

THE AMTHAL INSIDER



The Leading IT Solution Provider in Bahrain

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Dear Readers,

The fact that computerized business software systems play an increasingly important role in the improvement and success of business development put ERP software system providers in the spot light. Competition is fierce and hence pressure is always on to produce the most innovative and user -friendly software system. We are proud to say that with Optimum ERP Systems and Wolke Business Suites Al-Amthal has been able to convince the market of our systems' high flexibility and distinguished features.

However, there is no time to rest on one's laurels. Constant new developing technologies put products at high risk of becoming outdated quickly. This is why our talented development team is working hard to keep up with the latest trends and developments. Therefore, Al-Amthal is proud to say that OPTIMUM is poised to become the first ERP system that is mobile-friendly. Our developers in the IT department are busily working on mobile enabled versions of existing screens and other security enhancements for publishing Optimum online.

Al Amthal is keen to pass on the advantages of advancing technologies to our esteemed customers. Mobile applications are the trend now, and we are already in the forefront to create mobile-friendly versions of our systems so that the customers operate their office literally at their fingertips from their mobile devices!

Moreover, there is excellent news for those who are looking for an extremely user-friendly CMS to manage and maintain a constantly updated website for your company, which is featured in this edition.

Thank you so much for your interest.

Beate Schoek-Awachi
Editor-in-Chief

Optimum
- a leading Enterprise Resource Planning (ERP) system developed in GCC
- Windows Server 2008 R2 and 2012 certified
- Business re-engineering mechanism
- Microsoft Gold Partner Certified
- Bilingual (Arabic & English)
- Modular Based

wolke
- Provides a collection of business and accounting solutions
- Target small to medium organizations
- Offered on Cloud or licensed-based
- Manage the operations of any kind of business

amthal GROUP

nclink
- Hardware
- Cloud Service
- Security Systems
- Computer networks
- Third Party Suppliers
- Time & attendance and access control

ecnet
- Provides the best Marketing Strategies
- Offers Creative Branding
- Efficient Public Relations
- Cutting-edge E-commerce Services
- Innovative Web Design & Development



Interview

What are the key strengths of ECnet?

Over the past few years, we have acquired enough experience to develop applications to the utmost satisfaction of our customers. Coupled with this is our willingness to handle any unexpected or critical situation for our customers, and our insistence on quality maintenance are our key strengths.

What were the challenges in developing a CMS?

Well, the challenge in CMS development is anticipating the future operations that the end-users need to perform on their website. The design of the system will be based on these requirements. Our developers are well-versed in their respective fields, and we have a dedicated and, of course, a well-qualified team to adapt the product to suit different user levels and their specific requirements. The individual adaptability of our applications is our unique feature and part of the solution to the challenge.

“The individual adaptability of our applications is our unique feature and part of the solution to the challenge”

What is the key requirement of today's Website management?

Actually, CMS or Content Management System is the hottest trend now in the market. When using the CMS, end users can publish, edit, maintain and archive web content without having much technical knowledge. The Web-based publishing features allow you to create or modify Web content and keep your Website always up to date. In other words, users don't have to resort to web developers for handling their website.

PR specialist Amira Mohammed interviews Hani Awachi about ECnet developments

The market is competitive, how did you manage to move forward?

The market has always been competitive. In fact, this will always be the case. Our products speak on our behalf, with their quality, user-friendliness, adaptability, and comprehensiveness. The only solution is to satisfy our customers 100%.





Amthal Products

ECNET BACK ON TRACK

ECnet back in the limelight with new developments



Gone are the days when end-users had to depend on professional web developers to make even small changes in their web sites. Now, thanks to the state-of-the-art CMS technology employed by ECnet, any user can edit the content of their websites, without ever having to know the detailed technical processes.

Website development is just one of ECnet's multifarious activities in the business solutions industry.

Our motto is to provide modern and intelligent business exposure to our clients, through imaginatively designed websites that speak for the respective companies.



It starts with developing an appropriate marketing strategy for our clients. This will include identifying the firm's marketing goals, potential markets, product development, promotion, distribution, pricing,

ECnet CMS enables users to easily update the contents of their websites

relationship management and other elements, as well as a plan to implement the strategy.

When it comes to brand developments, the objective of ECnet is to build a consistent and outstanding brand for its clients depending on the stage of their enterprise's business life cycle.

The branding will include brand research, brand development, identity creation, logo design and redesign, development and production of marketing tools.

Our creative branding services include- among others; copy writing, graphic design, creative strategy, packaging design, web design and multimedia production.

ECnet has entered the iOS development market too. IOS, the mobile operating system for Apple-manufactured devices, runs on the iPhone, iPad, iPod Touch and Apple TV. Our customers are eager to have many mobile applications that will

automate many day-to-day functions connected with their businesses.



Fully **Responsive & Creative Design** !



ECnet uses the latest web-based technologies to develop responsive and creative web applications.



Amthal Products

WOLKE HANDLES THE ACTIVITIES OF SCHOOLS FRONT & BACK OFFICES

Wolke School System: Designed for the Educational Process

myschool is one of the software packages of Wolke Business Suite

A new School Management System developed by EC Net is the latest trending product created for the educational sector, specifically for the GCC. The interactive web-based system handles all activities related to the administrative and academic affairs of schools.

The WOLKE myschool system manages the school's front office activities along with the back office functions of finance and human resources with all details including student management, periodic fees collection, procurement, library, inventory of school items, personnel administration and employee payroll.



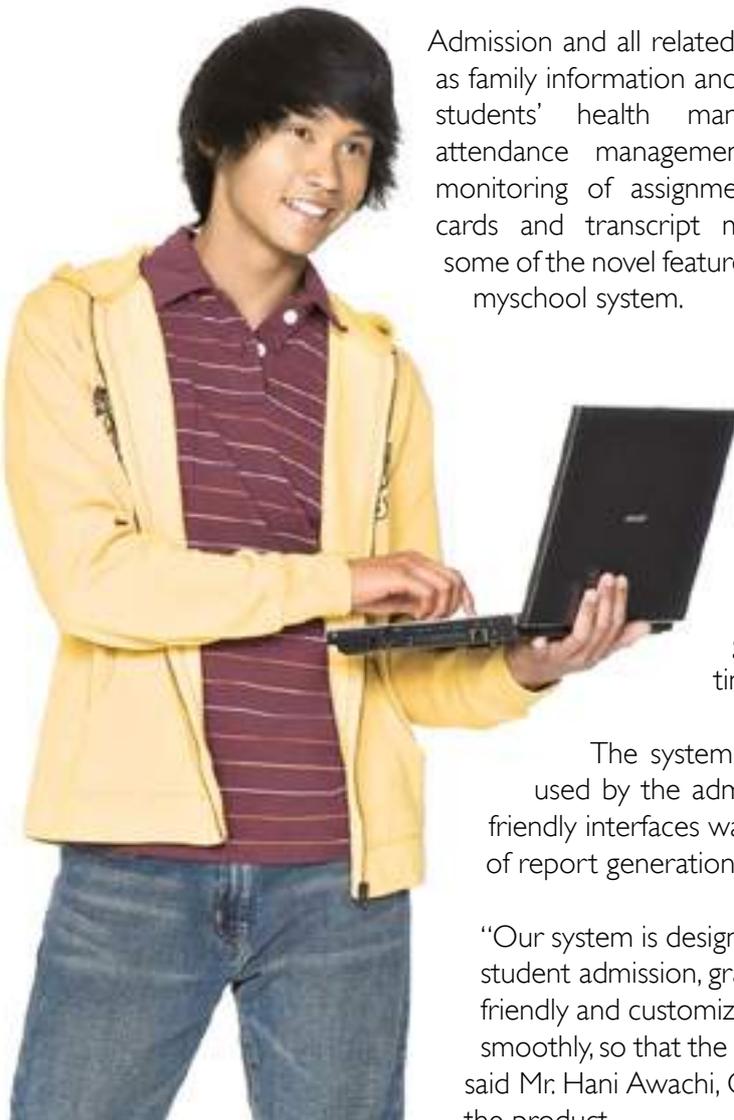
Admission and all related processing, such as family information and communication, students' health management, total attendance management, grading and monitoring of assignments, and report cards and transcript management are some of the novel features of the WOLKE myschool system.



The system consists of other features including school setup/calendars/ classes/school info/list of all subjects taught /students' full information/all details related to each student/relating students to parents and teachers/ grading/scheduling subjects' time tables and examination time tables.

The system is bilingual, English and Arabic, and can be accessed and used by the administrators, teachers, students and parents alike. The user-friendly interfaces walk the users through the system smoothly, and offer a host of report generation facilities to them.

“Our system is designed to handle all aspects of an academic institution, be it the student admission, grade cards, fee payments or time tables. The extremely user-friendly and customizable interfaces walk the user through the options easily and smoothly, so that the entire school administration is highly efficient and effective,” said Mr. Hani Awachi, CEO, Al Amthal Group on the occasion of the launching of the product.



Some of its core functionalities are:

Front Office:

- Admissions
- Family Information and Communication
- Health Management
- Student Behaviour Management
- Student Attendance Management
- Grading Management

Back Office:

- Finance and Accounting Management
- Procurement Management
- Fees Collection Management
- School Inventory Management
- Fixed Assets Management
- HR & Payroll Management



myschool is one of the software packages of Wolke Business Suite which manages your school front office along with the back office.



Wolke consists of a number of solutions which can be bundled according to the customers' needs.



Optimum Projects

OPTIMUM IS AN ERP
FOR ARAB LEAGUE COUNTRIES



Wolke mystaff closes deal with Energy City Qatar



One of the major companies in the State of Qatar, Energy City Qatar has struck a deal with the Amthal Group to provide the mystaff module of the Wolke Business Solutions Suite to the former to manage their HR activities.

mystaff is a comprehensive system that handles all aspects of HR management, with a host of features and benefits to fully automate all processes and activities. Energy City Qatar is the region's first integrated business hub dedicated to the hydrocarbon industry. Energy City Qatar forms part of the major new city development, Lusail, which is being developed by Qatari Diar Real Estate Investment Company.

Representing their companies, the agreement was signed by Mr. /Ms. Azra Aziz, HR Coordinator, Energy City, Qatar, and Mr. Nixon Rebeiro, Branch Manager, Amthal Group, Qatar.



Returning Client Re-affirms Faith in Wolke



One of the prestigious clients of Wolke Business solutions suite, Bin AlSheikh Trading Company in Qatar, has decided to add one more Wolke product to its already acquired modules.

mystaff, the HRMS module of Wolke Suite, will be employed in the office of Bin AlSheikh Trading Company

along with the existing modules; myaccount, mypurchase, mysales, and myinventory.

The Bin AlSheikh Trading Company is a leading corporate of Qatar with a service history of over three decades in multifaceted activities. The company has diversified activities in various fields such as Steel & Building Materials, Steel Cut & Bend Factory, Real Estate Division, Construction Division, and Heavy Equipment.

"We are pleased to note that the client returns to us to purchase more modules, and this exemplifies the trust that our customers place in our products," said Mr. Nixon Rebeiro, Regional Manager of the Amthal Group in Qatar.



Libyan Petroleum Institute chooses Optimum ERP



The Libyan Petroleum Institute (LPI), a leading company in Libya providing testing and consultancy services to the Petroleum industry has chosen OPTIMUM ERP solutions for their offices. The LPI, established in 1977, is the technical arm of the National Oil Corporation. They provide high quality Laboratory testing services and technical studies in the fields of exploration, reservoir exploitation, oil and gas processing, geological & geophysical data management and a wide range of services in environmental monitoring.

"Our full range of bilingual OPTIMUM ERP modules such as General Ledger, HRMS and Payroll, Accounts Payable, Accounts Receivable, Assets Management, and Inventory Control will work hand in hand with each other to give an efficient and reliable service to our prestigious client. We are really proud to have received the trust of such a major player in the industry," said Mr. Hani Awachi, CEO of Al Amthal Group on the occasion of signing an agreement with Mr. Kamal Muntaser, Manager, LPI.



OPTIMUM modules chosen by ASPIRE Printing, Qatar.



One of the leading companies in the printing and publishing industry in Qatar, ASPIRE Printing Press Publishing & Distribution has signed up for the OPTIMUM ERP system. The modules chosen are HRMS (personnel & payroll), Purchase and Inventory.

The Aspire Printing Press is one of the latest members of the ASPIRE Zone family, offering everything in printing, and has already made its mark in Qatar. The company has won solid reputation for working in the best interests of its clients as well as creating awareness on environment impact.

“The modules chosen by our valued customer are the backbone of any company, irrespective of the industry. Our systems are highly parameterized, and hence adaptable to suit the requirements of any particular line of activity. Our modules are capable of communicating with each other, and together they will form a staunch support to the administrative and accounting affairs of the company,” said Mr. Nixon Rebeiro, Regional Manager of the Amthal Group in Qatar, when formalizing the deal with Mr. Majed M. AlKhalifi, GM, Aspire Printing Press Publishing & Distribution.



Wolke solutions implemented for Hamel Al-Misk



Two of the WOLKE software solutions, myaccount and mystaff have been successfully and swiftly implemented for Hamel Al-Misk, a well-known Bahraini firm dealing in perfumes. myaccount and mystaff systems are designed to work hand in hand to help small to medium

enterprises swiftly manage all aspects of their personal administration, payroll and time attendance.

“myaccount and mystaff are two of the core modules that any office needs in order to automate and control their administrative matters. Hamel Al-Misk has made the right choice with these innovative and value adding software systems,” said Mr. Hani Awachi, CEO of the Amthal Group on the occasion of signing the Implementation Completion Certificate.



OPTIMUM T & A to monitor 3000 plus Employees Attendance



Al-Amthal has signed an agreement with KentKart, a leading solution provider based in Turkey to provide Optimum Access Control and Attendance Management System to Kuwait Public Transport Corporation (KPTC). The OPTIMUM T & A system will manage access control and time and attendance for more than 3500 employees of KPTC. In addition, it will also control the visitors' access to the company premises.

KPTC is a large corporation with a great history of achievements since 1962. Due to its huge human capabilities, large transport fleet and its most advanced equipment, it is often described as an integrated world of transportation services, providing the best public and private transportation services.

Optimum Access Control and Attendance Management System's bi-lingual interface makes it the perfect system for government organizations like KPTC. Optimum can be used in English or Arabic language as per user requirements.

As a result, the system produces user-definable reports on each and every aspect of time and attendance such as late reports, absence reports, overtime reports etc. The system also works hand in hand with any payroll module providing up-to-date attendance data for processing,” said Mr. Hani Awachi, CEO, Amthal Group on this occasion.



IT Department

OPTIMUM AIMS TO BE
THE FIRST
MOBILE FRIENDLY ERP

IT Department in the wake of the Latest Technology

The IT department of AI-Amthal is always buzzing with innovative ideas and activities. New systems are being developed, new features are being added, and new technologies are being applied. The Customer/Vendor access system, mobile-friendly versions of many modules and a new state-of-the-art CMS (content management system) are among the latest projects that are keeping the development team currently very busy.

AI-Amthal's Software & IT department consists of a development section, handling new developments

and enhancements of existing modules, and a support section that is in charge of handling customer support issues. In addition, the system administration team takes care of hardware and software installations and maintenance, technical issues or support for third-party integrations.

The department is headed by Mr. Vinod Nair. "As technology changes, we are also changing the application and environment to adapt new technologies. Following technical developments from Access based to Web based, and then .net framework 1.1 to .net framework 4.0, we are now working hard to equip our systems with mobile-enabled user friendly features. Our aim is to make Optimum the first mobile friendly ERP system", said Mr. Vinod Nair. "There is a lot to do, so we have extended, and are still in the process of extending, our team with additional ASP.net and Web & Mobile developers."

"Furthermore, we are in good progress in renewing our Gold Certified Partner status with Microsoft," added Mr. Vinod Nair.





Inside News

AMTHAL STRIVES TO
MANTAIN
AN OPEN CULTURE



Internal Audit

ISO Internal audit ensures commitment to quality

As stipulated by ISO 9001:2008 criteria, AI-Amthal conducted a week-long internal auditing in the first week of April 2015. In this rigorous exercise, various processes and procedures were put to strict scrutiny, so that they would comply with the ISO specifications.

“Being in a highly competitive market, we are fully aware of maintaining high quality in our systems. We pass through a self-analysis phase and take corrective actions to avoid deviations from the right path. The management appreciates the efforts of all employees in this regard,” said Ms. Beate Schoek-Awachi, GM- HR, who is also in-charge of the ISO Quality Management System.



Amthal Trainees

On-the-Job training for UoB student



AI-Amthal has renewed its social commitment during the spring semester of 2015 by admitting one of Bahrain University’s students for the required on-the-job training. Mr. Ebrahim Jameel Salman worked in the accounting department throughout March and April as part of the curriculum for completing his BSc Accounting degree. AI-Amthal wishes him the best of luck in his pursuit for a successful career.

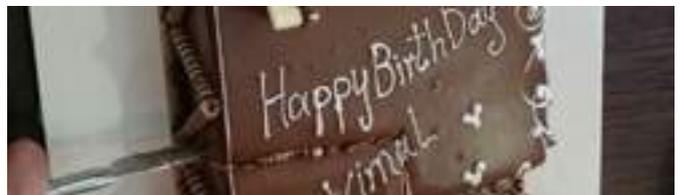


Staff Birthday

Weekend birthday turned out working day



Instead of a leisure birthday celebration on the weekend at home for our Head of Support, Vimal Govind, in the Software Department, he was running a race against time to complete a special project at the office on what was supposed to be his special holiday. However, the thoughtful colleagues didn’t fail to present a sweet treat to the birthday boy with jolly cake-cutting and hearty best wishes for his special day.



New Recruit

New developers Join our team



Mrs. Anchu Meris Babu has joined as a Programmer in the Software Development section. She holds a BTech from the MG University, India, and has got several years of working experience with prestigious companies.

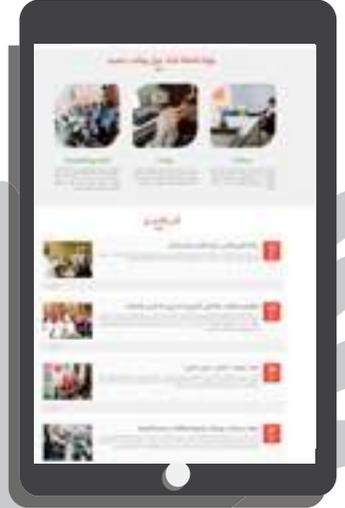


Mr. Hasan Ali Hasan has joined as a Web Developer in the ECnet Division. He is a Bachelor’s Degree holder in Computer Science from the University of Manchester, UK. He has joined the team in support of new development projects.



ECnet USES THE LATEST WEB-BASED TECHNOLOGIES TO DEVELOP

RESPONSIVE
& CREATIVE
WEB APPLICATIONS



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