COMPANY OVERVIEW

Al-Faris National Investment Group, brand named OPTIMIZA, is a leading regional publicly-listed ICT Systems Integration and digital transformation solutions provider (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 financial services, telecommunications, constructions, government, healthcare, and enterprise. 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.

We are proud to be 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 400 highly skilled employees. Our operations and solutions are consist of three major units: Business, Infrastructure, and Intellectual Property.

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. 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. OPTIMIZA is compliant with the requirements of 9001: 2015; Quality Management System, ISO 14001: 2015; Environmental Management System, and OHSAS 18001:2007; Occupational Health & Safety Management System.
OUR VISION

To help Optimize on institutional utilization of Technology for the betterment of our communities
STRATEGIC OBJECTIVES

To become the leading Technology Systems Integration and Digital Transformation platform in the Middle East and North Africa (MENA) - using:

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

- **Client Focus**: Our clients are our partners, and their interests and needs are our utmost priority. We are intensely focused on providing them with the best solutions for their needs.

- **Commitment & Accountability**: We are reliable and consistent with our clients and partners. Our clients can trust that we are committed to and accountable for delivering their requirements with passion and diligence – excellent quality, on time, and on budget.

- **Integrity & Transparency**: We strongly believe that integrity and transparency are key. We always seek to communicate honestly and humbly and to do what is fair.

- **Innovation & Change**: We are a team of investigators, inquirers, researchers, analysts and developers stimulating innovation in the way we do business with our clients. We embrace and drive constructive change in our business and for our stakeholders.

- **People & Teamwork**: We invest in people, drive people, and celebrate our people because we understand that people are the foundation of all business. We want our people and teams to work positively, learn and grow, deliver on commitments, and have fun in the process.

- **Excellence**: We discover and define, we measure and analyze, we create and optimize, we monitor and control – that is how we achieve the pinnacles of excellence.
We operate a network of offices supported by extensive partnerships with global consulting and technology companies.

This significant regional presence means that we can deliver and manage comprehensive projects in the MENA region, with attention to local details and requirements.

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 to 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.

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

- **Integrate to 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-Support (DBOS) model.

- **Build to 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.

- **Provide 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.
OUR SERVICES
Our Consultants specialize in bridging gaps between businesses and technology. We have a long and successful track record in addressing 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 Process Management (BPM)
- Project Management (PM)
- Business Performance Optimization
- Supply Chain Optimization

The Information Technology Consulting Department provides the following services:

- Business Continuity & Disaster Recovery
- IT Strategy & Governance
- Enterprise Architecture (EA) and Service
- IT Compliance & Standardization
- Information Security
- IT Infrastructure
- Service-Oriented Architecture (SOA)
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 Continuity & Disaster Recovery
- ERP Implementation

With over 400 first-rate IT experts and service engineers operating throughout the network, our technology solutions are tailored, designed, tested, and implemented to meet unique client requirements. An integral part of the success of OPTIMIZA technology solutions is on-site training, technical support, and services provided to our clients for as long as required. OPTIMIZA’s intellectual capital extends best practices and software in electronic archiving, workflow management, banking systems, insurance systems, human resources management, electronic hospital operations, and e-government.
OUTSOURCING

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

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

Our outsourcing services focus on four major fields:

- Information Technology Outsourcing (ITO)
- Program Management Outsourcing (PMO)
- Business Process Outsourcing (BPO)
- 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
- Network Operation Center (NOC) Management
- IT Asset Management
- Data Center Operation
- Server & Storage Management
- System Administration
We offer Human Capital Development and Talent Management solutions in the management and ICT domains to both public and private sector organizations in the region. We aim to achieve clear, positive, and measurable result by establishing constructive partnerships with organizations looking to invest in their human capital.

We ensure that all of our projects are:
- Based on competencies
- Based on the client’s vision, mission, values, & goals
- Based on the client’s specific organizational culture
- Measurable, to guarantee the highest potential
- Yield positive return on investment (ROI)

The OPTIMIZA Academy

OPTIMIZA Academy, the training arm of our HCD solutions, is a business-to-business human capital development solution provider dedicated to building a professional and highly productive workforce for its MENA region clients. OPTIMIZA Academy designs and executes state-of-the-art and integrated training solutions and consulting services in management & ICT.

With a large pool of highly qualified, expert trainers, and through our partnerships with prominent certification organizations worldwide, the Academy offers:
- Comprehensive learning solutions designed to suit each company’s needs
- HCD training, increasing measured performance of individuals
- Total integration of strategic objectives into training processes
- Assistance to organizations in developing and implementing their own continuous training
- Training anywhere in the region, including full support in training logistics
OUR SOLUTIONS
INFORMATION & COMMUNICATION TECHNOLOGIES (ICT)

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 and highly competitive marketplace, it has become inevitable for them to adopt robust, highly scalable, readily available and responsive integrated systems that enable processes.

Deploying versatile, reliable, and highly secure IT infrastructures to host and run business solutions has become increasingly compelling, but implementing and managing such sophisticated IT infrastructure setups is being a tedious job for most organizations.

By leveraging its wide spectrum of solutions, highly trained human capital, global network of technology partners, and robust value-chain, OPTIMIZA 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, effectiveness, scalability, and business sustainability. Our cumulative experience has grown continuously through the management and implementation of hundreds of projects in Jordan and throughout the MENA region.

Our Infrastructure Solutions comprise:


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

OPTIMIZA offers end-to-end network solutions including active and passive components, in addition to data center design preparations and buildup.

Our technology & service offerings are:

- Routing & Switching
- Structured Cabling
- Video Conferencing
- Data Center Preparations
- Billing and Recording Systems
- Health Presence
- Wireless
- IP Telephony
- Security
2. Computing & Storage Solutions and Services:

- Personal Systems: Various types of end-user devices such as desktops, laptops, notebooks, and printers.

- Virtual Desktop Infrastructure: Capitalizing on our partnership with industry leaders – Microsoft and Citrix – we offer total VDI solutions.

- Computing Systems: Serving customers from SMB to enterprise with a large portfolio of products, covering various platforms, including Intel, AMD, and RISC, with a specialization in HP Blade system technology.

- Linux and Unix Operating System Support: With its certified and highly qualified engineers, Optimiza is capable of supporting business-critical systems on HP-ux, AIX, RedHat Linux, and Oracle Linux.

- Storage Systems: Optimiza has successfully implemented, and continues to support, multiple “Enterprise Storage” projects. In addition, our storage offering extends from entry-level storage systems serving a single cluster to complicated storage deployments, including iSCSI-based storage, NAS solutions, and HP 3PAR utility storage.

- Printing Solutions: OPTIMIZA offerings exceed basic printing to include design and management printing solutions.

- Backup Systems: We offer Symantec Backup Exec and HP Data Protector as backup management software to complement our hardware offering of tape drives, tape libraries, and duplication backup platforms.

3. Service Center:

The Service Center at OPTIMIZA is a 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.
- IT Outsourcing.
- SLAs.
- Managed Printing.

Our support capabilities are showcased by our services to over 600 customers through 70 engineers across the region. We provide a central point of contact where incidents and inaccuracies in IT systems can be reported and solved via a functional and technical support system 24 hours a day, 7 days a week. We have Service-Level Agreements (SLAs) designed to best accommodate the needs and responsibilities of all departments of the client. We are an authorized service center for HP, ACER, Cisco, Sedco, and KIOSK.
Organization 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 services economy it has enabled.

At OPTIMIZA, we help businesses achieve more by rapidly and securely deploying applications that best serve their needs. At OPTIMIZA, we understand key business drivers and are ready to help organizations overcome their toughest challenges with our innovative Enterprise Business Solutions.

Utilizing Oracle, Microsoft, or open-source platforms, our comprehensive management and IT consulting services, help organizations transform the delivery of their solutions. We have subject matter expertise in multiple sectors, including the public sector and e-government, and we can help them 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 and e-government, and we can help them adapt and prosper in rapidly changing environments.
Tableau Software helps people see and understand data. Tableau helps anyone quickly analyze, visualize, and share information. More than 26,000 customer accounts get rapid results with Tableau, both in the office and on-the-go, and tens of thousands of people use Tableau Public to share data on their blogs and websites.
INDUSTRY-SPECIFIC SOFTWARE APPLICATIONS

We work with our clients to improve their operational efficiency through customized, end-to-end technology services, and solution implementation with the aim of improving operational processes and enhancing overall performance.

OPTIMIZA’s Registered Intellectual Property (IP) Solutions

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:

- **Aman 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 Connect**: A modular system designed to provide banks with the ability to report the Anti Money Laundering Unit all suspicious transactions and activities.

- **ImageLinks**: An enterprise document management solution that allows the capturing, indexing, organization, sharing, and easy retrieval of various types of documents.

- **Ideal Accountant**: A financial accounting and analysis solution for small and medium enterprises.

- **Court Works**: A centralized case management system that automates the functions of courts and other legal departments in the judicial system.

- **CABS**: An Oracle-based banking and microfinance system designed to automate business cycles. It is a fully-integrated package that processes all banking-related activities.

- **AccuLab**: A cloud-based Laboratory Information System that helps medical labs, clinics and hospitals digitally transform their test ordering-to-result process to better serve their patients and care providers.
LOW CURRENT SOLUTIONS

OPTIMIZA has responded to the increased Middle East demand for technology in construction. It leveraged its capabilities in systems integration and IT infrastructure solutions implementation to provide large-scale project contractors with end-to-end information technology, including extra low voltage (ELV) and low current (IT&LC) solutions.

ELV Systems

OPTIMIZA’s Mega Project Business Unit provides turnkey/end-to-end IT/LC Systems Integration solutions. Our IT/LC solutions fall under four main technology towers. Our expertise and specialization have been developed and focused on delivering such solutions with complete integration, based on industry best practices.

Our ELV solutions fall under four main technology towers:
- Safety & Security
- Building Management & Facilities Automation
- IT Networks & Communication Solutions
- Audio / Video Automation

Our Capabilities & Key Differentiators:

- **Turnkey Solutions**
  - Complete portfolio of ICT & LC technologies
  - Integrated solutions
  - Brand independence

- **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
Cloud Advisory Services

- Cloud Transformation and Enablement: Strategy, Planning, Cloud Assessment & Readiness, Design, Public Cloud Selection, TCO, etc
- Applications Modernization and Migration strategy
- Cloud Capacity Building
- Vendor Specific advisory services: MS. Azure, Office365 and Oracle Cloud
- Cloud Development & Integration Advisory
- Cloud Implementation Services

Cloud Offering

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)
INFRASTRUCTURE AS A SERVICE (IaaS)

**Microsoft**
- **Networking (Azure):**
  - VPN Gateway
  - Load Balancer
  - Virtual Network
  - Azure DNS
- **Networking (Azure):**
  - Storage
  - Backup
  - Site Recovery
  - Disk Storage
  - Managed Disk

**Oracle**
- **Cloud Transformation and Migration**
- **Test and Development Environments**
- **Disaster Recovery Solutions**
- **Cloud Infrastructure:**
  - Compute
  - Network
  - Storage

**Cisco**
- **Email Security - Cisco Cloud Email security:**
  - Protecting inbound messages and sensitive outbound data.
  - Combat the most advanced malware
  - Move to the cloud with confidence
  - Get exceptional threat intelligence
  - Reduce exposure against the latest threats
  - Achieve agility and optimize your resources

**Umbrella**
- **Open DNS**
  Umbrella provides the first line of defense against threats on the internet. Because Umbrella is delivered from the cloud, it is the easiest way to protect all of your users in minutes.

**AMP Endpoints**
- **End Points Protect**
  AMP for Endpoints provides complete protection against the most advanced attacks.

**Meraki**
- **Networking - Meraki:**
  - A complete cloud-managed networking solution (manage your entire network from centralized dashboard).
  - Switching
  - Wireless
  - Security
  - MDM
  - WAN Optimization
PLATFORM AS A SERVICE (PaaS)

**Microsoft**
- **Databases:**
  - Azure SQL Database
  - Microsoft SQL on Virtual Machines
  - SQL Server Stretch Database

- **Integration:**
  - SQL Server Stretch Database
  - Azure Migrate

- **Security + Identity:**
  - Azure Active Directory
  - Multi-Factor Authentication
  - Azure Information Protection
  - Network Security Groups

**Cisco**
- Database
- Cloud Transformation and Migration
- Test and Development Environments
- Database Backup
- Disaster Recovery Solutions
- Application Development
- Integration
- Management
- Business Analytics
- Security
- Golden Gate
- Training Services
SOFTWARE AS A SERVICE (SaaS)

Office 365
- Hybrid setup with Exchange 2010SP3 and later
- Full Migration from on-premises Exchange to Office 365
- Migration from non-Microsoft mail server to Office 365 (some third party tools may be needed for some mail services)
- Synchronizations with on-premises AD server
- Activation of Office 365 features (Exchange online, OneDrive, Teams, Yammer, Flow, Planner, ... etc)
- Mail Flow Rules and Policies
- Advanced Threat Protection
- Advanced Threat Analytics
- E-Discovery and in-place hold
- Enterprise Mobility and Security

Oracle
- Human Capital Management
- Enterprise Resource Planning
- Supply Chain Management
- Customer Experience
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 project management best practices.

**PMO Services**

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.

Depending on each client’s project management needs, type of business, and project management maturity, our teams coordinate with clients to determine the most suitable setup that would yield maximum value and success rates in delivering and monitoring critical projects, including those involving third-party contractors.

The below diagram illustrates the framework we follow in our project management. The PMO processes cover four major project phases that are devised and deployed by all project teams. The four phases are: initiation, planning, execution, and closing.
QUALITY MANAGEMENT

The quality team is responsible for tracking projects to ensure they adhere to adopted methodology. The team also keeps track of deliverables to ensure their reliability and that they meet business and technical requirements.

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
OPTIMIZA adopts Capability Maturity Model Integration CMMI best practices and was the first company in Jordan to achieve CMMI level 3 accreditation in 2011.

CMMI is the most widely-accepted and adopted process-improvement approach worldwide. It provides organizations with the latest best practices for product, service development, and maintenance to enhance the quality assurance processes.

Applying the CMMI model compels OPTIMIZA to commit to several instrumental procedures and assessments.

Achieving CMMI accreditation is advantageous 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 project 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 CMMI best practices guarantees improvement in the quality of delivered products and services and in schedule accuracy. Moreover, it allows OPTIMIZA to ensure a higher level of client satisfaction.
KEY PARTNERS
## Key Client Partners

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KEY VENDOR PARTNERS
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Infinite Optimization Possibilities.
OPTIMIZA

Jordan          KSA          UAE          Egypt          Morocco

- Complex No.172-1st Floor - Mecca Towers - Mecca St.  - T + 962 6 562 9999
- F + 962 6 562 9988  - Amman, Jordan P.O. Box 414, Amman 11953 Jordan
- info@optimizasolutions.com

www.optimiza.me