Best wishes to ESKADENIA's valued customers, dedicated staff, esteemed partners, and dear friends for a prosperous and successful 2025. As we begin this new year, we express our heartfelt gratitude for your unwavering efforts, support, and commitment throughout 2024. This is an ideal moment to reflect on the accomplishments of the past year. ESKADENIA focused on increasing product innovations, improving software stability and quality, and retaining and expanding our customer base. The comprehensive product portfolio, positive market perception, track record, and long list of customers were key factors in achieving our annual objectives.

In 2024, ESKADENIA Software achieved a significant milestone with the launch of the latest version of ESKA® Cloud, further advancing its mission to deliver a comprehensive and innovative business platform. The enhanced cloud version integrates cutting-edge features and solutions tailored to meet the growing demands across various sectors. This platform has redefined the way businesses engage with the systems. Key solutions, including ESKA® Clinics, ESKA® Academia, and ESKA® IDBARA, now benefit from this intelligent platform. Our continuous product focus resulted in a clear increase in many customer referrals, thus secured a number of new strategically important projects, from both new and existing customers.

The year 2024 has proven to be pivotal in terms of market trust in ESKADENIA. Following the successful achievement of CMMI Level 5 certification, ESKADENIA Software is now focused on extending this prestigious certification across other business units. This strategic move reflects the commitment to excellence and continuous improvement in delivering world-class solutions. By adhering to the highest standards of process maturity, we aim to further enhance our operational efficiency, ensure superior quality, and strengthen customer satisfaction across every sector we serve. Our goal is to create a unified, high-performance organization that consistently meets the evolving needs of our global clients.

The **Insurance** Business Unit achieved a major milestone this year by partnering with Al Rajhi Takaful, one of the leading insurance companies in Saudi Arabia, to implement Core Insurance Systems across all lines of business, including Medical, Motor, Non-Motor, and Group & Individual Life.

The **Telecom** Business Unit made significant progress, including the delivery of a major project for GO Telecom and the expansion of operations with a new site at Ucom Armenia. The unit also enhanced its Digital Customer Relationship Management (DCRM) and Billing systems, improving operational efficiency and customer experience. Additionally, the unit successfully launched "ESKA Commission" and signed a partnership with Zain Jordan. It empowered CMC Iraq with auditing solutions and strengthened ties with Orange and Umniah through products like "ESKA Voice of Customer" and "ESKA Payment Switch." Looking ahead, the unit plans to enhance customer value with products such as "ESKA Customer Experience Management" and "ESKA Fraud Manager."

The **Healthcare** Business Unit has successfully launched a new cloud-based release of its Clinic Management System, leveraging the latest technologies. It introduces innovative features to support doctors in performing their duties online and includes mobile apps that enable patients to communicate seamlessly with their doctors. Additionally, the unit has introduced a new release for the Lab Management System, incorporating advanced AI features and smart analytical reporting to enhance user-friendliness for patients. For hospitals, the business unit has added more advanced features to enrich ESKA® Carenet with new clinical rules, providing hospital teams with up-to-date alerts to improve communication, coordination, and optimized hospital procedure planning.

The **Education** Business Unit launched a new cloud-based release of ESKA® Academia, tailored to meet schools' e-learning needs through the ESKA® ELM Package. This release introduced intuitive mobile apps and portals for students, parents, and academic staff, improving accessibility and user experience. A new payment portal and app were also developed. ESKA® Academia has grown into a robust education management solution with advanced SIS and LMS features. Enhancements to the Training Suite added more dynamic registration and payment options. Looking ahead to 2025, the unit aims to introduce cutting-edge AI functionalities for schools, training academies, and universities.

The **Enterprise** Business Unit made significant strides in 2024, focusing on modernizing ERP systems with cutting-edge technologies, microservices architecture, and enhanced UI/UX. This included advancements in digital transformation, cloud-based solutions, mobile applications, and network inventory. The unit successfully automated processes through Workflow, Document Management, and seamless integration with ERP modules like Financial, HR, and SCM, boosting productivity. Major milestones included the release of several mobile apps, such as the HR, CRM, and Incident Management apps, and the revamp of the HR system, particularly the Employee Portal and Mobile App.

The **Internet** Business Unit has launched a new version of ESKA DCMS, built with revolutionary architecture leveraging the latest technology. The ESKADENIA Web Art Team has successfully used this system to develop several websites, portals, and mobile apps for notable clients, including Aghati Sweets, Go Telecom, ACIC, Arabian Shield, and the medical portal for Solidarity First Insurance (FIC). The Collections App was successfully implemented at GIG Jordan, showcasing the system's versatility.

The **Intelligence and Analytics** Business Unit enhanced our analytics system by integrating MS SQL and MongoDB, enabling API connectivity for external data ingestion, and introducing new data visualization features, including chart types and forecasting capabilities. An intuitive report design tool was also developed to improve report viewing within ESKADENIA. The unit achieved key milestones, including delivering a Chatbot solution, enhancing sentiment analysis for the Customer Experience System, utilizing LangChain to introduce the LLM for generating context within local documents, image processing for vehicles, and a high-impact project for CMC Iraq, which was successfully delivered in collaboration with the Telecom Business Unit.

After 24 years of persistent progress, ESKADENIA continues to witness a strong record of achievements and substantial advancements in products and employee excellence. We strongly believe that ESKADENIA's perseverance, resilient corporate culture, and customer and employee loyalty will increase the brand value and position ESKADENIA Software as one of the most trusted software suppliers in both regional and global markets, as well as the employer of choice.

As we progress, we would like to send our best wishes and gratitude to our customers, partners, staff, and friends for their constant cooperation.

Nael Salah
Managing Director

2025
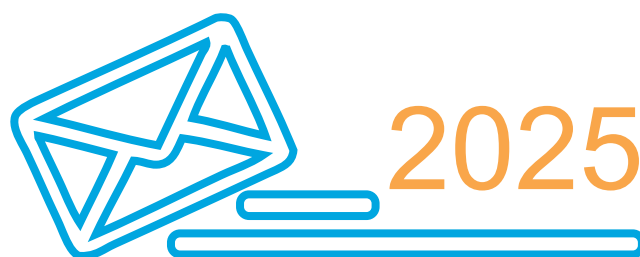
Doha AbdelKhaleq
Executive Director