



**Dear Corporate Customer,**

The fundamentals of our Cairo based Allied Soft was to serve the European and U.S. markets as a member of Allied International Group, but since its introduction in the Middle Eastern playing field in the early 1990s, the company has done more to serve local communities and support the ailing economy than we had predicted.

We are the first and only BPO (Business Process Outsourcing) company with a presence in the Middle East. Allied Soft works hard to serve other companies and organizations, including hospitals in the United States. The medical transcription, coding, and billing, done with 99% quality, with standard based on those of the AAMT (American Association of Medical Transcription) is done by actual medical doctors. Our current capacity is supported by personnel consisting of around 500 M.D. transcriptionists.

You cannot deviate one branch of our work from another. Consider it an interactive and natural evolution instead of a sequential growth. Today, we are achieving contracts worth \$10 million with almost 2000 employees, and that is just in Egypt.

As for the future, you should expect proactive behavior from Allied Soft. We expect to grow both organically and non-organically, expanding our presence in both the United States and the United Kingdom. By the end of 2008, we plan on having some 5000 employees running a \$50 million business.

As for the geopolitical and economic strife that is globally occurring, I am not at all worried. Quite the opposite, this is better news for us. People need better security and IT services because they suddenly have to reduce their operating expenses sharply to be able to compete in the international market. We don't do things like others. We don't cut corners; and we believe in spending a little extra, supporting our clients, and working hard. That's how we achieve measurable results. Our wealth is in our people.

**Dr. Mohamed Reda**  
**CEO & General Manager**

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## Who We Are

Allied Soft provides critical services to leading financial, healthcare, manufacturing, technology, and educational organizations throughout the United States, Europe and the Middle East.

Allied Soft solutions are trusted by all branches of the largest private, public, and international organizations. We are committed to working closely with the heads of organizations and governments to provide practical solutions and offer the benefits of accumulated experience in preparing practical training and technology solutions. We are renowned for the high quality, state-of-the-art technology we utilize in this field.



## The Mission

In the modern world, IT services are an increasingly critical component. The reality for many organizations, however, is a complex and fragmented IT infrastructure, inconsistent or incompatible development projects, and inwardly focused support services.

Allied Soft aims to address such problems with a clear vision sharply focused on maximizing clients' efficiency and productivity. This is achieved by providing clients with the latest in relevant up-to-date consultancy and training in a manner that keeps the client abreast of the rapidly-changing business environment, as well as rapidly advancing management and marketing techniques.

Allied Soft



## The Commitment

Allied Soft is committed to maintaining confidentiality and providing top-quality services through highly experienced and motivated personnel, all to achieve a tangible enhancement of clients' businesses.

Allied Soft



## Corporate Background

Allied Soft is a multinational company established through a network of subsidiary companies in Saudi Arabia, Emirates, Jordan and Lebanon, with a representative office in Kuwait, which operates in Europe, the USA, and the Middle East.

We stand apart from the competition with our ability to offer administrative and technological solutions compliant with international quality standards necessary to confront the challenges facing our clients.

The list of Allied Soft clients and its subsidiary companies is distinguished as it includes government, public and private sectors and international organizations in addition to multinational companies.



## Industry Context

The Middle East has witnessed a rapidly growing need for sophisticated IT software and training in recent years. Allied Soft has grown in direct response to that need. Its goal is to provide effective and professional comprehensive services and support in the field of information technology.

New market forces are affecting all nations and the way they interact with their economic environment, both locally and globally. Organizations and businesses have to constantly adapt to meet the requirements of a rapidly changing business milieu. Accordingly, Allied Soft specializes in providing a broad spectrum of clients with state-of-the-art means and know-how, thus enabling them to meet these modern challenges and achieve their goals.

In an ever-changing world, those entities with a will to survive adapt to the rapid transformations that have overtaken us in recent times. Major technological achievements and the breakneck speed of the IT revolution have made the possibility of lagging behind an omnipresent danger. Clinging to the old ways is no longer an option whatever the nature of one's activity; this applies equally to businesses, large and small, as well as to governments. The survivors will be those wise enough to recognize the need to cooperate with professionals.

This is where Allied Soft comes in. This company is dedicated to assisting its clients in maintaining the highest standards of performance by ensuring that each client is wholly prepared to meet the challenges of rapidly changing and increasingly complicated Information Technology. That is not where it ends however, for it is a cornerstone policy at Allied Soft that the client's objectives must always be the priority, and in order to realize those objectives, continued interaction with the client should always be a primary focus.



## Allied Soft growth rate

In the past 16 years, Allied Soft has grown very steadily and consistently. Our actual growth is dependant on our pro-active approach to creating new solutions, creative ideas, and new markets. It all started with twelve people with a US\$1 million contract in 1990. Today, our total volume represents close to US\$19 million with 2000 professional staff members.

The financial growth of Allied Soft is just a reflection of the growth of our business in the region. Difficulties throughout the years since Allied Soft was formed were overcome thanks, in part, to our close relationships with our clients. The group has shown a total revenue of \$19 million. The growth expected over the coming three years in our Middle Eastern operation is based on real contracts in hand. In addition, we expect to double our current capacity in response to the growing demand for BPO solutions in IT and IT enabled services. The illustrated diagram below reflects actual revenues with forecasted revenues based on long-term contracts already in hand.

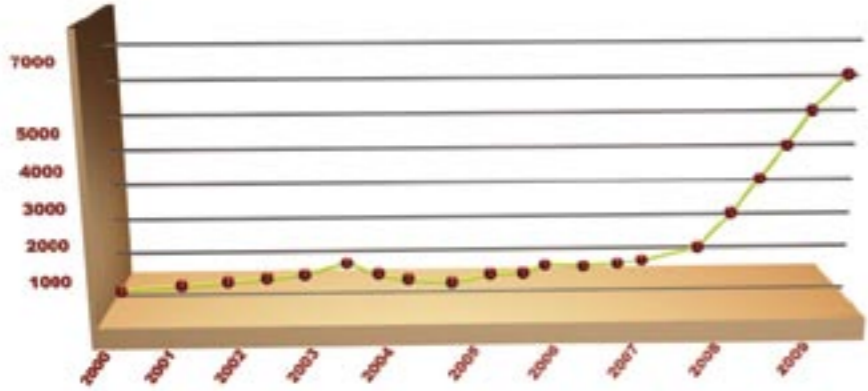
Allied Soft has identified its strategy to invest in building a skilled human resources base. This base has grown over two decades. This growth represents significant growth of the company. However, the type of business is a major factor. Allied Soft is currently investing in skilled labor intensive focuses. Data entry and data processing represent over 65% of our staff's activities over the past 4 years.

Our wealth is in our human resources.

"We employ some 2000 people in our offices in Egypt alone and this is just from our specialized services: system development, offshore development, advanced IT training, network solutions and data processing," added Hoda Antoine, the company's business development manager.

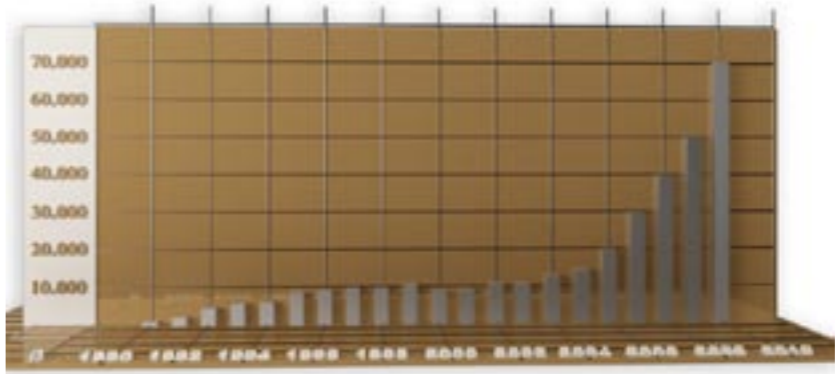


► — Staff —



Staff —►

— Revenues —



Revenues —►

## Allied Soft offers five services:

- ▶ System development
- ▶ Offshore development
- ▶ Advanced IT training
- ▶ Network solutions and security
- ▶ Data processing

## System Development

This service involves developing and implementing software systems in a way that enables clients to orient their management systems towards a better business situation, thereby improving efficiency and gaining market share. To achieve this, Allied Soft has the advantage of drawing on a wealth of accumulated experience in management consulting which draws its corporate memory of 20 years.

Allied Soft develops and maintains IT systems for many purposes, ranging from electronic banking and city dealing systems to corporate intranet solutions, large-scale data warehouses, and customer enquiry handling systems for call centers.

Our depth and breadth of understanding systems development and cutting-edge technologies is complemented by our commercial expertise, enabling us to take an innovative, yet highly business-oriented approach to all the activities of our clientele.

Allied Soft's Rapid Systems Development (RSD) methodology is an alternative approach for delivering high-quality solutions within drastically reduced timeframes. Based on the emerging rapid application industry standards DSDM, RSD focuses on continuous business involvement and an interactive development approach.



## Offshore Development

Allied Soft draws on a vast, highly-specialized and motivated human resources base, deeply rooted in years of accumulated experience in IT. Allied Soft's manpower enjoys software and coding capabilities that meet European and American design and specifications standards.

This enables companies from those parts of the world to become more competitive by working with Allied Soft and reducing operating expenses. Accordingly, Allied Soft already successfully boasts the completion of a number of projects with European companies.

### Allied Soft

H.E. Dr. Ahmed Nazif, the Minister of Communications & Information Technology (currently the Prime Minister of Egypt), H.E. Fayza Abo El Naga, the Minister of Foreign Cooperation, H.E. Aly El Siedie, Minister of Industry, and H.E. the U.K. Ambassador to Egypt



## Advanced IT Training

Allied Soft operates the largest IT training facilities in the Middle East. In Egypt, we offer inter-connected training facilities in Cairo, Alexandria, Port Said, Mansurah, Tanta, Minya and Asyut, which utilize some 1500 PCs. Allied Soft provides training in advanced areas of programming, database management, software engineering and development, security, networks and Geographical Information Systems (GIS). These services are provided for multinational companies such as Oracle, Microsoft, Sybase, Intergraph, CISCO and Linux. Allied Soft's 89 full-time certified instructors are dedicated to producing the highest standards of IT training available and providing clients with a corps of genuinely skilled IT personnel.

Allied Soft has successfully implemented more than 8 million training hours in the Arab world, including 437,500 training days and 3.5 million training hours in Egypt alone over the past five years. This is in addition to more than 84 consultative assignments and 14 national projects in Egypt, Saudi Arabia and Lebanon. The company has also offered its services for the government, public, and private sectors in the Middle East through administrative, vocational and technological training.

Allied Soft provides international examinations and certification. As the largest testing center for international companies such as Comptia and Prometric, we deliver hands-on experience for all trainees through direct interface with various clients



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Allied Soft  
Advanced IT Training

Key training projects include the following:

- Training and qualifying 1300 Egyptian prep school teachers
- Training and advancement of employees in the Egyptian National Archive House
- Training and preparation for the medical technology industry and the Egyptian Ministry of Communication and Information Technology
- Specialized training project for the Egyptian Ministry of Communication and Information Technology
- Training projects in the electricity sector
- Qualifying and training the staff of the Egyptian Electricity Company

- Training and qualifying staff of the Central Bank of Egypt
- Specialized training for oil sector employees
- Communication Sector Training project, Syria
- Civil Defense Training Project, Saudi Arabia
- Training and qualifying 400 individuals from rural areas in IT, Egypt
- Training 400 women and girls for the Child Relief Organization
- Training 170 university graduates in creating small and intermediate investment opportunities



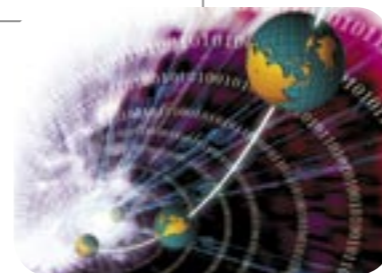
Allied Soft

## Network Solutions & Security

Allied Soft is a partner to the major players in the international network solutions market, and in this respect, offers a broad array of services. This includes meeting the needs of a client who wishes to establish a network from scratch, as well as maintaining and/or upgrading an existing network. Allied Soft also offers its clients the advantage of consultancy and supervisory support when they are dealing with a third party. The company has also focused on security systems development, supported by the "Embedded Systems Group", which is part of Allied Soft.

Allied Soft

Allied Soft provides security products and services that preemptively protect enterprises against Internet threats. The company commands cutting-edge technology in security innovation, inventing cornerstone technologies such as vulnerability assessment, intrusion detection/ prevention, and fire-walling.



Allied Soft

H.E. Dr. Tarek Kamel, the Minister of Communications & Information Technology, Mr. Hanz W. Kuntz, Management Board Member, G&D, Mr. Amr Kotb, Regional Director of G & D, & Dr. Mohamed Reda, Chairman of Allied Soft

Allied Soft offers a comprehensive intelligent network defense system that unifies intrusion and vulnerability management technologies to provide customers with the most effective real-time network security available for today's real world challenges.

Allied Soft offerings enable security practitioners and managers to protect essential security data more efficiently, while reducing security costs and increasing overall effectiveness.

Allied Soft also helps establish conformity with recently legislated compliance laws including Sarbanes-Oxley, HIPAA, OCC Regulations, FISMA and FERCs Compliance, Gramm-Leach-Bliley and CA 1386.

## Data Processing

Allied Soft is utilizing its major human resources pool to provide digitizing data processing and entry services for its clients. This service is principally concerned with clients who wish to commence utilizing automated systems.

For these clients, Allied Soft can provide quick and efficient indexing, data processing and entry and scanning. These services enable the client to benefit from the new system more quickly and efficiently than might otherwise be the case.

## Selected Clients

The following is a list of Allied Soft clients in various fields.

### Egypt

#### **Egyptian Government:**

- Ministry of Communication and Information Technology
- Ministry of Justice
- Ministry of Culture
- Ministry of Economics and International Cooperation
- Ministry of Rural Development
- Social Development Fund
- Cabinet Information Center
- Holding Company for Building and Construction
- Holding Company for Engineering Industries
- European Union, the Privatization Program
- European Union, the Private Sector Development Program
- World Bank
- USAID

#### Allied Soft

Volvo IT signs with Egyptian Government for IT educational portal.

H.E. the Minister of Administration Development, H.E. the Minister of Communications & Information Technology, Volvo IT CEO, Senior Advisors to the Ministers of Education, Higher Education C&IT, and E-government.



#### **Egyptian Companies and Non-International Organizations:**

- IBM
- Advanced Computer Technology
- Bint-al-Sultan Investment Company
- Al-Wataniya Company for Housing
- Alexandria Shipyard Company
- Atlas Contracting Company
- ORASCOM Company
- Saint Giovanni
- Belayim Petroleum Company
- Suez Gulf Petroleum Company
- SOCO Oil Company
- Andalusia and Hegaz Company
- Robson Egypt
- SPECO Contracting Company
- Nile Company for Roads and Bridges

### Arab Gulf

- Ministry of the Interior, Saudi Arabia
- Ministry of Defense and Aviation, Saudi Arabia
- Financial Resources Group, Saudi Arabia
- Western Electricity Company, Saudi Arabia
- Eastern Electricity Company, Saudi Arabia
- Southern Electricity Company, Saudi Arabia
- The Saudi Bin-Ladin Group
- Al-Heif Contracting Company
- Al-Seif Company
- Saudi Ogais
- SICICO al-Gharbia
- Arab Cement Company
- A number of Sabic Companies
- Al-Tashelat Group
- Steel Fabrication Company
- Ba-Samah Commercial Group
- Arab Contractors Union, Morocco
- Iraqi Contractors Union
- Cordova Contracting Company, United Arab Emirates
- Ogais, Lebanon

## Europe and the United States

- VOLVO International
- NBS Company, UK
- CAPITA Company, UK
- PLATO Company, UK
- Matra Marconi Company, France
- The PA International Company
- CITRIX Company, UK
- XPEDiate Company, USA
- MACRO Company, USA
- Traffic and Road Department, Ireland (Thomson International)

### Allied Soft

H.E. Dr. Tarek Kamel, Minister of Communications & Information Technology, Mr. Mohamed Omran, Chairman ITIDA, Dr. Mohamed Reda, Chairman Allied Soft, and Congressman Tom Davis during a visit to the U.S. Congress



### Allied Soft

Allied Soft in the Global Compact Event at the Elysee Palace in Paris

## Appendix A: Allied Soft Current and Recent Projects

- Partnering with IBM & the Egyptian government to digitize the national archives
- Creating E-learning solution in partnership with Volvo IT
- Partnering with the Egyptian government to automate the court system
- Conducting a specialized training program for the Egyptian Ministry of Communication and Information Technology

## Appendix B: Past Achievements

- Designed and implemented the intranet for the Egyptian Contractor's Federation (Egypt)
- Implemented the El Rowad Education and Technology "Smart School" Project (Egypt)
- Offered programming and off-shore development services for Nationwide Business Solution (UK)
- Partnered with PA Consulting Group (UK)
- Developed a training project for the Ministry of Local Development (Egypt)
- Provided computer assembly services to the Algerian government
- Conducted diagnostic studies and developed information strategy plans for the Authority for Construction (Egypt)
- Provided network design for the Urban Development Establishment (KSA)
- Developed a computerized spare inventory control system for General Metals (Egypt)
- Offered short-term training for the Saudi Ministry of Defense
- Conducted an IT study for Al Nasr Company for Housing and Real Estate Development (Egypt)
- Developed the Saudi National Information Center
- Created an information strategy plan for the Saudi Civil Defense Center
- Designed IT solutions for Saudi Arabian ALTashelat Group
- Developed the Craftmanship Authority Project of the Ministry of Rural Development (Egypt)
- Designed an IT development project for the Governorate of Alexandria (Egypt)

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