

BUILDING THE INTERACTIVE FUTURE®

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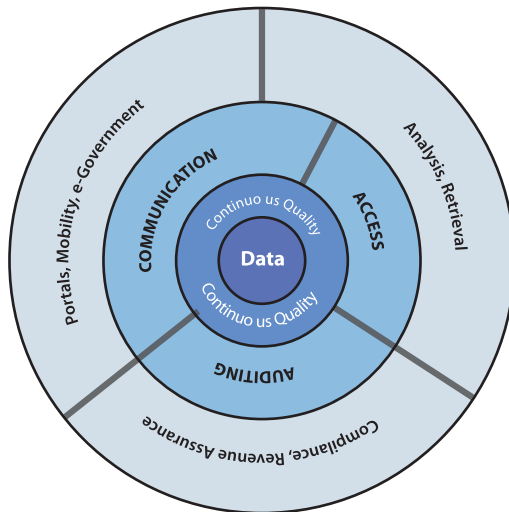


INTERACTIVE
SAUDI ARABIA LTD

إحدى شركات برنامج التوازن الإقتصادي
An Economic Offset Program Company

Interactive Saudi Arabia LTD. (ISA)

ISA brings a holistic vision to the IT needs of the enterprise. This vision is about unlocking strategic value hidden in segmented and fragmented data, and providing leading technologies that give ISA's clients unparalleled insight into their businesses.



OUR SHARED VALUES

Delivering on our mission requires a team of people who share a set of common values. The team at Interactive comes from different backgrounds but executes according to a set of shared values:

- Honesty and integrity that earn our Customers long term loyalty
- Commitment to a culture open to promoting innovation in everything we do
- Commitment to personal excellence and self-improvement
- A unilateral focus on providing exceptional customer services

It is these shared values that our multicultural team follows in their every day interaction with each other and with Customers and Partners.

POLICY STATEMENT

ISA is committed to providing the highest standard in the development and integration of web-enabled applications and services in the GCC through:

- Understanding not only the IT requirements of the customers but the business process involved
- Multi-level testing of the solution prior during and post deployment
- Continuous training programmers on the latest technologies
- Managing projects according to international project management methods
- Ensuring professional customer support and warranty services

In order to achieve the above all the staff are committed to follow the Quality Management System developed based on ISO 9001:2000 requirements.

E-Government Framework

ISA in partnership with interactive Ltd. has been working with government organizations in the region for the last 9 years, designing, implementing, and delivering the e-government initiatives on which the region is embarking.

ISA has an approach that combines a rich portfolio spanning multi-lingual user interfaces designed to enable better usability and accessibility of web applications, and dynamic implementation of content-rich portals designed for the informational phase of the e-government roadmap. Furthermore, its process-driven portals serve as a one-stop-shop of services, seamlessly interconnecting, integrating, and e-enabling different processes residing across different government entities to provide a single continuous service execution model to the public.

ISA has worked with different government entities, ranging from an early stage of adoption of e-services to organizations where the IT infrastructure is mature enough with stringent standardization and interoperability requirements. These complex projects require different approaches to change management, knowledge transfer, support, and the project management office structure.

E-Government Services

- Translating the adopted e-government strategy to the optimal logical and physical architectural model.
- G2G, G2B, G2E portals design and development, and integration
 - Content Management System
 - e-Service Design and Implementation
 - Service-Oriented-Architecture (implementing a service delivery architecture for e-government initiatives)
 - * Service Interconnectivity
 - * Information Sharing and Exchange
 - * Access to Information
 - * Services Delivery (Content Management)
 - Intranet Design And Implementation
- Implementing the required workflow services and engine
- Providing the required Arabic search engine that will enable the e-government search and retrieval modules to reduce retrieval time, avoid duplication of effort, enhance reusability and increase repeat usage of portal services
- Providing integration and interoperability framework assessment and implementation
- Knowledge transfer, training, and joint application development to facilitate hand-over to local resources
- Improved data quality and data auditing
- BI – business intelligence – providing Arabic-based executive reporting which allows for real-time access to data, supporting KPI designers, cause and effect diagrams, and advanced charting and analysis modules
- PMO – setting-up the program management office
- Hosting and support (through a dedicated center)
- Designing and implementing the required application security framework based on the adopted government security model or (SGN)

Portals and e-Services

ISA web applications development unit has been serving the market for the past 9 years. With over 90 customers, ISA is a leading and well established player in this market.

Our services are tailored to your needs, with optimized processes that use the latest technology innovations alongside a team of seasoned technical consultants and business analysts. We offer value far exceeding any competition.



Our services include:

- Content Management Solutions
- E-services Implementation
- E-government Framework
- Architecture Design
- Intranet, Extranet, Internet Portals
- Workflow
- Microsoft Gold Partner – offering consultancy and implementation of
 - Microsoft Content Management Server with Enhanced Arabic Search Capabilities
 - Sharepoint Portal Server with Enhanced Arabic Language Capabilities
 - Biztalk
 - SQL Analysis Services

Multi-Media Applications

At ISA, a talented team specializes in graphics and New Media capabilities using the latest technology and tools.

Our combined creative skills cover web site design, business presentations and world-class CD-ROM development. Hybrid CD-ROM with click-through options provide direct access to your Internet site for marketing your services or products, and also incorporate sound visuals, video, 3D, animation, and text. Interactive media technologies could be used to demonstrate your products/services on kiosks and LCDs with touch screen capabilities. Please ask one of our representatives to provide you with reference CDs.

Search Engine Solutions

Addall

ISA has partnered with Arabic Textware, the technology leader in Arabic Natural Language Processing, for the purposes of search and retrieval specifically as it relates to the Arabic language. Interactive Ltd. is both a re-seller and a licensed development partner providing a wealth of value added services using the state of the art Arabic search platform, "DAAL"

Addall is a collection of semi-autonomous, high-end automatic data-crawling and collection agents that constantly roam the Arabic and English language informational assets of the organization while building a sophisticated structure to better sort and retrieve information at very high speeds. Its Arabic search engine technology leverages an understanding of the relationships between different words such as plurals, duals, feminine and masculine in nouns, proper Arabic names as well as verb tenses, while also recognizing mistyped Arabic words whether common or not. It is a highly customizable system where functionality can be tailored to the specific needs of an organization for example, adding an understanding of technical or professional terms, or defining new vocabulary which may exist in the government, military, finance, logistics, or any other domain.



Search and Retrieval

ISA is a FAST Search & Retrieval partner, providing innovative solutions, product implementation and support for the leading search and retrieval world-class FAST technology.

Fast search & Transfer™(FAST)™. The global leader in enterprise search solutions, provides businesses and government organizations with the ability to intelligently and dynamically, access, retrieve and analyze information in real time, regardless of data format, structure, or location. As a result, organizations make better-informed, more effective decisions that, ultimately, drive their bottom lines.

Leading the way is the FAST Enterprise Search Platform (FAST ESP™) which provides companies with a complete 360° view of their information, thus transforming enterprise search from a powerful, yet narrowly perceived function, into an enterprise wide solution of strategic and pivotal importance.

Data Centric Services

ISA's Data-Centric Unit is equipped with proven technologies supported by a team of highly skilled and experienced professionals to maximize return on your IT investment.

Data Quality

In partnership with the industry leader in Data Quality products, TRILLIUM SOFTWARE, ISA provides professional services and product implementation of the world-leading Automated Data Profiling and Analysis product, TRILLIUM DISCOVERY.

DISCOVERY is an enterprise-level data profiling tool that gives you a quantified understanding of the level of data quality in your organization. Detailed analysis of the actual state of data quality as opposed to an intuitive guess on the state of the data helps customers to scope, plan and de-risk data migration/ETL projects in which data is consolidated from multiple sources, audit your data for compliance to certain internal or external standards (for example Basel II), plan and prepare the development of automated cleansing, de-duplication and unification of data across sources.



Business Intelligence

A partner of ProClarity, the leading-edge BI solution, ISA provides professional services and product implementation of ProClarity. ProClarity is a market-leading Business Intelligence (BI) product that helps companies speed business-critical initiatives such as designing and deploying analytical applications, integrating data sources and consolidating knowledge to support collaborative planning and enhance decision making. Our offering encompasses the design of CUBES, Business Analysis, and implementation of Business Intelligence solutions.

Enterprise Integration Services

ISA provides the technology and expertise required to solve complex integration problems caused by the proliferation of heterogeneous platforms within an enterprise, as well as across-enterprises. ISA is a Value Added reseller of the best of the new breed of enterprise integration engines, NetZyme®.

NetZyme® Enterprise is an open, standards-complaint and fully extensible integration middleware with a run-time footprint of 900 KB. NetZyme® Enterprise automatically and non-intrusively integrates legacy applications with new technologies with 24 x 7 reliability and end-to-end data accessibility.

Wireless Security Applications

Diversinet

Diversinet is the global leader in developing and delivering secured mobile solutions that increase the value of business for enterprise and financial services customers. The company has a Strong wireless and security solution expertise and was ranked #1 wireless security technology by the Yankee Group. Furthermore, Diversinet is the world's first and only wireless PKI ISO Common Criteria Certified mobile e-Cert system.



Products

Passport Certificate Authority™ provides a standards-based certificate management system to enable end-to-end data security for mobile applications and transactions.

Passport Micro-Cert System™ provides a small footprint wireless PKI for constrained device environments, and is certified to Common Criteria Level 2+ ISO 15408.

Passport Messenger™ is an SMS-based messaging system that connects Internet applications to mobile devices for sending notifications to support provisioning services, or other messaging applications.

Passport Wireless VPN™ provides a robust, small footprint VPN that extends enterprise security to a variety of wireless devices. It provides optimized performance using light protocols, compression techniques and roaming features.

Passport Provisioning Server™ supports streamlined user registration and Over-the-Air (OTA) credential delivery to mobile device users for ease of deployment and lifecycle management.

Passport Mobile Client™ can be embedded on a variety of mobile devices and manages the trusted credentials used to authenticate the mobile user.

Passport SDK™ provides mobile application developers with a suite of security APIs to integrate Diversinet's public key infrastructure across a range of mobile device platforms.

Asset Management Solutions

AMiP

The Asset Management Improvement Program (AMiP) is an asset management best practices methodology developed by PRAGMA to grow the maturity of the teams involved in asset management in support of improved asset effectiveness at optimum life cycle cost. This drive to improve asset effectiveness is imperative for any organization to survive and grow in the highly competitive climate of today's global marketplace.

The objectives of the AMiP are to:

- Grow the maturity of the asset management function.
- Improve the asset management practices (systems, policies and procedures).
- Improve the asset management service levels.
- Improve the asset performance (effectiveness).
- Optimise asset life cycle cost.



Assessor

ON KEY Assessor is a comprehensive and innovative solution to the problem of achieving maximum asset effectiveness. It has been specifically designed with all industries in mind, including manufacturing and packaging, mining and minerals, utilities and facilities as well as transport and communications.

Featuring a unique and easy to use program interface, ON KEY Assessor heralds the advent of a new generation of software solutions for assessing and benchmarking company maturity. Each assessment is based on a template, which comprises of a number of 'key performance areas' or 'KPI's'. Each 'KPI' contains several best practices and key performance indicators, which define and measure the five maturity stages, namely; firefighting, stabilising, preventing, optimising and excellence. AMiP differs from other assessment frameworks in that it is an objective rather than subjective process.

The ON KEY Assessor has multi-language capability, an integrated spell checker, full reporting facilities and many other features which enhance the program's functionality and make it one of the most advanced assessment tools currently available.

ONKEY

PRAGMA™ ON KEY is an enterprise asset management system consisting of five functionally rich modules. These modules include, Asset Register, Performance Manager, Maintenance Manager, Materials Manager and Asset Identification and Assessment.

Each of the modules can be used as a stand-alone system with its own set of functionality and analysis tools, or as a totally integrated system. This allows for a scalable solution appropriate to your specific needs. This ensures that companies with a reduced asset base only pay for 'what they use' and are not penalised by costs associated with implementing the system in larger organisations.

As would be expected from a comprehensive solution, PRAGMA™ ON KEY interfaces seamlessly with ERP packages and other systems such as financial and accounting, thereby allowing seamless automated transactional activity.

Telecommunication Solutions

ISA Telecom services unit offers services to operators in this region based on the latest innovative products that have been tested and proven by the world leading operators.

Revenue Assurance

ISA has partnered with ATIO, a world leader in telecom services, to re-sell, implement, and offer regional support for X-Plor, internationally the leading product in revenue assurance based on a test-call/event generator system that measures the accuracy and integrity of Telco metering and billing systems.

X-PLOR™ is the provider of choice for leading network operators worldwide who require highly accurate, automated and robust service assurance solutions.

ASSURING ACCURATE BILLING & SERVICE DELIVERY. ALL OF IT.

- Saving millions of dollars of potential lost revenue
- Achieving regulatory compliance for metering and billing performance targets
- Reducing spending compared to previous testing strategies
- Providing management shareholders with concrete evidence on revenue integrity
- Enhancing SLA's with service providers and interconnect partners
- Creating a set of metrics and performance benchmarks to manage business



BUSINESS APPLICATIONS

- Metering verification
- Billing verification
- Regulatory compliance
- Service availability testing
- Interconnect verification
- Roaming verification

ERRORS DETECTED

- Missing CDRs
- Metering errors
- Service availability
- CDR flow-through problems
- Duplicate CDRs
- Improper reporting
- Interconnect and roaming problems
- Products inadequately defined and implemented

X-PLOR™ NETWORK PERFORMANCE

SEE YOUR NETWORK THROUGH THE EYES OF YOUR CUSTOMERS

X-PLOR™ customers have been able to achieve the following through the effective use of X-PLOR™ Network Performance solution:

- Report to senior management and the Board on true 'like for like' performance of own and competitive networks
- Created a set of metrics and performance benchmarks to manage the planning and optimization teams' performance
- Identify exact locations where dropped calls and setup failures are occurring
- Identify problematic voice circuits
- Easily integrate test data from the open X-PLOR™ Oracle database to other performance management OSS tools

BUSINESS APPLICATIONS

- Independent QoS testing
- Network independent drive test data gathering
- Competitive benchmarking
- Internal performance management
- Network fault finding and problem resolution

PERFORMANCE INDICATORS

- End-to-end Voice Quality (P861)
- Call setup success rates
- Call completion rates
- Competitive benchmarking statistics
- Regional performance statistics

Company Overview

Interactive Saudi Arabia Ltd. (ISA) is an Economic Open Set Program company based in Riyadh. Its technology partner, Interactive Ltd. is headquartered in the Dubai Internet City where it achieved the status of "first tenant" in the year 2000. The company is a leading Enterprise IT Solutions provider in the GCC region. We engage in innovative, interactive e-business opportunities where multi-channel solutions are integrated for high-impact value-added business benefits.

ISA advocates a vision that pivots on measurable and sustainable value. You, our client, are the focus of our work. ISA processes are engineered to provide you with the best return on your IT investments.

With a track record of more than nine years of developing industry-specific solutions for governments, financial institutions, and other enterprises in the region, we have the expertise that empowers business users to integrate both business and IT processes into a coherent whole, enabling them to build and grow their businesses.

Interactive Saudi Arabia Ltd. is a joint venture with key strategic partners, including Raytheon, one of the world's largest defense contractors, Thales, the largest French Defense contractor, in addition to Hoshan group and Ram World EST.

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