

AMTHAL INSIDE

Your Goals. Our Solutions

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Greeting Message

Business Development Consultant

"Dear Reader,

My new job in The Amthal Group as Business Development Consultant excites me a lot in that there is a lot to achieve. My challenge is to introduce our product to the international market.

As Bahrain is an important infrastructure market for IT related to banking industry, oil/petrol and telecom, there are huge opportunities to develop in both the local and the GCC market.

Our product, OPTIMUM, with more than 12 years of strong market presence, is unique and adaptable to suit any kind of business; small, medium or large. Our strategy is to simplify any IT complexity and develop an easy integrated product which can be interfaced with any other application.

We understand what is best for our customers by involving them, by working together and by building strong long-term relationships. We never fail to pick up new, innovative ideas from the work with our clients and understand their needs to offer better solutions.

I hope my work will contribute to the pursuit of our vision to become the leading ERP solution and related services provider in the GCC and beyond."

Meriam KADIA

Meriam Kadia
Business Development Consultant

Quality Policy

"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.

wolke - myaccount launching

AI-Amthal launches myaccount on Cloud



The Amthal Group has released the first financial management package, **myaccount**, of its new e-business suite **wolke** that is running on cloud technology, from which it has derived its name, as wolke is the German term for cloud.

Wolke is an adapted version of the Microsoft certified OPTIMUM ERP solutions developed by The Amthal Group. It primarily targets SMEs but also those businesses that are less inclined to make huge investments on hardware, by offering the modules on Cloud Computing making it affordable and accessible to everybody without compromising on quality. 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.



myaccount includes General Ledger, Accounts Receivable, Accounts Payable, Fixed Assets and Inventory management. It is a very compact software solution that caters for an efficient accounting management system for all kinds of small to medium size businesses and industries, while retaining all the powerful and distinguishing functionalities of a comprehensive business suite. In short it is a very smart accounting software system with a difference.

“This is an important step in the growth of AI-Amthal as a leading software solution provider in the region. We believe there is a space in the financial market which myaccount can aptly fill up. We are sure that the market will receive myaccount with the same interest and enthusiasm that our other products were received”

Mr. Hani Awachi
CEO - Amthal Group



OPTIMUM Introductory Seminar

Top Ministry Officials Attend Al-Amthal Event



Several high officials from various Ministries in Bahrain attended a presentation on OPTIMUM ERP Solutions on 7th March 2013 at the presentation venue located next to the public, permanent National Industries Exhibition (NINEX) in the building of the Ministry of Industry & Commerce in the Seef district, on the first floor.

The seminar was presented by Mr. Hani Awachi, CEO, and Mrs. Beate Schoek-Awachi, Marketing Manager of the Amthal Group, which developed the entire software in Bahrain and became the first solution from the Middle East to be Microsoft certified for Windows Server 2008 R2.



After a brief introduction about the ISO certified Amthal Group, topics discussed included the special features and advantages of the OPTIMUM ERP systems, its adherence to international standards and the unique market insights and expert knowledge that have been invested through more than a decade of experience into the development of OPTIMUM. The seminar ended with a short demo of the OPTIMUM ERP System followed by a Q&A session.

The participants were thoroughly impressed with the product and many of them could not suppress their surprise at not knowing about such a powerful Bahraini product so far. "The features and benefits of OPTIMUM ERP solutions are quite striking. The efficiency and the acceptability of the system among the business community is vouched by their solid customer base from government, semi-government, banking, trading and other sectors. Having obtained ISO 9001:2008 for their quality management system, and being a Microsoft Golden Partner make their systems highly trustworthy," said one of the participants.

A very lively question and answer session followed the presentation demonstrating great interest in this outstanding Bahraini product. Moreover, the presentation served well

in making the company and its products more visible to the business community and decision makers in Bahrain, by bringing OPTIMUM to their attention and by generating a keen interest in the product.

"We hope that this event will catapult our product to further heights thereby making it visible to a wider spectrum of the business community, and help OPTIMUM claim its well-deserved place in the software market," said Mrs. Beate Schoek-Awachi. More such events for different industries, such as the construction, real estate or hotel sector are already being planned.





Interview



Beate Shoeck-Awachi - GM Sales, Marketing & HR, Al-Amthal Group

Q: Now that you have completed almost one year in office, what has work been like as the Marketing Manager and what were you able to achieve in the past few months?

A: The great advantage of Amthal Group is that it has its own marketing and PR agency, ECnet, and our amazing staff were ready to put a huge effort into a very demanding job, which was needed in order to effectively promote Al-Amthal's products and services.

Previously, the quality and uniqueness of OPTIMUM was able to attract a number of very prominent clients, but despite our remarkable achievements most had not heard of Amthal Group and OPTIMUM before. I rejoined the company after being a backstage partner and consultant for a number of years in order to change that.

All beginnings are hard and my start was especially so, because I also took over the role of Management Representative for our ISO 9001:2008 Certification. This was a great challenge, but all our hard work paid off and the ISO Certification has added a great marketing factor. Thus, we were able to show more presence in the media and press. Moreover, we have worked very hard to revamp our website and go online with the Arabic version, which in itself is a unique marketing tool that has already received great attention.

Q: From a marketing point of view, where does Amthal Group and specifically OPTIMUM stand now in the software market?

A: Amthal Group and OPTIMUM are in a much better position today than ever before. OPTIMUM has become known for innovative and highly competitive software solutions. We can be reckoned among the leading software providers in the GCC, which is shown by our prominent client names. But there is still much to be done.

Q: What are your marketing plans for the future?

A: Apart from regular newsletters, press coverage and information material distribution, we have started to organize seminars and other events to spread the exciting development of OPTIMUM and our new range of cloud products under the brand name of WOLKE, which is actually the German term for cloud that especially targets small to medium size businesses.

ERP Software solutions are not considered to be off-the-shelf products, but as businesses can no longer operate efficiently and successfully without this management tool, the demand is increasing and we are looking at different ways in order to be ahead of the this development.



Tamkeen Quiz Show



The team fielded by Amthal Group had moments of joy when they became the winning team of the 2nd night of the Tamkeen Business Quiz Show for the technology sector held at Seef Mall on 04/12/2012 an event initiated and organized by FinMark Communications.



The Amthal Group was represented by Ali Ramadhan as Team Leader, and Ammar Hussain, Mariam Awachi, and Ameera Mohammed as members.



The questions encompassed 3 categories including the following topics: Bahrain, Tamkeen, technology and general information.

The competing teams, Promethean , Tech Fans, and Social Media Club presented a very good challenge, but the team of Amthal Group was able to bag the first position in this round. The final round took place on Tuesday 11/12/2012 when Amthal will have to compete against the winners from three other sectors.





Optimum Projects



Muscat Securities Market

Amthal Group is overjoyed to be able to work together with Muscat Securities Market, better known as the Stock Market in Oman that has been implementing 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. The Muscat Securities Market (MSM) was established in 1988 to regulate and control the Omani securities market and to participate effectively with other organizations for setting up the infrastructure of the Sultanate's financial sector.

The ERP Suite comprises the following modules:

- General Ledger**
- Billing and Invoicing**
- Procurement and Supply Chain**
- Inventory**
- Fixed Assets**
- HRMS and Payroll**
- Time & Attendance**
- OPTIMUM Excel Add-on**
(Business Intelligence Reporting)

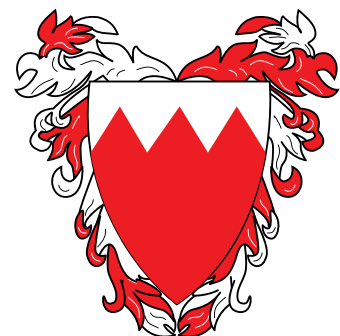


“The system automates and streamlines the entire office procedures, ultimately enhancing the overall efficiency and profitability of the organization. The system has been developed with the Middle East customer in mind. All features that are unique to the region are incorporated in the system. We are sure that OPTIMUM will strengthen the hands of MSM who plays a pivotal role in the financial sector of the Sultanate of Oman, and help them achieve their objectives,” said Mr. Hani Awachi, CEO, Al Amthal Group, who has been following up closely on the development of the project.

Shura Council and Council of Representatives

The Bahrain Parliament and the Shura Council, which play an integral role in Bahrain's Society as law-making bodies, have successfully implemented OPTIMUM. These two constitutional entities needed to be equipped with a strong administration application in order to fulfill the vast responsibilities vested upon them. That is why Al-Amthal was very proud that the Councils had chosen the OPTIMUM ERP for their business solutions software in order to support them in effectively performing their crucial role in society.

Mr. Yahya Al Mulla, Director of Information Technology at Shura Council, said, “Functionally the system has everything that our organization needs and it is very user friendly. We found that OPTIMUM can be integrated to our needs when required and in addition it adds value to our organization with latest paperless technology”.





Optimum Projects

Mohammed Jalal & Sons

The OPTIMUM Implementation team is at work in full swing in Mohammed Jalal & Sons, one of the leading and very well-known group of companies in Bahrain.

The Mohammed Jalal Group, a diversified and entrepreneurial firm, having many prestigious divisions and companies under them, such as the Automotive Division (Jaguar and Suzuki), Schindler, British American Tobacco, Alloys Jalal W.L.L., Kontra Interior Design or Airmech, has chosen the OPTIMUM Human Resources Management System to manage the entire personnel administration of their branches and different companies in the Group.

“With its multi-branches and multi-companies option, OPTIMUM offers the ideal solution to manage such a complex job,” said Mr.Ashraf Bilal, Project Manager of the OPTIMUM Division 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.”



BSJ Group

The Bhacker Suleman Jaffer Distribution Co, a parent organization for a family of national based companies in the Sultanate of Oman, has selected the OPTIMUM ERP Solutions suite from the Amthal Group.

The BSJ Group is a large distribution company with many branches throughout the country for a wide range of international brands and renowned agencies. “We are confident that the OPTIMUM ERP system will be a reliable support for all the business activities of our clients through its powerful features,” said Mr.Amer Al Lawati, Oman Branch Manager of Amthal Group, on this occasion.



Riyad MOU

The office of the Riyadh Memorandum of Understanding in the Sultanate of Oman, has signed up for OPTIMUM ERP system comprising of General Ledger and Budgeting, HR & Payroll, Procurement & Purchases, and Vendor Management. “Optimum is the best solution that we found in the market. We believe the system could help us achieve our goals. Also, we find their people friendly and accommodating,” said Ms. Zeyana Sultan Al Touqi, Admin and Finance In-Charge, on the occasion of the signing the software license contract.

Al Ibdaa International School



A full suite of OPTIMUM ERP solutions will make the resource planning of Al-Ibdaa International School in the Sultanate of Oman more efficient and well-organized shortly. The modules selected are Accounts & Budgeting (GL), Procurement & Supply Chain (AP), Inventory Management, Fixed Assets, & Human Resources.

“Our system, OPTIMUM, is so flexible that it can be adapted to suit the needs of any kind of business. Surely the Al-Ibdaa International School will find our product contributing to the enhancement of overall efficiency and professionalism,” said Mr. Hani Awachi, CEO of the Amthal Group, on this occasion.

The Al-Ibdaa International School has been functioning since 2001 with a mission to provide quality education based on an American curriculum in an environment in which Omani values and cultures are preserved and practiced.

Ministry of Justice, Qatar

The Ministry of Justice in the State of Qatar has awarded a tender to the Amthal Group for installing Time & Attendance machines in their premises. *“We are pleased to have been awarded this tender from such an important client and definitely our machines are going to support the time and attendance management at the Ministry,”* said Mr. Nixon Rebeiro, Regional Office Manager of the Al-Amthal office in Qatar.

United Gulf Bank UGB



The United Gulf Bank (UGB) has signed up for OPTIMUM ERP system for handling their Human Resources activities. The suite includes Personnel, Payroll, Document Management and Time & Attendance

modules. UGB is the investment banking arm of the KIPCO Group, Kuwait. UGB and its subsidiaries, primarily engage in the asset and fund management, investment banking, private equity and corporate finance. Amthal is proud to have gained the trust from such a prestigious financial institution in Bahrain.

Shaikh Khalifa Bin Hamad Al Thani



The personal office of Shaikh Khalifa bin Hamad Al Thani in the State of Qatar will be using the OPTIMUM ERP system with General Ledger, Financial Reporting, AP & Procurement, Fixed Assets, and HR modules.

“We are proud to have acquired such high-status client and our products will justify the trust they have bestowed upon us,” said Mr. Nixon Rebeiro, Regional Office Manager, on the occasion of signing the agreement.



Al Badi Group

The Al Badi Group for Investments L.L. C. in the Sultanate of Oman has signed up for the full suite of OPTIMUM ERP systems. The Al Badi Group, which consists of six companies, has chosen seven modules namely General Ledger and Budgeting, Procurement & Supply Chain Management, Trading and Sales Management, Inventory, Fixed Assets, Human Resources & Payroll, and Utilities. *“The Al Badi Group has made the right decision in turning to us for optimizing their business activities by employing OPTIMUM in their office. Our powerful software suite will prove them right in no time,”* said Mr. Hani Awachi, CEO of Amthal Group, on the occasion of signing the software license contract.



Meet ICT



ECnet actively participated in the prestigious MEET ICT Bahrain 2012 Trade Exhibition held at the Bahrain International Exhibition and Convention Centre from 10-12 December 2012. The various products and services offered by ECnet were showcased in the pavilion, which attracted very good customer interest and trade enquiries.

It was an excellent opportunity for ECnet to display and demonstrate its activities and services related to the subject of ICT and other associated services. "The exhibition provided an ideal opportunity to present our organization to local and regional businesses and industries," said Mr. Ammar Hussain, Multi Media Consultant, after the occasion.

Another important feature of MEET ICT 2012 was the conference organized as part of the exhibition, which included speeches, seminars and debates on the hottest issues in ICT by international and regional experts. All in all, the participation in the Exhibition and the Conference has been very beneficial for ECnet and provided an increased visibility among the business community.

Interview with Azhar Hubail



by Zainab Jassim

Q: Can you tell us a little bit about yourself as an introduction to our readers?

A: Well, my name is Azhar and I come from an educated Bahraini family. I studied Arts at the University of Bahrain to become a teacher, and I actually have taught in a few schools like Riffa Views, the British School and others. However, now, I am running my own business as a Makeup Artist. I started from zero and built myself up. My ambition is to go international in the future.

Q: How did you reach this far in Makeup art?

A: I had a passion towards makeup, as I love colors and art, but I started when I got the chance to study makeup, which was actually a gift from my brother. After that I worked in Dessange Salon, Rawnaq, the Gulf Hotel, and Head to Toe. I have been in the Makeup Art work for 9 years now, during which I have expanded my experience to work with international models, photographers, big shops, the Moda mall, Fashion shows and so on.

Q: How did you find out about ECnet?

A: Actually, I was thinking about creating a brand name for myself; so I needed a logo, a professional website, and other marketing tools, as I wanted to create a true identity of my own plus the social networks. So I began to search for creative people who could help me. One day my husband recommended ECnet, which was my luck.

Q: Do you feel that you've come to the right place?

A: Yes, yes, sure. I'm really glad that I've worked with the team of ECnet. I dream to become internationally known, and I feel that I'm now a few steps closer to fulfilling that dream. For example, together we have implemented the first online appointment-booking system which will add value to my clients, and which will make life easier for me and them.

Q: How responsive was ECnet to your needs?

A: Actually, the ECnet team was really great. They were absolutely professional and hardworking, and they helped me through the whole process, starting from brainstorming to implementation.

Q: Is there anything you'd like to add?

I just would like to thank you all for your efforts, and the cooperation that you gave me. And, I wish you all the best. Wish me luck too!



INTRODUCING iOS DEVELOPMENT



ECNet has added yet another service to its repertoire by offering iOS development services. Smart phone applications developed on the iOS platform are the hotcake in the market, and ECNet has once again proved that it is second to none in walking abreast of the emerging technologies.

ECNet Projects

Web Design & Development

AL-IBDAA INTERNATIONAL SCHOOL



ECnet was chosen to develop a new website for Al-Ibdaa International School, one of the leading private schools in the Sultanate of Oman. It incorporates also a Student Affairs as well as a Curricula & Examinations module developed on PHP. The new website combines aesthetic appeal and utility for those who visit the site, and reflects the rich tradition and values upheld by the School.

wolke



A new website has been launched by ECnet exclusively for the WOLKE business suite, which offers innovative and intelligent software systems with OPTIMUM quality available on the latest cloud platform. A visitor can get any relevant information easily by navigating through the user-friendly links arranged with aesthetic appeal.

esterad



The Esterad Investment Company BSC, currently the only publicly quoted investment company in Bahrain, has signed up with ECnet for re-designing and re-constructing their website. ECnet, with its innovative and imaginative web design, will make the web site more appealing and eye-catching to its visitors. The annual maintenance contract also has been awarded to ECnet so as to maintain the excellence of the website.



Inside News

New Working Hours



Amthal Group has changed its working hours as per labour market recommendations introducing a full 2-day weekend. Our new working hours for Bahrain & Qatar commencing from the beginning of 2013 are:

Sunday to Thursday :
8 am - 1 pm & 2 pm - 5 pm

Our new working hours for Saudi Arabia & Oman commencing from the beginning of 2013 are:

Saturday to Wednesday :
8 am - 1 pm & 2 pm - 5 pm

ISO Auditor Training



Key staff members of the Amthal Group have undergone a two-day ISO Audit Training course on ensuring the maintenance of ISO quality standards in the management system.

The event was conducted by Infura Consulting Group that also provided its intensive consultation services to Al-Amthal to become ISO 9001:2008 certified, which Al-Amthal is proud to have achieved last year.

Stand in Ministry of Industry & Commerce NINEX



Amthal Group has signed up for setting up its stand at the National Industries Exhibition (NINEX) for 4 years.

Amthal takes this opportunity to popularize its products and services through brochures, flyers, business cards and personal contacts that are displayed in this permanent exhibition which is organized and held by the Ministry of Industry and Commerce of the Kingdom of Bahrain on the first floor of the Ministry's premises in Seef District.

Employee Farewell Party



One of the long-serving employees of the Amthal Group has left to his hometown in India on a long-term leave that might extend up to a year. He joined the company 8 years ago, and has been instrumental in developing most of the OPTIMUM modules.

He worked alongside the management to bring up the company from its humble beginnings to the present day status. A farewell party was held in Al-Amthal premises on 6th March 2013 in recognition of his services.

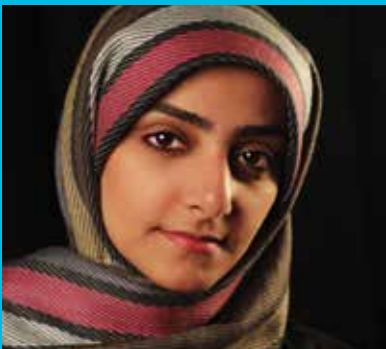


New Recruits



Meriam Kadia

has joined Amthal Group as Business & Development Consultant after gaining a wide experience working as an IT consultant, IT manager and HR head. She holds MIS certificate in Information Technology and MBA in Commerce. With this wide background, she plans to contribute to the pursuit of Amthal's vision to become the leading ERP solution and related services provider in the GCC and beyond.



Zainab Jassim Sharif

is a Bachelor's degree holder in Marketing from University of Bahrain. She joined Al-Amthal as a Marketing & PR officer, where she plans to implement a stronger PR and Marketing plan for Al Amthal in the GCC and turn the company into a household name.



Jaffar Abdullah Al Jamri has joined Amthal's family as a Web developer & IT Consultant. He holds Bachelor's degree in Computer Science.



Hussain Al Faraj is currently studying Bsc Business Information System at UoB. He is working part time in Al-Amthal as a Web Developer.



Zahra Mohammed Al Afoo a Programmer in Amthal. plans to be a professional developer. She holds a Bsc in Computer Science.



Hameed Dawrish Has shifted from Implementation to HR Officer, where he finds himself more active and productive. He holds BSc in Accounting.



Kathryn Reales is another employee shifted from Oman to Bahrain as an admin Officer. She holds a degree of BA of Arts in Behavioral Science.



Sawsan Ali Hafedh is an Accountant in Amthal Group. She studies CPA and already holds a Bsc in Accounting & Finance.



Qatar

Mohammed Rizad is an implementation officer, joined Amthal Group to employ his valued experiences and knowledge in IT where he holds several certificates in IT, Networking & Hardware.

Zaki Mohammed has joined the Amthal Family in Qatar as an Implementation officer. He brings with him good experiences supported by his background in Management & Business Administration.

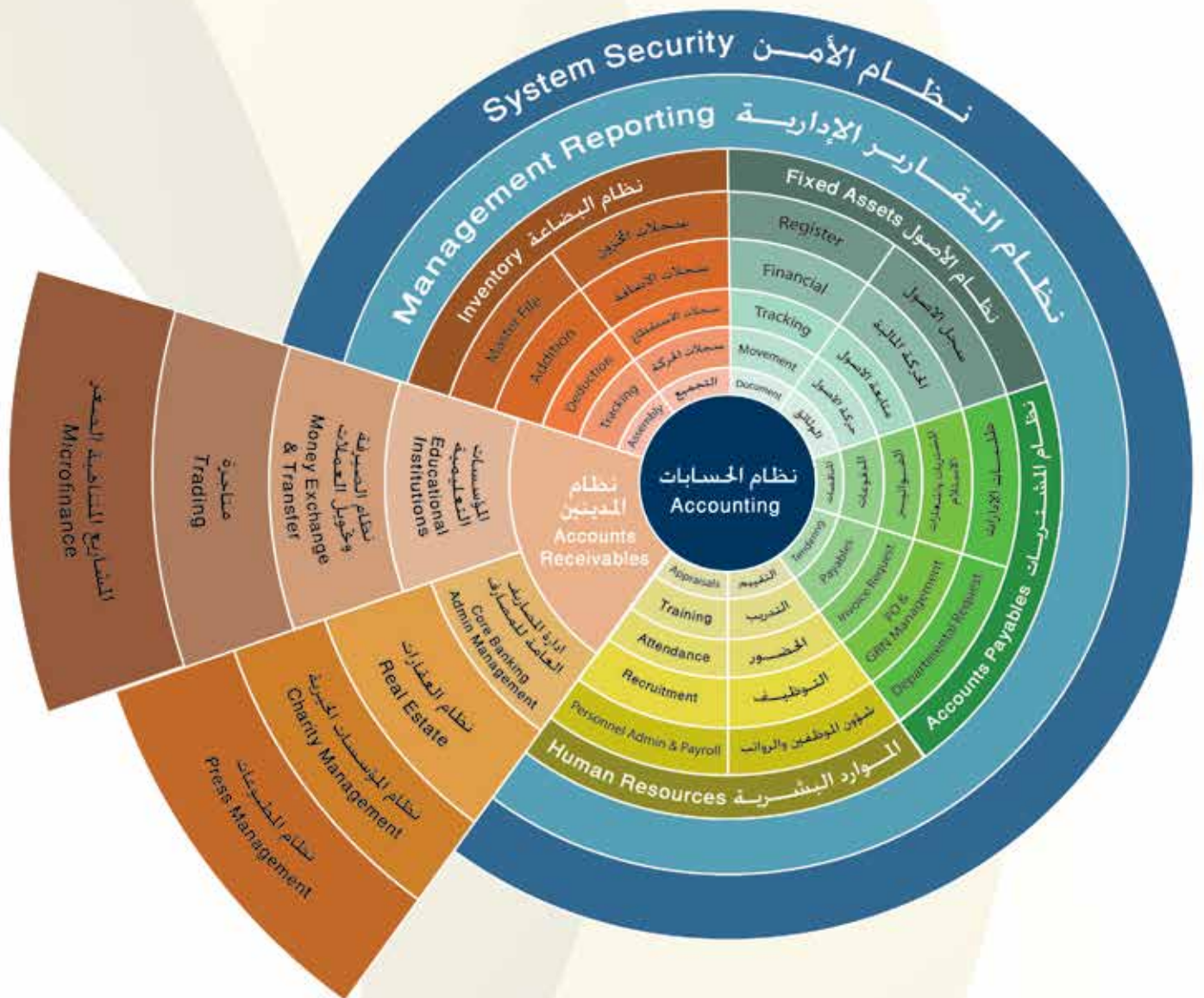


Oman

Ricardo Furieri is part of the Implementation team. He has added value to the Omani branch with his work/ educational experiences in Accounting in which he holds Bachelors and Masters.

Amir Abdaladeeim is an Implementation officer. Joined Al Amthal to implement his skills. He holds a diploma in Computer Science and Bachelors in Accounting.

HOW DO YOU MANAGE YOUR BUSINESS?



The Total Solution System for Your Business

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



optimum

Microsoft
GOLD CERTIFIED
Partner



IND12.1124U/Q

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.

