

## Introduction

Given the scientific revolution we are witnessing nowadays in all the various aspects of our lives, and in particular in the field of information technology and communication, it has now become imperative that we, as companies, governments or individuals, keep up with the pace of this development.

Malaz Technology provides an integrated range of global IT solutions to such industry sectors as Telecom, ISP/ASP, Finance, Services, Government and Health Care, including:

- C all Center / Contact Center / CRM. (**AVAYA**)
- VOIP / IP Solutions. (**AVAYA**)
- Unified Communication. (**AVAYA**)
- eSecurity Stamper/Document Paper (**eclat**)
- Telephone management; solutions & Headset.
- eBusiness / Mobile Business. (**CIT**)
- Portal Solutions & ePayment / eSecurity. (**CIT**)
- eLearning Solutions. (**eKnowledge**)
- Business process Management/Document Management System/ eCheque (**NewGen**)
- Directory Assistance Call Center. (**Voltdelta**)
- Oracle Solutions.
- Networking/Wireless Solutions

**Malaz Technology** Managers have over 28 years experience in providing IT solutions in K.S.A.

## About us

Information technology is expanding at a tremendous pace. For operators, the challenge lies in providing low cost, competitive services today while retaining the flexibility to offer high-speed data services. **Malaz Technology** Company offers such a solution for IT operation & infrastructure.

**Malaz Technology** markets wireless & security infrastructure products and services across the Middle East.

**Malaz Technology** provides qualified support engineers and project managers as well as other experts based on the names of each project.

All this activities are overseen by company managers who have a proven record managing IT projects in the public and private sectors.

## Vision

***Leadership in providing innovative solutions in information technology, communication and data network in the Kingdom and across the Middle East.***

## Mission

**To provide** quality high value-added technical managed services to customers in the communication & IT sectors, which add value through the effectiveness and efficiency of our operational systems. Customers will be attracted to **Malaz Technology** by our experience and ability to offer innovative solutions and provide value for money.

**To form** productive, open and long-term relationships with customers and partners, jointly developing plans and strategies to the benefit of both organizations.

**To create** a **Malaz Technology** culture where each member of staff feels ownership of issues within the organization. Openness, honesty and sharing of rewards are fundamental principles to achieving this goal.

## Priorities are:

- To establish long-term relationships with our customers by providing appropriate value through service and technology.
- To acknowledge and serve **our communities** by pledging our support to our staff and customers.
- To educate and guide **our staff** to achieve their personal best.
- To develop and expand our scope of business and service in a manner consistent with the changing financial environment and with highest regard for the health and prosperity of **Malaz Technology Company**.
- To conduct our business in a manner consistent with the highest legal and ethical standards, in compliance with Regulatory Directive and within the framework of Board Policies and Procedures;

***And as a result of and in conjunction with these actions to meet our primary goal:  
To Provide for our shareholders a safe and sustainable return on Investment***

## Our Team

We function as a team us all working together for our clients. In addition, these executives are supported by an experienced IT professional. This team-based structure gives our clients the benefit of having all of our experienced and well-connected team members working with them. Our executive partners offer a unique combination of management experience and industry knowledge.

## Chairman

### ***Mr. Ahmed M. Al-Sari***

Ahmad is a Managing and an executive partner and co-founder of Malaz Group. He is a well-known personality in the field of information technology in the Middle East where his career spans over thirty years. In 1980, Ahmad co-founded the Al-Khaleej/Al-Falak Group, which he helped grow into one of the leading IT enterprises in the Arabian Gulf Region while serving as President of Al-Khaleej Computers & Electronics Systems from 1980 until 2000.

Ahmad is a Board member of several companies including Al Falak Electronic Equipment & Supplies Company, Al-Khaleej Training & Education Company and Medical Care & Sciences Company. He is the Chairman of the Board of Malaz Technology & Communication Company and Al-Wadi Medical Investments Co. in Yemen. He has served on the board of Banque Saudi Fransi and currently chairs the Audit Committee.

Ahmad holds a B. Sc. in Chemical Engineering from the University of Texas at Austin. He is a member of the Institute of Electrical & Electronics Engineering (IEEE), the Association of Computer Machinery, the Information Technology Committee of the Riyadh Chamber of Commerce & Industries and a member of the Organizing Committee of the Riyadh Economic Forum. He is a member of the board of the Gulf Venture Capital Association and chairs it first annual conference scheduled for November 15, 2005.

## Board Member

### ***Dr. Abdulaziz A. Jazzar***

Abdulaziz is an executive partner and a co-founder of Malaz Group. He has over 24 years of work experience in the field of information technology. He previously served as the Chief Executive Officer and President of International System Engineering (ISE) in Riyadh, Saudi Arabia for seven years. ISE is one of the leading system integration companies with over 300 employees. Earlier, Abdulaziz served in the Royal Saudi Air Force as the Director of the Department of Computing, before his retirement at the rank of Colonel in 1993.

He is currently the chairman of CompuMe, an electronic retail company with mega stores in Riyadh, Dubai, and Jeddah.

Abdulaziz holds a Ph. D. degree in Computer Science from the University of Southern California and M. Sc. in Systems Engineering from the King Fahd University of Petroleum & Minerals, Dahrhan, Saudi Arabia.

## Partner

### *Fahad Abdullah Almubarak, Ph. D*

Fahad is an Executive Partner and a co-founder of Malaz Group. He has over 17 years of work experience in various executive positions. From 1992 to 1999, Fahad was the General Manager of Rana Investment Company (Rana), one of the premier investment firms in Saudi Arabia. At Rana, Fahad launched and managed several private equity and alternative funds, while achieving the target returns in almost all these initiatives. He has also worked extensively on various regional projects in the Middle East. Fahad was one of the key members of the committee responsible for the corporatization of Saudi Telecom, the giant telecom monopoly in Saudi Arabia.

Fahad earlier served for 8 years on Shoura Council – a government appointed member consultative council. In addition, he was appointed a member of the Saudi Arabian team that negotiated with international oil and gas companies seeking concessions to invest in Saudi Arabia. He is currently a board member of Mobily (mobile phone operator in Saudi Arabia), Carrefour (Saudi Arabia), National Industrialization Company. He is also an Advisor to the ministry of Post, Telegraph & Telephone.

Fahad holds a Ph. D. in Business Administration from the University of Houston, Texas. He also holds M.S. in Industrial Management, Accounting & Taxation.

## Managing Director

### *Mr. Mohammed M. Munir Al-Mulki*

**Managing Director, Malaz Technology & Communication Co. since 2003.**

**Projects/Operations Manager, International Network Engineering**, an Economic Offset Program Company. His scope of responsibilities covers managing several telecommunication support contracts and operations in the Riyadh Region.

**Regional Manager, Getronics** for the Jeddah and Riyadh Regions. His scope of responsibilities covered several communication and support contracts and the overseeing of operations and the marketing and sales activities. He prepared, submit proposals and tenders. He managed business development and market planning and coordinated his activities closely with the Dubai Head Office.

**Western Region Manager, Al-Khaleej/Al-Falak Group** (This group includes Al-Khaleej Computers & Electronic Systems, Al-Khaleej Training & Electronic Industries, Al-Falak Electronic Equipment & Supplies, and Saudi American Systems Engineering). His scope of responsibilities covered several facilities management and maintenance support contracts, the administration of an airport security study project, and the operation of computer training. Also responsible for marketing and sales in the Western Region. He handled regional business development and market planning and implementation, and coordinated operations closely with the Riyadh (Central Region) Head Office and Al-Khobar (Eastern Region) Regional Office.

## Management Staff

● Managing Director.....	Muhammad M. Al-Mulki
● Operation Manager.....	Hamza M. Al-Sari
● Sales Manager.....	Eng. Anas AbdulHay.
● Finance Manager: .....	Mr. Ismail Marzan.
● Application Team Leader .....	Eng. Alaa Abdullah
● Commercial Manager .....	Mr. Alawi Al-Kaaf
● Sales GCC .....	Mr.Osama Ghanim.

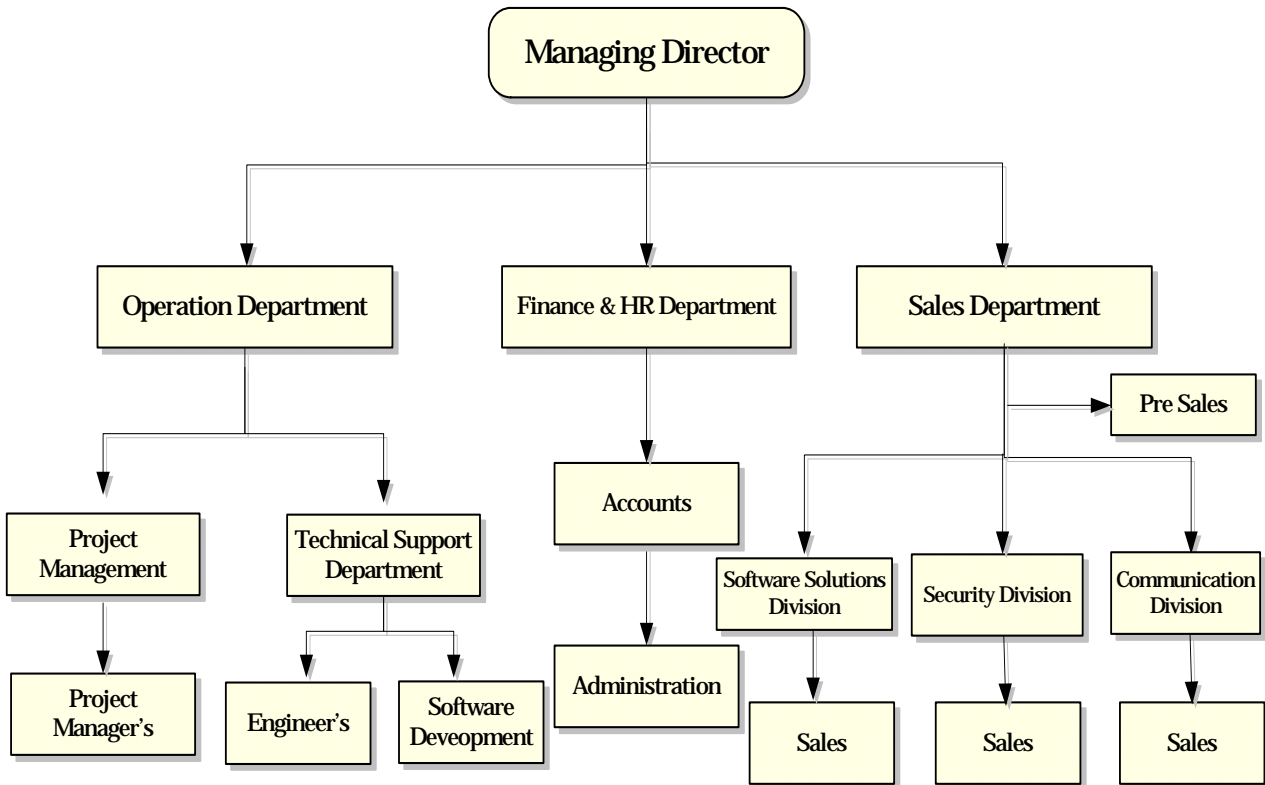
## Our solutions

- ACD
- Call Centers
- IP Telephony
- Recording System
- IVR
- Directory System
- Call Management
- Greeting feature
- CTI

# Operational Structure

There are several elements of operations for Malaz Technology ranging from management to day-to-day office operations. The operational strategy was carefully thought out and designed collectively by the management team.

## Malaz Technology Team Structure



## Malaz Technology Presence in Kingdom Saudi Arabia

Malaz Technology operates through its headquarters in Riyadh, Saudi Arabia. Implementation teams are sent to the Eastern and the Western Provinces on a case to case basis. We have dedicated office in Jeddah & our partner in Dammam. However we frequently participate in projects around the Kingdom and are able to handle them without any logistical problems.

# Malaz Applications

- **IVR**
  - User can define configuration level of the IVR settings. Once the application receives call, the IVR gets the settings and displays information List.
- **eMail/Recording**
  - Sending email with full recording system including voice and screens.
- **Directory**
  - To control and display the government contact information in Saudi Arabia. The application also adds, modifies and displays the employee contact information of the organization.
- **Call Control**
  - For call center to control all processes of calls including Receive calls, Make Calls, Transfer Calls, Conference Calls and Greeting feature. The supervisor can define authorization for all call processes.
- **Billing**
  - We can calculate and manage the calls for Avaya System and produce many reports with full features.
- **Video Conference**
  - Users can connect together by Video, Text using camera.

## Malaz Technology Partners

**AVAYA**

Silver  
BUSINESSPARTNER

**AVAYA** is a leading provider of Call Center & IP Telephony products. Companies use AVAYA products to improving operational efficiencies and business performance.

**Products lines:**

- Contact Center.
- Automatic Call Distribution.
- Interactive Voice Response.
- Predictive Dialers.
- IP Telephony.



Varetis AG serve as the holding company for the Varetis Group. In addition to its headquarters in Munich, the Varetis Group is represented by subsidiaries, affiliates or branch offices in the United States of America, the United Kingdom, in France and Brazil, and in Switzerland. The company has holdings in several enterprises.

**Products Lines:**

- Directory assistance call centers.
- Database management.
- Voice automation
- Premium SMS services.



**CIT** will provide the following offering portfolio to Malaz to market in the Country:-

- eBusiness solutions and services.
- ePayment solutions and services.
- eSecurity solutions and services.
- Wireless enablement and specific applications.
- Consultancy services.
- System Integration services.
- Training services on CIT solutions.



The Smart School model involves similar goals eKnowledge has for the knowledge economy. Our vision of good education serves as a foundation for consultative relationships that eKnowledge can form with academic and professional institutions enjoying similar goals.

Our e-Learning services include:

- Web Based Training (WBT)
- Computer Based Training (CBT)
- Knowledge Portals , Localization
- Instructional Design
- Bredge, our Learning Management system, Abtal Shotar



At Eclat Prestige, we have a team of highly experienced and talented people who not only excel in their performance, but are also people of integrity, a quality that is of prime importance in the security industry.

- E-Security Stampers
- E-Security document paper
- e-Security Pens & Accessories

**Other Partners:** Operating System, Hardware, Data Base & Cabling.



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## Our Clients

We consult our clients in advance and become their strategic partners. Our services are mostly with special focus on cooperate accounts in the following vertical markets.

- Government / Ministry
- Military / Air Force / Securities
- Utility Company
- Banking / Finance
- Construction/ Consultancy /Real Estate
- Hotels / Hospitality / Fast Food
- Education/University
- Telecommunications
- Insurance / Health Care
- Automobiles / New Airlines
- Oil & Gas

## Clients List

- Adeed Trading Co.
- SmartLinks (Call Center)
- Imaret AlQassem
- Al-Rashid Trading & Contracting Co.
- Amex (Saudi Arabia) Ltd.
- Frontliners - (Call Center) Bahrawi Group
- King Faisal Specialist Hospital & Research Center
- KAAB
- MODA
- Logica CMC (STC 902)
- Public Pension Authority.
- Saudi Telecom Company (902,904,905,907,969).
- SAMA.
- Saudi Oger Limited.
- Saudi Ceramic Co.
- SAMBA
- Riyadh Bank.
- Saudi Holandi Bank
- Arab National Bank
- Saudi Hollandi Bank
- SHELL, MATCO, ARASCO.
- Yamamah Contracting/MODA
- Zajoul Communication.
- Post Office.