



**EQUIPPING YOU FOR A DIGITAL FUTURE**

2022

Company Profile

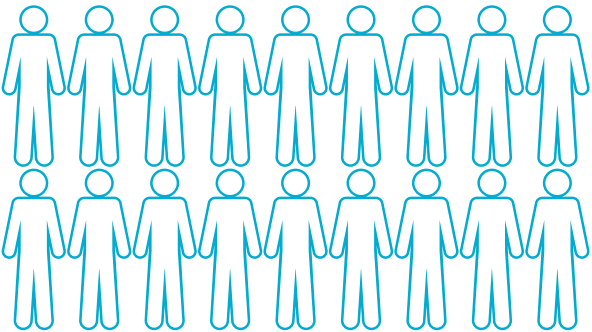
QUICK FACTS

2018  
FOUNDING YEAR



As Oracle  
Transformational Partner

MORE THAN 25  
DIGITAL EXPERTS



UAE, KUWAIT, KSA, EGYPT  
BAHRAIN & OMAN 6  
OPERATING



60  
MORE THAN  
SUCCESSFUL PROJECTS



\$5M  
MORE THAN  
PROJECTS VALUE



35%  
ROI  
AN AVERAGE  
ACROSS PROJECTS.



# OUR VALUE PROPOSITION

We help you to adapt and increase efficiency in an ever-evolving digital world.  
Our consulting services include digital strategy, NetSuite implementation, and full support to gain a competitive edge and achieve growth.



“GROW FASTER WITH END-TO-END SUPPORT”

# WHO WE ARE

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We have provided consulting services, digital solutions, and supported more than 65 clients in a diverse range of industries and verticals, including real-estate, construction, F&B, retail, hotels and resorts, property management, finance, automotive & wholesale.

By applying deep industry knowledge and cloud expertise, we identify areas of your business that will get the most impact from digital cloud solutions and tools.

Our Cloud Solutions skilled team will identify the challenges you face, choose the right cloud solutions for you, and implement them scrupulously and efficiently to maximize your growth potential.

“THRIVE WITH OUR TOP-TIER CLOUD SOLUTIONS”



# OUR MISSION

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We deliver cloud-based solutions to enhance your business, gain a competitive edge, and drive growth. Our specialist consultants and digital solution implementation team work closely with you to make sure you get the right digital tools to boost productivity and improve efficiency in key business areas. We offer 360o business solutions, to enhance and improve every single of your processes and workflows.

# OUR VALUES

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## INTEGRITY

We work to the highest standards and build trust by delivering the best possible results for our clients.



## TRANSPARENCY

We communicate clearly and ensure that our clients are fully informed, every step of the way.



## ACCOUNTABILITY

We monitor and optimize all of our implemented solutions carefully and share the results with all stakeholders.

# OUR SERVICES

We are an official Oracle Digital Transformation Partner, which means we plan, implement, and provide support for NetSuite, ERP, CRM and e-commerce features.

STREAMLINE YOUR PROCESSES AND WORKFLOWS

AUTOMATE TASKS TO SAVE TIME

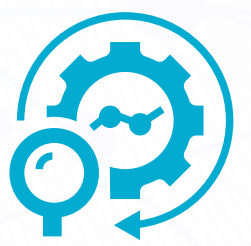
REDUCE YOUR BUSINESS COSTS

“  
LEVEL UP YOUR  
BUSINESS WITH OUR  
MANAGEMENT  
CONSULTING  
”

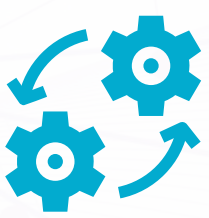
# HOW WE DO IT

We set up all the modules in one platform that is available on cloud and mobile and provide ongoing support and optimization, including scaling up as you grow.

To reach peak performance you need to align your business needs with the right digital solutions. Our partnership with Oracle has provided us bespoke digital solutions that will rapidly transform your business into a digital powerhouse.



Assessment of your business needs



Implementation and integration



Ongoing support and upgrading



Optimization and scaling up

“THERE IS NOTHING WORSE THAN BEING LEFT IN THE DARK”

# WHY CHOOSE TO WORK WITH DIGITAL ARENA?

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## 1. We take the time to truly understand your business

Our technical specialists thoroughly assess your system and processes, leaving no stone unturned in the pursuit of improved efficiency and productivity. We have gained a wide-range of experience, working with more than 60 clients in a variety of industries.



## 2. We apply our skills and expertise to help you thrive

When it comes to implementing digital solutions that move the needle, there is no better team than Digital Arena. We implement systems that work for you and make your life easier. Our digital solutions deliver more than 35% ROI on average.



## 3. We are accountable for your digital success

We are constantly looking to improve and optimize our results. We track and monitor everything we do to ensure that it is focused on maximizing your return on investment.



## INDUSTRIES & SOLUTIONS

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- RETAIL SOLUTION (POS)

DA POS solution empowers retail businesses to improve the customer service they offer. The POS platform has all the transaction tools and functions you need to receive, process, and manage payments.

- Sync data in real-time sync between inventory, pricing, and customer payments
- Accept multiple payment methods
- Integrate easily with invoices, refunds and returns, procurement, and collections
- Multilingual English & Arabic user-interface
- Support for multiple locations
- Online and offline modes available
- Build loyalty programs to strengthen customer relationships
- Offer promotions, offers, discounts, and gift cards
- Include tax charges (where applicable)
- Manage orders and fulfillment
- Full inventory management, including serialized items, barcode creation, daily reporting, item delivery, and customer signature collection

## INDUSTRIES & SOLUTIONS

### • FOOD & BEVERAGES

DA Food and Beverages (F&B) solution is designed for businesses involved in F&B manufacturing, distribution, and services. The platform includes functionality to help streamline your operations whether you are a food producer or run multiple restaurants.

Our F&B solution is designed to be fully scalable, encouraging growth and increased sales regardless of current business size.

F&B manufacturing and distribution companies can use the platform to manage production, stock, inventory, quality, and equipment maintenance. F&B service businesses can use the platform to manage front-of-house activities, kitchen tasks, menus, and transactions.

- Enable mobile ordering and contactless payments
- Manage stock, inventory, and product orders
- Access data and generate reports with ease
- Create and automatically update menus
- Manage ingredient and material orders
- Plan and execute equipment maintenance
- Track and monitor materials and products
- Apply automatic ingredient adjustments



## INDUSTRIES & SOLUTIONS

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### • CONTRACTING

Take full control of construction work and engage your workforce.

DA provides a comprehensive suite of project management tools to coordinate schedules, labor, and resources throughout the entire contracting cycle.

Our specialized construction & project management solution is flexible and versatile. It includes features to facilitate project planning, execution, and management.


- Assign and manage project teams
- Oversee multiple projects in different locations
- Control materials, resources, machinery, and equipment at task and project level
- Manage material and supply orders
- Schedule and manage issuing of materials
- Plan and automate subcontractors contract creation and billing
- Generate payment certificates


- Control budget at task level
- Process bills and invoices based on task completion percentage
- Oversee advance payments, withhold retention, and labor insurance
- Forecast project returns and revenue based on completion percentage
- Manage additional material requests at task and project level
- Automatically adjust inventory details based on processed transactions
- Generate detailed bill of quantities (BOQ)



# INDUSTRIES & SOLUTIONS

- LEASE MANAGEMENT SOLUTION

 DA Lease Management Solution is a comprehensive end-to-end business solution for real-estate companies, large or small.

 This is a cloud-based solution, eliminating the need to purchase new or upgrade existing hardware. The system helps you to manage all your property and financial data, with convenient and secure biometric fingerprint access.

 You can manage all your real estate workflows in one easy-to-use platform – handle everything from booking viewings to managing your properties. The fully scalable solution is ideal for any multi-property real estate business.

“MORE THAN JUST  
DIGITAL  
IMPLEMENTATION”



## INDUSTRIES & SOLUTIONS

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### • LEASE MANAGEMENT SOLUTION-FEATURES

- Securely manage residential details and data, both financial and non-financial
- Store property plans, drawings, contracts, and other property and sales documents
- Manage your leads efficiently with built in processes to qualify leads and manage the sales conversion process
- Manage opportunities and estimates to ensure swift follow up and effective sales workflows
- Generate sales contracts and payment schedules automatically
- Automatically follow up on outstanding customer payments
- Place and manage customers' holds.
- Manage the contract cancellation process
- Process refunds and issue credit where applicable



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Securely Managed



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Manage Opportunities



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Generate Contracts

## INDUSTRIES & SOLUTIONS

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- SERVICES AND MAINTENANCE

DA Services and Maintenance software will help you to optimize your service offering, improve performance, and maximize revenue and profits. Our solution automates processes and workflows related to your maintenance services. The platform helps you to manage all aspects of your business including client relationships, daily activities, and financial transactions.

- Streamline and automate key processes and workflows
- Manage and control finances
- Oversee transactions, invoicing, and inventory
- Improve client relationships with one-click CRM integration
- Manage your job cards and technicians assignments
- Apply robust security measures for data protection

# INDUSTRIES & SOLUTIONS

- FINANCE & INVESTMENT

DA solutions provide a comprehensive and secure way to manage your finances and investments. Our solutions include investment management, data storage, and automation tools to streamline your financial processes. We apply robust security measures to ensure the integrity and safety of confidential data.

- ▶ INVESTMENT MANAGEMENT
- ▶ BANK LOAN MANAGEMENT
- ▶ LETTER OF CREDIT
- ▶ LETTER OF GUARANTEE

## INDUSTRIES & SOLUTIONS

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- FINANCE & INVESTMENT

- INVESTMENT MANAGEMENT

Investment In Equity Securities: IAS (28-32-39) IFRS (9-10) for “Fair Value Method” and “Equity Method”.

Managing company’s portfolio in terms of acquisition, fair value assessment, bonus shares, purchase of additional shares, accounting for gain/loss on sale of security, and dividends received.

- BANK LOAN MANAGEMENT

Loan management is a cloud solution that automates the lifecycle of the loan from initiation to service, and from processing to collection. This solution includes; loan refinancing and restructuring; credit history, and processing the account electronically, and thus saves you from paperwork, and helps reduce error and effort when tracking and settling loans across institutions and companies.

The loan management software offers a comprehensive view of the borrower's transactions on a single platform that stores loan data, integrates with existing automation tools and other resources and metrics.

This solution manages documents, creates contracts and executes loans, providing performance analysis to maximize the financial and operational performance of the user. It is designed to control risks, improve customer interaction, configure products, reduce operating costs, and create dashboards and reports.

## INDUSTRIES & SOLUTIONS

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- FINANCE & INVESTMENT

- LETTER OF CREDIT

DA Letter of Credit (LC) helps you to manage your letter of credit process for international trade. The entire process is covered, from purchase order creation through to vendor bill payment.

- Make your LC process more efficient with automation tools
- Implement a unified solution
- Automatically record bank commissions against letters of credit
- Manage any irrevocable letters of credit
- Record bank margins
- Manage liability for irrevocable letters of credit
- Maintain accurate compliance reporting
- Record letter of credit against purchase orders
- Automatically sync letter of credit accounts with NetSuite

- LETTER OF GUARANTEE

DA Letter of Guarantee (LG) helps you to seamlessly manage and streamline your letter of guarantee processes for new tenders/projects.

- Record and manage a variety of letters of guarantee, including bid bond, performance, and advance payment
- Manage letter of guarantee projects
- Record advances received against advance payment letters of guarantee
- Manage letter of guarantee bank commissions
- Manage bank-fixed deposit margin
- Manage fixed deposit interest
- Manage letter of guarantee default and maturity



# INDUSTRIES & SOLUTIONS

- HUMAN RESOURCES MANAGEMENT SYSTEM ((HRMS)

This cloud solution gives the HR team in your company a new advantage over past approaches. With our HR Cloud solution you can automate manual processes, onboard new hires more efficiently and drive communication, collaboration, and engagement to new levels.

A complete set of core workflow-based HR and Payroll functions including:

- 👤 Recruitment
  - 👤 Absence Management
  - 👤 Personnel Files
  - 👤 Grading System
  - 👤 Assignment Management
  - 👤 Business Travels
- 👤 Training
  - 👤 Performance Appraisal
  - 👤 Benefits and Compensations
  - 👤 Self Service



# MAIN REFERENCES



بورصة الكويت  
BOURSA KUWAIT



hamat



النهار  
Al-Nahar International Co. شركة النصار الدولية



أطياب المرشود  
Atyab Al Marshoud



GEC DAR  
Gulf Engineer's Consultants



الأرجان  
ALARGAN



العيسى  
al-essa



Kuwait



ARIZONA NATIONAL



مجموعة العميري  
AL AMERIGROUP



تيننا  
Tina medics  
شركة تينا الدولية للتقنية الطبية  
TINA Medix Technologies Int. Co



الجوثن  
Jothen



Caribou  
COFFEE



برنامج خدمة  
ضيوف الرحمن



هوم أند جاردن  
HOME & GARDEN  
تصميم وتنسيق  
SURROUNDING YOU WITH NATURE



محمد الحبيب  
Mohammad Al Habib



portalholding Co.  
شركة بورتال هولدنج



كادن للاستثمار  
Kaden Investment



PUBLIC  
MOTORS





وصيل  
Waseel



BRASS.  
MONKEY



& MORE


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THANK YOU



Digital Arena Technologies


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