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The Al-Faris National Investment Group, operating under the trade name Optimiza, is a leading publicly listed ICT Systems Integrator in the MENA region (ASE:CEBC). Optimiza offers fully integrated solutions and services in four main areas: consulting, technology, outsourcing, and training. We cater to the needs of multiple sectors, including healthcare, telecommunications, banking, government, education, and business.

Optimiza is a one-stop shop for organizations seeking turnkey solutions and best practices in ICT systems and infrastructure. We aim to achieve overall performance improvement, business growth, and operational excellence for and with our clients. Proudly, we are one of the largest Systems Integrators in the region, with over 30 years of experience, services extended to several of the largest organizations, and the delivery of complex projects by our 350 highly skilled employees. Our operations and solutions are comprised of four major units: Business, Infrastructure, Intellectual Property, and Healthcare.

In addition, Optimiza has launched a Low Current Systems Integration arm, the "Mega Projects Unit," to respond to the increasing technological needs of large-scale construction projects. Currently, we operate offices in Jordan (headquarters), the United Arab Emirates, Saudi Arabia, Egypt, and Morocco. Our partnership network extends to every major city in the region, enabling us to provide highly localized products. To continue to run our processes with excellence, we were keen to become the first Jordanian CMMI L-3 company: Capability Maturity Model Integration, a process improvement approach and framework.
STRATEGIC OBJECTIVES

To become leading Regional Technology Systems Integration company in the Middle East and North Africa

- Leading edge technologies,
- Intense customer and partnership focus,
- Best in class resources, and
- Properly governed systems and methodologies

Our Values

- Client Focus
- Commitment & Accountability
- Integrity & Transparency
- Innovation & Change
- People & Teamwork
- Excellence
Our unique advantage is our ability to deploy world-class resources, to meet local needs, and bring best practices to each and every project. Through our network of subsidiaries, we are able to provide a wide spectrum of offerings, targeting specific sectors.
WHY US?

Our clients benefit from our ability to:

- **Transform Business**
  
  Our long history of successful engagements with clients from various sectors throughout the MENA region and our wide range of offerings render us a reliable supplier of world-class transformational solutions.

- **Integrate Business and Technology**
  
  Optimiza has a proven ability to provide comprehensive Systems Integration and product development services to match the requirements of steady growth in highly competitive environments. We offer holistic solutions based on a Design, Build, Operate, and Support (DBOS) model.

- **Drive Excellence**
  
  Our strong management team oversees a highly professional team of experts who support complex projects.

- **Build Strategic Partnerships**
  
  Our partnerships and alliances help us to continuously improve and extend our technical and operational know-how, allowing us to focus on delivering innovative solutions with excellence.

- **Region-Wide Coverage with Local Support and Knowledge**
  
  We are perfectly positioned to address the local requirements of each and every client throughout the MENA region without compromising delivery of world-class solutions.
As a leading ICT Systems Integrator in the MENA region, Optimiza offers services that meet the varying needs of organizations via four main practices: Consulting, Technology, Outsourcing, and Human Capital Development. We pride ourselves on being able to deliver the highest quality in each
Our Consulting Group specializes in bridging gaps between businesses and technology. We have a long and successful track record in addressing the business needs of companies and managing the most critical initiatives by offering a full range of management and IT consulting services.

The consulting team combines a professional pool of senior consultants, subject matter experts, and project managers who provide the following practices:

- Business Strategy & Planning
- Human Resources Management (HRM)
- Business Performance Optimization
- Supply Chain Optimization
- Information Security
- Business Continuity & Disaster Recovery
- Enterprise Architecture (EA) and Service
- IT Strategy & Governance
- IT Infrastructure
- Oriented Architecture (SOA)
- IT Compliance & Standardization

The Information Technology Consulting (IT) Department provides the following services:
We work with our clients to improve their operational efficiency through customized, end-to-end technology service and solution implementations with the aim of improving operational processes and enhancing overall performance.

Our technology offerings have excellent maintenance and support components, whether software or hardware.

Optimiza offers the following technology services:

- Technology Infrastructure
- Information Security
- Business Intelligence
- Data Warehousing
- Data Mining and CRM
- ERP Implementation
- Business Continuity & Disaster Recovery
- Data Center Facilities Design & Preparation
- Data Center IT Systems Design, Implementation, and Support
- Network Infrastructure Design, Implementation, and Support
- UNIX & Microsoft Platforms Design, Implementation, and Support Infrastructure
- Service Oriented Architecture (SOA) – Application/Database Implementation and Optimizations
OUTSOURCING

We provide solutions for systems and processes outside organizations’ core business that allow them to:

- Maintain focus on core competencies
- Reduce and control operating costs
- Access global capabilities
- Free up internal resources
- Share risks

Our Outsourcing Services focus on four major fields:

- Information Technology Outsourcing (ITO)
- Business Process Outsourcing (BPO)
- Program Management Outsourcing (PMO)
- Support Services

Our managed IT services enable organizations to streamline their operations and reduce support costs. These services include:

- IT Service Desk
- Technical Support
- Desktop Lifecycle Management
- IT Asset Management
- Data Center Operation
- Server & Storage Management
- Network Management, NOC
- System Administration
We offer Human Capital Development and Talent Management solutions through the development of results-based integrated solutions and consulting services in the management and ICT domains to both public and private-sector organizations in the region.

We aim to achieve clear, positive, and measurable results through the establishment of constructive partnerships with organizations looking to invest in their human capital.

We ensure that all of our projects are:

- Based on the client’s vision, mission, values, and goals
- Based on the client’s specific organizational culture
- Measurable, to guarantee the highest potential
- Based on competencies
- Return on Investment (ROI)
As a leading ICT Systems Integrator in the MENA region, Optimiza offers services that meet the varying needs of organizations via our four main practices: Consulting, Technology, Outsourcing, and Human Capital Development.

We pride ourselves on being able to deliver the highest quality in each. Optimiza understands key business drivers and is ready to help organizations overcome their toughest challenges with its innovative implementation, whether through deploying its internally developed off-the-shelf Intellectual Property-based software, third-party hardware and software applications, or bespoke software applications.
Optimiza won the 2015 Microsoft Country Partner of the Year Award for Jordan. The company was honored for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

BUSINESS APPLICATIONS

Businesses of every size and in every sector are under enormous pressure to reduce their costs.

Nevertheless, they need to protect and secure their important assets, transform processes, enhance organizational agility, and respond to cloud computing and the new digital service economy it has enabled.

At Optimiza, we help businesses achieve more by rapidly and securely deploying applications that best serve their needs.

Through Oracle and Microsoft Enterprise Services and our comprehensive management and IT consulting services, we help organizations transform the delivery of their solutions. We have subject matter expertise in multiple sectors, including the public sector and e-government, and can support their ability to adapt and prosper in rapidly changing environments.

We strive to help dynamic organizations improve smoothly and quickly by providing change-embracing solutions that transform the delivery of public services and holistically support the ability of businesses to make better decisions, lower costs, and improve performance.
OUR OFFERINGS IN THE BUSINESS APPLICATIONS SPACE:

Oracle EBS Consulting, Implementation, and Support Services
- Financials
- Supply Chain Management
- Enterprise Asset Management
- Property Management
- Human Resources Management
- Customer Data Hub
- Business Intelligence

Oracle Enterprise Services
- E-Services/e-Government
- SOA-Based Enterprise Application Integration
- Data Warehousing and Business Intelligence
- Bespoke Applications
- Data Migration
- Applications Modernization
- Oracle Core Technologies Implementation, Support, and Training
- Oracle Licenses Supply and Support Services

Microsoft Enterprise Services
- E-Services/E-Government
- Portal and Collaboration
- Applications Modernization
- Data Migration
- Bespoke Applications
- Data Warehousing and Business Intelligence
- ITSM Consulting, Implementation and Support
- Data Management and Virtualization
- Microsoft License Supply and Support Services
Optimiza is acknowledged as one of the MENA region’s most capable Infrastructure Solutions providers. We have successfully delivered hundreds of infrastructure projects.

For organizations to achieve their strategic business goals in a continuously evolving, ever-changing and highly competitive marketplace, the choice to adopt robust, highly scalable, readily available and responsive integrated systems that enable processes has become inevitable.

Our cumulative experience has grown continuously through the management and implementation of hundreds of projects in Jordan and throughout the MENA region.

Optimiza, leveraging its wide spectrum of solutions, highly trained human capital, global network of technology partners and robust value-chain, provides clients across a spectrum of sectors with the expertise, cutting-edge technologies, best IT practices and processes, and the after-sales support services they need.

We guarantee the highest levels of efficiency and effectiveness, scalability, and business sustainability.
OUR INFRASTRUCTURE SOLUTIONS COMPRISE:

VNS Solutions (Video Conferencing, Networking, and Security)

Optimiza brings on the next-generation of networking technology and provides exceptional services capable of maximizing value and transforming the way businesses connect, communicate, and collaborate.

Our technology and service offerings are:
- Routing and Switching
- Wireless
- Security
- IP Telephony
- Billing and Recording Systems
- Health Presence
- Data Center Preparations
- Structured Cabling
- Video Conferencing

Computing and Storage Solutions and Services:
- Personal Systems
- Printing Solutions
- Computing Systems
- Backup Systems
- Virtual Desktop Infrastructure
- Storage Systems
- Linux and Unix Operating System Support

Service Center:

Following the best practices (ITIL), the Service Center at Optimiza is single point of contact for all issues, problems, or questions related to Information Services and computing. We make sure that the concern is recorded, assigned, and addressed in a timely manner. Our support model is based on the premise that we provide the necessary guidance, expertise, and equipment to facilitate the efforts of those who want to incorporate technologies into their businesses.

Our four main support services are:
- IT Help Desk
- SLAs
- IT Outsourcing
- Managed Printing
Optimiza has responded to the increased demand throughout the Middle East region for technology in construction and leveraged its capabilities in Systems Integration and the implementation of IT Infrastructure Solutions to offer end-to-end Information Technology, including Extra Low Voltage (ELV) and Low Current (IT&LC) solutions for contractors on large-scale projects.

Our Capabilities and Key Differentiation

- **TURNKEY SOLUTIONS**
  - Complete Portfolio of ICT & ELV Technologies
  - Integrated Solutions
  - Brand Independent

- **SKILLED RESOURCES**
  - Qualified Project Managers
  - Certified Engineers
  - Industry Specific Knowledge

- **LOCAL PRESENCE**
  - Multiple Offices Across the Middle East
  - Fully Staffed Project Office at Project Site

Optimiza has won awards and honored during the annual VIP dinner for Bosch Partners in the Middle East. One award for Best Sales Performance 2016 in the Levant Region and one award for Best Sales Performance 2016 for Fire Alarm Systems.
We work with our clients to improve their operational efficiency through customized, end-to-end technology services, and solution implementations with the aim of improving operational processes and enhancing overall performance.

Our IP solutions cover a wide spectrum of sectors and provide clients with highly secure, user-friendly, versatile, and seamless systems in a variety of work areas including document management, insurance, accounting, HR, and banking. Our IP solutions are:

- **Insurance Management System**: An insurance management system designed to meet the highest international standards and requirements.
- **eHOpe**: An Optimiza solution that offers full-suite services to improve the efficiency and effectiveness of healthcare institutions.
- **AML**: A Middleware system designed to provide Banks with the ability to report to Anti Money Laundering Unit all suspicious transactions and activities, based on the standard schema requirements of the UNODC.
- **CABS**: An Oracle based banking / micro finance system designed to automate business cycles. It is a fully integrated package that processes all banking related activities.

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OPTIMIZA IPs

An Enterprise Document Management Solution that allows the capturing, indexing, organization, sharing, and easy retrieval of various types of documents.

Optimiza’s financial accounting and analysis solution for small and medium enterprises.

CourtWorks is a centralized case management system that automates the functions of courts and other legal departments in the judicial system.

- **ImageLINKS**: Enhance Your Productivity

- **Ideal Accountant**: Comprehensive accounting solution for small and medium enterprises.

- **Court Works**: Case Management System

- **CABS**: Comprehensive banking system
PROCESSES & METHODOLOGIES
The PMO is an entity within Optimiza responsible for maintaining the adopted Project Management methodology. It acts as the sole reference for project progress and status. The PMO deploys industry standards and the best practices of project management.

The diagram below illustrates the framework we follow in our Project Management. The PMO processes cover four major project phases; which are devised and deployed by all project teams: Initiation, Planning, Execution, and Closing.

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<td>The Optimiza Project Management team has been involved in setting up various types of PMOs, ranging from a simple Project Management Office to complex Program Management Offices, Project Management Centers of Excellence, Project Management Monitoring Offices, and Enterprise Project Management Offices.</td>
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Depending on a client’s Project Management needs, type of business, and Project Management maturity, our teams, in cooperation with our clients, determine the most suitable setup to provide maximum value and higher success rates in delivering and monitoring critical projects, including those involving third-party contractors.
Quality Management Framework

The Quality team is the unit responsible for ensuring that deliverables are reliable, meet business and technical requirements, and the adopted methodology is adhered to.

The diagram below depicts the quality management framework followed to test and assure the quality of Optimiza’s projects.

Quality Services

- QA (Quality Assurance); a planned and systematic pattern of all actions necessary to provide confidence that an item or product conforms to requirements.
- QC (Quality Control); a series of inspections, reviews, and tests used throughout the software process to ensure each work product meets its requirements.
- CMMI (Capability Maturity Model Integration); an internal capability to adhere to industry standard practices in managing work/projects.

Quality Consulting / Outsourcing services:

- Test Management
- Quality Management
- Quality, Process Audit
- Training for Quality disciplines
- Devising KPIs for Quality Control
- Quality Processes Design and Process Improvement
- CMMI; Training, Preparation and Implementation
Achieving CMMI accreditation is a great advantage for both clients and employees of Optimiza. It improves the quality of products and services, and improves the productivity of companies by enhancing work procedures. It also promotes and reinforces company capacity to predict projects schedules, achieve higher profits, and enhance risk management capability.

CMMI practices cover various categories of work practices in Software Engineering, Project Management, Process Management, and Support. Applying these best practices assures improvement in the quality of delivered products and services and improvement in schedule accuracy and allows us to reach a higher level of client satisfaction.
CONTACT US

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