

Right Information Brings Knowledge

An Introduction

Software Design Consulting Group (SDCG) is a financial management systems software development firm. It specializes in ERP systems and gets into customization and custom made projects. The company boasts a team of 70 team members (all specialized in system's integration).

More than 3000 customers, spread all over the Middle East and North Africa, are all trading, media and industrial firms to which SDCG offers a comprehensive range of solutions catering to the administration and finance departments needs and aiming at increasing productivity, lowering risks and enhancing administrative efficiency.

Since 1986, Software Design consulting group has been developing and delivering financial management systems that transform traditionally static, administrative functions into a dynamic part of the corporate decision making process. By providing the tools necessary to manage their system, Software Design contributes efficiently to its customers' strategic business objectives.

The Vision

SDCG carries on with its drive of developing a solid and wide base of distribution for its Visual Dolphin suite of products, and expand this base by completing its offering in terms of solutions to include all size of businesses.

SDCG persists on offering reliable client support by widening its support base through the introduction of state-of-the-art tools such as e-learning, hot line support, distribution channels, and lowering implementation costs.

SDCG wants to build a solid base to be used as a springboard for becoming the leaders in the ERP business, and niche itself among the top 5 international providers targeting the mid-size market. The territorial expansion will reach and cover all of the countries in the Arab world at a first stage.

SDCG Mission

Software Design Consulting Group provides turnkey Financial Management Software Systems to medium and large-scale organizations. It is committed to advise and support customers using its software systems, supplying them with adequate management consultancy.

Software Design Consulting Group shall endeavor to forecast and meet all the challenges posed by the evolving market and will seek to provide levels of service quality that meet and exceed its customers' expectations.

SDCG Branches

SDCG set up offices in Dubai and Saudi Arabia out of which it supports the UAE, Bahrain, Oman and Kuwait. For KSA, the company has adopted a different approach for penetration and steady coverage by opening an office in Riyadh and another one in Jeddah.

Products & Services

Featured Products

Following the release of Dolphin in 1994, Software Design was the recipient of an award for developing Lebanon's Best Software Applications. In 1999, the company received a second award from the Lebanese PCA (Professional Computer Association) for the Best Locally Developed Software for Export for its Visual Dolphin *Financial and Distribution, Advertising and Media Production, and Clearing & Forwarding applications.*

Visual Dolphin, the leading Financial Management System integrates within the structure of the enterprise and provides full control over the growth of productivity, and turn static administrative processes into dynamic business intelligence report generators,

Using Client / Server architecture under Microsoft SQL database and Visual Basic, the Visual Dolphin suite embeds all international management standards, from consolidation routines to the automatic generation of inter-company transactions. Fully multi-lingual, Visual Dolphin boasts the most extensive multi-currency, multi company functionality available and complies with most worldwide accounting standards. The suite consists of: General Ledger, Accounts Receivable, Accounts Payable, Inventory Control, Sales and Sales Order, Purchase and Purchase Order, Project Management, Production, Advertising, Job Costing, Clearing and Forwarding, Point of Sale, Payroll, Fixed Assets, Car Rental and much more. Visual Dolphin gives the facility to access databases from anywhere while enjoying optimum security measures.

Moreover, Visual Dolphin integrates a decision support tool that turns static administrative processes into dynamic business intelligence reports. It allows the generation of graphical reports in any desired form and context, irrelevant of the source or shape of the original data.

Professional Services

The functional structure of SDCG with its 70 dedicated team members - has been set up to yield the maximum benefit for both its customers and the organization.

For SDCG, customers' satisfaction is a priority. SDCG constantly trains and enhances the technical ability of the support personnel. The company also focuses on the level of the staff members by improving their experience on implementing various project cases. The prompt response to problems that client encounters makes SDCG a pioneer in software services in the region.

Customer relation consists of the following actions:

- Assessment of user needs before acquiring any solution,
- Case study analysis to adapt the solution to the users' needs,
- System implementation, including:
 - ▶ The installation of the software at clients' premises.
 - ▶ Implementation phase in order to help the user to correctly establish the basic parameters and to take full advantage of all features available in the system.
 - ▶ Insuring continuous collective and individual training.
 - ▶ Insuring a free hot line support.

A support agreement entitles the customers for the following benefits:

- The new free upgrades on the system.
- All kinds of assistance to the clients concerning the use of programs.
- Check up visits to inspect the coherence of the data, execution of the routine maintenance, cleaning and inspection of the backups.
- Training of new persons at Software Design's site during the collective training.
- Supervising and advising the client on his entire computer related activities.

Consulting

Through situation analysis, implementation schedules, system configuration, on-site testing and going "live", the customer will receive prompt and courteous attention from SDCG professional consultants.

Staff members provide all the energy and knowledge required to deliver rapid results and strengthen the hard-earned reputation as the most efficient enterprise software implementers.

Implementation

SDCG assists the customer during the implementation phase by further offering expertise in designing and implementing the total system and adopting it to guarantee the overall success of the project.

With a client oriented philosophy, believing that software solutions and management consulting are complementary, the company strives to label itself as a solution implementer and business partner to all its customers. The approach to marketing its products is based on establishing needs, identifying requirements and, implementing global solutions that best fit their purpose.

Customer Support

Software Design understands the importance of fast and accurate resolution of support issues for end users. SDCG provides a complete range of technical support options offering the choice and flexibility that suit most the client's business.

The dedicated team of experts, with multi-lingual capabilities, ensures prompt resolution of any query. Exact circumstances can be replicated on test systems, supported by Software Design's extensive archive of support information. Strict adherence to performance standards ensures efficient and quality resolution of all customer inquiries.

Training

Software Design believes that software applications provide maximum returns on investment when the people in the customers' organization are fully trained and comfortable with the systems.

During the eventual running of the system, SDCG consultants' presence is necessary to monitor the system performance and effectiveness while assuring the minimum deviation from the planned path. Assistance is permanent to provide continuity of the business cycle.

This gave SDCG the unique opportunity to have in-depth knowledge of the multitude of business operations. SDCG consultants' are now in a strong position to handle numerous types of businesses and offer an added value to customers – an outsider's view of his type of operation.

Resources

Management

SDCG is managed by Mr. Michel Nseir as CEO, and Mrs. Raymonde Warde as General Manager of Beirut Main Branch. They are assisted by a highly qualified team (projects leaders or department managers), with extensive experience in their respective fields. Empowered to important levels of decision-making, these department managers are capable of generating strategic plans for their own divisions.

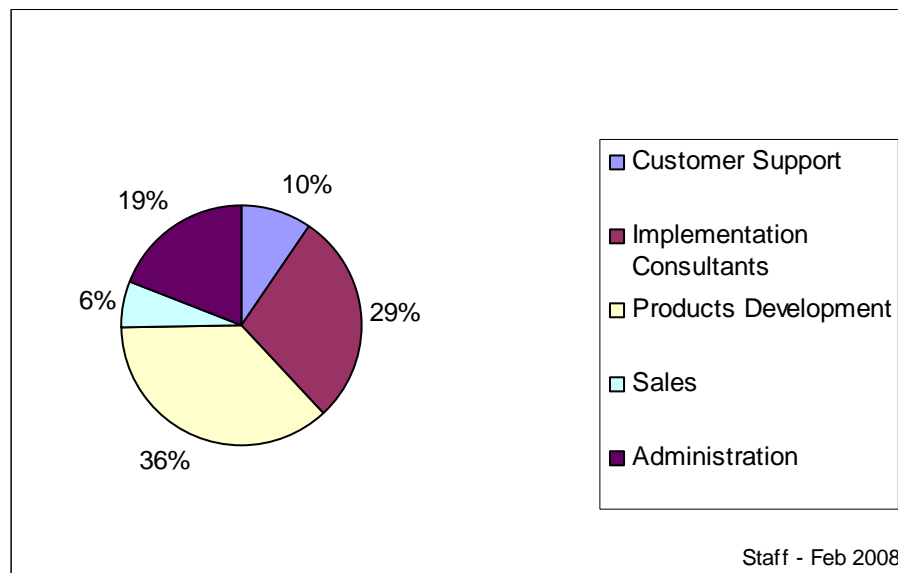
The management team, whose combined talents and skills have opened paths to many opportunities, is fully qualified and committed to the success of the company.

Senior Team

The Company's decisions and operational planning relies on a steering committee of senior team members empowered to perform key day-to-day operating and functional tasks. They coach other team members devoted to customer servicing, to our products and to their process improvements. The steering committee maintains continuous communication among all of the team members.

Staff

Software Design team is composed of individuals with a mix of financial/business background, with a proven experience in product development, implementation and client support on ERP software solutions.



Sample Clients Installations

IPSOS-STAT



Ipsos-Stat is one of the leading research companies in the Middle East region, covering seven major Arab countries: Lebanon, Syria, Jordan, Kuwait, United Arab Emirates, Saudi Arabia and Bahrain.

Ipsos-Stat is using Visual Dolphin in all their locations and the data is replicated daily to their main office in Lebanon. The Business Intelligence tool Proclarity is heavily used by the branch managers to analyze their figures and get the statistical reports they require. OLAP cubes were built by Software Design to allow the production of advanced analytical reports.

At a Glance

Industry	- Market Research
Products	- Visual Dolphin: Accounting, Budget, Sales, Purchasing - Business Intelligence: Proclarity
Benefits	- Improved overview of business processes - Consolidation of data - Improved reporting
Location	- Bahrain, Jordan, Riyadh, Jeddah, Kuwait, Syria, UAE, Lebanon

Easa Hussein Al Yousifi Est.



Easa Hussein Al Yousifi In one of the largest enterprise in Kuwait, dealing with several types of activities and businesses. With more than 1200 employees, 5 main offices, and 25 retail outlets, it covers the trading, Import Export, Contracting, Manufacturing, Retail and Whole Sale operations. Easa Hussein Al Yousifi represents major brands such Panasonic, National, Technics, Sega, York, Citizen, IBM, Lexmark...

Visual Dolphin was gradually implemented in all the sites, branches and showrooms. All locations are on line and share data. Supporting this complex environment wouldn't have been possible without the advantages Visual Dolphin provide for a full integration of multi companies, multi databases and multi branches at the same time.

At a Glance

Industry	- General Trade
Products	- Visual Dolphin: Accounting, Budget, Sales, Purchasing, Inventory Control, Retail, Manufacturing
Benefits	- Online operation between all locations - Improvement of business processes - Better control of goods on hand
Location	- Kuwait

Compume



Compume is a chain of Mega-stores with several branches located in the Gulf and North Africa. It deals with all kind of IT items: hardware, software, supplies, accessories, magazines, and handles several operations such as retail sales, corporate sales, training center, service repair workshop, and networking solutions.

Compume implemented Dolphin products upon the opening of its first outlet in Dubai (in 1998), followed by Riyadh, then Cairo, Jeddah, Dammam and, currently Bahrain. In 2001, to support the fast growing volume of its operations, it moved its systems from Dolphin to Visual Dolphin in all branches. Visual Dolphin was integrated successfully, due to the features available for the management of Consigned items, Serial numbers, warranty systems and price protection. All transactions of all branches are fully replicated online with the head office in Dubai allowing a direct control (online) over the operations of the group.

At a Glance

Industry	- General Trade
Products	- Visual Dolphin: Accounting, Budget, Sales, Purchasing, Inventory Control, Retail
Benefits	- Online operation between all locations - Improved management control - Close follow-up of stock operations
Location	- Dubai, Riyadh, Cairo, Jeddah, Bahrain, Dammam

TMI J Walter Thompson



JWT is an international leading communication agency covering the full fledges operations of the advertising business (Creative, Media, Public Relation, Events); it operates under full control from British group WPP.

Visual Dolphin was adopted after a selection process that involved equivalent European solutions. The implemented solution manages the costing, billing, job status and work in progress of each job defined by the creative departments as well as the media planning, scheduling, booking and invoicing. Sophisticated reports permit the analysis of the company's figures by client profitability, job, media, media house, account handler, campaign, media type and by period, all, crossed together. A perfect integration with Visual Dolphin financial systems allows advanced financial and profitability analysis.

At a Glance

Industry	- Media & Communication
Products	- Visual Dolphin Advert & Financials
Benefits	- Improved client billing and costing - Accurate Media planning and booking
Location	- Saudi Arabia, Kuwait, UAE, Lebanon, Egypt, Morocco, Syria, Jordan, Tunisia, Bahrain

Strategic Alliances

With the constant growth and the fast evolution of Information Technology, SDCG believes that today it cannot fulfill alone all customers' demands, without getting into solid and long term alliances with specialized partners in various technological fields.

- ▶ Software Design Consulting Group has signed an Original Equipment Manufacturer (OEM) Product Partner agreement with Proclarity. This agreement entitles Software Design to integrate the Proclarity technology with Visual Dolphin to add on its business analytics capabilities and provide the users with a sophisticated analytic solution.

Proclarity is a decision support tool that enables real-time, interactive access, analysis and manipulation of mission-critical corporate information. It helps users access and leverage vast amounts of information to analyze relationships and understand trends, that, ultimately, support business decisions. Visual Dolphin, while using the power of Proclarity, participates in the continuous improvement of the organization through timely information that enhances decision-making



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