



Al-Faris® Information Technologies Company

Solution Profile

Al-Faris® Information Technologies Company (Al-Faris®) is the leading full-service provider (FSP) of "Innovative eBusiness Solutions" for growing enterprises. We've developed a proven methodology to give our clients a significant competitive advantage. They can thus capitalize on the Internet to support their customers, develop their markets, and build their business.

Al-Faris® Solutions offers integrated strategy consulting, systems integration services, and application hosting. Our solutions will help you get into the e-business revolution first.

The dollar value of being first to market cannot be overstated. First-place companies are many times more valuable than those who come in second. But for growing enterprises, capitalizing on explosive e-business opportunities is easier said than done. Why? Because of technological complexity, cost of implementation and support, and the shortage of qualified professionals.

At Al-Faris®, we help our clients overcome these obstacles. We combine high-quality, cost-effective, professional "Innovative eBusiness Solutions" and Application Hosting services to deliver complete sophisticated e-business solutions. We help you make the most of what you have. And provide you with everything you don't. We show you how to use the Internet to better serve customers, cut costs, grow your business, and create competitive advantage -in less time and for less money than doing it all yourself. In short, we help you get there first.

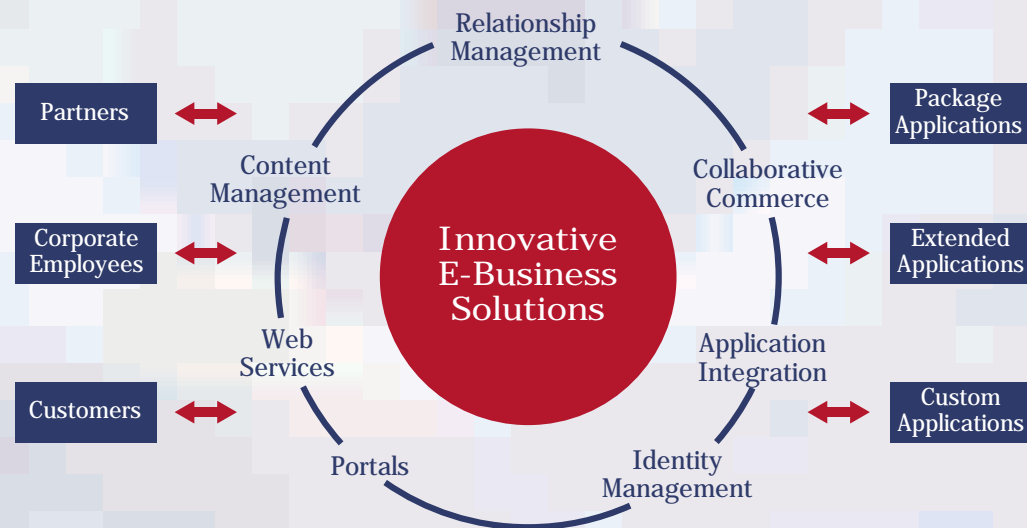
Our eBusiness Strategy

With our "Innovative eBusiness Solutions", we will help our clients to be the first mover in the market (which means getting a model up and running in 3 to 6 months), and enable them to continue to stay on the top.

Successful new economy entities that act on the electronic age trends are aggressively pursuing eBusiness capabilities. For us to successfully serve our customers, we have found a way to leverage and integrate their physical presence, customer base and knowledge with innovative eBusiness capabilities.

We provide the three electronic business opportunities -Relationship Management, e-Commerce and Applications Hosting.

All the Solution You Need From the E-Business Innovator



Our solutions and services have received positive, encouraging, and excellent market acceptance by our clients.





Relationship Management

A series of infant development studies conducted in the 1960s demonstrated that children who were spoken to, handled, touched and interacted with were twice as likely to grow into successful, self-confident, loyal and caring adults as children who received only adequate attention. It is also observed that, as economic models evolve, the same is true of business relationships between trading partners - "high touch" interaction and deep insight into the customer strengthen relationships.

The new Net Economy has redefined the way business is conducted. Organizations are being driven to more effectively transact business with partners, provide enhanced customer and vendor service and leverage the web to strengthen these relationships while reducing costs.

On the Internet, the phrase "Location "is replaced by "Relationship."

To help our clients in delivering "high touch" electronic business strategies, we provide the following Relationship Management solutions:

System Infrastructure and Security

Strong process management, authentication, and security are important in the development and launch of the eBusiness project. Consider where you'll pull content from -in terms of both internal and external sources and who will manage that content, what tools you can provide to drive users to your site regularly, and how users will be able to access information from different applications located in different security domains. We provide secured identity management solutions, a combination of product and services, to build policies based rules to address system infrastructure and security management.

Collaborative Commerce

The digital economy is allowing your partners to quickly find and establish relationships with other vendors/suppliers/trading partners. You can no longer afford to just maintain these relationships -you must conduct B2B transactions with speed, efficiency and effectiveness to gain advantage over the competition and strengthen the value in your trading partner relationships.

Our Collaborative Commerce solution can help - by enabling companies to build Trading Partner Resolution Networks, and by creating resolution hubs for all participants in the trading partner community. Our solution provides a secure virtual office environment for each trading partner, allowing companies to manage B2B transactions, automate processes, facilitate partner self-service and collaborate on transaction issues over the web. So businesses can efficiently and effectively have access to all related transaction information, proactively answer questions, and interactively resolve transaction problems in real-time.

Customer Relationship Management (CRM)

We offer an integrated suite of Internet customer relationship management and e-commerce software applications, as well as related application development, integration and support services. Our solution enables businesses to understand, manage and build online customer relationships and to market, sell and support products and services over the Internet more effectively. Our solution is specifically designed to enable and support Web applications, as well as e-commerce and Internet customer management applications. Our solution is an application server base that facilitates the development, deployment and management of other software programs. Our solution is designed to provide businesses with the core application platform and software tools required to develop and deploy personalized, reliable, large-scale Web sites for conducting e-commerce.

Electronic Portals

Opening the Door to Better Business

Portals are becoming the buzz of the day. Why? Portals are helping to solve basic communication problems. The biggest problem is not lack of information; it is lack of contextualized information. Portals are also providing a framework through which companies can create a rich interaction with each individual user. Portals are capable of providing immediate access to multiple pieces of information that have a higher probability of being useful to each employee, customer, or partner. So what exactly is an electronic portal? Think of it as a digital dashboard. When you're driving down the road you don't want to switch screens to find out how much gas you have, what your speed is, and whether you're overheating or not. A portal provides a digital dashboard for your business.

To help our clients, we will deliver the following type of electronic portals:

- **B2E Portals:** These are sometime referred to as corporate portals, enterprise information portals, or employee portals. B2E portals help employees access internal data for knowledge management purposes or for accessing corporate information.
- **Partner Portal:** These are sometimes referred to as channel management portals. A Partner portal is designed to provide personalized content and help manage relationships with partners. A subset of partner portals is Internet marketplaces where e-commerce functionality is the driver.
- **Network Operating Portals:** NOPs are consumer web sites that aggregate content and are designed to be a one-stop shop for new and existing customers.

Web Services

The talk about Web services is spreading like wildfire through the software industry. It's time for other industries to pay attention, too. Tech execs must focus first on clearly achievable benefits -- like connecting with existing partners faster and cheaper.

Starry-eyed enthusiasts claim that Web services will automate the process of finding partners and let firms assemble business apps and relationships on the fly. Someday, maybe, but not yet. So what are web services? Web services are software designed to be used by other software via Internet protocols and formats.





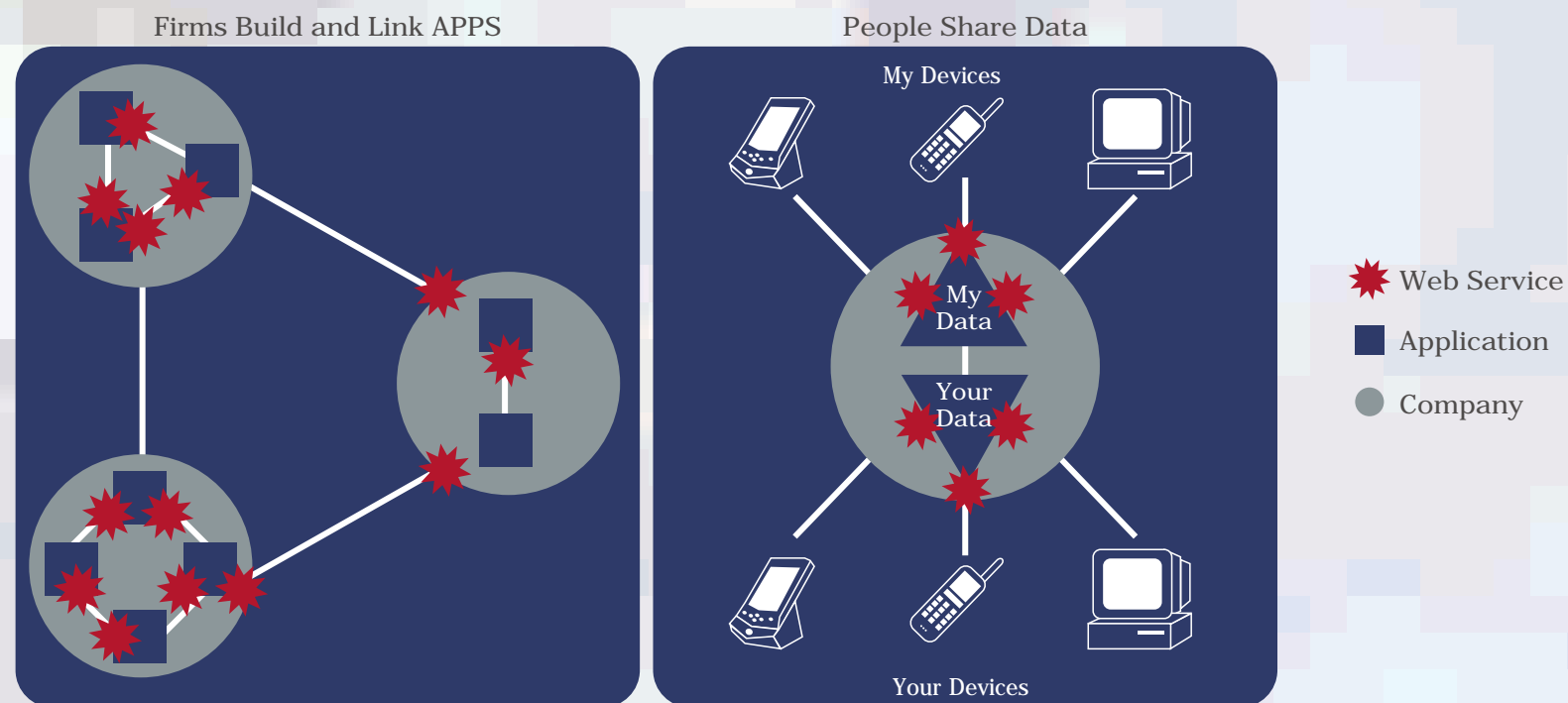
A Web service is different from related software technologies like Web pages and object brokers. A Web service is:

- A program, not a document.
- Optimized for use by other programs -- not by people.
- Accessible using unanimously accepted Internet technologies.
- Suited to "medium-sized" tasks -- not tiny or large ones.

All said, Web Services help companies:

- Accelerate time to market
- Increase operational efficiency
- Help companies build and link systems inside and among organizations.
- Let people access their personal information from any device.

Web Services help Build and Link Apps and Ease Data Sharing



Procurement Processing

Most large businesses spend more than one-third of their revenues on the purchase of operating resources—from computers and spare parts for shop equipment to IT services and maintenance supplies—according to Killen and Associates. And, each transaction costs an estimated \$150 to process through the traditional paper-based cycle. Multiply that by the thousands of individual purchases companies make each year and that's millions of dollars going to waste each year.

Our procurement processing solutions help companies increase their profitability and earnings per share by reducing the costs of operating resources they purchase. By minimizing off-contract purchasing or "maverick buying," our intranet- and Internet-based solutions allow businesses to channel more purchases to preferred suppliers, directly reducing the costs of goods and services.

Public Access and EBPP

Public access technology is delivering outstanding business benefits to many vertical markets, and our solution provides software solutions, mentoring, consultancy and professional services to strategic partners and public access network operators across key sectors such as telecommunications, finance, retail, leisure, transport, local and national government. Our EBPP (Electronic Bill Presentment and Payment) solution is a comprehensive payment solution designed to offer flexible, secure and robust payment facilities for public access devices either in isolation or within a public access network.

Easy to use and integrate into all PC-based public access devices and KIOSKS, our EBPP offers a modular approach to the consolidation of both existing range of external devices such as coin or token mechanisms, magnetic card readers and SmartCard readers and yet-to-be implemented payment technologies into self-service networks.

Electronic Commerce Solutions

The rapid growth of the Internet and changing customer lifestyles has accelerated the emergence of online commerce. Today's consumers have less free time to visit stores and shop because of family responsibilities or longer working hours. As a result, more consumers are going online because they want a shopping experience that is faster, more convenient, and provides them with individualized service and information. Online retailers that can satisfy these needs can excel at electronic commerce by establishing preemptive online customer relationships. These companies have the opportunity to provide a premium service to their existing customers, acquire new customers and capture long-standing customer relationships held by their competitors.

International Data Corporation estimates that more than \$2.6 trillion worth of goods and services will be sold over the Internet by 2004, which represents a compounded annual growth rate of 82% for the period between 1999 and 2004.

We understand the opportunities and challenges of electronic commerce and how to work with retailers who want to build online consumer experiences that create loyal customer relationships. We are experienced in working with innovative, leading edge organizations and helping them to establish an online presence that meets their strategic objectives.





Business to Consumer (B2C)

In our B2C solution, we will enable our client to manage and deliver product catalog content and provide transaction-processing capabilities for small to medium or large-scale e-commerce storefronts.

For small to medium size businesses, our B2C solution is considered one of the most popular e-commerce solutions on the market today because of its reputation for ease of use, unparalleled security, proven reliability, open architecture and worldwide adaptability. Our B2C provides merchants with easy to use administration tools that walks new merchants through the required steps of setting up a viable e-commerce storefront.

For an Enterprise business, we offer a complete and flexible solution enabling businesses to deploy and manage large-scale, personalized, e-commerce storefronts. Our Commerce Server solution delivers product catalog content and scenario-based, promotional merchandising programs to manage the online shopping experience. It is designed to integrate with existing customer database, inventory, order processing, payment and fulfillment systems operated by many large organizations.

Business to Business

Our solution includes important capabilities and features required by enterprises creating online business-to-business commerce initiatives. As a platform for building personalized e-commerce applications, we offer the critical capability for B2B companies to build and manage successful online relationships with customers, partners and suppliers.

Our B2B solution allows B2B enterprises to create a setting for efficient e-commerce transactions built on a foundation of personalized relationships. By taking advantage of e-Business Scenarios, businesses can develop relationship strategies with vendors, distributors, customers and trading partners that can customize the entire online transaction process - including search, purchase, payment, and fulfillment - for each company, or even departments and individuals within each company. In addition to a leading-edge personalization platform, we provide a commerce platform that supports complex, high-volume purchasing activity.

End-to-End Payment Infrastructure

Our payment solution portfolio and service for the financial sector delivers a Scalable, Reliable, Available, and High Performance end-to-end payment infrastructure, a must for every financial institution. Our solution enables payments any time, any place, on any device.

Our solution will manage ATM and POS networks, acquire and process multi-currency payment transactions, perform multi-institution, multi-card, multi-currency interchange and clearing, process payment for physical and virtual card online payments, and stay current with network and card association processing requirements, including EMV.

Application Hosting Service (ASP)

What is ASP? Application Service Providers maintain, manage, and make available from centralized sites a variety of applications via the Internet or a private network. Applications can be accessed and paid for on a rental or as-needed basis, freeing organizations from having to own, develop, deploy, and support the applications on site.

Outsourcing the entire IT infrastructure will become an increasingly popular choice. Back office applications will be rented and served from data centers.

Benefits of Application Outsourcing

Importance of Potential Benefits of Outsourcing Enterprise Applications:

- Reduces overall costs of application implementation and management
- Frees IT resources to focus on internal mission critical applications
- Able to more quickly implement new applications
- Enables seamless access to applications from remote offices and locations.
- Application administration tasks are reduced or eliminated
- Costs are better allocated via monthly fees versus fixed cost for applications

Key Principles

We are committed to providing a reliable and scalable platform for supporting our customers' critical business applications. Our delivery platform is constructed from best-of-breed systems, networking and software technologies and utilizes an N-Tier architecture that optimizes performance and availability.

Our service delivery platform is based on the following key principles:

- **Performance and Scalability** - We engineer every customer solution with a focus on guaranteed performance and future scalability;
- **Availability and Recovery** - A combination of various techniques allow us to achieve 99.5% uptime, including component duplication, high availability, clustering and geographic distribution;
- **Security** - We have a five-layer security model that considers physical security, operating system security, application security, data security, and network security;
- **Network Architecture** - Our geographically distributed centers are fully connected by a high capacity backbone with Internet peering and transit provided by tier one carriers; along with customer-facing network interfaces that allow for connections to enterprise networks, back-end systems, and other customers;
- **Data Center Facilities** - We maintain multiple data centers across the State of Kuwait and in the Middle East for resiliency and locality purposes.





Al-Faris® Products

We pro-actively have invested in and developed new business models in the e-Business relationship management and e-Commerce space. We intend to introduce more interactive customer-focused products based on the skills and experience we have built internally to use the superior technologies of our partners.



Scalable, reliable and easy to CRM solution for money exchange business

iExchange™ delivers superior money exchange management, giving you the functionality you need to master your exchange operations and take full advantage of the wealth of information your money exchange system contains. Among the features of iExchange™ are bilingual web interface, online straight-through-processing (STP) of all types of transactions, built-in audit report, interface to SWIFT, daily journals generation, and ad-hoc reporting tools with over 60 available customized reports and statistics.

iExchange™ is scalable to process millions of transactions per year. It is reliable with high availability. This means the system is always available to users even if one of the system servers goes down. It can work in clustering system environments to balance the load across multiple databases and application servers. It is highly secure - we have two encryption levels, secret data in the database and encryption of data between different servers.

iExchange™ has been developed by Al-Faris® software development team using Oracle e-Business Suite which is web-based, thus leveraging the robust Oracle database and application sever. It can be integrated with Oracle Financials or any existing back-end system.

iExchange™ was a result of commitment, dedication, and vision. It was the outcome of over one and half year effort of design and development. It was built with the heart and the knowledge of money exchange businesses to cover all aspects of front desk operation while maintaining ease of use. It has been tested approved, and is in use live at customer sites.

“This is a great day to celebrate the launch of iExchange™. It was the result of commitment, dedication, and vision.”

Haitham S. Al-Faris
Chairman, President & CEO



Al-Faris® e-Tajer.net™ is an electronic market-place that is secure, scalable, reliable and easy — Done well, and ready to sell.

e-Tajer.net™ e-Commerce plans come in different access options.

- Sell up to 10, 50, 100 or unlimited Products
- Easy-to-use Administration Tools
- Real-time Credit Card Payment Processing
- Easily Upgradeable
- Secure Order Forms

e-Tajer.net™ service works as well for a merchant who is just starting his online business as it does for an experienced e-commerce merchant. e-Tajer.net™ delivers tremendous functionality that offers product based discounting, unlimited tax and shipping zones, sales reporting, affiliate tracking and much more.

The design flexibility combined with off-line and online payment options, makes e-Tajer.net™ a great choice for businesses that are looking for full-fledged e-commerce at an affordable price.





iCoop.com™ is the leading regional electronic market-place for groceries and consumer goods. Industry experts are predicting that home shopping may represent as much as 8 to 15 percent of grocery volume by the year 2005. Online shopping is rapidly becoming the biggest thing that's happened to the grocery business since the shopping cart.

Our Goals for iCoop.com™

- Our Dream - To fundamentally improve people's lives by bringing interactive shopping to a broad consumer market.
- Our Mission - To be the leading and preferred provider of interactive grocery shopping services.
- Our Passion - To amaze and delight each one of our customers.

Developed, managed and hosted by Al-Faris®, iCoop.com™ is a service that will enable subscribed cooperative societies and supermarkets to have the consumers to:

- Shop from work or home, day or night
- While you relax, we go to work
- And get delivery of goods right to your doorstep

iCoop.com™ is a simple and smart way of doing consumer grocery shopping. iCoop.com™ is CRM driven and payment will be transacted through our Trusted Pay™ online payment service.

Trusted



Al-Faris® **TrustedPay™** service enables customers to be paid electronically, reliably, and cost effectively, by any customer, anywhere in the world, in any currency, by any payment method.

TrustedPay™ provides both traditional and virtual businesses with integrated software that forms a complete transaction management system and allows them to converge their multiple selling channels:

- Addresses the needs of B2B, B2C, or P2P customers
- Receives input from any point of interaction or “customer touch point” such as the PC, wireless, traditional point of sale device, interactive media or call center.
- Supports a broad range of payment types, including credit, debit, and chip cards; wire transfer, e-checks, and gift certificates.
- Routes payment or message information in a secure manner to all major payment systems, commerce service processors, the Automated Clearing House, etc.
- Seamlessly links the virtual world front end systems to order and fulfillment systems.
- The engine performs additional functions such as fraud detection, reporting, and tax and shipping calculation and supports current authentication methodologies such as SSL, fraud rules, neural nets, and SET, as well as future requirements such as biometric based systems.

TrustedPay™ will be the leading Middle East service of Secure Electronic Commerce Payment Solutions. Although several companies offer electronic commerce payment solutions, **TrustedPay™** is the only service to offer multiple payment types including credit and check. So you get the quality, convenient and easy-to-use services that you demand.





Highly flexible account and fiscal period setup gives you the power to master your financial management system

iFinancials™ is a cost-effective, easy-to-implement solution that delivers strong accounting and business management capabilities and integrates with exposure for web technology.

iFinancials™ delivers superior financial management, giving you the functionality you need to master your financial picture and take full advantage of the wealth of information your financial system contains.

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|----------------------|---------------------|-------------------------|
| • General Ledger | • Sales Ledger | • Point of Sale |
| • Fixed Assets | • Purchasing Ledger | • Payroll and Personnel |
| • Account Payable | • Inventory Control | • Time Attendance |
| • Account Receivable | • Letter of Credit | • System Manager |

Multi company Management

Multi company Management is a flexible solution that meets the needs of the multi company business community. Its strong security measures ensure the accuracy and integrity of your multi company financial information.



Al-Faris® Business Consulting

Al-Faris® is all about delivering “big picture” solutions to our clients. And with the creation of our new management consulting department, called Al-Faris® Business Consulting, we are helping top executives and leaders steer the course and realize their vision. We deliver operational strategy, we offer our core IT competency for implementation, and we stay around to manage quality and ensure best practices are optimized. We are ready to deliver international quality locally to top organizations in the Middle East marketplace. It is not surprising that after expanding our corporate profile to include management consulting we have become a premier solutions-focused delivery partner in the Middle East.

Leveraging our core competency, we have earned a solid reputation for our new management consulting unit with top executives and leaders. We can combine high-value business consulting, expanded technology capabilities and proven business solutions that deliver trustworthy results. The market has applauded expansion of our core business and we have seen the value-added results in our own client service performance measurements.

Experts in strategy, business processes, operations and technology, Al-Faris® Business Consulting help deliver a vision for top management, and also navigate the challenges of implementing that vision. We help enhance your strategy with performance measurements, design operations which are in line with your vision, evaluate investments using our unique business case for operational investment, and deliver a roadmap to realize the vision in subsequent operational projects. We offer a unique combination of expert management consulting and high-value solutions that combine business expertise, integrated skill-sets and global alliance partners.





Al-Faris® Location



Our corporate office is located in the heart of Kuwait City. We have premises on the third Floor on the East side of the new Chamber of Commerce and Industry building. The building is constructed using the latest design and technology. A fiber connection directly to the Kuwait City telephone exchange helps deliver high communication bandwidths to the rest of world, and to the Internet. Stabilized power sources and power generators enable a few days backup supports our facility.

The building meets with our business needs to deliver **Innovative eBusiness Solutions** and to launch our Application Service Provides (ASP) business model of eBusiness applications hosting.



Al-Faris® formed its regional branch office in Bahrain towards the mid of 2003. The move to Bahrain, and the region as a whole, is aimed at enabling Al-Faris® to speed the growth of its local operations and to support its corporate customers and channel partners in Middle East. The move to Bahrain is aimed at consolidating the company's success in the region and developing and building on its "**Innovative eBusiness Solutions**" for regional expansion. Al-Faris® in Bahrain will service clients in the Kingdom of Bahrain, State of Qatar and the eastern part of the Kingdom of Saudi Arabia.

Towards the near future, Al-Faris® is expected to adapt a similar approach to become local to other Middle East countries such as the UAE and Oman.

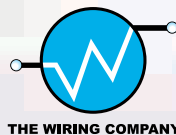
We are the Middle East representatives for:



We are certified by:



We have alliance with:





Working Together Is A Success

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