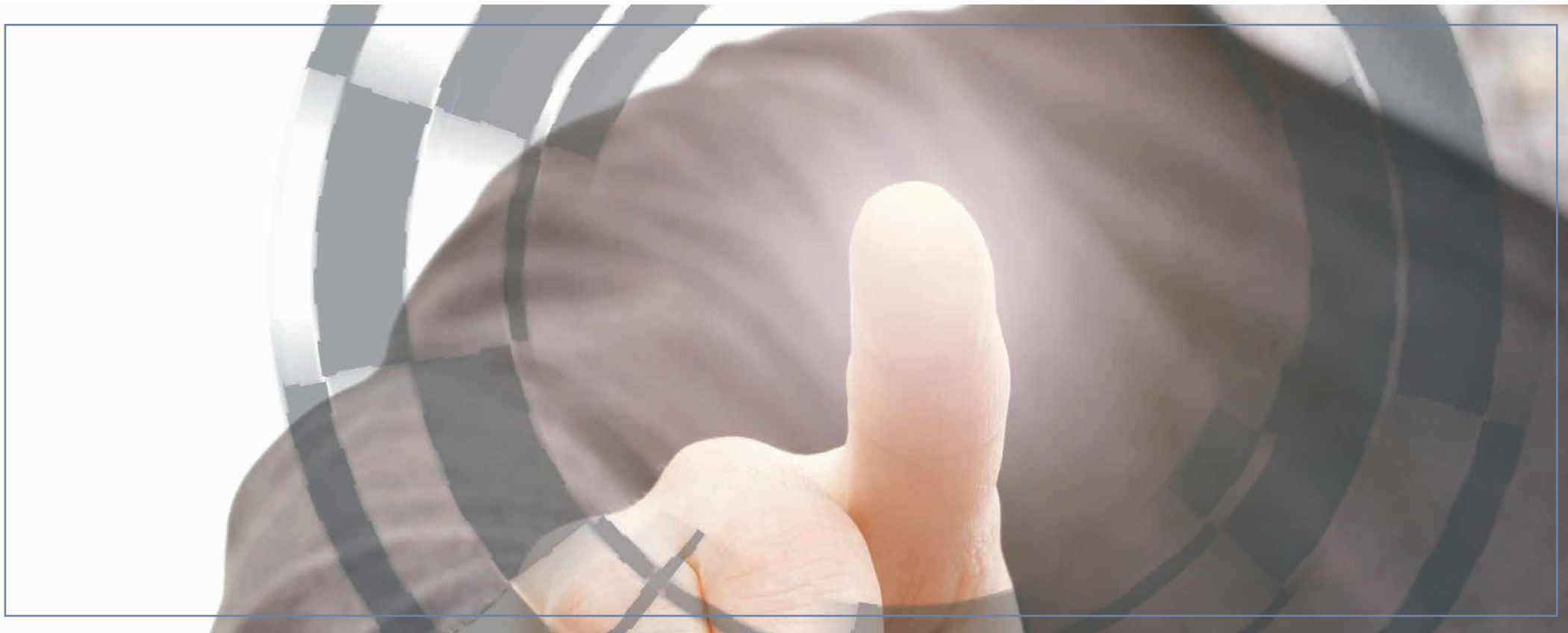**www.ecnetonline.com**

Nothing Can Link You Better

NClink

NClink (Network Communication Link) is a division of the Amthal Group that has diverse activities such as:

- Offering software solutions on Cloud computing (wolke business solution suite)
- Managing customers' data through Cloud Computing
- Providing IT-manpower to customers
- Designing and implementing Computer networks and security systems, including hardware.

It further complements and supports the activity of the other two divisions in business process re-engineering (BPR) by mapping and selecting the best infrastructure required.

NCLink was established in 2005 and today it has expanded into the Middle East and beyond with its own valuable customer base through the group's regional offices across the GCC.

What We Strive For

NClink's main objective is to enable its customers to achieve their goals by optimizing their potentials through cost-effective and innovative integrated information solutions, infra-structure and networking. We serve our customers in different ways.

The wolke suite of software solutions on Cloud computing primarily target SMEs who are not inclined to make huge investments on hardware and software. NClink also manages customers' data on Could Computing.

We design and implement Computer networks and security systems, including hardware. Another activity of NClink to serve its customers is to supply them with IT-related manpower on short-term and long-term basis.

Our Products

wolke Suite on Cloud Computing
wolke is an adapted version of the Microsoft certified OPTIMUM ERP solutions that are made affordable and accessible to everybody without compromising on quality. It primarily targets SMEs and those businesses that are less willing to make huge investments on IT hardware and software. The wolke suite consists of the following modules:

my**account**   my**purchase**
my**assets**   my**staff**
my**sales**   my**time**

Hosting Customers' data on Cloud
Customers can store, maintain and manage data on Cloud computing servers that we provide for an affordable monthly fee, so that they don't have to spend big investments on hardware.

Networking
We make available to our clients networking infrastructure planning consultancy, as well as plan implementation, using state-of-the-art hardware and software solutions.

Security Systems
We provide various security systems such as Proximity Cards, Time & Attendance Terminals, Security Codes, Biometric and Fingerprint Access Control systems etc. with complete installation and implementation.

Our Products

IT Manpower Supply:
During our association with the business community in GCC council for several years, we realized that many of them do experience a dearth of qualified and experienced IT professionals for their specialized projects. These projects may last for short or long periods, and finding out the right people has been a challenge to many of them.

Annual Maintenance Contracts: No system works perfectly unless it is maintained properly. Preventive maintenance is the norm of the day, and waiting for a fault to occur and then correcting it, is a matter of yester years.

We offer annual maintenance contracts for our clients, including all types of Computer Hardware, Security Systems, Time & Attendance systems and Access Control systems, and software systems.

Associated Partners

The NClink division has partnerships with national and international companies, organizations and institutions such as Microsoft Corporation, IBM and Cartwright, in order to provide our customers with the right blend of networking and infra-structure solutions.

To view details please visit

www.nclinkonline.com

Our Customers

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

To view a list of our valued customers and some of their testimonials please visit

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