

COMPANY PROFILE



www.itroots.net

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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:

GIS

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Web Development

Machine Learning & Al

Mobile Applications



Odoo ERP



Automotive ERP



E-Commerce



Outsourcing

Manpower



ITRoots utilizes its extensive IT expertise in software and specialized hardware, emphasizing high quality. Their team of over 50 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 Partners



Company Overview



300+

Completed Projects



200+

Satisfied Clients



16+

Years of Expertise



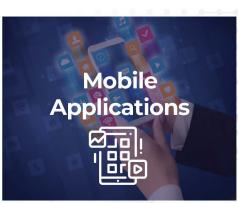
50+

Team Expert

Our Services



















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.
 - FRP.



Odoo Partnership

As an official Odoo partner, ITRoots is proud to play a key role in driving digital transformation across the Middle East and North Africa. With over 16 years of proven experience in delivering large-scale digital transformation projects, we have successfully implemented integrated solutions for numerous government ministries, public sector entities, and leading enterprises.

Our strategic partnership with Odoo empowers us to offer comprehensive, customizable ERP solutions that streamline operations, enhance productivity, and maximize profitability. This collaboration reinforces our commitment to delivering innovative and scalable technologies that support our clients' growth and digital success.

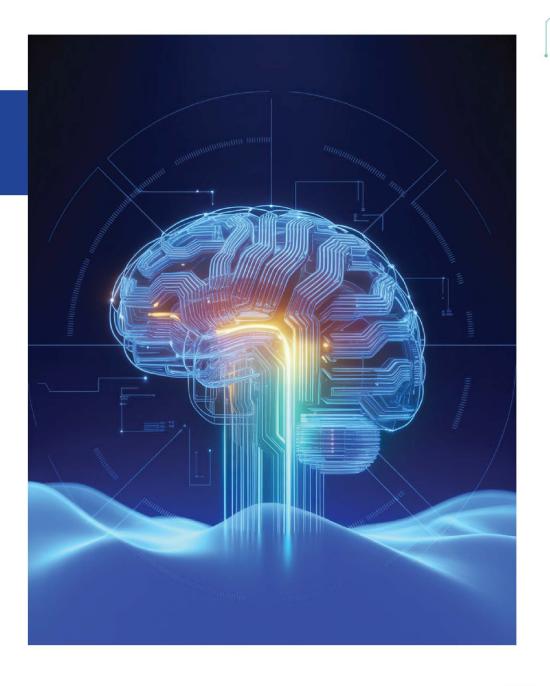






AI & Machine Learning

The AI & Machine Learning Division at ITRoots is an established hub of innovation, empowering organizations across Egypt, Saudi Arabia, and the Gulf with future-ready intelligence. Through advanced algorithms and deep learning models, our specialists deliver innovative automation, predictive analytics, and actionable insights that accelerate decision-making and unlock new opportunities. From streamlining operations to elevating customer experiences, we provide tailored AI solutions that integrate seamlessly with business strategies. This division reflects our commitment to continuous innovation and our vision to transform technology into measurable, sustainable growth for our clients.





Hands on Experience

GIS









AI & Machine Learning









Odoo ERP







Web Development











Mobile Development









Database Engine







Saudi Arabia

































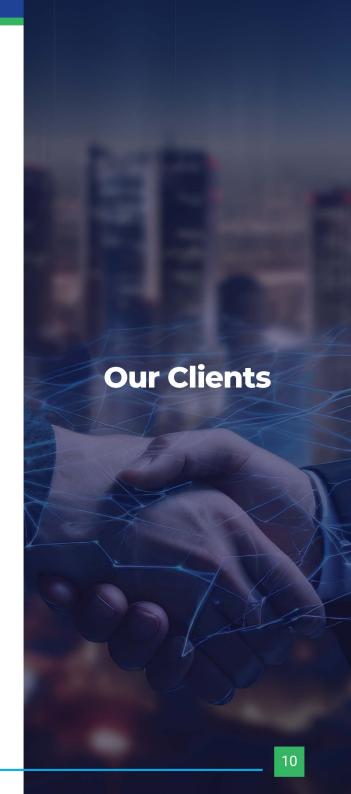












Egypt





















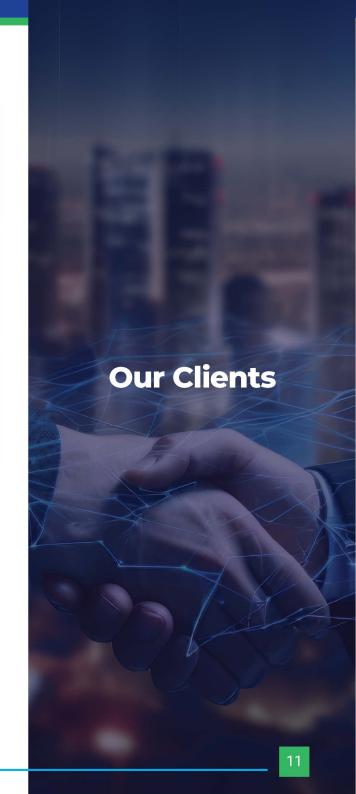




Kuwait







Libya









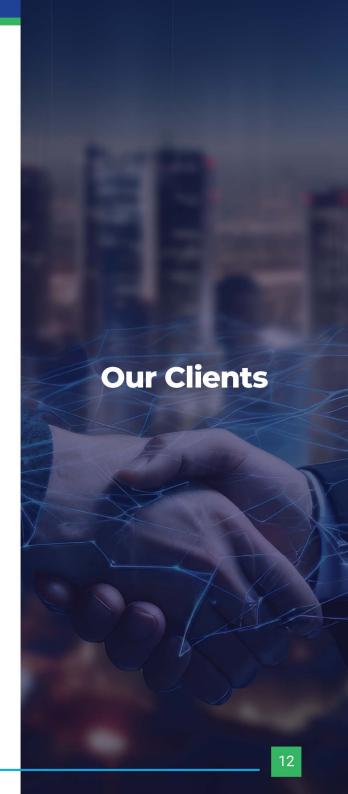


Global



SAATCHI & SAATCHI





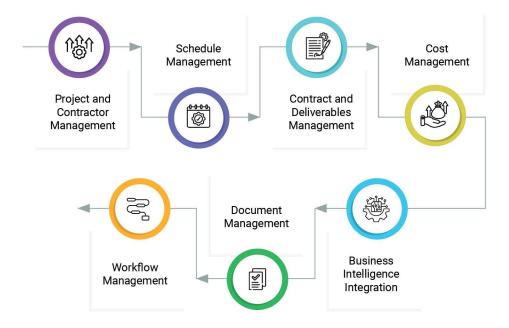


Products

PM-Cloud

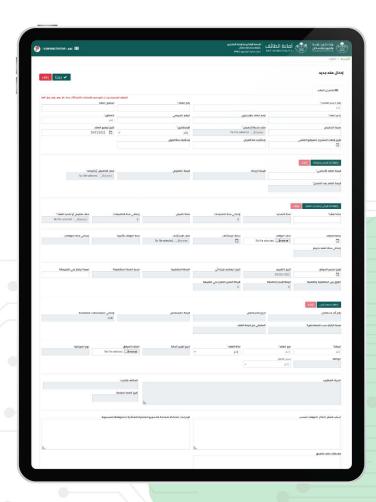
Solution: Implemented as Cloud Based Project Management platform, which is hosted on cloud or on-premises.

Main features:



Client: Taif Municipality (Partner: Projacs International).



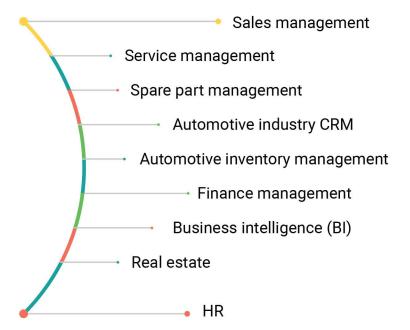




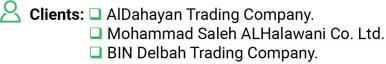
4S Plus (Automotive ERP)

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:







Alzugdi Co.

Saleh Al-Zaidy Toyota.

Alhumaidi Motors.

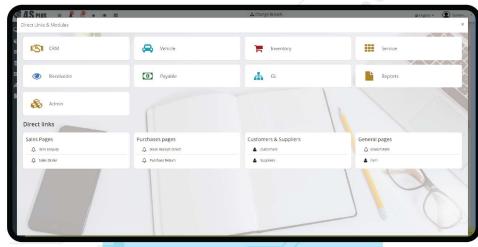


Figure1: System



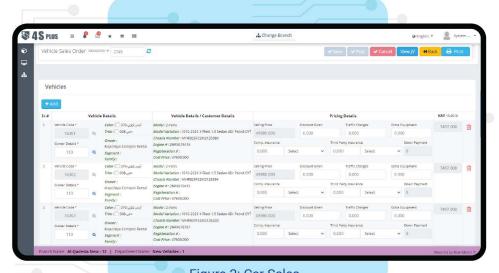


Figure 2: Car Sales

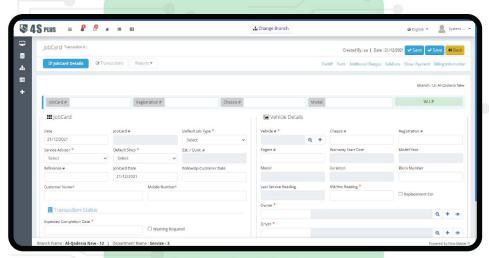


Figure 3: Job Card

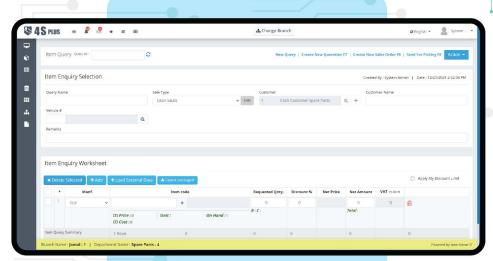


Figure 4: Item Search

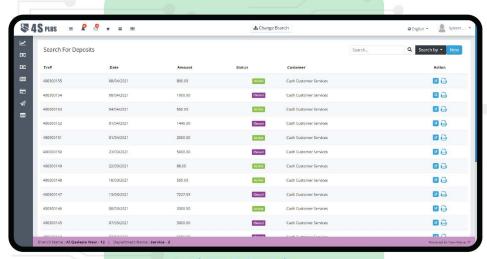


Figure 5: Deposits



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:



A Clients:

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



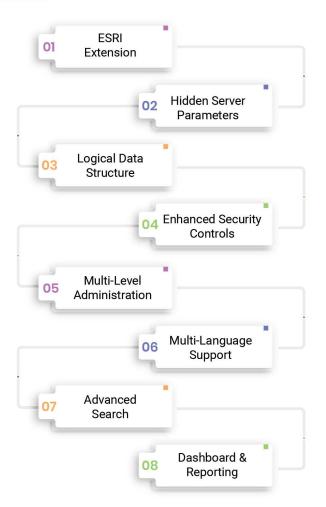






GeoBank

Main features:





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



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

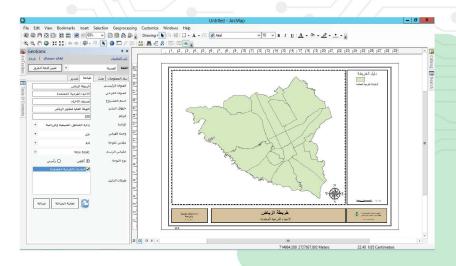






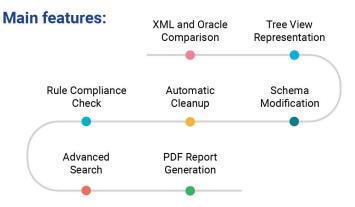
الهيئة الملكية لمدينة الرياض ROYAL COMMISSION FOR RIYADH CITY





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.

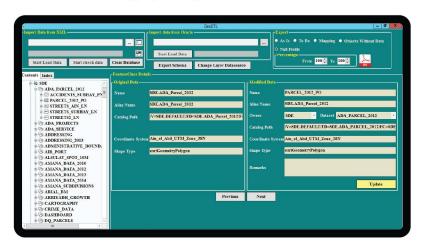




Client: Royal Commission for Riyadh City (RCRC), Saudi Arabia.

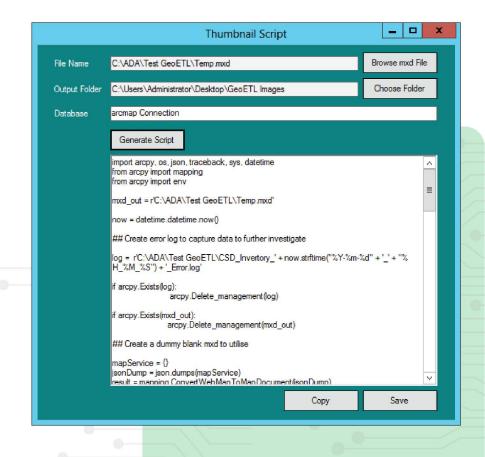


Note: Application copyrights registered please refer to section "Certificate of Copyright Registration".







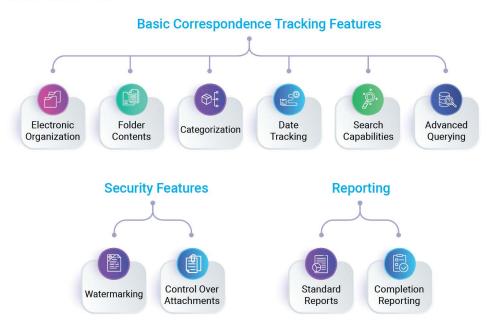




Correspondence Tracking and Management System

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

Main features:



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









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



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

The solution offers a comprehensive set of tools to manage sales teams effectively by providing:



URL: https://www.geosalesmanager.com

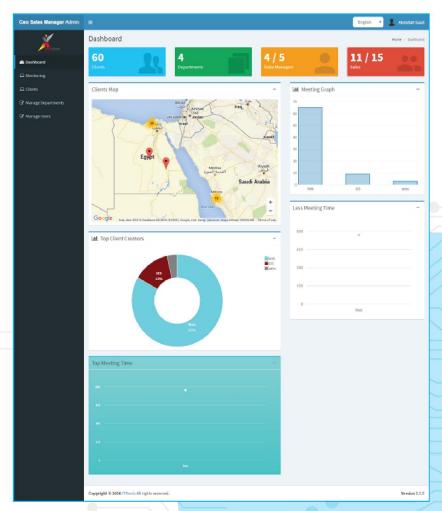




Note: Application copyrights registered, please refer to section "Certificate of Copyright Registration".







Certificate of Intellectual Property (IP, Copyright) Registration









Enterprise Projects

Monitoring and Follow-up the Hajj and Umrah Guests

2

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:



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.



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



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



Track and monitor bus fleet activities.



Coordinate closely with relevant transport planning authorities to enhance collaboration.





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

2

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

Sector: Government, Saudi Arabia

Duration: 6 Months





Solution:



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



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



Develop dashboard for statistical indicators and performance metrics.



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





Municipal Sectors Knowledge Management (MAREFA)

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

Sector: Government, Saudi Arabia

Duration: 18 Months



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/



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.





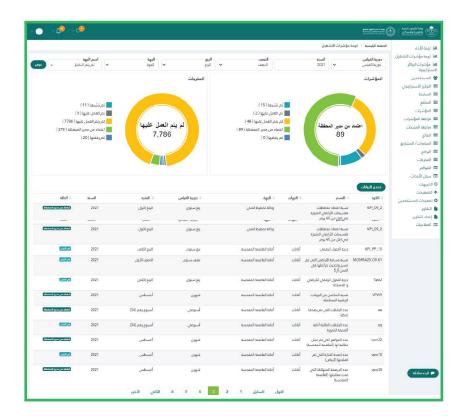
Objectives and Key Results (OKR) Digital Transformation

Client: Ministry of Municipalities and Housing (MOMAH),

(Partner: Digital Geography)

Sector: Government, Saudi Arabia

Duration: 12 Months



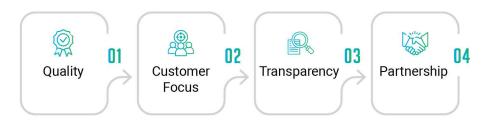
Achieve Your Goals with OKRs!





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:







Balady Bayanat

2

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/



Building and Operating the Geodetic Database



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

بناء وتشغيل قاعدة البيانات الجيوديسية









National Urban Observatory (NUO)

2

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











PM Commerce

2

Client: Ministry of Commerce

Sector: Government, Saudi Arabia

Duration: 12 Months

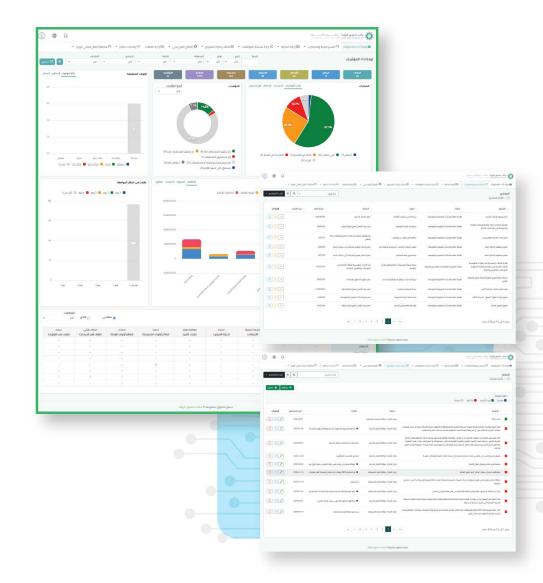
Solution: The project targets automating data processes for the

Commerce Sector's Vision Realization Office.

Tasks involve:

- Establish a unified central database for all initiatives and projects.
- 2 Ensure data integrity and import existing data into the database.
- 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

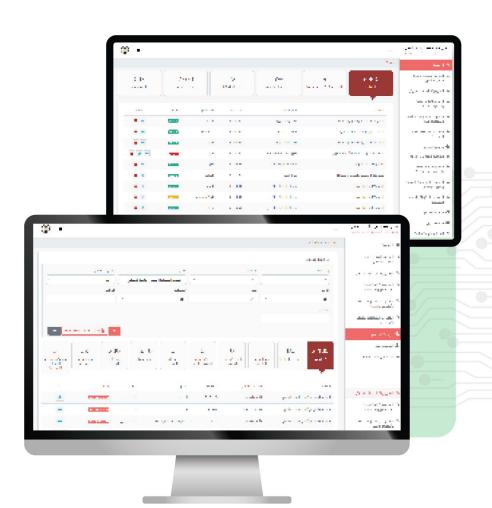
Duration: 12 Months

Solution



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

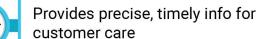
Sample Management

Tracks and manages lab samples efficiently

Workflow Orchestration

Streamlines and organizes laboratory workflows

Accurate Information



Data Management



Recognized for improving lab data management internally

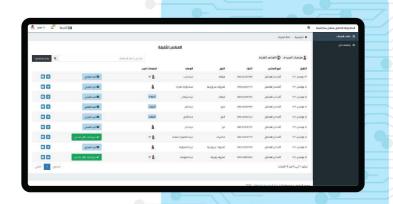
External Reporting



Facilitates effective reporting of data to external parties









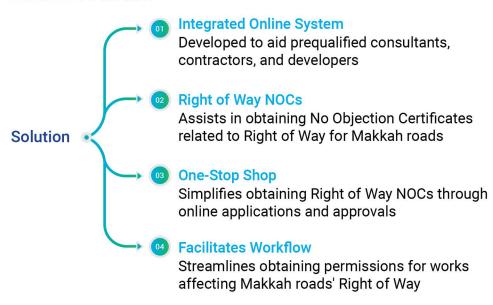
Dig Electronic No Objection Certificate (Dig E-NOC)

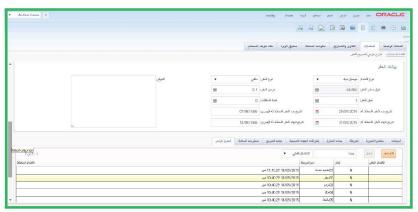


Client: Holy Makkah Municipality, (Partner: Digital Geography)

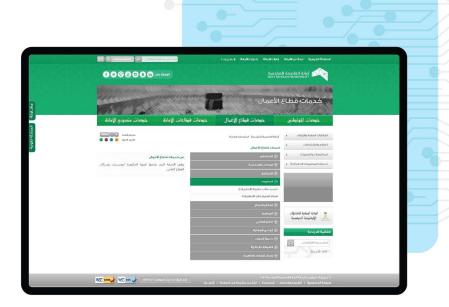
Sector: Government, Saudi Arabia

Duration: 36 Months











Royal Commission for Riyadh City (RCRC) Geo Portal

8

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

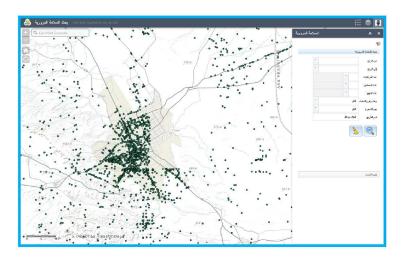
Digital Geography)

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

2

Client: Ministry of Culture

Sector: Government, Saudi Arabia

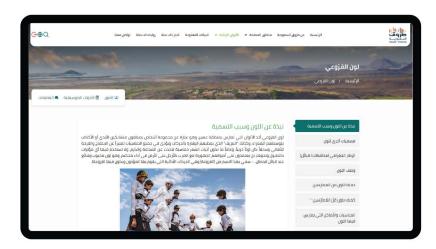
Duration: 6 Months

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

8

Client: Ministry of Culture

Sector: Government, Saudi Arabia

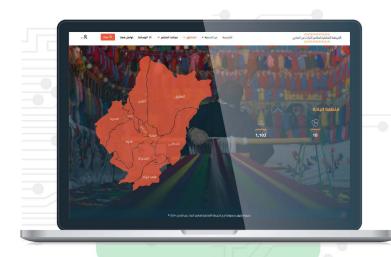
Duration: 6 Months

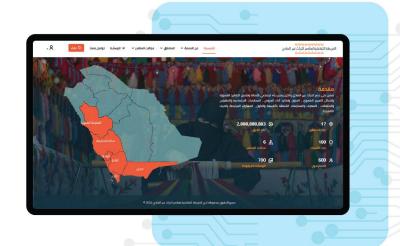
Solution:

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.



الخريطة التفاعلية لعناصر التراث غير المادي







Alahsa Elements List

8

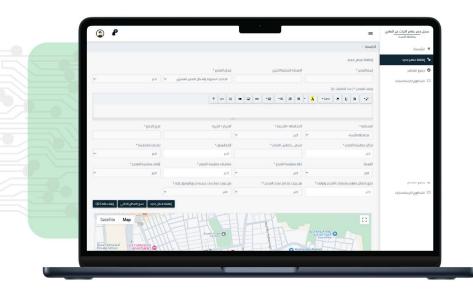
Client: Ministry of Culture

Sector: Government, Saudi Arabia

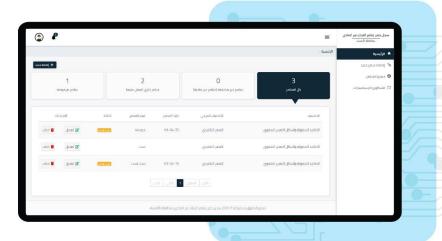
Duration: 6 Months

Solution:

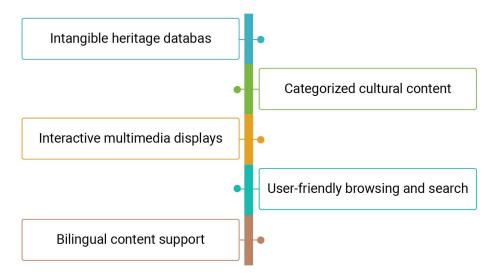
Our work in Al-Ahsa focuses on documenting and showcasing its rich intangible cultural heritage, shaped by its unique location, deep history, and diverse community. We highlight key elements such as oral traditions, arts, social customs, nature-related knowledge, and traditional craftsmanship. This effort preserves and promotes Al-Ahsa's vibrant cultural legacy.



سجل حصر عناصر التراث غير المادي بمحافظة الأحساء



Platform Features





Family Donations (2000 Libyan Dinar & 1000 Libyan Dinar)

2

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



Family Data and Certificate

Review and print Marital Status Certificates on secure paper for family owners.

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



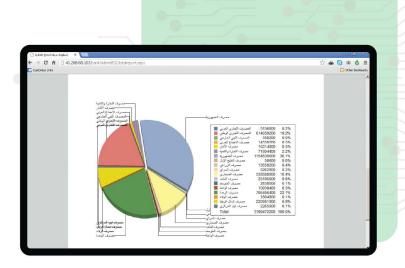
Civil Registry Offices

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

Bank Branches

1,450 users across 278 bank branches handling transaction processing





Libya Civil Registry Authority Workflow Automation

2

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

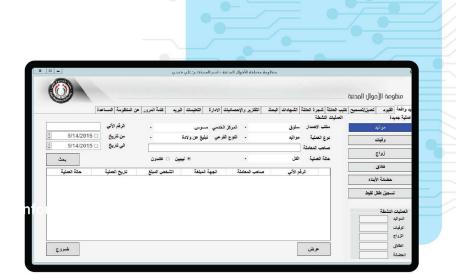
Sector: Government, Libya

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.









Libyan Elections

8

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











Dakahlia Investment Map

8

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

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









Projects

Digital Delmar

2

Client: Digital Delmar App

Sector: Business, Saudi Arabia

Duration: 18 Months

Solution: Digital Delmar is an innovative telemedicine solution developed by ITRoots, combining a smart mobile app, Al-powered medical pods, and a smart mirror. Patients can seamlessly measure vital signs—blood pressure, glucose, weight, oxygen levels—and request remote consultations via real-time video with certified doctors. The system bridges physical and digital care, transforming how healthcare is accessed, monitored, and delivered.











Arabic Coaches

Client: Arabic Coaches App

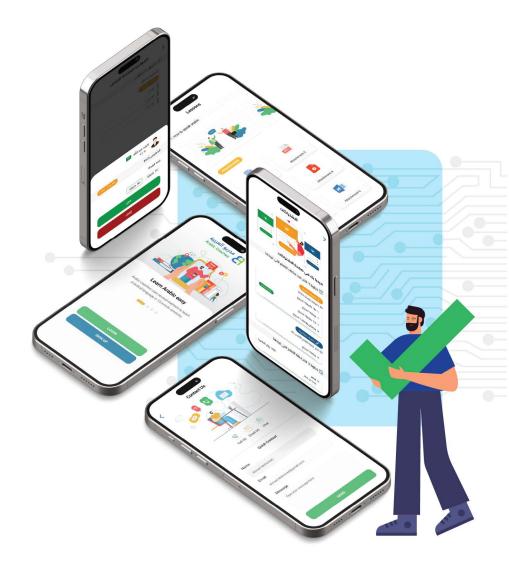
Sector: Business, Saudi Arabia

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.









Khuta Academy

8

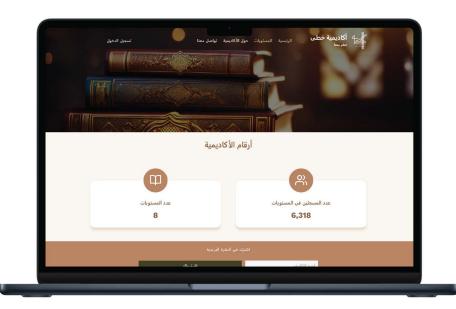
Client: Khuta

Sector: Business, Saudi Arabia

Duration: 6 Months

Solution:

Khuta Academy offers structured and accessible educational programs that connect diverse fields of Islamic knowledge—such as stories from the Qur'an, biographies of prominent figures in Islamic history, and in-depth exploration of the Qur'anic worldview.







Platform Features



Interactive lessons and quizzes



Multimedia content deliver



Personalized learning experience



Structured course progression



Kafooo

2

Client: Kafooo App

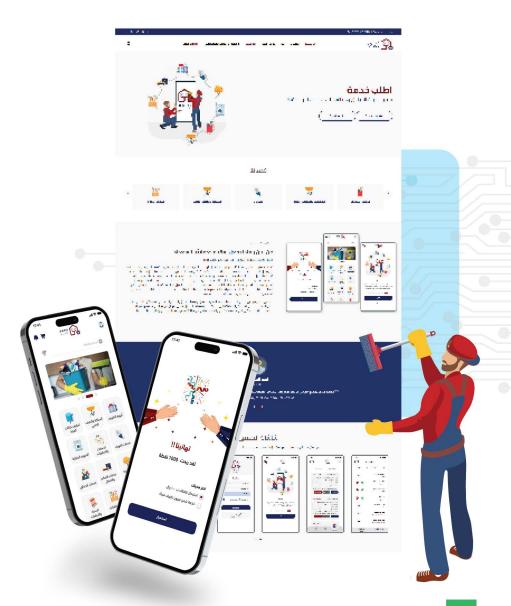
Sector: Business, Saudi Arabia

Duration: 6 Months

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









Ta7wela

2

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.





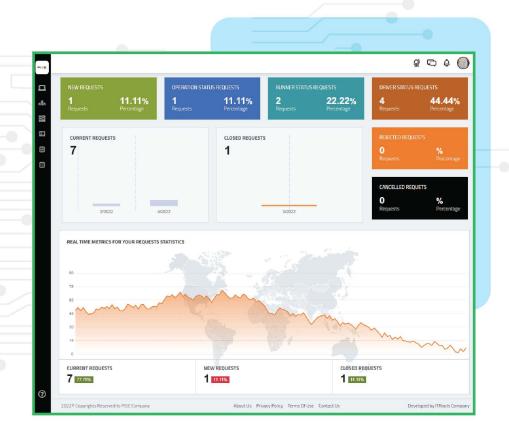
InlandLogistics Application

2

Clients: MAERSK (PISE sister company)

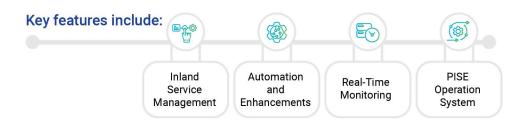
Sector: Business, Egypt

Duration: 18 Months





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



Intelligent Features:

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





B.Tech Smart Maps



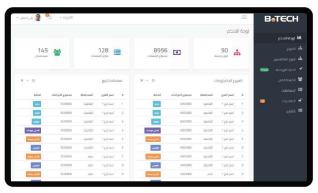
Client: B.Tech

Sector: Business, Egypt

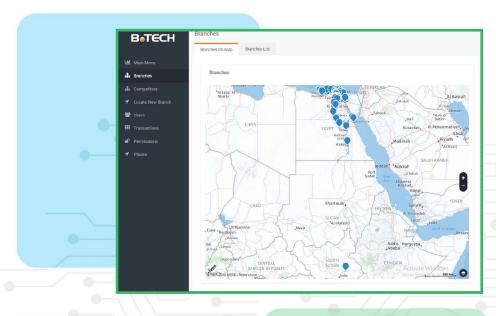
Duration: 3 Months

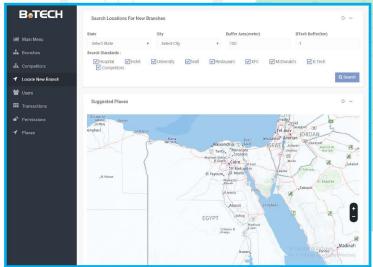
Solution: The system aims to identify the best locations for new B.Tech branches. It displays B.Tech branches on a map, along with their transactions and contact information, and compares them with competitors' data to aid in decision-making.













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





Jomlah Sahm, Wholesale Grocery Supply

Ecommerce

Prime Contractor

Client: Jomlah Sahm Platform

Published at Google Play & App store





Khasm, Discount Coupons

Shopping

Prime Contractor

Q

Client: My Daily Needs for IT

Published at Google Play & App store





Aldoctor, Medical Services On Demand

Medical

Prime Contractor



Client: Al-Doctor App







Aladdin Partner, Services Voice Order

IoT

Partner: Nakheel.io

Client: Aladdin World

Published at Google Play & App store





Autobus, Public Transport Routes

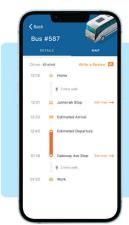
Maps & Navigation

Partner: Nabdaa

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

Published at Google Play & App store





Aghnam Elreef, Fresh Meat Delivery

Ecommerce

Partner: CloudSoft5

Client: Aghnam El Reef App

Published at Google Play & App store





GOOT: Shop Online Grocery

Ecommerce

Prime Contractor

Client: Marei Bin Mahfouz Group







GOOT Captain: Delivery Application

Maps & Navigation

SZUN

Prime Contractor

0

Client: Marei Bin Mahfouz Group

Published at Google Play & App store



KFD: Online Pharmacy

Ecommerce

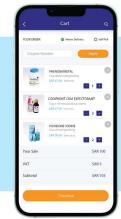




Client: Marei Bin Mahfouz Group

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 (مقاضی): Saudi Offers

Shopping

THE STATE OF THE S

Prime Contractor

2

Client: Digital Region

Published at Google Play & App store



PerHourJobs, Freelance Jobs Search

Job Search





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

loT





Client: Russell IoT







Aldahayan Auto: Cars Catalog & 3 S Services

Automotive

多溪川

Prime Contractor

2

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

Q

Client: Alhalawani Auto

Published at Google Play & App store



Strawberry: Vegetables and Fruits Store

Ecommerce

Partner: Nabdaa



Client: Strawberry Trading Company







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







Umm al-Qura University Student Affairs

Finance

Partner: First Tent

Client: Umm Al Qura University

Published at Google Play & 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

Q

Client: Mqyes Al-Deka





E-Commerce Websites

Order Food Online

Prime Contractor

2

Client: French Fries Restaurant





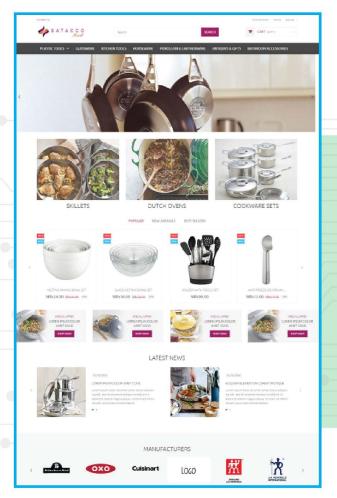
Kitchenware

Prime Contractor



Client: SAM Arabia





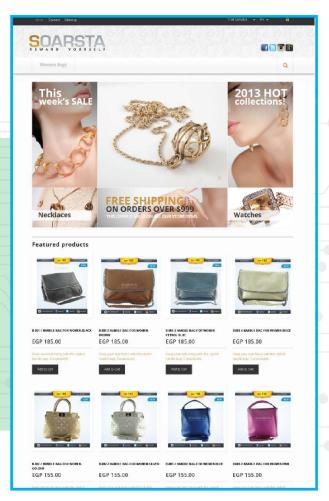


Ladies Fashion

Prime Contractor

Client: Soarsta Bags & Accessories





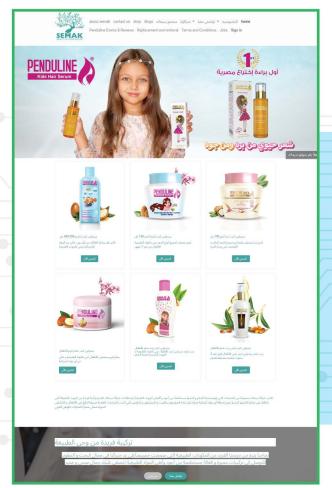
Cosmetics

Prime Contractor



Client: SEMAK







Business Website

Tourism Agency

Prime Contractor

2

Client: Doroub Travel





Business Consultation

Partner: ISOTEC

2

Client: CANPEL







Tourism Agency

Partner: ISOTEC

2

Client: Aloo Visa



Hydraulics & Pneumatics

Partner: ISOTEC

2

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

2 Client: Bani Shehr Tribe







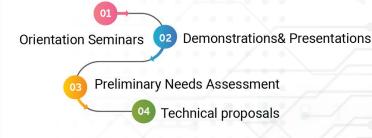
Activities

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.

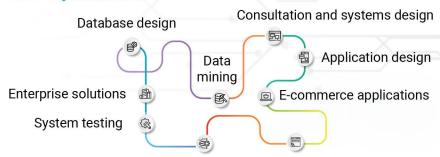
Application Development

- ☐ 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



Turn-key solutions



System implementation Web-based applications

Consultation Services

- User needs assessment
- 2 Data evaluation & system Sizing
- 3 Functional requirements
- 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.



Awards



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



Governmental eServices Forum Award
- Holy Makkah Municipality

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