



“We Expand” نتوسع

2018

Best wishes to ESKADENIA customers, staff, friends, and partners for a happy & prosperous 2018.

We would like to take this opportunity to thank everyone for all their efforts, support, and commitment during 2017. We address you as usual at the start of the New Year to reflect on what has been achieved during the previous year and to update you on our strategy and objectives in the New Year.

ESKADENIA Software managed to achieve a good level of stability and development during 2017 with major focus on increased products innovations, improvements in products stability and quality, and the retention and expansion of our Customer Base. There is no denial that the regional market's situation resulted in many challenges with many potential customers delaying their software investment; however we are glad to say that our solid reputation & track record and long list of current customers compensated for such delayed investment. The continued focus on Product Development and major improvements in the products' quality and stability resulted in a clear increase in customer satisfaction and many customer referrals to new potential business. We were also very successful in the closure of all difficult projects that were open for long time and securing new projects with both existing and new customers. 2017 has proven to be pivotal in terms of market trust in ESKADENIA which we believe will support the progress of our company during the New Year.

The software market is undergoing a profound change and global enterprises have started to replace their existing software solutions with more flexible and cost-effective cloud-based systems. ESKADENIA has therefore substantially worked during 2017 to make a selected set of its software products Cloud-Ready and will continue to put major investment to continue towards that trend. One of the main strengths of ESKADENIA is to provide our customers with an out-of-the-box ready integrated software environment based on our own software products that have the same technology and architecture and our aim is to provide all of that on the Cloud to reach the global market.

ESKADENIA consolidated its office in the United Arab Emirates and opened a new sales office in Stockholm, Sweden in 2017 and intends to open new offices in Africa and Asia during 2018 to reach new customers and markets. We are also glad to report of the acquisition of our first customer in Sweden and the start of the

adaptation of several products for this important new market.

The various ESKADENIA Business Units focus on the development of new products feature sets and improvements in the stability and quality of software were substantial. For instance, the Telecom Team released a number of new state of the art TM-Forum compliant modules such as “Product Catalog” and “Self-Care & Mobile Self Care System” to provide Service Providers with the ability to create diverse offerings of services and customer packages, and provide advanced features in customer care. The team ensured the delivery of several pipeline projects and worked closely with our strategic customer “Viva Cell MTS” to enhance their system with the full automation of many modules such as Contract Management System, Handset Subsidization and Electronic Signatures. The **Telecom** team also created the enhanced 360o View which enables the users to customize and enrich landing pages with display info graphs, tables, or flat layout with zero development time, offering the ability to do such personalized information display per user groups or roles.

The **Wireless** Team at ESKADENIA activated the advanced “Customers Notification System” at UMNIAH to create an integrated ecosystem of centralized customer notifications. Moreover, the Telecom Team maintained a busy work plan with Orange Jordan full of major systems enhancements and integration for ESKADENIA based products such as Voice of Customer, Smart SIM Registration, Payment Channel, and the Customer Notification System.

The **Insurance** Business Unit released a new and very advanced Brokers Management System for both Retail and Reinsurance Brokers, a new Life Insurance Illustrator Mobile Tablet and App, major enhancements on the Life Insurance Claims and Reinsurance Modules, Medical Insurance Dynamic Quotation Pricing Module, a new and advanced E-policy Holders Portal, and a Dynamic Import Module in the General Insurance System. We have been busy with many new Insurance Projects to existing customers such as RAK who ordered a new Travel Insurance System. United Insurance Company of Yemen contracted a new Medical Insurance and Financial Systems and introduced new functionality to cater for the new UAE and KSA VAT regulations.

The **Health** Business Unit further developed and deployed an advanced Laboratory Information Management System at Medlabs - the leading laboratory company with more than 40 branches

across Jordan. The Business Unit has also acquired a number of new customers on the Cloud **ESKA® CareNet** Clinic Management System and has further developed the Pharmacy Management System and will release the new and fully integrated Hospital Management System in the beginning of 2018.

The **Education** Business Unit deployed **ESKA® Academia**; a flexible system covering the education sector, at the Arab Insurance Institute, and the British International Academy School. The ESKADENIA Academia has been further developed to support Online Exams, Smart Questionnaires tools, flexible University Registration techniques and a new Mobile Application with integration to Academia

The **Enterprise** sector has been very active in 2017 with several new orders and deployment of the ESKADENIA ERP, CRM, Workflow, and Document Management Systems at newly secured and existing customers. Examples of new customers include Manaseer Magnesia, Zalatio Brothers for Sweets, Medlabs and MAB while many existing customers deployed various Enterprise Systems such as Jerusalem Insurance, Solidarity Insurance, and Lockton. The Enterprise Department has also achieved notable improvements in enhancing the Maintenance System, Project Management system, CRM Marketing system, and the Human Resources Cloud based system customized for the Swedish Market.

It is worthwhile to mention that ESKADENIA Software launched an Organizational Audit Unit to internally monitor the software development lifecycle with a mandate to run all products development and releases as in accordance with **CMMI** level 4 procedures, pushing the organization to higher global standards.

After 17 years of persistent progress, ESKADENIA continues to witness substantial increases in products advancements and stability, growth in customer and staff loyalty, and we are certain that this will strengthen sales. Our strong record of achievements will give ESKADENIA the perception of being the most trusted software supplier in the region and the employer of choice. We strongly believe that based on the ESKADENIA resilient corporate culture, we will increase our brand value through software innovations and focus on exports 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

