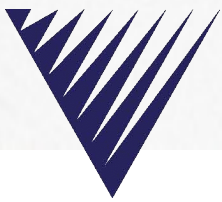




# OPERATIONS OVERVIEW



Technology Solutions

**VALUETECH**

Delivering Value To Your Business

*because better is possible*





For Us Business is not just about making money. Its about Vision, Patience and Execution. Our Goal is Customer Satisfaction. We provide Technology enabled Business Solutions that deliver value to our customers operations bringing tangible benefits that positively impact their operational efficiency.

We build lasting relations based on trust !

We believe better is possible... always !!

*because better is possible*



Change is the only constant in Life - Every thing changes with time. In today's world, technology is the catalyst that is bringing about extremely rapid changes - *Everyday*. Technology is causing us to change the way we lead our lives and more importantly do business. Businesses are increasingly leaning on technology to make their operations more efficient, more competitive and consequently more profitable. In the past decades, the speed of change through technology has also brought home to the corporate world, the reality of global competition. In the process, it has separated the men from the boys. Those who are unprepared or unwilling to face reality are falling by the wayside. But organizations that pursue a *consistent, coherent* business strategy and create equity based on *quality, service differentiation* and *customer loyalty*, are better prepared for the future.

VALUETECH is a young organization setup with these long term goals and vision by a group of experienced market professionals having a combined experience of 50+ years of the local market. We passionately pursue customer satisfaction in all our interactions, value relationships and align our personal growth to the success of our customers. For us true value lies in the enterprise of business and not in our bottom line.

With time, the paradigm of new business has shifted irreversibly. Creativity and experimentation beyond the confines of management architecture is becoming critical - **for success and survival**. Business Innovation is the corner stone of our operations. Our Operations also do not follow the conventional BUY-SELL model but are about making relationships and building trust. We do not sell technology but provide our clients business solutions that are technology enabled and positively impact their operations.

For any organization, professional management of its operations involves creating and managing its purpose, identity, values, beliefs, core mission and culture with continuous vigor and vitality. We believe in embedding in our people, deep-rooted feelings of belonging and loyalty, help them develop their skills and competencies and prepare them for the new challenges. For us, our vision is our future - **the dream**, our mission statement - **our focus and purpose**.

Objectives and measures are goals to be achieved in a time frame, strategies and competitive advantages our business differentiators, product portfolio and strategic operations plans, our road map.

Essentially our operations are about building relationships based on trust, not making business deals.

Our values and our people are our strengths and the minimum expectation in our operations is that our people will be open and honest in their dealings with others and will readily accept responsibility, becoming "other" centered, rather than self-centered, valuing the nobility of service, finding and bonding with customers and serving these customers to delight them.

We empower our people and give them the freedom to make decisions. We ensure regular trainings to keep skills and knowledge optimized and help our operations be aware and bridge the "knowing" and "doing" gap, always keeping our service at peak levels.

The success and ultimately the survival of every business, large or small, depends in the last analysis on its ability to develop people. This ability is not measured by any of our conventional yardsticks of economic success; yet, is the final measurement.



Success in business implies optimism, mutual confidence, and fair play. We hold a high opinion of the worth of the solutions we provide and feel that we are a useful public servant. Building on our founding principle of innovation, we believe we are in business to bring forth work that does not yet exist and that cannot yet be clearly defined.

Business governance demands that financial reporting is accurate and secure, that assets are effectively managed, and that employees, the most valuable but the most expensive asset the organization has, are enabled, empowered and productive—objectives that can be efficiently met through the use of technology.

Technology however is an enabler for more effectively managing the business, but does not solve the problem unless it is tied directly to business and governance objectives. By aligning IT with business objectives, IT becomes a business contributor, in a sense - *assuring that the business* meets its vision and goals.

Utilizing technology more effectively enables businesses to address many of the challenges they face everyday, such as how to improve commercial performance, increase business up-time, raise output per employee, improve customer service and satisfaction, reduce business and security risks, cut operational costs, comply with multiple regulations, and keep staff happy and motivated.

We see our technology enabled business solutions, which are aligned to our customers objectives, move from being a business enabler to a business contributor and play a central role in the future of the organizations business strategy.





*because better is possible*

Valuetech is a wholly Saudi owned organization. It is an independent Company under the holding group Businessplus. Businessplus is a multifaceted holding group involved in diverse and varied activities.

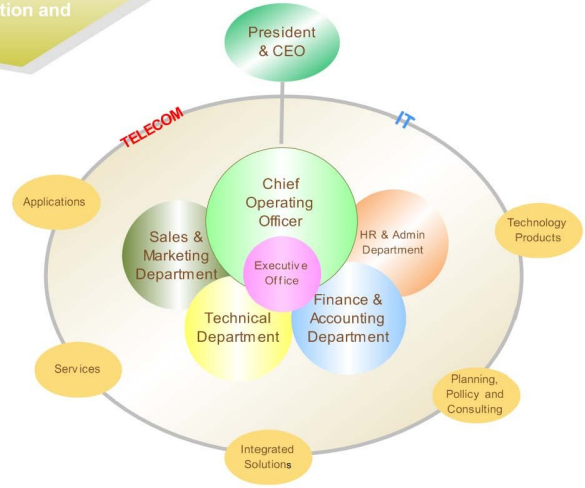
Valuetech, like all subsidiaries of Businessplus strictly follows professional business ethics. A financially sound organisation, Valuetech maintains credible operations at all times and works with the objective of exceeding client expectations and earning their trust.



The Holding group Businessplus has as its subsidiary companies - **VALUETECH** as its technology company, **VISIONS** - Management consultancy company, **EMPLOYIT** for technology resource secondment, **INNOVATE**—trading division and its new diversification in the field of medicine and health services—**MEDITECH**.

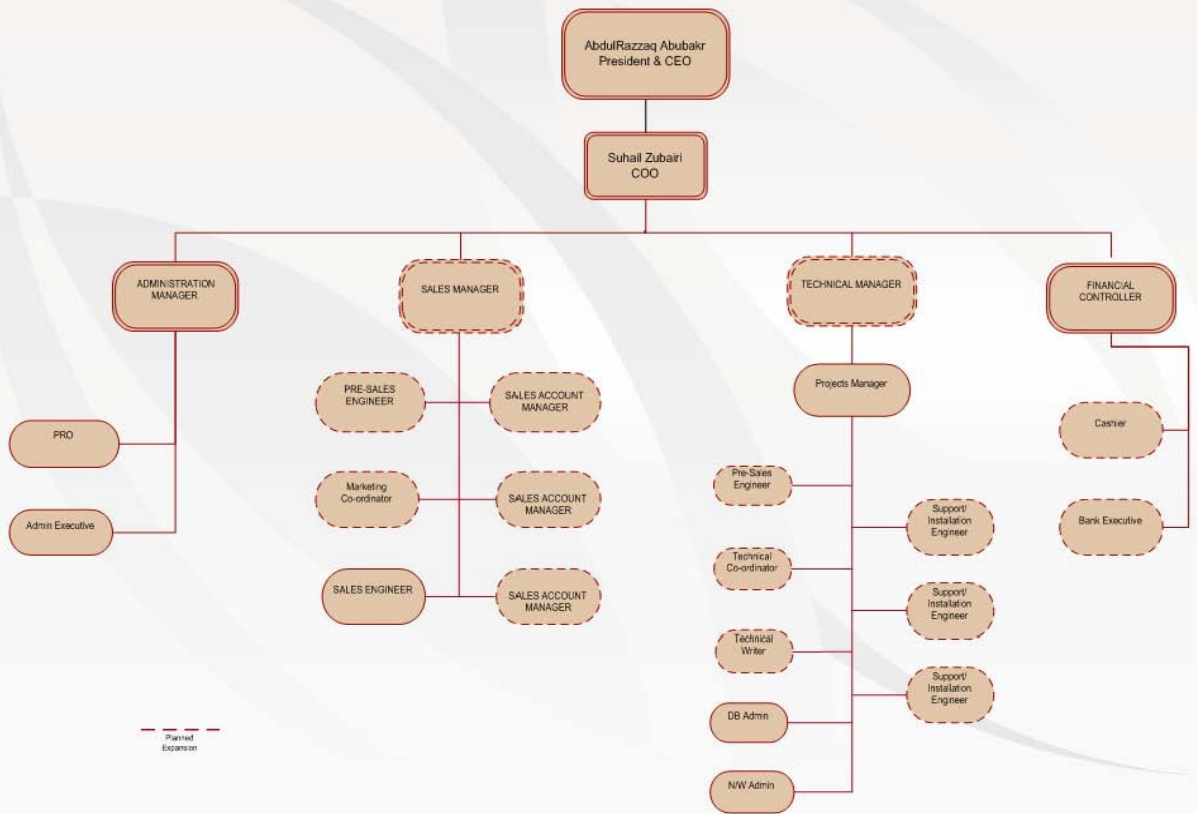
Our Organization and Structure

Technology Solutions  
**VALUETECH**  
 Delivering Value To Your Business

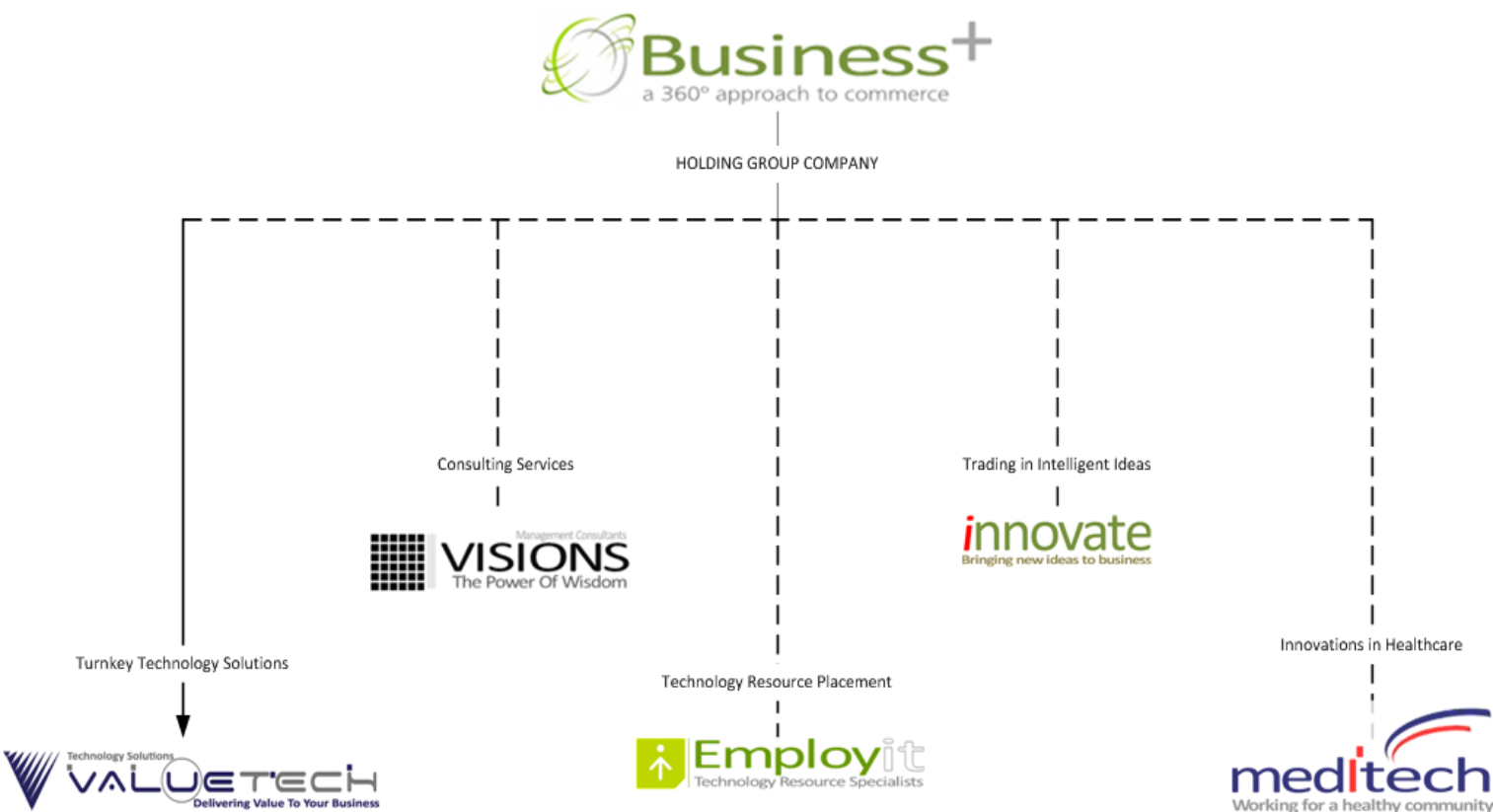


Technology Solutions  
**VALUETECH**  
 Delivering Value To Your Business

Company Organizational Chart



## GROUP ORGANISATION STRUCTURE



Your ability to learn faster than your competition is your only sustainable competitive advantage



*because better is possible*



ValueTech is setup as a lean and aggressive organization to tap the vast potential in communications and I.T business in Saudi Arabia and the regional market and provide innovative and relevant technology solutions to meet client requirements. Our main objective besides earning ethical profits for our shareholders is to Deliver Value and bring benefit to our clients, Individuals and society at large. ValueTech, part of the *Businessplus* group, is a financially sound company and the strength and experience of the local market in its core management team has enabled it to develop excellent relations, based on performance and trust in the top corporate sectors in the middle-eastern region, including all major Corporations, Ministries, Service organizations like the Petrochemical manufacturing sectors, Power, Water and Telecom Utilities, Oil industry as well as the Industrial sector. ValueTech is very strong in the Governmental and Regulatory organizations.

We offer a wide and multifaceted range of solutions to our customers, in the ICT arena primarily, bringing technology that is relevant to our region and useful to our customers. Our Core Strength areas are in providing Turnkey IT and Telecom solutions mainly for Mobile Network Re-engineering, Information Management solutions, Software development and support, Mobile computing solutions, Skilled, experienced & qualified IT and Telecom Resource secondment, besides customized corporate technology trainings.

We have strategic alliances with reliable and renowned international companies in the ICT fields, to provide our customers' time bound quality solutions, which are cost effective and tuned to the customer's requirements. ValueTech offers these solutions through its global partners, all of whom are renowned for offering proven and reliable solutions cost effectively.

We see business issues in the full light of their implications, from strategy through implementation. We examine all aspects of our client's business, and assist in improving their business performance by helping improve decision-making organizational capability and overall business operations.

We believe excellence cannot be achieved merely by making technological improvements. Competence is essential for business — but business is more than competence. What is added to competence gives the value delivered by business. Competence is becoming a commodity, Information is becoming a commodity. State of the art technology is becoming a commodity. So what is going to differentiate businesses? Competence along with Innovation and Creativity - bringing new Ideas in using technology as an efficiency enabler is what we hold crucial in our organization to Deliver Value to our customers.

At ValueTech we keep abreast of emerging technologies internationally in the technology fields and use our knowledge to the best advantages of our clients. As Businesses adapt themselves to the Internet age and as Business management becomes more competent, we support our clients in exploiting the possibilities this offers to the fullest.

What started ValueTech was our belief that much better was possible. We believe Success in business implies optimism, mutual confidence, and fair play between business partners and constantly strive for it. Building on our founding principle of innovation, we are in business to bring forth solutions developed from intelligent concepts. We work with the conviction that our organization should pursue all tasks with the belief that they can be accomplished in a much better and superior manner, guided by quality in all aspects. Maintaining a customer oriented approach with a positive attitude toward service are the basic foundations of our organization. We look at Technology not only as a means to support our corporate customer base but as a means to benefit our citizens and our society at large. Besides all our technical offerings we constantly are looking at innovations in technology – be it in any field – which we believe will positively impact the lives of our citizens and improve efficiencies of our business and endeavor to introduce it in our markets. Business is a lot like a game of tennis — those who serve well usually end up winning.



People make companies, companies do not make people. People make businesses work. We tie people together, provide meaning, and create a culture through our performance and momentum in our organization through inspiration. A common reason why so few people are consistently able to achieve meaningful results is that they are unwilling to experience the discomfort associated with relentlessly pursuing a correct perception of reality. In ValueTech - belief in your abilities, Clear vision of your goals and persistence are virtues we hold dear. The success and ultimately the survival of every business, large or small, depends in the last analysis on its ability to develop people. This ability is not measured by any of our conventional yardsticks of economic success; yet, is the final measurement.

Our strength is our people – competent, dedicated, aggressive and committed to our mission of client satisfaction and fully aligned with our aim of providing our clients Hi-tech Solutions that are Different, Better, State of the art, Proven and Available!



# Our Services

**Mobile Telecom  
Network Solutions**

**Technology Resource  
Placement Services**

**Enterprise Output  
Management**

**Enterprise Content  
Management System**

**Data Quality  
Management System**

**Software Development**



Technology Solutions

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**Mobile Wireless Network  
Repeater Systems**

**Innovative Mobile Prepaid  
Card Solutions**

**Service Delivery  
Management**

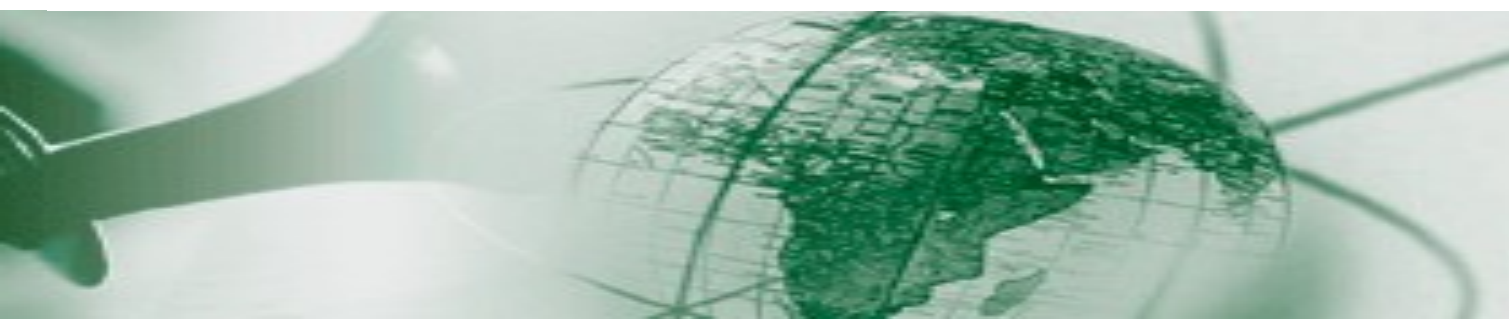
**Vendor Management  
System**

**Web Applications**

**Remote IP Infrastructure  
Management**

**Mobile Computing  
Solutions**

**Mobile Value  
Added Services**



*because better is possible*

# Our Partners



MOBILE TELEPHONE NETWORK SOLUTIONS  
 :: PERFORMANCE MONITORING  
 :: NETWORK OPTIMISATION  
 :: AUTOMATIC NETWORK COVERAGE HOLE DETECTION  
 :: CAPACITY PLANNING  
 :: STK/MOBILE APPLICATION DEVELOPMENT



ENTERPRISE OUTPUT  
 MANAGEMENT SOLUTIONS



CONTENT MANAGEMENT SYSTEMS  
 Proven Archiving & Retrieval Systems  
 Enterprise Content Management  
 Business Process Management



:: Remote IP Infrastructure Maanement  
 :: Unified TR069 & OMA-DM Platform  
 :: Auto configuration and Remote Diagnostics



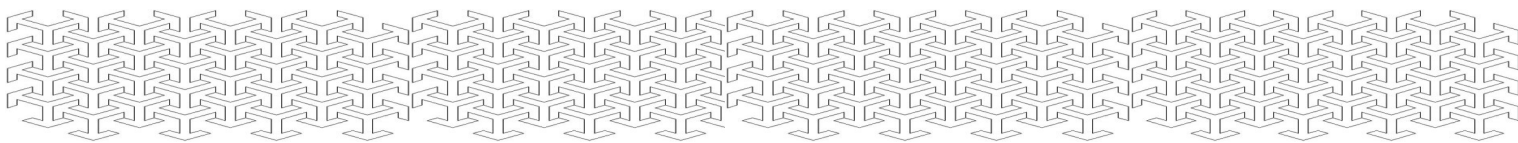
:: Multi-technology Wireless Repeater Systems  
 :: Band & Channel Selective Repeaters  
 :: Low Band—High Band Repeater Systems  
 :: Complete Remote Management System



:: Digital Content Generation and Value Added  
 Services for Mobile Network subscribers



:: Mobile Prepaid Card Solutions



## Our Organisation

As a successful organization, we know that it takes more than a good plan to succeed in business. It takes an empowered organization that has dreams but is focused on realistic goals, with impassioned leadership. It takes vision. It takes consensus. It takes a sense of purpose! Our Vision is our dream - where we want to go, what we want to be, what we want to reach for.

Our business vision drives our company mission and is dynamic. It is the goal we set for ourselves and on achieving it, set new goals and once again set ourselves towards accomplishing the new vision.

Our Vision is our dream and the Goal we have set ourselves – challenging as it is, we believe we can achieve it.

### OUR VISION

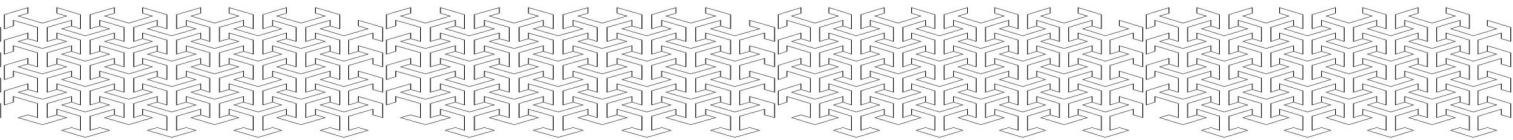
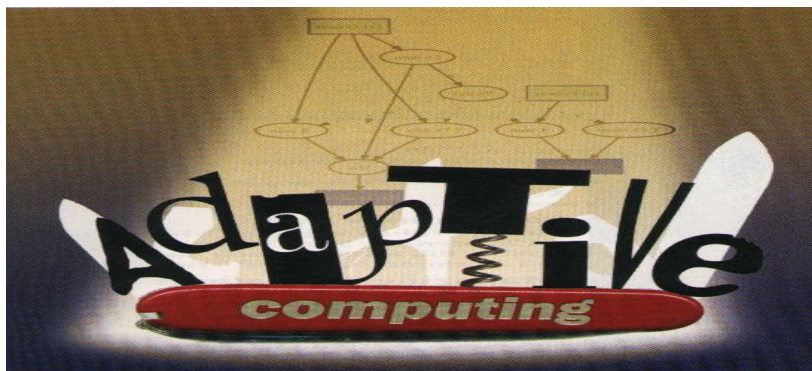
TO BUILD A PREMIERE SAUDI TECHNOLOGY SOLUTIONS COMPANY THAT WILL BE GLOBALLY RECOGNIZED FOR THE TECHNOLOGY SOLUTIONS IT OFFERS AND THE MANNER IT OFFERS IT IN.

### OUR MISSION

ACHIEVE SUCCESS BY MAINTAINING A DYNAMIC WORK ENVIRONMENT WHICH PROMOTES CREATIVITY AND REWARDS HONESTY, INTEGRITY AND HIGHEST QUALITY AND FOCUSES OUR ENTIRE TEAM TO WORK TOGETHER TO MEET OUR CUSTOMER'S GOALS AND DELIVER VALUE.

### OUR VALUES

WE BELIEVE IN RUNNING A HONEST AND SINCERE ORGANISATION ALIGNED TO PROFESSIONAL BUSINESS ETHICS. WE HONOR ALL SOCIAL OBLIGATIONS TOWARDS OUR COUNTRY, THROUGHOUT OUR OPERATIONS AND ABOVE ALL ELSE WE HONOR GOD IN EVERYTHING THAT WE DO.



dream  
believe  
aspire  
achieve

Your Partner In Success



Technology Solutions

**VALUETECH**

Delivering Value To Your Business

3102 SAFWA Commercial Complex  
PO Box 87733 Riyadh 11652 Saudi Arabia  
T - 966 1 288 5151 F - 966 1 288 5353  
info@valuetechsa.com  
www.valuetechsa.com

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