The Innovators

The Leading Middle East e-Business Innovator

Chairman and CEO Message

Being a Middle East e-Business Innovator, we have carved out impressive and powerful businesses. And the way, we have structure our organization effectively with virtual team across different department, we had created a customer-centric culture focusing to service our clients.

In this tough downturn economy, we were very dynamic in restructuring our company not only to survive this turmoil but also being able to focus on our core competitive strengths, deepening relationships with customers, and improving management effectiveness.

Eng. Haitham Saleh Al-Faris
AFiT Chairman and CEO

In this issue of The Innovators:

- **AFiT Launch AUB Egypt**

- **Iesa Al-Failakawi appointed as Director of Solution Management Strategies**

- **Online Customer Experience Management is the Winning Value in the Down Economy**

- **Data Center Virtualization, consolidation, migration and management of your physical and virtual workloads**

- **AFiT iProperty, the effective tool for property management**

www.AFiTCo.com

AUB Egypt Goes Live with AFiT eBanking Solution

As a further step in providing innovative world class advanced banking services to its customers, Ahli United Bank (Egypt) has launched several e-channel services based on **AFiT eBanking** that will allow customers to manage their banking when it is convenient for them at any time of the day or night.

The bank has announced the launch of its internet banking service "My E-Bank" with an array of services and transactions are available through the Bank's webpage including easy management of customers' accounts, loans, credit cards, and deposit certificates. With just a touch of a button the customer can obtain real-time updates on account balances, deposits and withdrawals with multilayered security protocols. Customers can now benefit from convenient, fast, and easy online services including transfers and an application center where customers can apply for check books, certificates, and opening a new account.

AFiT® announced forming of the "Solution Management Strategies" Group and appointed Mr. Iesa Al-Failakawi its Director

AFiT® continues its effort of restructuring to achieve operational Excellency

AFiT, the leading Middle East e-Business Innovator, is pleased to announce the consolidation of TSS (Technology Solution Services) department and BSS (Business Solution Services) department into a "Solution Management Strategies (SMS)" group. Mr. Iesa Al-Failakawi appointed as Director of Solution Management Strategies in the effort of AFiT® Company restructuring for operational Excellency.

Twenty one year veteran in global high-tech industry, Mr. Al-Failakawi holds a B.Sc. Degree in Electronics Engineering (Louisiana State, 1987). He joined AFiT in 2004 as Director of Professional Service.
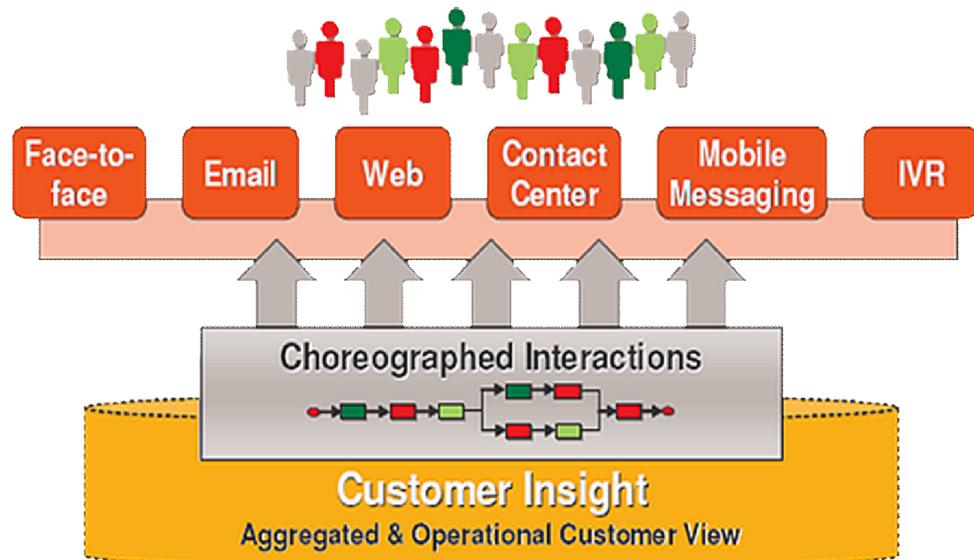
"AFiT® SMS will play a strategic role in our company. AFiT® SMS will start listening to the market and this means first observing problems and then solving them. In other words, enable AFiT® to be market-driven." said Hamed Al-Zayed, Vice President and COO of AFiT®. This is the essence of being market-driven—being driven by the needs of the market rather than the capabilities of the company. As a market-driven company, AFiT® defines itself be the customers it wishes to serve rather than the capabilities it wishes to sell. ∎

Mr. Iesa Al-Failakawi

Online Customer Experience Management is the Winning Value in the Down Economy

If the Internet revolution has done anything, it has most certainly opened the eyes of senior management to the fact that customers want, and demand, a mix of channels and touch points with which to interact with them. Some of these touch points continue to warrant the personal touch offered by skilled personnel, but for other touch points, customers prefer a self-service model where they don't have to deal with, or wait for, a person at all.

With customers now having so much control and so many choices, companies are perpetually trying to improve and refine their products and services alone to further satisfy and keep their customers are not enough to win their loyalty. Some of the more innovative, customer-centric businesses have recognized that to win and keep customers, t**hey need to offer customers an experience.**

Customer Experience Management (CEM) gives you the ability to choreograph customer journeys based on building blocks across marketing, sales and service promises a new forward-thinking approach. With AFiT Online Customer Experience solution you can deliver consistent cross-channel, cross lifecycle customer experience that will separate the winners from the losers.

Customer Experience Management is
"The customer's perception of interactions with a brand"

AFiT Solution for Virtualization, consolidation, migration and management of your physical and virtual workloads

We offer you a complete, open source based Virtualization solution that increases server efficiency, reduces power consumption, protects system availability and lowers data center costs. Now you can identify workloads that are ideal for consolidation and Virtualization, then seamlessly migrate them to a next-generation data center. And, our solution based on Novell protects your existing IT investments with a fully interoperable solution for Virtualization, consolidation, migration and management of your physical and virtual workloads.

Value to Customer

- Harness unused computing power by consolidating workloads running on multiple physical servers onto one physical server; increase hardware utilization up to 80 percent

- Reduce server provisioning time by as much as 70 percent with rapid deployment and re-deployment of virtual machines

- Automate the management and provisioning of virtual and physical resources to meet constantly changing needs; manage all virtual machines from a single interface, regardless of hypervisor format

- Lower hardware and operating costs by as much as 50 percent

- Increase application availability and improve business continuity

- Implement an affordable hot failover site for disaster recovery and rapidly test workload recovery

iProperty™

Being a property manager or landlord requires a lot of time and hassle making sure tenants are up to date with their rent, organizing inspections schedules, chasing up repair contractors, doing the paper work etc. Fortunately **AFiT®** *iProperty™* property management software system helps with all these tasks and much more.

"In our business, we need more information about our properties and our tenants. We also need to analyze our revenue and expenses. With AFiT iProperty, now we know exactly our position for each property and we can take the smart decision for it." Talal Eltaweel, Property Dep. Manager, Al - Bilad Real Estate