



Professional Services
& Solutions



PORTFOLIO








Company History

Automated Systems Company (ASC) was established in March 1989 in response to the very high demands of the local travel agencies, which were requiring a centralized airline reservation system that covers their business and manage their customers' needs. ASC introduced to Kuwait market as Kuwait Multi-Access Reservation System (KMARS), the leading provider for that centralized system.

Joining the Kuwait Stock Exchange (KSE) and being listed as a public company, with Kuwait Airways as major stock holder, ASC work with the Kuwait Travel Services Companies and other stakeholders had extended to the help to Travel Services Companies by providing a first class IT Infrastructure, support and training.



Our Vision Is To be a leading regional IT business enabler through our competencies and turn-key solutions



Mission

We are:

- Dedicated to deliver high quality of services and end-to-end business solutions on time and every time
- Committed to provide excellent value to our customers' business for sustainable and profitable growth
- Delivering a value added services to our customers through our experts with top leading best practices maintaining high standards

Business goals & objectives

- Establish a division that will help to promote ASC company as one of the top 5 IT business enablers
- Introduce and benchmark ASC in many of top leading worldwide niche technologies.
- Utilize ASC niche technology products to rapidly gain market share.
- Provide ASC clients with high-quality products and services while maintaining profitability of 15-20%
- Target the market segment of SME companies in Kuwait, GCC then MENA market
- Maintain 10-15% customer base year-to-year growth with sustainable loyalty
- Integrate our products and services into the desired marketplaces
- Introduce new value added services for many business lines

Growth strategy

The general growth strategy of the ASC is based on diversification and organic growth for existing business lines, growth by acquisition, and strategic alliances





What we do

The services & solutions division is formed to fulfill the board direction to achieve sustainable profit and growth which in turn claims ASC benchmark of market leadership and delivers the expectation of shareholders. The core specialization is highly demanded value added services (VAS) which ASC S&S is oriented for, to cover the gaps of the top highly valued niche market products and services in MENA.

ASC Company has the capacity and the capability to provide full end-to-end solution starting from cabling and network infrastructure up to the level of ERP implementation through specialized engineers and large portfolio of partnerships. Our customers will not have to deal with multiple vendors which always result a complicated environment and risk of miss communication or proper accountabilities.

Products & Services

Products

Value Added Reseller Partner (VAR): ASC has the privilege of being the leading Value Added Reseller through its strategic partnerships with global technology leaders in the world to cover Kuwait market with exposure to the Middle East and North Africa (MENA).

Listed below our major technology partners:



ASC is the leading Gold partner in Kuwait for Oracle products. Oracle is a worldwide giant leader and technology enabler as a manufacturer for software, ERP and database in addition of many worldwide leading technologies with strong specialization of providing end-to-end vertical business solutions.



Our partnership as ISV with Red Hat the pioneer for Enterprise platform portfolio over Linux operating system and a provider of world-class open source solutions, like Cloud PaaS, SaaS, IaaS and many other advanced technologies & solutions.



ASC as a Microsoft Cloud Partner is considered authorized to sell and deploy Microsoft Office 365, Windows Intune, Windows Azure, Microsoft Dynamics CRM Online and all other Microsoft Cloud products.



ASC as a reseller of DELL hardware (Servers, laptops...etc.). We also provide aftersales value added services in terms of technical support, systems integration and other managed services to meet our customer needs.



As a Microsoft registered partner, we are keen to leverage infrastructure need with the right technology provided by Microsoft with robustness and stable implementation of its products to help business automation using the latest technologies.



Our relationship with Cisco enables us to serve the networking infrastructure requirements and provide the necessary security coverage. In addition to maintaining customer expectation relevant to Cisco products



ASC as a reseller, VAS provider and system integrator partnered with McAfee help to securing its customers' infrastructure and implement reliable self-defending and mitigation layers that can secure the communication landscape for best business productivity and highest data protection.



ASC as a partner to "MobileIron" which is the platform for Mobile IT, can help your organization to secure and manage mobile applications, documents, and devices globally around the world through on-premises, cloud or hybrid setups.



ASC as a PPS Silver & EG Partner to "Hewlett-Packard" which the world's largest technology company, with more than 40 years of experience that provide not only reliable products but also programs that fits ASC customers' business needs.



ASC as a Bronze reseller and value added services provider had partnered with "Fortinet" which is the worldwide provider of network security appliances and a market leader in Network Security, to be able to provide its customers with best of breed security solutions. ASC can offer broad services that can be integrated and high-performance of protection against advanced threats while simplifying the IT security infrastructure.



ASC as business enabler believes of adapting the latest technology trends like virtualization and cloud computing. Therefore, ASC enrolled under VMWare partnership Consulting and Integration Program (CIPP) to be able to provide high quality consulting, integration and outsourcing services to its customers that help them to drive successful cloud and virtualization initiatives.



Services

ASC S&S is dedicated to provide its SME customers with the right skills and specialization that understand their business and add a value throughout the acquisition of our consulting service and products portfolio. The current services offerings ASC provides covers but not limited to the following areas:

- Consulting Services:
 - Projects/Program Management (Business Applications and Infrastructure).
 - IT re-engineering.
 - IT Audit (Business Applications and Infrastructure).
 - ISO 20000, 27000 readiness and awareness.
 - Value engineering.
 - Writing request for proposals (RFP), terms of reference (TOR) and business solutions selections.
 - IT Business Automation/Transformation (Retail, Construction, Education, HealthCare).
 - Systems integration (Front/Back Office) like integrating POS with back office ERP or integrating airlines solution with back office ERP ...etc.
 - In-house Developed application and mobility solutions
 - Patient lifecycle management (HIMS) with PANMEDICA
 - GDS back office application
 - Mobility solution for loyalty
 - Self-service customized solutions
 - Training, professional and executive.
 - IT Executive and Soft Skills Training Provider
 - Other IT accreditations like Microsoft, Cisco ...etc.
 - PMI & ITIL
 - IT Managed Services (Outsourcing)
 - IT Managed Services and desktop support to private companies
 - ITaaS through ASC infrastructure and experts
 - ASC 24x7 helpdesk and proactive support
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- Infrastructure, security, legacy systems modernization and virtualization
 - Hardware planning, sizing and delivery as complementary activity to professional services deliveries
- Cloud computing (SaaS, PaaS, IaaS & ITaaS)
- Collaboration using Microsoft collaboration platform (Lync, SharePoint, Workflow)
 - Build best of breed solution for unified communication using MS Lync
 - Business automation using MS SharePoint and Workflow
 - Seamlessly integrating all MS landscape with low TCO and high ROI
- Professional services provider for top demanding best of breed solutions (ERP, BI and Analytics, CRM)
 - This will be covered either through acquired companies or through the strategic alliances with specialized international IT providers
- Consulting services and value engineering

●●●●● IATA Training Provider

ASC as a certified leader for IATA training had customized training programs for several IT technologies, soft skills and many other areas related to its technologies partnerships and business domains focused on business automation which are delivered in ASC training centre.





Consulting Services:

ASC Offers best-in-class consulting services through planning, implementation, and optimization methodologies in:

- **Business Continuity Management**

Our BCM services help you implement best-in-class BCM capability, ensuring the continuity of critical business functions and to move forward as seamlessly as possible.

- **Information Security Management Systems**

An ISMS provides a systematic approach to managing sensitive information in order to protect it. It encompasses employees, processes and information systems based on ISO 27001 which is a specification for creating ISMS. It helps an organization to ensure that, it is always appropriately protected.

- **Business Intelligence & Data Warehousing**

Our team will work with you to evaluate, select and oversee the implementation of the right Business Intelligence (BI) products and technologies (e.g. Cognos, Informatica, Oracle, Microsoft, and Business Objects) for your organization. We will help you find the right combination of people, best practices, and technology to transform your information resources into actionable intelligence with its Business Intelligence (BI) and Data Warehousing services.




IT Service Management (Outsourcing)

ASC delivers high quality IT services management at a cost effective value, and ensures focus on your core business to generate sustainable business and maintain your business growth

- **Call Centre**

ASC offers a wide range of Call Center services including inbound and outbound calls. We provide bilingual services, i.e., English and Arabic. Our Call Center enables you to outsource a part or all of your business service needs to us. We provide you with the infrastructure, training, human resources management and quality assurance to facilitate a total seamless integration of corporate culture, data systems and program management.

Outsourcing your Call Center to us allows you to focus on your core competencies, and frees you from routine, time-consuming concerns. You are thus empowered to focus on strategic objectives in your field.



● IT Managed Services

Our IT support Services offer can ensure the optimal and continual operation of your computers, network, entire Information Technology infrastructure and technical environment.

Our team:

- Offers proficient support in areas from network planning to server configuration for small and - large business networks.
- Provides quality solutions, services and IT support for SME's.
- Patch & Upgrade Support
- Scheduled Onsite Visits
- 3rd Party Management
- Disaster Recovery Plan

● ● ● ● ● IT Business Solutions

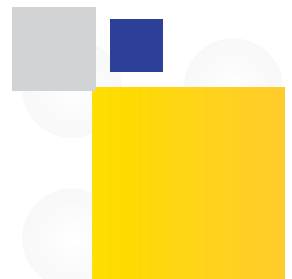
● Implementation

Ranging from consulting services to implementation, upgrade and managing applications in top leading business solutions such as, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Business Intelligence (BI), Big Data and data analytics. We provide our services for though our strategic alliances for enterprise Applications from leading global vendors such as SAP, Oracle, and Microsoft.

We leverage our project management expertise to reduce project risk, manage scope and maximize cost effectiveness as well as provide after go-live support.

We enable the organization to realize their vision of implementing packaged applications as close to "out of the box" as possible. Some of the customized ERP Services provided by us include:

- ERP Package Evaluation & Recommendation
- Project Management
- Package Implementations
- Application Maintenance & Support
- Version upgrades





Business competitiveness

Many of our turnkey solutions and application are unique and expecting no direct competitors never the less, the only competitive point would be winning customer trust in new products as well as our consulting services. The main competition might be in the lines which is related to the partnerships acquired for supporting short term operation expenses

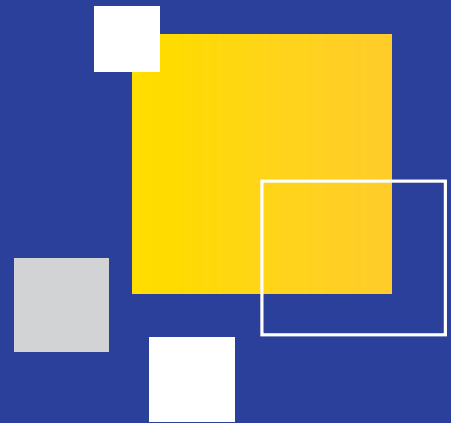
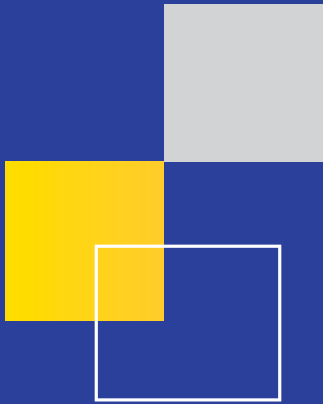
- Strong capabilities business-to-technology understanding (Locally & Internationally)
- Unique and wide portfolio of solutions and services
- Wide social network with customers and suppliers (Locally & Internationally)
- Broad vision for long term plan and fast adaptation to market change
- Flexibility of shrinking or expanding business lines (plug in/out)



Quality policies

ASC is ISO 9001:2008 certified and our IT Services & Solutions are formed using ITIL V3 and the company current in process to acquire ISO 20000 and 27001





Tel (+965) 2494 3700
Fax (+965) 2482 4300
Kuwait Free Trade Zone,
Future Zone,Plot B 28-B 29
Shuwaikh, Kuwait