



# CORPORATE PROFILE



# COMPANY PROFILE

Your Goals.  
Our Solutions.

# CONTENTS

<b>About Us</b>	<b>04</b>
Vision & Mission	05
CEO	06
General Manager	07
Our Team	08
<b>Our Divisions</b>	<b>09</b>
E-Commerce Solutions	10
Cloud Applications (SaaS)	11
Optimum ERP	12
Optimum FinTech	13
Our Services & Products	14
<b>Our Brands</b>	<b>17</b>
<b>Our Legal Status</b>	<b>18</b>
<b>Partners &amp; Certifications</b>	<b>19</b>



## ABOUT US

Since its foundation in 2000, the **AI Amthal Group** of companies has developed into a distinguished software and IT service provider that has been working together with its clients to live up to the challenges of the fast-evolving world of information technology. **AI Amthal Group** has come a long way since its start by a small team of only four ambitious specialists with a strive to improve business management beyond the ordinary, living up to the highest standards. Today, clients from a wide range of industries rely on our ERP solutions, which have a real impact on the management of their businesses.



## OUR VISION

Our vision is to be the leading IT services provider of innovative and reliable IT solutions that enable businesses to succeed in the digital era using cutting-edge technology and best practices to deliver high-quality products and services. We are committed to helping our customers grow their businesses and achieve their vision.

## OUR MISSION

Our mission is to provide high quality, reliable and innovative IT solutions and services to customers through our e-commerce solutions, our software as a service solutions (SaaS), our licensed software solutions (On Premises), and our financial technology solutions (FinTech). The goal is to provide added value to our customers by providing them with the latest technologies, best practices and high-quality services, and for our employees and partners, we strive to promote a culture of excellence, cooperation and creativity. We believe that by leveraging our skills and experience, we can help our clients achieve their goals and grow their business in the digital era.



**HANI AWACHI**

CHIEF EXECUTIVE OFFICER

## CEO STATEMENT

*Dear Valued Partners and Stakeholders,*

*At **Al Amthal Group**, we are committed to pioneering solutions that transform industries, enhance efficiency, and empower businesses to thrive in the digital era.*

*Our diverse business divisions drive our success:*

**E-commerce Solutions:** *We empower businesses to navigate the digital marketplace with agility and precision, providing seamless integration and unparalleled customer experiences.*

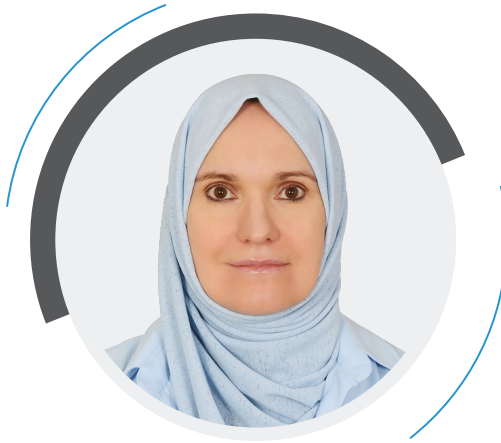
**Cloud Solutions:** *Leveraging the power of cloud computing, we offer scalable, secure, and cost-effective solutions to unlock the full potential of your enterprise.*

**On-Premises Applications:** *We deliver robust, customizable software solutions tailored to the unique needs of your organization, ensuring reliability, scalability, and performance.*

**FinTech Applications:** *We revolutionize the financial landscape through disruptive technologies and visionary strategies, providing the tools and expertise to stay ahead of the curve.*

*At **Al Amthal Group**, we are committed to adapting, innovating, and exceeding expectations. We stand ready to partner with you on your journey towards digital transformation and sustainable growth.*

*Thank you for your continued trust and support.*



**BEATE SCHOEK-AWACHI**  
GENERAL MANAGER

## GENERAL MANAGER STATEMENT

*Dear Esteemed Stakeholders,*

*At **Al Amthal Group** we are guided by principles and values that drive us towards sustained success and excellence. As **GM**, I am deeply committed to ensuring these principles remain at the forefront of our operations.*

**Business Environment:** *In the rapidly evolving business landscape, we remain dedicated to adaptability and innovation. By anticipating market trends, navigating regulatory changes, and responding to shifting preferences, we position ourselves as industry leaders, driving growth and creating value for our stakeholders.*

**Internal Policies and Procedures:** *Our robust framework of policies and procedures reflects our unwavering commitment to integrity, ethics, and compliance. From data security to environmental sustainability, we hold ourselves to the highest standards of accountability and transparency, fostering a culture of trust and reliability.*

**Human Resources:** *Our employees are our most valuable asset. We recognize that our success is built on the collective talent, dedication, and passion of our employees. By fostering a culture of inclusivity, diversity, and collaboration, we drive performance and innovation.*

*In closing, I express my sincere gratitude to our clients and team members for their continued support and amazing partnership.*

## OUR TEAM

**AL AMTHAL GROUP B.S.C (CLOSED)** has engaged the services of very talented IT and Business Management Professionals to build their team.

Our team is not only proficient in technology but also has in depth knowledge of business operations and management to provide the best consultancy services to our valuable customers.

**AL AMTHAL GROUP B.S.C (CLOSED)** employ highly skilled software developers using the latest technology along with highly qualified business and accounting professionals for project implementations.

They are highly experienced and qualified professionals in the field of infrastructure, cloud computing and networking.

Development	Development	Development	Infrastructure	Implementation
				
<b>Ahmed Awachi</b> Head of Frontend Development	<b>Vinod Nair</b> Head of Development	<b>Vimal Govind</b> Head of Software Support	<b>Sayed Ahmed</b> Head of Networking & Communication	<b>Irfan Pasha</b> Head of Implementation & Support
Business Development	Business Development	ECommerce	Marketing	
				
<b>Nixon Rebeiro</b> Branch Manager Qatar	<b>Shaima Alshamari</b> Head of Business Development	<b>Ahmed Salih</b> Head of Operations	<b>Shelain Brown</b> Digital Marketing Executive	

## OUR DIVISIONS



### E-COMMERCE SOLUTIONS

List your PRODUCTS & SERVICES online on one of our marketplaces based on your industry.



### CLOUD SOLUTIONS

Manage your business on Cloud with a best-fit solution for your business.



### ON-PREMISE APPLICATIONS

Licensed Functional Products (to automate specific function within the organization) or total solution (ERP).



### FINTECH APPLICATIONS

Leading FinTech hub for financial products whether On-premise (Licensed) or on Cloud (SaaS).

# E-COMMERCE SOLUTIONS

Mallat Global Solutions have developed e-commerce marketplaces platform for various industries where you can list your products and services online.

- Mallats for Retail & Wholesale
- Aqaraats for Real Estate
- Khidmaat for Services
- Mtaem for Food & Beverages
- Ishtirakat for Memberships
- Hujuzat for Bookings & Schedules

Our unique e-commerce platform also provides you with your own individual e-shop which can be directly managed by you.



# CLOUD SOLUTIONS

Our unique SaaS (Software As A Service) products provide businesses with complete end-to-end solutions for automating all business processes or to automate specific functions. The SaaS model makes the solution much more affordable.

## CLOUD BUSINESS SUITES

- **mytrading**
- **myrealestate**
- **mycharity**
- **myschool**
- **myservices**
- **myaccount**
- **myconstruction**
- **myrestaurant**

## CLOUD PRODUCTS

- **mystaff**
- **mypurchase**
- **myledger**
- **myservices**
- **myschool**
- **mytime**
- **mysales**
- **mycrm**
- **myproperty**
- **myclub**
- **myassets**
- **myinventory**
- **mypos**
- **mycharity**
- **myschedule**



# OPTIMUM ERP

Our industry applications are license-based products that can automate the whole organization, as comprehensive ERP (Enterprise Resource Planning System) or can be functional-based to automate a specific department within the organization.

## OPTIMUM TOTAL SOLUTIONS (ERP)

- Trading Management ERP
- Services & Contracting ERP
- Real Estate ERP
- Non-profit Organizations ERP
- Education ERP
- Food & Beverages ERP (F&B)

## OPTIMUM FUNCTIONAL PRODUCTS

- HRMS
- Fixed Assets
- Procurement & Expenses
- Time & Attendance
- Wholesale & Retail
- Contracting
- Non-profit Organizations
- Club
- General Ledger
- Inventory Management
- CRM
- VRM
- Services
- Real Estate
- Education
- Schedule



# OPTIMUM FINTECH

Our FinTech products vary from fully-fledged financial solutions that can automate all the functionalities of a financial organization to a functional product that can automate a specific financial function and integrate it with the financial institution's systems.



## OPTIMUM ERP SYSTEMS

- Digital Core Banking ERP
- Bank Admin ERP
- Money Exchange & transfers ERP
- Financing Mngement ERP

## OPTIMUM FUNCTIONAL PRODUCTS

- e-Wallet
- Cards e-Wallet
- Teenage e-Wallet
- Wages Protection System (WPS)
- Merchant Payment System
- Switch Reconciliation System
- Money Exchange
- Money Transfer
- Loans

# OUR SERVICES & PRODUCTS

Over two decades we have acquired diverse knowledge, high level of expertise and broad experience in developing special products for our customers based on their needs.

## BESPOKE DEVELOPMENT

- Functional Software Systems
- Mobile Apps & Websites
- System Integrations



# OUR SERVICES & PRODUCTS

## HARDWARE

**AI Amthal Group** provides you with the most suitable hardware required to complement its software solutions. The hardware provided by AI Amthal is seamlessly integrated with its solutions.

- Access Control & Time Attendance machines
- Barcode Peripherals
- Point of Sale with Cash Register and Printer
- Digital Point of Sale devices



## CLOUD COMPUTING

We offer all the essential tools of Cloud Computing Services, which will enable customers to reduce their operational costs by hosting their websites and business applications on our highly reliable and secure servers.

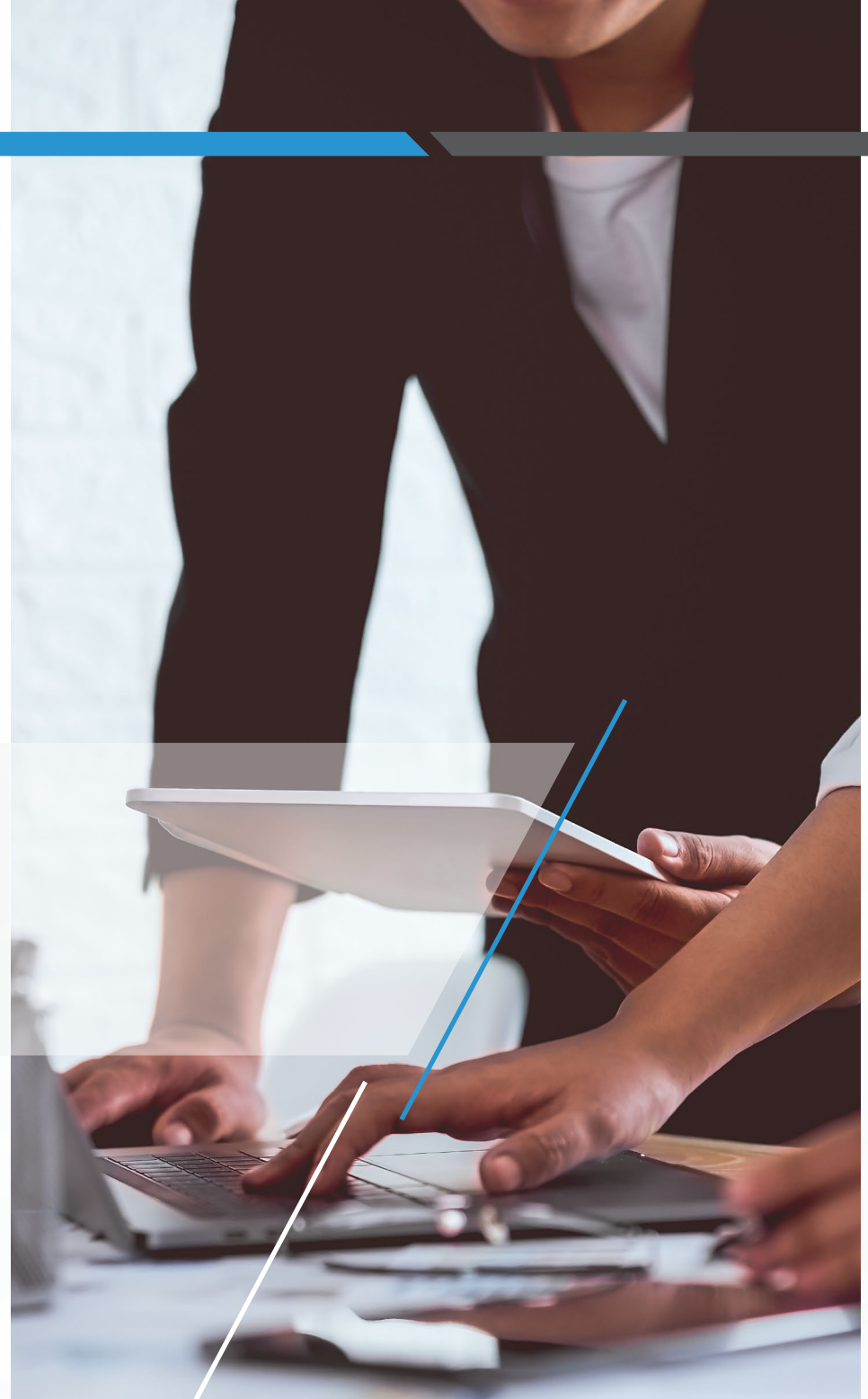
- Web Hosting
- Website Domain

# OUR SERVICES & PRODUCTS

## DIGITAL MARKETING

We provide our clients with vital services in marketing to complement the hosting of their operations with us. They will have the advantage to reach out to all our customers who use our marketplaces. We also provide all essential digital marketing services to support their operations.

- Social Media
- Search Engine Optimization (SEO)
- Market Places Ads
- Digital Campaigns (Email, SMS, Push Notifications)



## OUR BRANDS

We operate under numerous brands we own. The following are our own brands which have been developed by Al Amthal Group under our intellectual property rights.



TOTAL SOFTWARE SOLUTIONS FOR  
MEDIUM TO LARGE ENTERPRISES



BUSINESS MANAGEMENT  
SOLUTIONS FOR SME'S



TOTAL SOFTWARE SOLUTION FOR  
REAL ESTATE INDUSTRY



TOTAL SOFTWARE  
SOLUTION FOR WHOLESALE  
& RETAIL INDUSTRY



TOTAL SOFTWARE  
SOLUTION FOR SERVICES  
INDUSTRY



TOTAL SOFTWARE  
SOLUTION FOR FOOD &  
BEVERAGES INDUSTRY



TOTAL SOFTWARE  
SOLUTION FOR BOOKINGS &  
RESERVATIONS



TOTAL SOFTWARE  
SOLUTION FOR MEMBERSHIP  
SERVICES

## OUR LEGAL STATUS

We operate under a number of commercially registered companies that offer our products and brands we own. The following are our legal entities in each region.



AL AMTHAL GROUP B.S.C  
(CLOSED)



AL-AMTHAL AL-KHALEEJI  
COMPANY W.L.L



AL-AMTHAL AL-KHALEEJI  
TRADING COMPANY L.L.C



AL-AMTHAL TRADING  
GROUP COMPANY L.L.C



ELECTRONIC COMMERCE  
NETWORK CO. B.S.C (CLOSED)  
BAHRAIN



NC LINK CO. W.L.L  
BAHRAIN



MALLAT GLOBAL SOLUTIONS CO.  
B.S.C (CLOSED) - BAHRAIN



ELLA REAL ESTATE SOLUTIONS  
W.L.L - BAHRAIN

# PARTNERS & CERTIFICATIONS

*Al Amthal Group's* has a network of strong regional and international business partnerships with organizations and institutions that enable a superior service for the group's clientele. These partnerships bring about the capabilities for delivering comprehensive and optimal business solutions.

## TECHNOLOGY PARTNERS



## FINANCIAL PARTNERS



## CERTIFICATIONS



# REGIONAL OFFICES

## BAHRAIN

Manama

Tel: +973 17 297 227

[amthaladmin@al-amthal.com](mailto:amthaladmin@al-amthal.com)

## QATAR

Doha

Tel: +974 44 621 849

[amthaldoha@al-amthal.com](mailto:amthaldoha@al-amthal.com)

## SAUDI ARABIA

Al Khobar

Tel: +966 56 808 2779

[khaleeji@al-amthal.com](mailto:khaleeji@al-amthal.com)

## OMAN

Muscat

Tel: +968 94 102 900

[amthaloman@al-amthal.com](mailto:amthaloman@al-amthal.com)