COMPANY PROFILE

The Company

"The Client first (above all else), with Integrity, Honesty and Openness"

A young company with a mature and highly experienced management team, BITS combines the discipline and methodologies employed by IT multi nationals with the application of solutions to Middle East specific environments through theirlong term Gulf based and highly qualified staff.Our ethical approach to business draws upon long experience of the client centric management culture of both European and Asian multinationals.

The company is committed to the provision of ERP solutions to the SME market in the Middle East from our base in the UAE. The BITS team offers the benefit of a combined 40 years of business consultancy experience within the Region with exceptional in depth understanding of the Retail, Distribution and Trading industries. Our team strength lies in our ability to combine re-engineering of business processes with the flexibility to customize the solution to cater for essential client specific requirements.

The Solutions offered by BITS – Application Software

Microsoft – Dynamics NAV

Microsoft – Dynamics AX

Landsteinar Strengur - LS Retail

Targit – Business Intelligence Tool

JetReports – Excel based Reporting Tool

RetailBI – Business Intelligence Reporting Tool for Retailers with ready Reports available

RFID – RFID solution for Warehouse and Retail

Middle East Specific customized applications using Microsoft's Navision architecture

The BITS team has been working with Microsoft's Dynamics products since its inception in Middle East and before that as the Navision A/S product since 1995. Our team members have grown with the product and can offer both an in depth understanding of the product's functionality but essentially experience of its application to all types of industry.

In order to address the Retail industry specifically BITS staff has been working with the Landsteiner Stranger products (Info store and Gore Retail which are now merged as one product LS Retail after the merger of two companies in 2004) for more than 12 years and our team members indeed were responsible for their introduction to the Middle East market place. Once more in depth experience and understanding of both product and industry.

Our Management were part of the team that has first introduced Navision A/S in the in the Middle East region. We are all familiar with both legal, fiscal and administrative regulations that make our environment specific and either not addressed or inadequately so in western developed packaged software. Our staff at BITS has developed a catalogue of fully integrated routines and modules to exploit the underlying package solution to enhance its usability and ensure conformity to our environment.

With our consultant's wide experience in automated retail management systems and distribution, BITS, is involved in every stage upon client selection of Systems software, implementation and completion offering continual functional and technical support. Our extensive skills encompass all aspects of implementation and operation, including business requirements definition, development of functional specifications for client approval, system design, and managing development teams customizing software to fit specific client needs. Typically, we are on-site at the retailer's locations handling client contact, providing functional and technical training and support, and resolving any and all troubleshooting issues that arise when the client initiates software usage in a live setting.

Unlike other consulting firms, at BITS we possess operations experience in a Retail environment (Super Markets, Hyper Markets, and Departmental Stores, Fashion houses, Electronic Stores, Restaurants (fine dining) and distribution center at the GM-level. Our associates are well versed in all aspects of Retail Business Processes for multiple Stores/location management, from budgeting to productivity and Sales to establishing and maintaining business partnerships. We pride ourselves on our team proven track record for effectively administering multiple implementations. This is due to effectively directing team members in the deployment of software ensure and gaps are filled with modifications and functionality enhancements to ensure that all business requirements are met within budget restraints and time schedules. In addition, BITS team has experience with large Retailers distribution centers, having been responsible for the successful implementation of a 1.2 million square-foot retail distribution center and large Retailer with 450+ Stores with multiple franchises.

In order to meet the individual needs of clients, BITS maintains a wide range of technical and business applications competence. We excel in SQL and Dynamics NAV native databases, Business Intelligence Tools, Reporting Tools, and Hand Held Devices/solutions. Our extensive knowledge base entails host systems interfacing with the Warehouse Management System, including merchandising, purchase order, and planning and allocation systems. Moreover, our functional and technical experience extends to interfacing with third-party conveyers and

various unit sorters. At BITS we are continually expanding upon our knowledge and services to assist clients with successfully implementing Warehouse Management Systems in multiple distribution centers throughout various locations.

Exceptional functional and technical expertise coupled with extensive industry knowledge makes BITS the ideal choice for a solution partner to supply, implement and manage the introduction of your Retail, Distribution/Trading and Warehouse Management System.

Some of the Local Adaptations that are essential for the solution to best conform to business practice and regulation in the GCC and in general the Middle East Region is listed as follows which has been developed by our team of experienced business consultants are:

1. Human Resource & Payroll Module a GCC Version
2. Human Resource & Payroll Self Service Module GCC Version
3. Human Resource & Payroll Time and Attendance biometric and other devices integration
4. Human Resource & Payroll Time Sheet with Project based time allocation and Project Costing
5. Post Dated Cheques Module (PDC - Issue & Receipt)
6. Letter of Credit (L/C's) Module
7. Free Zone Inventory Module (Inventory Tracking by Bill of Entry References)
8. Project Management Module (A fully integrated module with Purchase, Sales, Inventory and Finance)
9. Inventory Hand Held Module with option for Online & batch
10. LS Retail Solutions:
    a. Share Holder Module (Arabic/English Version)
    b. Loyalty Module

Microsoft Dynamics NAV (formerly/previously NAVISION)

Microsoft Dynamics NAV was created to offer small-medium sized businesses extensive, sophisticated features at an affordable price. Microsoft Dynamics NAV is a comprehensive and customizable solution that addresses Financial Management & Accounting, Manufacturing, Business Intelligence, Sales & Marketing, Distribution, Purchasing & Payables and more. It integrates with other Microsoft products such as Office, SQL Server and Windows, and has Portal capabilities that enable the creation of websites featuring employee, customer and partner access.

Why We Like Dynamics NAV

Our prime focus and offering during initial period 6-12 months to Dynamics NAV and then extended to Dynamics AX and Dynamics CRM. MS Dynamics NAV is deliberately flexible, enabling customization to meet specific business/industry needs. It will integrate with external software packages and can adapt to changing needs and conditions. At BITS we have extensive experience with Microsoft Dynamics NAV. We like it, because:

- Navision will adapt to the way you already do business rather than forcing you to do business it's way;
- Navision's native features are sufficiently broad and deep that you rarely need to purchase 3rd-Party add-ons;
- Smaller companies can be spared the cost of licensing an SQL database because Navision runs on its own reliable proprietary database. (You can upgrade to a SQL database at a later time if your growth justifies the expense.)

Microsoft offers two editions of Microsoft Dynamics NAV: Business Essentials and Advanced Management. When you select an edition, you license the number of users who will use the components. If you need functionality beyond what's included in the edition you choose, you can add additional components to compare what's available with each edition, as well as add-on components. BITS can help you decide which edition is right for your needs.

Microsoft Dynamics Sure Step Methodology

BITS is committed to adapt **Sure Step** Methodology and will be getting its Consultants trained and certified on Microsoft Dynamics Sure Step in order to comply with Microsoft Standards since it provides a complete methodology which is tried and proved.

Sure Step will help BITS minimize risk, improve customer satisfaction, and increase efficiency with easy-to-use implementation guidance and tools, proven best practices, and customizable templates.

With Sure Step BITS can reduce risk and increase profitability with greater control over projects. Like any other Microsoft Solution partner BITS sells software, hours, and successful project delivery—which is where most of our cash sits. By improving project delivery methods, our organization can free up cash to invest in other critical business areas Improve customer satisfaction and long term retention to increase overall value by anticipating and avoiding costly overruns by using a predictable and stable delivery process.

As **Sure Step** business strategies adapt to meet changing market conditions, which BITS delivery team needs to keep pace with BITS is serious in adapting Microsoft Dynamics **Sure Step** Methodology that can help BITS manage all Microsoft Dynamics ERP and Microsoft Dynamics CRM products and their differing project complexities by utilizing **Sure Step** project management discipline and field-tested best practices, plus user-friendly tools that can help BITS deploy, migrate, configure, and upgrade Microsoft Dynamics products.

Please note that Microsoft Dynamics Sure Step is available to Microsoft partners to help reduce risk and guide you through the tasks associated with deployment and configuration of Microsoft Dynamics solutions.

New Dynamics NAV Implementations

Microsoft Dynamics NAV is a terrific solution for companies that have outgrown their existing systems. BITS can handle all aspects of a new Microsoft Dynamics NAV purchase and installation. We can come in at the beginning and perform the necessary Requirement Gathering. We can assist in configuring and provide license and configure hardware as needed. We can customize the software to make it work exactly the way you need it to. We can then provide staff training and once the new system is up and running we can provide ongoing or situational Technical Support, as well as perform additional enhancements when the need arises. If you've already performed your Requirements Gathering and know exactly what your needs are, we can work with the specs you give us.

Customization

BITS can customize Microsoft Dynamics NAV for new and existing users.

Many of our clients use proprietary software solutions to handle certain parts of their business while using Dynamics NAV for other aspects such as Accounting, Purchasing, etc. We can create interfaces as needed to enable Dynamics NAV to interact or simply co-exist with proprietary or other off-the-shelf software packages.

We can also program interfaces that transfer data from the Dynamics NAV database to external companies (vendors, suppliers, etc.) in formats that they may require. (SAP for example.)

We can enable Microsoft Dynamics NAV to feed data to new or existing customer websites if required.

If you have Microsoft Dynamics NAV and you want it to do something it doesn't do yet, we can help.

Support

We will provide technical support for any new Microsoft Dynamics NAV installation we complete.

We also provide support for existing Navision installations. (Vendors go out of business, companies relocate, etc.) If you need skilled and stable support for your Dynamics NAV, SQL, and OS BITS can provide it.

BITS can implement Microsoft's periodic software updates, security patches, etc. Time requirements vary, so we can provide quotes on an as-needs basis. We can also trouble-shoot problems that might come up on either a situational-basis or as part of an ongoing Service Level Plan.
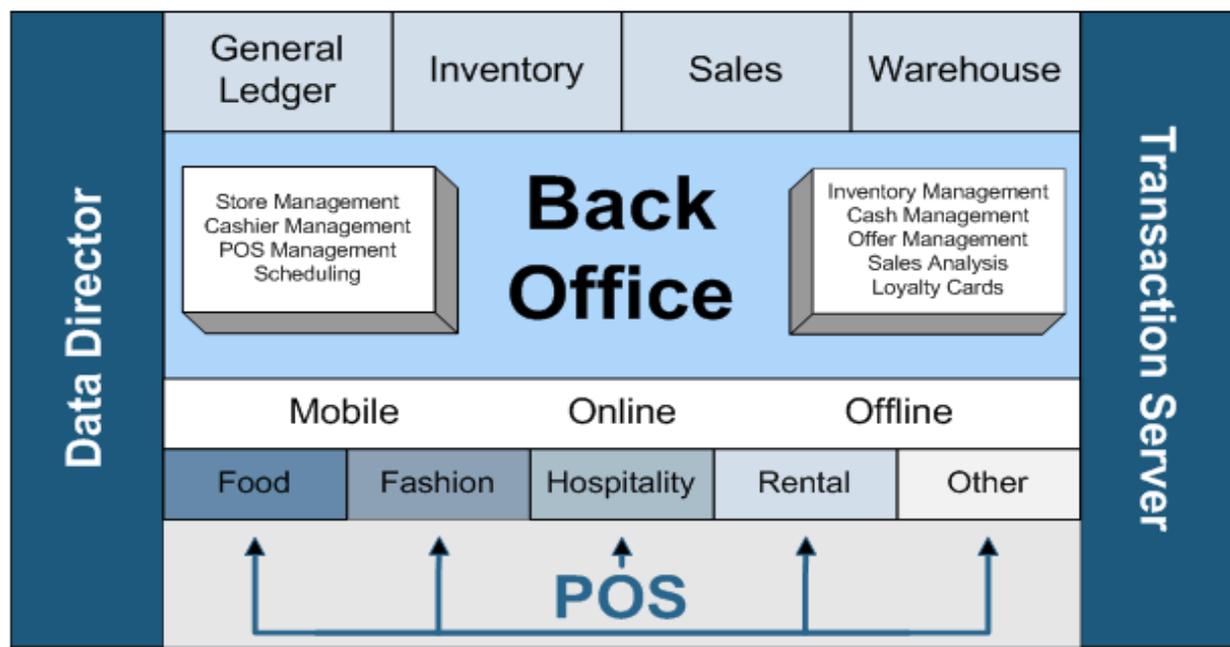
The Long Haul

At BITS, we get tremendous satisfaction out of developing and maintaining long-term relationships with our client companies. You can rely on us to make sure that you're Microsoft Dynamics NAV / Navision installation works, grows, and evolves with the ever-changing business environment that we live in. In an unpredictable world we are solid, stable, and in your corner!

Market Verticals

At BITS, we are focusing on Industry verticals and the Retail Segment of SME ERP market is our prime focus as we believe Dynamics NAV with LS Retail Add-on is the only solution that gives Retailer an End to End solution from POS to General Ledger, while other ERP solutions requires interfaces due to design of their products as these Solution Vendors has acquired multiple products from different Solution Vendors to provide a complete Retail Solution, since the architecture, Codepage and technology is different it does not give a look and feel of an integrated solution.

"A Complete Solution to Retailers that is inclusive of Dynamics NAV – LS Retail as represented in following chart"

 If you have any questions about Microsoft Dynamics NAV, please contact us at following
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E-Mail: info@bitsuae.com.

We represent following Solutions:

The Solutions – IT Systems and Support (Hardware and Infrastructure)

BITS is committed if requested to the supply of turnkey solutions in support of the application solutions provided through its Infrastructure Division. The company adopts an 'open' policy to procurement and subsequent support of such systems.

We at **BITS** firmly believe that a solid ground for IT structure allows a company to utilize its IT resources effectively. We would like to make a proposal to team up with your company to provide you with quality and reliable IT Services and products.

BITS offers a wide range of services and products to cater to your IT requirements. Your company have confidence in us providing reliable service as our Technical Staff is composed of well-experienced Engineers and Technicians.

We aspire to the highest level of excellence in our products and services. We believe that taking a calculated risk encourages growth and new discovery. We push ourselves to the limit, question boundaries and continually advance, with that, we assure you our best professional services at all time and we look forward to a long – term business relationship with you.

Specializing in:

In addition to ERP Solutions BITS also specializes in Infrastructure Solution, we offer following Solution:

- VPN & Remote Access Solutions
- Networking & troubleshooting
- Access control systems with Time & Attendance System
- Data Recovery
- Products & Services Offered
- Annual Maintenance Contract (AMC)
- Software & Network Support

BITS provide leading edge, high quality solutions to our clients which meet or exceed functional specifications. We make sure our customers achieve a fair and attractive economic return to ensure the success of their company and achieve long term sustainable growth.

Our Goal: To give the Best Customer Experience by providing quality IT Services and Solutions in a timely manner.

1. VPN & Remote Access Solutions

We provide customized solutions for remote access for connecting various offices of your Company resulting in reducing the overall cost of communication, data processing and staffing etc. Virtual Private Networks (VPNs) allow organizations to securely extend their LANs over the Internet by encrypting the data traffic. VPNs create the ideal infrastructure for providing a secure method for the exchange of data and network resources with employees, partners, suppliers and business associates.

2. Networking (Wired / Wireless) & troubleshooting

Data/Voice Cabling: From Cat5, Cat6 to Fiber Optical and beyond, we have the engineers and the skills to install or upgrade your network. Our engineers arrive on your project with everything you would expect for the installation of one of the most critical yet under-appreciated of a company's assets. From a simple network point test to the installation of a fully operational system, you can rest safe that when we attend site we do our best to work around the day-to-day running of your company. We aim to offer a wide-ranging service without losing site of our core skills, enabling us to provide you with a greater level of service.
• Wireless is changing the way we work
• Work anywhere Conference room, guest office, lobby, even outside
• Less expensive
• Add new employees in seconds
• Avoid pulling new wires
• Move locations without losing infrastructure and facilities costs

3. Access Control System (ACS) with Time & Attendance system

Fully integrated system is designed to allow only authorized personnel and visitor's access to secure areas inside your facility. The system provides automatic access control across multiple zones within a single facility, as well as across multiple facilities. It allows he monitoring and control of personnel passing throughout the facility by means of electronic card readers, hand geometry units, fingerprint scanners, keypads, and balanced magnetic switches. The **ACS** grants access authorization for individual doors by accountability sector, day, and time. The system can also accommodate your current badge system maximizing your existing investment and allow existing security system data to be directly imported.

The powerful time control management system software designed to providing efficient & effective administration of human resources in every corporation.

Features & Benefits of Time & Attendance system

- Manage time attendance & time clocking activities.
- Provides 6 definable daily clocking activities.
- Supports overnight working time not exceeding 24 hours.
- Supports rotating duty rosters and a maximum of three shifts in a day.
- Provides easy management of multiple devices.
- Enables download of data & transactions.
- Allows export of data transactions.
- Produce various kinds of time attendance reports.

4. Data Recovery: In effect to the growing concern of data and/hard disk failure, which has caused organizations loss of precious time and money, **BITS** formed a *"Data Recovery Team"* which utilizes the very latest and proven disk recovering techniques. Our hard disk engineers have the know-how to prototype jigs to increase the chances that other companies deem as an "unrecoverable project." or *"Catastrophic"*. **BITS** Data Recovery Services offers professional, fast, economical data recovery caused by hard drive crash, software corruption, a computer virus, human error, or a natural disaster. With many years in the data recovery business, our engineers are experts at hard drive recovery, Exchange & Mail recovery, Windows NT recovery, UNIX recovery, MAC recovery, tape recovery, disk recovery, SQL database recovery, password retrieval and much more. No matter how the data loss occurred, Data Recovery Services has the ability to recover it for you.

5. Products and services offered.

BITS is One-Stop Solutions for all your Service Needs today. Our Professional Services Division draws up the following services keeping in mind to care for the investments of the companies, for the benefit and smooth operation of their day-to-day business operations and it's IT Division. Various Products that are being offered are: -

a. **Printing and multifunction**: Printers, faxes, copiers, all-in-one/multifunction machines, print servers and network software, digital offset printing, large-format printers and plotters.

b. **Desktops, workstations and appliances**: Dependable, secure systems that simplify business computing and offer the latest in home gaming and entertainment.

c. **Notebooks and handhelds**: The best in mobile computing - from thin, light notebook PCs to PDAs, all with wireless access to your most important information

d. **Digital imaging and audio**: Scanners, digital projectors, digital audio devices, digital senders and photography.

e. **Storage**: DVD and CD products tape and automated backup, archival products, storage media, including network-attached storage (NAS), disks, disk arrays and storage area networks (SANs).

f. **Servers**: Blade and tower servers, super scalable servers and server appliances for rack-mount environments, internal system expansion or simplified clustering.

g. **Options, supplies and accessories**: All the extras you need to enhance your performance and productivity, including printing and digital imaging supplies, memory, docking stations and more.

6. Annual Maintenance Contract (AMC): Annual Maintenance Contract (AMC) is aimed at providing professional and economical service to Large and Medium range of companies. Any company wishes to sign-up AMC can do so for their Computer Systems and for Peripherals or can isolate the systems from the Peripherals. We care for the investment of the companies and provide adequate support in maintaining the existing investment as an Economical costs.

- On-site support for both Computers and Peripherals.
- Standby for Critical Devices like Firewall.
- Preventive Maintenance.

7. Software and Network Support: This category is targeted for medium and small business that does not carry any IT division or team to support the system and the users. We will join hands with such business organization and provide user support functions and maintain the equipment. BITS provides software support and Network solution if any company requires them time to time.
- Fixed Visit of Engineer (Optional)
- 4 Hours Response and 2 hours on server related problems
- Provide Consultations
- Fix Network related Problems
- Printer Driver and Connectivity
- Phone In Consultation Service (PICS)
- Consultancy services to identify new procurement

We Can Support & provide following Hardware/Infrastructure: