

# Who's Who

in Jordan's Information and  
Communication Technology 2023  
[www.JordanICT.com](http://www.JordanICT.com)

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Published By

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In Cooperation With

**int@j**  
Information and Communications  
Technology Association - Jordan

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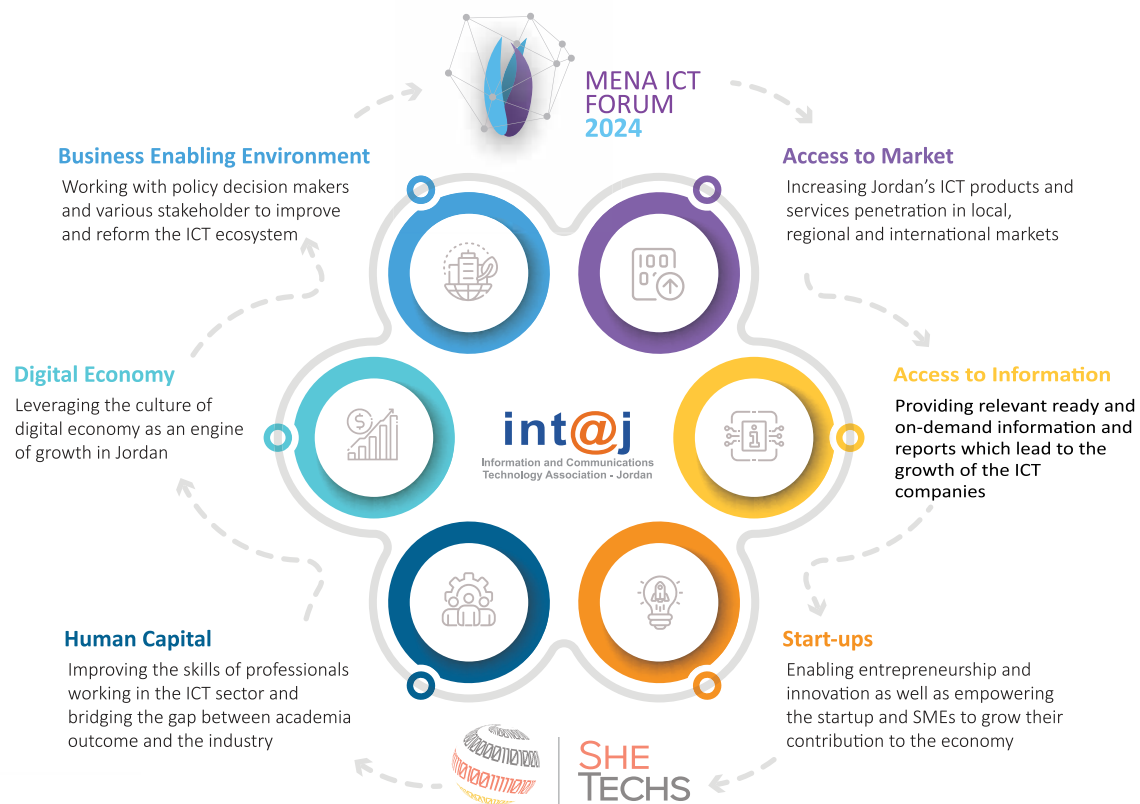




Information and Communications  
Technology Association - Jordan

## About the ICT Association of Jordan – int@j

The Information and Communications Technology Association of Jordan (int@j), founded in 2000, is a membership based ICT and IT Enabled Services (ITES) industry advocacy, support and networking association.



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## About the 25th Anniversary of publishing "Who's Who in Jordan's ICT"

It has been 25 years since MediaScope published the first edition of *Who's Who in Jordan's ICT* in 1998. Our publication has always evolved with the changing times. So, we are pleased to commemorate this occasion by being the first publication in Jordan to use AI technologies to fully generate its cover design!

*Who's Who ICT* has always had a tradition of being 'first'. This publication has been, and continues to be, the first and only online and print directory serving the IT and Telecom sectors in the country. We embarked on a successful mission of annually chronicling, updating, and distributing information regarding our country's vibrant ICT sector. *Who's Who* grew with the sector reflecting its evolution. Today, our website ([www.JordanICT.com](http://www.JordanICT.com)) is the most reliable archive of company information across many years.

Over the past decade, *Who's Who ICT* has had its own digital transformation by packaging online promotion services alongside its print distribution. [JordanICT.com](http://JordanICT.com) is a portal that offers information on hundreds of ICT companies in the country and provides users with the functionality to search these companies by services offered, brands represented, key persons, clients served and more. Any participating company's profile page on [JordanICT.com](http://JordanICT.com) is ranked in the top search results on Google for that company's name or field of specialty.

Additional digital value offered includes online content marketing services, through promoted posts of the profiles on our social media channels (Facebook, Instagram and LinkedIn), mailshots to an extensive database of ICT clients in Jordan, and by marketing our website through search engine marketing (SEM). We also widely distribute a PDF version of this publication.



Zeid Nasser  
MediaScope

I would like to thank our partners, the ICT companies of Jordan, for believing in the value of *Who's Who ICT* and participating for so many years! MediaScope hopefully looks forward to serving you all for the next 25 years. ■

Who's Who **25 YEARS**  
since 1998

Managing Director

**Zeid Nasser**

Sales Manager

**Mohammed Aqel**

Sales Executive

**Mazen Ali**

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Layout By: **Sama Philadelphia**

## Sections & Companies:

<b>Total IT Solutions</b> 14	<b>Outsourcing Services</b> 57	<b>eBusiness Services</b> 87
<ul style="list-style-type: none"><li>Al Faris National Investment Group (Optimiza)</li><li>Aspire</li><li>BMB</li><li>General Computers &amp; Electronics Co. (GCE)</li><li>Jordan Business Systems (JBS)</li><li>Jordan Data System (JDS)</li><li>Iris Technology</li><li>Netcompany-Intrasoft</li><li>Mozon Technologies</li><li>Specialized Technical Services (STS)</li><li>Startappz</li><li>Platform Solutions</li><li>TESCO</li></ul>	<ul style="list-style-type: none"><li>Kalamntina</li><li>Crystel</li></ul>	<ul style="list-style-type: none"><li>Kinz</li></ul>
<b>Software Solutions</b> 34	<b>ICT Training &amp; Education</b> 60	<b>Web/App Design &amp; Dev. Services</b> 88
<ul style="list-style-type: none"><li>Algebra Intelligence</li><li>Brightminds</li><li>Bayanat</li><li>CRIF</li><li>Future Applied Computer Technology - FACT</li><li>EastNets</li><li>Estarta</li><li>MenalTech</li><li>Pioneers Information Technologies Co. LTD (Pio-Tech)</li><li>PROCESS&amp;SMITH</li><li>ProgressSoft Corporation</li><li>Realsoft advanced applications</li><li>Sky Software</li><li>TechMinds Consulting</li><li>Xina</li></ul>	<ul style="list-style-type: none"><li>Abdul Aziz Al Ghurair School of Advanced Computing (ASAC)</li><li>Code Circle</li><li>Hello World Kids</li></ul>	<ul style="list-style-type: none"><li>dotjo</li><li>Echo Technology</li><li>Media Plus</li><li>Vardot</li><li>SYNTAX</li></ul>
	<b>Electronic Payments &amp; Fintech</b> 64	<b>General Telecoms</b> 94
	<ul style="list-style-type: none"><li>MadfoatCom</li><li>Middle East Payment Services (MEPS)</li><li>Network International</li><li>HyperPay</li><li>Orange Money</li><li>UWallet</li><li>Zain Cash</li></ul>	<ul style="list-style-type: none"><li>Aqaba Digital Hub (ADH)</li><li>Damamax</li><li>Jordan Advanced Fiber Company (Fibertech)</li><li>Orange Jordan</li><li>VTEL Jordan</li></ul>
	<b>Mobile Content Services &amp; Apps</b> 75	<b>Mobile Telephone Services</b> 104
	<ul style="list-style-type: none"><li>Beecell</li><li>Javna</li><li>BeeLabs</li><li>Tamatem Games</li></ul>	<ul style="list-style-type: none"><li>Umniah</li><li>Zain Jordan</li></ul>
	<b>Specialized IT Solutions</b> 80	<b>ICT Startups</b> 108
	<ul style="list-style-type: none"><li>Digital Haze</li><li>Green Circle Cyber Security</li><li>IT Security C&amp;T</li><li>NeoGenesis</li><li>Quality Partners</li><li>TRISMART</li></ul>	<ul style="list-style-type: none"><li>Balador</li><li>Shoofni</li><li>Whyise</li><li>Sukoon</li><li>Unihance</li><li>IPass</li><li>Connection of Things (CoT)</li><li>Link Pro</li><li>Knowledge Power Society (KPS)</li><li>QuiqClaim</li><li>Kutubee</li><li>Blue Care Medical</li><li>KHIBRATY</li><li>Kaleela</li></ul>



# بتابع كاميرات شغلي بدون تقطيع

## مع Orange فايبر للأعمال

## أسرع نت بالأردن





# The Ministry of Digital Economy and Entrepreneurship (MoDEE)

The Ministry of Digital Economy and Entrepreneurship (MoDEE) promotes Jordan's digital economy and entrepreneurship through legislative and regulatory reform, increasing the quality and scale of the digital transformation of government institutions and the economy, and supporting the growth of the entrepreneurship ecosystem. Previously the Ministry of Information and Communication Technology (MoICT), the Ministry's name and mandate were altered in 2019 to reflect its increasingly vital role in driving forward Jordan's digital economy, and the importance of entrepreneurship as a catalyst in this transformation.

The Ministry's digital mandate assigns it the responsibility to implement a number of critical and crosscutting functions supporting the improved functioning of government, the private sector, and citizen-oriented services. This includes transforming the governance and accessibility of data, through introducing new or modified regulations and policies, increasing the digitization of government services, especially to citizens and residents, and improving the business enabling environment for the ICT and telecom sector, amongst other vital functions.

The Ministry's entrepreneurship mandate also assigns it the responsibility of supporting the growth and competitiveness of the entrepreneurship ecosystem through driving regulatory reform, improving access to finance, training, and capacity building, increasing linkages with the private sector, including through representative public-private bodies, and other forms of support provided to entrepreneurs, startups, small, medium, and large enterprises.

The joint World Bank and MoDEE-led USD 200 million project, Youth, Technology and Jobs (YTJ), supports in operationalizing the Ministry's mandate, accelerating the digital transformation of Jordan, increasing the economic participation of youth in the digital economy, and supporting the growth of the entrepreneurship ecosystem.

In addition to implementing a wide array of activities, MoDEE has recently developed several strategies and policies, including: (a) the National Digital Transformation Strategy, which focuses on improving existing policies and regulations, data analytics and reporting, partnerships with the private sector, technology enablement and deployment, and monitoring and evaluation, developing updated key performance indicators (KPIs) and targets for MoDEE and other relevant stakeholders, (b) Jordan's National Entrepreneurship Policy, which includes an implementation plan of relevant, multi-stakeholder activities, and (c) the Jordan Social Entrepreneurship Policy and Roadmap, which provides recommendations on regulatory reform and a high-level roadmap to develop the ecosystem. ■



Minister of Digital Economy & Entrepreneurship  
**HE. Mr. Ahmad Hanandeh**

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# Al Faris National Investment Group (Optimiza)



## Facts

Establishment Year: 1983 (as Al Ahlia).  
Number of Staff: 350+

## Services

- Enterprise Application Services
- Next Generation Infrastructure
- Industry Software Solutions

## Markets

Jordan, United Arab Emirates, Saudi Arabia, Egypt, Morocco and the rest of MENA region.

## Contact

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www.optimiza.me

On any given day, tens of thousands of people and hundreds of entities across the MENA region benefit from the innovative technology solutions that OPTIMIZA has been privileged to integrate for its clients.

With focused intellectual capital that spans multiple industry sectors including health, government, large enterprise, financial services, telecommunications and education; and backed by over 40 years of operational experience and hundreds of high-quality projects delivered, OPTIMIZA empowers organizations to get more out of technology by integrating technology solutions that make a difference.

OPTIMIZA helps organizations to better navigate through their digital transformation journeys.

Understanding key business drivers, the company helps organizations overcome their toughest challenges with innovative business and technology solution implementations – deploying optimal software and applications and the underlying technology infrastructure to support them.

OPTIMIZA's roots go back to 1983 when the Computer & Engineering Bureau (CEB) was established, which was one of the first ICT companies in the region.

As of 2006, OPTIMIZA started to provide Jordan's ICT sector with its current services by pulling together nine of the leading technology solutions providers and integrating them into one "optimized" entity.

The new merged organization, the AlFaris National Investment and

Export Co. (ASE:CEBC), operating under the trade name OPTIMIZA, was launched.

OPTIMIZA's vision, to become one of the leading systems integration houses throughout the MENA region, was then introduced to the region at GITEX 2007.

The formula uses a highly skilled "kitchen" at the Jordan headquarters to cater to opportunities throughout the region.

Some may argue that OPTIMIZA's trade name comes as a result of the ambitious merger of a number of companies specialized in management consulting, IT solutions and services, training and outsourcing, while the OPTIMIZA team looks at the name as a reflection of its commitment to excellence and client satisfaction.

OPTIMIZA works directly and through partners to serve every major city in the region. This, in addition to extensive partnerships with global consulting and technology companies, provides OPTIMIZA with the unique ability to tailor each solution to local needs and requirements.

Consulting, Technology, Outsourcing, and Human Capital Development are the four main service areas that could meet the varying needs of any organization. OPTIMIZA made them the foundation of its services offering, and prides itself on being able to deliver the highest quality in each of them.

The leading-edge technology offerings by OPTIMIZA, whether rooted in software applications, hardware, or a combination of the

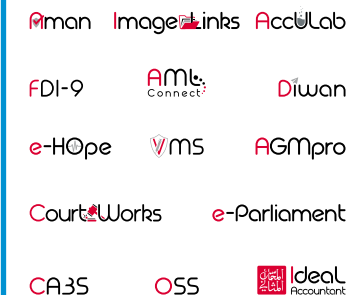
two, provide clients with optimized solutions.

Building on the commitment to help customers in their digital transformation endeavors, OPTIMIZA is moving from transactional to contractual services by providing cloud-based solutions. The company provides a wide range of cloud offerings including Infrastructure as a Service (IaaS), Platforms as a Service (PaaS), Software as a Service (SaaS), Managed Services, Software-Defined Architecture and Data Analytics and Monetization.

Additionally, OPTIMIZA's registered intellectual property 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.

The one thing to remember? OPTIMIZA is a leading, regional technology system integration and digital transformation solutions provider focused on serving its clients' pursuit of operational excellence and profitability. ■

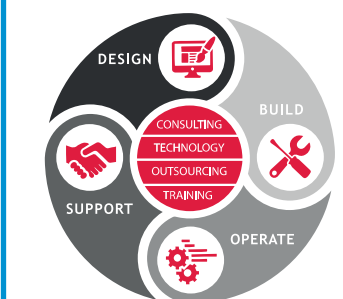
## Intellectual Property Solutions



## Key Partners



## Methodology



## Key Staff



**Majed Sifri**  
CEO



**Emad Abdulhadi**  
GM, Infrastructure  
Solutions & Sales Director



**Mohammad Abdulrazeq**  
General Manager, Business  
Solutions



**Alaa Herzalla**  
General Manager, IP  
Solutions



**Raed Al-Omari**  
Director of Mega Projects



**Omar Halaseh**  
Chief Technology Officer  
(CTO)



## Facts

Establishment Year: 2002  
Number of Staff: 450+

## Services

- Agile and Scaled Project Management
- DevOps
- Digital Support Services
- Software Testing & Automation
- Software Engineering
- Data Engineering & Reporting
- Digital Consulting Services

## Markets

North America, Latin America, MENA Region, Jordan.

## Contact

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Aspire is an IT Services provider serving global markets from its home base in Amman, Jordan, since 2002.

Aspire continues to assist web and mobile giants in a variety of business spaces to achieve higher levels of quality and cost efficiency while empowering their digital transformation journey.

Aspire's team of 450+ professionals partner with primarily US and global clients to deliver a frictionless customer experience to more than 100M global online users.

Aspire's highly qualified IT consultants work in a range of areas in traditional and emerging technologies including Digital Transformation, Digital Commerce, Quality Engineering and Assurance, Cloud technologies and so on.

Over the past two decades Aspire has maintained a flexible, stable and diverse workforce (>42% Female) and cross cultural representation, with a very high proportion of local talent, supplemented by international experts on an ongoing basis.

Aspire continues to be committed to delivering its best to its clients as well as ensuring the wellbeing of the team, consultants and contributors.

Aspire has consistently and consciously built its teams for enhanced value delivery. Almost all of Aspire's existing client-base is relationship based, being offered a spectrum of services. Aspire has focused on building trusted and committed delivery channels for its clients.

Aspire supports a variety of web based and digital enterprises

focusing on seven main service offerings which are Agile and Scaled Project Management, DevOps, Digital Support Services, Software Testing & Automation, Software Engineering, Data Engineering & Reporting and Digital Consulting Services.

The Digital Consulting services practice (aspireconsult.in), which is co-located in India and Jordan, was soft-launched last year as part of Aspire's evolution into a Full-Service Technology company providing consulting services in digital strategy and architecture, tech sourcing, cyber risk advisory, agile, and quality consulting.

In collaboration with its niche partners, Aspire is further enhancing its exposure to newer disruptive technologies including Process Automation, Data & Analytics, AI & ML, Cyber Security, IOT etc. This is just to continue the journey towards technology excellence in sync with the evolving market needs.

Aspire's premier upskilling facility, EPIC Academy, provides specialized Software Engineering, Test Automation and Platform Operations courses designed by a team of competent engineers with many years of hands-on experience in the market. The purpose is to equip fresh graduates with the knowledge and skills needed to kickstart and advance their careers in the IT industry. In addition to these programs for fresh graduates, Aspire also offers upskilling and reskilling programs for experienced engineers to help them stay up-to-date with the latest technologies and market trends.

Working with its global list of prestigious clientele has provided Aspire with insightful knowledge

and substantial expertise to enable you with high quality technology services for your digital transformation journey, as well as to support you in other areas of synergy.

For more information about Aspire's valued customers and case studies, please refer to the website [www.aspire.jo](http://www.aspire.jo) ■

## Industries

Healthcare & Wellness, Banking and Finance, Media (traditional/ digital), Government & Public Sector, Retail and Consumer, Telecom, Insurance, Travel and Leisure, Education, Pharma, Cryptocurrency.

## Partners



## Major Clients



## Key Staff



**Kaushal Shah**  
Managing Director



**Ehab Al Taher**  
Executive Director - Technology and Service Delivery



**Abir Ghosh**  
Executive Director – Consulting



**Mohammad Keswani**  
Director – Digital Technologies



**Sudha Narayan**  
Assistant General Manager



**Rita Al Ali**  
Director of Human Resources

## Facts

Establishment Year: 1995  
(2009 in Jordan)  
Number of Staff: 400

## Services & Products

- Intelligent Enterprise Networks
- Data Center Infrastructure & Operations
- Cybersecurity and Risk Management
- Smart Business Collaboration
- On-demand Cloud
- IOT Transformation
- Telco & SP- Centered Solutions
- Managed & Professional Services
- Optical Networks – FTTx
- Augmented, Mixed & Virtual Reality Solutions & Services
- AI & Automated Machine Learning
- Big Data & Data Management
- Business Intelligence & Advanced Data Analytics
- RPA, Hyper Automation & AI Bots
- Enterprise Content Management
- Business Process Management
- Customer Relationship Management
- Full-Cycle Service Management
- Multichannel e-Marketing Solutions
- Workflow / Automation / E-forms
- Sales Force & Merchandizing Automation
- Territory Planning & Route Optimization
- Full-Cycle Service Management
- Human Resources Management
- Medical Representative Process Automation
- Enterprise Asset Management & Maintenance
- Vehicle, Asset and Delivery Tracking
- RFID Labeling and Printing
- Mobile Device Management
- Warehouse Management

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When BMB Group started in 1995, broadband was not available. Since then, BMB has evolved to become a leader in the world of Information and Communication Technology.

BMB is a full solution provider and a global advisor working with top rated technology partners to empower businesses and organizations, through the finest quality of custom-made IT solutions. With over 400 employees, BMB Group now operates 17 offices in the Middle East, Africa and Europe; serving more than 3,000 industry-leading customers across all verticals.

BMB's technologies and services include IoT, Enterprise Networking, Data Center, Cloud Solutions, Security, Collaboration, Managed & Professional services, Business Intelligence, Advanced Analytics, Big Data, Intelligent Automation, Metaverse, Augmented & Virtual Reality, Enterprise Content Management, Business Process Management, Enterprise Mobility Solutions, Sales Force Automation, Warehouse Management and Field Service.

A part of the BMB Group, BMB Jordan has been operating in the country for more than 13 years. The mission of BMB Jordan is to serve customers across multiple market sectors with technological solutions from the core to the edge of the organization.

In Jordan, BMB focuses on the connected Enterprise approach where by its offering is delivered across all layers of the organization ensuring that the digital transformation journey is achieved. BMB offer its solutions and services to multiple customers and sectors in the market. In addition to that, and as a leader in offering cybersecurity solutions and services, BMB has managed to help and support its customers in protecting their environments from cybercrime, sabotage, fraud and theft. To that end, BMB has invested in its local employees to ensure that it holds the highest levels of certifications in the solutions offered, allowing it to consistently and expertly support its clients. ■

## Key Staff



**Maria Tohme**  
COO - Levant



**Ruba Darwish**  
Country Manager - BMB Jordan



**Muhannad Abu Shamma**  
Technical Manager - BMB Jordan

## Customers

- Telcom
- Defense
- Banking
- Public Sector

# General Computers & Electronics Co. (GCE)

## Facts

Establishment Year: 1985  
Number of Staff: +150

## Services

Digital Business Solutions, Digital infrastructure, Professional Outsourcing Services, Cyber Security & Networking Services, Printing Solutions, Geo Spatial Solutions & Professional Training.

## Markets

Jordan.

## Customers

- Banking: (Arab Bank, Housing Bank for Trade & Finance, Jordan Islamic Bank, JKB, AJIB, Amman Cairo Bank, Invest bank).
- Education: (Yarmouk University, University of Jordan, Balqa Applied University, German Jordanian University, Petra University).
- Insurance: (Al Nisr Al Arabi Insurance, International General Insurance "IGI", First Insurance "SOLIDARITY", MedNet).
- Telecommunication: (Telecommunications Regulatory Commission "TRC", Zain, Umniah).
- NGO's: (UNICEF, UNOPS, UNRWA, UNHCR, IRC).
- Private: (Estarta, Al Kasih Food Production Co., National Arab Motors Co. "KIA", Tawfiq Gargour & Fils Co. "Mercedes".
- Government: (Ministry of Digital Economy & Entrepreneurship "MODEE", Ministry of Justice, Ministry of Education, Ministry of Health, Jordan Customs).

## Contact

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Since 1985, General Computers & Electronics Co. (GCE) started its operations as the first IBM partner in the region, as a proud Jordanian registered and owned company headquartered in Amman and as a member of GCE Group.

With more than 35 years of experience and 150+ professional employees, GCE has been established with a diverse portfolio of IT goods and services; with operations covering a wide spectrum of local market needs, and thus became a leader in the IT market in Jordan.

GCE offerings are in the categories of IT Infrastructure, digital business solutions, Cloud Computing, Artificial Intelligence, Geospatial Services, Learning Solutions and Outsourced Operations.

The company's vision is "To be the best comprehensive trusted integrated IT provider".

GCE's mission is to "deliver and deploy the highest quality products and services in a timely manner; and to provide support to your organization throughout its business cycle".

The secrets of GCE's success are its partnerships, customers, employees and vision.

GCE takes pride in its strong partnerships with the world's leading IT companies that translates into a top niche portfolio that continues to expand and to encompass a comprehensive range of high-tech global brands, providing cutting-edge technologies.

The customer partnerships are built on an understanding of business needs and translating these needs into actionable technologies. GCE's commitment to this wide scope has meant that it nourishes extensive functional and business expertise to almost every sector in the market. ■

## Key Staff

**Abdul Raheem Milbes**  
CEO

**Rula Milbes**  
COO

**Saad Aqel**  
Senior Consultant/Geo-Spatial Solutions  
Business Director/Business Partners

## Business Partners





## Facts

Establishment Year: 2005  
Number of Staff: 75

## Services

- Business Transformation Solutions:
  - Analytics and AI
  - Integration and Automation
  - Self-Service and Retail
- Infrastructure Solutions:
  - Servers Systems
  - Storage Systems
  - Virtualization and Consolidation
  - Infrastructure as a Service
- Networking:
  - Data Center
  - Routing and Switching
  - Collaboration and Contact Center
- Security Solutions:
  - Network and Cloud Security
  - Security Intelligence
  - Identity and Access Management
  - Data Security

## Markets

Jordan and Palestine.

## Customers

Banking Sector,  
Telecommunication Sector,  
Government Sector, Cross  
Industry Sector.

## Contact

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www.midisgroup.com

JBS's roots come from a partnership with some of the world's most renowned and respected names in the IT industry.

As a Business Partner of IBM, Cisco, Diebold Nixdorf and Lenovo in Jordan and Palestine; JBS was formed in April, 2005, as a continuation of more than 20 years of ICT operations to meet the emerging demands of economies for development.

JBS is part of mds system integration Group, with over 3000 professionals representing over 50 of the world's leading IT suppliers, along with a solid 50-year track record of performance and reliability. The mds SI Group is an international organization comprised of over 170 companies across the emerging markets of Europe, the Middle East and Africa.

As a result, JBS's portfolio has grown into a client base of over 150 enterprises from the region's most sought after companies from diverse industries.

Since its inception, JBS has worked diligently to understand the special demands every client requires from a project. Throughout the years, JBS has managed to earn the trust and respect of a long list of satisfied clients. Empowered by dedicated professionals, JBS has supplied world-class technologies and exceptional services to a multitude of business and large enterprises, facilitating Digital Transformation from core systems to multi-channel solutions to run without flaws.

JBS also caters to customers through its After Sales Service program, with decisive maintenance plans that enable and support systems through Service Level Agreements with 24 x 7 coverage.

JBS has a renowned team dedicated to after sales services for all JBS products sold under warranty. Services include installation and implementation, various warranty services, maintenance and support. The professional services department handles all requests with streamlined efficiency. The services team also handles all inquiries and support for all JBS software solutions provided to customers. These high-tech solutions are specialized to meet the needs of each individual business serviced, and continuing support from the professional services team leverages your business's ability to compete in today's knowledge based economy.

JBS growth and diversification has been backed up by constant exploration for solutions to the challenges of local and regional clients in line with industrial transformation best practices. JBS has established a solid foundation of success and continues to build on that groundwork. As JBS continues to grow, it remains committed to providing innovative IT solutions to contribute to the economic growth of Jordan and the region.

JBS looks forward to satisfying even more clients and to continuing to build client relationships, spanning regional recognition.

In today's age of increasing sophistication in the Information Technology arena, JBS has emerged as a leader. Financial institutions, the government, telecommunication and other industries have recognized JBS as a highly skilled and supportive organization; which can draw on all expertise from its partners at any time.

As a result, JBS has earned recognition for its ability to deliver industry

solutions to meet challenges that were previously turned down by competition. With its knowledgeable, skilful, versatile, and reliable organization, it is no wonder that JBS has provided services and solutions to over 150 major enterprises in the local and regional markets through its operational offices, which are located in Jordan (Amman) and Palestine (Ramallah). ■

## Main Products



## Part of The mds SI Group



## Key Staff



**Emad Suwan**  
General Manager - EVP



**Nazim Al-Asasfeh**  
Deputy General Manager



**Khaled Al-Kadi**  
Sales Director - Innovation  
& Business Transformation



**Mohammad Rashad**  
Admin & Finance Director

# Jordan Data Systems (JDS)



## Facts

Establishment Year: 1981  
Number of Staff: 50+

## Services

Digital Transformation Enablement, Cloud Services (AI, ML and Analytics, Containers, Data Protection, Hybrid and Multi-cloud, Migration, Edge, Risk, and Compliance), Managed Services, Professional and Consulting Services, Design and System Integration, ICT Business Solutions (Laptops, Desktops & Workstations, Monitors, 3D print & Retail), Enterprise Solutions, Infrastructure Services, Business Intelligence, Big Data & Data Analytics, Robotic Process Automation, Enterprise IT Infrastructure (Servers, Storage, Hyper-Converged, Virtualization & Virtual Desktop), Networking & Cyber Security, Site Preparation (Critical Power, Thermal Management, Racks & Enclosures, Monitoring & Management), Generators, Total Facility Management (TFM), Off-Grid Hybrid and Renewable Solutions, Hospitality Solutions (Property Management Systems, Cruise Ship Technology, Point of Sale, Hotel Upselling, Enterprise Resource Planning, Human Capital Management, Loyalty and Marketing, Cloud Infrastructure), Hospitality Solutions – Contactless Guest Experience, Total ELV Offering.

## Markets

Jordan, Iraq and Palestine.

## Contact

Tel: 962-6-5502000  
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Amman 11190, Jordan  
jds@jds.com.jo  
www.jds.com.jo

Jordan Data Systems (JDS), established in 1981, specializes in delivering turnkey ICT solutions across market sectors. By offering dedicated and trustworthy service to its clients, JDS has established itself as a pioneer in the information and communication technology business in Jordan.

JDS offers complete integrated solutions and services such as Digital Transformation Enablement, Cloud Services (AI, ML and Analytics, Containers, Data Protection, Hybrid and Multi-cloud, Migration, Edge, Risk, and Compliance), Managed Services, Professional and Consulting Services, Design and System Integration, ICT Business Solutions (Laptops, Desktops & Workstations, Monitors, 3D print & Retail), Enterprise Solutions, Infrastructure Services, Business Intelligence, Big Data & Data Analytics, Robotic Process Automation, Enterprise IT Infrastructure (Servers, Storage, Hyper-Converged, Virtualization & Virtual Desktop), Networking & Cyber Security, Site Preparation (Critical Power, Thermal Management, Racks & Enclosures, Monitoring & Management), Generators, Total Facility Management (TFM), Off-Grid Hybrid and Renewable Solutions, Hospitality Solutions (Property Management Systems, Cruise Ship Technology, Point of Sale, Hotel Upselling, Enterprise Resource Planning, Human Capital Management, Loyalty and Marketing, Cloud Infrastructure), Hospitality Solutions – Contactless Guest Experience, and Total ELV Offering

Jordan Data System's major divisions include Site & Power, Information & Communications Technology, and Hospitality Division.

JDS has a considerable number of members with over 50 having an engineering specialty. With more than 42 years of steady and constant growth, JDS has 500+ satisfied clients and has completed 200+ significant turnkey projects to date.

The brands represented by JDS include HPE, HP Inc., Aruba, Microsoft, VMWare, Commvault, Veeam, Cohesity, Thales, Infoblox, Fortinet, Centrifry, Barracuda Networks, Tripwire, Logrhythm, Recorded Future, Nozomi Networks, Citrix, Oracle Hospitality, Oracle Netsuite ERP, Otrum, Vingcard, Tiger-tms, ElSafe, Infor, Samsung, Samsotech, Assaaboly, Vertiv, KOHLER, Mero-TSK, Ortea, HW-group, Yuasa, Leoch, Leviton and Huasu.

The vision of JDS is "To be the industry leader in providing our customers with the most up-to-date and cutting-edge technology solutions." Its mission is "To deliver the best customer experience and to empower them to transform their businesses, industries, markets and lives. JDS values includes its customers, winning together, service, results, integrity and our partners.

JDS is proud to be a part of Midis Group, a leading IT international organization, with over 170 companies across the Middle East, North Africa, and Eastern Europe. This allows JDS to enlarge the network of intra-group support and service provided to its clients, thus providing significant advantages which are not available to other locally-based companies. Such advantages include but are not limited to a large pool of engineers, technical expertise, and products available on demand.

With more than 5000 professionals, some 100 of the world's leading

IT vendors, and a solid 50-year track record of performance and reliability, the Midis Group is an international organization of over 170 companies across Europe, the Middle East and Africa.

The group is known for its advanced offering of managed IT services and consultancy, system integration, cloud and data center capabilities and infrastructure, software and hardware solutions, and technology distribution and retail. The group focuses on providing the best in services, with integrity, to vendors, partners, and customers across the destinations it serves. ■

## Main Products



## Alliance Partnerships

HPE, HP Inc., Aruba, Microsoft, VMWare, Commvault, Veeam, Cohesity, Thales, Infoblox, Fortinet, Centrifry, Barracuda Networks, Tripwire, Logrhythm, Recorded Future, Nozomi Networks, Citrix, Oracle Hospitality, Oracle Netsuite ERP, Otrum, Vingcard, Tiger-tms, ElSafe, Infor, Samsung, Samsotech, Assaaboly, Vertiv, KOHLER, Mero-TSK, Ortea, HW-group, Yuasa, Leoch, Leviton, Huasu.

## JDS in Numbers

- 20+ Brands Represented
- 42+ Years
- 200+ Turnkey Projects
- 500+ Satisfied Customers

## Part of The mds SI Group



## Key Staff



**Loai Madanat**  
Managing Partner - VP



**Attallah Bqaean**  
Finance & Operations Manager



**Samer Haddadin**  
Business Unit Manager  
Site & Power



**Rami Madanat**  
Business Unit Manager  
Hospitality



**Ahmad Shanteer**  
Business Unit Manager  
Information & Communication Tech.



## Facts

Establishment Year: 2011  
Number of Staff: 75

## Services

Staff Supplementation,  
Professional Services  
(PS), Managed Services,  
Consultation Services, Pre-  
Sales Support, Post-Sales  
Support Services, Official  
Training Services.

## Solutions

Cyber Security, Networking,  
Infrastructure, Cloud Solutions.

## Markets

Jordan, Saudi Arabia, United  
Arab Emirates, Qatar, Iraq and  
Bahrain.

## Customers

Leading Banks, Telcos, Military,  
Government, Non-Profits,  
Education, Health, Insurance.

## Contact

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www.iristechnology.me

IRIS Technology, having main offices in Riyadh and Amman and a local presence in various Middle Eastern countries, is a system integrator specializing in IT solutions for SMEs, Enterprises, and ISPs, servicing clients in the Middle East and the Gulf Council countries since 2011; partnering with industry giants in the fields of Cyber Security, Networking, Infrastructure, and Cloud Solutions.

The biggest strength for IRIS Technology is the skill set that has made it one of the fastest-growing companies in the region and has been recognized by several awards from vendors and from jury platforms. Industry recognition and awards have come IRIS Technology's way for its discerning ability to provide a valuable addition to product offerings while effectively helping customers to make the most out of them. IRIS Technology has invested in its inherent strength in infrastructure, technical skills, and customer service to create a niche for itself in the system integration space.

IRIS Technology believes that great partnerships are driven by true commitment, this has resulted in long-standing partnerships with leading strategic partners and industry technology vendors.

Backed by a strong vision and a sustained growth rate, the company's system integration services and products reach has spread to all the sectors and segments in the Middle East and GCC countries. As new challenges unfold, IRIS Technology remains at the forefront in deploying and integrating technology and the endeavor to empower enterprises with knowledge and innovative ways to make the most out of technology. ■

## Key Staff



**Duaa Maayah**  
Sales Team leader



**Walaa Al-Jafari**  
Sales Team leader / Public  
Sector



**Ruba Daoud**  
Business Development  
Manager

## Facts

Establishment Year: 1996  
(International), 2000 (Jordan),  
2013 (Middle East)  
Number of Staff: 50

## Services

- Analytics
- Customer Experience
- Application Integration
- Cloudification
- Software Development
- Sap Solutions

Netcompany-Intrasoft is a leading European IT solutions and services group with strong international presence and expertise, offering innovative and added-value solutions of the highest quality to a wide range of international and national public and private organizations.

Netcompany-Intrasoft employs more than 2,800 highly skilled professionals, representing over 50 different nationalities and mastering more than 30 languages.

With headquarters in Luxembourg, Netcompany-Intrasoft operates through its operational branches, subsidiaries and offices in 12 countries which are Belgium, Bulgaria, Cyprus, Denmark, Greece, Jordan, Luxembourg, Romania, RSA, UK, UAE and USA.

As part of the global strategy of the group, Netcompany-Intrasoft invested to establish a subsidiary in the Middle East, with a regional delivery center out of Jordan which covers operations in Palestine, Iraq, Yemen, and Qatar.

The Arabic speaking expertise, coupled with the vertical strength and knowledge of regional practices, as well as international best practice makes Netcompany-Intrasoft "Your Local System Integrator". ■

## Contact

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P.O.Box 2323  
Amman 11953, Jordan  
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## Key Staff

**Tareq Abu Sharar**  
CEO Netcompany -  
Intrasoft MIDDLE EAST

**Heba Majali**  
CEO Netcompany -  
Intrasoft JORDAN

**Sami Abu El Rous**  
Business Development  
Manager

## Facts

Establishment Year: 2002  
Number of Staff: 20

## Products

- Mozon Financial Management System
- Mozon Warehouse Management System
- Mozon School Management System
- Mozon HR Management System
- Mozon Customized Software Solutions
- Mozon IT Solutions

## Markets

Jordan, Egypt, UAE, KSA, Qatar and Oman.

## Customers

Over 900 clients including Jordan Armed Forces (JAF), Greater Amman Municipality, Jordan International Trading Co (JITCO), Mukhtar Mall, Privatization Holding Company (PHC), Bateel Jordan, Cozmo Iraq, Kalboard, Brazilian Coffee House, Sanabel Manufacturing, Golden Arrow Electronics, Kurdieh Alum. Co., Hamada Restaurant, Ahmad Aljoghol Transportations (AJT), Dara for Computers, National Integrated Industries Complex (NICC), Princess Sumaya University, Ridwan Schools, Pioneer Educational Schools, Greek Orthodox Schools, Oxford Schools, Jordanian International Schools, Al Saada College, North City Academy and Hijaz Schools.

## Contact

Tel: +962-6-5655019  
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P.O.Box 840052  
Amman 11184, Jordan  
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www.mozon-tech.com

Mozon Tech is a passionate and result-oriented Information Technology solutions provider and one of the oldest companies within its field in Jordan. Its roots go back to 1982, as part of one of Jordan's oldest IT services companies; International Computer Systems.

In 2002, Mozon Tech became a separate software development company offering a Financial Management System. In 2005, the company developed a School Management System as new, talented developers and technical support staff joined the company's family. Then, in 2009, the HR System became one of the company's major products. That year Mozon Tech also crossed borders into new markets, as the company welcomed its first Saudi Arabian customer. In 2015, the IT Infrastructure Solutions & Services department was founded. In 2017, Mozon Tech opened its first regional office, in Dubai. Currently, the company serves the markets of Jordan, KSA, UAE, Qatar and Oman.

Mozon Tech has devoted more than 30 years to the development, implementation and evolution of software solutions that keep the company's focus on combining advanced technology with deep understanding of business needs to help clients reshape the services delivered. Accordingly, Mozon Tech provides a wide-ranging portfolio of IT products and services that include Financial Management Software Solutions, Customized Software Development, IT Infrastructure Building & Management, Business Process Automation and Business Consultation.

While others were paying 'bulks' to gain customers' trust, Mozon Tech was in silent-mode, busy making a fruitful long term relationship with

customers who it considers to be its success partners.

The references of Mozon Tech were built using the word-of-mouth approach. The experiences of customers, in terms of credibility and quality, have always been unique and result in recommendations to new customers.

That's why Mozon Tech was the type of company to grow through referrals. Mozon Tech considers its customer-focused culture to be a business opportunity. Most businesses are failing when it comes to the customer experience. That is not the case with Mozon Tech. On the contrary, finding the "love" between the company and its customers has helped Mozon Tech scale its positive word of mouth sales. This was the only approach that the company was relying on for a long time and it is priceless.

Now, the company is also adopting new methods to reach more and more customers, as it is fully ready to acquire new challenges. Simply, Mozon Tech will make your life much easier!

The Mozon Tech team consists of 20 talented engineers, developers, quality assurance staff and a technical support team. The company assists small, medium and large organizations; helping them build and enhance their daily business cycles effectively from Mozon Tech's main office in Amman-Jordan and through its regional office in Dubai, UAE.

Mozon Tech has taken upon itself the promotion of technological awareness and the commitment to keep learning. It is not only about the job, but to be "prepared" for life as well.

Vendors that Mozon Tech works with are Brocade, Alhwa, DWKIT, Extron, Honeywell, Lenovo, NEC, Polycom, Sophos, Tresorit and Grandstream.

Mozon Tech partners include B12, Brilliant Art, Figures Group (part of Parker Russel Jordan) and SOOAC (a member of MGI).

The strengths of Mozon Tech include the unparalleled user friendliness, ease of use and application of its products. Another strength is the team's ability to be consultants to their customers, due to their full understanding of the business needs and rules. A high level of After Sales Services completes the strengths of Mozon Tech. ■

## Vendors



## Partners



## Solutions

- Business Services: Consultation Services, Integration Services, Website Development Service, Customized Software Service, Cloud Hosting Services.
- Software Solutions: Mozon HR Management System, Mozon Education Management System, Mozon Eagle Eye Dashboard, Mozon Resource Planning, Mozon Accounting System, Mozon Invoicing System, Mozon Warehouse Management System.
- IT Solutions & Services: Unified Communications System, Network Solutions, Backup Solutions, Low Current Services, Automation Services, Maintenance Services.

## Branches

- Cairo - Egypt  
Tel: +20-1060397048  
New Cairo 1, Cairo Governorate
- Dubai - UAE  
Tel: +971-50-9282953  
Park Lane Tower - Business Bay

## Key Staff



**Naim Hussein**  
CEO



**Awwad Hamdan**  
CTO



**Mohammad Hussein**  
General Manager



**Mohammed Saleh**  
Sales Manager



**Ferat Hamdan**  
Technology Consultant



# Specialized Technical Services (STS)



## Facts

Establishment Year: 1989  
Number of Staff: 350+

## Solutions & Services

- Cyber Security
- Cloud and Modern Infrastructure
- Training and Licensing
- Digital Customer Experience
- Digital Workplace
- Business Intelligence

## Markets

Jordan, MENA.

## Customers

Sectors: Financial and Banking, Government, Telecommunication, SMEs, NGOs, Industrial, Pharmaceuticals, Education and Other Sectors.

## Contact

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Amman 11195, Jordan  
marketing@stsarabia.com  
www.stsarabia.com

STS is a leading provider of digital transformation, information systems, and integrated Information and Communication Technologies (ICT) solutions in Jordan and the MENA region.

For over three decades, STS has been steering the revolutionary transformation of the ICT sector.

With a team of 350 competent IT professionals whom collectively possess more than 2500 advanced and professional certificates in the technology sector; STS has managed to serve, grow, and maintain an elevated level of service and quality while achieving the highest partnership status with the world's most renowned vendors.

Through its unparalleled aptitude; STS provides impeccable solutions in the various fields of technology enablement and Digital Transformation establishment for organizations and institutions in the Hashemite Kingdom of Jordan.

Over the years, STS has grown its portfolio, partnership status, and confidently expanded regionally to establish a solid digital foot print in both Jordan and the MENA landscape.

In an undeniable digitally-transformed world, STS has confidently led the way in easing this fast-paced transformation while accumulating business knowledge and technical up-to-date experience since its inception in 1989 and until this very moment.

With sharp focus on innovation; STS was always the first to present the latest and most advanced technology solutions to the market, and proudly bringing many firsts to the Kingdom.

Not only does the company offer Modernized Infrastructure and Digital Experience solutions and services; STS prides itself in the trust it has gained by its large and diverse clientele across the region due to its wide sector-based experience and the distinctive technical competencies of its staff.

The company's Modernized Infrastructure solutions puts forward Cloud and Modern Infrastructure, Cyber Security, Training and Licensing Solutions. Moreover, STS's Digital Experience Solutions incorporate Digital Workplace, Digital Customer Experience and Business Intelligence Solutions.

To further support its clients across multiple locations and sectors; STS embraces and executes a well-grounded digital transformation strategy that caters for its internal and external stakeholders, taking solid steps into the way it operates, and serving its clients from the awareness and consideration phase all the way until the submission and post-delivery phase; placing customers satisfaction at the forefront of its priorities while assisting clients to achieve excellence through innovation.

STS offers tailor-made solutions and services that answer to its diverse customers' business models and value chains from different sectors; enabling them to enhance their operation quality, end-user experience and grow value. All under the management and close eyes of top-notch STS professionals.

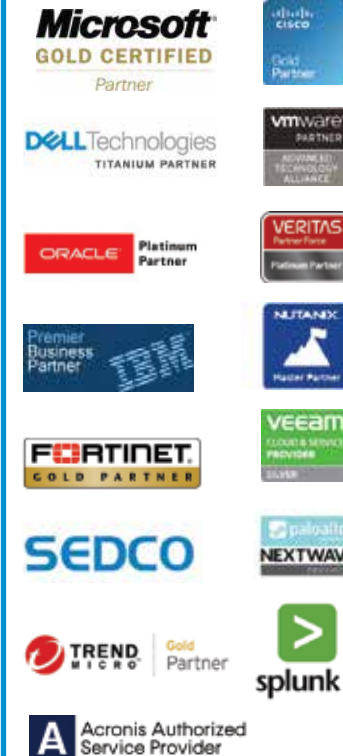
STS continues to pursue its mission in leveraging its leadership position as a Technology Provider in MENA to bring innovative Organizational Transformation Solutions, while maintaining its core principles

of Excellence, Commitment and Integrity.

STS remains persistent in taking steady steps towards its Digital Transformation journey as the expert in this field, paving the way for the organizations in Jordan and the region to be equipped with the latest tools allowing them to excel in their digital transformation journey while keeping their businesses and services fortified with no interruptions.

STS is head quartered in Amman, Jordan with offices in Palestine, Iraq, Saudi Arabia, United Arab Emirates and Bahrain. ■

## Partners



## Innovations



## Facts & Figures

- Staff Certifications: 2500+
- Number of Projects: 1700+
- Enterprise Customers: 600+
- Offering Cloud Solutions Since 2015
- Number of Customers on the STS Cloud: 160+
- Cloud Regional Locations: 4
- SOC Regional Locations: 2

## Key Staff



**Mohamed El Yahya**  
Chief Operating Officer



**Momen Al-Ashram**  
Deputy Chief Operating Officer



**Haitham Elian**  
General Manager, Microsoft Licensing & Training



**Zeid Mazahreh**  
General Manager, Regional Sales



**Zaid Al Azab**  
Director, Marcom, Partnerships & Alliances



## Facts

Establishment Year: 2013  
Number of Staff: 70+

## Services

- Digital Transformation from Idea to Implementation.
- Digital Marketing Consultancy
- Q-commerce and ecommerce solutions
- Digital Brand Identity
- Software Architecture Design and Implementation
- User Experience UX/UI Audit
- Internet of Things Applications
- User Experience UX/UI Design
- VR and Metaverse app development

## Markets

Saudi Arabia, United Arab Emirates, Qatar, Kuwait, Iraq, United Kingdom, Spain, Latin America, United States of America.

## Contact

Tel: +962-6-5863103  
Amman, Jordan  
business@startappz.com

Startappz is a proficient digital transformation partner that specializes in intelligent technologies and collaborates with prominent telecommunications operators, governments, financial institutions and retailers.

Startappz has been successful in obtaining and retaining exceptional professionals in the fields of design, marketing, and engineering with the aim of digitally transforming businesses by delivering top-notch user experience, advanced technology and effective digital marketing tactics and implementation. Startappz employs established techniques and tactics to assist clients in staying focused on their objectives and avoiding being diverted from their business goals due to technical research or outdated solutions.

Startappz has extensive experience in effectively managing and transforming highly complex businesses to enhance their performance and revolutionize their respective industries. By collaborating with clients from around the globe, Startappz is strategically positioned to aid them in achieving superior products, services, and business processes through the process of digitization.

The most fitting individuals to depict Startappz are its contented customers, who are not only pleased but also proud and outspoken about how Startappz helped them make the right decisions that revolutionized their businesses.

Furthermore, Startappz exceeded their expectations, instilling trust in the market. Startappz's inherent culture serves as motivation for the team to create exceptional products with a strong sense of ownership and dependability.

Startappz is a company that operates on a regional level and has notable partnerships with prominent entities, such as Virgin Mobile, Dubai Smart Government, Ministry of Interior - UAE, Saudi Ministry of Health, Zain Iraq, Salam, Lebara, Mobily, Alaan TV, and numerous others.

Startappz has developed and released its own products, which are AutoPilot™, Infinity™ and SIMLess™.

AutoPilot™ is a self-care tool designed for prominent telecom companies worldwide, which enables customers to have their telecom store at their fingertips. This tool can be accessed through iOS and Android apps or via a web browser, allowing customers to manage their services and have control over their experience through a personalized self-care platform. AutoPilot™ integrates with various features across the platform, resulting in significant cost savings when compared to in-house solutions. Additionally, the tool provides telecoms with a dynamic CMS to stay in full control of the customer journey offered within the app.

Infinity™ is an all-in-one solution for Customer Value Management with Omni-channel capabilities. It provides a deep understanding of customers by analyzing their interactions across various channels, predicting their needs, and offering personalized products and promotions to enhance engagement and increase customer lifetime value.

The platform enables marketing teams to create smart campaigns with automation, targeting goals such as customer retention, acquisition, cross-selling, and up-selling through multiple channels

such as push notifications, SMS, and email. The Measure-Manage-Maximize approach helps clients achieve their marketing goals and optimize their marketing budget.

SIMLess™ is an entitlement gateway which serves to authenticate, configure services, and facilitate customer onboarding on eSIM-enabled devices made by Apple, Samsung, and other vendors. The company is responsible for developing authentication and setup modules that can be used to onboard customers onto eSIM-enabled devices as well as other devices from vendors such as Apple and Android. The popularity of eSIM technology has increased greatly in recent times, especially among high-end phones and IoT devices, since it eliminates the need for physical SIM cards, thus improving convenience, security, and reducing device size.

Startlabs is the venture arm of Startappz that was founded in early 2019 with a focus on supporting early stage (pre-seed) startups in the MENA region. The entity offers two programs. There is an angel investor network consisting of various angel clubs spread across the MENA region, and there is a virtual reality incubator that aims to provide a new and innovative experience for the MENA startup ecosystem. The incubator's primary focus is to assist early-stage startups in raising funds to enable them to reach a stage at which they qualify for institutional investment.

Startlabz launched a virtual pitch event where investors who are interested in this stage of investment can watch startups pitch and syndicate to raise the amount required.

For more information, you can reach Startappz on email business@startappz.com ■

## Regional Offices

- Dubai - United Arab Emirates  
1004, Fortune Executive Tower,  
Jumeirah lakes tower, Dubai  
T: +971 45 897 266
- Riyadh - Saudi Arabia  
8540 King Abdul Aziz Road - Al  
Wazarat 12622 - 3813. Riyadh
- Manchester, UK  
1 Hardman St, Manchester M3 3EB,  
United Kingdom

## Key Products



## Key Staff



**Mohamad Khawaja**  
Chief Executive Officer



**Monther Abu Shaikh**  
Chief Technology Officer



**Nader Al Azzeh**  
Chief Creative Artist



# Platform Solutions



## Facts

Establishment Year: 2014

## Solutions & Services

- Unified Communications and Collaboration
- VoIP Solutions
- Call Center
- Microsoft Surface
- Video Conferencing
- Audio Conferencing
- Hyper Convergence (HCI)
- VDI Solutions
- Cloud Computing Services
- Security Solutions
- IT Support Services
- Infrastructure Solutions

## Markets

Jordan, Palestine, UAE, Iraq, and Saudi Arabia.

## Customers

Prime Ministry of Jordan, King Abdullah II Center for Excellence, MOODE, Jordanian Parliament, Ministry of agriculture, Ministry of Justice, JEPCO, Miyahuna, EDGO, SDC, IOM, Aramex, Astra Investment, Abdali Hospital, UNRWA, Orange, Umniah, OXFAM, Royal Jordanian, UNICEF, UNDP, GIG, IGI, JORAMCO, Arabco, TalaAbo Ghazaleh, , Eutelsat, Aljazzy & Co., Kings Academy, Arab Bank, Cairo Amman Bank, Ahli Bank, Bank of Jordan, AJIB, National Microfinance Bank, KEMAPCO, Crystel, IATA, JPM, Hikma, MS Pharma, Axantia, Edraak, KHCC, JLG, Jawaker Aqaba Logistics Village, JIF, USAID FHI360, MAERSK.

## Contact

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Amman, Jordan  
info@platform.jo  
www.platform.jo

Platform Solutions is a specialized systems integrator company that provides IT infrastructure and audio-visual solutions for its local and global clients. The company plans, designs, provides, and implements organizational IT strategies, and manages mission-critical IT infrastructure, as well as provides audio and video conferencing solutions and integrates all systems together to deliver high-quality integrated IT and audio-visual solutions for its clients.

Platform Solutions emerged to fill an unmet gap of proper after-sales service and end-to-end solutions, that no company was adequately serving in Jordan. Through a highly qualified and equipped team of technical experts, Platform Solutions was born to address various clients' IT infrastructure issues and concerns. Supported by solid IT knowledge, vast experience as well as know-how in system integration, the team sought to make a difference in the IT marketplace. In effect, the company's workforce helps clients to extract and get maximum value from their IT investments.

Platform Solutions provides its clients with the means, technologies, and strategies to enable them to focus on their primary functions, without needing to worry about infrastructure issues.

Regarding experience, the top-notch team at Platform Solutions boasts wide experience and familiarity with the most common IT solutions that companies use such as Microsoft Cloud, HCI, Video Conferencing, Audio, IT Security, etc. Flexible and custom-tailored solutions are provided to match clients' specific needs. Cost savings are achieved by enabling clients to perform business processes at lower costs.

Platform Solutions is client-focused, always putting customers first, even providing them with complimentary services to ensure their every need is met. Platform Solutions utilizes state-of-the-art technical infrastructure to deliver solutions that meet the most demanding needs of your organization. ■

## Key Staff



**Maher Saidawi**  
Founder and CEO



**Ahmad Awwad**  
Presales Manager



**Fadi Ghannam**  
Retail Sales Manager

## Main IT Partners



## Main Audio-Visual Partners



# Technical Equipment & Supplies Company



## Facts

Establishment Year: 1975  
Number of Staff: 58

## Solutions

- Office Automation and Printing: multifunction printers (MFPs); digital copiers and printers; inserting, folding and mailing solution; scanning and archiving solutions; document shredders
- Printing Management: centralized print management and digital workflow support
- Professional and High-Volume Printing: high-speed printers and duplicators; indoor/outdoor printing; industrial inkjet printing; label printers; packaging printers
- Banking Solutions: EMV cards; central and instant issuance; EKYC solutions; self-service kiosks; money counting and sorting machines; omnichannel document automation
- Financial Solutions: card management system (CMS); smart POS solutions; tokenization
- Card Printing Solutions: card printers; card mailing systems; chip cards
- Time Attendance
- Access Control
- Surveillance and Security

## Customers

Government, NGOs, Financial Institutions, Academic Institutions, Press, Telecom, Insurance, Private Sector.

## Contact

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Tesco provides a wide range of advanced business solutions in the areas of office automation and printing; digitization of financial and banking solutions; employee time attendance and access control; security and surveillance; and software development and support.

Tesco's bespoke solutions fulfil clients' specific operational needs and focus on improving their efficiency and overall business performance.

Tesco's client portfolio extends to government, non-government and private sector institutions throughout Jordan and the region. Tesco has established long-term partnerships with key government departments and ministries; banks and financial institutions; telecom and healthcare providers, as well as educational institutions and production printing houses. While the bulk of Tesco's work remains in Jordan, it recently expanded its presence to the wider region proudly serving new clients who have selected Tesco to be their new trusted and reliable partner.

Tesco is committed to working with top international suppliers renowned for their expertise and cutting-edge technology. In doing so, Tesco has been able to deliver innovative and agile solutions to its partners over the years in line with industry standards, guaranteeing the total satisfaction of its clients.

Tesco recognizes the importance of offering timely and effective after-sale support to clients and has thus invested heavily in building a team of highly trained engineers, who maintain a wide presence across the country, operating in all 12 governorates. Their widespread physical presence ensures minimal business disruptions, earning Tesco its reputation of offering one of the best after sale support services in the country.

Tesco's growing loyal client base is testimony to this. ■

## Key Staff



**Hala Darwazeh**  
Managing Director/  
Partner



**Tala Hayek**  
Director of Printing  
Solutions/Partner



**George Abdel Massih**  
Director of Banking  
Solutions/Partner

## Partners



# Algebra



## Facts

Establishment Year: 2020  
Number of Staff: 20

## Services

- Near Real-Time Energy Monitoring
- IOT Hardware/Software Solutions
- AI Powered PV Generation Forecasting
- Computerized Maintenance Management Systems
- Data Analytics and KPI Tracking
- Automated Reporting and Workflow Management

Algebra Intelligence is a cutting-edge software development firm that provides data driven energy management solutions to improve energy utilization and improve sustainability.

It leverages the power of Artificial Intelligence (AI) and the Internet of Things (IoT) to bring smart technology solutions to the energy sector. Algebra's mission is to promote sustainable efficient energy management techniques that can reduce energy expenditures by up to 30% and to improve work efficiency with unique, tailored user experience. To achieve this, Algebra has developed two innovative solutions, TaQTaK and DoneFy.

TaQTaK is a user-friendly data driven energy management solution that utilizes IoT to obtain precise real time data from various hardware and sensors and analyze energy usage. The system detailed tracking capabilities enable clients to optimize their energy usage, reducing costs and increasing efficiency. With active and proactive notifications, TaQTaK provides insights into daily activities and prepared actions for future energy management.

AI is at the heart of Algebra Intelligence. The Data & AI research and development team has been focusing on bringing innovative solutions to end-users. Following Algebra's vision of bringing smart solutions to the energy industry, Algebra's forecasting models take into account all factors that affect PV systems generation including weather conditions, performance degradation, shading, local mounting aspects, and historical generation data.

DoneFy is Algebra's computerized maintenance management system, launching in 2023, developed to mitigate the administrative overhead associated with maintenance activities. DoneFy ensures a unique user experience, tailored for the needs of different sectors spanning management, engineering, and repair workers. To maintain the clients' work efficiency, the application was designed to minimize the user's in-app time, so the user can focus on maintenance workloads. ■

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## Key Staff



**Ahmad Altawafsheh**  
Founder & CEO



**Batool Al Mallahi**  
CTO

## Figures

- Live Projects: 100+
- Sectors Covered: Factories, Banks, Schools, Commercial, Hypermarkets, Government
- Countries Operating In: Jordan, KSA, Palestine

## Solution



TaQTaK

# Brightminds



## Facts

Establishment Year: 2021  
Number of Staff: 20

## Services

Outsourced Technology Centers, Software Development, Consultation and Advisory.

## Markets

Gulf, Europe and the US.

Brightminds unlocks the hidden value in Jordan through dedicated technology center(s) that cater to international clients outside the Kingdom.

The company has a proven track record in engineering and management leadership and has developed multi-hundred-person software engineering, development and technical support centers in Jordan, serving high-tech and market leading enterprise international clients successfully.

Brightminds clients include advanced US/ European software product companies who are looking to achieve their business objectives through the scalable addition of an efficient technology center in the EU time zone.

Brightminds is committed to career development, advanced technologies, and continuous improvement. By addressing the growing demand for digital talent, Brightminds is providing Jordanian youth with the opportunity to live, lead and compete in a global community.

The vision is to transform Jordan into one of the leading tech hubs in the region and the world. ■

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## Key Staff



**Jida Sunna**  
Operations Director



**Mohammed Migdadi**  
Senior Project Manager



**Dawsar Zghoul**  
Client and Innovation Director



## Facts

Establishment Year: 2013  
Number of Staff: 60

## Services and Solutions

- Digital Omnichannel Banking
- Digital Payments
- KYC
- DOB
- Hashed Code
- Banking 360
- SME Banking (Bayanat Embrace)
- HCM
- ERP
- Cloud Adoption
- Consulting

## Markets

Middle East and Africa.

## Customers

Ahli, AJIB, Al-Etihad, Al Jazeera Capital, APICORP Arab Bank, BoJ, CAB, CBJ, Deloitte, IIAB, JCB, JIB, JoPACC, MIS-KSA, Tadawul.

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Bayanat is a leading Digital Transformation Enabler and IT Business Solutions provider for a wide range of clients in the Middle East and Africa (MEA) region, with a focus on the Financial Sector, including Retail and Commercial Banks, Central Banks and Payment Service Providers.

Bayanat understands that Digital Transformation is all about business enablement, through optimized processes, engaged employees, compliance, greater agility, innovative services and customer-centric products. It all comes down to leveraging resources and business insight to drive value in the most secure, reliable and effective manner.

With eyes on the Financial Sector, Bayanat has developed a thorough understanding of the industry's business needs and challenges, as well as the rising opportunities for growth and success.

Leveraging a great deal of expertise and insight, Bayanat helps its customers design, build and execute their Smart Digital Transformation Roadmaps to accomplish their goals quickly and accurately through a set of innovative, insightful and fully integrated FinTech solutions that promote security, compliance, and business agility.

With Bayanat professional service models, innovative solutions and cutting-edge technologies; organizations are swiftly transforming to their most robust business forms to meet the ever-changing market expectations, regulations and policies that govern their daily operations and sculpt the shape of their success.

Why Bayanat? Because of the company's Financial Sector experience, highly experienced consultants, professional service models, innovative solutions, ready-made components, cutting-edge technologies, accelerated delivery models and a high success rate.

Bayanat is proud to be primarily driven by high core values to conduct business with integrity, confidence, and excellence.

Bayanat measures its success by customer satisfaction, reflected in recurring and expanding business relationships. High-end technology partners and diligent, highly committed consultants give Bayanat the edge to position itself on the regional FinTech map and to confidently lead the Digital Transformation journey for the financial sector in Jordan and the region. ■

## Partners

ORACLE  
Cloud

cma

IDWise

CR2  
DIGITAL BANKING  
& PAYMENTS  
PLATFORM

crossconcept

## Key Staff



**Mohammed Tahboub**  
President and CEO



**Aladdin Barakat**  
Managing Partner



**Osama Marzouqa**  
Regional Sales Manager



**Wael Sadaqa**  
Director of Delivery



**Mohammad Hijjawi**  
SaaS Practice Manager



**Murad Abu Sal**  
Digital Payment Solution  
Director

# CRIF Information Technology Solutions LLC.



## Facts

Establishment Year: 2021

## Products & Solutions

- Digital Solutions: Open Banking Suite, Onboarding and Remote Collaboration, Growth Engine, Ecosystem Management, Digital Insurance Distribution.
- Outsourcing & Processing: Business Process Optimization, Credit Collection, Non-Performing Loan Servicing, Real Estate Valuation, Energy Performance Assessment.
- Information: Credit Bureau and Data Pool, Business Information, Data Platforms, Identification and Anti-fraud Services, Property Information, Insurance Services, Cybersecurity Reporting, Newsfeed reporting.
- Credit Reporting Agency Services: Regulatory Ratings, Credit Assessment, ESG Ratings.
- Transformation Services: Advanced & Big Data Analytics, Risk & Management Consulting, End-to-End Credit Management Platform, E-Commerce Solutions.
- Personal Solutions: Credit Information Reports & Score, Credit Report Monitoring and Financial Management Advice, Solvency Certification for House Renting, Identity Theft Protection and Detection, Cyber Risk Assessment & Management.

## Markets

Jordan, GCC, Europe, Asia, Egypt and Turkey.

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CRIF ITS is an intercompany of CRIF. CRIF is a global company specializing in credit bureau and business information, outsourcing and processing services, and credit solutions. Established in 1988 in Bologna (Italy), CRIF has an international presence, operating over four continents (Europe, America, Africa and Asia).

CRIF supports banks and financial institutions, insurance, telecommunications and media, energy and utility companies; as well as businesses and consumers in over 50 countries, thanks to continuous innovation, the use of the most advanced technologies, and a culture of Information Management.

Furthermore, within the context of end-to-end solutions, CRIF has developed a line of services for consumers and SMEs dedicated to financial well-being and to fraud and cyber risk prevention and protection. In addition, CRIF Ratings provides opinions on non-financial companies based in the EU in its role as an ESMA-approved credit rating agency and recognized ECAI.

CRIF Digital - a CRIF Group brand - is an open collaborative platform with solutions exploiting the powerful opportunities generated by the Digital Transformation revolution.

CRIF Digital is present in the Middle East with more than 500 employees, working in several offices along countries with headquarters in Dubai. CRIF Digital operates in the Middle East providing State-of-the-Art Credit Solutions and helping Financial Institutions and Corporates in their own Digital Transformation processes.

Thanks to the global expertise and the regional capabilities including owned and third-party Data, Analytics, Consulting and proprietary software based on Artificial Intelligence; CRIF Digital offering is unique, as confirmed by hundreds of projects successfully implemented in four continents. ■

## Key Staff



**Marco Preti**  
General Manager



**Areej Obiedat**  
Branch Manager

## Group Companies



# Future Applied Computer Technology - FACT



## Facts

Establishment Year: 1998  
Number of Staff: 50+

## Services & Solutions

- Consultancy and Training
- Banking Solutions
- Insurance Solutions
- Mobile Applications
- Internet Banking
- KIOSK (Self Service)
- Educational Platforms
- Human Resource Solutions
- Real Estate
- Custody Management
- Virtual General Assembly Meeting

## Markets

Kuwait, UAE, Libya, Egypt, Sudan, Iraq, Palestine and Jordan.

## Customers

Jordan Islamic Bank, Al Baraka Group (Jordan), The Islamic Insurance Co. (Jordan), Al-Samaha Company (Jordan), Ministry of Islamic Awqaf Trust Affairs (Jordan), The World Islamic Sciences & Education University (Jordan), Kurdistan International Bank (Iraq), Nilein Bank (UAE, Sudan), African Insurance Company (Libya), Aman Islamic Insurance (Dubai), Sahara Insurance Company (Libya), Public Service Company (Kuwait), Med Connect Company (Kuwait).

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FACT (Future Applied Computer Technology) is a world class provider of Turnkey and customized solutions in Islamic Banking Systems, Islamic General Insurance (TAKAFUL), Medical Care (Third Party Administration-TPA).

Since 1998, FACT has expanded its operation in the MENA region and successfully completed projects and consultancy services in countries such as Kuwait, UAE, Libya, Egypt, Sudan, Iraq, Palestine and Jordan.

FACT knows very well how the Digital Transformation journey starts and ends, through different channels and applications.

Virtual General Assembly Meeting is a system that allows the participants to attend a meeting via an online video and audio platform, and allows them to participate, vote on decisions and elect a chairman and members of the board of directors in a secure and confidential manner.

In Mobile Applications, FACT provides a professional team with extensive experience in the field of mobile applications, with the highest standards of security and the privacy and confidentiality of standard user data within standards (Cyber security). FACT has developed applications on Android and iOS and launched them on the Apple Store, Google Play and Huawei Store.

Regarding Educational Platforms, FACT offers systems, features, and programs created to meet the needs of all parties, whether students, parents, or teachers separately; whereby parents can follow the activities, duties, exams and marks of their children. Teachers can manage and organize their classes, and monitor students' performance and evaluations efficiently and effectively. ■

## Key Staff



**Dr. Hussein Said**  
Chairman of the board



**Dr. Abdel-Hamid Abu-Saqri**  
Deputy Chairman of the Board



**Saleh Dabbagh**  
General Manager

## Partnership





## Facts

Establishment Year: 1984  
Number of Staff: 270+

## Products

Eastnets SafeWatch Screening, Eastnets SafeWatch AML, Eastnets SafeWatch KYC, Eastnets SafeTrade, Eastnets PaymentSafe, Eastnets PaymentGuard, Eastnets SWIFT Hosting.

## Markets

USA, Hong Kong, Egypt, Belgium, United Kingdom, Luxembourg, UAE, Jordan, Bahrain, Pakistan, Qatar.

## Customers

Levant: Bank of Algeria, Arab Bank Jordan, diamond trust bank.  
USA: Wells Fargo, Bank of Montréal.  
China: SingTel, Bank of Communications Co Ltd, China Development Bank, Sumitomo Mitsui Banking Corporation.  
GCC: ADCB (Al Hilal Bank), Emirates NBD, National Bank of Kuwait, Habib Bank Limited-Pakistan, Ajman Bank.  
EU: Bank of Ireland, Intesa SanPaolo Groupe Services S.c.p.A., Santander UK Plc, Societe Generale.

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Eastnets ensures peace of mind by securing a safer future for everyone. Eastnets is a leading global provider of compliance and payment solutions for the financial services sector. Its experience and expertise help ensure trust at 750 financial institutions across the world, including 11 of the top 50 banks.

Eastnets vision is to lead the global financial and payment sector toward a more dynamic and secure future – ultimately doing its part to make the world a safer, more trustworthy place. The mission of Eastnets is to provide financial institutions, corporations, governments, and other public and private-sector clients with world-class compliance, payment, and cloud solutions, allowing thousands of leading institutions across the globe to enhance, streamline, and elevate their operations.

Over 35 years, Eastnets has developed distinctive expertise in creating and implementing standardized and individual solutions in the fight against financial crime, as well as those for risk management, monitoring, analysis, reporting, and state-of-the-art consultancy and customer support. With a further specialization in end-to-end payment systems, Eastnets allows financial systems to transform payment challenges into opportunities and enables them to operate more efficiently and cost-effectively. Over 270 corporate and financial institutions rely on Eastnets for outsourced SWIFT connectivity and compliance software solutions.

In the Chartis RiskTech100 2022, Eastnets jumped 15 points up the rank of the top 100 risk tech companies globally. In 2022, Eastnets won a category leader

placement for Watchlist Screening and Monitoring Solutions in the latest The Chartis RiskTech® Watchlist Monitoring Solutions 2022 Quadrant report entitled Financial Crime Risk Management Systems.

Eastnets also has a partnership with the World Economic Forum (WEF) and Eastnets experts contribute to strategic reports by the WEF.

In 2021, Eastnets revealed its new look! The company has launched a new brand, but the new Eastnets you're experiencing now is so much more than a fresh new look — it's a thorough restructuring of the product portfolio. It all comes from the simple purpose of ensuring peace of mind by securing a safer future for everyone. From top to bottom, Eastnets has streamlined and reorganized its offerings to make them clearer and easier to understand. Eastnets is a truly digital company, with great people working together across the three product areas of compliance, payments and cloud. The company has the three main drivers of change which are evolving technologies, increased regulations and industry threat from cyber-security. While Open API, blockchain, AI, business intelligence all influence Eastnets' strategy.

As such, you'll now find everything that Eastnets has to offer under the three key site sections of Products, Services and Innovation. Under Products, you'll find Eastnets industry-leading solutions for tackling issues around Crime and Compliance (including AML), Transactions, and SWIFT payment messaging – all while ensuring your business remains operationally efficient and secure. Under Services, Eastnets has the teams, the expertise, and the tools to fine-tune your Cyber Security efforts or

optimize your institution's processes across the board. Under Innovation, you can learn how Eastnets is employing Blockchain and machine-learning artificial intelligence to future-proof the security measures. Visit and explore the new website (www.eastnets.com).

Through its CSR program, Eastnets is proud to support the Jordan-based Rehabilitation & Welfare Society (Rewell). It is a charity focused on eradicating poverty through skill and knowledge acquisition programs. To date, Rewell Society has helped over 40,000 Jordanian men and women engage in the job market, through 49 vocational training programs. These programs include technical training in electronics and computers, textile production and tailoring, secretarial, tourism services and more. The Society has also organized various awareness campaigns promoting gender equality, labor rights and democracy. ■

## Certifications



## Solutions

- Eastnets SafeWatch Screening
- Eastnets SafeWatch AML
- Eastnets SafeWatch KYC
- Eastnets PaymentGuard
- Eastnets SafeTrade
- Eastnets PaymentSafe
- Eastnets Messaging Warehouse
- Eastnets Messaging Recovery
- Eastnets Messaging Duplicate Detection
- Eastnets SWIFT Hosting
- SWIFT Care
- SWIFT CSP
- Cyber Security Risk Advisory Services
- Cyber Security Implementations
- Cyber Security Investigations
- False Positive Reduction

## Partnerships



## Chartis Recognition



## Key Staff



**Hazem Mulhim**  
Founder & CEO



**Deya Innab**  
Deputy CEO



**Luay Gadallah**  
Chief Technology Officer



**Fahed Abu Hijleh**  
Chief Sales Officer



**Elie Fernaini**  
Chief Financial Officer

## Facts

Establishment Year: 1991  
Number of Staff: 1500+

## Services

- Professional Network Services and Solutions
- Specialized Outsourcing
- Innovative Turnkey Products
- Technical Training

## Markets

EMEA.

## Customers

Cisco Systems, Central Bank of Jordan, Saudi Electricity Company, King Faisal University, Saudi Home Loans, Arab National Bank, King Abdulaziz University, Advanced Real Estate Services – UAE, Calavista, American Express - KSA, Zain Telecom KSA.

Estarta is one of the largest ICT companies in Jordan and the Middle East. Operating with 1500+ ICT professionals with over 32 years of experience, supporting customers in 11 languages! As of now, Estarta is in 8 different countries, helping the world's leading companies and organizations better manage their businesses through a wide range of services including Professional Network Services and Solutions, Top-Tier Software Solutions, Specialized Outsourcing, Innovative Turnkey Products and Estarta Training Academy.

In Professional Network Services and Solutions, Estarta offers a diverse array of professional services and advanced solutions that leverage Cisco technologies to help clients easily streamline their networks and achieve maximum utilization of their ICT resources.

Estarta's Top-Tier Software Solutions offer comprehensive software development services for a wide variety of sectors. From IT and healthcare to education and retail, Estarta experts understand the unique needs of each industry so that its solutions are tailored specifically to them. Cutting-edge solutions cover all areas of software development including Backend Development, Frontend Development, UI/UX Design, Content Creation, Quality Assurance, Business Strategy and Agile Methodology.

Specialized Outsourcing by Estarta provides end-to-end global outsourcing solutions (offshore and onsite). Estarta services are delivered to optimize clients' effectiveness through the proper mix of internal staff, external consulting, and project outsourcing.

Estarta's immense success is based on attracting, developing, and retaining the best technical talent.

Regarding Innovative Turnkey Products, Estarta's research and development capabilities offer practical and cost-effective solutions to businesses of all sizes. Estarta's products enable clients to maximize their overall performance by providing them with customized, highly tailored, and appropriate solutions. These products can also help with overcoming many of the challenges that might come their way in the business world today; as a result, clients can easily and efficiently achieve the highest-quality results!

Estarta Training Academy demonstrates that investment in training programs stems from Estarta valuing its staff and greatly focusing on their development. The company continuously works on advancing knowledge and honing skills to remain up to date with the latest technologies, methodologies, and practices. Estarta strongly cares about establishing its commitment to its society. Hence, Estarta Training Academy is one of the company's greatest assets.

The Training Academy offers the training paths of Development, Networking (preparing students for taking the official CCNA certification exam), Manual and Automated Quality Testing, and UI/UX Design.

The primary solutions offered by Estarta include collaboration tools like VOIP and IPCC, security tools like access control, network management, business process outsourcing (BPO), and much more. By digitalizing and centralizing business processes, Estarta helps its

customers maximize their return on investment (ROI) and stay ahead of the curve.

Key Products by Estarta include A4SADAD and eFAWATEERcom Integrator. A4SADAD is an Estarta-branded, low-cost, ready-made product that accelerates integration with the SAMA-SADAD network for banks and billers. SADAD is the Kingdom of Saudi Arabia's Electronic Bill Presentment and Payment (EBPP) service, sponsored and controlled by SAMA and operated by Saudi Payments.

The eFAWATEERcom Integrator is an Estarta-branded API solution that connects billers and banks in the Hashemite Kingdom of Jordan to the eFAWATEERcom network. eFAWATEERcom is the main Electronic Bill Presentment and Payment (EBPP) service in the Hashemite Kingdom of Jordan, which is owned by the Central Bank of Jordan (CBJ) and operated by MadfoatCom.

Over the years, Estarta has built a diverse clientele from various industries. This is simply a testament to how versatile the solutions offered are. These industries include, but are not limited to telecom, banking and finance, government, real estate, ICT, education, aviation, and agriculture. Estarta always brings something fresh and new to the table. ■

## Website



## Partners



## Awards



## Key Staff



**Mutaz H. Nabulsi**  
CEO



**Laith Al Majali**  
Senior Director of Operations



**Waseem Al Hayek**  
Director of Professional Services



**Ahmad Dalgamoni**  
Director of Professional Services & Solutions



**Robert Cepak**  
Director of Shared Services



**Mohammad Shakakhwa**  
Senior Director of HR & Administration



## Facts

Establishment Year: 2003  
Number of Staff: 250

## Services

HR Solutions.

## Customers

3500+ companies (2+ million users).

Anticipating the MENA region's needs in HR management, Menaitech developed in 2003 what remains the leading Human Capital Information Systems (HCIS) in the Middle East and North Africa to this day. With the use of the latest technologies, it offers affordable and comprehensive smart solutions that manage all HR and payroll operations through quick and easy steps, driving business growth and enhancing corporate productivity.

Today, Menaitech provides cloud-based solutions to over 3500 customers across 19 countries, serving 2 million users in businesses in different industries from rising startups to multinational enterprises.

The mission of Menaitech is to provide top-quality HR turnkey solutions. These are comprehensive systems for HR functions such as personnel management, talent acquisition and onboarding, training and development, succession planning, and much more. Through the Menaitech system, you have AI, a chat bot, and advanced services to use wherever, whenever-on your smartphone or laptop, in the office, or on the go.

Menaitech took the lead in integrating localized rules and regulations and respecting local cultural values, automatically applying tax and official requirements to meet each country's specific needs. Menaitech guides you with the best business practices and helps you put every step into action, with dual-language, currency, and payroll tax calculation options, all while complying with local laws. With Menaitech's cloud-based solutions, data can be accessed anytime and anywhere, automating

and digitizing HR processes and helping HR departments focus on achieving business goals.

MenaHR®, Menaitech's comprehensive HRMS, digitizes HR functions and streamlines communication in real time, allowing for data collection and analysis, thus increasing efficiency. Working side-by-side with MenaHR® is Curio®, Menaitech's talent management solution, which identifies needed and available talent, manages all stages of career path and succession planning, training and development, performance appraisal, and more.

MenaPAY® is a localized payroll and personnel solution, which automates core payroll functions based on varying countries, languages, currencies, and compliance policies.

MenaME® is Menaitech's manager and employee self-service solution. It is an online portal that allows them to access HR-related information, request services, and to interact, promoting workforce experience and engagement.

The MenaME-Plus+® mobile app provides a channel for manager and employee communication and collaboration with their HR departments. In addition, managers can view requests and keep track of employee information, reports, and analytics to make better business decisions.

MenaTA® is a time and attendance solution, which enables employees to request leaves and promptly punch in and out through a location feature on their mobile phones and also allows HR teams to accurately create employee schedules, monitor attendance and approve and track leaves and vacations.

MenaExplorer® is Menaitech's multidimensional organizational analytics platform, which simplifies the collection of data, transforming them into valuable analytics that support strategic decision-making.

Mena360® is a feedback platform that includes all members of a corporation in the assessment process. Evaluation makes all aware of strengths and weaknesses and allows for strategic improvement of the pool of talents needed for a business.

MenaSME® is the first Lite HRMS on the cloud that functions in Arabic. Suitable for Small and Medium Enterprises (SMEs), it contains all the core features of an HR system.

Menaitech's Outsourcing Service, powered by SOURCEitHR®, allows clients to outsource full payroll and HR cycles.

SMEs can benefit from Menaitech's state-of-the-art products and services without breaking the bank using Freemium®. This is a completely free-of-charge payroll and personnel system for companies with 10 employees or less, operating on the latest cloud technology with hosted online applications. You can access your Freemium account 'on the go'. Freemium helps you stay compliant with your country's labor and tax laws, filter employee data for accurate reporting, streamline workflow, and so much more! ■

## Main Products



**MenaHR®**  
HR System



**MenaPAY®**  
Payroll System



**MenaME®**  
Self Service System



**MenaME-Plus+®**  
Self Service Mobile App



**MenaTA®**  
Time Attendance Management



**MenaExplorer®**  
Intelligence System



**Mena360®**  
Evaluation System



**MenaSME®**  
HRMS Services



**MenaOSS®**  
Outsourcing Service  
Powered by SOURCEitHR

## Key Staff



**Habib Ghawi**  
Chairman



**Dr. Bashar Hawamdeh**  
Founder & CEO

## Contact

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# Pio-Tech - Pioneers Information Technologies



## Facts

Establishment Year: 2003  
Number of Staff: 250+

## Platforms

- Bank-BI® Enterprise Data Warehouse Platform.
- Bank-BPM® Business Process Management Platform.
- Bank- CEP® Customer Engagement Platform

## Services

- Machine Learning (ML) & Artificial Intelligence (AI).
- Robotics & Business Process Automation (RPA).
- Advanced Cloud Analytics Design & Development.
- Business Intelligence Design & Development.
- Data Management Services.
- Universal Dynamic Utilities (UDU).
- Core Banking Migration Services.
- Data Optimizer Engine.
- Names Bilingual Translator

## Markets

Levant, GCC, North and East Africa.

## Contact

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Pio-Tech believes in technology for a better world.

Pio-Tech is a prominent System Integrator and Business Solutions Provider serving the Levant, GCC, North, and East Africa regions. Driven by a futuristic vision, the company has a proven track record of delivering innovative solutions that leverage the latest technologies to meet the needs of banking and non-banking sectors. Pio-Tech was established in 2003 and has since expanded its operations to 21 countries worldwide.

Pio-Tech's strong entrepreneurial spirit has made it a leader in Digital Transformation and Business Acceleration in the banking and non-banking industry. The company offers three primary value propositions targeting critical banking and non-banking assets of Digital for Leadership, Digital for Business, and Digital for People. Its solutions include business suites, and platforms for banking and non-banking operations, and solutions for customers and employees.

Pio-Tech's solutions are available in various cloud environments and support AI-aided Robotic Process Automation, Machine Learning, and Advanced Analytics. The company's offerings cover all non-Banking and banking operations aspects, including financial crime and compliance, risk management, customer relationship management, digital channels, and more.

Digital transformation is vital for banks to enhance productivity, operations, and profitability. Pio-Tech's Bank-BI Platform and supporting platforms employ advanced technologies to help banks achieve total transformation and sustainability.

In summary, Pio-Tech is a leading provider of innovative solutions for the banking and non-banking sectors, with a proven track record of delivering results.

The company's solutions cover all banking operations and are available on various cloud transformations and provide sustainable growth. ■

## Pio-Tech in Numbers

- Years of experience: 20
- Successful projects: 485
- Blue Chip Clients: 165
- Banking Tech experts: 150
- Countries of operations: 21

## Partnerships



## Certifications and Awards



## Website



## Key Staff



**Tariq Al Saffarini**  
Co-Founder & CEO



**Iyad Al Sutari**  
Deputy CEO



**Zena Haddadin**  
Business Development & Marketing Director



**Murad Qubbaj**  
Managing Director for Sub-Saharan Africa



**Jamal Dweik**  
Digital Transformation Director



## Facts

Establishment Year: 2017  
Number of Staff: 50+

## Services

- Digital Transformation
- Software Development
- Technology & Project Management Consulting
- E-Learning Virtual Platform

## Solutions

- CarrotCut® (Work Management Software)
- Mu7tawa® (E-Learning Virtual Platform)

## Markets

Jordan, Saudi Arabia, Iraq, Kuwait, Qatar, Egypt.

## Customers

The Royal Hashemite Court, Arab Bank, Zain, MadfoatCom, Jordan Kuwait Bank, McDonald's, MBC, hikma, Hammoudeh Poultry, Kasih Food, Capital Bank of Jordan, The Housing Bank for Trade and Finance, Orange, European Bank, Network International, Meps, LG, Jordan Ahli Bank, Fine Hygienic Holding, Islamic International Arab Bank, CASHCOM, Bank of Jordan, Dar Al Handasah, Safwa Islamic Bank, Invest Bank, UNRWA, Oxfam, Egyptian Arab Land Bank, SWITCH, Al Rajhi Bank, JEPKO, Cairo Amman Bank, BIAC, EBLA, JODDB, Oasis500, Queen Rania Foundation, MICROFUND FOR WOMEN, Social Security Corporation, Ministry of Environment Water & Agriculture, United Families, RESCUE, VTEL.

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PROCESS&SMITH is a leading Digital Transformation and Consulting organization that is run by passionate Technology, Traditional Project Management, Agile, Software Development, and UI-UX consultants, who enjoy a proven track record in carrying out transformational initiatives and projects.

PROCESS&SMITH believes in standards and best practices. The company possesses internationally recognized certifications in its areas of expertise and knows how to customize those practices to the situation on hand and to convert them into practical and feasible practices.

PROCESS&SMITH understands that each project is unique, and each engagement is distinguished; customizing its services, tools, and methodologies to practically serve the project at hand and achieve the best results and value.

PROCESS&SMITH offers a wide range of services to its clients across various industries. In Software Development, PROCESS&SMITH is the innovator of CarrotCut®, a full-fledged Advanced Work Management Software; SaaS Web and Mobile Application that automates and manages work for all companies of all sizes, across all functions and departments.

CarrotCut® has been designed by a board of practitioners, consultants and subject matter experts at PROCESS&SMITH to become one of the top-notch Work Management Tools in the region. CarrotCut® enables businesses to digitalize and automate their work using the components of Task Management, Workflow Management, Strategy Management, KPIs and Performance Management, Project Management, Helpdesk Management, Customer Relationship Management – CRM,

Internal Request Management, Test Management, Business Analytics – Dashboard and Reports, Document Approval, Time Sheet and Live Chatting.

PROCESS&SMITH had the privilege and trust to implement CarrotCut® in 50+ corporations with 10,000+ active users across more than five countries for a wide range of sectors including, but not limited to, banking, IT, telecom, fintech, manufacturing, food industry, services, ministries, consulting firms and agencies.

During the past years, CarrotCut® swept through the banking sector and replaced multiple international tools such as EPM, Jira, Zoho, Trello, ClickUp, Monday and asana in many esteemed organizations.

In Technology and Project Management Consulting Services, PROCESS&SMITH partners with its clients and analyzes their unique needs, opportunities, problems, and challenges, providing tailored services designed to support them as they adjust to significant business transformations and technological advancements that are influencing how businesses differentiate themselves and thrive around the globe.

This includes establishing and operating project management offices – PMO, developing traditional and agile projects frameworks, developing portfolio management frameworks and project management audits.

PROCESS&SMITH also specializes in delivering high-quality Arabic Spoken E-Learning Training Programs through its Virtual Platform Mu7tawa®.

By leveraging technology and media capabilities, PROCESS&SMITH distinguishes itself by offering

online training programs as an HD Video Series in cinematic production simulating a classroom experience, in which learners can learn at their own pace and place.

Mu7tawa® enables clients to achieve prestigious globally accredited certifications in a variety of fields and domains, including Digital Transformation, Business Analysis, Project Management (PMP®, Agile), Product Management and much more.

The key success factor of PROCESS&SMITH is its people. The team enjoys a combination of practical experience, academic qualifications, and accredited certifications, along with ongoing professional development to keep up-to-date with the latest industry trends, best practices, and emerging technologies.

During its years in business, PROCESS&SMITH has established several success stories and closed many big projects through establishing and operating several PMOs, developing and implementing project management methodologies, and supervising the technical practices in several technology projects.

A commitment to excellence and a passion for delivering exceptional service have earned PROCESS&SMITH a reputation as a trusted partner and advisor to businesses across a wide range of sectors. The company has built a diverse portfolio of clients and esteemed corporations across different countries and industries, including banking, IT companies, fintech, telecom, government, industrial, NGOs, and many others. ■

## Software Products



## E-Learning Products



## Key Staff



**Shadi Al Hasan**  
CEO



**Mohammad Al Sabbah**  
Head of Commercial / Products



**Mohammad Mahmoud**  
Head of Professional Services



**Hala Badaro**  
Head of Business



**Amani Al Himsi**  
Head of E-Learning



**Bassim Al Rifai**  
Head of Development

# ProgressSoft Corporation

## Facts

Establishment Year: 1989  
Number of Staff: 500+

## Markets

Africa, Americas, Asia, Europe,  
Middle East.

## Customers

370+ including Central Bank of Bahrain, Central Bank of Jordan, Central Bank of Kuwait, Central Bank of Libya, Central Bank of Oman, Central Bank of Seychelles, Central Bank of Sudan, Nepal Rastra Bank, Qatar Central Bank, Emirates Digital Wallet, BENEFIT, Nepal Clearing House Limited, STC, MEPS, Zain Cash, Dinarak, Jawwal Pay, Al Madar Al Jadid, BNP Paribas, CitiBank, HSBC, Standard Chartered, Industrial and Commercial Bank of China, Al-Rajhi Bank, Arab Bank, Jordan Dubai Islamic Bank, Mauritius Commercial Bank, First Abu Dhabi Bank, Qatar National Bank, Al-Ahli Bank of Qatar, Bank Dhofar, Bank Muscat, Bank of Jordan, Bank Sohar, Cairo Amman Bank, Commercial Bank of Qatar, Doha Bank, Jordan Ahli Bank, Jordan Islamic Bank, National Bank of Kuwait, National Bank of Oman, Nouvobanq, Oman International Bank, Qatar International Islamic Bank, The Housing Bank for Trade & Finance, Jordan Kuwait Bank, and more

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Established in 1989, ProgressSoft Corporation is a real-time payment and financial solutions provider serving more than 370 financial institutions and service providers in 24 countries.

ProgressSoft operates out of several offices in Jordan, UAE, Kuwait, Qatar, Oman, and Nepal, and delivers world-first, award-winning and leading-edge financial solutions that include Central Bank Digital Currency, Payments Hub, and Electronic Check Issuance. This is in addition to digital customer onboarding, electronic bill presentment and payment, digital banking, signature verification, the flagship Electronic Check Clearing solution, and more.

All ProgressSoft solutions follow international best practices and standards and are created using agile development methodologies that involve clients in all phases of development, allowing them to address business concerns directly and accurately, improve project confidence, and produce desired outcomes more quickly. Following the delivery of every project, ProgressSoft stands by the client's side to provide 24/7 support services in addition to post-sale and maintenance services so that all projects are sustained with confidence and at ease.

Clients can also opt for ProgressSoft consulting services for a full assessment of technical, organizational, or strategic frameworks. These services include analyzing business objectives, assessing systems and practices in place, steering decision making,

and gathering project requirements. Ultimately, ProgressSoft consultants can advise clients whether their project needs a simple tune-up or major overhaul to achieve strategic objectives.

ProgressSoft services and solutions are also complemented with a global network of partners that operate some of the best-known businesses in the payments, financial and information technology domains such as Swift, Oracle, Mastercard and additional allies spanning the globe.

At the beginning of 2023, ProgressSoft announced a new diversification in its portfolio, debuting two new solutions covering Buy Now Pay Later and microfinance services. The solutions cater for a new digital age by service providers, microfinance institutions, and micro, small and medium enterprises, and mark the beginning of extended and automated services for all institution types within the financial domain.

Taking a closer look at some of ProgressSoft's solutions, Buy Now Pay Later enables customers to instantly purchase products or services and pay for them in recurring installments. The modern solution is integrated seamlessly within checkout pages, mobile apps, QR codes, or other, enabling service providers to offer new services to their customers and generate new revenue streams.

ProgressSoft's Microfinance Solution is a smart innovation that leads microfinance institutions into a new digital age that scales presence, simplifies processes and reduces turnaround times. The solution

enables microfinance institutions to fully digitize and automate loan applications, calculations, disbursements and renewals, in addition to decision making, customer onboarding, and customer relationship management and reporting.

ProgressSoft's Payments Hub is a centralized platform that processes all types of payments in real-time and assists financial institutions in migrating to ISO 20022 with minimal disruptive changes. The advanced platform is a Cross-Border Payments and Reporting Plus (CBPR+) and Swift Go ready solution that is compatible with Swift requirements.

ProgressSoft's Central Bank Digital Currency is an advanced, secure form of regulated national digital currency built on centralized or Distributed Ledger Technology (DLT) and authorized by the central bank. The solution maintains a one-to-one exchange rate with fiat money and is designed by international experts and complemented with decades of experience in national payment systems.

ProgressSoft's Digital Banking Platform is an omni-channel platform that orchestrates individual and corporate customer interactions across web and mobile touchpoints; from digital customer onboarding and front-office banking services to intuitive and ever so personal experiences. ■

## Products

**PS-DBP**  
Digital Banking  
Platform

**PS-eKYC**  
Electronic Know Your  
Customer

**PS-PayHub**  
Payments Hub  
Platform

**PS-BNPL**  
Buy Now Pay Later

**PS-CBDC**  
Central Bank Digital  
Currency

**PS-Microfinance**  
Microfinance Solution

## Website



## Achievements

- Region's First Payment Solutions Provider
- Region's Pioneer of Central Bank Digital Currency
- Region's First Launch of Signature Verification Solution
- World's First Implementation of Electronic Check Clearing
- World's First Implementation of Countrywide Electronic Check Issuance
- World's First Launch of Interoperable Mobile Payment Switch
- World's First Launch of Blockchain-enabled Mobile Payments

## Key Staff



**Michael Wakileh**  
Co-Founder and Chief  
Executive Officer



**Ali Fada**  
Co-Founder and Chairman



**Ali Qoul**  
Chief Technical Officer



**Rami Tannous**  
Chief Operations Officer



**Shadi Dababneh**  
Chief Commercial Officer

# RealSoft Advanced Applications



## Facts

Establishment Year: 2002  
Number of Staff: 100+

## Services

- E-government and E-services
- Statistical solutions
- Data management
- Analytics and data science
- System Integration
- Outsourcing and consulting
- Mobile apps
- Surveys and inspections
- Elections

## Products

- Al-Khwarizmi (dynamic survey platform)
- Ada'a (task and operations management)
- Data Portal (data and metadata exchange)
- Workflow Engine (dynamic workflow engine)

## Markets

Jordan, Lebanon, Libya, KSA, UAE, Syria, Palestine, Yemen, Oman, Qatar, Bahrain, Kuwait, Iraq.

## Customers

More than one hundred clients in domains including E-government, National statistics, Banking, Telecom, Water & Electricity, Manufacturing & Mining, Aviation, Transportations, Elections and Municipalities.

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RealSoft began its journey in 2002 with registered branch offices in Jordan and Oman. It started as a small business in the field of information technology services and solutions, then grew bigger and more experienced. RealSoft has accelerated business growth and depth of support in IT solutions and system integrations fields and now represents a huge milestone in the region's Digital Transformation and Data Management fields, combined with professionalism and high quality. This is a combo that sums up years of experience, hard work, and dedication all together.

RealSoft has been a long-term trusted partner for governments, municipalities, banks, telecom, utility business, and NGOs in the Middle East region since 2002; working closely with its clients to act in their best interest over the long term.

The company has a proven range of combined technical knowledge and experience, timely response, and cost-efficient services and solutions in the domains of Outsourcing, Digital Transformation, Statistical Solutions, Data Management and Analytics, Mobile Applications, and Field Inspections.

In Outsourcing, RealSoft experts pride themselves on working with clients to transfer their expertise while ensuring their solutions meet the client's needs. With a wide client base of customers from different countries, RealSoft can boast an in-depth knowledge of the latest technology developments and trends.

Regarding Digital Transformation, RealSoft is acknowledged as a trusted partner for the different

governments in the Middle East region and is proud to be one of the leading partners of Jordan's e-Government program through fully digitalizing the e-Services of six of the biggest government entities in Jordan.

In Statistical Solutions, RealSoft is leading modern trends in this field with innovative solutions that make the long and stressful statistical process an easy and more effective process; through integrating the latest technologies and getting rid of paperwork to fit in response to the client's high expectations.

RealSoft provides a comprehensive set of Data Management and Analytics solutions, with extensive experience in Data Governance, Data Warehouse/Data Lake, Data Mining, Data Integration, Data Analytics and Visualization, and many other data services.

Regarding Mobile Applications, ever since it developed the world's first PDA-based Population and Dwelling Census for the Sultanate of Oman in 2003, RealSoft and MobiSoft have successfully endeavored into various verticals, including e-Services, Census and Surveys, Municipal, Sales and Retail, Marketing, Inspections, and GIS, with utilized synchronization, digital maps, and other modern technologies.

RealSoft's Field Inspections solutions vary between specialist systems for tourism, labor, buildings, food safety, and violations inspection software. Integrating customizable solutions based on digital maps which can accommodate customers' particular preferences and expectations. These solutions are desktop applications or mobile applications.

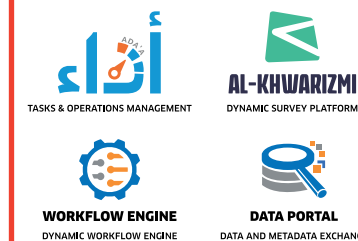
RealSoft owns several ready-made components and accelerators built during previously implemented projects. These include AL-Khwarizmi, a dynamic survey platform for capturing respondents' attention; Ada'a is a task management platform, where your tasks, projects, operations, teams, strategies, and Ad-hoc work are tracked and managed in a single platform; RealCustoms is a Customs Business Intelligence software enabling sustainable decisions based trusted facts; Data Portal is a dynamic platform that enables the data dissemination through the web to multiple users, providing data visualization and pivoting through multiple interfaces; Dynamic WorkFlow Engine is easily configured through metadata, providing the ability to build multiple business processes management; and E-Publication is a data integration platform providing various options to manage and perform data integration across multiple connectors with any data source.

RealSoft can be measured in numbers. The company has 20 years of experience, with more than 250 successful projects, over 100 happy and satisfied clients in over 13 countries of operation. The RealSoft portfolio continuously expands in the number of services, business partners, and products. The headcount at the company has grown nearly twenty-fold, with a team that has more than one hundred loyal members. ■

## Branches

- UAE Office  
Ajman – UAE, Tel: +971 562306923
- Oman Office  
Muscat – Oman, Tel: +968 99448078

## Products



## Clients



## Partners



## Sister Companies



## Key Staff



**Ammar AlSajdi**  
General Manager



**Jaffar Mansour**  
Managing partner



**Mohammad Mansour**  
Partner, Delivery Director



**Mahmoud Mutawe**  
Partner, CTO



**Ahmad Mansour**  
Partner, Business Development Director



**Ayman Toubasi**  
Products Manager



## Facts

Establishment Year: 1997  
Number of Staff: 70

## Services

- Hotel Management
- Human Resources and Workflow Management
- Food, Beverage and Materials Management
- Quality & Guest Service Management & IVR
- Engineering & Maintenance Management
- Financial Management
- Fixed Assets Management

## Markets

Jordan, Saudi Arabia, United Arab Emirates, Egypt, Qatar, Kuwait, Bahrain, Lebanon, Syria, Palestine, Oman, Yemen, Iraq, Erbil, Thailand, Hong Kong, Kenya, Ivory Coast, Mauritius, Seychelles and Maldives.

## Customers

More than 600 Hotels worldwide including: Marriott Hotels (MEA), InterContinental Hotels (MEA), Crowne Plaza Hotels (MEA), Holiday Inn Hotels (MEA), Rotana Hotels (MEA), Four Seasons Hotels (MEA), Accor Hotels (MEA), Mövenpick Hotels (MEA), Sheraton Hotel Amman, Kempinski Hotels (MEA), Millennium Hotels Group, Constance Hotels & Resorts, Time Hotels, Golden Tulip.

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For more than twenty years, Sky Software has proved to be a trusted name in software development and continues to provide the hospitality industry worldwide with advanced and high quality software solutions and IT services which cover all modern hospitality business needs such as human resources, payroll, time attendance control, quality and guest service, engineering management, property and financial management using the latest software technologies and tools; while providing professional implementation, training, and technical support services to its customers.

As a result of its fast growing reputation, Sky Software is now known as a major provider of advanced solutions and associated professional services covering software development and customization, project management and implementation, interfacing with major international systems, as well as customer care and technical support.

Throughout the years, Sky Software has succeeded in capturing the attention of a number of international hotel corporations, which have consistently listed Sky Software products and services as part of their preferred solutions throughout their hotel groups. Some examples are Marriott Hotels MEA, IHG group (InterContinental, Crowne Plaza and Holiday Inn Hotels), Rotana Hotels, Four Seasons Hotels MEA, Accor Hotels MEA, Kempinski Hotels MEA, Moevenpick Hotels MEA, Millennium Hotels and Resorts MEA and Constance Hotels & Resorts.

In response to this success, Sky Software has allocated business partners in various countries such as Saudi Arabia, United Arab Emirates, Lebanon, Egypt, Iraq, Palestine, Syria, Kenya and Thailand. Sky Software remains committed to building on this success, and solidifying its premier position and outstanding performance in the international hospitality markets. ■

## Key Staff



**Ammar A. Shunnar**  
General Manager



**Mohammed J. Jamal**  
Deputy General Manager

## Main Products



## Partners



## Facts

Establishment Year: 2021  
Number of Staff: 9

## Services

- Technology Consulting Services
  - Tech-Startups Support
  - Technical Product Audit
  - Technical Process Maturity Assessment
  - Supervising Software Development Projects
  - CTO as a Service
  - Software Requirements Analysis and Modelling
  - Software Design and Architecture
- Training and Coaching Service
  - PMI-ACP (Agile Certified Practitioner Certification Program).
  - IIBA-CBAP (Certified Business Analysis Professional)
  - Agile Software Development in Practice
  - Software Testing and Quality Management Program
- UI/UX Design Services
- Managed Testing Services
  - Software Testing
  - Test Automation

## Clients

Oasis500, Endeavor, Qatar Digital Incubation Center, Saudi Invest Bank, Saudi Ministry of Culture, Markazia-Toyota, POS Rocket, Little Thinking Minds, Qistas, Izif, Balador, Sager Drones, Pi-Pharma, Alfredo Books, Mozon Solutions, XINA AI.

## Contact

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TechMinds is a consulting firm that specializes in agile software development, with a proven track record of managing software development teams and building technology products.

The expertise of TechMinds extends to business analysis, UI/UX design, software testing, and software test automation, as the company works with its clients to develop innovative and effective software solutions.

TechMinds services include teaching and implementing technical best practices, providing consulting support, and managing technology projects from inception to launch.

The TechMinds team are experts in guiding organizations through agile transformations, agile software development, and the complete software development lifecycle, including software quality management and testing.

TechMinds recognizes that every organization is unique, and tailors its services, methodologies, and approaches to ensure optimal results for clients.

Over the years, TechMinds has built a reputation for excellence by managing various technology teams and organizations, developing and implementing technical practices and methodologies for a diverse range of clients including startups and enterprises, supervising technical practices in numerous technology projects, and supporting clients with the skilled TechMinds team members to achieve outstanding outcomes. ■

## Key Staff



**Khaldoon Aqel**  
Founder and CEO



**Yasmin Bakeer**  
Senior UI/UX Designer



**Yasmin Muqdad**  
Software Test Engineer

## Partners



## Facts

Establishment Year: 2020  
Number of Staff: 25

## Products & Services

- Voice Assistant
- Chatbot
- Platform

## Markets

MENA region.

## Customers

Toyota, Lafarge, Balador  
Technology Solutions, Pi  
Pharma Intelligence.

Xina provides an Intelligent Arabic Dialectal Voice Assistant and Bi-lingual Chatbot.

Xina's artificial intelligence solutions are motivated by revolutionizing the way business challenges are addressed by providing Artificial Intelligence solutions to automate customer service in both Arabic and English, providing a seamless omnichannel experience and offering the support of local and regional MENA dialects. In addition, Xina's streamlined low-code platform allows you to build and customize your Chatbot and Voice Assistant and monitor their performance.

Xina utilizes an array of powerful and flexible technology solutions, for which the company has developed its own component for each of these technologies.

Natural Language Understanding (NLU) which is used to understand and respond to customer inquiries in a conversational manner.

Text-to-Speech (TTS) technology is used to create a natural-sounding voice, which makes it easy for users to interact with bots and access information.

Speech-to-Text (STT) technology allows businesses to easily transcribe customer interactions and gain valuable insights from customer interactions.

Founded in 2020, Xina's diligent team operates from offices in Amman, Jordan, and has fruitful strategic partnerships with HubSpot, Nvidia, Microsoft for Startups, and GrowthX. ■

## Key Staff



Sari Hweitat  
CEO



Ahmed Naguib  
CTO



Fares Shawash  
Marketing Manager

## Partners



## Contact

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## Facts

Establishment Year: 2019  
Number of Staff: 20

## Services

Recruitment, Headhunting /  
Executive Search, Outsourcing,  
Consulting, Training, Career  
Consultation

## Markets

Middle East, Europe, North  
America, Asia, Africa.

kalamntina is a global provider of recruitment, outsourcing, and consulting services.

Established in 2019, kalamntina quickly gained a reputation as a trusted partner for businesses seeking reliable and effective human resource solutions.

With over 700 clients located across the Middle East, Europe, North America, Asia and Africa, kalamntina has established itself as a go-to provider for recruitment and outsourcing services.

At the core of kalamntina's business is its commitment to providing measurable value to its clients through tailored services that meet their specific needs.

This is achieved by utilizing cutting-edge innovative technologies that streamline a wide range of services, allowing kalamntina to provide faster and more efficient solutions to its clients.

As a result, kalamntina is able to deliver a high-quality service that is tailored to each individual client, ensuring that their needs are met and their expectations are exceeded.

In addition, kalamntina's team of experienced recruiters and consultants are experts in their respective fields, with a deep understanding of the industries they serve.

They work closely with clients to understand their requirements and provide a personalized service that is tailored to their specific needs. This approach has helped Kalamntina to build long-term relationships with clients, based on trust, reliability, and a commitment to excellence.

Moreover, in 2020, kalamntina launched kalatechs.com which is the first recruitment portal specialized in the ICT sector in the MENA region. ■

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## Key Staff



Suleiman Shannak  
Managing Partner



Aya Elayyan  
Head of Recruitment and  
Outsourcing



Omar Elghzzawi  
Head of Project Management

## Products



## Services



## Facts

Establishment Year: 2007

## Markets

Middle East, North Africa, GCC, Asia, USA and Europe.

## Customers

Telecommunications, E-commerce, Governmental, Delivery and Logistics, FMCG and Retail, NGO's, Consultations and Banks.

Crystel is positioned as a leading multilingual contact center providing a full range of outsourcing solutions such as Customer Experience and Contact Centers, CX AI and Digital Transformation, Data Management, Back-Office and Training to clients worldwide; allowing them to decrease operating costs, increase profits, attain measurable business results and enhance customers' relationships.

Crystel's backbone is dependent on its highly experienced professionals that help manage its clients' needs in a highly professional manner while adhering to the highest quality standards. In addition, the company adopts the world's most innovative solutions, state-of-the-art IP technologies and proven strategies to optimize customer relationships in an outsourcing solution.

Crystel achieved unparalleled recognition at an international level by winning various awards including "Best Reporting & Processes" award, "Best Internally Developed Application", "Middle East Outsourcing Service Provider of the Year" award, in addition to "Genesys Best Use of Technology in Outsourcing". Crystel also accomplished Tier I and Tier II certification of the SPOT Performance Maturity Model, becoming one of the first companies to achieve this worldwide certification; highlighting Crystel as a global leader in the contact center industry. Furthermore, Crystel has successfully achieved the UN Women Gender Equity Seal Accreditation highlighting Crystel as an equal opportunity employer in the Middle East Region.

Crystel is building outsourcing relationships that are evolving into strategies for its clients to stay

ahead of competition. By leveraging Crystel's world-class infrastructure and expertise, your company can additionally minimize project risks and improve time-to-market; helping your company achieve competitive advantage, growth and the desirable image.

Crystel's value proposition features an in-depth customer experience definition, clients' strategy development, and script development and training. As a first step, Crystel conducts a thorough audit of every customer interaction through the lifecycle of service delivery. This includes defining target customers, the environment, the brand, and the infrastructure. Crystel also utilizes specialized consulting methodologies for strategy development, process optimization, and outsourcing decision support. Crystel develops detailed scripts customized to the client's specific needs and customized for each service or product.

The company also prepares thorough training materials and provides agents with a comprehensive training program that includes – but is not limited to – customer service, communication, phone etiquette, and complaint handling skills. ■

## Services



ACCOUNTING  
OUTSOURCING



AI & DIGITAL  
TRANSFORMATION



BACK OFFICE  
SUPPORT



CONSULTING



CUSTOMER  
EXPERIENCE



DATA  
MANAGEMENT



HUMAN RESOURCE  
OUTSOURCING



LEASING



TRAINING

## Key Staff



**Ramez Kalis**  
Chief Executive Officer



**Zeena Majali**  
Co-Founder



**Rami Atiyat**  
COO



**Tarek Ahmad**  
CTO



# Abdul Aziz Al Ghurair School of Advanced Computing (ASAC)



ABDUL AZIZ AL GHURAIR SCHOOL  
OF ADVANCED COMPUTING

## Facts

Establishment Year: 2019  
Number of Staff: 80

## Services

- Extended programs:
  - Bachelor's in Cloud Computing
  - Bachelor's in Artificial Intelligence & Data Science
  - BTEC HND Level 5 (British Diploma) in Software Engineering, Cyber Security, Artificial Intelligence, and Cloud Computing.
- Short courses:
  - Advanced Full Stack JavaScript
  - Advanced Python
  - Computer Networks – Cisco
  - Microsoft Azure
  - Robotic Process Automation
  - Data Analytics and visualization
  - Cyber security
  - AWS
  - PHP
  - Dot Net
  - Advanced Java
  - Rapid application development
  - Oracle database administration
  - Mendix
  - Software Quality Assurance
  - UI/UX
  - Advance .NET

## Contact

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The digitized industries are booming with work opportunities. That's where Abdul Aziz Al Ghurair School of Advanced Computing (ASAC) comes in, as a leading school that provides teaching and training material with industry-relevant content in diverse Advanced Computing areas such as Software Development, Cyber Security, Artificial Intelligence, and Cloud Computing. These programs vary in terms of duration and material, from 1-day short courses to 2-year International Diplomas and 4-year Bachelor Degrees.

Inaugurated in 2019, ASAC is one of ten schools of excellence at Luminus Technical University College (LTUC). Operating in a complex region, ASAC has proven to be resilient to crisis, whereby it achieved a significantly high employment rate under a global pandemic.

More than 500 students and emerging professionals graduated from ASAC's programs in this short span of time and have moved on to work in distinguished companies, in Jordan and abroad, across different sectors such as PWC, Arabot, Majid Al Futtaim group, Jawaker and Sociumtech. Most of them received job offers within two months following their graduation. In 2022, ASAC is expected to graduate a total of 600 students with an employment rate of 80%.

ASAC's programs are diverse and tailored to suit people from different disciplines with different experiences. Its programs are offered to fresh graduates as well as young and mid-level professionals looking to reskill or upskill.

As believers in inclusive education, diversity, and the right to education, ASAC's students come from all

socioeconomic and cultural backgrounds. They are taught skills for life through demand-driven technical training that improves their access to employment opportunities.■

## Social Media



## Milestones

- 100+ Hiring Partners
- 525+ graduates
- 700+ active students

## Educational Partners



Microsoft Imagine Academy



## Key Staff



**Dr. Ayman Maqableh**  
Dean of LTUC



**Zaid Arida**  
Head of School - ASAC

# Code Circle



## Facts

Establishment Year: 2015

## Services

- Online and in person Coding Courses (Web Development, App Development, Python, and more)
- Courses in Entrepreneurship, Filmmaking, 3D Modeling, Animation, and other creative skills

## Customers

Community-based organizations, non-profit organizations, private sector companies, schools and educational institutions.

Code Circle is an educational company that empowers a new generation through programs that strengthen coding, entrepreneurship, and creative skills in children and youth. Code Circle is driven by a mission to deliver education programs that instill 21st century skills lacking in the region's educational systems, those that inspire and enable youth with the tools and mindset to learn, lead, and live in a global community.

Code Circle's programs are delivered by industry practitioners who are young leaders in the industry, young professionals who excel at their craft. Coding classes build beginner and advanced capability in web development, iOS/Android app development, and gaming. Code Circle complements this technology education with other courses, including entrepreneurship, design skills, 3D virtualization and modeling and other creative skills that are essential to the full circle of learning.

Code Circle has grown its programs to also focus on educating underserved communities (with emphasis on women) by launching two initiatives, Code Cafe and Code+.

Code+ enables Jordanian women with limited economic opportunities to acquire the technical, entrepreneurial soft skills, as well as the self-confidence needed to establish their own business opportunities.

Code Café is a girls-only platform in which girls across the Kingdom will learn to code, network with other girls in different safe environments, build confidence in themselves and develop a foundation for employability skills. ■

## Contact

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## Key Staff



**Ruba Asfour**  
Cofounder & Managing Partner



**Jida Sunna**  
Cofounder & Managing Partner

## Initiatives



# Hello World Kids



## Facts

Establishment Year: 2015  
Number of Staff: 28

## Products

- HelloCode Platform
- Hello World Kids Printed Books

## Markets

Saudi Arabia, Jordan, Pakistan, Qatar, Oman, Egypt.

## Customers

Pakistani Army Schools, AlRadwan Schools - Jordan, AlOmaryieh Schools - Jordan, Islamic College - Jordan, Almyar Schools - Jordan, AlTarbyeh AlNamuthajeh Schools - Saudi Arabia, Riyadh Najd Schools - Saudi Arabia, AlBassam Schools - Saudi Arabia, Arab International Academy - Qatar, Roots International Schools - Egypt, Ahmad Bin Majid - Oman.

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Hello World Kids is a technology education company that was founded in 2015 and is dedicated to making coding fun and accessible for young learners.

Hello World Kids believes that the future of the world is in the hands of its kids. That is why Hello World Kids is dedicated to developing a generation of coders who can solve real-world problems while exploring, being creative, and innovative.

Hello World Kids wants to ensure that young learners can unlock their potential and reach their goals by cultivating the talent of young learners through teaching them coding on the HelloCode platform.

It is a smart e-learning platform where kids can learn text-based programming principles starting with a unique programming language (SmoothY™) designed by Hello World Kids especially for kids. The learning method on HelloCode is interactive and fun, presenting programming concepts in a simple way through short engaging videos that consider the learner's age, and direct application through exercises and self-assessment.

SmoothY™ is a fun and unique text-based programming language, developed by Hello World Kids Company in 2019 and launched in 2020 for young learners to serve as a bridge that enables kids to transition smoothly to advanced professional programming languages like Python.

Hello World Kids Certification Program (HCP) is an examination and certification program recognized internationally with a large set of perks, designed for young learners (8-18 years old) to acknowledge proficiency in coding and other technology domains.

HelloMaster is the 1st certificate in the HCP program. It is issued to learners who pass a set of exams that measure coding proficiency and mastery of relevant 21st century skills. The certificate journey usually takes 5-7 years to complete. ■

## Key Staff



**Hanan Khader**  
CEO



**Wejdan Alqerem**  
Country Manager

## Products



## Facts

Establishment Year: 2011

## Countries

Jordan, Palestine and the MENA region.

## Clients

Utilities, Telecommunication, Education, Government, Medical & Health, Insurance, Banking, Mobile Wallets, Microfinance, Travel, eCommerce, Energy, Associations, and Media.

MadfoatCom is a leading fintech and artificial intelligence company that enables businesses, governments, and end-to-end users to access state-of-the-art digital financial services. It develops and operates real-time payment processing solutions and services with a clear vision to enhance the digital payments scene by innovating financial solutions that are accessible to everyone, anywhere, anytime.

Established in 2011 with partnership and support from Oasis500 and with a long list of local and regional strategic shareholders, MadfoatCom has an unparalleled record of growth year-over-year in terms of transactions, client base, local and foreign investments, valuation, revenues, products portfolio, and professional team. The company grew exponentially mainly driven by recent achievements and continuous innovations.

MadfoatCom has far exceeded expectations, locally and beyond, by seamlessly connecting over 400 billers, 1200 services, 800 agents, 25 banks, and 7 mobile wallets operating in the country into one payment platform accessed by every individual and business. The company is expanding its product portfolio and its footprint in various markets with live implementations in many countries.

In 2014, MadfoatCom launched the famous Electronic Bill Presentment & Payment (EBPP) Service under the supervision of the Central Bank of Jordan, and under the brand of eFAWATEERcom, which was designed to facilitate digital payments to various stakeholders contributing to the ecosystem including online banking, mobile wallets, and local and international credit cards.

Ultimately, MadfoatCom created a network of agents reaching almost every part of Jordan, to serve unbanked customers or those with a cash-favoring mindset, until the full adoption of digital payment channels; processing millions of payments of a value of tens of billions of dollars, while serving all industries and sectors to truly make a positive impact on the lives of Jordanians and the overall economy.

More than a technology provider, MadfoatCom is a full-service business partner handling all aspects of electronic billing and payment. MadfoatCom is committed to the continuous innovation and improvement of its products and services. ■

## Contact

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www.efawateercom.jo

## Products & Services



- eFAWATEERcom: Online, real-time bill presentment and payment gateway.
- MadPay: Financial app for money transfers, deposits and withdrawals.
- MadCard: Online shopping vouchers for most popular games and websites.
- MadfoatCom PSP/Agents: Electronic platform and comprehensive system (for FAWATEERcom agents to identify users, their balances and reports).
- MadfoatCom Card Issuing: Issuing service for creation of virtual cards with complete control.
- MadfoatCom Payment Gateway: Offering Merchants an end-to-end payment solution for cards and other payment methods.
- AI Rank: Credit scoring system that collects credit behavior of customers and reflects economic value within the data.

## Achievements

- 413+ Billers from the government and private sectors.
- 1297+ Services available.
- 84+ Million bills paid.
- 30+ Billion JOD paid.

## Awards



## Key Staff



**Nasser Saleh**  
Executive Chairman & Founder



**Ala' ALSallal**  
CEO



**Issam Ali**  
Chief Commercial Officer



**Luai Sawalha**  
Chief Financial Officer



**Tareq Saleh**  
Chief Technology Officer



**Raed Fariz**  
Chief Business Officer



# Middle East Payment Services (MEPS)



## Facts

Establishment Year: 2009  
Number of Staff: 135

## Services

Acquiring, Third-Party Processing, ATM Driving and Management, Security Solutions, Fraud Monitoring, Loyalty Solutions, E-Commerce, Prepaid Cards, Mobile Wallets, Dynamic Currency Conversion (DCC), Merchant Cash Advance, Soft POS, Instant Payments, ATM@POS, and Cliq.

## Markets

Jordan, Palestine, Iraq.

## Customers

Jordan: Jordan Ahli Bank, Jordan Kuwait Bank, The Housing Bank, Jordan Islamic Bank, Capital Bank, Bank of Jordan, Jordan Commercial Bank, Bank al Etihad, Al Rajhi Bank, Zain, Safwa Bank, Tamweelcom, Gate2Pay, Orange.  
Palestine: TNB, Quds Bank, Palestine Islamic Bank, Egyptian Arab Land Bank.  
Iraq: Commercial Bank of Iraq, National Bank of Iraq, Mousel Bank for Development & Investment, Ashur International Bank for Investment, Cihan Bank, Gulf Commercial Bank, Amwal, Trust Bank, Al Warka Bank, E-Gate, Trader Center.

## Contact

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www.meps.com

Middle East Payment Services (MEPS), founded in 2009, is a principal issuer and acquirer of Visa, Mastercard, and UnionPay, with presence in Jordan, Iraq, and Palestine.

The company offers financial institutions, merchants, and corporations a complete range of secure payment solutions in card issuance/hosting, payment processing, alternative payments, e-commerce acquiring, point-of-sale (POS) acquiring, merchants cash advance, ATM driving and management, and customized value-added services adhering to PCI Data Security Standards (PCI DSS). MEPS is owned by 10 Jordanian and regional banks.

MEPS holds a payment service provider (PSP) license from the Central Bank of Jordan (CBJ) to issue mobile wallets under the product name "MEPS National Wallet", which is an e-wallet platform operated through JoMoPay national switch. The MEPS National Wallet supports CBJ's efforts to advocate for the financial inclusion of the unbanked segment of the Jordanian population. MEPS is providing the MEPS National Wallet solution to multiple institutions in Jordan and has opened more than 240,000 mobile wallets in the past three years.

Given its adoption of cutting-edge secure technologies, MEPS is regarded as a trusted partner for financial institutions and other major international payment schemes. It seeks to meet the demands of different sectors, offering clients and end customers the latest technologies in the field of secure payment services.

MEPS certifications in point-of-sale (POS) management provide

distinctive and secure services to merchants and cardholders through multiple payment acceptance methods such as POS terminals, Smart POS and Soft POS.

MEPS is PCI Data Security Standard (PCI DSS)-certified, for the tenth consecutive year. MEPS's adherence to the stringent security standards had previously earned it a seat as a representative of the PCI Security Standards Council (PCI SSC) Board of Advisors.

As the world inevitably becomes more cashless, outsourcing card and payment activities, as well as ATM management, to a trusted partner such as MEPS can enable banks, merchants, and other organizations to focus on their core business, maximizing profits and minimizing risks.

MEPS solutions are built on state-of-the-art technologies in the fields of international payment systems and payment data hosting. By leveraging tailored, centralized and modular services by MEPS, partners are able to offer their customers a full range of advanced electronic payment services.

In 2022, MEPS launched multiple disruptive products and services including MEPS Fast, Instant Payments and ATM@POS.

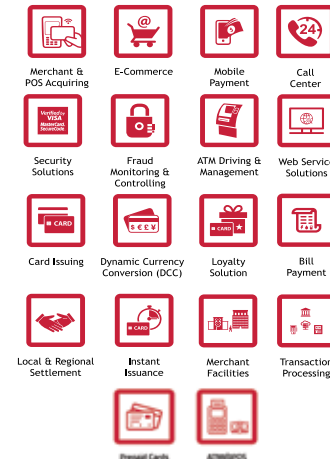
MEPS Fast is a mobile application that allows merchants to accept payments through their personal smartphones.

Instant Payments allows merchants to receive card-based sales on their POS immediately in their bank account.

ATM@POS allows merchants to disburse cash to their clients.

Finally, and inspired by the comprehensive solutions the company possesses, MEPS launched its international expansion business, under the brand name of MEPS 360. ■

## MEPS Services



## Shareholders



## MEPS Innovations



## Achievements in 2022

- #1 online payments acquirer
- 16,000+ POS Merchants
- 240,000+ mobile wallets opened
- 20,000+ POS terminals
- 8,000+ Smart POS terminals

## Key Staff



Ali Abdel Jabbar  
CEO



Amal Alsheikh  
Head of Compliance



Raed Hashem  
Head of IT



Laila Emsaytif  
Head of Risk



Ahmed AlQawasmi  
Chief Internal Audit

### Facts

Establishment Year: 1991  
Number of Staff: 209

### Products

- Financial Payments Solutions
- Acquiring Payments Solutions
- Retail Payments Solutions

### Countries

Middle East & Africa. Regional offices in Egypt, Jordan, Saudi Arabia, United Arab Emirates, Kenya, Nigeria, Ghana, South Africa and Mauritius.

### Contact

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[www.network.global](http://www.network.global)

Network International Jordan is a part of Dubai-headquartered Network International, the leading enabler of digital commerce across the Middle East and Africa (MEA). Together they service more than 150,000 merchants and 200 financial institutions across 50+ countries, processing 16 million+ cards.

Network International Jordan combines extensive local knowledge and robust merchant, retail, hospitality and banking partnerships with market-leading payment technologies to help businesses and economies prosper by simplifying commerce and payments.

Globally, a significant shift is taking place as societies move away from cash-based economies to greater use of electronic payments, a trend that is emphasized in the emerging markets of Africa and the Middle East.

This trend offers significant opportunities for all stakeholders from banks, retailers and card associations through to the end consumer.

Network International Jordan is committed to remaining at the forefront of this revolution by creating a payments platform that drives card penetration and other payment types in these emerging markets.

It intends to play an instrumental role in helping Jordan's entire population gain access to affordable and efficient financial services.

Network International Jordan's parent company has been listed on the London Stock Exchange since 2019. Over the years, the Group has established a strong culture of

ethical business practice, committing itself to the highest standards of compliance, governance, transparency and accountability. ■

### Facts and Figures

- Servicing over 150,000 Merchants
- Supporting more than 200 Financial Institutions
- Footprint extending over 50 countries across the Middle East and Africa
- Total Processed Volume of USD 42bn+
- 980m+ transactions processed
- 16m+ cards hosted
- 1700+ workforce representing over 60 nationalities

### Services Offered

CARDS PROCUREMENT & PERSONALIZATION	LOYALTY PROGRAMS
ACQUIRING	FRAUD & RISK MANAGEMENT
DYNAMIC CURRENCY CONVERSION	ATM END-TO-END SERVICES
MULTILANE INTEGRATION SOLUTION	ONLINE INSTALLMENT
BILL PAYMENT & PRESENTMENT	MOBILE PAYMENT

### Supported by


### Dept. Contact Info

Acquiring: [merchantsupport-jo@network.global](mailto:merchantsupport-jo@network.global)  
Issuing: [ClientSupport-Jo@network.global](mailto:ClientSupport-Jo@network.global)

### Key Staff



**Nandan Mer**  
Group Chief Executive Officer



**Amjad Al Sadeq**  
Chief Executive Officer/Regional Managing Director-Processing, Levant



**Yazan Al Kharouf**  
Regional Managing Director - Acquiring, Jordan

## Facts

Establishment Year: 2010  
Number of Staff: 60

## Products & Services

- HyperPay
- HyperBill
- HyperSight
- HyperSplits

## Markets

KSA, UAE, Jordan, Egypt, Iraq, Oman and Lebanon.

## Customers

Airlines and Travel sector, Telecommunications services (GSM operators), E-Commerce and Digital services.

HyperPay is your gateway to bigger opportunities. The company is one of the MENA region's leading and fastest growing online payments solutions providers. Founded by Muhannad Ebwini, and headquartered in Saudi Arabia, HyperPay today services more than 2,000 merchants across seven countries and has a leadership position in Saudi Arabia.

HyperPay offers merchants a broad array of products and services in addition to payment processing, including risk and fraud management, monitoring system, installments and invoicing systems among others. Going forward, the company will expand its presence into new markets, provide customers with access to new payment methods, continue to develop new products and services, invest in its technology platform and continue to grow its employee talent to deliver on its strategy. The main products and services are HyperPay, HyperBill, HyperSight and HyperSplit.

HyperPay is an all-in-one payments platform, designed to enable businesses selling goods or services online to accept payments, expand quickly, manage risk, and track results, all from a single platform.

HyperBill enables merchants to accept recurring payments and easily manage subscription-based customers. The solution is flexible and fits with various business models, to meet merchants needs and boost customer satisfaction.

HyperSight is an intuitive, end-to-end dashboard that is a simple monitoring and analysis tool which helps merchants gain access to realtime data to manage transactions, understand decline reasons, improve acceptance rates, and increase overall revenue.

HyperSplit enables online marketplaces and other service providers to send money to their beneficiaries' bank accounts, safely and on the spot. Providing faster payouts can help you gain the trust of more sellers, customers, and partners in ideas, individuals, and perspectives.

The vision of HyperPay is to become the payment platform of choice for the world's leading companies. ■

## Key Staff



**Muhannad Ebwini**  
Founder & CEO

## Parent Company



## Products



## Contact

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www.hyperpay.com

## Facts

Establishment Year: 2019  
(Petra Mobile Payment Services Company)  
Number of Staff: 36

## Services

- Cash in/cash out through a wide network from Orange shops, Points of Sale, Partners and ATMs.
- Sending and receiving local and international money transfers instantly and easily.
- Paying all types of bills and utilities (through eFAWATEERcom with more than 400 billers).
- Refilling Orange Prepaid Lines and paying Orange services postpaid bills.
- Using Orange Money Visa companion card to make purchases at any local or international points of sale, shopping online or withdrawing money from any ATM around the world.
- Paying for goods in certain merchants directly through your Orange Money wallet QR payment.
- Using Orange Money wallet to transfer salaries to your employees.
- Buying electronic vouchers for gaming, shopping and gifts...etc

## Contact

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Orange Jordan is a leading provider of integrated communication services, with a broad lineup of fixed, mobile, Internet data and solutions that meet both personal and business markets of an expanding base of around 3.2 million customers across the Kingdom.

In January 2020, Petra Mobile Payment Services Company, a subsidiary of Orange Jordan supported by Orange Jordan brand and Orange Group's expertise in mobile payments, launched Orange Money wallet to enhance financial inclusion and provide advanced, fast and reliable mobile payment services across Jordan, in line with the Central Bank's national financial inclusion strategy.

Orange Money provides a digital solution for subscribers of all local mobile networks to perform and manage a wide array of financial services and transactions, including paying Orange services postpaid bills, refilling Orange prepaid lines, in addition to eFAWATEERcom services, local and international money transfers, cash-in and out through Orange shops, authorized points of sale, partners and ATMs.

Orange Money also offers its customers a Visa companion card that is linked to the wallet to enable them to shop online or at point of sales locally and around the world. Orange Money ensures integrated mobile payment services that extend to payments using QR codes, direct payments to a network of approved merchants, and purchasing electronic vouchers such as iTunes, Google Play, Sony PlayStation, Xbox Live, Steam, and PUBG and many more.

Since its launch, Orange Money partnered with the Jordan Post, several exchange houses, the Housing Bank for Trade and Finance, and many other strategic partners all over the Kingdom.

As the world continues to adopt more digital financial solutions, Orange Money is expanding its services and offering safe and easy electronic payments that cater to the evolving lifestyles and needs of users all around the Kingdom. ■

## Key Staff



**Sami Smeirat**  
Chairman



**Thierry Marigny**  
Vice Chairman



**Hiba AlShareef**  
General Manager



## Facts

Establishment Year: 2015

## Services

- Mobile application and portal for customers and business partners
- Smart Money disbursement solutions for corporates, NGOs, and government
- Money transfers
- Cash in/out services from wide agent network
- QR code standard for merchants and person transfers
- Online payment solutions for merchants
- eFAWATEERcom service
- Top-up and bill payment
- Merchant application
- Agent portal
- Debit, Bracelet and Virtual Mastercard
- Donations service
- Evouchers service
- imoPay (social chat/video calls payments services)
- International Money Transfer
- UWallet eCommerce payment gateway

UWallet, the innovative payment service provider, is designed to enable users to manage their financial transactions through their mobile phones safely, efficiently, and rapidly via an innovative digital transaction platform. Through UWallet, individuals and corporates can make immediate payments, transfer funds, and make purchases easily and safely through advanced solutions that limit the need to deal with cash and reduce the risk of theft and loss.

In 2022, UWallet made significant strides in the ewallet industry in Jordan. The company partnered with imoPay and launched the service in Jordan, which was a remarkable achievement and showed UWallet's commitment to bringing new and innovative payment solutions to its market. Additionally, UWallet partnered with DuSave to provide UWallet customers with added value and additional discounts, which helped drive adoption and loyalty.

Another noteworthy service offered by UWallet is the IMT to IBAN service, which allows customers to receive their international payments directly to their wallet or bank account. UWallet has also introduced an eCommerce payment gateway, which allows customers to make electronic payments using an alias or phone number.

The UWallet consortium consists of Umniah, which holds 66% of shares, and six major Jordanian banks including Cairo Amman Bank, Bank of Jordan, Bank al Etihad, Arab Jordan Investment Bank, Jordan Ahli Bank, and the Housing Bank; in addition to Network International and the Microfund for Women.

UWallet, is a licensed payment service provider by the Central Bank of Jordan and operates under the National Mobile Payment Switch as AlHulool for Mobile Payments. ■

## Contact

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www.uwallet.jo

## Key Staff



**Faisal Qamhiyah**  
Chairman



**Dr. Ala'a Ensheiwat**  
CEO

## Facts

Establishment Year: 2011  
Number of Staff: 50

## Services

- Business Services: Corporate and Merchant Solutions, QR Payments, Distribution Network, Simplified Cash Collection, Bulk Payout
- Customers Tailored Services: Online Registration (Easy, Fast and Secure), Managing Transactions, Card-less Cash in/Cash Out, NFC Payments (MasterCard, Bracelets and Stickers), Online Shopping, E-Vouchers, Money Transfer, Recharge (purchase balance and top-up any prepaid or Internet line), Bill-Payments, Cards Control

Zain Cash is a leading digital payment services provider in Jordan.

The company aims to make people's lives easier, by offering its state-of-the-art digital payment services.

The mission of Zain Cash is to build a more inclusive and cashless ecosystem by reshaping payment habits while offering the most convenient, secure, and simple financial services. Its vision is to become the Go-To fintech provider for 'anything digital financial services'.

The seamless payment solutions of Zain Cash are tailored for businesses too. Transferring employee salaries, handling per diem payments, and accepting payments from customers are made easier and safer. With Zain Cash, both individuals and businesses can conduct their day-to-day financial transactions instantly, securely, and cashless.

Ever since it was launched in 2011, and as part of Zain Jordan, Zain Cash continues to offer the most innovative, practical, and intuitive payment services that are designed for everyone.

Zain Cash's e-wallet is the ultimate solution for individuals to make instant and secure in-store and online payments, pay bills, purchase e-vouchers, receive funds, and much more.

The company is always on the lookout for the most innovative payment solutions to offer its customers an exceptional experience.

With CliQ, the instant payment features available on Zain Cash, money transfers are easier and faster than ever! It allows users to transfer and receive money to and from any user in Jordan, registered in the CliQ service. International remittances can also be done instantly with Western Union and effortlessly with competitive exchange rates, through the Zain Cash wallet.

In addition to the standard Zain Cash prepaid card, which offers customers a variety of benefits, Zain Cash offers loyal customers the PRO card which opens the door to a whole new world of exclusive offers and discounts that are carefully crafted to match the unique interests and lifestyle of each customer. ■

## Key Staff



**Sultan Kashoura**  
CEO



**Saddam Amayreh**  
CFO

## Contact

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www.zaincash.com

## Facts

Establishment Year: 2004  
Number of Staff: 70

## Services

- Payment Services Through Direct Carrier Billing (DCB) with over 40 Mobile Operators in the MENA Region and through Mobile Wallets
- Digital Content Production (2D and 3D Animations and TV Production)
- Operator Managed Content Services and Aggregation
- Digital Advertising
- eCommerce Store Setup and Managed Services
- Social Media Management
- Mobile Messaging
- Interactive Storytelling
- Digital Transformation

## Markets

Levant, GCC, North & Central Africa.

## Contact

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Beecell creates, distributes, and markets digital media products and services.

Beecell offers several Digital Media products that complement any Digital Transformation strategy a company might have. Beecell, along with its subsidiary Tomandora Productions, can provide a variety of services including Payment Services Through Direct Carrier Billing (DCB) with over 40 Mobile Operators in the MENA Region and through Mobile Wallets; Digital Content Production (2D and 3D Animations and TV Production); Operator Managed Content Services and Aggregation; Digital Advertising; eCommerce Store Setup and Managed Services; Social Media Management; Mobile Messaging; Interactive Storytelling; and Digital Transformation.

Beecell's partnerships with Mobile Network Operators allow it to interact with end consumers through the operator's network. Distinguished as a win-win partnership, value-added services increase the mobile operator's ARPU and offer the end consumer valuable information and interactive services. Additionally, Beecell offers an end-to-end solution including aggregation and the complete outsourcing of the management of value-added services.

By having direct mobile operator connectivity in 22 countries, Beecell can reach over 300 million mobile subscribers. As time-to-market is one of the most important aspects of offering any new service, Beecell can deliver solutions quickly and efficiently. Beecell also offers payment solutions through Mobile Wallets.

For content owners and producers, Beecell offers ways to create,

distribute as well as monetize content; enabling content owners to create new revenue streams and to interact with their consumers directly. Beecell has vast experience in distributing and marketing content on different platforms including YouTube, Instagram, Facebook, and TikTok.

On the corporate and governmental level, value-added services offer many Digital Transformation solutions that enable entities to better communicate and interact with their customers. Corporations, governments, and banks can enhance their service offerings and offer more convenient ways for their customers to use their services.

Corporate services include mobile application development, sending information and advertisement messages to customers, and interacting with customers through two-way interactive solutions that allows for customer feedback, surveys, or provisioning of services.

Mobile advertising has been growing dramatically over the past few years. Today, it represents a major advertising medium for all products and services. Advertisers can use all types of digital advertising for brand awareness and introduce a "call for action" in their advertisements, increasing sales and revenues in the process.

To complement, Beecell also offers a wide variety of mobile advertising solutions including profiled bulk SMS broadcasts and mobile applications dedicated to advertising. Beecell offers cost-per-acquisition or cost-per-transaction advertising models.

For eCommerce, Beecell offers a complete digital transformation

solution including setting up an online store, design, payment gateways setup, product management, order management, and even last mile delivery management.

Product photography and presentation can also be offered as part of the eCommerce solution using Beecell's inhouse studio and photographers. ■

## Clients & Affiliates



## Key Staff



**Bashar Hantouli**  
CEO



**Mohammad Sheeb**  
GM - Palestine



**Loay Abdallah**  
CTO



**Qusai Nassar**  
Commercial Director



**Ali Nassar**  
CFO

## Subsidiaries



## Facts

Establishment Year: 2001  
Number of Staff: 37

## Services

- Omnichannel Cloud Communication Platform
- A2P messaging platform.
- Cloud messaging API and SMS API
- 2FA - Two-Factor authentication
- Consumer Mobile Marketing and Customer Experience platform
- Communication automation platform (predetermined rules pairing with real-time decision trees, messages follow automated, customized workflows).
- Mobile network operators' solutions
- Enterprise software development

## Solutions

- Customizable, scalable, and flexible solutions that adapt to meet market needs
- Evolving channel offering, for a future-proof communication strategy
- Plug and play solutions for faster time to market
- Multiple service options for seamless Integration with existing systems

## Markets

MENA, GCC, APAC, EMEA and USA.

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In today's fast-paced world, businesses are constantly on the lookout for reliable and innovative communication technology providers they can trust, that's where Javna comes in with a strong record of accomplishment of providing innovative solutions and services to its customers. Javna's journey began over two decades ago, in 2001, with the aim of revolutionizing the communications technology landscape in the EMEA region. Ever since then, Javna has grown to become a market leader in the region providing cutting-edge omnichannel communication solutions and services that enable enterprises grow, innovate, and engage seamlessly with their customers.

Javna believes that communication is the key to business success and therefore is dedicated to empowering businesses to establish deeper connections with their customers in a more meaningful way, by providing solutions that enhance their overall customer experience and drive engagement. Javna aspires to become an ICT industry leader in the MENA region by introducing ground-breaking innovative technologies and services that can elevate business and customer experiences.

Javna's well-established innovations and excellence records have earned it numerous awards and recognitions for its exceptional communication solutions and services; notably in 2009, Javna received two awards at the International Mobile Advertising and Marketing Awards in London for its "MobiAd" and "JMN (Javna Mobile Media Network) Mobinet" platforms.

Javna is also the first Endeavor member in Jordan and the second in the Middle East, and the company's success story has been

published in a Harvard Business School case study, highlighting Javna's innovative journey towards creating communication solutions for businesses. And in 2019, Javna achieved a breakthrough when it filed for a US patent for Mobiad SDK (#62/021,382 and Publication # US 2016-0005074 A1) and for Groolchat (#62/175,726).

Javna's suite of solutions and services incorporates a cloud communications platform (CPaaS - Communication Platform as a Service) integrated with Javna's own Tier 1 messaging and routing network. This network has over 70 direct mobile network operators and over 1500 worldwide connections reaching billions of people. In addition, Javna also offers enterprise custom technology development solutions to cater to the unique needs of its clients. Javna understands that businesses have different requirements, and Javna's team of experienced engineers is always ready to create tailor-made solutions that help clients achieve their goals.

In a world where communication is key, Javna is the partner businesses need to thrive. Businesses collaborate with Javna for several reasons. Firstly, Javna has direct Tier-1 "O-Hop" connectivity with over 70 mobile network operators globally, including top operators like Orange Group, Deutsche Telekom Europe, China Mobile, MTN Group, Vodafone Qatar, Etisalat Group UAE, Ooredoo Qatar, and Zain Jordan, providing a vast network for reliable message delivery. Additionally, Javna has 1500+ worldwide connections with A2P industry leaders, ensuring access to a broad network of partners and delivery channels for messages. Partnership with the "Number One SMS Firewall Vendor in 2022"

highlights Javna's commitment to providing the highest level of security and fraud prevention measures.

Moreover, Javna's state-of-the-art AI (Artificial Intelligence) message content filtering ensures clean SMS content as Smart URLs whitelisting and verified sender IDs ensure secure and authentic messages as well. Finally, Javna is trusted by top world brands like Apple, Google, Facebook, WhatsApp, Twitter, Aramex, HSBC, Arab Bank PLC, Microsoft, Uber, and AMEX which highlights the reliability and trustworthiness of its messaging services.

Javna understands the importance of providing exceptional service, technical expertise, and innovation to its customers. That's why Javna offers 24/7 customer support, ensuring that businesses collaborating with the company can get help and support whenever they need it.

Javna is committed to helping businesses achieve their communication goals, enhancing their customer experience, and driving engagement using its cutting-edge technologies. If you aspire to elevate your business to new heights, Javna invites you to reach out today and explore how it can help you connect with your customers in a more meaningful way.

With a track record of excellence and commitment to innovation, Javna continues to empower businesses across industries to achieve their goals and thrive in a constantly evolving marketplace! ■

## Clients & Partners



## Key Staff



**Mansour Mansour**  
CEO



**Bashar Rihani**  
Marketing Director



**Khaled Jabr**  
Messaging Director



**Amer Momani**  
Director of Engineering



**Mamoun Omar**  
Chief Database Architect



**Eyad Majd**  
Business Development Director



## Facts

Establishment Year: 2013  
Number of Staff: 10

## Markets

MENA, GCC, Europe and USA.

## Customers

- Jordan: Queen Rania Foundation, Edraak, Ahliyyah & Mutran schools, Digitales, Royal Film Commission
- Lebanon: FES Lebanon - Friedrich-Ebert-Stiftung
- Britain: Pearson
- USA: WorldBook, Growing Minds Media
- UAE: Pfizer, Kalimat
- KSA: Al-Tarbaweyoon

BeeLabs is a visionary self-investment company that was founded in 2013 with a clear mission to bridge the digital gap between foreign and local technology. The goal of BeeLabs is to empower businesses and brands worldwide by producing heartwarming cartoon animation, innovative multilingual serious games, and edutainment applications that enhance their market presence on a global scale.

BeeLabs has assembled a highly competent team that is dedicated to delivering perfection. Comprising hardworking 'bees,' the members of the team are constantly employing their creativity to ensure an unforgettable experience for clients; while striving to always be at the cutting edge of technology and to be part of this industry's growth.

As co-founder of BeeLabs, Tamer Qarrain has played an instrumental role in its success. Through his leadership, BeeLabs has established partnerships with top-notch companies and aspires to foster existing and future partnerships with likewise innovative corporations. BeeLabs commitment to excellence has led it to be among the first to utilize Virtual and Augmented reality in its applications and games!

BeeLabs prides itself in its ability to produce innovative and engaging content that captivates audiences worldwide.

BeeLabs is passionate about helping businesses and brands achieve their goals through a unique blend of creativity and technology.

Join BeeLabs in the pursuit of excellence and to take your business to the next level. ■

## Contact

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www.beelabs.me

## Key Staff



**Tamer Qarrain**  
Technical Director  
/Co-Founder



**Zaidoun Karadsheh**  
Co-Founder

## Facts

Establishment Year: 2013  
Number of Staff: 120

## Services

Content Localisation, Design, Marketing, Data Analytics, Community Support, Creative Multimedia

## Markets

Saudi Arabia, Qatar, Kuwait, UAE, Bahrain, Oman, Egypt, Iraq, Jordan, Lebanon, Palestine.

## Customers

GCC area and MENA region.

Tamatem Games is a Jordan-based leading mobile games publisher and developer in the Middle East and North Africa market which partners with game developers around the world to localize and bring international games to the Arabic-speaking world.

Tamatem has published more than 50 games since its foundation in 2013, including its four main games which are VIP Baloot, VIP Jalsat, Fashion Queen and Clash of Empire.

Tamatem has over 150 million downloads across its portfolio and 3.5 million daily active users on its top games. The major bulk of customers are in the Gulf Cooperation Council (GCC) countries and the MENA region as a whole.

Alongside publishing, Tamatem Games launched a payment and distribution platform for mobile games called Tamatem Plus, which aims to help international game developers expand and unlock the full potential of the MENA mobile games market.

Tamatem Plus is a one-stop solution that offers access to a massive network of popular alternative payment methods, from direct carrier billing to e-wallets, and also card and cash payments for the benefit of both the developer and the user.

Tamatem Games wants Tamatem Plus to unlock a whole market with a click of a button. This seamless integration of the platform, to both the developers and users, is something that has been long awaited in the MENA mobile games market. ■

## Key Staff



**Hussam Hammo**  
CEO & Founder



**Eyad Al Basheer**  
COO

## Games



## Partners

Krafton, Nanobit, Casualino, Leme, Games Insights, Tilting Point

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# Digital Haze



## Facts

Establishment Year: 2021

## Services

- Cyber Security Consultancy and Implementation
- Managed Security Services
- Cyber Threat Intelligence
- Digital Forensics
- Cyber Crime Investigations
- Communications Security
- Business Intelligence
- Social Media Analysis

## Customers

Enterprises, Financial Services, Telecoms, Governments.

Digital Haze is a cyber intelligence, cybersecurity, and fintech consultation and services company based in Jordan that serves both the public and private sectors.

With over 25 years of experience in the government, banking, and private sectors, Digital Haze has a team of seasoned professionals who specialize in integrating and managing complex solutions for the challenges of information assurance and critical infrastructure security.

The company's solutions leverage the technical security of its clients, enabling them to protect their assets, counter electronic hostile activities, and drive their business intelligence.

Digital Haze's services also include capturing and bringing the best cyber intelligence solutions in defense and technology, providing operational security, cybercrime investigation, and tracking, among other elements for comprehensive protection. ■

## Key Staff



**Majdi Armouti**  
Founder & CEO

## Contact

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info@digitalhaze.jo  
www.digitalhaze.jo

# Green Circle Cyber Security



## Facts

Establishment Year: 2017  
Number of Staff: 20+

## Services & Products

- Network Vulnerability Scan & PEN Test once Per Quarter
- 24X7 Monitoring
- Managed Security Devices
- Managed SIEM
- IDS & FIM (Host Based for All Servers)
- Hardening Security Devices
- Review / Audit/ building Policies and procedures
- AntiX
- Threat Management
- Incident response
- Social Media Tools
- Brand/Name Protection
- Cyber security awareness session
- Fishing campaign

## Markets

Jordan, KSA, UK, Iraq, USA, Libya.

## Customers

More than 100 customers including banks, governments, industrial, SMEs and others.

Green Circle's approach is to take customers' IT landscape to a desired level of security robustness through an understanding of cyber security for the whole organization, from strategy to tactical decisions and operational management.

The strengths of Green Circle are complete understanding of today's security challenges; experience in all technical related business requirements of most key domains; full-cycle process support (including assessment, design, development, implementation, and support); implementing complex solutions that are modular, applicable and flexible; and strong project management.

The vision of the company is to be an acknowledged global leader in cyber security by delivering outstanding Integrated solutions and services leading its customers to be in Green Circle.

Green Circle's main mission is to help organizations and businesses to defend themselves against cybercrime, reducing their risk in the connected world by providing the Integrated and most efficient way to find and stop cyber attackers.

Through its innovative approach and advanced technical development team, Green Circle offers sophisticated solutions with optimized prices for all its market segments.

In the new cyber world, Green Circle's ability to respond and react to attacks in advance depends on the two main elements of managed cyber security solutions and offering complete penetration testing that is designed to identify system vulnerabilities. ■

## Key Staff



**Mohammad Alkhudari**  
CEO

## Contact

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www.grcico.com

## Facts

Establishment Year: 2011  
Number of Staff: 100+

## Solutions and Vendors

- Application Security Testing - Acunetix
- Data Discovery and Classification - GetVisibility
- Data Loss Prevention - Forcepoint
- Packet Broker Solution - IXIA
- Network Detection and Response - Vectra
- Security Awareness - Security Fist

## Markets

Jordan, KSA, UAE, Palestine and United States.

## Customers

Banking and Finance, Government, Industrial and Utilities, Insurance, IT and Telecommunications, Health and Medical, Aviation, Oil and Gas.

## Contact

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www.itsecurityct.com

IT Security C&T was incorporated with the vision to be the leading information security and technology risk management resource center in the Middle East and North African Region.

IT Security C&T specializes in the delivery of affordable high-end information security and technology risk management services that are hard to find within the region at the same cost.

The team at IT Security C&T are leading specialists in their fields, with experience and track records of 10 to 20 years; serving at key locations within the MENA region and around the world. The mission is to use this accumulated experience, knowledge, and skills, to develop highly trained bilingual consultants and trainers who are able to deliver world-class services to clients within the region.

IT Security C&T offers a wide range of comprehensive and tailored cybersecurity consulting services, training, and solutions designed to mitigate risks and protect critical assets in today's complex and evolving threat landscape, including Information Security Strategic and Technical Consulting Services, Information Security Training, Managed Security Services and Information Security Solutions.

The Information Security Strategic and Technical Consulting Services that IT Security C&T provides range from information security and risk management strategy development to technical penetration testing and digital forensics services, aimed to enable customers at various verticals to understand business and technology threats and to apply appropriate controls all within a framework of industry best practices

based on international standards. IT Security C&T also offers specialized services in data protection and privacy, as well as business continuity consulting, through a team of experts with extensive experience in assisting clients in meeting regulatory requirements. The consulting team at IT Security C&T work with clients to design and implement appropriate data protection measures to safeguard sensitive data and protect their customers' privacy. IT Security C&T's business continuity consulting services help clients develop plans to ensure continuity of critical business operations in the event of unexpected disruptions, such as natural disasters, cyberattacks, or system failures.

IT Security C&T Training Academy is proud to be a partner with the world's most renowned providers, including (ISC)2, EC-Council, BSI, CompTIA, ISACA, SecurityFist, and many others; providing programs, courses, and workshops that are tailored to the requirements and needs of clients. In addition, the academy offers a variety of solutions that aid in enhancing and evaluating security awareness programs, and integrate other solutions with its customized programs and courses to deliver comprehensive and holistic training to improve the technical skills of candidates in areas such as red/blue teaming through practice and testing against real-world scenarios and simulations.

IT Security C&T understands the importance of cybersecurity for businesses and organizations of all sizes. With the increasing complexity of cyber threats, it can be challenging to keep up with the latest technologies and best practices needed to keep your data and systems safe. That's

where Managed Security Services (MSS) come in. A team of expert cybersecurity professionals provides a comprehensive suite of services that are designed to protect your business from a wide range of threats; taking a proactive approach to security, working with you to identify potential vulnerabilities and risks before they can be exploited by attackers. Whether you're looking to protect your network, endpoints, cloud environments, or comply with regulatory requirements, the MSS services can provide you with the peace of mind that comes with knowing your data and systems are well-protected.

IT Security C&T provides specialized integrated solutions that address customers' complex requirements and provides the organization with state-of-the-art information security controls to mitigate the enterprise risk by partnering with leading vendors and providing customized solutions to meet the increasing demand of customers to holistically address their security risks. ■

## Services

- Strategic Consulting Services
  - Developing Governing Materials
  - Gap Assessment
  - Information Security Risk Assessment
  - Information Security Strategic Roadmap Development
  - Information Security Review and Audit
  - Information Security Awareness Training
  - Certification against ISO 27001, 22301, etc.
  - Business Continuity Consulting Services
  - Data Protection and Privacy Consulting Services
- Technical Consulting Services
  - Security Operations Center Assessment and Roadmap Design
  - High-Level Security Architecture Review
  - Low Level Secure Configuration Reviews
  - Vulnerability Assessments / Penetration Testing Services
  - Web / Mobile Application Penetration Testing
  - Compromise Assessments
  - Software Secure Code Review
  - Professional Services
- Training Academy
  - Cybersecurity Certification Training Courses
  - Customized Training Programs
  - Customized Workshops
  - Red/Blue Team Training Programs
  - Career Path Consultation
  - Screening and Assessments
  - Security Awareness Solutions
- Managed Security Services (MSS)
  - Security Monitoring Services
  - Advanced Threat Hunting Services
  - Incident Response Retainer Services
  - Proactive Compromise Assessment (PCA) Services
  - Reactive Compromise Assessment -(RCA) Services
  - Cybersecurity Professionals as a Service (CPaaS)
  - Reactive Compromise Assessment -(RCA) Services
  - Cybersecurity Professionals as a Service (CPaaS)

## Key Staff



**Muntaser Bdair**  
CEO



**Odeh Hattar**  
COO



**Rami Farhan**  
Consulting Services & Solutions Director



**Amer Momani**  
MSS Director



**Rami Yaseen**  
Marketing & Sales Manager



**Nidaa Abdel-Aziz**  
Training Academy Manager



## Facts

Establishment Year: 2016  
Number of Staff: 26

## Solutions

- Networking: Aruba (Hewlett Packard enterprise company), Antlabs
- Security: Fortinet, Forcepoint, Fidelis, Ivanti, Recorded Future, Beyond trust, BITSight, Vmware NSX, FireMon, Dynatrace, Infoblox
- Data and AI: Alteryx, Ulpath, Snowflake

## Markets

Jordan, Saudi Arabia.

## Customers

Orange, ZAIN, Arab Bank, Bank Al Etihad, Jordan Kuwait Bank, Cairo Amman Bank, Jordan Ahli Bank, International Islamic Arab Bank, Egyptian Arab Land Bank, Capital Bank, National Cyber Security Centre, Jordan Armed forces, Public Security directorate, Petra Engineering, Aramex, Princess Sumaya University for Technology, Jordan University of Science and Technology, Microsoft Jordan.

## Contact

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Channelling business strategies and long-term goals, combined at NeoGenesis with locally rooted understanding to design bespoke technology systems that serve current business needs and enable leaders to translate their vision and set a path of innovation for their business, their team and their partners.

With strongly established partnerships with global tech providers and a flexible, adaptable mindset of problem solving and analysis, NeoGenesis delivers an ecosystem of technology, elegantly constructed to integrate with business processes and to respond to industry demands.

It's the perfect balance of technology, strategy and insight.

NeoGenesis is one of the region's fastest growing companies in the field of information technology.

In just six years, the company grew from a group of six motivated IT specialists to twenty six technologists, engineers and analysts.

Expanding its expertise to Networking, AI and Data Analytics, and Security, NeoGenesis built valuable relationships with global providers and IT partners, transforming over a hundred companies into thriving, digitally enabled businesses.

The process is simple, NeoGenesis listens, designs skillfully and builds efficiently.

No two businesses are alike, and understanding the varied specifics of each business, its goals and vision, and its current and future needs is the foundation of NeoGenesis' work.

NeoGenesis designs efficient digital ecosystems that respond to an organization's complexities and requirements.

Technologists at NeoGenesis work along with clients, empowering business leaders and their employees with the tools and resources they need to grow and future proof businesses. ■

## Key Staff



**Motaz Al Rababa'h**  
Managing Partner



**Omar Al Omari**  
Managing Partner



**Ibrahim Massad**  
Technical Manager

## Partners



## Facts

Establishment Year: 2008  
Number of Staff: 14

## Services

- Digital Transformation
- IT and Software Process Management (ALM, SDLC, Agile, Projects Management, Quality Management, CMMI, Qiyas-DGA, IT process gap analysis, and benchmarking)
- IT Process Monitoring, Auditing, and Optimization
- IT Process Training and Coaching
- IT Process Change Management

## Market

Saudi Arabia, UAE, Kuwait, Qatar, and Jordan.

## Customers

Zakat, Tax and Customs Authority - ZATKA (KSA), Department of Education and Knowledge - ADEK (UAE), Finance House (Kuwait), QECB (Qatar), Central Bank of Jordan (Jordan), Arab Bank (Jordan), Housing Bank (Jordan), Invest Bank (Jordan), MoDDE (Jordan), PITA (Palestine), USAID, GIZ.

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Quality Partners™ is a leading consultancy firm, specializing in digital and sustainable transformation, software development process optimization, and quality/test management services. Since 2008, the company has helped over 110 organizations to evolve their digital capabilities constantly and seamlessly, from ideation and development to execution. Quality Partners™ specializes in optimizing Software Development Lifecycle Processes, including quality and test management practices to identify the correctness, completeness, and quality level of the software development lifecycle. Quality Partners Services are designed to help organizations ensure compliance with industry best practices and standards in IT management; improve software delivery for better time-to-market and agility; reduce costs and improve overall efficiency; gain broader insight for IT and business decisions; deliver enterprise-class quality, security and user experiences.

Quality Partners™ doesn't design quality management systems with a "one size fits all" mindset. The team works closely with senior leadership to identify the strategic and operating gaps that need to be addressed, and to develop a customized quality management system that covers the short, medium, and long-term needs. Quality Partners Services include Digital Transformation to help organizations to leverage emerging technologies and digital capabilities for sustainable transformation; IT and Software Process Management offering end-to-end process management services; IT Process Monitoring, Auditing, and Optimization; IT Process Training and Coaching to develop the necessary skills and competencies; and IT Process Change Management to manage change effectively, minimize resistance, and ensure a smooth transition.

The mission of Quality Partners™ is to help its clients to build software products and services better and faster, by adopting the latest and best practice methodologies and frameworks, to achieve a competitive advantage in local and global markets. Over the past 15 years, Quality Partners™ has successfully delivered 110 mission-critical projects for reputable enterprises and government entities in Saudi Arabia, UAE, Kuwait, Qatar and Jordan. ■

## Key Staff



**Belal Raslan**  
Director



**Loay Awad**  
Operations Manager



**Dana Rabie**  
Sr. Process Analyst

## Services



## Branches

Riyadh, Saudi Arabia  
Tel: +966-53-4533013

## Facts

Establishment Year: 2001  
Number of Staff: 63

## Services

Visual security solutions, command and control center, IT network infrastructure, data center, surveillance as a service, support and managed services, Customer Experience Management, Queue system.

## Solutions

- IT Infrastructure
- Physical Security
- System Automation
- Data Center
- Audio Visual Solutions
- Command and Control Center
- Customer Experience Management

## Markets

Jordan, Palestine, Qatar, KSA, UAE and Africa.

## Customers

Central Bank of Jordan, Arab Bank, Jordan Islamic Bank, Rajhi Bank, Bank of Jordan, Safwa Bank, Bank Al Etihad, Abu Dhabi Ports Group, TRC, Greater Amman Municipality, Jordan University of Science and Technology, Umniah, Orange, International Medical Corps, Jordan Free and Development Zones Group, Public Security Directorate, Jordan Customs.

## Contact

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TRISMART group is a privately owned company that was established in Amman, Jordan, in 2001. It is a technology system integrator firm whose sole purpose is to serve the MENA markets with state-of-the-art system integration technology. TRISMART was rebranded in 2018 to offer enhanced physical security and IT, infrastructure, data center solutions.

TRISMART believes that new and up-to-date products and services are easy to come by but custom-tailored services need a lot of work. Therefore, TRISMART aims to bridge the gap between individual customer needs and available technology while also staying up-to-date with the latest digital transformations and technical revelations.

Today, TRISMART continues to work with the market as well as fulfilling its client's needs; striving to keep customers satisfied by providing high-quality services.

TRISMART Group has earned a stellar reputation in the Middle East for its comprehensive, solutions-centered approach to customers' needs. With a track record of excellence, Trismart Group has achieved remarkable growth of 60% by delivering ELV and IT solutions in a wide range of sectors, including banking, government and private sectors. ■

## Key Staff



**Mohammad Atout**  
CEO



**Emad Haj Deeb**  
Managing Director



**Alaa Lahham**  
Head of Presales

## Partners



## Facts

Establishment Year: 2009

## Services

Data Mining Activities, Data Cleansing Projects, Business Intelligence, SaaS Solutions, Digital Transformation.

## Markets

Jordan.

## Customers

Global and Local clients including Zain, Orange, Umniah, Arab Bank, Capital Bank, Microsoft, Here Technologies, Bank El Etihad, Cairo Amman Bank, DHL, Toyota, Aramex, SGBJ Societe Generale.

Kinz is the ultimate business tool empowering businesses to increase sales, eliminating waste and improving bottom line results. Established in 2009, Kinz combines an easy to use Customer Relationship Management (CRM) application, built-in perpetual management reports, along with Jordan's most accurate, complete and constantly updated corporate database which covers hundreds of thousands of entities and decision makers.

Today, Kinz is widely used by thousands of decision makers as well as sales and marketing executives from banks, telecom operators, insurance firms, hotels and the country's leading business-to-business and business-to-retail companies. The three main attributes that set Kinz apart from the rest of the market are the database, the CRM and the Management Reports.

Regarding the database, it comprises of a quarter of a million businesses and decision makers constantly updated to maintain integrity and accuracy at all times. Record attributes consist of detailed address, GIS coordinates, industry classification, number of staff and ownership, board and management details.

The Kinz Customer Relationship Management (CRM) is unlike other similar applications in the market. It is very user friendly, thus appealing to the average user who resists change and fears technology. Being a cloud-based solution, Kinz eliminates complex set-up and installation processes along with all the related costs.

Regarding the Management Reports, using the Kinz application automatically converts all sales and marketing transactions into perpetual management reports covering all aspects of the business; from activities to opportunities to market share analysis. The team members are relieved from generating laborious and often inaccurate manual reports, while providing management with constantly updated and accurate analysis on the health of the business. ■

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## Key Staff



**Marwan Juma**  
Founder



**Khaled Khalifeh**  
CEO



**Hani Al Dabbas**  
Director of Sales

## Products



## Facts

Establishment Year: 2006  
Number of Staff: 20+

## Services

- Social Media Management
- Digital Marketing & Advertising
- Mobile Applications Development
- Custom Web Design & Development
- Web Application Development
- Hosting Services
- E-commerce platforms development

## Markets

Jordan, Saudi Arabia, Sudan, Iraq, Qatar, UAE, Libya and USA

## Customers

More than 300 clients including Crown Prince Foundation, HRH Princess Ghida Talal, King Hussein Cancer Foundation (KHCF), Princess Sumaya University for Technology, Central Bank of Sudan, Tamweelcom, Islamic Trade Finance Corporation (KSA), CAT, El Seif Engineering Contracting (KSA), Higher Council for The Rights of Persons with Disabilities, UFICO, Crumz, Mahfaza, Arab Financial Investments, Arab Jordan Investment Bank, Bank of Jordan, Jordan Kuwait Bank, Housing Bank, Islamic International Arab Bank, Jordan Islamic Bank, Al Arabiyah Islamic Bank (Iraq), Samarah, OFFTEC, Mouwasat Hospital (KSA), Saveto (KSA), Hokail Medical Group (KSA), Jordan Egypt Fajr, Ahli Microfinance, Vitas Jordan and many more.

## Contact

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dot.jo is a leading Jordanian firm specialized in providing top-notch digital services to the clients in Jordan and at the regional level. The mission of dot.jo is to establish solid and long-term partnerships with its clients by providing full and comprehensive digital solutions, including website design, website development, mobile application development, ecommerce platforms development, Search Engine Optimization (SEO), social media management and online marketing.

Given its position as a virtual marketing provider with a solid technical background and eighteen years of in-depth experience, clients are guaranteed quality products and first-class service at all times. dot.jo prides itself in providing true value for money and for establishing and maintaining long term relationships with its clients.

The company was established in 2006 and boasts among its clients some of the top local and regional names. The dot.jo portfolio includes the website of His Majesty King Abdullah II, the National Carrier of Royal Jordanian, Mouwasat Medical Services, Hokail Medical Group and King Hussein Cancer Foundation (KHCF), as well as leading financial institutions such as Housing Bank for Trade and Finance, Capital Bank, Jordan Kuwait Bank, Bank of Jordan, and Jordan commercial Bank, and regional banks including National Bank of Iraq NBI and Central Bank of Sudan (CBOS).

dot.jo has also developed cutting edge e-commerce platforms for renowned retailers, such as Blue Salon in Qatar, Hope Shop (KHCF), Machinery (KHCF) and Dhifaf Baghdad.

dot.jo has excelled in handling the online presence for advanced and large online applications with particular focus on the media and financial sectors, and with focus on banking and brokerage applications. ■

## Key Staff



**Muhannad Khalifeh**  
Chairman



**Marwan Juma**  
Founder

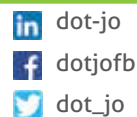


**Hani Barhoumeh**  
General Manager

## Sister Companies



## Digital Channels



## Facts

Establishment Year: 2008  
Number of Staff: 70+

## Services

- Mobile and web applications services
- Digital transformation services
- Cloud services
- Consultations Services

## Markets

Jordan, Qatar, United Arab Emirates, Saudi Arabia.

## Major Customers

Ministry of Digital Economy and Entrepreneurship, Prime Ministry, Ministry of Interior, House of Representatives, Ministry of Health, Ministry of Labour, Ministry of Finance, Ministry of Justice, Ministry of Industry, Trade and Supply, Income and Sales Tax Department, Integrity & Anti- Corruption Commission, Central Bank of Jordan, Public Security Department, Royal Jordanian Air Forces, Special Operations Forces Exhibition, AQABA Special Economic Zone Authority, Petra Development and Tourism Region Authority, Jordan Engineers Association, Jordan Phosphate Mines Company, Arab Potash Company, Crif, Ummiah, European Union, Siren Associates, Association of Banks in Jordan, Jordan Engineers Association, Jordan Medical Association.

## Contact

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Echo Technology was founded in 2008, taking Jordan as a starting point to begin its story of success through MENA, with a mission to bring together the market needs for digital transformation by introducing new concepts in innovation, commitment, quality, and friendly services based on the company's great depth and breadth of expertise. Echo Technology envisions to be known in the MENA region as the most trusted partner when it comes to technology.

It is Echo Technology's lustrous specialty to deliver the most suitable technologies for business needs and to ensure an immense level of solution personalization and usability, starting from performing business process reengineering, and tackling the technological challenges, up to providing the best solution development approach while maintaining the client's satisfaction and acceptance.

Echo Technology's accomplishments were based on its extensive experience in the ICT sector, its substantial partnerships, combining creative and cost-effective solutions that meet the business requirements, and adding significant value to its partners' businesses. Echo Technology leads with a commitment to quality and efficiency across project's operations and management.

With more than 10 years of experience, and over 1000 solutions built for its clients, Echo Technology is working at the intersection of business and technology to help clients succeed. Echo Technology is your right partner when it comes to comprehensive technologies with its wide range of IT services. ■

## Key Staff



**Yousef Alem**  
Managing Director



**Mohammad Daragmeh**  
Manager, Professional Services



**Ali Al zou'bi**  
Manager, Business Development

## Main Products



## Business Partners





# Media Plus



## Facts

Establishment Year: 2003  
Number of Staff: 15

## Services

Web applications, Mobile Applications, Interactive Multimedia Solutions, Video/Audio Production.

## Markets

Jordan, Gulf, UK, USA and Europe.

## Customers

HM Queen Rania Initiatives, USAID funded projects, Kutubee, Roya Kids, KHCC, Arab Bank, Injaz, Al Arab and many more.

Media Plus is an award-winning digital agency that specializes in creating immersive user experiences across the four core pillars of interactive educational platforms, animation and video production, mobile app development, and web app development.

The innovative team at Media Plus leverages the latest IT and project management best practices to deliver cutting-edge solutions that meet its client's unique needs; using a combination of Internet technologies, programming, graphic design, and interactive interface design to create powerful websites that generate client affinity and brand loyalty.

The highly experienced development team is capable of producing top-notch applications based on researched client and end-user feedback, as well as dynamic user interactivity combined with high levels of engaging graphics.

Media Plus develops updateable websites that address clients' budgetary concerns and meet their strategic business goals. End-to-end services include planning, concept, design, and application development for smartphones and tablets, creating apps for Apple's iPhone and iPad, and for smartphones powered by Google's Android and Apple iOS. Media Plus also develops optimized web applications that run smoothly on smartphones and tablets.

In addition to web and mobile development services, Media Plus specializes in creating unforgettable computer-animated productions and motion graphics with heartwarming stories that appeal to audiences of all ages; combining design and animation expertise with skills from various disciplines, including graphic design and visual arts, to produce captivating content that distinguishes Media Plus clients from their competitors and makes a lasting impression on their targeted customers.

Media Plus is committed to delivering consistent and memorable user experiences that help clients achieve their strategic goals. Let Media Plus help you take your business to the next level. ■

## Key Staff



**Zaidoun Karadshah**  
Managing Partner



**Tamer Qarrain**  
Technical Partner

# Vardot



## Facts

Establishment Year: 2011  
Number of Staff: 50

## Services

Enterprise Web Portals, Web Solutions for Higher Education, Governments, NGO's and SME's, Web Design & Development, Drupal Consulting, Drupal Training, Acquia Hosting Provider, Google Authorized Reseller, Inbound Marketing Solutions, Account-Based Marketing Automation, Omni-Channel Marketing Automation, Social Business Communities.

## Markets

Europe, USA, Gulf and MENA.

## Customers

UNICEF, UNHCR, Georgetown University, The American University in Cairo, King Khaled University, Al Jazeera Satellite Network, UNRWA, Royal Hashemite Court, Ministry of Information and Communication Technology in Qatar, Fitness First, ICARDA, Amman Stock Exchange, USAID, Modern American School, King's Academy, KAICIID, Radiant Vision Systems, Dar Al Khaleej, Al Araby TV, Nuqul Group, OQ8, Independent Elections Commission, IASLC, American School of Dubai, Medecins Sans Frontieres (MSF), Al Bawaba News, Tkiyet Um Ali.

## Contact

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Vardot is an award-winning global digital experience solutions provider that helps enterprises to thrive in the digital age through open-source enterprise web solutions and technologies.

Based in the USA, Jordan and Egypt, Vardot is the leading Drupal™ solutions provider in the Middle East with the largest and most experienced Acquia™ certified team.

With over 250+ business transformation projects in more than 20 countries, Vardot has accumulated unparalleled experience and expertise in multilingual digital experience projects serving a wide range of industries; from financial services, higher education, public sector, nonprofits, news and media, to e-commerce and retail.

From consultation, design and development, to post-launch digital growth support services; Vardot covers the whole digital transformation project life cycle.

SCRUM certified project management ensures smooth and timely project delivery, whilst dedicated DevOps teams help their clients sustain optimal performance and best practices.

Over the years, Vardot has embodied its experience in building Drupal's top web platform accelerator, Varbase™.

Varbase has become the #1 most downloaded Drupal 9 multilingual CMS, that helps enterprises streamline launch plans, foster digital transformation, maintain online security and drive exponential growth.

As of 2021, Vardot was awarded ISO 9001:2015 and ISO/IEC 27001:2013 certifications for Quality Management Systems and Information Security Management Systems, respectively.

Visit [www.vardot.com](http://www.vardot.com) for more information. ■

## Key Staff



**Mohammed Razem**  
Chief Executive Officer



**Mohammad Azouqa**  
VP, Business Development

## Main Partners



## Facts

Establishment Year: 1998  
Number of Staff: 20

## Services

Digital Product/Service Innovation and Development, Brand Strategy and Development, Web/App Design and Development, User Interface & User Experience Design (UI/UX), Social Media Strategy and Content Development, Retail Design, Event Design, Workspace Design.

## Markets

Jordan and GCC.

## Customers

Ahli Bank, Ahliyya & Bishop's School, Al Farida, Al Jazeera, Amman Design Week, Aramex, Awj Real Estate, BCI, Bilal Hammad Architects, BravoBravo, Dar Al Dawa, Edunation, Emulsion Skincare, Farah Hospitals, Four Winters, Fullbright, GIZ, Greater Amman Municipality, Haya Cultural Center, iMena, Jordan Tourism Board, Jordan Trail, Kababji, Khutwa, Little Thinking Minds, MadfoatCom, Maisam Architects, Martyr's Memorial, MediaScope, MELA, Mindset Research, Newton Insurance, Nobles Investment, Qattan Foundation, Queen Rania Teacher's Academy, Riva Spa, Royal Hashemite Court, RSCN, Seagulls, Seed, ShamalStart, Sona, Sukna Ventures, Teacher Skills Forum, The Cakery, The School of Travel, Tiraz, UNICEF, Uraiqat Architects, Vertex, Welfare Association, WinWin, Yanboot, Youssef Afandi, Zadd.

## Contact

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SYNTAX is a unique kind of organism that's not easy to classify.

Yet, it has a one-word answer when people ask about what it does; 'design'.

If you understand the word 'design' as decoration, a bunch of colors and shapes, the latest style of fashion or even as another word for art, then you'd better flip the page.

SYNTAX's understanding of design is 'making life better and beautiful through curiosity, courage and craft'.

The curiosity of SYNTAX compels the team to ask the difficult questions: about your company, your culture, your products, your systems, your customers and your industry.

Courage means that SYNTAX puts forward ideas and strategies that defy the status quo of organizations, markets and industries.

And yes, the SYNTAX team are proud craftspeople. Wordsmiths, pixel wizards, coders, typographers, carpenters, 3D printing enthusiasts, photographers, builders and makers. That's how the SYNTAX team turns ideas into well-crafted brands, products and communication for the real world.

But how does SYNTAX make life better and more beautiful? And what is it that it can do for you?

Whether building a brand, a product or even a company, SYNTAX puts people first; above corporate structures, management dogmas or institutional ego.

SYNTAX designs for people including customers, employees, learners, patrons, citizens, enthusiasts, young and old.

SYNTAX is comfortable in a world where every business, organization and government has to interact across the real and virtual worlds. Both worlds need to be designed to help people live productive, fulfilling and dignified lives.

And regardless what industry or field SYNTAX works in, the company never forgets that, ultimately, all people live together in communities, from the very local to the very global. SYNTAX wants its work to improve its communities and contexts.

That's how design can help in making lives better and creating beautiful futures.

This approach to design can make anything happen. But typically, SYNTAX delivers work under the three broad umbrellas of Venture DNA, Brand Engineering and Experience Orchestration.

Under Venture DNA, SYNTAX helps entrepreneurs imagine new companies and business models that define or redefine market categories, from food-service to tech, and from financial services to activism.

Under Brand Engineering, SYNTAX builds and re-builds magnetic brands, by connecting companies, organizations, cities and destinations to their souls, overcoming identity crises and crafting unifying and differentiating communication platforms.

Under Experience Orchestration, SYNTAX helps create engaging environments for retail, culture and education, impactful events, workspaces and mobile and web products, blending together spaces, stories and services to create real or virtual places where people like to congregate and hang out.

Since 1998, it's been a journey with a growing family of clients, partners and team members. So join the family, and don't forget to bring a cool design challenge with you. ■

## Key Staff



**Ahmad Humeid**  
CEO



**George Akra**  
COO



**Mohammad Assaf**  
Design Director



**Aseel Haddad**  
Project Director

**Lina Abdelhadi**  
Design Director

# Aqaba Digital Hub (ADH)



## Facts

Establishment Year: 2016  
Number of Staff: 50+

## Services

- Carrier-Neutral Data Centers
- Fully-Equipped Business Center
- Open Access Cable Landing Station (CLS)
- VSAT Hub
- Interconnection and Peering Hub (AqabalX)
- FTTH Services (NaiTel)
- IP Transit
- IP/MPLS
- International Capacity (IPLC)
- International Private Leased Circuits (SDH)
- Cloud Solutions (IaaS/PaaS)
- Disaster Recovery (DR)
- Professional Managed Services
- Security Services

## Markets

Amman, Jordan (Executive offices), Aqaba, Jordan (Operations offices), Jordan, MENA Region, and International (Direct Sales and Support).

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Aqaba Digital Hub (ADH) is an iconic project spearheaded by Eyad Abu Khorma and a dedicated team of professionals focused on serving efficient digital infrastructure to the local, regional, and international markets in the heart of three continents, Aqaba.

The project utilized Aqaba's exquisite landscape to provide sufficient services through a fully equipped business center, Tier-3 certified data center, Internet exchange point (IXP), state-of-the-art fiber-optic Internet network, teleport station for VSAT services, and world-class cloud platform, among many others—all to capture the growing demand from Internet service providers (ISPs), carriers, content providers (CDNs), and enterprises in Jordan and surrounding markets.

As part of its efforts to enlist itself as a driver of the digital transformation of businesses in the region, ADH in 2019 launched the first carrier-neutral data center in Aqaba, making it the only enterprise-grade facility available to businesses outside Jordan's capital city of Amman. The data center earned Tier-3 design and facility certificates from Uptime Institute and offers a variety of hosting, co-location, disaster recovery (DR), infrastructure as a service (IaaS), and cloud services.

In 2020, the project's telco arm, NaiTel launched the first fiber-optic network in Aqaba, providing retail and wholesale fiber services to local telecom operators, ISPs, and international companies with resilient and uninterrupted connections. NaiTel's fiber-to-the-home (FTTH) network has successfully covered Aqaba's main areas with ongoing plans to cover the entire city.

Later in 2020, ADH launched AqabalX—the first and only Internet exchange point in Jordan that offers interconnection and peering services. With open access and neutral policies, AqabalX became the fastest-growing IXP in the region with 14 connected networks in its first year of operations including a number of main ISPs and CDNs such as Google, Packet Clearing House, and Akamai, and achieved over 120 Gbps of peak traffic.

In 2022, AqabalX sealed a strategic partnership with DE-CIX, one of the world's largest internet exchange networks. The current infrastructure of AqabalX will be upgraded to the award-winning DE-CIX interconnection infrastructure, operated under the DE-CIX as a Service (DaaS) model.

Moreover, ADH has enabled on-demand global connectivity access in the Middle East via the Console Connect network-as-a-service (NaaS) digital platform. This would allow ADH customers to seamlessly extend their global reach to more than 50 countries and directly access the world's major cloud platforms, including AWS, Google Cloud, IBM Cloud, Microsoft Azure, among others.

Today, the construction of the newly expanded project has started, including building the Hub's new carrier-neutral 6MW data center that will host the forthcoming submarine cable system connecting Europe and Asia. The new data center will be ready for service by the end of 2023, connecting customers around the world with a full range of services including secure hosting, international colocation, DR, and IaaS at the highest international standards.

Touching on all sectors of the market—education, telcos, gaming, over-the-top (OTT) media services, SMEs, governments, and fintech—ADH is bringing diversified connectivity pillars to leap ahead and optimize their systems into one platform.

ADH will soon become the Middle East's gateway for high-tech, secure services, and a go-to partner for digital transformation. ■

## Telecom Arm



## Affiliate



## Data Center & Certificates



## Branches

- Executive Offices – Amman, 314 Zahran St. Al-Husseini Complex, 7th Floor, Office #715  
Tel/Fax: +962-6-5854646
- Operations Offices – Aqaba Al-Makateb Area, Ad-Dustour Neighborhood.  
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## Key Staff



**Eyad Abu Khorma**  
Founder – CEO



**Mohannad Habaq**  
Director of Operations



**Amin Khawaldeh**  
Director of Sales



**Lina Naser**  
Head of Legal Affairs



**Osama Habash**  
BR Project Manager



**Joud Fariz**  
Head of Special Projects & Communications



## Facts

Establishment Year: 2008  
Number of Staff: 100

## Services

- Wholesale Service:
  - Dedicated Internet Access over Fiber (IP Transit).
  - Dedicated Data Local Connectivity Solutions (SDH, MPLS and Ethernet).
  - Dedicated Data International Connectivity (Global MPLS & IPLC).
- Retail Services:
  - Broadband Internet Access over Fiber / Fiber to The Premises (FTTx).
  - Dedicated Internet Access over Fiber (DIA).
  - Managed Services (Network & Security).
  - Satellite Services VSAT Connectivity.
  - DDoS Mitigation.
  - Hybrid WAN.
  - Dedicated Data Local Connectivity (MPLS, and Ethernet).
- Data Center Services:
  - Colocation.
  - Disaster Recovery (DR).
  - Dedicated Servers Hosting.
  - Virtual Private Servers Hosting.
  - Microsoft Office 365.
- Cloud services:
  - Infrastructure as a Service (IaaS).
  - Disaster Recovery as a Service (DaaS).
  - Backup as a Service (BaaS).
  - Security Operation Center (SOC).
  - Network Operation Center (NOC).

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DAMAMAX commenced operations in 2008 as a telecommunications provider to capitalize on increased demand for IP bandwidth capacity in Jordan.

DAMAMAX is one of the few backbone operators in the Kingdom of Jordan, providing broadband solutions that are fast, secure, reliable and cost-effective through its fully owned optical fiber (network) and has traditionally served as a wholesale connectivity provider for large enterprises in Jordan and abroad.

Starting in 2014, DAMAMAX transitioned to the next phase of its business plan as a full-fledged retail operation.

Capitalizing on a severely underserved residential and SME Internet market, DAMAMAX pioneered FTTx (Fiber To The Premises) services in Jordan and has become a household name renowned for Internet connectivity excellence. Residential and SME customers enjoy the fastest type of Internet you can purchase; superior to all legacy broadband connections that include ADSL, VDSL, WiMAX and even the latest LTE/4G networks.

DAMAMAX offers extremely high speeds as well as unlimited upload and download monthly capacities, helping its customers meet all their smart home needs, allowing uninterrupted live HD movies, saving time waiting to download HD files and smooth web browsing.

At the heart of DAMAMAX's operations is a state-of-the-art Data Center. Built in accordance with the highest international standards, it offers secure hosting solutions. Its advanced facilities, infrastructure and services have earned this Data

Center a reputation as the best of its kind in Jordan.

Whether you are looking for connectivity for your home or business, DAMAMAX is the partner of choice for all your needs. DAMAMAX experienced staff of certified engineers provide around-the-clock technical support to ensure flawless service delivery that meets your expectations. ■

## Figures

PCI DSS: DAMAMAX Datacenter was certified as level 1 service provider PCI DSS  
ISO 27001:2013: DAMAMAX and its Datacenter were certified with ISO 27001:2013

## Certificates



## Social Media

f DamamaxJo  
t DamamaxJo  
in Damamax-jordan

## Key Staff



**Eyad Abouzeid**  
Managing Director



**Eyas Yamzash**  
Technical Director



**Shareef Ali**  
Director of Finance & Administration

# Jordan Advanced Fiber Company "Fibertech"



## Facts

Establishment Year: 2019  
Number of Staff: 50+

## Services

- Active Access Line Services
  - 100 Mbps
  - 500Mbps
  - 1Gbps
- Backhauling Services:
  - VULA NNI
  - Bitstream 1 NNI
  - Bitstream 2 NNI
- Dedicated Fiber Services
  - 5G Sites Fiber Backhauling Connectivity
  - P2P Access Dark Fiber
  - P2P Transport Dark Fiber
  - P2P Capacity for enterprise services
- Colocation Services:
  - POP site Colocation
  - Data Center Colocation

## Market

Jordan (Amman, Balqa, Madaba, and Zarqa, with an inspiration for a wider national reach in the near future).

## Customers

Major Jordanian Telecoms and ISPs (Umniah, Zain, Mada, Damamax, VTEL & Blink Networks).

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Fibertech was established in 2019 to build and operate Jordan's first open access wholesale fiber network, providing mass consumer, high-speed Internet services in close partnership with broadband retailers in Jordan. This has allowed Fibertech to provide the kind of high speed, secure, and reliable services required to unlock the great potential for digital transformation in Jordan.

Fibertech was set up as a joint venture that brings together major players from the worlds of energy and telecom.

Fibertech's vision is to have everyone, everywhere included in Jordan's future and digital economy. The company's mission is to accelerate Jordan's digital transformation through enabling telecom, internet, and energy players to reach Jordanian citizens in their homes and workplaces, and to compete over none other than their satisfaction.

Fibertech's values are Neutrality and Trustworthiness; Inclusiveness; Good Citizenship; and Win-Win Partnerships.

Fibertech family consists of 50 team members complemented by 500 staff working for its valued contractors and partners, all of whom are committed to driving the company's success and growth, and turning drawing board projects into a delightful reality for Jordanians.

Fibertech plays a vital role in popularizing premium Fiber to The Home (FTTH) connectivity to Jordanian households with speeds ranging from 100Mbps to 1Gbps, as well as availing P2P active and passive leased line connectivity to Jordanian enterprises and

mobile base stations with various options for leased capacities that ranges from 10Mb to 10G based on customer requirements.

Simply put, Fibertech brings the joy of ultrafast Internet to millions in Jordan. This is achieved through enabling telecoms and ISPs serving the Jordanian market to reach customers leveraging the existing electrical poles infrastructure; while connecting every building in every neighborhood, in order to automate the remote reading of a new generation of smart utility meters.

Back in January 2023, the company achieved a critical milestone as its infrastructure reached 1 million homes in Jordan. This achievement is a testimony to Fibertech's success in building a large-scale fiber network infrastructure in Jordan and is but one step, to be followed by many, on the path to realizing the company's goals. It is its plan to reach 1.4 million households and enterprise premises by the end of 2023, in Amman, Balqa, Madaba, and Zarqa amounting to 70% of Jordan's households, with an aspiration for a wider national reach in the near future.

Among many regions, Fibertech network extends to areas such as Amman Al-Jami'ah, Al-Quwaysimah, Marka, Naour, Qasabah Amman, and Wadi Al-seer districts. In Zarqa, Fibertech covered Al-Hashimiyya, Qasabat Al-Zarqa and Arrusaifah districts. In Al-Balqa, Fibertech covered Ain Al-Basha, Qasabit Al-Salt, Fuhais and Mahis districts. In addition, Fibertech also covers Madaba Governorate and parts of Aqaba Special Economic Zone Area (in partnership with local players).

As a technology leader, Fibertech commits itself to challenging goals

and superior standards by always exploring the most innovative tools and latest solutions to lead unparalleled hi-tech customer experiences. In doing so, Fibertech guarantees providing top-notch quality of service and after-sales support at affordable prices with a determination to ensure customer satisfaction.

Fibertech believes the national drive for 5G deployment and fiberization go hand-in-hand, and hence envisions for itself a central role in supporting and boosting the 5G national deployment plan by empowering telecom clients with crucial 5G sites fiber backhauling capacities. ■

## Fibertech in Numbers

As of July 2023:  
• Household Pass: 1.2 Million  
• Street Length: 4,000 km  
• Number of Covered Areas: 110  
• Number of End-Users: 160,000

## Digital Channels

Fibertechjo  
 Fibertechjo.com

## Memberships



## Key Staff



**Sami Jarrar**  
CEO



**Abdelrahman Abdelhadi**  
CFO



**Razan Shleef**  
Senior Manager  
HR & Corporate Affairs



**Tareq Almahsiri**  
Senior Manager  
Procurement & Technical

## Facts

Establishment Year: 1971

## Services

Mobile Offers, Internet Offers, Convergent Offers, Fixed Line, Enterprise (Mobile & Fixed).

## Markets

Jordan.

Orange Jordan, digital transformation that transforms lives and communities.

Orange Jordan is a subsidiary of the global telecom Orange, which operates in 26 countries around the world in Europe, the Middle East, and Africa.

As the leading operator of integrated communications services in the Kingdom, Orange Jordan offers a comprehensive lineup of fixed, mobile, Internet and data services to meet all needs of its expanding residential, personal, and business base of about 3.7 million customers across the Kingdom.

Orange Jordan is home to more than 1700 employees. Inspired by the global brand and empowered by local spirit, Orange Jordan is a leading advocate for his Majesty King Abdullah II's vision of turning Jordan into a regional hub for technology, by delivering innovative and advanced IT and telecommunications solutions.

As a responsible digital leader, Orange Jordan provides the best networks supported by mega infrastructure, innovative solutions, and an unmatched customer experience powered by Orange expert teams to digitally empower people and communities and drive sustainable growth.

Orange Jordan is the only provider in Jordan to offer LTE-Advanced Pro (4.5G and 4G+) and is the leader in fiber technology. The company is the first to introduce 1,000 Mbps fiber speeds. In addition to its wide array of Internet solutions, Orange Jordan provides a variety of mobile services for prepaid and postpaid lines to cater to the needs and aspirations of its subscribers.

Under constant efforts to cater to the diverse needs and interests of Jordanian homes, Orange Jordan introduced Smart Life solutions to help customers ensure the safety of their loved ones, as well as reduce their energy consumption.

In 2020, Orange Jordan launched an integrated mobile solution, Orange Money, to enhance financial inclusion and grant subscribers of all networks easy, secure mobile financial transactions including withdrawal, transfers, deposits, and payments.

Through its Enterprise Business Unit, Orange Jordan offers the global expertise of Orange Business Services to companies of all sizes and sectors. It provides a range of corporate solutions, such as Unified Threat Management (UTM), Mobile Security, EDM, Distributed Denial of Service (DDoS), Cloud and Data Center hosting, IVR, CCTV, Virtual Desktop Infrastructure (VDI), LBA (Location-Based Advertising), Network Equipment, Local Area Network (LAN), Vehicle Tracking and IPTV. The company's Fiber-to-Business (FTTB) services successfully enable businesses to meet their connectivity needs. Thanks to the leading position the company enjoys, it has gained the trust of the largest Jordanian corporations.

The company has adopted seven core values across its footprint which are transparency, customer centricity, caring, excellence, results oriented, collaboration and agility.

Orange Jordan transforms lives and communities through its corporate social strategy, which is based on the four pillars of digital inclusion, digital education, entrepreneurship, and environment.

Orange Jordan's key programs include the Coding Academy, Fab Labs, Orange Coursat, the Orange startup accelerator program - BIG, and Digital Centers across the Kingdom. ■

## Orange Services

### Mobile Offers

- Postpaid offers:
  - Mass (Orange 15, Orange 20, Orange 30, Orange 45, Orange 60, Orange 90)
  - Youth (Y015)
  - Army (Humat Alwatan 10)
  - Governorates (Governorate 10, Governorate 25)
- Prepaid offers targeting different segments:
  - Mass (Orange 15+ new, Orange 12+ new, Orange 10+ new etc...)
  - Youth (YO 10 and YO 8 lines)
  - Army (Humat al Watan 8, Humat al Watan Golden 7 and Humat al Watan Silver 6 lines)
  - Digital offers (jood 8 and jood 10)
  - Expat offers (such as Um Al Dunya 12+, Um Al Dunya 10+, New Alo Um Al Dunya for Egyptians and Filipino 8+ for Philippines)
  - Visitors (such as Visitors' line, Visitors' line Extra & Short-Visit line)
- Internet Prepaid Offers:
  - Orange Net
  - New Army Orange Net

### Internet Offers

- ADSL offers (ADSL gold, ADSL premium)
- Fiber offers (Fiber 300M, Fiber 600M, Fiber 600M+, Fiber 800M and Fiber 1000M)
- 4G home offers (Super 250GB, Super 500GB, Super 1TB and super 2TB)

### Convergent Offers

- Bait Al Aileh Fiber
- SOHO convergent offers

### Fixed Line

- Basic offers

### Enterprise (Business Solutions)

- Enterprise Mobile
  - Postpaid:
    - Ultimate business line UBL+
    - Basic Postpaid
  - Hybrid offers:
    - Orange business lines (OBL)
    - High packages offer
    - Basic Hybrid offers
  - 4G Business everywhere (BEW)
  - POC service (push to talk over cellular)
  - Bulk SMS
  - Push to talk

### SoHo Mobile

- Hybrid offers
- Postpaid offers
- Prepaid offers
- 4G BEW offers
- ICT Services
- DDoS protection solution
- UTM on-premise and UTM over Cloud
- NG-IPS
- WAF
- VA & PT
- Mobile Security (EDM)
- CCTV
- Connected Security Solution
- Data Center
- Cloud IaaS
- Cloud SaaS
- Cloud DRaaS
- Unified Communication as a Service
- Avaya Spaces
- Web and Mail Hosting
- Microsoft 365
- M2M machine to machine
- Vehicle Tracking System (VTS)
- Assets Tracking
- Smart Metering
- Integrated LAN (LAN, Wireless LAN)
- IVR
- Triple play
- VDI - Virtual Desktop
- Profiled and LBA SMS (Location-Based Advertising)
- SD-WAN

### Enterprise Connectivity

- Enterprise Data
- ADSL (Standalone & My Business convergent)
- Fiber (Standalone & My Business convergent)
- Business-Every-Where (BEW)
- Internet Leased Line, Business Internet
- Leased Line E2E (DATA)
- IPVPN, Business VPN, AVPN, Business AVPN
- VPN over 3G, 4G

### Enterprise Fixed:

- SIP trunk
- PRI
- BRI

## Key Staff



**HE Dr. Shabib Ammari**  
Chairman of the Board of Directors



**Philippe Mansour**  
Chief Executive Officer



**Raslan Deiranieh**  
Deputy Chief Executive Officer  
Chief Financial & Strategy Officer



**Sami Smeirat**  
Chief Enterprise Officer



**Naila Al Dawoud**  
Chief Consumer Market Officer



**Samer Al Haj**  
Chief Consumer Sales Officer



## Facts

Establishment Year: 2008

## Services

- Broadband Internet
- IP Transit
- International Capacity (IPLC)
- Data Center Services
- Domestic Data Connectivity
- Hosting and Disaster Recovery
- Domestic and International MPLS
- VPN Connectivity
- IoT Service
- VSAT

## Customers

ICT sector, IT services sector, Media and Broadcasting sector, Non-Governmental Organizations (NGOs) sector, Financial sector, Tourism and Hospitality Industry, Enterprise and Residential.

## Contact

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VTEL, wholly owned by VTEL Holdings, is a leading regional Internet provider based in Jordan, offering the best fiber-optic data connections and amazingly fast Internet services to the wholesale, corporate and residential market.

The company was established and started its operations in 2008. Since then, it never ceased to earn customers' loyalty through bringing the latest innovations in telecommunications right into their business.

As business grows and needs change, VTEL designs its services to be long-term solutions with scalable features that allow connectivity speed to be modified and customized according to the needs and requirements of any business.

The company prides itself on offering a state-of-the-art fiber-based infrastructure accentuated with the latest technological tools for assorted business enterprises to enjoy ultra high speed and secure connectivity solutions.

Besides, it offers Microwave Technology to the emerging markets in which fiber is not available or reachable, or as an alternative solution to expensive line leasing services.

With a mission to help its valued customers run businesses efficiently, VTEL constantly provides them the most reliable, high-speed and highly secure broadband connectivity as well as value added ICT services, leaving every single client satisfied that their expectations are met.

That's the responsibility VTEL holds and this is the value it is committed to.

VTEL is determined to always enhance clients' experiences using the latest innovations in telecommunications.

Today, the company's services cover almost all business areas in Jordan, with one goal – delivering secure and highly protected voice and data transmission of businesses.

Moreover, it aims at becoming the regional focal point connecting Jordan to the rest of the world and the international wholesale provider serving neighbouring countries such as Iraq, Lebanon, Syria, KSA and part of the Gulf area.

Since its inception, VTEL has been seeking to build profound and mutually rewarding business relationships with its local and regional clients.

Moreover, the company sustains this outstanding relationship through ongoing after-sales services, which is considered to be the key differentiator that distinguishes VTEL and positions it at the forefront.

VTEL's after-sales services include trouble-shooting, repair, yearly maintenance and technical consultation.

A team of professionals and well trained technicians is ready to provide professional installation services and to respond to clients' changing needs and this is what gives the company the drive for continuity and the ability to grow stronger. ■

## Main Products

### Wholesale Services

- High speed internet (IP transit) through multiple and diverse routes with multiple tier 1 international IP providers.
- Local access within Jordan (last mile) over fiber reaching all targeted business areas.
- International high speed capacity.
- Lease and IRU based pricing.

### Enterprise and Retail Services

- Broadband Internet Access over Fiber (FTTB).
- Dedicated Internet Access over Fiber (DIA).
- Dedicated Data Local Connectivity (SDH, MPLS and Ethernet).
- Dedicated Data International Connectivity (Global MPLS & IPLC).

### Data Center Services

- High Density Hosting Services.
- Managed co-location.
- Managed dedicated hosting.
- Virtual hosting & cloud hosting.
- Managed Security Services
- Mail protection: Anti-Virus & Anti-SPAM.
- On-Demand Services (IaaS, BaaS, FaaS)

### Wallpost ERP System

- Cloud-based ERP solution
- Centralized dashboard with real-time information
- Automated weekly reports as well as user-generated reports
- Online attendance tracking for admin, project and support staff using GPS and linked with the Payroll module
- Punch in and punch out on mobile devices for non-user employees
- KPI-based performance evaluation of employees, departments and company

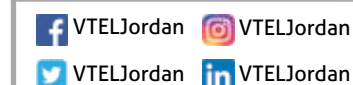
### 'IoT' Smart Homes and Facility

- Lighting Control
- AC Units Control (Split, ducted, HVAC)
- Tank Level, underfloor heating
- Flow and Volume reporting (Water/Fuel, ...)
- Motion detection
- Temperature Monitoring
- Electrical Power Monitoring

### SMS Message

- One Time Password (OTP SMS)
- Application programming interface (API)
- Smart targeting
- Campaign reports, Tracking link
- Easy Less paper
- SMS Firewall

## Social Media



## Key Staff



**Ahmed Abdelrazzaq**  
General Manager



**Jehad Ali**  
Wholesale and Carrier  
Relations Director



**Daher Omar**  
Sales Manager



**Mohannad Habhoub**  
IT Development Manager

## Facts

Establishment Year: 2005  
Number of Staff: 510

## Services

- Mobile
- Broadband
- Business Solutions
  - Colocation Service at Tier III Certified Data Center
  - Managed Security Services
  - Managed Security Operation Center (SOC) service
  - Unified Communication and Collaboration
  - Private Server (VPS)
  - Various customizable ICT Solutions
- Mobile Wallet (UWallet)

## Markets

Jordan.

## Contact

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Umniah brings people together, redefines possibilities and enriches lives.

Umniah entered the Jordanian market in 2005 to democratize connectivity and technology in a way that made it available to everyone. A subsidiary of Bahrain's Beyon, the company is committed to disruptive innovation and is today one of the region's fastest-growing telecommunications providers. It offers high-quality mobile, Internet and enterprise solutions, making technology accessible and affordable to a customer base of around three million customers in a highly competitive market.

Umniah is spearheading the digital revolution in the country, advancing core technologies like mobile productivity, cyber security, cloud computing and mobile payments, continuously pushing the limits of digital technologies to enhance day-to-day experiences.

Umniah constantly works on expanding its network and infrastructure and continues to implement its ambitious strategy to advance the Jordanian telecommunications landscape by investing in the most innovative technological developments. Umniah launched its 5G services and became the first operator to launch this technology in Irbid and Zarqa, and soon to launch in Amman, enabling individuals and enterprises to experience new technological heights.

Umniah also expanded its fiber-optic service coverage throughout the Kingdom, now reaching more than 1,000,000 households and businesses, with corporate and individual subscribers enjoying high Internet speeds that facilitate their digital experiences.

In response to the exceptional global circumstances, Umniah rapidly shifted towards digital transformation without jeopardizing productivity levels, launching services including UWallet, and collaborating with multinationals to allow people to manage all their financial transactions through their mobile phones effectively, and safely.

Moreover, Umniah partners with like-minded organizations to create initiatives that build strong relationships with stakeholders, with a focus on youth and education. Umniah engages positively with its communities, supporting the development process in the Kingdom in a manner that furthers inclusivity, cohesion and the greater good.

Umniah has always prioritized the environment, and recent global developments have prompted Umniah to put it at the forefront of its sustainability strategy, which is based on the three pillars of the environment, community, and corporate governance. Through its sustainability initiative, Umniah seeks to engage and educate its subscribers and the local community about the critical environmental challenges the world faces today, encouraging them to become positive influencers in this field.

Furthermore, Umniah gives back to its communities, working to alleviate their difficulties by setting benchmarks for corporate social responsibility and expanding the use of technology to facilitate and support people's lives focusing on youth and education.

Umniah launched a five-year Forsa Playgrounds Initiative in 2021, aiming to renovate public school playgrounds. The JD1 million

initiative will create a comprehensive learning environment for students, helping them adopt healthy habits and improve their mental health and mindset. In 2022, Umniah renovated the playgrounds of seven schools and conducted seven health and safety awareness campaigns as well.

The Tank, Umniah's business incubator, offers support to entrepreneurs, and startups with innovative ideas. Umniah consistently pushes forward in its drive to foster a culture of entrepreneurship as well as a technological revolution in both Jordan and the region, mentoring entrepreneurs and giving them access to capital that helps them turn their ideas into thriving businesses.

With guidance from trainers and mentors, startups incubated with Umniah can scale and grow using resources and programs meticulously created with their needs in mind, while giving them access to global resources that help turn ideas into sustainable businesses. ■

## Digital Channels



## Key Staff



**Faisal Qamhiyah**  
CEO



**Zaid Ibrahim**  
Chief Commercial Officer



**Lara AlKhateeb**  
Chief Legal, Regulatory & Government Officer



**Samer Taha**  
Chief Financial Officer



**Diana Saidi**  
Director of HR & Corporate Affairs



**Alaa Ibrahim**  
Chief Technical Officer

## Facts

Establishment Year: 1995  
Number of Staff: 1300+

## Services

- Covering 99.9% of Jordan population with GSM services
- 4G/LTE Technology
- Fiber-To-The-Home "Zain Fiber"
- Enterprise solutions
- Wide variety of content and VAS services
- The Bunker

In 1995, Zain Jordan revolutionized telecommunications in Jordan by introducing GSM mobile services into the country. Zain quickly became the foremost telecom company in Jordan, a position that it kept to this day through a far-sighted policy of investment in adopting cutting edge technology to provide state-of-the-art services to customers.

Zain Jordan pioneered in consolidating the concept of corporate sustainability, as it has built the positive image that meets with Zain's leading position, by launching and supporting various national initiatives that go beyond developing the telecom sector.

Zain's firm belief in benevolence stems from its culture and is considered the main motivation for implementing Corporate Sustainable programs. Zain Jordan is considered the first and main supporter for several sectors including education, youth, health, sports, environment, philanthropy and social innovation.

Zain is also considered as one of the Jordanian economy pillars, as it embraces over one thousand employees and provides thousands of indirect job opportunities and it is considered the operator of choice for millions of Jordanian customers.

Aiming at supporting the entrepreneurship realm in Jordan, Zain inaugurated Zain Innovation Campus (ZINC), in November 2014. It is the first of its kind across the Hashemite Kingdom of Jordan, where Zain provides Jordanian entrepreneurs and startups with all the requirements to develop

and to transform their creative and innovative ideas into productive projects that shall be marketed locally, regionally and globally.

Located at King Hussein Business Park, ZINC is equipped with the latest technology and facilities and services, in addition to providing consulting and guidance, and the opportunity to access a network of more than 100 strategic partners, representing the world's leading technology corporates, businesses and startups, and companies interested in embracing creative ideas from various sectors, ZINC has also expanded to include several branches across the Kingdom.

Launched by Zain Jordan in September 2019, 'The Bunker' is an Uptime Tier III certified data center in Amman, Jordan. It is a 4,300 square meters state-of-the-art data center situated 12 meters underground; the first of its kind in the region and one of very few worldwide. The facility gives local, regional and global organizations the opportunity to host IT infrastructure, disaster recovery offices and to enhance ICT business processes.

It is worth mentioning that Zain Group acquired Zain Jordan, in January 2003, in what was considered the largest single acquisition in the Middle East region, and the largest private sector investment in Jordan. ■

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## Main Products



# 5G



# Z FIBER



## Zain First's

- First GSM operator in Jordan, established 1994, started operating in 1995.
- First operator in Jordan to offer nationwide HSPA+ service in 2011.
- First operator to provide a true Fiber To The Home (FTTH) connection in 2014.
- First operator in Jordan to introduce and launch 4G/LTE technology across all the Kingdom's governorates in 2015.

## Key Staff



**Fahad AlJasem**  
Chief Executive Officer



**Daoud Daoud**  
Chief Financial Officer



**Tareq Bitar**  
Corporate Communications & Sustainability & CER Director



**Abdel-Majeed Al-Adwan**  
Commercial Support Director



**Mohammed Audeh**  
Enterprise Business Director



**Lama Tamimi**  
Legal & Regulatory Affairs Director



## About the "ICT Startups" section in "Who's Who in Jordan's ICT"

In support of the entrepreneurship ecosystem, MediaScope includes an 'ICT Startups' section in "Who's Who in Jordan's ICT" every year.

Participation in this section is free for Jordan-based startups that are up to six years old, which have fifteen staff members or less, and who are classified within the ICT-related sectors. Startups are given 'mini-profiles' with limited content options, to enable the publishing of three profiles per page.

MediaScope communicates regarding this section with all incubators, accelerators, venture capital firms and the Jordan Startups Council. The fourteen startups profiled in this print edition of *Who's Who* are the ones who responded by submitting their profile information online at the link: [www.jordanict.com/user/login/startups](http://www.jordanict.com/user/login/startups)

Any other ICT Startups which qualify can join the online version of this section anytime, by submitting their profiles, and could be included in future print editions of this publication. ■

## Balador

### Facts

Establishment Year: 2021  
Number of Staff: 10

### Services

- Digital Transformation of the queuing process.
- Monitor employee performance and KPIs.
- Resource allocation on actual and predictive traffic
- Gain new customers

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Balador is a revolutionary app that is readily available to businesses and individuals.

This multi-tenant app lists service provider, from both public and private sectors, along with the sections and branches according to proximity and availability. The user can then book a ticket or an appointment for the service virtually and avoid having to wait or queue in service centers.

Furthermore, balador promotes the service providers and enables them to manage the customer flow by enabling them to anticipate and prepare for the expected traffic. All this translates into better time management for the public, avoiding crowding at branches, and reducing pressure on customer-facing employees, thus increasing efficiency, productivity, and customer satisfaction. ■



Mohammad Atout  
CEO



Hussam AlQadi  
CCO

## Shoofni

### Facts

Establishment Year: 2021  
Number of Staff: 5

### Services

- Job finding mobile app
- Web Application / ATS

### Markets

Jordan, KSA & Egypt

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Shoofni has developed a mobile application that enables the job seeker to build a brief profile, and then record a 90 seconds video presenting herself/himself, skills, and professional experience.

The app is built with seamless user experience, and minimal data entry efforts.

On the other hand, Shoofni provides a web platform enabling recruiting organizations to post job openings; view applicants' profiles and videos; and track and manage applicants' profiles. That is in addition to many useful "ATS" features. ■



SHOOFNI



Yazeed Canaan  
Founder / Managing Partner



Wissam Sabha  
Co-Founder

## Whyise

### Facts

Establishment Year: 2018  
Number of Staff: 7

### Services & Products

- Impact Analytics Platform
- Measuring Financial Inclusion (MeFI)
- Impact advisory services
- Data gap analysis and audit
- Automated data analysis

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Whyise is an impact management and analytics software solution founded in 2018.

Whyise supports organizations in identifying the data they need to capture, aggregate the data, manage it, and analyze it as per their intended impact across their operation. This is in order to efficiently evaluate the progress against their desired outcomes as they happen, gain insights and share them with their stakeholders.

Whyise enables higher transparency, compliance with global standards, and streamlining of reporting in addition to analytics for insights for higher economic, social and environmental return on investment. ■



Dana Erekat  
CEO

## Sukoon

### Facts

Establishment Year: 2021  
Number of Staff: 4

### Services

A growing library of high-quality recorded Arabic audio sessions for mental, emotional and spiritual wellness

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Sukoon is a mindfulness mobile app that offers users tools and techniques for mental, emotional, and spiritual well-being in the form of guided meditation audio recordings in the Arabic language.

Sukoon enables users to reach the 'Sukoon' emotional state with its growing library of recorded sessions contest on guided meditation, hypnosis, breath work, affirmations, and sound healing techniques leading to stress relief, inner peace, and spiritual connection. These sessions average 5 to 45 mins. ■



Farah Karrayn  
Co-Founder/CEO

## Unihance

### Facts

Establishment Year: 2020  
Number of Staff: 9

### Services

- eLearning Social Network
- Online courses in different fields

### Markets

MENA

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Coming from the MENA region with the purpose of enriching Arabic content, Unihance is the first decentralized eLearning social platform.

It is a platform where users can communicate, learn and teach through a free-of-charge course creation process.

Unihance delivers an eLearning social network where users, whether they are professional instructors or just students, have an open environment to communicate and create joint learning paths. ■



Ahmad Obaidat  
CEO

## IPass

### Facts

Establishment Year: 2020  
Number of Staff: 8

### Services

Cybersecurity, KYC, Online identification, AML

IPass is a complete identity verification, fraud prevention, and KYC/AML compliance solution.

IPass simplifies your verification process by providing genuinely worldwide coverage, increasing acceptance rates; even in emerging and unbanked jurisdictions.

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iPASS



Yazan Al-Qasem  
CEO

## Knowledge Power Society (KPS)

### Facts

Establishment Year: 2021  
Number of Staff: 3

### Services

CV Builder and HR control panel, Job skill Training and HR consulting, Career Advisory Solutions, Services KPS

KPS is a specialized platform for human resources solutions and job seekers, through a package of electronic services provided to them.

The platform contains many CVs of graduates, experiences, and professionals through forms that can be filled out. It also contains forms for a Motivation letter and cover letters.

KPS platform contributes to empowering young people by increasing their awareness and knowledge of the field of job application and employment.

Through the platform, you can search for jobs with ease and without complication, as human resource departments help upload their jobs to reach the largest possible segment. KPS platform provides the best way to filter applicants for work and a control panel that enables him to upload a job to reach all job seekers, and the human resources employee can upload articles, and provide online training. The platform is easy-to-use and not complex. ■

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KPS  
Knowledge Power Society



Nizar.N Romman  
Founder/CEO

## Connection of Things

### Facts

Establishment Year: 2017  
Number of Staff: 6

### Products & Services

- IoT Business solutions
- Consulting
- Training and Certification
- IoT Project Management
- Product Management

Connection of Things (CoT) is a Jordanian Company, specialized in the Internet of Things (IoT) services and technologies, and acts as your partner and enabler in building your IoT products and solutions by providing the needed knowledge, skills, know-how, best practices and partnerships that will put you ahead in digital transformation. CoT works hard to provide every customer with the development of successful, informed product and services strategies towards the identification of an optimal position in the IoT value chain and ecosystem. CoT creates business advantages for its customers by providing actionable insight to support their business planning, product development and go-to-market initiatives. Meanwhile, CoT is also acquiring the skills necessary to begin analyzing live and historical IoT data and to discover insights that help your business thrive. The main aim of CoT is to help product professionals capitalize on the IoT revolution, through one-of-a-kind IoT training courses, certifications, and resources. ■

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www.connectionofthings.com



Feras Diab  
Founder/CEO

## QuiqClaim

### Facts

Establishment Year: 2020  
Number of Staff: 5

### Services

A fintech P2P platform enabling health-care-providers (HCPs) to collect receivable claims from multiple insurance companies.

QuiqClaim is a Fintech P2P platform which enables health-care-providers (HCPs) to immediately collect their receivable claims from the multiple insurance companies, by providing financing solutions through third-party investors to cover HCPs claims immediately at a discounted value while receiving payback from insurance companies at a later time.

QuiqClaim works on factoring and applying immediate settlement technology by connecting 3 users in one place (The healthcare provider, the investor & insurance). ■

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QuiqClaim®



Zaid Al-Jazi  
Founder & CEO

## Link Pro

### Facts

Establishment Year: 2019  
Number of Staff: 10

### Services

- Structured cabling systems
- Data center preparation
- Low current systems

### Markets

Jordan.

Link Pro is one of the leading managed IT services companies in Jordan and has a team of highly qualified employees and certified network support engineers.

Link Pro follows high standards and provides services including complete end-to-end professional services support for your business needs in structured cabling systems; data center preparation; low current systems; project management; preventive maintenance; consultation; well-managed and planned implementation; design including free site surveys; technical proposals; and installation documents including detailed design document, installation method statements, labeling schemes, testing method statements, shop drawing and as-built drawings. ■

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Malik Asfour  
General Manager

## Kutubee

### Facts

Establishment Year: 2017

### Services

Interactive reading platform, supported by all smart devices in four language skills (reading, writing, listening and speaking).

Kutubee is an interactive reading management platform that helps elementary and middle school students develop a love of reading and their language proficiency by providing more than 1,600 stories and books in Arabic, English and French. Books are classified by graded reading levels in addition to their classification by subject, age, or according to the International Baccalaureate system. The child has an account developing the four language skills of reading, writing, listening and speaking. Books are professionally audio-recorded, and readable text is shaded word-for-word. Students can take notes, highlight texts, record their voice, answer questions, and share their accomplishments with teachers and mentors.

Kutubee platform also integrates gamification with learning. Teachers and parents obtain reports on progress. Kutubee platform is accredited by leading schools in more than 22 countries. ■

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KUTUBEE



Issa Khelif  
Product Manager



Sinan Sweis  
Founder & CEO

## Blue Care Medical



### Facts

Establishment Year: 2018  
Number of Staff: 9

Blue Care Medical store has been serving the needs of the healthcare community while consistently providing high quality medical equipment and supplies. Blue Care Medical is a renowned international medical equipment and supplies wholesaler and online store.

The first spark of Blue Care online medical supplies was ignited in 2019, as the company was established with the lucid goal to be customers' first-choice when it comes to purchasing medical supplies online. The company aims to attract various customer sectors as its target market including individuals, businesses, health care facilities, medical professionals, hospitals, and government agencies. ■

**Samer Faqeeh**  
Founder

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## KHIBRATY



### Facts

Establishment Year: 2019  
Number of Staff: 4

### Services

- Connecting startups with experts
- Opportunity for business experts to market services

KHIBRATY is a modern-tech business startup providing a digital marketplace where business experts can connect with clients seeking professional expertise. It offers a dynamic Platform as a Service website and mobile-app to facilitate creating peer-to-peer contractual collaborations between business professionals. It also offers an accessible agora where the best experts and service providers get to effortlessly gain visibility and exposure and market their expertise, alongside interested project-owners that come to find a match for their needs.

Ergonomic road-mapping tools help project owners and managers strategize an optimized and accelerated employment and allocation of outsourced talents and skills. KHIBRATY also provides insightful follow-up metrics for both business owners and experts, regarding any project, from planning to implementation. ■



**Abeer Qumsieh**  
General Management



**Caroline Ayoub**  
Operations & Marketing

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## Kaleela



### Facts

Establishment Year: 2019  
Number of Staff: 10

### Services

Teaching Arabic language for non-native speakers with courses containing modern standard Arabic, Arabic dialects, comprehension and grammar courses and quizzes.

Kaleela is an Arabic app designed to fit the needs of any non-native speaker who wishes to learn Arabic online; available for both Android and iOS. The app comes in a variety of languages which are English, Spanish, Italian, French, Portuguese, Romanian, Turkish, Korean, Indonesian and Chinese.

The Modern Standard Arabic courses available (commonly known as Fusha) are designed to teach non-natives the foundation of Arabic language, regardless whether the student has any prior knowledge of Arabic or not.

The Dialectal Arabic (Ammiyah) part of Kaleela consists of online Arabic courses that offer Egyptian, Syrian, Palestinian-Jordanian and Iraqi dialect. There's one excellent reason any Arabic student should speak a dialect; it's basically the only way to prove a person knows the language. ■

**Zaid Ahmad Atoom**  
Founder & CEO

**Ruba Hatamleh**  
Project Manager

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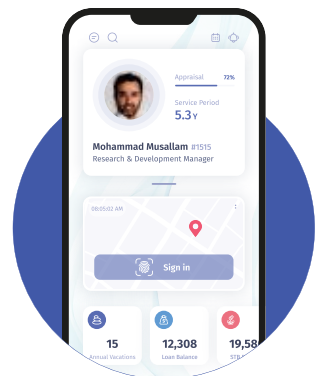
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Loai Madanat,  
Managing Partner at Jordan Data Systems (JDS)

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