



**ESKADENIA**  
SOFTWARE

2019

ABOVE THE CLOUDS  
فوق السحاب

**Best wishes to ESKADENIA customers, staff, partners and friends, for a prosperous 2019.**

**We would like to take this opportunity to thank everyone for all efforts, support and commitment during 2018. We address you as usual at the start of the year to reflect on what has been achieved during the previous year and to update you on our strategy and objectives for the new year.**

ESKADENIA Software focused on an increased level of products innovations, improvements in products stability and quality, as well as the retention and expansion of our customer base during 2018. Our comprehensive product portfolio, positive market perception and track record and long list of customers were key factors in achieving our annual objectives.

Our continuous product development and major improvements in quality and stability resulted in a clear decrease of support tickets, and hence, an increase in customer satisfaction and many customer referrals. We were also very successful in securing new strategic projects, for both existing and new customers. The year 2018 has proven to be pivotal in terms of market trust in ESKADENIA, which will support the progress of our company this year.

The software market is undergoing a profound change towards Cloud-based systems. ESKADENIA has therefore focused on bringing forward a Cloud Subscription Management System. We have also made a selected set of our software products Cloud-ready and the rest will follow in due course. We will continue to improve the user experience using the latest interface technologies and minimize database dependency, all to increase global market reach.

In the meanwhile, ESKADENIA Sweden channeled a great deal of needed market adaptation to the development units in Jordan to ensure that our software products are suitable for the Swedish and European Markets. ESKADENIA Sweden also consolidated our position with our strategic customers in Sweden. The **Telecom** Business Unit has continued to

work on a number of existing and new TM-Forum-compliant systems with the objective of making the whole customer care and billing system state-of-the-art; covering the needs of all types of Telecom Operators including GSM and Broadband. They successfully delivered a number of strategic customer projects that included new systems such as the "Workforce Management System" and worked on research and development for other systems including a comprehensive "Collection, Dunning & Payment Dispute Management System" and a "Payments Channels System".

The **Insurance** Business Unit released a new and very advanced user interface design for all its products, and successfully deployed it at a number of customers' installations. They worked on the enhancement of all systems and introduced a number of very advanced modules and features such as the Health Insurance Dynamic Pricing Module and the Cloud-based Brokers Management System for both retail and reinsurance brokers. The Insurance team will continue to enhance all systems to include latest software technologies that will contribute to an exquisite user experience while achieving optimal system performance. In addition, they will work on a new first-rate system for Credit Insurance, a new market segment for ESKADENIA and the region.

The **Healthcare** Business Unit further developed our advanced Healthcare Management Software Suite, Carenet. This included new modules and features to our Healthcare Information Systems for Hospitals, Laboratories, Clinics, Radiology centres and Pharmacies. The team successfully deployed the fully integrated Laboratory Management System at Medlabs - the leading laboratory company with more than 45 branches across Jordan. The Business Unit has also acquired a number of Cloud clinics customers.

The **Education** Business Unit deployed ESKA® **Academia**, a flexible system covering the education sector, in the Cloud to start offering it to Cloud customers in the beginning of 2019. ESKA® **Academia** has been further developed to support advanced levels of Online Exams, Smart Questionnaires tools, flexible University

Registration techniques and a new Mobile Application with full integration to Academia.

The **Enterprise** Business Unit has been very active in 2018 with many new customer orders and deployment of the ESKA® ERP, CRM, Workflow and Document Management Systems. The Enterprise BU has also achieved notable enhancements to their full range of products with new Cloud-suitable technologies and will launch several systems in the Cloud this year.

The **Security & Analytics** Business Unit has further enhanced the ESKA® Audit Trail and Logging systems and finalized development on our new Business Intelligence System, to be delivered to a number of customers in 2019. The new BI system has a very dynamic interface and is fully integrated with our various systems in other sectors such as Insurance, Enterprise, Health, Telecom and Education.

One of our core objectives during 2019 is to secure a new CMMI Accreditation of the highest level, which led ESKADENIA to launch an Organizational Audit Unit to run all products development and releases in accordance with **CMMI** level 4 and 5 procedures; we are pushing the organization to the highest global standards.

ESKADENIA has increased the staff number during 2018 with additional young forces and is increasing the competence level of all staff to serve our customers. ESKADENIA remains the employer of choice to a great number of smart software professionals.

After 18 years of persistent progress, ESKADENIA continues to witness strong record of achievements and substantial increase in products advancements. We strongly believe that ESKADENIA's resilient corporate culture and its employee and customer loyalty will result in increasing our brand value and transform us to be one of the most trusted software suppliers and the employer of choice in both regional and global markets.

As we move forward, we send a message of appreciation to all our staff, customers, and supporters for their continued cooperation.

**Nael Salah**  
Managing Director



**Doha AbdelKhaleq**  
Executive Director

