

primus

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1. About Primus

1.1 *Our Profile*

Established in 1996 in the Hashemite Kingdom of Jordan, Primus started out as a vision shared by two young and ambitious Jordanians with great aspirations. These aspirations transformed Primus Jordan into the regional company and market leader of present with a specialized focus on software solutions, consultancy and infrastructure services.

For over a decade, Primus has helped clients to increase their potential and ultimately, their efficiency. By understanding business needs and the requirements of specific industries, Primus has successfully transformed the operations of leading entities, both private and public.

Today, Primus Jordan employs over 100 exceptionally talented people who are high-achieving and up-to-date with new technologies and software programming.

Human Capital

At Primus we believe that our human capital is our key asset and that the true success of our story unfolds from the company's ideals and policies and unrivalled professional business conduct, which instill and sustain our core values of:

Excellence, Quality, Respect, Integrity, Open Communication, and Social Responsibility.

1.2 *Our Vision*

Primus' vision is to be recognized internationally as the Middle East reference of knowledge and experience in effectively designing and implementing appropriate information and communication technology solutions and processes as an effective means to increase the competitiveness and efficiency of clients.

1.3 *Our Mission*

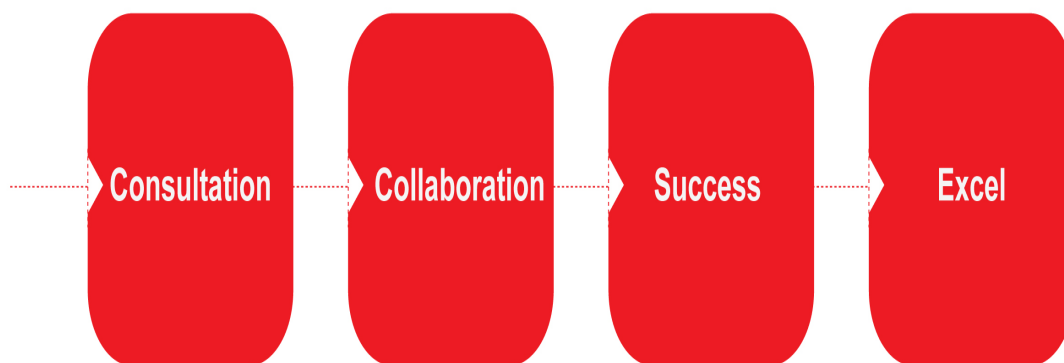
Primus increases its clients' competitiveness by transforming its clients' operations through understanding their needs and the competitive requirements of the industries in which they operate and designing an ICT implementation and change management adoption path which takes into consideration clients' evolving/developing ability to proactively utilize Primus design and implemented ICT solutions.

1.4 *Our Approach*

Primus has the expertise and means to create a complete solution tailored for your organization. From groundwork consulting and planning, to integration and management of your technology solutions, we have the understanding and experience to respond to your unique challenges and opportunities.

At Primus we:

- a. Foster partnerships with our clients and understand their ICT requirements "Consultative Approach"
- b. Develop ICT solutions "Collaborative Approach"
- c. Enable clients to increase efficiency and productivity "Success"
- d. Guide clients towards harvesting the knowledge captured in the ICT system, allowing them to identify business opportunities and make better decisions – "Excel"



With a blend of established long-term relationships and innovation; comes the power of our value proposition towards implementing enterprise solutions. Primus is an early adopter of Microsoft Technologies, and is part of Microsoft Gold Certified Partners in the region.

Furthermore, Primus was chosen to be Microsoft’s Large Account Reseller (LAR) in Palestine.

2. Divisions and Services

2.1 *Primus Software Solutions@*

Primus Software Solutions is an unrivalled software factory and IT solutions innovator, powered by 12 years of proven experience in delivering advanced IT solutions and technology development for businesses and governments. Our list of 300 plus clients and over 1000 success stories underscores the success of this division and its services of:

- Systems Integration
- Portals and E-services
- Business Solutions (ERP / GRP / CRM / EPM)
- Custom-made Software
- Online Advertising and Multimedia

2.2 *Primus Consulting Services@*

Consulting is a key requirement for every business that wishes to prosper in the competitive business environment of today's global markets. As the business consulting arm of the company, Primus Consulting combines strategic, technical, operational and organizational expertise with proven, disciplined approaches to develop solutions that yield effective results. Primus Consulting Services include:

- Business Consulting
- ICT Consultation & Outsourcing
- E-Government Programs and Initiatives
- ICT Strategies and Roadmaps
- IT Project Management and Coaching
- Program Management Offices (PMO) Set up and Operations

Primus provides business planning and consulting targeting different industries and sectors, such as water, finance, government and education among others.

2.3 *Primus Infrastructure Solutions@*

Through this division of Primus, we offer complete end-to-end solutions which include network planning, design and implementation. We also provide supervision for these networks and hardware projects, guaranteeing the proper and efficient use of IT infrastructures to our clients.

- Network Design and Implementation
- Data Center and Disaster Recovery Setup
- On-site Repair and Maintenance
- Backup and Storage Solutions
- Security Solutions

3. Our Products

➤ E-Court Platform (Mahakim):

Mahakim is a comprehensive web-based platform that was designed for the automation of law court operations; including the automation of lawsuits and court case registration and processing. Mahakim supports and is applicable to all courthouses in a country, including: Primary Courts, Appellate Courts, Supreme Courts, Family Courts and Equity Courts.

One of Mahakim's main modules is the Public Attorney, a web-based application which allows registered attorneys access to case information, as well as the ability to follow up on the development of these cases; in turn providing better services to citizens and attorneys alike.

Mahakim also includes an E-filing module which enables attorneys to electronically initiate a case, plus submit any related documents and forms.

Mahakim also features built-in "secure" adaptors, which allow for integration with other agencies, thus permitting the secure exchange of information between governmental agencies and Ministries of Justice.

Features:

- Case Management & Online Registration
- Document Management
- Archiving/Scanning Module (E-filing)
- Case Scheduling
- Notification Engine
- Reporting Engine
- Online Error Reporting
- Online Help
- Bilingual Support (Arabic & English)

Technology:

This System was developed using 3-tier architecture while utilizing Microsoft Technologies and Servers:

- Microsoft .Net
- Microsoft SharePoint Server 2007 as a Back-End repository for document management
- K2.net for process automation and workflow engine
- Microsoft SQL Server

References:

- Qatar Courts

➤ **Education Management Information System (Edara):**

Edara is an educational platform that collects, stores, processes and analyzes data, serving as a tool for enhancing educational systems and policies. It also establishes a comprehensive, efficient and sustainable educational information database at the national level.

Edara is the ideal tool for providing timely, relevant, reliable, and clear quantitative and qualitative information regarding the status and progress of education in a country.

Edara also provides strategic planning, progression analyses, identification and monitoring of risk, in addition to requirement indicators. Edara is available in Arabic, English and Kurdish but is a multilingual system which can be adapted to any language of choice.

Features:

- **Modular base that supports the following:**
 - **Schools and Educational Bodies**
 - **Inventory Module**
 - **Student and Examination Module**
 - **Human Resources Module**
 - **Payroll Module**
 - **Student Surveys Module**
 - **Announcement Module**
- **Reporting engine**

Technology:

This System was developed using 3-tier architecture while utilizing Microsoft Technologies and Servers:

- Microsoft .Net
- Microsoft SQL Server

References:

- Edara was implemented at the Ministry of Education in Iraq and currently supports 23 on-line directorates, 6.5 million students and 300,000 teachers.

➤ **Social Safety Net (Mosa'adat):**

Mosa'adat is an "easy-to-use" web application that was developed to fully automate the operations of ministries of Social Affairs and Social Welfare agencies. Mosa'adat helps in processing the applications of beneficiaries, conducts eligibility checks, calculates minimum income levels, issues monthly financial aid, and tracks beneficiary records and their monthly payments.

The various features of Mosa'adat provide a simple yet accurate method of viewing, inserting, updating, and tracking information on various social services cases. The system, which is multilingual but currently obtainable in three languages - Arabic, English and Kurdish, tracks information and provides reports. These languages are applicable to the User Interface, as well as the data entry in the Administration Module.

Furthermore, Mosa'adat can be deployed in one central location and accessed by remote users beyond the central office. It also supports several installations at different remote sites, with the ability to synchronize all data records in the central database.

Features:

- **Archiving/Scanning Module**
- **Workflow Engine**
- **Reporting Engine**
- **Security/Administration module**
- **ID Cards Creation and Support**
- **Multilingual support**

Technology:

This System was developed using 3-tier architecture while utilizing Microsoft Technologies and Servers:

- Microsoft .Net
- Microsoft SharePoint Server 2007 as a Back-End repository for document management.
- Microsoft SQL Server

References:

- Mosa'adat was implemented in Iraq by the Ministry of Labour and Social Affairs (MoLSA). The application currently handles over 1 million beneficiary records in Baghdad and the rest of the governorates in Iraq.

➤ **Food Import Management Information System (FIMIS):**

FIMIS is an authentic and reliable tool for documenting, processing and managing information related to food import products. FIMIS institutes a database for accurate, reliable and easily accessed data related to the quality, safety and quantity of imported foods. The FIMIS system also provides a mechanism for maintaining an efficient food control system by automatically ascertaining non-compliant products. This system has optimized the prevention of consumer risk and has successfully improved the overall quality of imported foods.

Moreover, FIMIS has a built-in Online Analytical Reports (OLAP) component, which enhances decision-making processes in the food control division.

Features:

- **Intranet Application**
- **Effective Search Engine**
- **Archiving/Scanning Module**
- **Notification Engine**
- **Reporting Engine with Multidimensional Support**
- **Decision-making Engine**
- **Online Help**
- **Bilingual Support (Arabic & English)**

Technology:

This System was developed using 3-tier architecture while utilizing Microsoft Technologies and Servers:

- Microsoft .Net
- Microsoft SQL Server
- Microsoft Online Analytical Processing (OLAP)

References:

- Aqaba Special Economic Zone Authority (ASEZA) – Jordan

➤ **Comprehensive Integrated Tariff System (CITS):**

Customs operations require “high-security” measures to protect the Customs data and records available in existing Customs’ clearance software (ASYCUDA); hence, CITS poses as a “middleware” application that provides all necessary information to importers and exporters on the internet, without exposing the sensitive and classified information records available in the clearance software databases. For the sake of ensuring transparency and accountability, the CITS also provides a single point of access for information which is legally binding at the time of import, export, or transit. It also provides a means for customs to provide a tariff classification for pending regulations and provides records for previous tariffs. The system also provides guidelines for newly formulated tariffs, and also allows users to search for future tariffs.

Features:

- **Multilingual Support**
- **Time Release and Process Tracking of Clearance Module**
- **Cargo Module**
- **Expanded Inquires to Valuation, Origin and Procedures**
- **Appeal Application**
- **Reporting Engine**
- **Business Intelligence (BI) Cubes**
- **High Scalability**

Technology:

This System was developed using 3-tier architecture while utilizing Microsoft Technologies and Servers:

- Microsoft .Net
- Microsoft SQL Server

References:

- Jordan Customs. In 2005, Jordan Customs launched CITS, instigating the world’s first and arguably the best comprehensive tariff regulatory information system.

➤ **Primus e-Portal Solution**

Primus' e-Portal is a comprehensive solution for managing the design and publication of any content on a website. It also enables a simple and effective means for editing, authoring, publishing and managing content on a website.

This technology is applicable to any site, regardless of whether it is an intranet, extranet, or public site. It also provides a comprehensive mechanism for designing, developing, and managing a site. Additionally, the added benefit of the e-Portal is that it provides an implicit methodology for managing functional aspects of the website such as navigation, adding new content, adding new web pages etc.

➤ **Parliament Chamber Project**

Governments are realizing that conveying messages in parliament by conventional means (raising and counting hands) is not enough. To this end, the Jordanian Parliament placed a direct focus on creating a more accessible (and co-operative) electronic environment with the help of Primus. Accordingly, Primus introduced parliamentary voting and recording systems - Electronic Voting System (ETS) and Automatic Transcription System (ATS) in parliament and with the help of Smart Cards which allow access to these systems, parliamentarians can now cast their votes electronically during sessions and follow parliamentary events past and present.

All session results are also cast on the internet so that citizens can follow proceedings and find what motions their representatives voted for or against.

The systems are also unique in that they record the speech of parliament members. With this new digital system, all activities that take place during sessions are indexed and can be easily located. Furthermore, when necessary, all speeches and session proceedings can be transcribed.

4. Our Partners

We believe the best projects are delivered by innovative partnerships that bring together social and economical forces and deliver high-quality and end-to-end solutions. Primus is currently engaged in successful collaborations with leading international consulting and IT corporations such as:

- Deloitte.
- Ernest & Young
- Microsoft
- Booz Allen Hamilton
- DAI
- White Associates
- Tata Communication
- Nathan Associates
- Emerging Markets Group (EMG)
- ARD Inc.
- ABT Associates
- Computer Associates (CA)
- International Roll-Call
- JE Austin
- Academy for Educational Development (AED)
- State University of New York (SUNY)
- Chemonics International
- Monitor Group
- Management Systems International (MSI)
- RTI International
- Science Applications International Corporation (SAIC)
- Creative Associates



5. Our Memberships



Information Technology Association in Jordan (Int@j)



American Chamber of Commerce (AmCham)



Young Entrepreneurs Association (YEA)



Amman World Trade Center (AWTC)



Jordan Intellectual Property Association (JIPA)



Jordan Computer Society (JCS)



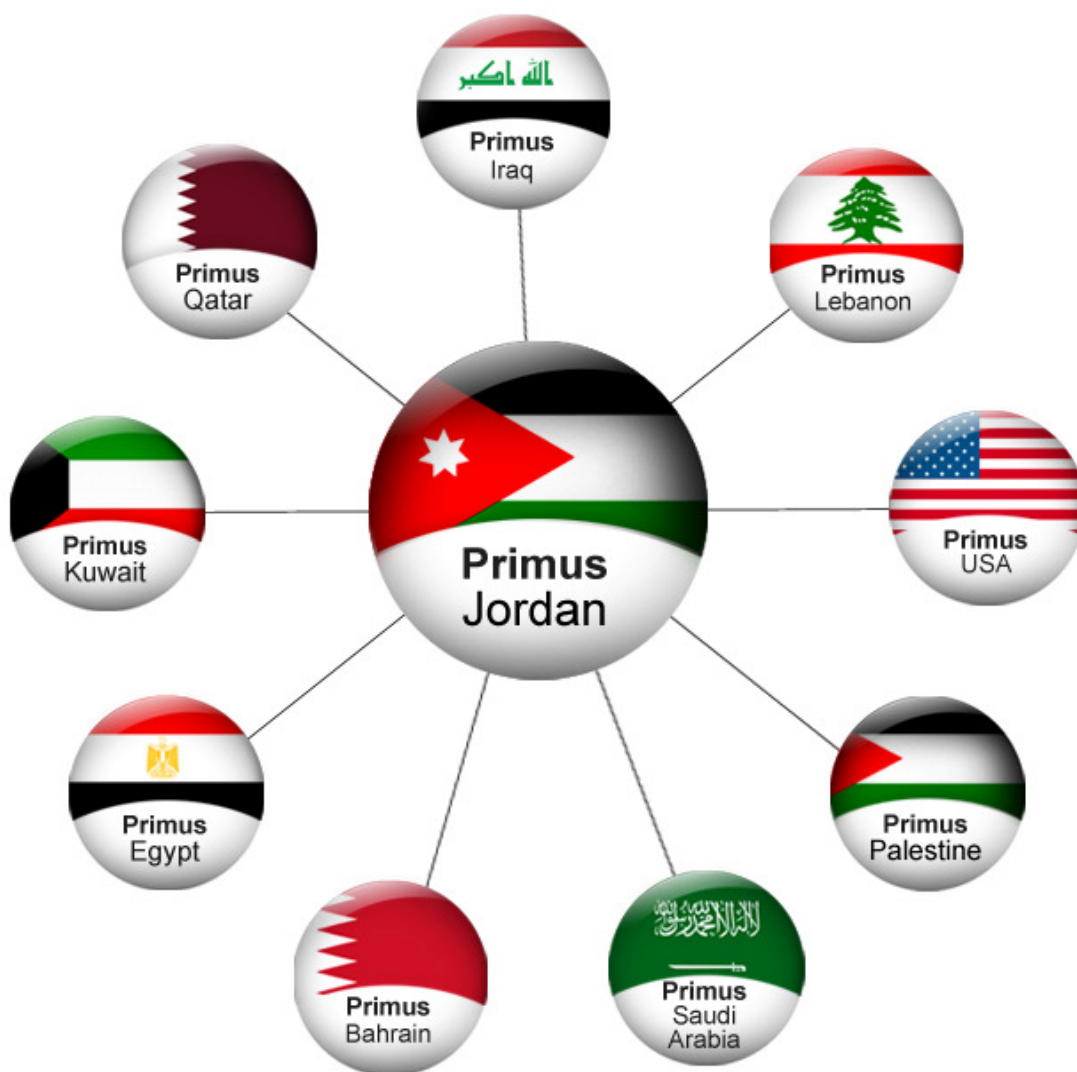
Jordan Exporters Association (JEA)



Primus is also a member in the Northern Virginia Technology Council (NVTC), which is the largest technology council in the U.S.

6. Our Network

Primus currently maintains offices in Bahrain, Palestine, Iraq, Egypt and Saudi Arabia; in addition to representational offices in Qatar, Kuwait and Lebanon and notable presence in the United States through local partners.



7. Our Founders and Board of Advisors

Founders:

- **Mr. Taher Nasereddin**, late Chairman of the Board 1996-2006, Computer Networking Services

The late Mr. Nasereddin is a graduate of Illinois University, where he earned a BSc in Electrical Engineering in 1959. Mr. Nasereddin was the owner and president of Consultel, a firm specialized in System Engineering, Telecommunications & Broadcasting.

Prior to founding Consultel, Mr. Nasereddin was Director of Engineering/Deputy Director General of Jordan Television in Amman, Jordan between 1973 and 1977 and part of the opening team of Jordan Television in 1964. At the start of his career, Mr. Nasereddin was an Electronic Engineer at Motorola Inc. USA between 1959 and 1964.

- **Mr. Ghazi Qubein**, late Chairman of the Board 2006-2007, Computer Networking Services

The late Mr. Qubein is a graduate of Duke University where he earned a BSc in Electrical Engineering in 1961, receiving the Sydney Sullivan Award of Leadership, Duke University, Alpha Phi Omega (Duke UN).

Mr. Qubein was the Technical Consultant and Project Manager at Consultel between 1981 and 2007. Prior to his position at Consultel, Mr. Qubein was the Cable and Wireless Technical Manager at System Engineering, Saudi Arabia between 1976 and 1979. Earlier on in his career, he was Head of Transmitting Section at the Ministry of Information in Kuwait between 1962 and 1967.

Board of Advisors:

- **Mr. Khaldoun Elawi**, Chairman of Board 2008, Computer Networking Services

Mr. Elawi holds a B.A. in Business Administration and Hotel Management, as well as an MBA which he earned at Ashland University in Ohio, U.S. in 2000. Since 2003, he has held the position of Director of the Royal Palaces Division at the Royal Court of Jordan. Prior to this, Mr. Elawi began his career at the Marriott Hotels in 1986, where he held many key positions as Director of Restaurants in Dubai, Director of Food and Beverage in Amman, Jordan and Director of Operations at the Jordan Valley Marriott.

- **Mr. "Shadi Ramzi" Al Majali**, Board Member, Computer Networking Services

Mr. Al Majali attended The Citadel, the Military College of South Carolina in 1983, earning a Bachelor of Arts Mathematics Military Science. He is also a graduate of George Washington University, where he earned a Masters of Science in Software Engineering (Computer Science/Systems Analysis) in 1985. Mr. Al Majali has been honoured many times. To name a few, he has received the medal for service with United Nations Protection Force (UNPROFOR) Former Yugoslavia (Zadar, Sarajevo) 1992 -1993, the Independence Medal of the second grade, the Peace Medal from the Jordanian Arab Army.

He is currently the General Manager of Saraya Aqaba for Real Estate as of 2006. Prior to this, Mr. Al Majali held the position of Customs Commissioner of the Aqaba Special Economic Zone Authority

(ASEZA) between 2003 and 2006. He also served as Gulf Area Manager/General Manager of MID Contracting International in Doha, Qatar. Mr. Majali was the CEO of Jordan Projects for Tourism Development (TALABAY) between 2000 and 2002. Prior to TALABAY, Mr. Al Majali was the General Manager of Trans Jordan For Communication Services Co. (ALO) between 1997 and 2000. Earlier on in his career, Mr. Al Majali served as a UN Military Observer in former Yugoslavia between 1992 and 1993. He also held the position of Director of then HRH Prince Abdullah Bin Al Hussein's Office between 1994 and 1996 and Special Staff Officer for His Highness' Office between 1993 and 1994.

8. Our Management

- **Mr. Nidal Nasereddin, Chief Executive Officer/Founder**
Graduate of University of Washington, BSc Electrical Engineering
Seattle, WA, USA 1994
- **Mr. Amer Nasereddin, Vice President, Chief Marketing Officer/Founder**
Graduate of University of Washington, BA, Business Administration/Marketing
Seattle, WA, USA, 1995
- **Mr. Maher Muhtadi, Chief Information Officer/Partner (1997 - Present)**
Graduate of University of Washington, BSc Mechanical Engineering
Seattle, WA, USA, 1994
- **Ms. Serene Nasereddin-Elawi, Human Resources Manager (2000 - Present)**
Graduate of Jordan University, BA Business
Administration/Economics, Amman, Jordan, 1986
- **Mr. Wael Insair, Business Development Director (2007 - Present)**
Graduate of Basra University, B.Sc. Computer Science
Basra, Iraq 1993
- **Mr. Hazam Al-Jamani, Software Development Manager (2009 – Present)**
Graduate of Princess Sumaya University for Technology, BA Computer Science
Amman, Jordan, 1999
- **Ms. Hanin Arnaout, Creative Director (1999 - Present)**
Graduate of University of Jordan, B.A. English Literature
Amman, Jordan, 1999
- **Mr. Sae'd Rabadi, Infrastructure Solutions Operations Manager (2004 - Present)**
Graduate of New York Institute of Technology, M.B.A. Masters of Business Administration Amman,
Jordan, 2007
Graduate of Jordan University of Science and Technology, B.A. Computer Engineering
Amman, Jordan, 2003
- **Ms. Noor Khatib, Account Manager (2005 - Present)**
Graduate of Applied Science University, B.A Information Technology/CIS
Amman, Jordan, 2005
- **Mr. Fuad Qreini, Production Manager (2002 - Present)**
Graduate of Princess Sumaya University for Technology, B.A Computer Science
Amman, Jordan

- **Ms. Shireen Odat, Logistics Manager (2005 - Present)**
Graduate of Al Ahliyyah Private University, B.A. Hospital Management
Amman, Jordan, 2000

9. Contact Information

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Vice President/Chief Marketing Officer

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