

EXECUTIVE PROFILE



CONCEPTS

The NeXT Generation ERP



ABOUT CONCEPTS®

CONCEPTS® is a recognized leader in enterprise management software industry more focusing in the Greater Arab region. Over the past 10 years, Concept has been delivering high quality application software and services to maximize the client's operational efficiency in the accounting, order processing, payroll and human resources, manufacturing, workflow and business management. With its strong global network of regional offices and partners, Concept serves number customers entire Middle East, Arab and United Kingdom. Now and future, **CONCEPTS®** continues to keen on technology development and create a complete platform of new generation enterprise resources management solutions.

Background

CONCEPTS® is a software development company that was established in 2002 in the United Arab Emirates, to render cutting-edge software solutions for local and international markets. The company is the only designer and owner as well of its' products, process that has been started in 1998 In Ottawa (Canada), and shifted to be continuously legally continued in the United Arab Emirates since 2002 and started a regional research and development centre in United Kingdom in 2009.

CONCEPTS® is a **software solution provider enterprise** to any type of businesses, using a powerful and latest versions from the worlds best technology providers such as Microsoft Inc. for the operating system, Oracle Corporation for Oracle10G & upper versions packages and development tools, Java and .Net for supporting development tools, utilized by our well trained & highly certified developers in the said field.

The company will be differentiated from its competitors as a result of offering turnkey solution for the medium and large sized companies and authorities as well, needs with affordable cost.

CONCEPTS® E-Business Suite is multi-language (ERP) allowing its implementation universally. Our plan is to penetrate Middle East and Arab UAE market in the first year, with hard preparation to get the right agents and resellers in the Gulf countries that will enable us to start the marketing process in the Gulf countries in the second year to continue later with the Middle East countries and the rest of the world.

Based on the **CONCEPTS® Suite** (ERP), we have modified and developed another solution that could be comprehensive and quietly closed to be an ERP, which is **CONCEPTS® Edusoft®** The solution that covers almost all educational authorities transactions and needs in an accurate and user friendly modules.

The system is a central management solution is perfect blend for education institutions. It combines the functions and processes of individual departments into single software Application allowing for increased automation and productivity gains.

Mission

The enterprise is utilizing advanced technology to provide a quick, content-secure and accurate data to produce meaningful information, to guide decision makers to the right method on improving their accounts & management infrastructure usage.

Keys to Success

The keys to our success are:

- Acceptance of real-time functionality software as an alternative process to control major transactions.
- Establishing our market leadership position by providing a "universal" solution with a minimum high-tech customer background to achieve **CONCEPTS®** Suite goals.
- Profitably managing the explosive growth opportunities in this emerging market, covering most needs of the Middle East and the international markets as well.
- Our system is designed and completely owned by **CONCEPTS®** that gives us advantage to the max net profitability.

Products and Services

Our own product **CONCEPTS® Suite** is a computer application set based on open architecture which joins **relational & hierarchical databases** in the highest accuracy as a complete solution for every company.

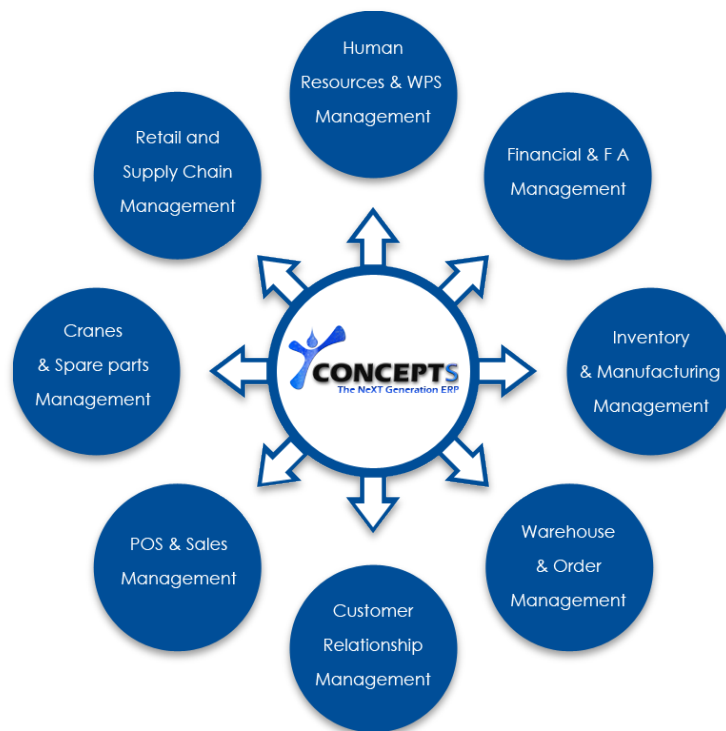
Our product is composed mainly by following applications:

- **CONCEPTS®** Manager
- **CONCEPTS®** Processor
- **CONCEPTS®** Monitor
- **CONCEPTS®** Batch

Our services will consist of technical support, training and consulting.



Product and Service Description



Architecture

CONCEPTS® is a Windows client/server application composed of four modules

1. **CONCEPTS®** Manager

- · Create and manage user accounts.
- · Set up rules and apply them to accounts and stations.
- · Ports configuration.
- · Create and update rate tables
- · Setup usage security
- · Run Management reports for billing and statistics.
- · Management reports

2. **CONCEPTS**[®] Processor.

- The main engine that is running on the server where CO stations are connected.

3 **CONCEPTS**[®] Monitor

- To monitor remotely any **CONCEPTS**[®] processor instance.

4. **CONCEPTS**[®] Batch

- Service to run all batch requests submitted by the **CONCEPTS**[®] manager or by the **CONCEPTS**[®] processor.

The system is typically composed of various modules, different sections dealing with particular areas of accounting. Among the most common are:

- **Accounts payable**—where the company enters its bills and pays money it owes.
- **Accounts receivable**—where the company enters money received.
- **Billing**—where the company produces invoices to clients/customers.
- **Collections**—where the company tracks attempts to collect overdue bills (sometimes part of accounts receivable)
- **Expense**—where employee business-related expenses are entered.
- **General ledger**—the company's "books"
- **Inquiries**—where the company looks up information on screen without any edits or additions.
- **Payroll**—where the company tracks salary, wages.
- **Reports**—where the company prints out data

Adjusting the inventory, control & manage the human resources module, to get an accurate general system management.

The system gives powerful on-line inquiry facilities and notifications of expiring contracts.



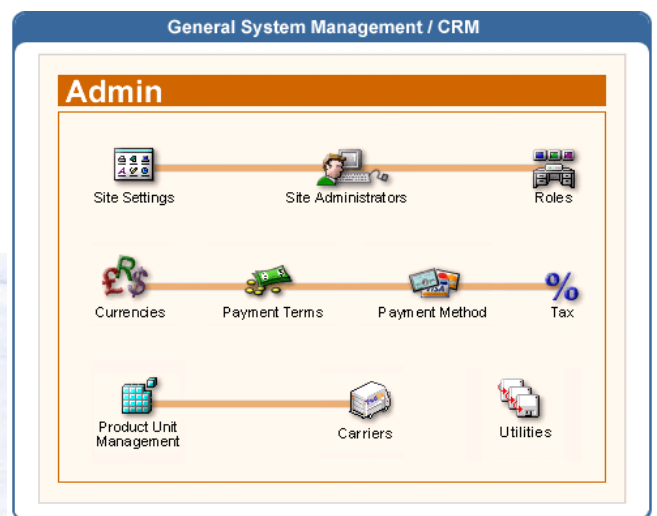
General System Management

Allow you to:

Control your business processes from A to Z. General System management includes all the functions associated with operating your company. Manage your customer and vendor relationships; assign roles to your employees, set up company critical information and more. Included are reports that allow you and your employees' access to real-time, relevant information.

Assign Roles & Permissions

- Provide access to your employees based on required roles and responsibilities.
- **New functionality** allows you to create any role you want and allocate access to various work functions within **CONCEPTS**[®].



Manage/Edit your site settings

- Set currencies, payment terms and payment methods.
- Create/Edit the product units.
- Assign your Carriers.
- Site Wizard to guide you through the installation process.
- Back-up utilities to safeguard your data.

Create customer groupings

- Lock customer groups.
- Create specific pricing for each customer group.

Add, edit or delete customers and/or customer information

- Make notes for each customer.
- Assign specific products, pricing, margins and/or preferred currencies for each customer.
- Assign featured products per customer, or assign a featured product as a whole to be applied to all customers.



Manage Vendor Relationships

Add, edit or delete vendors and/or vendor information

- Make notes for each vendor.
- Associate specific products with multiple vendors.

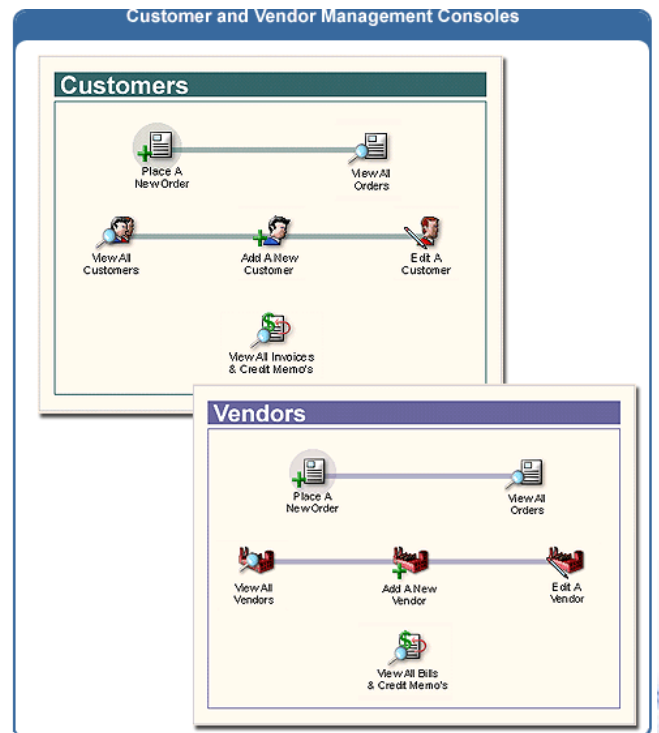
Automatically send vendor orders

- Via Fax or email directly from **CONCEPTS®**.

Among the most valuable customer, vendor and general management reports available **CONCEPTS®** are as following :

- Customer order report
- Vendor purchases report
- Sales reports - by customer, vendor, sales rep, and product
- Returns report
- Customer price lists

Below are some of the key features will be available in **CONCEPTS®** to help you manage your inventory and warehouse functions.



Multiple Warehouses & Picking Locations

- Create unlimited warehouses.
- Create multiple picking locations in each warehouse.

Quick reference to items in stock

- Identify and sort products by SKU#, Product Name, Stock, and Picking location.
- View inventory by Warehouse locations.
- Cross Reference Lookups to Customer Item Numbers.

Receive and adjust inventory

- Receive inventory into multiple warehouses.
- Stock inventory at different bin locations.
- Adjust inventory and assign/view reasons for adjustments.
- Transfer inventory between multiple warehouse locations.
- Physical Inventory Update.
- Manage your customer and vendor returns.

Color coded status views

- Track committed/reserved, on-hand, available to sell, on order and on back order, inventory.

Pick, Pack & Ship Orders

- Accurately Pick, Pack, and Ship your orders in three simple steps or combine them all into one easy step.
- Add warehouse specific notes and print individual or multiple Picking Lists, Packing Slips, To Ship slips or the Shipped slips for your records.
- Track orders that have been picked, packed or shipped.

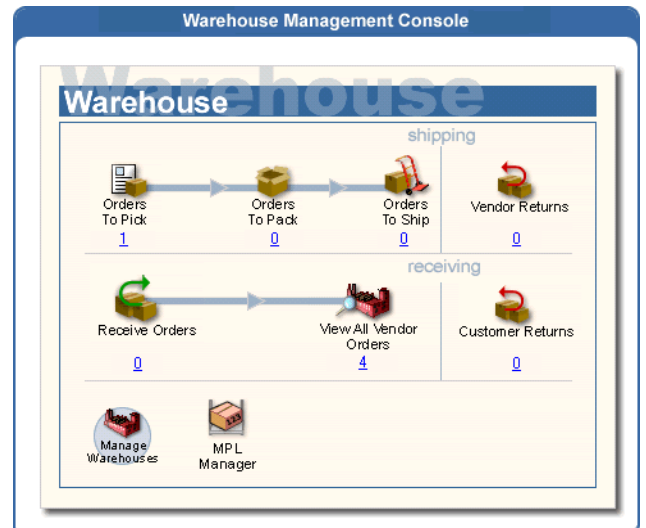
Reporting

- **Net Movement Report** - Provides information about products on customer orders, vendor orders, and products that are available to sell (ATS).
- Inventory Report - Provides inventory on hand and value of the inventory.
- **Re-Order Alert Report**.
- Picking locations report.
- Report By Pallet.
- Report by customer category.

Order Management is the brains of CONCEPTS®

Efficient Order Management is central to the success of any business dealing with the movement of products. **CONCEPTS®** provides high-speed, error-free data entry when placing orders for customers/vendors.

With an existing customer, the number of keystrokes is reduced to an absolute minimum. Address re-keying and duplication is practically eliminated while the easy to follow color coded status informs you immediately if an order has the correct inventory in stock or if an automatic vendor order needs to be created.





Software and Solutions

CONCEPTS® Finance & Accounting

The system serves the general accounting sector within any organization; a unique work-flow meaning a complete management of finances as well as the ability to retrieve accurate. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Banks & Checks

The banking and accounts management system aims at a precise management to all banking account operations / transactions including: debits, withdrawal either cash or check based. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Warehouse Management

The warehouse management system aims at ensuring an effective monitoring and management of organization warehouses through an effective inventory sub-system, in conjunction with. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Accounts Rec. / Pay.

The warehouse management system aims at ensuring an effective monitoring and man-agreement of organization ware-houses through an effective inventory sub-system, in conj-unction. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® HR Management

The human resources system functions as a complete management and daily-follow-ups/ operations related to organization employees easily and effectively. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Payroll Management

The payroll management system aims at providing the organization with a complete suite of functional integrated tools allowing human resources personal to easily and effectively manage. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Time Attendance

The time attendance management system furnishes a full suite of utilities allowing corporations regardless of size take full control of employee attendance (in/out/leaves and no shows) the system. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Sales & Marketing

Wise Sales Management solution offers a suite of utilities serving quick sales. An Easy Approach to quick sales transactions directly through the system allowing use of various types of payments. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Customers Relations

This system aims at a precise client data management as well as the corporate relationship with them in an easy and an intuitive interface, the system was designed around the concept of campaigning. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Fixed Assets Management

The fixed asset management software aims at managing fixed assets (including not limited to: consumption types, asset type, evaluation and re-evaluation of fixed assets as well as linking. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Manufacturing & production

it's an integrated business solution that optimizes day-to-day production planning, production costing, production execution, production quality control, customer orders management. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Vehicles & After Sale

The system aims at a single comprehensive vehicles management system. The system is best suited for large vehicle maintenance plants as well as rentals and/or leasing of vehicles of any kind. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® School Management Systems

This system is designed mainly to monitoring and management of schools in all aspects in terms of: acceptance and registration, financial management, grades, teachers, attendance and absence. For more info please visit (www.conceptsof.co.uk).

CONCEPTS® Point of Sale

Wise point of sale management system aims at managing operational sales at the edges of the company for a precise sale operation that is both easy to use and convenient to the end user. General usage is by. For more info please visit (www.conceptsof.co.uk).



Technology

CONCEPTS® is using standard technology to ensure Transportability, Connectivity Quality and Functionality.

- **Operating System:** Microsoft Windows is used as operating system to insure that many other standards applications may be used in order to interface with our product.
- **Database:** Oracle 10G is used as database engine to store configuration and usage data. All business rules are encapsulated with CONCEPTS® system making it database independent. This way, CONCEPTS® system may be implemented with any other RDBMS engine (SQL, Sybase, Informix, etc.)
- **Network:** CONCEPTS® system will work on any LAN or WAN.
- **CONCEPTS®** system architecture is logically n-tiers but in the physical implementation, it can be deployed in one server or in distributed servers.

CONCEPTS® includes many more several modules such as:

- Recruitment system
 - Complete Fixed asset management module
 - Complete company air ticketing module
 - Security module
 - Unique Crane management system
 - Inventory package
 - H.R with salary system
 - Order management
- And much more



Management Team

Technical manager will be responsible mainly of the following:

- Build the R&D department.
- Coordinate with the marketing department to prepare the product outlook.
- Test and correct all modules to make them ready for demos, prototype and site installation.
- Plan product enhancement and deadlines.

Business Manager will be hired as responsible mainly of the following:

- Build the Marketing department.
- Prepare the market for our product.
- Develop on-site marketing strategy.
- Identify market need for any product features enhancement and pass them to R&D department.

Below is a matrix of how the functional responsibilities are distributed within the organization.

Functional Responsibilities	R&D	Marketing	Outsource
Research and Development	X		
Documents and Manuals	X	X	
1st Line of Support	X	X	
2nd Line of Support	X	X	
Customer Services:			
Training	X	X	
Installation	X		
Consultation	X	X	
Equipment Installation			X



Future Products and Services

It is our goal to vertically penetrate the Software services wherever it is legal.

Instead of selling **CONCEPTS**[®] E-Business Suite to the client, we are willing to host the service in our facilities and we provide the connection to our customers via leased lines or any other type of connectivity depending on the cost. When an employee access our Server to get an advantage of using our suite, the wherever will dial our server to manage that usage. And with a web based interface, customers will be able to manage their account and all other Suite components remotely.



Market Analysis Summary

Our initial target market will be the mid and big size companies, government agencies, and reputed authorities willing to control their business transactions.

Our UAE Clients List

- Forbo International Group
- Ministry Of telecommunications
- Nouman Fouad Trading
- Elzahraa Constructions
- Adesco Security & Maintenance
- Standard Building Materials Trading

Our Targeted Clients :

- All schools and educational authorities
- Construction companies
- Trading companies
- Companies willing to manage systematically logical process for all kinds of Cranes and hoists, starting from the purchase and ending with the reevaluation after the job, rent, lease, and receiving back
- Manufactures
- All mid and big size companies willing to atomize their business process from A to Z
- Government departments full atomization process
- Multinational companies located in several countries
- Small and mid size companies willing to have specific modules from our ERP (Enterprise Resources Planning)
- Companies willing to lease our product or some modules of it, instead of buying. (Next Phase)

Customization Polices :

We are always ready to match our customers' accurate needs by doing some modifications and customizations could be required by our customers.

Unlike Oracle company itself and some other ERP solution providers just like SAP and JD Edwards, we are ready to customize our product to mach our customers' needs and not to force the customers to customize their business to mach our product's functionality.

All modifications will take place in our side using our development platform.