ITROOTS

we think globally

COMPANY
PROFILE
2024

🌐 www.itroots.net

Table of **Contents**

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About ITRoots

ITRoots Limited is an IT solutions company located in Egypt, the company was founded in order to achieve specific goals until it became a pioneer of the Digitalization field.

We offer a professional services:

- Mobile Applications
- Web Development
- Knowledge Management
- Automotive ERP

- E-Commerce
- Motion Graphics
- GIS
- Outsourcing

Manpower

ITRoots utilizes its extensive IT expertise in software and specialized hardware, emphasizing high quality. Their team of over 30 professionals, with educational backgrounds from Bachelors to PhDs in engineering, develops tailored CIT solutions that effectively reach local and regional markets.

Vision

To be one of leading companies in the Middle East region providing professional software and re-engineering consulting, developing, implementation services, and highly experienced GIS solutions.

Mission Statement

ITRoots aims to lead the regional CIT industry by offering innovative services, value-added products, and IT solutions. Their focus on infrastructure projects benefits shareholders and the economy. Achieving this goal involves delivering precise, high-quality solutions to customers.

Our Global Partners

- Saudi Arabia
- Egypt
- Libya
- Kuwait
- Korea

Company Overview

250+
Completed Projects

150+
Satisfied Clients

15+
Years of Expertise

30++
Team Expert

Our Services

GIS

Knowledge Management

E-Commerce

Web Development

Mobile Applications

Motion Graphics

Outsourcing

Automotive ERP

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Internal Structure

❑ Matrix organization structure.
❑ Projects follow a defined cycle from needs assessment to delivery.
❑ Departments:
- Project Management Office (PMO).
- Business Analyst.
- Software Development:
  - Mobile App Development.
- Quality Assurance and Testing.
- Software Design.
- Technical Support.

Our Experience

ITRoots offers high-quality custom software development and support services, specializing in:

❑ Project Management.
❑ Business Analysis and System Design.
❑ Solution Development:
- Software Re-Engineering.
- GIS Applications.
- Internet and Intranet Applications.
- Mobile Applications.
- CRM.
- ERP.

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Hands on Experience

GIS

esri | Google Maps | GeoServer | here

Web Development

Microsoft .NET | ASP.NET MVC | .NET Core | ASP.NET Web API | Entity Framework | php

PrestaShop | Laravel

Mobile Development

[OBJ-C] | Swift | android | Java | Flutter | IONIC

Design

Figma | Xd | Ai | Ps | Id

Database Engine

ORACLE DATABASE | Microsoft SQL Server | MySQL

Saudi Arabia

Our Clients

Egypt

Kuwait

Our Clients

Libya

Global

SAATCHI & SAATCHI

Our Clients

Products

PM-Cloud

PMCLOUD

Solution: Implemented as Cloud Based Project Management platform, which is hosted on cloud or on-premises.

Main features:

- Project and Contractor Management
- Schedule Management
- Contract and Deliverables Management
- Cost Management
- Business Intelligence Integration
- Document Management
- Workflow Management
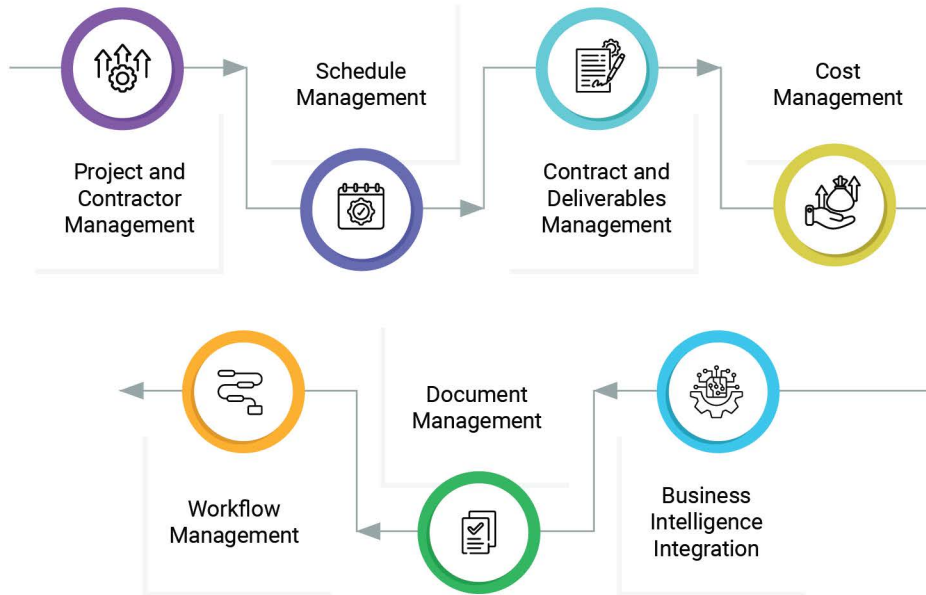
Client: Taif Municipality (Partner: Projacs International).

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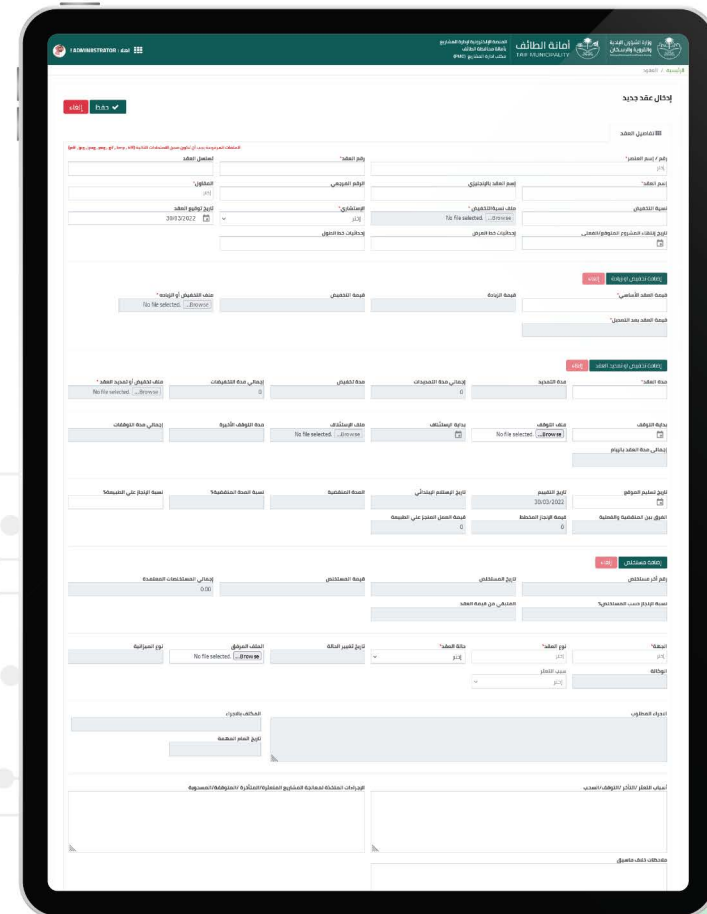
4S Plus (Automotive ERP)

4S Plus is an ERP system to support the main modules of automotive industry, which are Sales, Service (after-sales), Spare Parts & Survey (information feedback to various auto manufacturers).

Main Modules:

- Sales management
- Service management
- Spare part management
- Automotive industry CRM
- Automotive inventory management
- Finance management
- Business intelligence (BI)
- Real estate
- HR
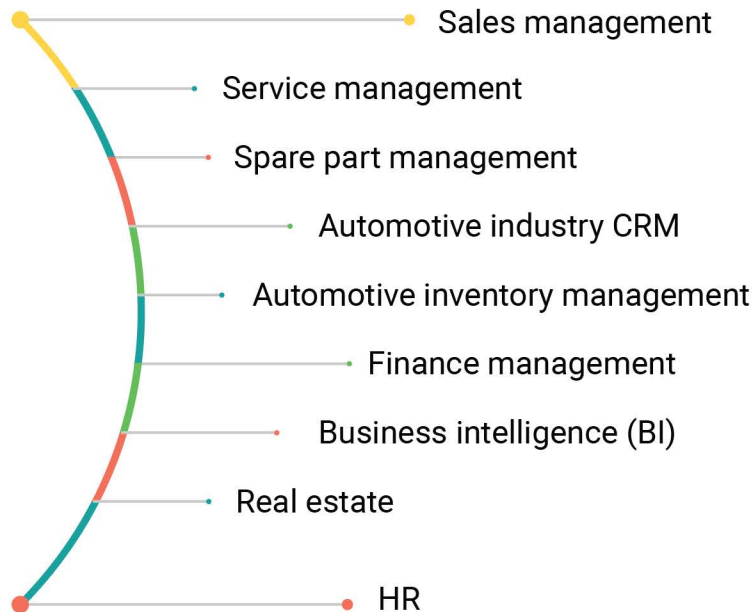
Clients:
- ❑ AlDahayan Trading Company.
- ❑ Mohammad Saleh ALHalawani Co. Ltd.
- ❑ BIN Delbah Trading Company.
- ❑ Alzugdi Co.
- ❑ Saleh Al-Zaidy Toyota.
- ❑ Alhumaidi Motors.
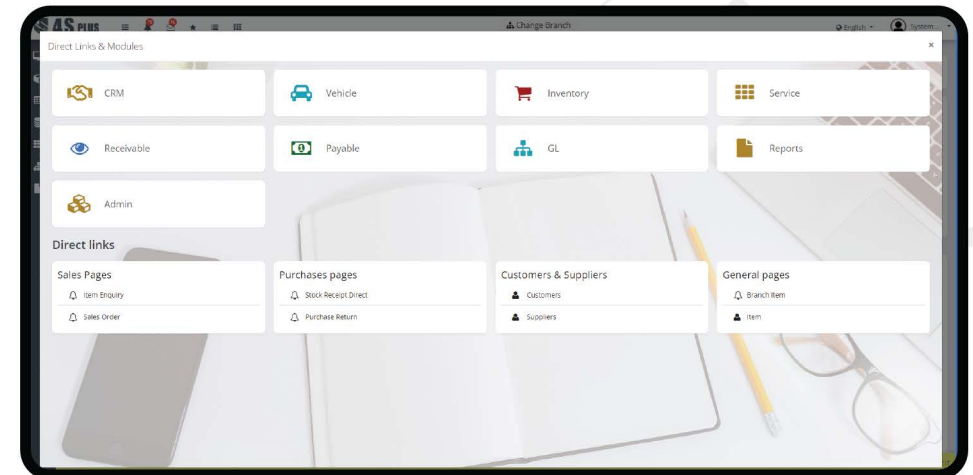
Figure1: System
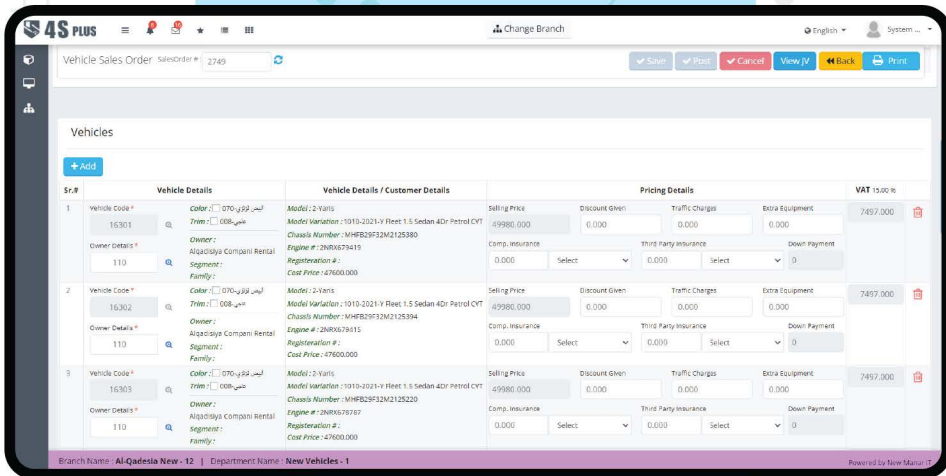
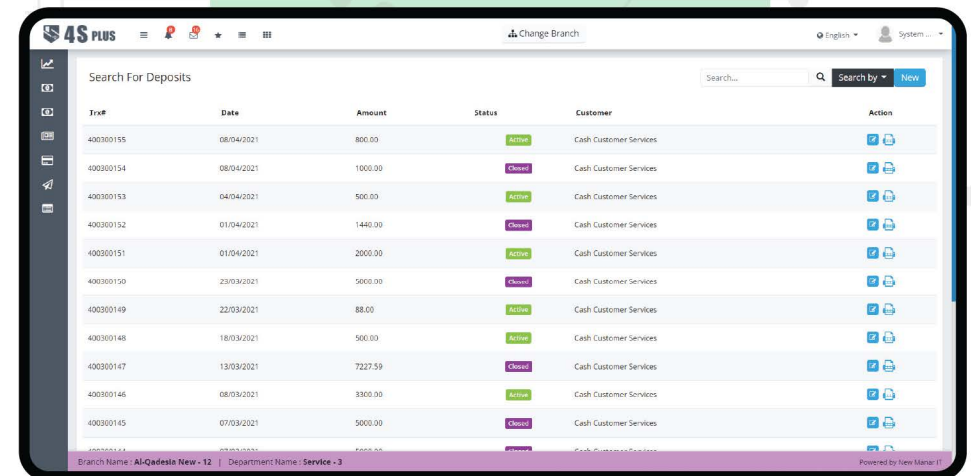Figure 2: Car Sales
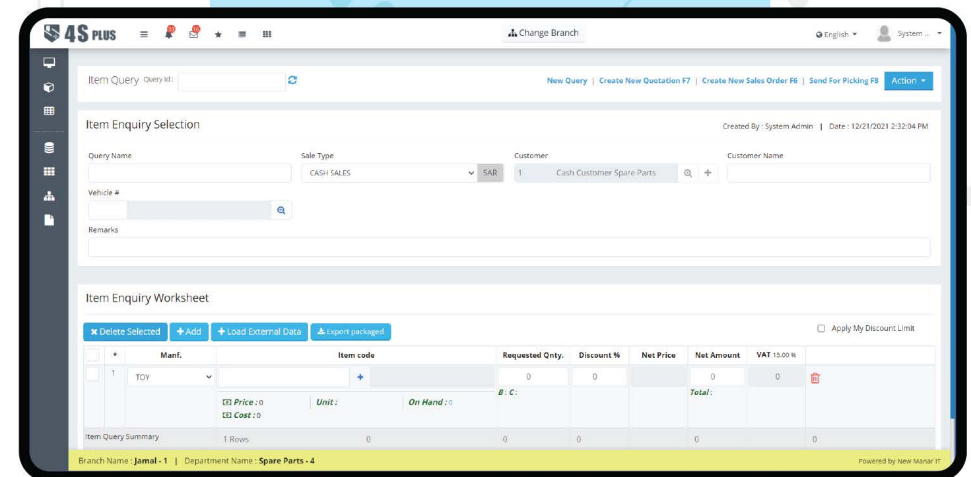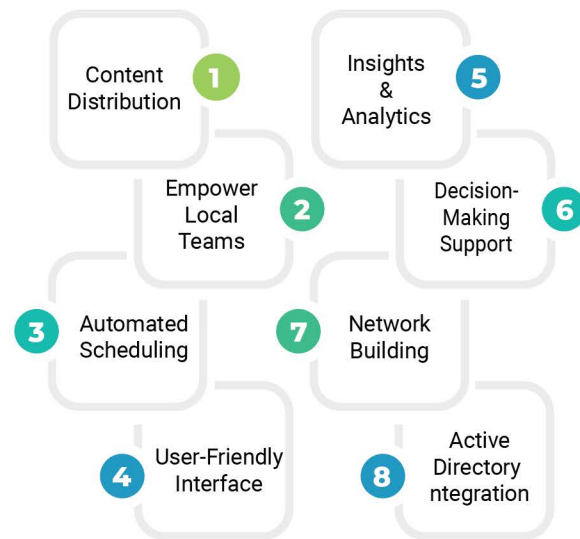

Figure 4: Item Search
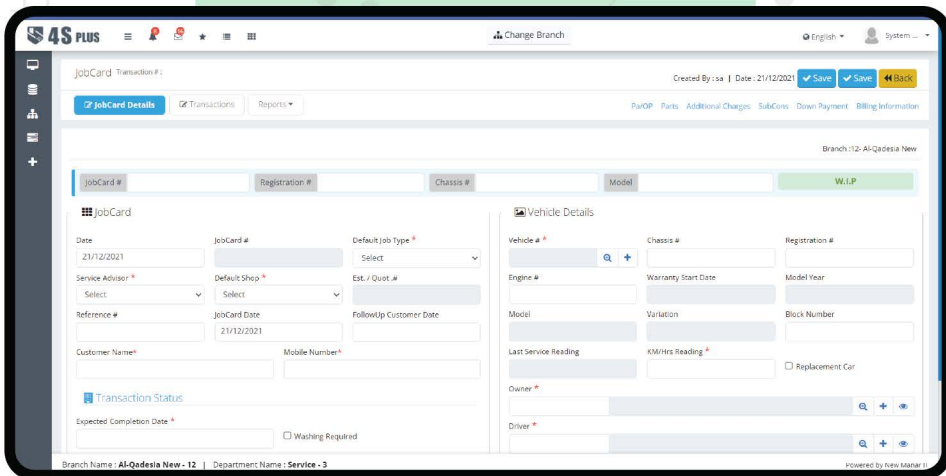
Figure 3: Job Card

Figure 5: Deposits

iSignage Pro

The iSignage Pro platform allows users to create, deploy, and manage interactive digital experiences without coding. It enables the creation of dynamic, multi-touch applications for any screen, engaging viewers with various media types like videos, images, PDFs, Office documents, data dashboards, and social media, making it easy to design and schedule content to effectively reach your target audience.

Main features:

1. Content Distribution
2. Empower Local Teams
3. Automated Scheduling
4. User-Friendly Interface
5. Insights & Analytics
6. Decision-Making Support
7. Network Building
8. Active Directory Integration

Clients:
- First Tent, Saudi Arabia.
- ESCL, Saudi Arabia.

GeoBank

Main features:

01 ESRI Extension

02 Hidden Server Parameters

03 Logical Data Structure

04 Enhanced Security Controls

05 Multi-Level Administration

06 Multi-Language Support

07 Advanced Search

08 Dashboard & Reporting
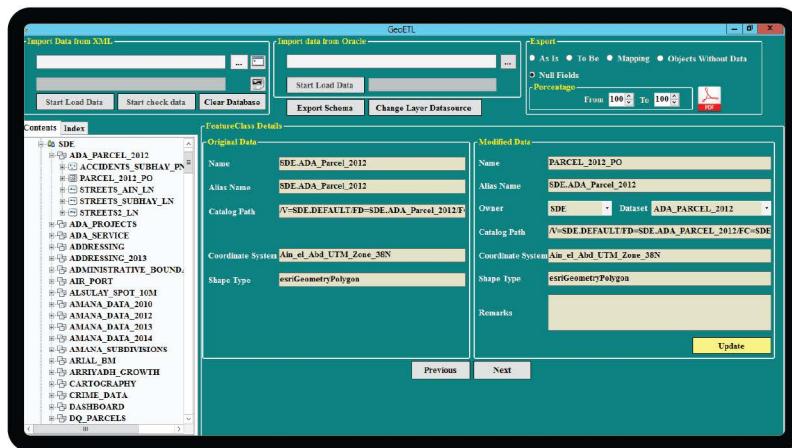
الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY

Client: Royal Commission for Riyadh City (RCRC), Saudi Arabia.

Note: Application copyrights registered please refer to section "Certificate of Copyright Registration".

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GEO ETL (Extract – Transform - Load)

Automate data migration by modifying the data model to show the mapping between old and new structures, and generate Python scripts to transfer data accordingly.

الهيئة الملكية لمدينة الرياض
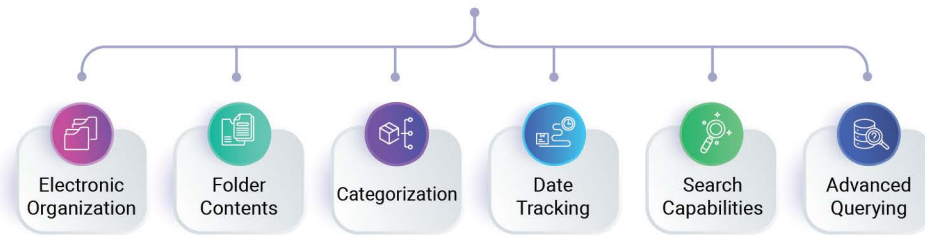ROYAL COMMISSION FOR RIYADH CITY
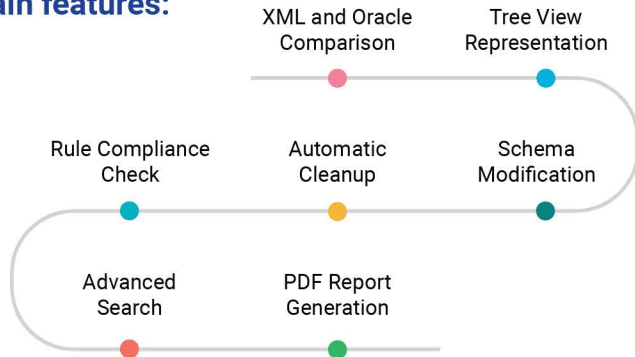
Main features:

XML and Oracle Comparison

Tree View Representation

Rule Compliance Check

Automatic Cleanup

Schema Modification

Advanced Search

PDF Report Generation

Client: Royal Commission for Riyadh City (RCRC), Saudi Arabia.

Note: Application copyrights registered please refer to section "Certificate of Copyright Registration".

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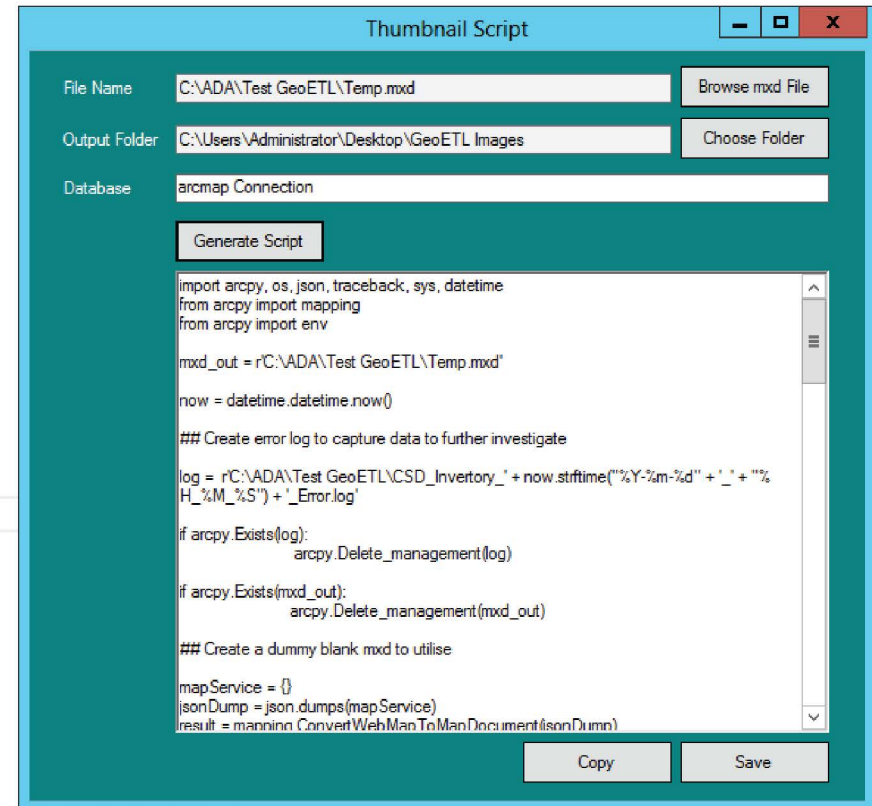
Correspondence Tracking and Management System

Solution: Implemented as web solution to make it an easy task to connect from wherever with only web browser.

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY

Main features:

Basic Correspondence Tracking Features

- Electronic Organization
- Folder Contents
- Categorization
- Date Tracking
- Search Capabilities
- Advanced Querying

Security Features

- Watermarking
- Control Over Attachments

Reporting
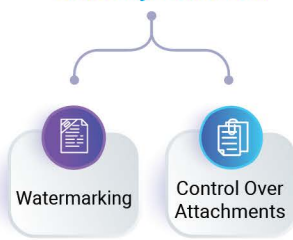
- Standard Reports
- Completion Reporting

Client: Royal Commission for Riyadh City (RCRC), Saudi Arabia

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Fleet Management System (AVL Tracking System)

The system consists of two functional parts:

Surveillance Portal

A real-time tracking display shows vehicle locations on a map with all relevant data monitored online. It supports multiple user access, allowing each user to operate independently, with no practical limit on the number of vehicles monitored and displayed.

Administration Module

This module offers centralized administration for supervisors to create and maintain an inventory of vehicles and equipment, supporting the association and editing of unlimited attributes for agency vehicles.

Product supports:

- Full Screen Display Mode (Responsive Design)
- Choose Theme
- Multi-language mode
- Basic GIS Functions
- Search Operations
- Geo-Book Mark Module
- Tracking Options
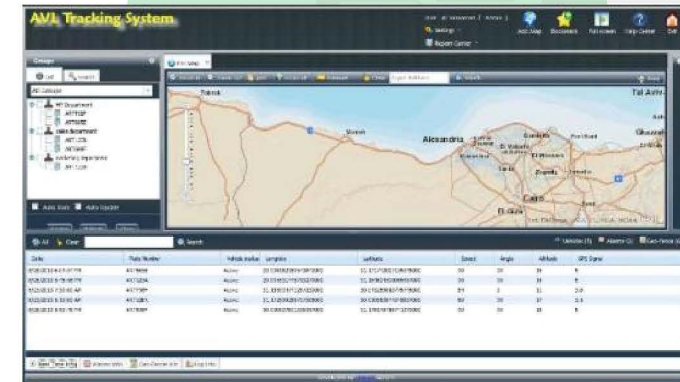
Figure 1: English Layout
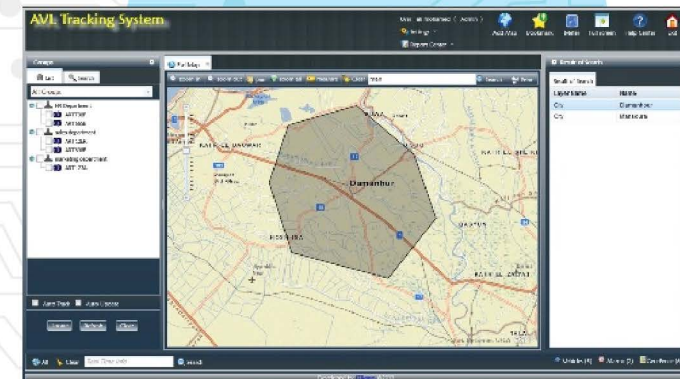
Figure 2: Search Result

Figure 3: Multi-Vehicles Tracking

Figure 4: Re-Play Tracking History

Notify user through showing alert at the web page, and sending email/SMS when:

- Exceeding the speed limit
- Enter/Exit of the Geo-Fence defined
- Other alerts defined based on the GPS device feature
- Geo-Fence Alert Module
- Reports & Charts

Figure 5: Draw Geo-Fence

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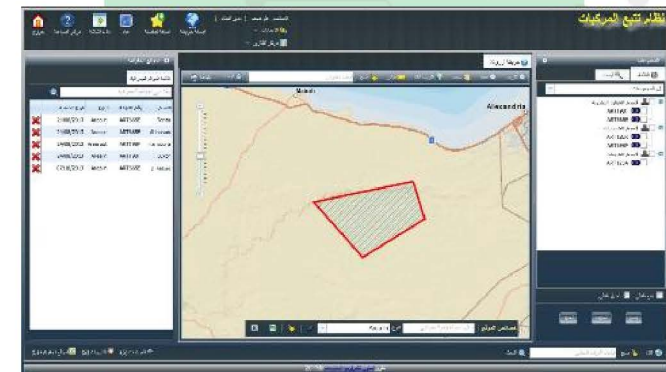
Geo Sales Manager - Sales Force E-Supervisor (SFES) Solutions

The solution offers a comprehensive set of tools to manage sales teams effectively by providing:
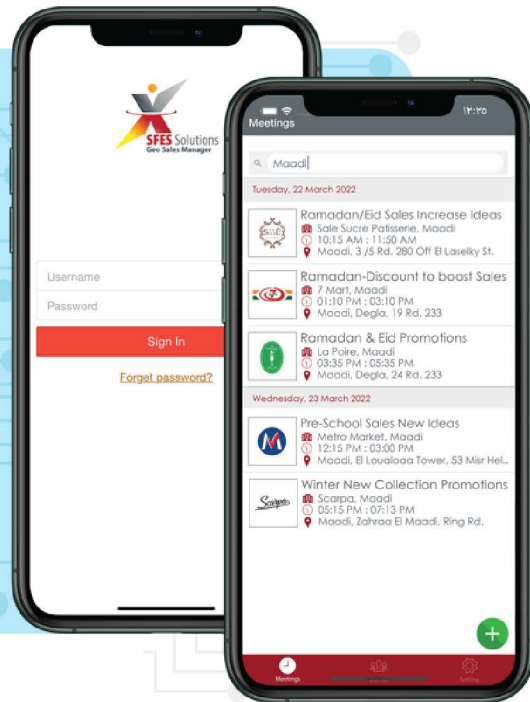
Sales Force Visibility — Effective Monitoring — Enhanced Protection

URL: https://www.geosalesmanager.com

Note: Application copyrights registered, please refer to section "Certificate of Copyright Registration".
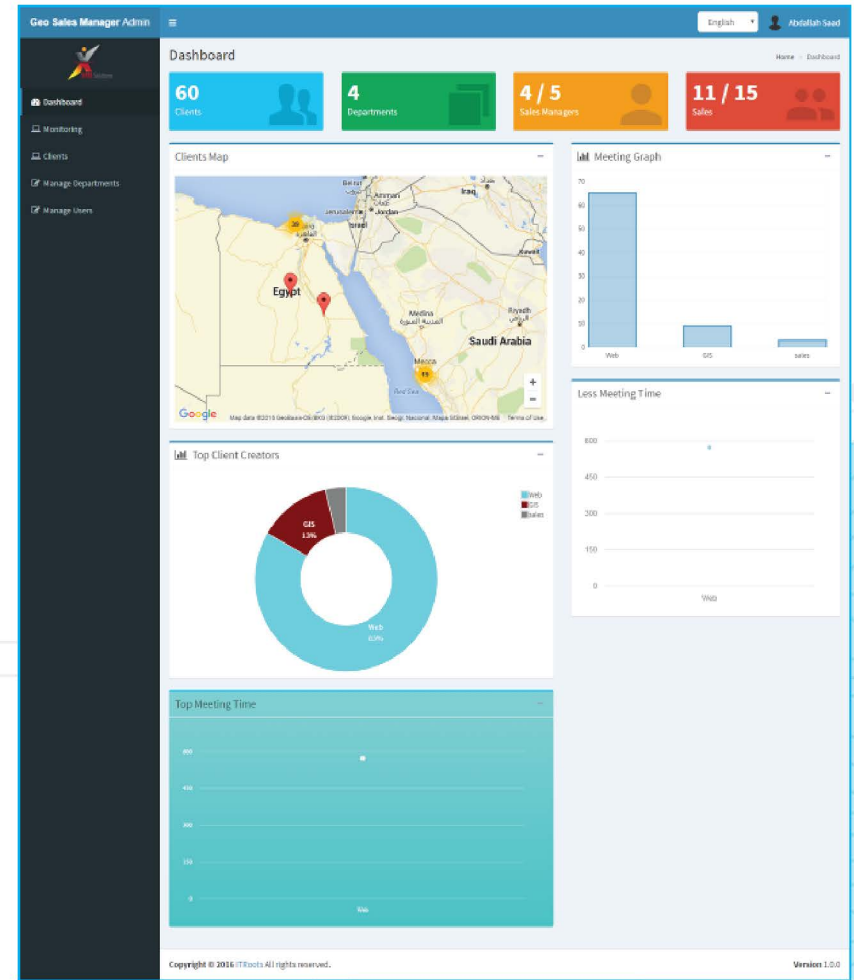
Certificate of Intellectual Property (IP, Copyright) Registration

Enterprise Projects

Monitoring and Follow-up the Hajj and Umrah Guests

وزارة الحـج والـعمـرة
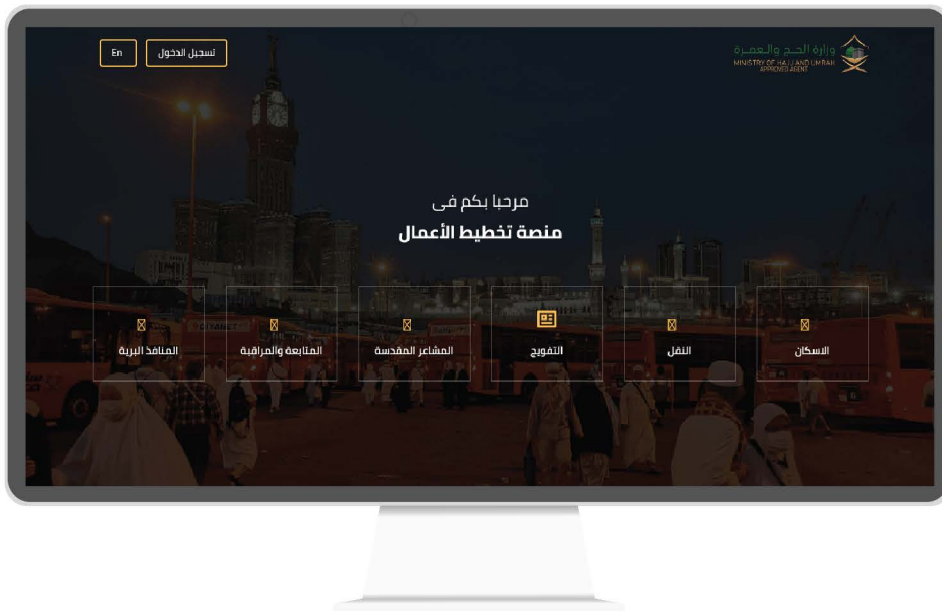MINISTRY OF HAJJ AND UMRAH

Client: Ministry of Hajj and Umrah, (Partner: CAD&GIS Co., Ltd.)

Sector: Government, Saudi Arabia

Duration: 24 Months

The Ministry aims to employ the tools of transport planning, support monitoring, follow-up, Spatial operational plans with the aim of developing the transportation system of pilgrims and Umrah.

Project Scope:

01 Enhance Geo-Database to optimize transportation logistics for Rahman guests in Mecca, Medina, and Sacred Sites based on housing models and demographics.

02 Integrate updated plans effectively.

03 Develop operational plans, policies, and optimize road network modeling.

04 Standardize digital templates and models for transport operational plans using modern techniques.

05 Track and monitor bus fleet activities.

06 Coordinate closely with relevant transport planning authorities to enhance collaboration.
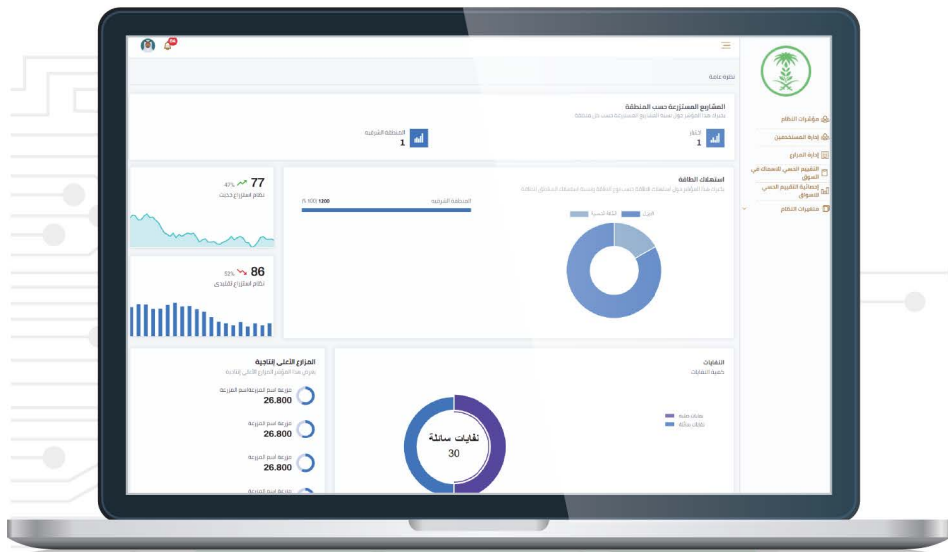

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Aquaculture Survey & Environmental Impact Assesment (EIA) Automation & KPIs

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture

Client: Ministry of Environment, Water and Agriculture (MEWA), (Partner: AlMandaryah)

Sector: Government, Saudi Arabia

Duration: 6 Months

Solution:

01 Design database for automating field survey and EIA study questionnaires in aquaculture.

02 Develop dashboard for statistical indicators and performance metrics.

03 Store field questionnaire form and EIA study details, including PDFs of study results per farm.

04 Conduct Training of Trainers (TOT) for platform management and data entry.

Municipal Sectors Knowledge Management (MAREFA)

وزارة البلديات والإسكان
Ministry of Municipalities and Housing

معرفة

Client: Ministry of Municipalities and Housing (MOMAH), (Partner: Digital Geography)

Sector: Government, Saudi Arabia

Duration: 18 Months

The key activities:

Offer technological expertise for KM activities and solutions.

Deploy an enterprise portal as a search engine.

Facilitate KM planning initiatives.

Capture studies, reports and best practices.

Implement document/content management systems.

Develop mobile apps (App Store, Google Play) for accessing collected knowledge.

Solution: Governments worldwide are embracing ICT to boost productivity, accountability, and transparency. MOMRAH, as a knowledge-driven organization, emphasizes improved knowledge management (KM) at all levels. KM is a key part of Saudi Arabia's e-Government Plans, driving efficient public sector reforms

URL: https://marefa.momra.gov.sa/

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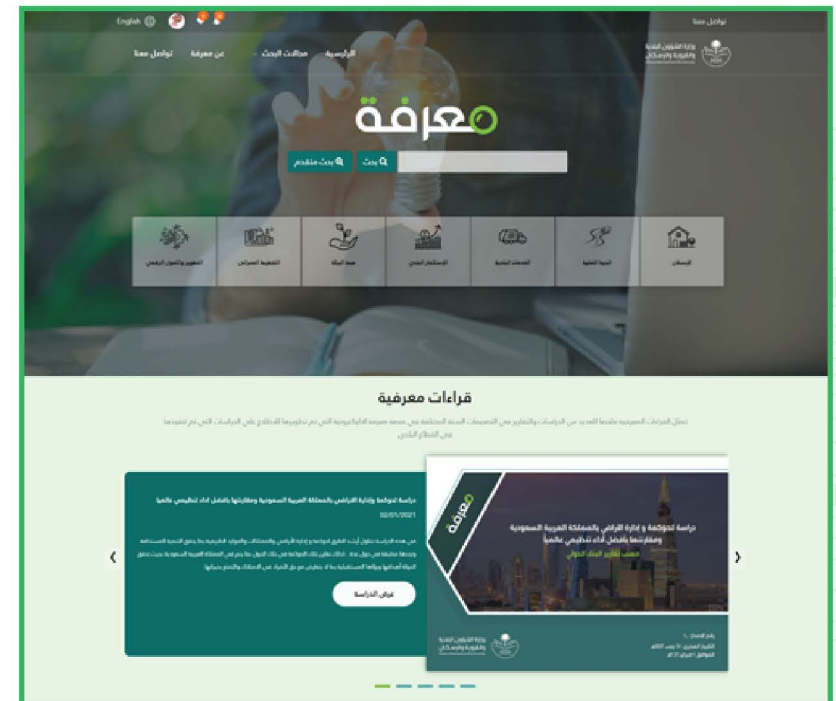
Objectives and Key Results (OKR) Digital Transformation

وزارة البلديات والإسكان
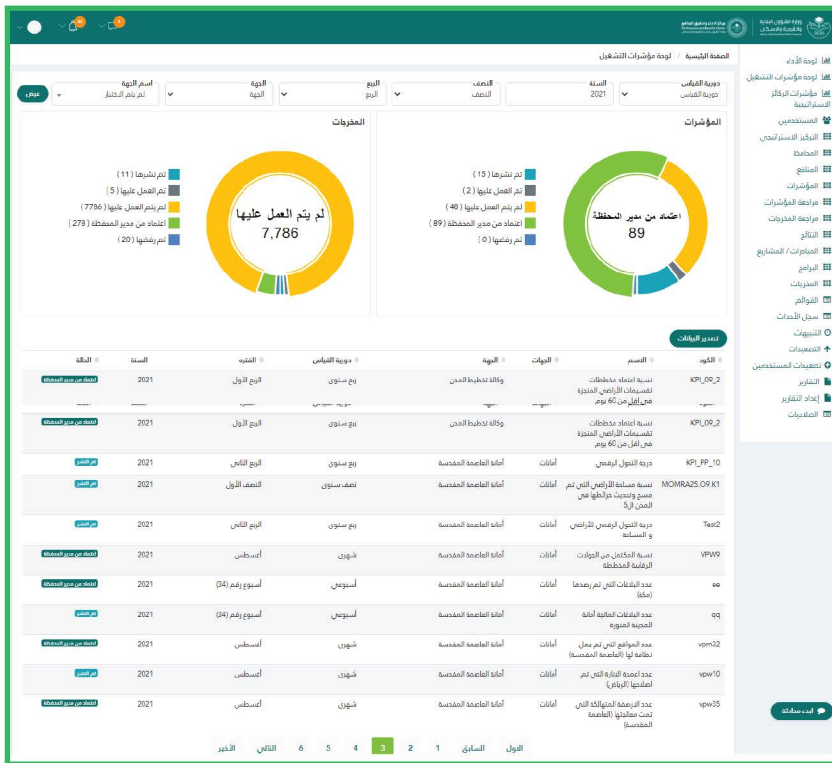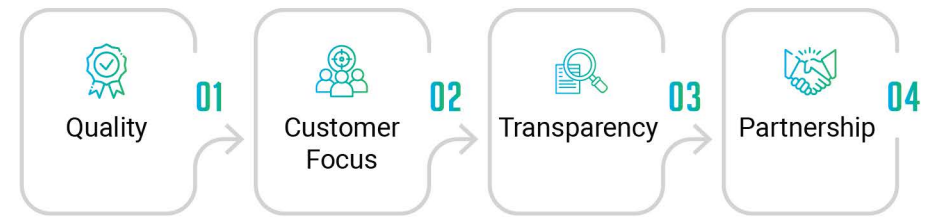Ministry of Municipalities and Housing
منافع

Client: Ministry of Municipalities and Housing (MOMAH), (Partner: Digital Geography)

Sector: Government, Saudi Arabia

Duration: 12 Months

Achieve Your Goals with OKRs! 🚀

Solution: At the Vision Realization Office (MOMRAH), we're revolutionizing how we set and achieve goals using Objectives and Key Results (OKRs). We're aligning our team, organization, and individual goals to drive measurable success.
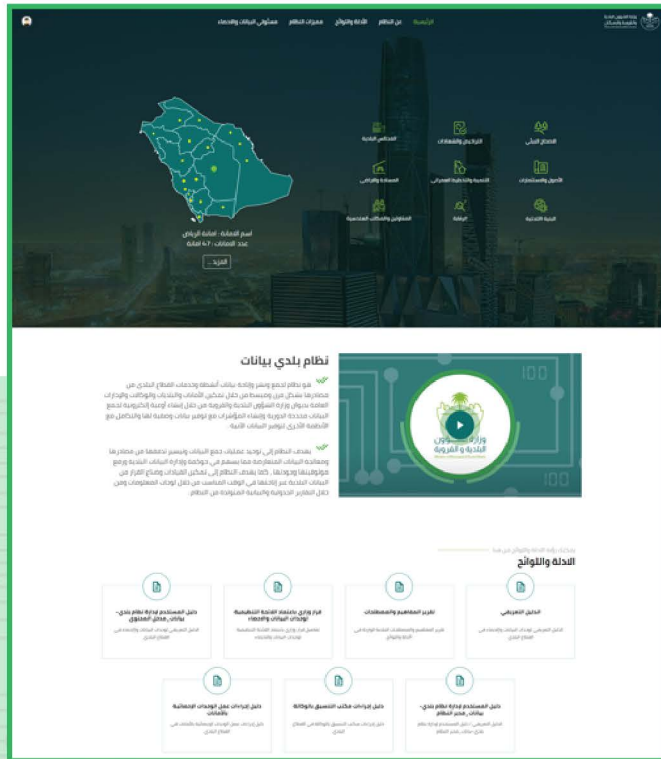
Our Core Values:

Quality **01** → Customer Focus **02** → Transparency **03** → Partnership **04**

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Balady Bayanat

نظام بلدي بيانات

وزارة البلديات والإسكان
Ministry of Municipalities and Housing

Client: Ministry of Municipalities and Housing (MOMAH), (Partner: Digital Geography)

Sector: Government, Saudi Arabia

Duration: 12 Months

Solution: The Department of Statistics and Research at MOMRAH focuses on providing valuable statistical products and services. They prioritize accuracy and comprehensiveness in their outputs and actively update data models for agencies, secretariats, and municipalities.

The Department's solution offers:

- Interactive Statistics Platform for municipalities and agencies.

- Advanced Features for effortless data management.

- Comprehensive Reporting for annual and quarterly insights.

- Data Visualization Tools with vibrant graphs and maps.

- KPI Monitoring across Saudi Arabia for performance tracking.

URL: https://bayanat.balady.gov.sa/

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Building and Operating the Geodetic Database

بناء وتشغيل
قاعدة البيانات الجيوديسية

Client: General Authority for Survey and Geospatial Information (GEOSA)

Sector: Government, Saudi Arabia

Duration: 12 Months

Solution: Geospatial information is supportive and enabling to realize Saudi Vision 2030 Geospatial information contributes to enabling sectors and many digital areas through geospatial data, applications, spatial analyzes, and training of employees in a manner that leads to raising efficiency, improving services and business.
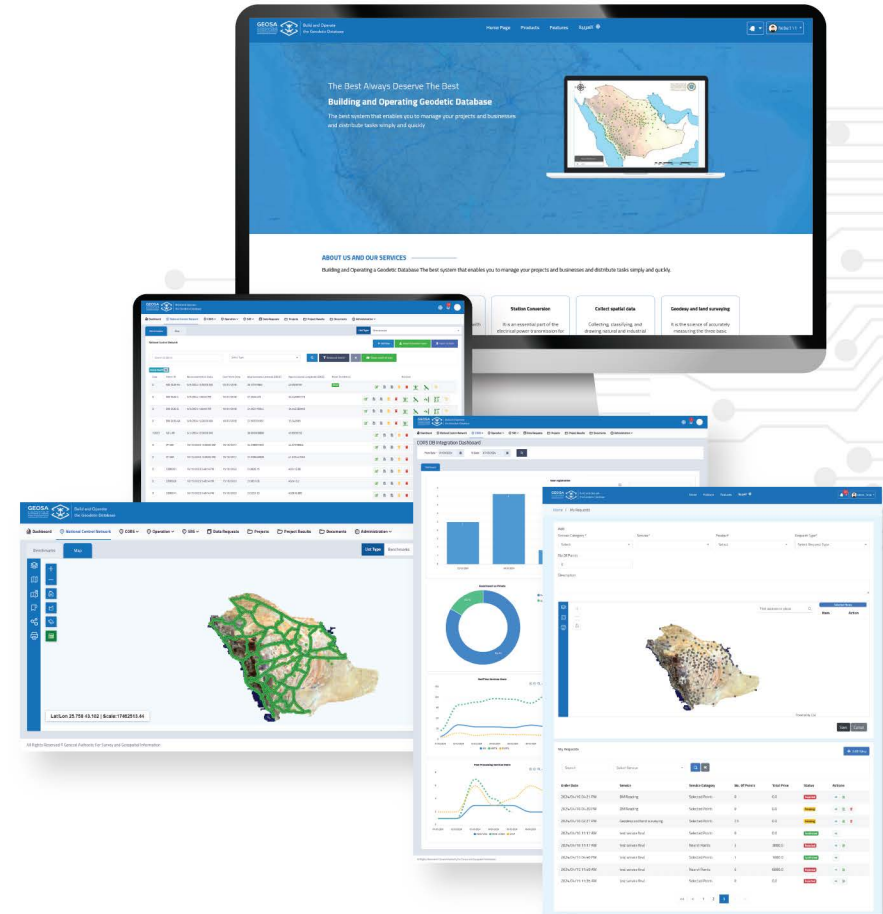
Integration

| National Geoportal | Email | SMS | Active Directory |

National Urban Observatory (NUO)

Client: Ministry of Municipalities and Housing (MOMAH)
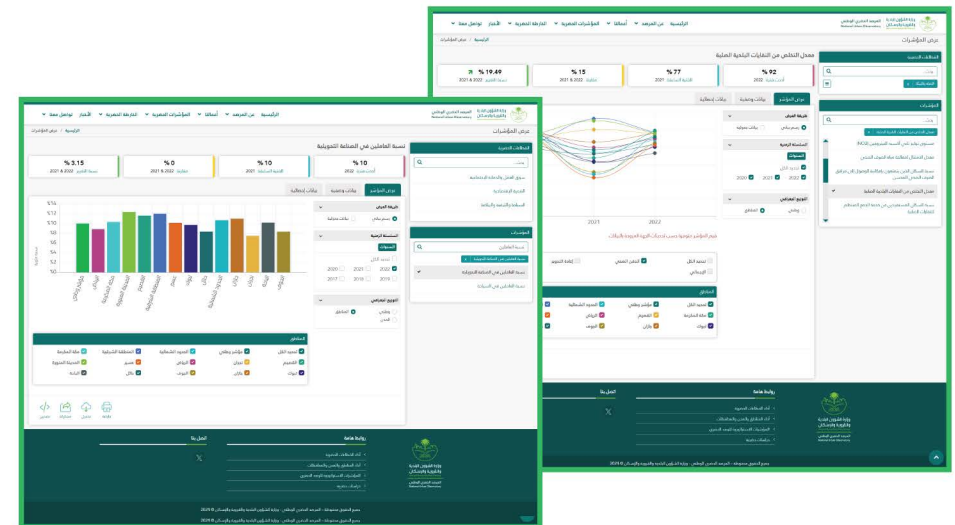

Sector: Government, Saudi Arabia

Duration: 12 Months

Solution: The Ministry of Municipal, Rural Affairs, and Housing aims to establish the National Urban Observatory Platform through this project. The goal is to facilitate access to data and indicators for stakeholders and those interested in urban monitoring, ensuring a seamless flow of information from original sources.

The scope of work includes:

- Designing a centralized database
- Developing a unified platform
- Integrating with existing systems
- Migrating data from legacy systems to the new platform

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PM Commerce

Client: Ministry of Commerce
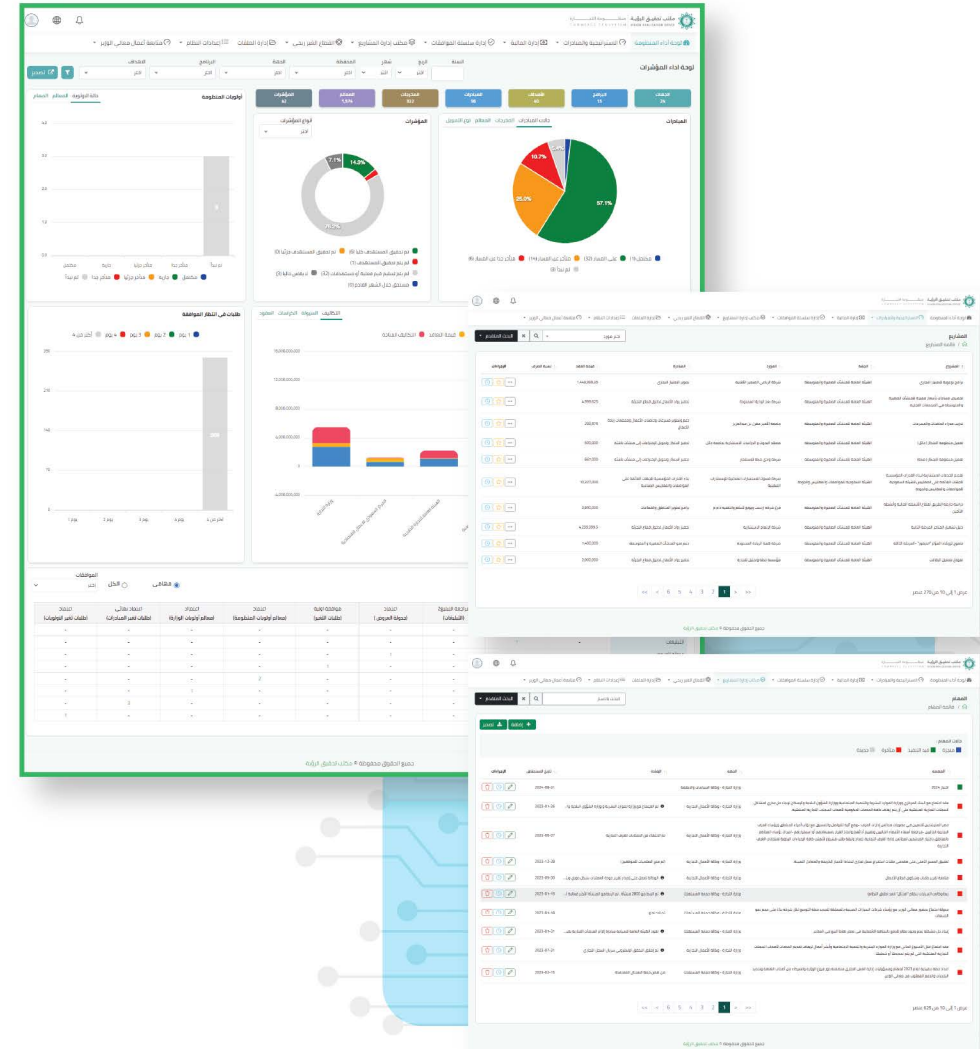
Sector: Government, Saudi Arabia

Duration: 12 Months

Solution: The project targets automating data processes for the Commerce Sector's Vision Realization Office.

Tasks involve:

1 Establish a unified central database for all initiatives and projects.

2 Ensure data integrity and import existing data into the database.

3 Maintain and regularly update the data for current and future projects.

4 Integrate the initiatives and projects database with relevant systems.

5 Implement a data management system and automate office operations.

National Register of Intangible Heritage Items

Client: Ministry of Culture
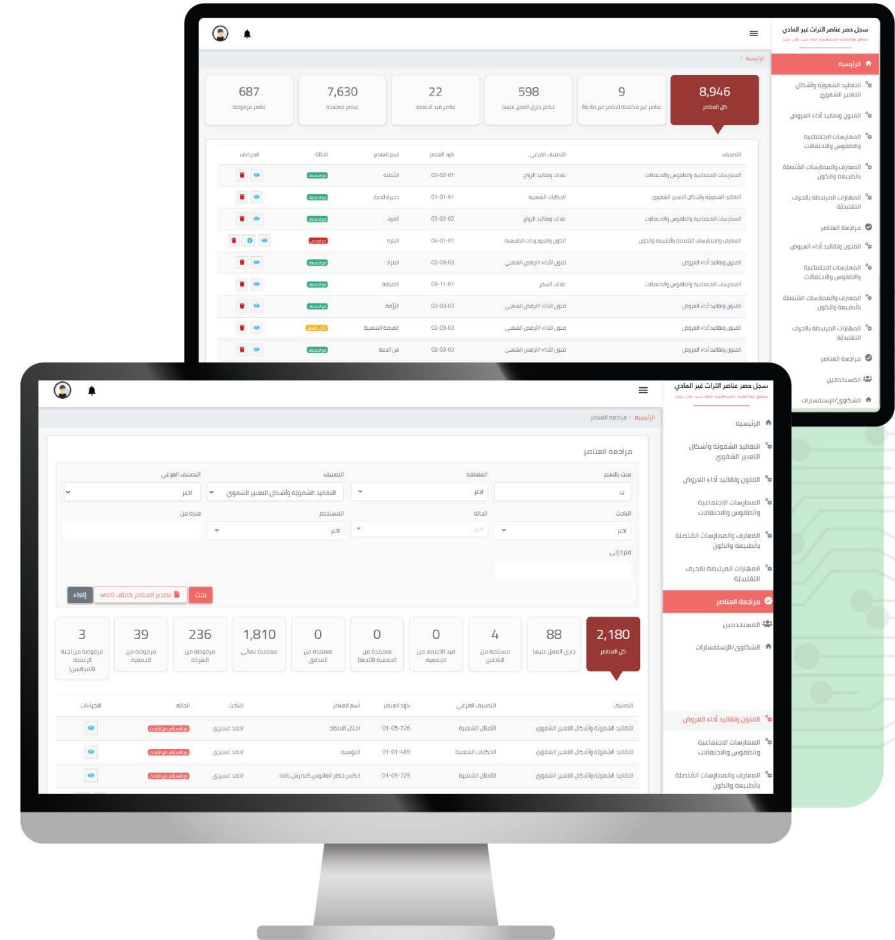
Sector: Government, Saudi Arabia

Duration: 12 Months

Solution

1 Collection and Documentation
Focus on gathering practices related to Saudi Arabia's intangible cultural heritage.

2 Reference Point
Establish a comprehensive reference for digitally archiving cultural heritage elements.

3 Alignment with Standards
Ensure compliance with international standards and best practices in documentation.

4 Unified Efforts
Promote cohesive efforts in defining and documenting cultural heritage.

5 Improved Coordination
Enhance collaboration among cultural entities within Saudi Arabia.

سجل حصر عناصر التراث غير المادي

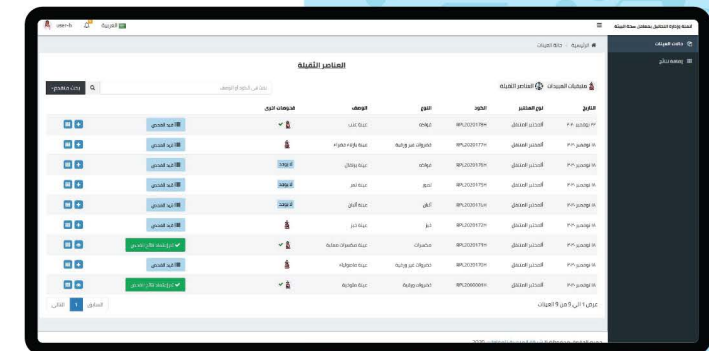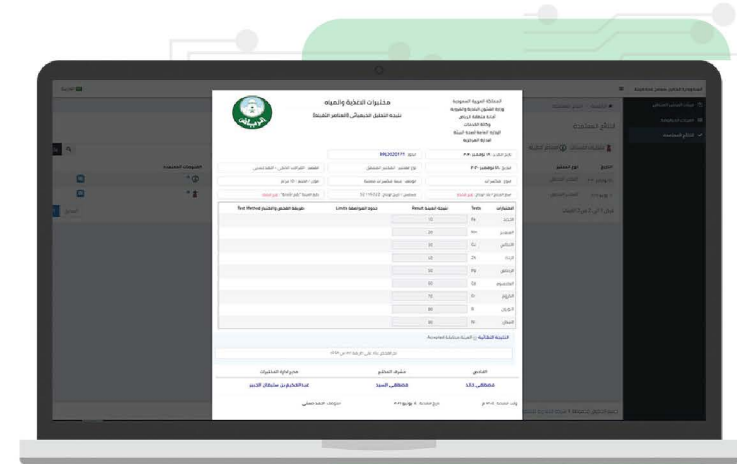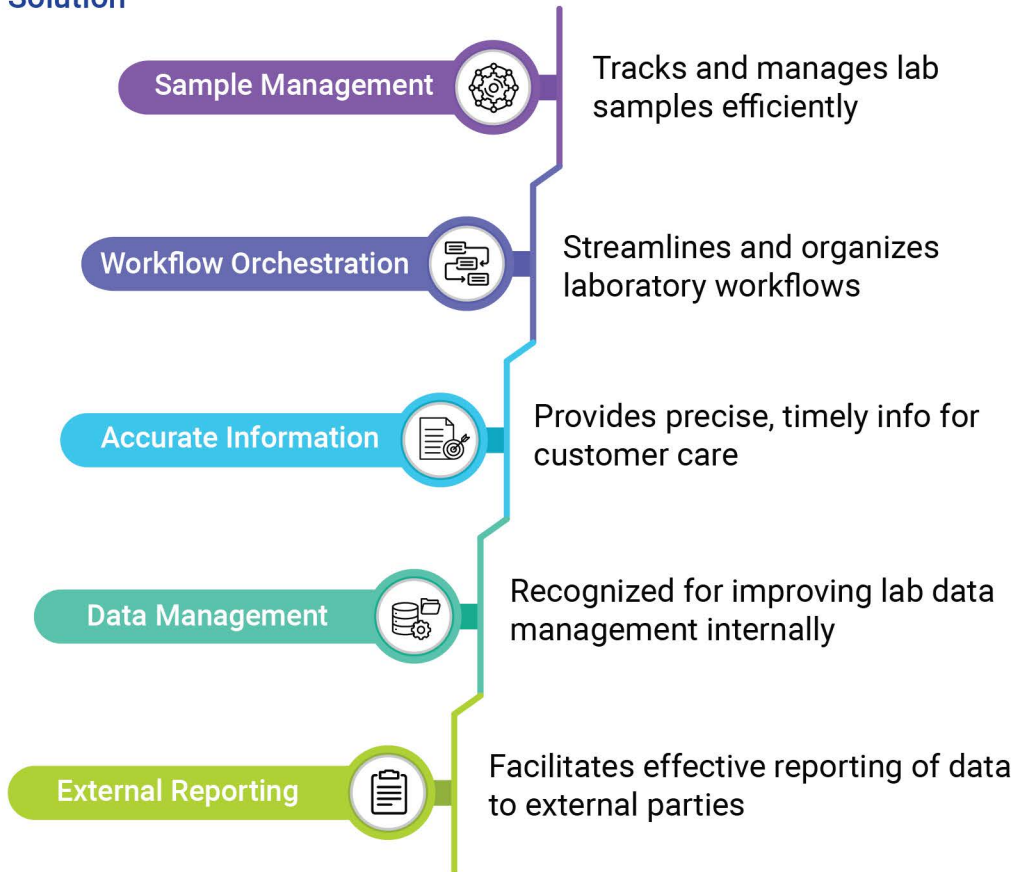(بمناطق مكة المكرمة - المدينة المنورة - الباحة - عسير - جازان - نجران)

Environmental Health Laboratory Information Management System (LIMS)

Client: Riyadh Municipality, General Directorate of Environmental Health, (Partner: AlMandaryah)

Sector: Government, Saudi Arabia

Duration: 6 Months

Solution

Sample Management — Tracks and manages lab samples efficiently

Workflow Orchestration — Streamlines and organizes laboratory workflows

Accurate Information — Provides precise, timely info for customer care

Data Management — Recognized for improving lab data management internally

External Reporting — Facilitates effective reporting of data to external parties

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Dig Electronic No Objection Certificate (Dig E-NOC)

Client: Holy Makkah Municipality, (Partner: Digital Geography)

Sector: Government, Saudi Arabia

Duration: 36 Months

أمانة العاصمة المقدسة
HOLY MAKKAH MUNICIPALITY

Solution

01 **Integrated Online System**
Developed to aid prequalified consultants, contractors, and developers

02 **Right of Way NOCs**
Assists in obtaining No Objection Certificates related to Right of Way for Makkah roads

03 **One-Stop Shop**
Simplifies obtaining Right of Way NOCs through online applications and approvals

04 **Facilitates Workflow**
Streamlines obtaining permissions for works affecting Makkah roads' Right of Way

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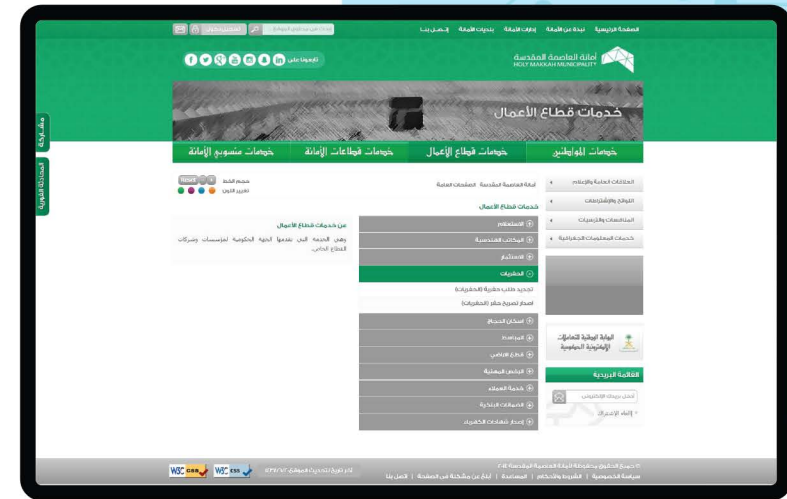
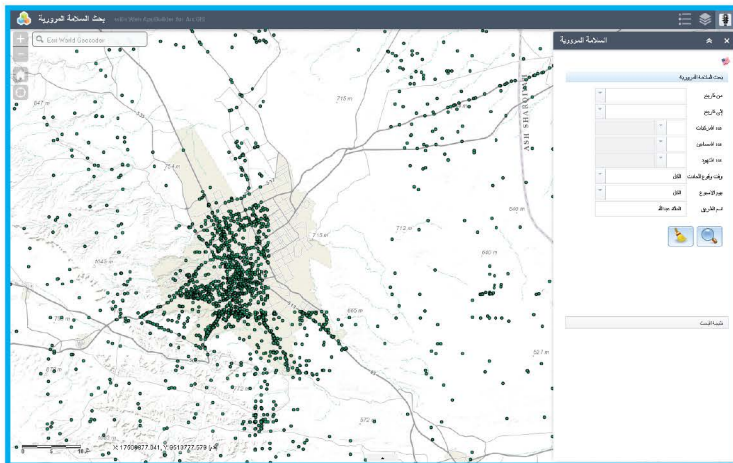## Royal Commission for Riyadh City (RCRC) Geo Portal

Client: Royal Commission for Riyadh City (RCRC) (Partner: Digital Geography)

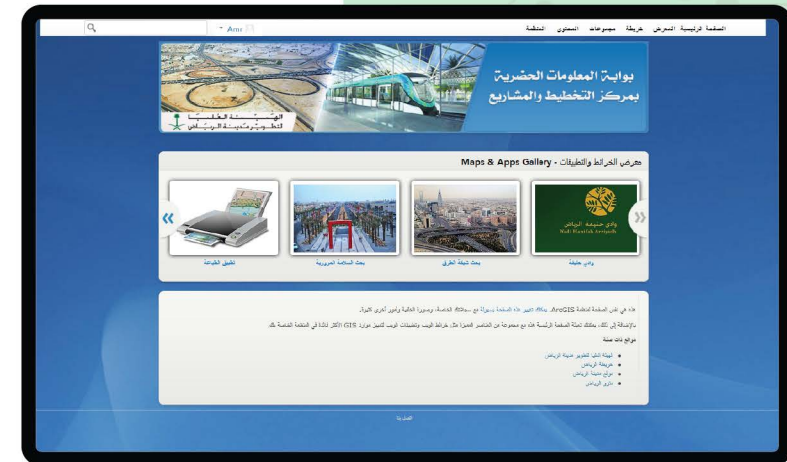**Sector:** Government, Saudi Arabia

Duration: 6 Months

Solution:
Portal for ArcGIS offers secure on-site collaboration and sharing tools, serving as a central repository for authoritative content accessible only within the intranet. It enables users to quickly build and share maps across the organization. RCRC keeps all content, including base maps and sensitive data, secure behind their firewalls for confidential research and privacy compliance.

Saudi Trouq

Client: Ministry of Culture

Sector: Government, Saudi Arabia

Duration: 6 Months

Solution:

The "Saudi Torouq Program" aims to preserve the Kingdom's musical and performance heritage. Sponsored by the Theater and Performing Arts Commission and the Music Commission, the program begins by documenting traditional styles in the Asir region, with plans to expand across Saudi Arabia.
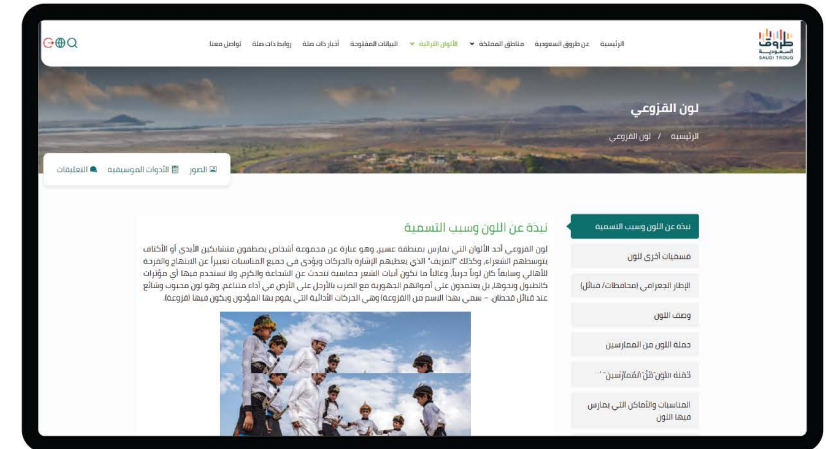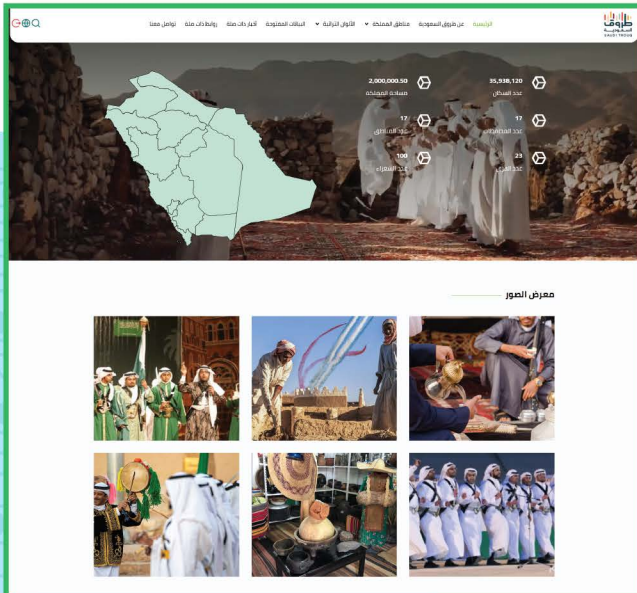
Scope of Work

- Interface, Database, and File Design

- Website and Control Panel Development

- Dashboard and Security

- System Training and User Support

- Technical Support and Hosting

The Interactive Map of Intangible Heritage Elements

الخريطة التفاعلية لعناصر التراث غير المادي

Client: Ministry of Culture
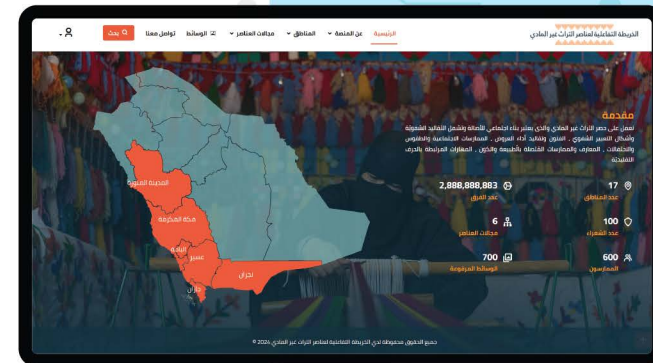
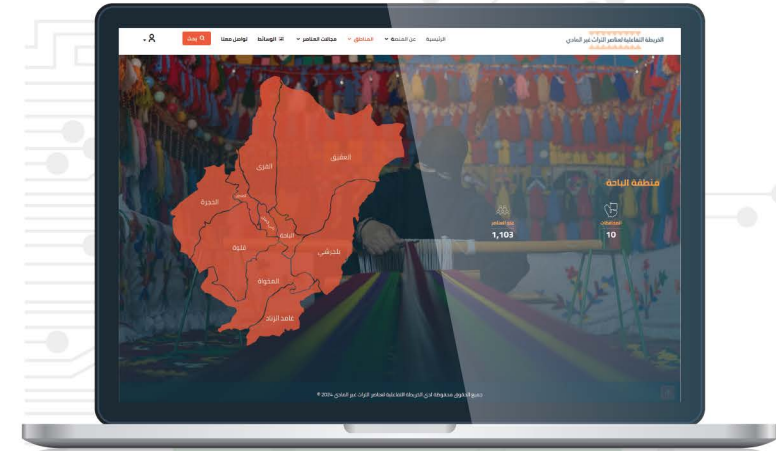**Sector:** Government, Saudi Arabia

Duration: 6 Months

Solution:

A specialized electronic platform designed to showcase and document the intangible heritage of Saudi Arabia. It aims to preserve various forms of heritage, raise societal awareness of its significance, support preservation efforts, and provide access for researchers and enthusiasts.

Ease of use

Interactivity

Platform Features

Diversity

Credibility

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Family Donations (2000 Libyan Dinar & 1000 Libyan Dinar)

Client: Central Bank of Libya, (Partner: Diwan)

Sector: Government, Libya

Duration: 12 Months

Solution: An SOA-based web application with business logic as web services, allowing seamless use and integration across diverse platforms for future development.

Key Workflows

1 Family Data and Certificate
Review and print Marital Status Certificates on secure paper for family owners.

2 Bank Processing
Family owners present certificates at bank branches for system verification, gift value calculation based on family size, and printing of transaction statements.
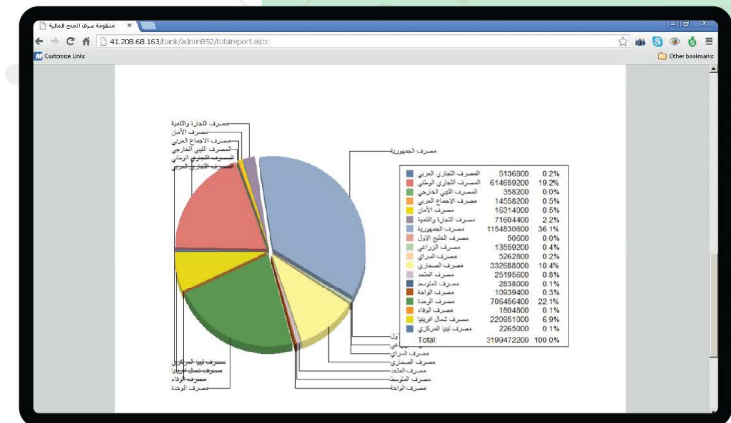
User Base

1 Civil Registry Offices
1,800 users across Libyan civil registry offices (53 main and 365 branch offices) maintaining family data.

2 Bank Branches
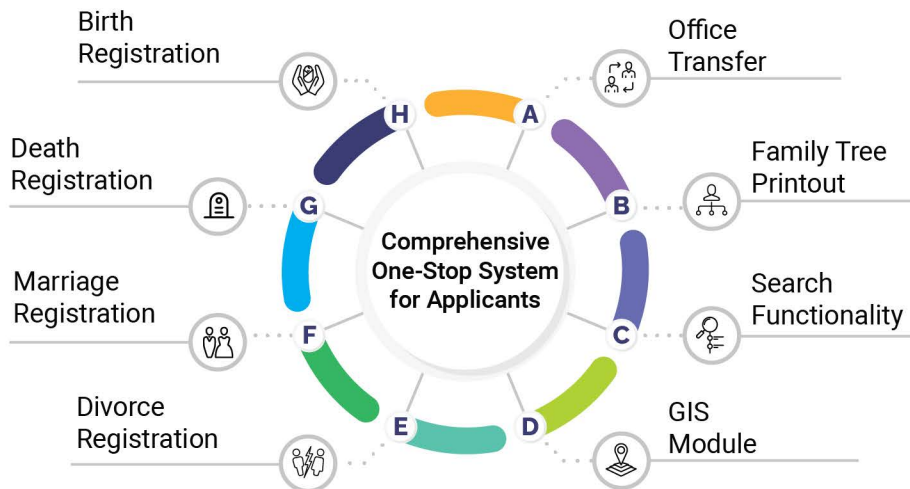1,450 users across 278 bank branches handling transaction processing

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Libya Civil Registry Authority Workflow Automation

Client: Libya Civil Registry Authority, (Partner: Diwan)

Sector: Government, Libya

Duration: 12 Months

Solution: An integrated desktop application built using the SOA techniques, where business logic tier developed as web services so it invoked from any other application or different platform for future applications development or integration.

Birth Registration — H

Office Transfer — A

Family Tree Printout — B

Search Functionality — C

GIS Module — D

Divorce Registration — E

Marriage Registration — F

Death Registration — G

Comprehensive One-Stop System for Applicants

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Libyan Elections

Client: Ministry of Local Government, (Partner: Diwan)

Sector: Government, Libya

Duration: 6 Months

Solution:

Democracy Continuity
Libya continues its democratic approach post-17th February revolution

Libyan Elections System
Launched to register citizens for voting at their designated locations

Data Integrity
Improved the integrity of business-critical data

Voter Registration
Confirming that eligible citizens are registered at the correct voting stations

Operational Efficiency
The Ministry of Local Government achieved greater operational efficiencies

Cost Savings
Realized significant cost savings through the new system

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Dakahlia Investment Map

Client: Dakahlia Chamber of Commerce, (Prime contractor)

Sector: Government, Egypt

Duration: 6 Months

Solution:

1 Investment Promotion

Assists in promoting investments and defining priority sectors

2 Opportunity Mapping

Highlights opportunities for investment

3 Data Integration

Combines statistics on direct investment and national trade

4 Detailed Information

Provides details on locations, sectors, companies, and stores in Dakahlia Governorate

5 Mobile and Portal Tools

Uses a mobile app for data collection and a portal for reviewing survey outputs

6 Decision Support

Supports decision-makers with dashboards, reports, and geographic information

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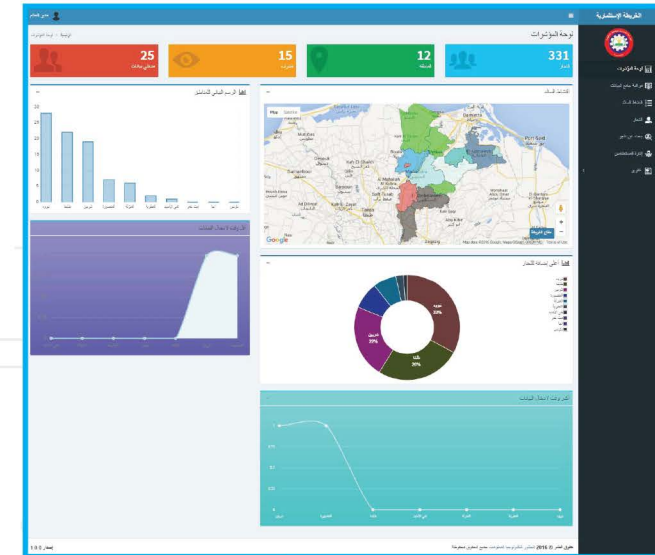
Projects

Arabic Coaches

Client: Arabic Coaches App

Sector: Business, Saudi Arabia

Duration: 6 Months

Solution: "Arabic Coaches" is developing an interactive system through mobile apps and a website that bridges trainers and trainees. Our goal is to offer a more accessible and efficient platform for teaching the Arabic language to non-native speakers.
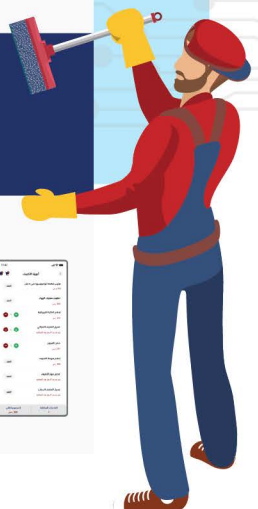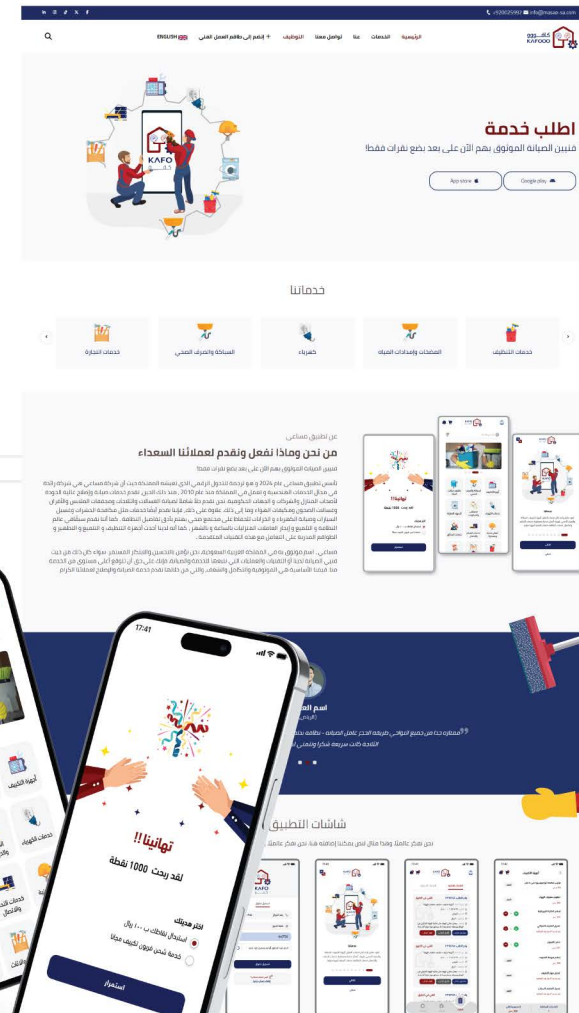

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Kafooo

Client: Kafooo App

Sector: Business, Saudi Arabia

Duration: 6 Months

Solution: "Kafooo App" is an online platform that connects service seekers with various providers, offering ease and competitive pricing.

IT COVERS

- Home Maintenance
- Cleaning
- Pest Control
- Gardening
- More

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Ta7wela

Clients: NWRS

Sector: Business, Egypt

Duration: 9 Months

Solution: The solution makes it easy to request container transportation between your factory and the ports, handling every move with efficiency and care, whether it's to the port or back to your facility.

InlandLogistics Application

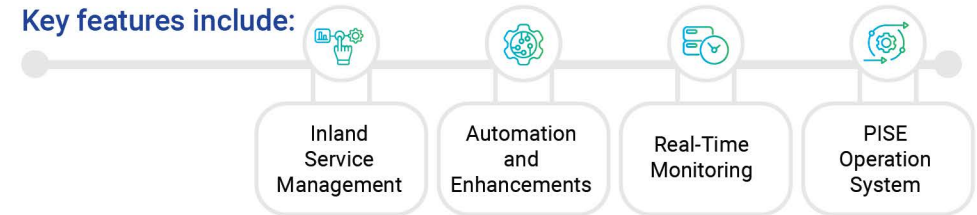**Clients:** MAERSK (PISE sister company)

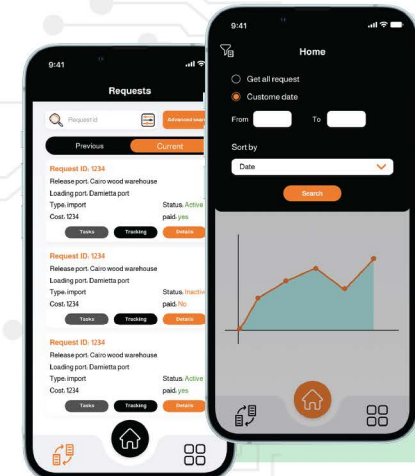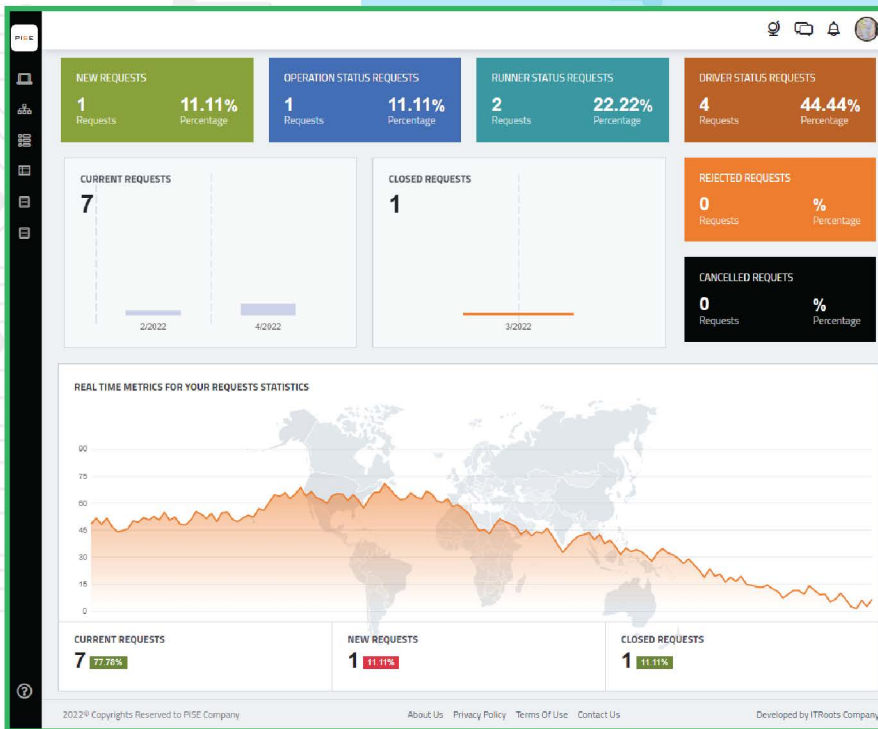**Sector:** Business, Egypt

Duration: 18 Months

Solution: The solution aims to streamline end-to-end product delivery through a unified platform that integrates robust inland transportation services.

Key features include:

- Inland Service Management
- Automation and Enhancements
- Real-Time Monitoring
- PISE Operation System

Intelligent Features:

1. Control Tower Dashboard
2. Driver Behavior Management
3. Route Optimization
4. Custom Mapping
5. GPS Vehicle Tracking

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B.Tech Smart Maps

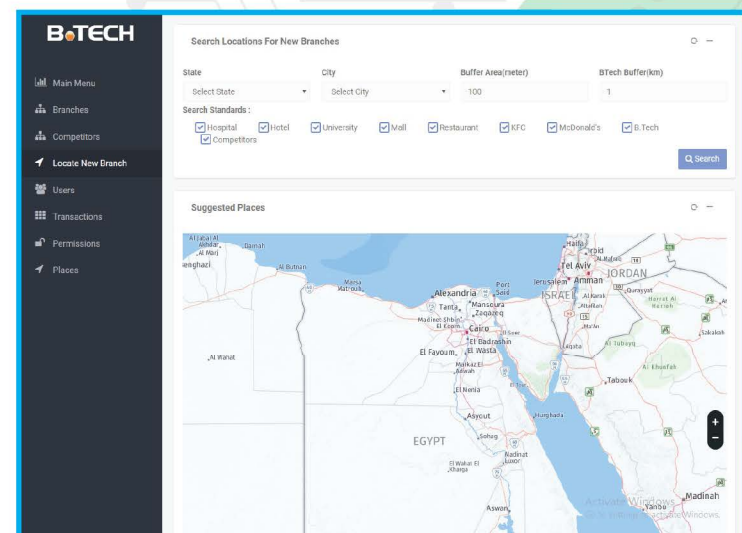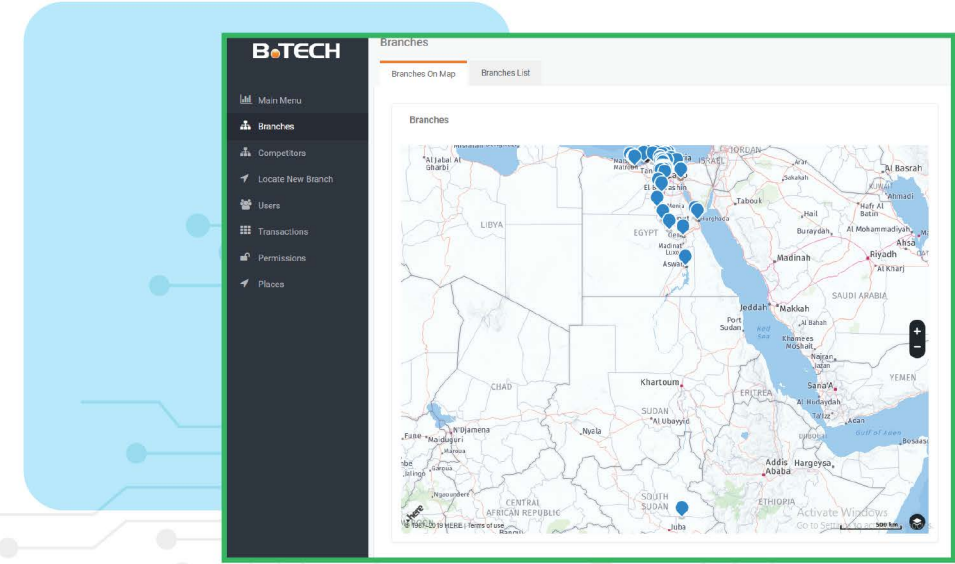**Client:** B.Tech

Sector: Business, Egypt

Duration: 3 Months

Solution: The system aims to identify the best locations for new B.Tech branches. It displays B.Tech branches on a map, along with their transactions and contact information, and compares them with competitors' data to aid in decision-making.

Tasks involve

1. Branch Mapping
2. Branch Management
3. Transaction Tracking
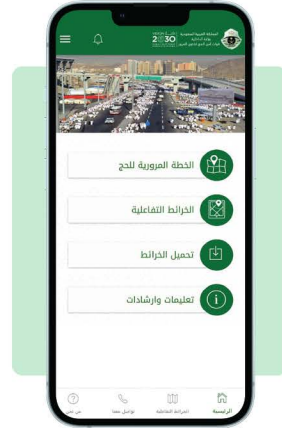4. Location Detection
5. User Permissions

Mobile Apps

Hajj Traffic, Traffic Maps for Hajj

Maps & Navigation

Partner: CAD&GIS Co. Ltd

👤 **Client:** Saudi General Directorate of Public Security General Department of Traffic

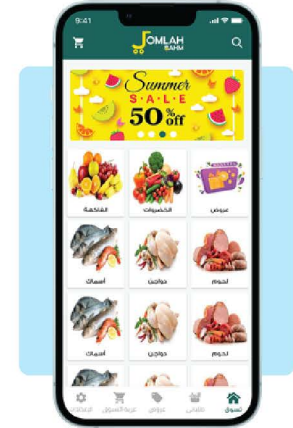Published at Google Play & App store

GET IN ON Google Play

Jomlah Sahm, Wholesale Grocery Supply

Ecommerce

Prime Contractor

👤 **Client:** Jomlah Sahm Platform

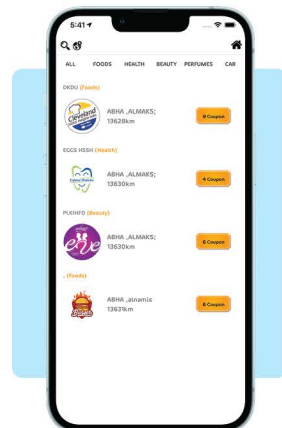Published at Google Play & App store

Khasm, Discount Coupons

Shopping

Prime Contractor

👤 **Client:** My Daily Needs for IT
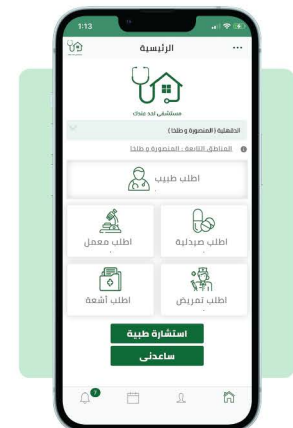
Published at Google Play & App store

Aldoctor, Medical Services On Demand

Medical

Prime Contractor

👤 **Client:** Al-Doctor App

Published at Google Play & App store

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Aladdin Partner, Services Voice Order

IoT

Partner: Nakheel.io

Client: Aladdin World

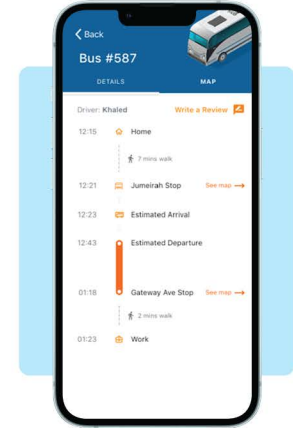**Published at Google Play & App store**

Autobus, Public Transport Routes

Maps & Navigation

Partner: Nabdaa

Client: Comprehensive Multiple Transportation Co.(CMTC, AutoBus)

Published at Google Play & App store

GET IN ON Google Play

Download on the App Store

Aghnam Elreef, Fresh Meat Delivery

Ecommerce

Partner: CloudSoft5

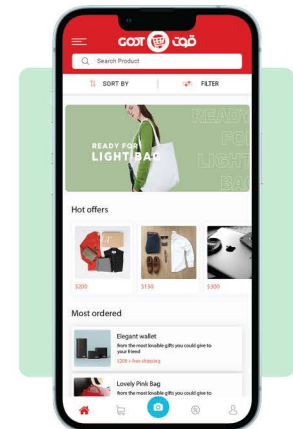**Client:** Aghnam El Reef App

Published at Google Play & App store

Download on the App Store

GOOT: Shop Online Grocery

Ecommerce

Prime Contractor

Client: Marei Bin Mahfouz Group

Published at Google Play & App store

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GOOT Captain: Delivery Application

Maps & Navigation

Prime Contractor

👤 **Client:** Marei Bin Mahfouz Group
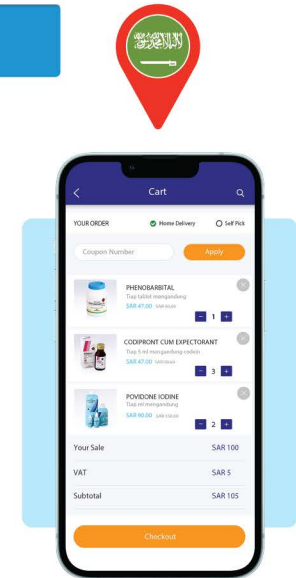
Published at Google Play & App store

KFD: Online Pharmacy

Ecommerce

Prime Contractor

👤 **Client:** Marei Bin Mahfouz Group

Published at Google Play & App store

ERP+: Attendance System

Business

Prime Contractor

👤 **Client:** CloudSoft5

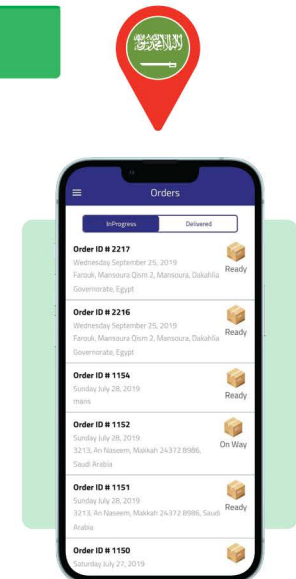**Published at Google Play & App store**
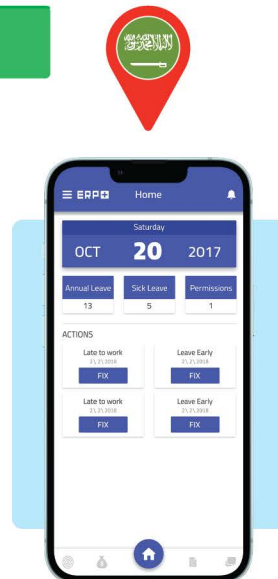
KFD Captain: Delivery Application

Maps & Navigation

Prime Contractor

👤 **Client:** Marei Bin Mahfouz Group

Published at Google Play

Makady (مقاضي): Saudi Offers
Shopping

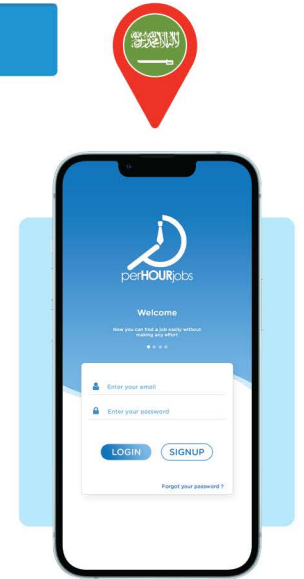**Prime Contractor**

👤 **Client:** Digital Region

Published at Google Play & App store

PerHourJobs, Freelance Jobs Search
Job Search

Prime Contractor

👤 **Client:** PerHour

Published at Google Play & App store

Job Plus, Part-Time Jobs Search
Job Search

Prime Contractor

👤 **Client:** Adroyts

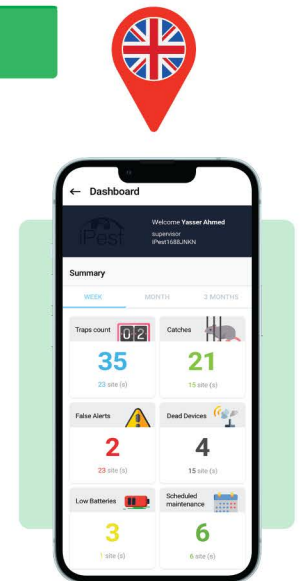🌐 **Website:** https://www.jobplus.biz/

Published at Google Play & App store

iPest: Rodent Monitoring IOT Solution
IoT

Partner: Nakheel.io

👤 **Client:** Russell IoT

Published at Google Play & App store

Aldahayan Auto: Cars Catalog & 3 S Services
Automotive

Prime Contractor

👤 **Client:** Aldahayan Auto

Published at Google Play & App store

Wfr (خصومات مصر): Egypt Offers
Job Search

Prime Contractor

👤 **Client:** Public

Published at Google Play & App store

Alhalawani Auto: Cars Catalog & 3 S Services
Automotive

Partner: New Manar IT

👤 **Client:** Alhalawani Auto

Published at Google Play & App store

Strawberry: Vegetables and Fruits Store
Ecommerce

Partner: Nabdaa

👤 **Client:** Strawberry Trading Company

Published at Google Play & App store

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EGP Now: Egyptian Pound Exchange Rate

Finance

Prime Contractor

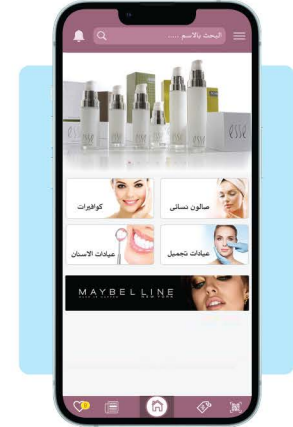👤 **Client:** Public

Published at Google Play & App store

Kawa3b: Online Salon

Lifestyle

Prime Contractor

👤 **Client:** Client: Rumman Technology Company Ltd

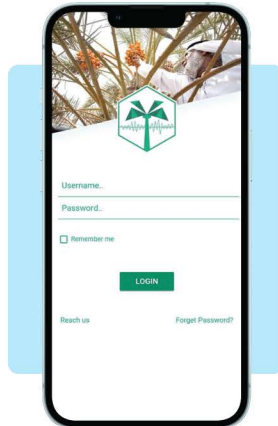**Published at Google Play & App store**

Nakheel: Cognitive Palm IOT Solution

Business

Prime Contractor

👤 **Client:** Nakheel.io
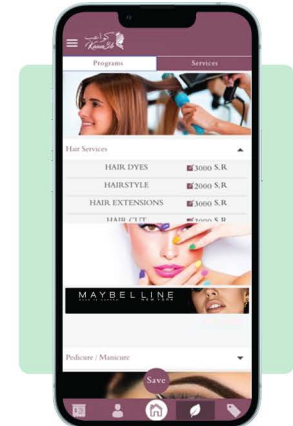
Not Published at App Store based on client's request

KPOS: Point of Sale (POS)

Business

Prime Contractor

👤 **Client:** Client: Rumman Technology Company Ltd

Published at Google Play & App store

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Umm al-Qura University Student Affairs

Finance

Partner: First Tent

Client: Umm Al Qura University

Published at Google Play & App store

Download on the
App Store

Protect Masr: Citizens' Complaints

Complaint Handling

Prime Contractor

Client: Egyptian Ministry of Communications and Information Technology (MCIT)

Not Published at App Store based on client's request

Vote Me: Online Poll Apps and Social Media

Social Network

Prime Contractor

Client: Mqyes Al-Deka

Published at Google Play & App store

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E-Commerce Websites
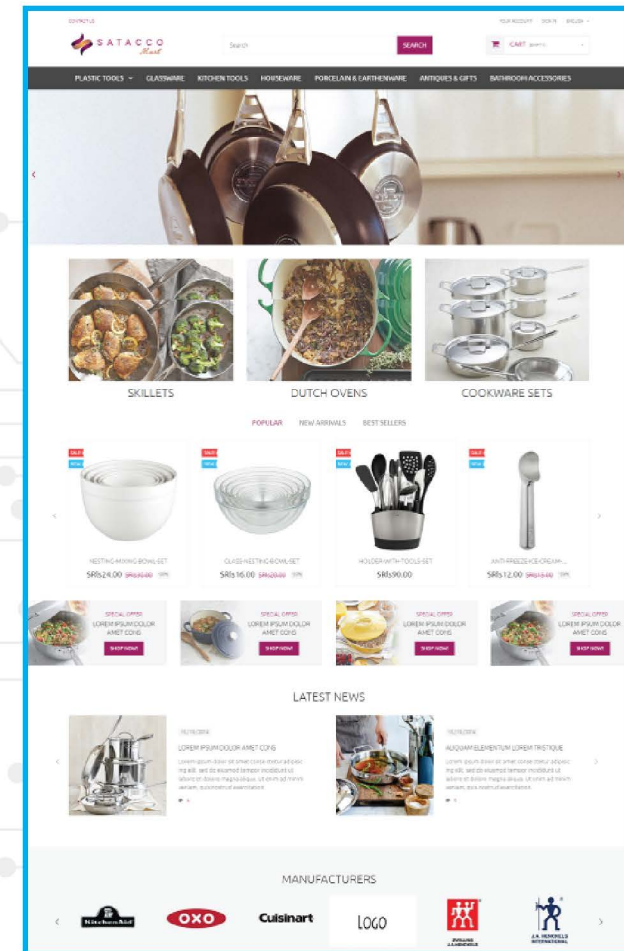
Order Food Online

Prime Contractor

👤 **Client:** French Fries Restaurant
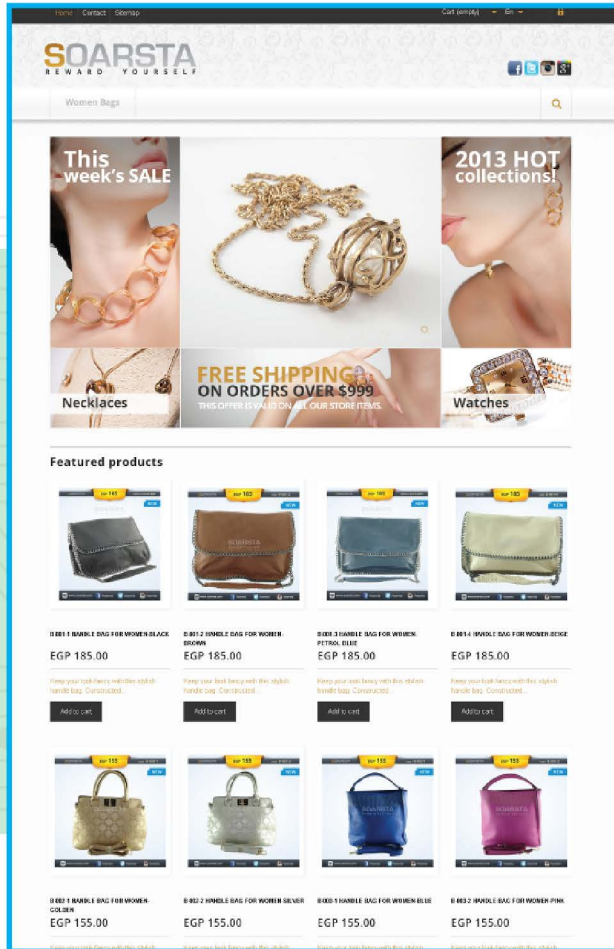

Kitchenware

Prime Contractor

👤 **Client:** SAM Arabia

Ladies Fashion

Prime Contractor

Client: Soarsta Bags & Accessories

Cosmetics

Prime Contractor

Client: SEMAK
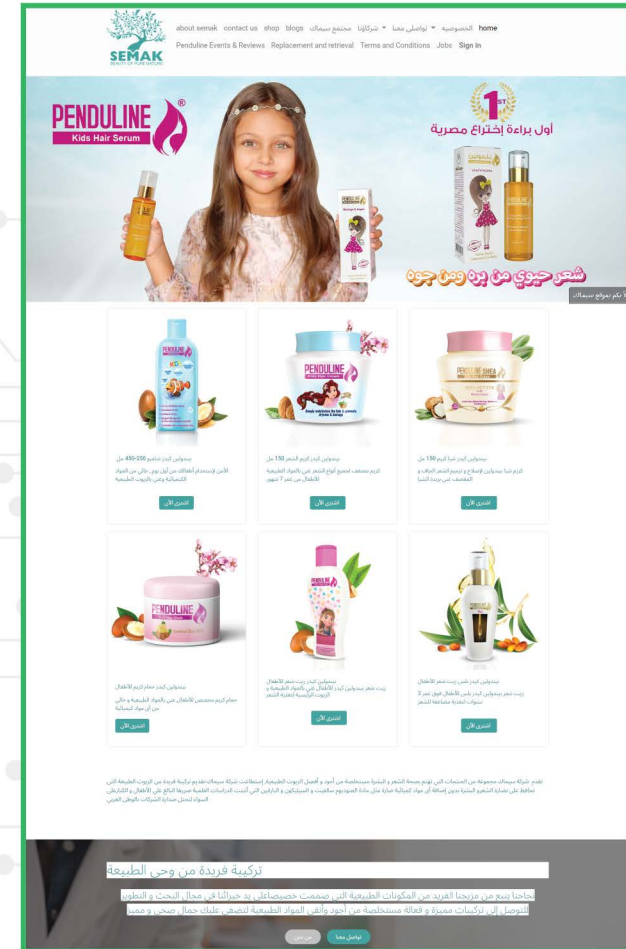
Business Website

Tourism Agency

Prime Contractor

Client: Doroub Travel
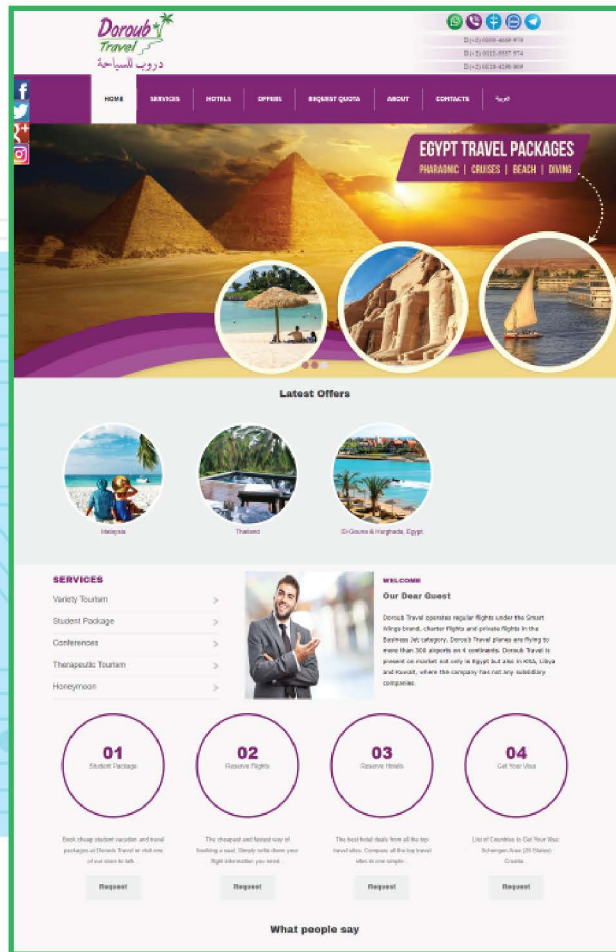
Business Consultation

Partner: ISOTEC

Client: CANPEL

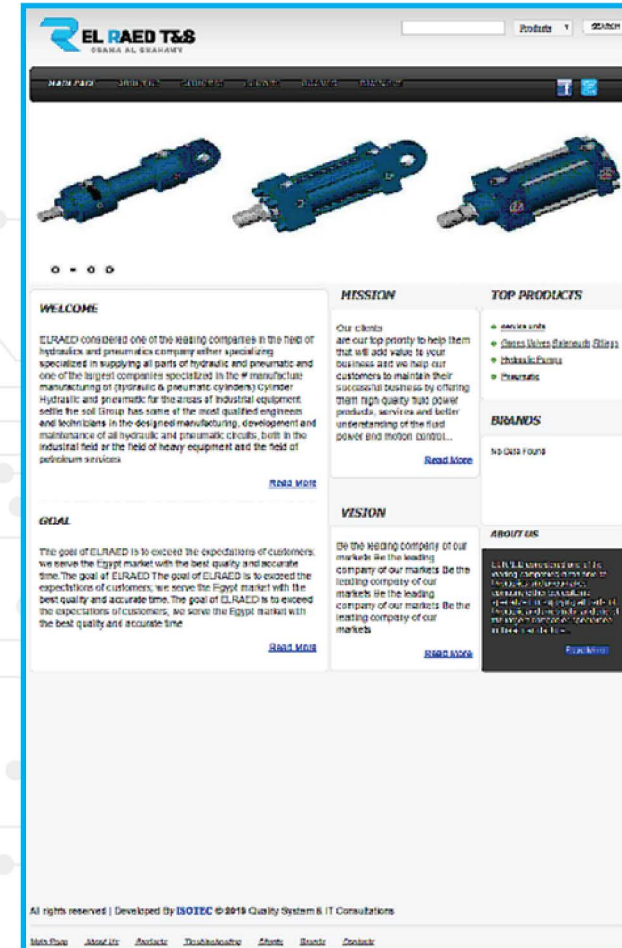## Tourism Agency

Partner: ISOTEC

Client: Aloo Visa

Hydraulics & Pneumatics
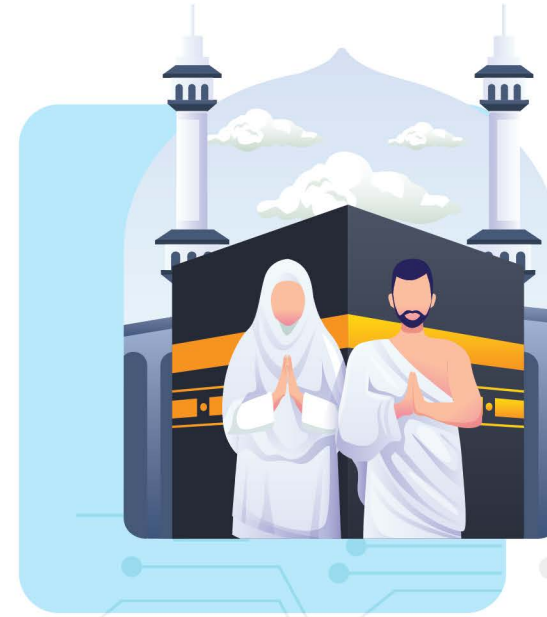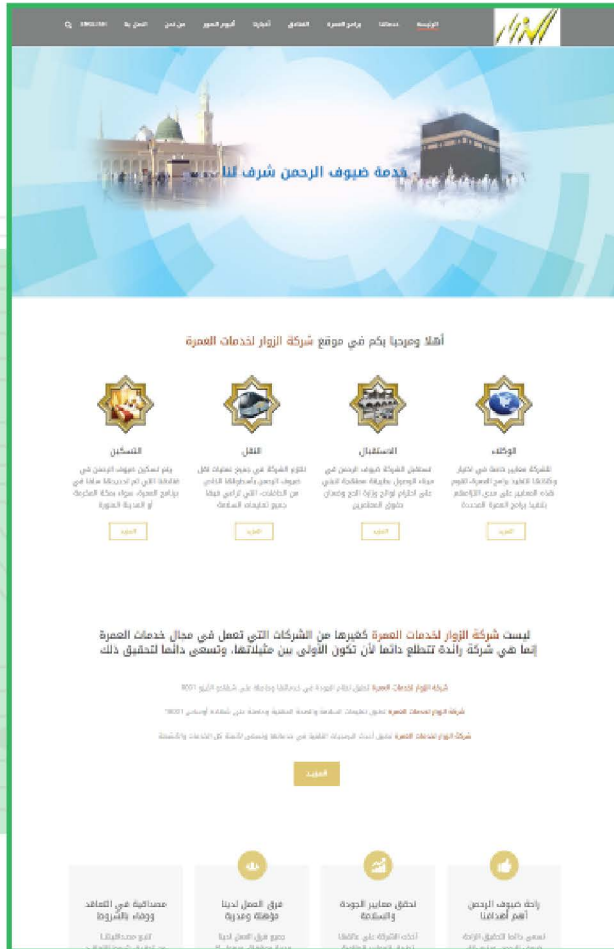
Partner: ISOTEC

Client: El-Raed co

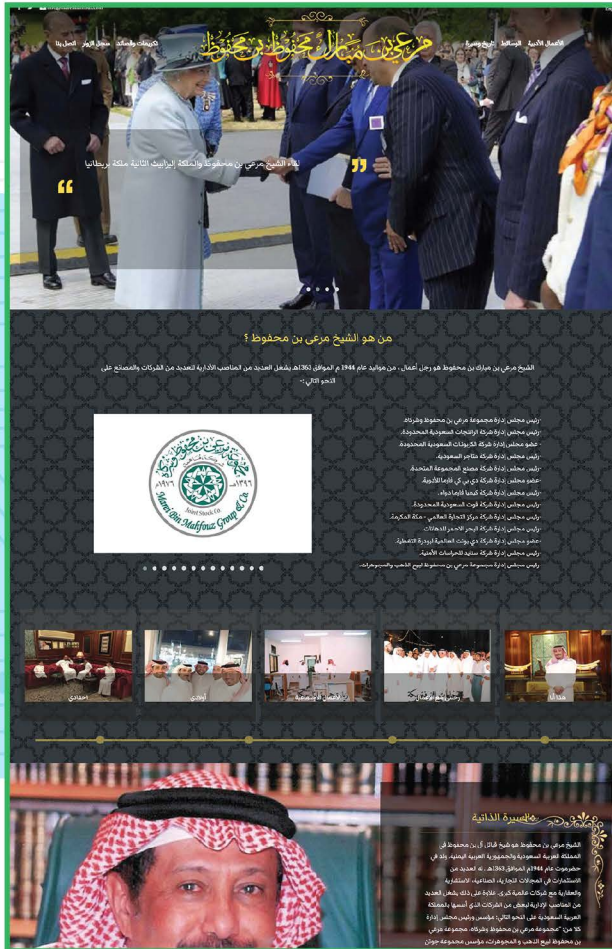# Umrah Service Provider

Partner: ISOTEC

Client: Azowar Umrah Services company
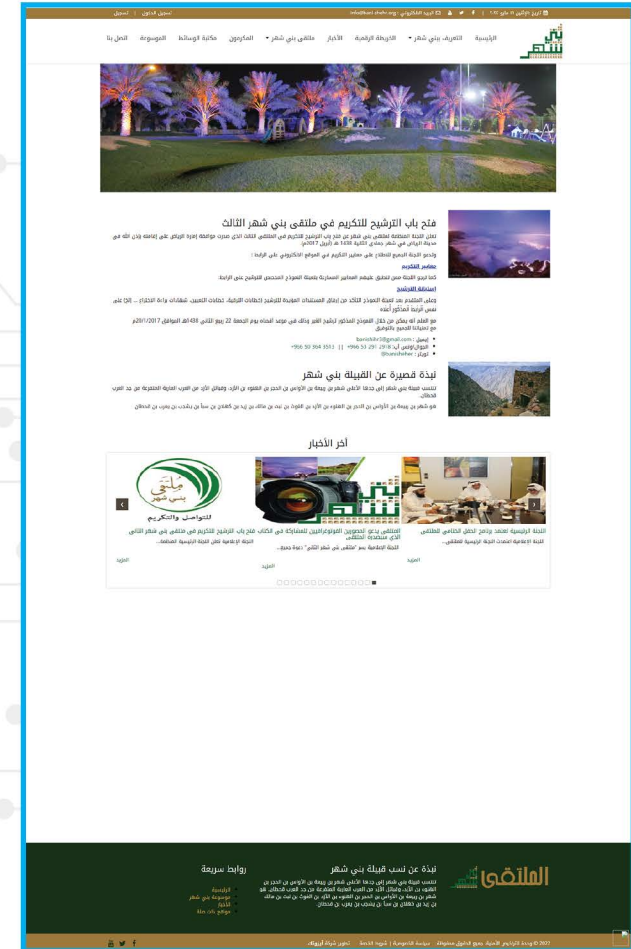
Sheikh Marie bin Mahfouz

Prime Contractor

Client: Marei Bin Mahfouz Group

Business Consultation

Partner: ISOTEC

Client: Bani Shehr Tribe

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Activities

ITRoots leverages the diverse educational backgrounds and skills of its Development team, a key asset of the Presales & Development department, to offer a variety of services. The following section will detail these main services.
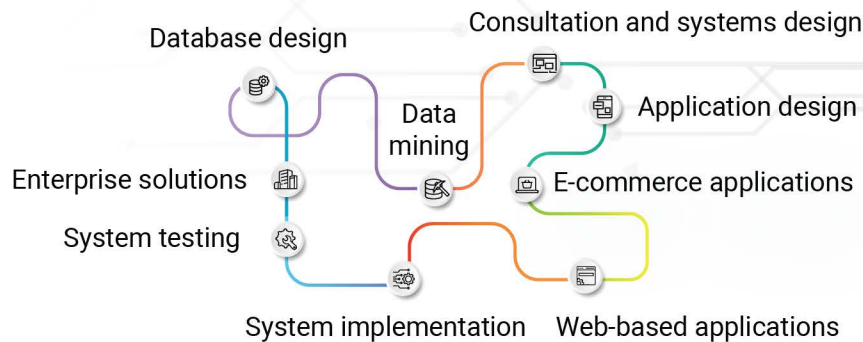
Application Development

❑ Leads regional IT application development with latest technology
❑ Guides users through efficient IT implementation
❑ Recognized as one of the most professional teams in the region
❑ Provides full development life cycle services: presales, system delivery, and operations

Presales Activities

- **01** Orientation Seminars
- **02** Demonstrations& Presentations
- **03** Preliminary Needs Assessment
- **04** Technical proposals

Turn-key solutions

- Database design
- Consultation and systems design
- Data mining
- Application design
- Enterprise solutions
- E-commerce applications
- System testing
- System implementation
- Web-based applications

Consultation Services

1. User needs assessment
2. Data evaluation & system Sizing
3. Functional requirements
4. RFP preparation
5. Data Quality Assurance
6. Cost Recovery Strategies

Outsourcing

❑ Globalization requires specialization and efficiency to stay competitive.
❑ Companies outsource IT and back office processes to focus on core business activities.
❑ ITRoots is an ideal partner for successful and goal-oriented outsourcing.
❑ Local management and bilingual employees ensure effective communication.
❑ ITRoots combines European quality with Egyptian cost advantages.

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Awards

EgyptInnovate ICT Innovation Award 2014 - Technology Innovation and Entrepreneurship Center (TIEC)

Governmental eServices Forum Award - Holy Makkah Municipality

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