

# AMTHAL INSIDE

Your Goals. Our Solutions

Issue 1 April 2012

## Facelift for New Era

Launching new corporate identity  
Relocating to new modern office  
More multi-national resources



Being a leading provider of ERP Total Solution Software, a major facelift to our business was essential, hence the following steps were undertaken:

- ⇒ Optimum ERP certification with Microsoft to meet international standards
- ⇒ Offering our product in the latest technology 'Clouds'
- ⇒ Signing up for ISO Certification
- ⇒ Relocating office into the heart of business hub
- ⇒ Expanding business to all GCC countries and increasing workforce

Hani Awachi  
CEO

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## CEO's Message

*It is with immense pleasure that we are releasing April, 2012 issue of Amthal Inside. We have embarked on a new era in many respects. We are very proud to say that our flagship product Optimum ERP has received the prestigious Microsoft Certificate for Windows Server 2008 R2 and we are obtaining ISO Certification as well. This makes Al-Amthal the first from the GCC to obtain this status. We have consolidated our presence in the GCC market by opening a branch in Oman in addition to our Qatar, Saudi and Bahrain operations. Our financial performance in the past year soared to new heights, and we broadened our clientele across the region by adding several prominent organizations.*

*We are proud to say that Al-Amthal is the pioneer in Cloud Computing in the region. We realize that it is the technology of the future, bringing high-end ERP products within the reach of SMEs. We have made ourselves ready with the right products, right people and right infrastructure.*

*We have relocated ourselves to the prestigious SEEF district into the spacious and newly furnished office. A number of new staff has been added to the Amthal Group to cope up with new opportunities and challenges.*

*We are moving forward with added momentum, sound foundation and more confidence to embrace a bright future.*

*We hope that you would find this newsletter giving you insight and updates about our products and developments. We look forward to a regular dialogue and association with you in the coming months.*

**Hanu Awachi**  
**CEO**

## Our Vision

To be the most preferred provider of mechanism and information solutions to the continuously evolving businesses in the new economy.

## Our Mission

To enable our customers achieve their goals by optimizing their potentials through:

- **Business process re-engineering**
- **Cost effective and innovative integrated information solutions**
- **Imaginative and customer-tailored advertisement campaigns**

that enable our customers to make timely and informed decisions, increase efficiency, productivity and maintain a cutting edge over the competition in an ever-changing market.



# Amthal Announces Cloud Computing services

After having built a cross browser-based thin client ERP system, our second major step is to offer it as a service into clouds to let our customers enjoy the benefit of being able to access and perform business at any time from any location.

Many services have been introduced in the first launch to give our existing and potential customers the benefit to enjoy that new technology and fly with their business into new adventures.

The first and the best cloud technology infrastructure in the region has been built by AI-Amthal to leverage our customer needs in terms of security, stability, disaster recovery, backup and speed to facilitate 24/7 availability to the customers .



## Services offered in Cloud Computing include:

➤ **Financial Accounting and Budgeting:** Manage your corporate financial transactions in multi-currency online real-time with a full-fledged workflow in the powerful Optimum General Ledger, budgeting and reconciliation with a great financial reporting tool.

➤ **Supply Chain Management:** Online real-time management of all aspects of your supply chain and logistics from a departmental request to request for quotation tendering, purchase order, delivery, invoice and all types of payment to cheque printing with drill-down inquiry feature at every level.

➤ **Inventory Management:** Online real-time management of your Inventory levels in stores with a full-fledged workflow stock counting, additions or deletions, delivery made or received with detailed reports.

➤ **Human Resources Management:** Online real-time management of your employees' personnel and admin with a complete workflow system, various application forms online, employees training, appraisal, attendance and payroll processing with extensive reporting.

➤ **Trading and Sales:** Online real-time management of your complete trading cycle with a full-fledged workflow from receiving orders, delivery, billing your customers and receiving payments with drill-down inquiry feature at every level along with detailed reporting.

➤ **Fixed Assets Management:** Online real-time management of the financial aspects of your fixed assets from assets purchase value, net book value, depreciation, accounting entries and disposal and obtain comprehensive reports.

➤ **Real-Estate Management:** Online real-time management of your entire real estate operations with a full-fledged workflow, contracting, maintenance, invoicing and fixed assets.

## Infrastructure Offered with our Optimum ERP in Cloud Computing mode:

- **Faster speed of deployment**
- **Rigorous security**
- **Disaster recovery**
- **Back-up**

## Full Optimum Enterprise Solution in Cloud Computing for Industries include:

➤ **Trading Industry:** The complete Optimum ERP solution is suitable to handle all aspects of your trading industry whether wholesale or retail.

➤ **Services Industry:** Optimum ERP suite is built with comprehensive functionalities so it can cover your entire service activities.

➤ **Money Transfer and Foreign Exchange:** Optimum ERP is suitable to handle your foreign exchange and money market transactions online real-time.

➤ **Charity Fund:** With added features, Optimum ERP suite can handle and manage all activities of a charity fund.

➤ **Core Banking Admin:** Optimum suite covers the entire core banking admin area, staff payroll, training, appraisal and management reporting.

➤ **Publications Industry:** Optimum ERP suite can manage all aspects of advertising, publication and distribution industry.





# Optimum ERP achieves Microsoft Certification



## Optimum meets Microsoft Certification

Optimum ERP certification with **Microsoft Certified for Windows Server 2008 R2** partnership status has made Al-Amthal's Optimum the first GCC developed ERP of its kind and one within the top ten worldwide making Optimum ERP among the few ERP Software Solutions Providers who have achieved Microsoft Certified for Windows Server 2008 R2.

**Microsoft states:** *"Companies Certified for Windows Server 2008 R2 is designed for line-of-business and mission-critical applications, and identifies applications that have been independently tested to meet the highest technical bar for :*

- *platform compatibility*
- *Windows fundamentals*
- *stability*
- *security*
- *availability*
- *reliability"*

*"Al-Amthal Group is dedicated towards meeting the needs of our customers and working close with them to achieve Optimum results and maximize their business potentials."*

**Hani Awachi**  
CEO, Amthal Group

*Al-Amthal's Optimum is the first GCC developed ERP of its kind and one within the top ten worldwide gaining the Microsoft certification for Windows Server 2008R2*

This goes a long way towards underscoring the strength, reliability and security of our solutions and the benefits we offer for the world class organizations we serve. We thank our clients for their ongoing partnership and their confidence in our products, which has helped us to win this certification.

### What it means to Al-Amthal:

- The Certified for Windows Server 2008 R2 certification will open all avenues for Al-Amthal and enable the product to penetrate all market segments.
- The application will be placed in Windows Server catalogue enabling it to gain worldwide exposure.
- The system earns the Hyper-V designation, which demonstrates Optimum ERP has passed Microsoft's mission-critical standards for a virtualized environment.

### What the certification means to the Customers:

Optimum ERP is a Total Solution System developed in Bahrain which is as good as any internationally recognized ERP that meets the International business standards and International Accounting Standards.

### The Certified for Windows Server 2008 R2 status signifies that:

- Optimum ERP meets Microsoft's highest technical bar.
- Optimum ERP will be differentiated by customers as a technically superior one on which they can place their trust and confidence.
- Reliable and uninterrupted customer support is available on 24/7 basis as the system is locally developed.
- Customers' valuable data and other infrastructure are maintained locally making it more secure and readily available.



*"Only companies that have demonstrated high levels of customer service, proved their experience and attained advanced certification receive the designation of Microsoft Certified Partner."*

Allison Watson,  
Corporate Vice President of Worldwide Partner Group, Microsoft Corp.



# Amthal achieving ISO Certification

*We strive to achieve:*

- *Total Business Solution Needs through excellent services, innovative products and service philosophy.*
- *Total Customer Satisfaction through commitment and dedication to our customers.*
- *Employee motivating environment through motivating and inspiring our people by fostering talent and creating opportunities for growth.*

*"The key initiative demonstrates Al-Amthal's commitment towards enhancing the value of our service along with our assurance to provide high-quality service to our Optimum ERP customers"*

*Hani Awachi  
CEO, Amthal Group*

*"We are happy that Al-Amthal Group has selected us to handle this project and we will ensure that we provide them with the best support in obtaining the ISO 9001 Certificate"*

*Attaurrehman Hashmi  
Director at Infura Consulting*



## ISO Certification

In order to complete the facelift of the Al-Amthal Group, the policies and the procedures should be in place to meet international standards and allow the process to follow smoothly with full security and confidentiality.

Al-Amthal Group has signed a contract with Infura Consultants Group, an affiliation of top management, financial and technical consultants based in the Kingdom of Bahrain for obtaining the ISO 9001 certification for quality services. To achieve the ISO 9001 Certification, Al-Amthal has been examined with the following elements and as anticipated we are going to prove these with full confidence and enthusiasm:

- Internal Auditing Measures
- Corrective and Preventative Action
- Preventative Maintenance
- Statistical Process Control
- Operator Training and Certification

## Management Review

ISO Certification represents having and maintaining complete quality standards for every procedure throughout all operations and developments. The manual was complete and procedures in place prior to Al-Amthal's pre-assessment by an independent auditor. After passing the pre-assessment, the auditor monitored ongoing improvements and they are in the process of reviewing policies. Criteria for certification were outlined and the deadline was set for compliance. Those are met and the official audit result along with the certification is expected by June 2012.



## New Product: Optimum CVRM

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

A modern, comprehensive Customer Vendor Relationship Management (CVRM) software is an innovative module added in 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 enabling you to control your customer/vendor management from anywhere worldwide.

*"Simplify the way you connect with your customer/vendor and invest in Optimum CVRM to experience efficiency within your network."*

**Vinod Nair**  
IT Manager, AI-Amthal Group

*"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 in to 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 streamlined the customer support process which is satisfying all our customer needs. The customer service level has never been so high and efficient," says Mr. Ashraf Bilal, Project Manager at AI-Amthal, as a user of the CVRM system for customer support".*

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



### Distinct features of Optimum CVRM include:

- 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 a 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.



## New Product: Business Intelligence Tools

*"Discover what you need and do more with Optimum Business Intelligence Reporting Tools"*

**Husain Fuad**  
Accountant, Al-Amthal Group

*"We decided to utilize the most familiar tool for business analysts for data mining in a personalized layout. Optimum combined with Excel pivot is a powerful tool in the hands of business users. Optimum has removed the traditional IT dependency and lead time in creating reports for the Business Users."*

*Optimum BI tool allows users to do data mining according to privileges assigned to individual users. Users with the aid of Excel can log on to Optimum and drill in for data and present the data in Charts, or in Tabular form.*

*Users can create MIS Reporting by Profit Center, Cost Center and Projects for each GL account having defined formulas for forecasting and analyzing trend".*

**Abdul Basit**  
Project Manager, Al-Amthal Group

*"Enhance the value of your customer / vendor relationship with Optimum CVRM to drive operational excellence"*

**Sana Abdul Rauf**  
Project Manager, Al-Amthal Group

### Advanced reporting made easy with Optimum Business Intelligence Reporting Tools

**W**ith Business Intelligence Reporting Tool launched into the market, Al-Amthal has maintained its competitive edge above its rivals over the last year. More simply known as the Optimum Excel Add-In, it is an advanced reporting tool available to you in Microsoft Excel. Upon installation this tool will enable the user to produce his own reports with very little effort and technical knowledge. With Microsoft Excel graphical capabilities you can design any of your reports imported from Optimum system in Excel into the layout of your choice, whether compact design or in tabular form in an interactive manner.

#### What Is Optimum Business Intelligence Tool?

A powerful tool that can meet the needs of corporate leaders with diverse reporting requirements. Export your data from Optimum system and design reports for a particular purpose or audience for distribution.



**Easy,  
Flexible,  
reliable,  
and  
effective!**

#### Why consider Optimum Business Intelligence Tool?

- Lay down any of your Optimum reports in spreadsheet with easy drag and drop facility.
- Instantly refresh and update your spreadsheets with new data from the Optimum system.
- Easily produce presentation-quality graphs from data of your Optimum system.
- Create and view statistical graphs of your data to analyze trends over a period.
- Select which fields you wish to appear on your reports and choose others to be hidden.
- Perform your own calculations and add formulas into the pivot table.
- Sort, format and filter, compare and combine your Optimum reports in Excel Add-In.
- Control how totals are to be grouped and how information is presented.
- Add company logos, links and notes, use multiple fonts for data you export to Excel from Optimum system.

So if you have a need for reporting, use Optimum Excel Add-In user-friendly tool to design reports in an interactive manner.



## INTERVIEW

### Facelift for New Era



**Habib Salman AlFalah, GM Finance, Al-Amthal Group**

**Q: How do you gauge the performance of Al-Amthal during the past years especially last year?**

A: The management of Al-Amthal has done great work over the past 11 years especially in building the main pillar such as Optimum ERP, the flagship product, which is one of the very few worldwide Web-based ERPs that is tested and certified by Microsoft. We have also built a strong client base from different industries such as Government, Semi-Government, Banks, Insurance, Educations and Commercial sectors. Last year, we expanded our geographical presence in the GCC by opening an office in Oman.

**Q: How bright is the future?**

A: Amazingly bright at present, and due to the successful track records of implementing our Optimum ERP in different markets and for different segments, we can see a lot of untapped business opportunities in the existing and new markets. Our Optimum ERP is flexible and scalable solution that can fit in different market segments, which we are exploring through our marketing strategy.

**Q: Give us some clue about the new marketing plan?**

A: As I mentioned, over the years we have developed strong

ERP product that is equal to international products in terms of functionality and reliability. Optimum ERP has been implemented and are being used by leading organizations, but I believe that we did not do much in terms of publicity in this regard. Our short-term marketing focus will be in creating higher brand awareness. We have started this initiative and have fine-tuned our corporate identity to reflect our expansion and ambitions. We have already started our PR and marketing campaigns through online and print media across the GCC. Our marketing plan includes participating in social activities and business events. Example, last year we sponsored Tamkeen Ramadan Show to support the SME'S in Bahrain and participated in IT exhibitions in Qatar and Bahrain. I want to add that we have developed our corporate communication standards to reflect our commitment to the service quality towards our clients and business partners. We believe even our new office location and new premises will help us in the campaign.

**Q: Oh! Tell us about the new location?**

A: We have now moved to the prestigious Seef district, to a spacious and classy office to meet our business requirements. Now the office accommodates more staff, the environment is motivating and conducive to creative work. Modern facilities, techniques and latest equipment are being provided for conducting training sessions; and presentations are assisted by state-of-the-art technology.



**Q: Have new faces been added to the workforce?**

**A:** Of course, our biggest investment is in manpower, or brain power, so to say. We've added people with proven track records from different parts of the world with fresh minds and innovative ideas to accomplish our goals and mission. We have made ourselves ready to tackle the new business opportunities that we anticipate due to our entry to the world of Cloud Computing.

**Q: What's the future of Cloud Computing?**

**A:** Cloud computing is the technology of the future. We are proud to say that we are the pioneers of Cloud Computing in Bahrain. Currently we are also focusing on each segment of market i.e. from top to bottom level. Our ERP products are affordable and can be availed by even those companies who have limited resources to invest on their infrastructure. Now even such companies can also avail this service with reasonable monthly subscription. At the same time they won't compromise on data integrity, data security, access speed or any other facilities. We have made good investment for the right infrastructure. Amthal Cloud Computing products have already reached the software market and we are ready to handle a good market response.

**Q: What about the new customer acquisitions during the last year?**

**A:** Yes of course! AI-Amthal proved its ERP market dominance by adding several new customers to our client's list from Bahrain, Qatar, Oman and Saudi Arabia with numbers still increasing. Among the major ones are BNH (Bahrain National Holdings), Tanween Group, Hayat Plaza- Doha, Ahila University, Major Hotels and Resorts, Kingdom University and so on. We are living up to customer's requirements in a dynamic way and hence this makes us feel really proud. Several other new projects have been signed with GOIC (Gulf Organization for Industrial Consulting), Bahrain Parliament, Ebdaa Bank, Red Crescent, Supreme Council of Women, Ministry of Culture, BNP and many more.

**Q: What are the new products launched last year?**

**A:** Last year AI-Amthal introduced two new products to meet the ERP market requirements popularly known as **Optimum CVRM, and Business Intelligence Tools**. Optimum CVRM is an innovative module which has been designed to maintain, manage and organize your relationship with vendors and customers. Optimum CVRM provides top-notch support to customer's clients. This enables our customers to control customer/vendor management throughout the world. Business Intelligence Tools also popularly known as Optimum Excel Add-In is an advanced reporting tool which enables customers to produce their own reports. This tool is very easy to use and the user can design any of its report imported from Optimum system in Excel either with compact or tabular design in an interactive manner. All these can be done with very little technical knowledge.

**We are the first organization that provides Cloud Computing services, the technology of the future. As Optimum is offered in Cloud computing to suit the needs of all levels of organizations, it will find its niche as the product of the future.**

**Q: AI-Amthal achieved the prestigious "Microsoft Windows Server 2008 R2" status. What does it signify to the customers?**

**A:** Microsoft Windows Server 2008 R2 Certification is provided to that software application which meets Microsoft's mission critical bar and hence approves them for their stability, security, reliability and availability. AI-Amthal is proud to say that we believe in serving the best to our customers, the accreditation of Optimum ERP with Microsoft Windows Server 2008 R2 certification status has now added wings to our ongoing software development activities; this is the result of hard work, commitment and dedication of our software developers. This indicates that our products are designed and created with a vision to meet customers' expectations in terms of both commercial and technological aspects by technology and innovation. We are committed to meet the customers' demands, and requirements. Their satisfaction with our products is a key concern of all who work with us.

**Q: What is your message to the business community?**

**A:** We have the right product for you and the right infrastructure to serve you. International accreditations and quality control systems implemented by us vouch for the excellence of our products and services. It is our dedication and commitment to quality and customer satisfaction that helped us reach here, and we will continue to uphold the trust our customers have bestowed upon us by providing them superior business solutions with outstanding customer service. Investing in Optimum is nothing but an investment for the future. We enable you to achieve your business goals by Optimizing your potentials.

**AI-Amthal has successful track records of implementing their Optimum ERP system in different segments. We differ from our competitors by the way we treat our valued customers.**



## UPCOMING PROJECTS

### Regional Semi-Government (GOIC) strikes a deal for Optimum ERP



Gulf Organization for Industrial Consulting signed a deal with Al-Amthal for Consultancy and Software for licensing and implementing Optimum ERP Solution, the only regionally developed ERP that has been granted Microsoft Certification for Windows Server 2008 R2. Under this deal, GOIC will take advantage of many features of the Optimum solution such as bilingual Arabic and English interface, web-based access and local supports.

During the contract signing ceremony held at GOIC Qatar, Mr. Hani Awachi, the CEO of Al-Amthal Group Said "We are proud that a highly professional organization such as GOIC has selected us for providing and implementing a key project for their organization."

Mr. Abdulaziz bin Hamad Al-Ageel, the Secretary General of GOIC mentioned on this occasion "We have selected Optimum ERP because of the reliability of the solution and the reputation of Al-Amthal who is behind the development, implementation and after sales services."

### Optimum supports Ministry of Culture

Al-Amthal extends its support to the Ministry of Culture, Kingdom of Bahrain by implementing three of the Optimum ERP products at the Ministry's offices. The modules are: Time and Attendance, Business intelligence tools, and Biometrics.

On the occasion of the completion of implementation, Mr. Ali Hussain Ali of MOC stated " We are now better equipped to handle all the attendance related issues of our employees. We are greatly impressed by the user-friendly interfaces and user-defined reporting capabilities of Optimum systems."



### Bahrain Parliament and Shura Council opt for Optimum

The Bahrain Parliament and the Shura council play an integral role in Bahrain Society as the law-making bodies. These two constitutional entities need to be equipped with a strong administration set up in order to fulfill the vast responsibilities vested upon them.



As a reliable and comprehensive business solutions system, the Optimum ERP system has been chosen by the Parliament and Shura Council in order to support them in effectively performing their role in the society. Mr. Yahya Al Mulla, Director of Information Technology at Shura Council, said, " We were in search of a dependable and trustworthy business solution system that would really empower us to face the new era; and our search ended with Optimum. Their full suite of Optimum ERP system is being implemented in our office and we are sure that it will take us to further heights of excellence. "

### BNP deploys additional Optimum ERP

Being Optimum HR users for more than three years, BNP Paribas chose to go for Optimum General Ledger and Budgeting system. With this addition, Al-Amthal has enabled BNP Paribas to manage their General Ledger and Budgeting for their branches in the GCC countries. With this choice, BNP will take advantage of the activity based GL, Budgeting and Reconciliation capabilities through web-based technology of the future.



## BNP PARIBAS

which made international organization such as BNP choose us. Our customers are convinced that we deliver what we promise. We are sure that the Optimum General Ledger and Budgeting system will serve as the backbone of their financial activities as it has been designed to meet the demands of all sorts of customers."

Mr. Hani Awachi, CEO of Al-Amthal for Consultancy and Software commented. "We are proud of the capabilities of Optimum ERP,

## Red Crescent chooses Optimum ERP



Bahrain Red Crescent Society needed a comprehensive system to handle all their multi activities under one umbrella. They have chosen Optimum ERP from Al-Amthal Consultancy and Software as the solution to their charitable operations.

“Our Optimum ERP solution will automate the operations and processes of the Red Crescent donors and needers and it will seamlessly integrate their accounting process” said Mukhtar Al-Toblani, GM Sales Marketing. He Added, “ we are happy that the Bahrain Red Crescent have chosen our suite of Optimum product.”

On the occasion of signing the contract Mr. Sadeq Al Shehabi, General Manager of Bahrain Red Crescent Society said, “We have searched for a comprehensive system that would take care of all our activities. We have chosen Optimum ERP because of its capability to fill the gap”. “We are happy to work with Al-Amthal for Consultancy and Software considering their vast experience and know-how in implementing the solution.”

## GCC Council upgraded to Web-based Optimum

Optimum ERP system has been successfully implemented at the office of the Gulf Cooperation Council, Bahrain.



“ Office automation has reached new levels with Optimum. The system walks the user through user-friendly screens and ensures that all the policies and procedures are strictly observed. It is definitely going to make positive contributions to the productivity level at the client’s office ” said Mr. Mukhtar Tooblani, GM-Marketing of Al-Amthal Group.

## Al-Amthal signs new deal with Supreme Council of Women

Al-Amthal is proud to announce that a deal has been signed between the Supreme Council for Women, Bahrain and Al-Amthal Group, for providing Optimum Time and Attendance system that includes licensing and implementation.

“We are glad to be a small but important contributor for building and supporting Bahraini women in the Kingdom and women’s full participation in society,” said Mr. Mukhtar Al-Tooblani, General Manager, Marketing and Operations of Al-Amthal.

Ms. Hala Al Ansari, General Secretary of SCW said, “We are proud to choose Al-Amthal as a solution that has been developed in Kingdom of Bahrain at such international standards. We are looking forward to further business relation with Al-Amthal.”

## Ebdaa Bank selects full Optimum suite including Loan Management System

Ebdaa bank, Bahrain, the first micro financing bank in the Arabian Gulf, has signed a deal with Al-Amthal for Consultancy and Software for Optimum ERP system plus Loan Management System.

“We have been looking for Bahrain-based providers who can provide us with a turnkey solution that can manage our business process with minimal manual involvement to enable us to provide reliable service to our micro-finance customers. We found Optimum ERP as the ultimate choice for our needs” said Mr. Waheed Abdulla Al Qassim, Ebdaa Bank, CEO. “We are pleased to choose Al-Amthal for Consultancy and Software and we look forward for their local service and support.”

Mr. Mukhtar Al-Toblani, GM Sales and Marketing of Al-Amthal mentioned during the signing “We are very pleased to be in partnership with the Ebdaa Bank in their efforts to make positive contributions to the Bahraini society. The implementation of Optimum ERP at Ebdaa will be a key milestone for us in providing a full turnkey ERP solution to a specialized micro-financing institution.”





## COMPLETED PROJECTS

### Leading Insurance Group BNH using Al-Amthal's Optimum HRMS



Al-Amthal a leading Bahrain-based technology and information services provider with offices in Saudi Arabia and Qatar announced a deal with Bahraini Insurance Group for providing Optimum HRMS and Time Attendance solution, which include licensing and implementation.

"We are delighted to announce that we have successfully installed our Optimum HRMS system and appreciate BNH management for showing their belief in Al-Amthal's Optimum HRMS to meet their requirements. While providing our Optimum HRMS service to BNH, we will put our information technology solutions and all expertise to ensure the smooth service and workflow related to HR, Time and Attendance. We are committed towards providing service with excellence and are proud to add BNH to our client's catalogue and look forward for a better long term relation with BNH. I would also like to thank and appreciate BNH management for their support in

implementing of equipments" added Ms. Sana Abdul Rauf, Project Manager, Al-Amthal.

Mr. Robert Adrian Reid, Group IT Manager for BNH further stated, "We are proud to choose Al-Amthal's Optimum HRMS as a solution which is rich in functions. Now we can easily monitor, maintain, and record employee's attendance. Our HR and payroll activities now have the wings of Optimum HRMS, which will lead to more efficient, consistent and accurate results. We are really proud to have this technology based system which will add wings to our daily HR related works".

### Leading developers signs for Optimum ERP



M/s. Tanween, a subsidiary of Barwa, the leading development management consultant in Qatar providing turn-key solutions to the development and real estate industry has signed for full Optimum ERP suite.

A team of implementers from Al-Amthal is in the process of implementing the system in the client's office. " We are convinced that Optimum is capable of proving us the best support in automating our processes, and enhancing our productivity and profitability," said Mr. Robert Safadi, on the occasion of signing of the agreement between the parties.

### Major Hotels and Resorts resorts to Optimum

Intercontinental Hotel, Doha has now been supported by Optimum modules, Time and Attendance. "We have found that Optimum system is so comprehensive that it takes care of all aspects of human resources management with ease and efficiency. The Time and Attendance system makes all information related to employees attendance at our finger tips. We



REAL  
INTERCONTINENTAL.

are sure that Optimum is our right choice " said Mr. Hussain Yaghmour Director, IT, Intercontinental Hotel, Doha. " Our Optimum Time and Attendance software has been designed and developed to ensure smooth workflow of daily activity. It reduces paper work related to HR, Time and Attendance. This results in control on overhead expenses as well. Optimum is unique in many terms as it is web based and is user-friendly. I am confident that our Optimum HRMS solution copes with InterContinental's requirements and hence gives a significant relief to the management team.

We wish for a long and strong association with InterContinental Hotels ", said Mr. Nixon, Branch Manager-Qatar, Al-Amthal.

## Optimum HRMS in use at Hyatt Plaza - Doha



The most well-known shopping mall in Qatar, Hayat Plaza has taken the web version of Optimum Human Resource Management System and Time and Attendance system. A team of implementers have completed the process of implementing the systems at the mall.

"Now the mall is better equipped to handle our HR requirements and attendance-related matters. It is surely going to make us function more effectively" said Ms. Savitha Suraj, HR Manager of Hayat Plaza.

"We are pleased to offer our Optimum HRMS Solution to Hayat Plaza. Optimum HRMS has been designed to render result with utmost speed and accuracy. Now the HR personnel can monitor each employee's HR related issues such as attendance, and payroll details with a click of mouse and solve them without any more delays by reducing paper work. In other words we can say that our Optimum HRMS has changed the era of HR with technology and innovation", said Mr. Nixon, Branch Manager, Al-Amthal - Qatar.

## Ahlia University moved to Optimum Web-based version

Another customer of Al-Amthal has proclaimed their trust in Optimum by upgrading product version to Web version.



The Optimum ERP system with the modules General Ledger, Accounts Payable, Accounts Receivable, Fixed Assets, Inventory, HR and Payroll has been running in the Ahlia University.

"As the system is now browser-based, the application can be accessed by the client from anywhere. Employees can work with more coordination and synchronization, with real-time data updating," said Hani Awachi, CEO, at Al-Amthal Group at a ceremony conducted for signing the contract.

"The Ahlia University is second to none in grabbing the benefits offered by the advancement in technology. Hence we chose to upgrade the system that serves as the backbone of our entire functions," said Dr. Mansour Al Ali, Dean of Student Affairs, on the occasion at the Ahlia University.

## Successful implementation of Optimum at homes r us

Homes R Us, the leading retailers of an exquisite range of contemporary, traditional and classical home furniture and



accessories has chosen the Optimum modules HRMS and Time Attendance for their offices in Qatar.



"Now we have successfully implemented the system at the client's offices and we are

pleased to see that it is actively contributing to their office automation process as anticipated" said Abdul Basit, Project Manager, at Al-Amthal Group.

## Kingdom University ready to use Optimum HRMS

Optimum HRMS system, having been fully implemented at the KU's office, provides a staunch support to run their



personnel affairs efficiently and effortlessly. "We have taken care of all the aspects of HR management such as recruitment, personnel data administration, payroll management, documents management, training and development monitoring and management, enquiries and reports etc.

The payroll generation and posting are done with utmost accuracy and speed, the system monitors the leave and absence details of the employees and incorporates them in the payroll.

The inquiries and reporting system are user-friendly and user-defined. The training and development module manages all the staff training needs of the company.

All in all we are proud to say that our system, Optimum provides our valuable customer reliable support so they can achieve their goals and objectives without fail," said Ashraf Bilal, Al-Amthal Group at a ceremony to mark the completion of implementation of the system.

"We are convinced that Optimum really optimizes our potentials and are looking forward to further association with Al-Amthal in the future," said Mr. Huthaifa Y. Abdul Ghaffar, Director of HR of the Kingdom University on the occasion.



## INSIDE NEWS

### Facelift for new era - new phase - new faces

#### Bahrain

##### Optimum



##### Office relocation:

Adding momentum to Al-Amthal's facelift to meet the challenges of the emerging market, the company has relocated itself to the prestigious business district of Seef, in the heart of Bahrain. The spacious, newly-furnished office provides a more comfortable and motivating ambience to the staff. The classy and elegant interior décor reflects fine taste and sophistication that is conducive to creativity and imagination. The large conference room and the state-of-the-art presentation facilities contribute to the overall efficiency and productivity. Being able to accommodate Al-Amthal's subsidiaries EC Net and NC Link in the same office, is another advantage of the relocation, that has enhanced inter-departmental communication and coordination.



Amira Mohamed joined Al-Amthal as Marketing Coordinator. She is a Diploma holder in Marketing with good experience with companies of different nature. As such she is contributing to the marketing campaign of the company.



Zainab Hameed Ali Hussain joined as Accountant. She is holding a Bachelor's Degree in Accounting and has got hands-on experience in Account-keeping. "Al-Amthal is posing a lot of challenges to me and I consider them as learning opportunities," says Ms. Zainab.



Husain Fuad looks after Accounts of Al-Amthal Group and joined as Accountant and holds Bachelors Degree in Accounting. "I'm improving myself while learning and utilizing my skills and moving ahead with a lot of confidence."

##### EC Net



Ammar Hussain Mansoor heads the new team of web developers and graphic designers at EC Net, subsidiary of Al-Amthal " We have very ambitious and SMART plans for the future and we are focused on our targets and deadlines. Now we have been relocated to the prestigious business district of Seef along with our parent organization, Al-Amthal. Recently we have added many new products such as multimedia, printing, and web designing, so that we can serve our customers more effectively. I am really excited to work with such a creative team and look forward to a bright future for EC-Net."



Hussain Isa Al Durazi is our newly joined Web Developer. Well-qualified in his chosen field, he is experienced in innovative and imaginative web designing.



Fadel Al Sammak joined as Web Developer in the team that includes web developers and graphic designers at EC Net. He is Bachelors in Information Systems with more than 6 years of experience in web development and design.



Nada Sadiq Al-Alawi is a graphic designer who joined EC-Net recently. After obtaining her certificate in graphic designing she acquired enough skills in placing abstract ideas into concrete images that carry the message of the clients.



### Sana Abdul Rauf discloses her secret love ! What I feel ....

Walking with history is of course an exciting experience. Al-Amthal, which was a rather small company four years ago when I joined, has taken giant leaps; leaps that were well-calculated and well-timed. I am extremely delighted that I am a part of that expansion. New products, new branches, new office, new staff .....! I feel so motivated and excited to be part of this team. It is a lot demanding, but the trouble is worth taking as the results are visible and tangible. The professional and friendly atmosphere makes me eager to devote more of my time and effort in work. I am really proud that I am part of this organization. I hope to build up our future together. **Sana Abdul Rauf is a Project Manager at Al-Amthal for the last 4 years.**

### Oman



The branch will be managed by Amer Abdul Majeed Abdul Baqi Al Lawati and he will be looking after the overall sales and marketing activities.

Al-Amthal opened its newest branch in the Sultanate of Oman. After Bahrain, Qatar and Saudi Arabia, the Oman branch has been set up to cater for the enormous market potentials lying there in Oman. An aggressive marketing campaign has been designed to make us visible enough among the prospects and to penetrate the unexplored market with focus.

### Saudi Arabia



Mohammed Hussain Al-Durazi hopeful to boost the image of the company and its products in the Saudi market. We have very ambitious plans to extend our presence to the central and eastern provinces of Saudi Arabia and to position our product as the most favored one in the region."



Hassan Abdul Rahman Khaleel is the latest addition to our Saudi team as Implementation officer. He is a Bachelors Degree holder in Accounting and has a wealth of experience with major companies in Gulf countries which will be an asset to help him perform efficiently.

### Qatar



Maram Hilmi has been appointed as Implementation Officer at Al-Amthal's Qatar branch, where Optimum is getting readily acceptable by the business community.

### SUCCESS STORY from the STATE OF QATAR !

It has been 3 years since we started our Qatar operations and the market response has been beyond our expectations. The product, Optimum ERP systems picked up very positive market response.

"Looking back at our performance for the last 3 years, we are proud and delighted to see that we were able to penetrate the Qatar market successfully, with several major deals such as Qatar TV, Qatar Ports, Tanween, GOIC etc. to our credit. Many projects are in the implementation stage and many more are in the pipeline. We are committed to do justice to the trust that our valued customers have bestowed upon us," said Mr. Nixon Rebeiro, Qatar branch manager, Al-Amthal Group.



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