



# ITRoots Profile

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## About ITRoots

ITRoots limited is an IT solutions company located in Egypt. It was established with the specific objectives of becoming a leading solutions provider and re-engineering expert. We understand the challenges of the increased competition within the software industry. Thus, we offer high quality and timely solutions in a cost effective manner. Our company can also assist any organizations to build the most cost effective and competitive solutions. We offer professional services in the areas of software and re-engineering consulting, development, implementation, support for large projects and products. Beside that we are considered one of the highly experienced GIS solutions providers in the market. That is through the GIS experienced team we employed to dominate some of the critical sectors in this market and to cope with the highly growing GIS Culture in the Egyptian and regional Market.

Innovative ideas, long-standing experience, expert knowledge, high quality, suitable pricing, in-time delivery, honesty and commitment to professional standards are the engines that drive the potential and power of our company.

ITRoots has developed an engineering organization around our extensive systems integration and solution development experience. We provide both large and small companies the ability to augment their staff with highly qualified consultants from a wide range of IT disciplines. These consultants are able to enable customer's business vision by providing technical solutions that are typically outside the realm of traditional products and services. Our Professional Services staff is able to fill in the technology and resource gaps in your organization to help achieve technical excellence at the speed of the global economy of the 21st century. And in the cases where we don't have the internal expertise to meet our customer's needs, we partner with others to provide best of breed solutions.

We are also able to offer interim solutions to long term IT needs. By doing so, we take the short-term burden away so our customers can focus on their core businesses, not technology.

ITRoots Professional Services offers a comprehensive set of solutions that range from assessments to planning, design and implementation. Our solutions are modular and adapt to a variety of environments. We make sure our solutions scale as our customer's business grows. We are sure to address the interdependencies and interoperability of our customer's complex networks and systems.

## **Vision**

The business world will be moving towards specialized applications based on globally branded core software and open source products. ITRoots will strongly represent, aggressively market, optimally compliment and professionally support leading global CIT brands. Beside that we strongly support the usage of open source products especially for the market that needs this type of solutions.

## **Mission Statement**

Our mission is to lead the regional CIT industry by providing innovative services, value-added products and IT solutions with strong emphasis on infrastructure projects that will add value to both its shareholders and the economy. This goal can only be achieved by providing customers with a variety of solutions, precise and quality-wise. We are one of the best choices in the Middle East for institutions and organizations that need software design and maintenance. We provide a state-of-art, high quality and cost effective software. ITRoots offers consulting, systems development and software re-engineering" Our technological infrastructure enables us to undertake greatly complex projects in highly varied technological fields.

## **Manpower**

Adding all the accumulated expertise in ITRoots, one would find two views of experience in the IT field (Software, Specialized hardware), which, has, along with our ongoing policy of top quality.

Further more, the academic background of ITRoots + 15 staff ranges from Bachelors to PHD degrees, while that of the technical staff essentially has a diversified engineering background including Computer Science, contingency planning, emergency preparedness, crisis management, Urban Planning, Civil, Architecture, geology and Electronics. All of this has supported our business scope of building highly specialized CIT solutions that can penetrate easily the local and the regional markets.

## **Markets Sample**

### **Local:**

- Universities (Ain Shams, Helwan)
- Oil and GAS sector (Service companies)
- Irrigation Sector (Consultation experience houses)
- Ministry of interior
- Private sector (Tracking and navigation turn key solutions)

### **World Wide:**

- FAO (United Nations)
- The Kingdom of Saudi Arabia (Ministry of health, Geological survey authority, private sector)
- Libya (Ministry of housing, private sector)
- Kuwait (private sector)

### **Internal Structure:**

Our organization is adopting the concept of matrix organizations. So we have several functional departments and a technical projects department that is managing the projects after being assigned to a functional team. Each project has a definite cycle through our departments starting from the needs generation and assessment until the delivery of the project. So our departments are as follows:

- ***Development Department: research, presales and development activities***
- ***Sales and marketing Department***
- ***Technical support Department***
- ***Training department***

### **Representation**

ITRoots is the authorized reseller and business partner for local and global software, hardware and GIS data vendors that offer varieties of IT solutions.

### **Mapping and Geographic Information Systems (GIS)**



"VDS technologies" was founded in July 2000 as a component vendor for emerging visual development community, which capitalizes on the increasing demand for reusable objects.



Connection has adopted the Block By Block method to update the existing maps. Connection's maps has the most details down to the building levels, street network, all different land marks, usages, and most of the economic activities within the buildings.



Diwan Information Technology and Studies is a Libyan company which was founded by a group of Libyans specialized in Management, Civil Engineering, Architecture, mathematics, Statistics, Programming, Computers, Marketing and advertising as well as Geographical Information Systems.

## Our Experience

ITRoots provides high-quality custom software development and support services. We are experienced in:

- Business analysis,
- Training programs
  - GIS training (ESRI, Open source) through our group certified instructors mainly in ESRI courses. Our staff is certified from the mother company in 20 of ESRI courses
  - Oracle financial
  - .Net Development
- Spatial data modeling
- Solution development
  - Tracking and Navigation Solutions
  - Oracle solutions
  - Internet and intranet applications,
  - Desktop applications
  - GIS applications (VDS technologies, ESRI, Intergraph and open Source)
  - Games
  - Scientific and analytical software
  - Software re-engineering

The experience of ITRoots depends on two factors, the experience of the company itself and the experience of the company staff especially in the GIS field and in solutions integrations. So, the experience of the company and its staff can be combined in the following projects.

## ITRoots Projects

### Egypt:

- Car navigation solution (ZoneConnect) – Connection Co.
- Consultation services and training program (Complete ESRI platform from ArcGIS Desktop to ArcGIS Server development) – MCS for petroleum services
- [www.ecitycab.com](http://www.ecitycab.com), Online taxi reservation for Egypt City cab
- <http://www.hatmobile.com>, online mobile market.
- <http://feenfemasr.com/>, Egyptian landmark locator.
- <http://www.goldnums.com/>, elite and special mobile number finder.
- <http://www.nerhadou.com/>, Pharmaceutical Research and Manufacturers distributor website.
- <http://mbc-groups.com/>, construction web site.
- <http://www.laptopserveg.com/>, laptop technical support website.
- Image interpreter solution – National authority of remote sensing
- Training program (ESRI platform) – National authority of remote sensing

### Saudi Arabia:

- Tracking solution – GADA Municipality
- EIDank fever GIS solution – Ministry of health

### Lybia:

- Car navigation solution - Diwan Co.
- International company for Real State investments

## Sample of ITRoots Staff's Projects

### Egypt:

- **Egypt, Egyptian Industrial Map GIS based portal for GOFI (Phase II):** Map GIS based portal hosted in GOFI premises, to publish Industrial map on the Internet
- Solution to Semi automate the data production workflow in the land Registration project of Egypt
- Data production of the map of the (Fayoum, Badrashin, Kafr El Dwar, Ismailia, Loxour, Zakazik) cities in Egypt.
- A solution that implements the ArcGIS in Teaching Geography for schools
- Managing the Egyptian National Spatial Database Infrastructure (NSDI).
- Building a GIS solution to solve some geotechnical problems like the calculation of pore water pressure and the settlement determination.

- A GIS solution that integrates between water modeling tools and GIS in which GIS is used for mapping.
- Archiving and map cataloging solution for the national authority of remote sensing.
- GIS Training programs for most of the ministries and all the scholarships in Egypt
- Streaming Pro (Video Conference Streaming solution) – GizaSystems
- AL-BAYAN (Prepaid & Postpaid Billing System) – GizaSystems
- Set of customized packages that integrate Oracle e-business with muddy boots system (based on SQL Server database). The data flow is bi-directional i.e. muddy boots receives data automatically from oracle and vice versa using After Insert, After Update and After Delete triggers in order to reflect the action done in Oracle directly into muddy boots database tables - Nile Sugar
- AP, AR data uploading, Supply chain forms personalization, HRMS customizations Oracle Alerts - **Orascom construction industries (OCI)**
- AP, AR and supply chain forms personalization: AP, AR, inventory and HRMS customized reports (Oracle reports builder 6i): AP, AR and inventory data uploading - **Orascom housing communities (OHC)**
- AP, AR customized reports (Oracle reports builder 6i), Fixed assets customized reports (Oracle Discoverer) - **Orascom telecom holding (OTH)**
- HRMS customizations & forms personalization, Oracle Reports Builder training – **Namma**
- AP, AR customized reports (Oracle reports builder 6i) – **Orasinvest**
- AP, AR customized reports (Oracle reports builder 6i) – **Mobiserv**
- AP, AR, HRMS, inventory items, opening balance data uploading, Inventory customizations & forms personalization, HRMS customized reports (Oracle reports builder 6i) – **Gastec**
- AP, AR, GL reports (Oracle reports builder 6i) and GL customizations - **Egyptian fertilizers company (EFC)**
- GL, AR customized reports - **Ministry Of Finance**
- VB.net desktop application based on Oracle database used to extract data from different databases (SQL Server, Access, Excel files and text files) to Oracle database - **National Water Research Center (NWRC)**

### Saudi Arabia:

- AKWAAN: The provided solution empowers the Akwaan employees by allowing managing lands and properties, as well as building a unified database for the Akwaan, and a variety of applications to serve the Akwaan employees and public users.

- Ar-Riyadh Development Authority – ADA: GSADD project main mission is to develop a unique down to earth GIS based Enterprise Solution for ADA including advanced spatially enabled database management, highly controlled process automation, and innovative geo-statistical analysis, in order to achieve a significant advancement in GIS utilization.
- Supreme Commission for Tourism (SCT): A solution was required to empower the Supreme Commission for Tourism (SCT) by allowing it to be the main reference for tourism related information for all types of users, in addition to connecting all of the commission's offices and all tourism offices with the headquarters, as well as building a unified database for the SCT, and a variety of applications to serve the SCT's employees and public users.
- ADA Arrayed Maps: The project was developed for the Arrayed Development Authority (ADA), in order to provide GIS based solution, to publish Arrayed map on the Internet.
- FARSI Geo Portal: The project scope can be briefed in building a unified Geo-database that includes the whole FARSI MAPS layers in a unified Geographic data model, upon which customized GIS web Based applications will be implemented in which FARSI Maps will be published with all its complex data in a simple dynamic interactive user friendly interface rather than a static map display.
- Saudi Postal: The system allows publishing of Saudi postal corporation geographic and tabular data on the internet. Furthermore it allows intranet users to perform various geographically enabled functionalities for the nearest postal office, inquiring about driving directions, and tracking letters & packages.
- Building a GIS solution (desktop and web applications) for managing the business and workflow of Damam municipality in Saudi Arabia
- GIS Training programs in Saudi Arabia for (Zohair Fayz Co., Municipality of Makka, Geologic survey, Aramco, Municipality of Brida)
- **Watania Distribution:** Developing Oracle forms and reports for ERP tailored system that manage the subscription and distribution cycles for all the periodic press in KSA .
- **Saudi Post:** GL, AP and AR customized reports.
- **ARABSAT:**  
**Billing System:**  
Customized oracle system its main aim is to create Arabsat invoices automatically on saving contracts where autoinvoicing is used to export these invoices to Oracle receivables.

**Online Booking System:**

It is the administrator side of Arabsat online-booking system where Arabsat administrator can accept, cancel, etc.... customers' reservations sending them e-mails through the application with the current status of the booking. It integrates with the client side system (Asp.net web application based on a separate database).The two databases are linked and communicate through database triggers.

**Arabsat legal System:**

Used to manage Arabsat legal contracts.

**Reports:**

AR, HR, Billing and Online Booking reports.

**Workflow**

Customizations in HR\_APPROVAL\_CUSTOM package.

**Kuwait:**

- Building GeoAnalyzer program for KISR Institute in Kuwait (Stand alone application that implements the ArcObjects of ESRI in developing most of the vector and raster analysis functions)
- Share Register System (Kuwait, Gulf Clearing Company (GCC)): This system provides a wide range of associated services such as: Maintaining & updating shareholder register, Provide electronic bar-coded certificate, Dispatch of share certificates, Share transfer, splits & pledging, Corporate reports, Dividend payments disbursements, Share holder services, Electronic voting, Electronic shareholder & Transaction reports.

**Lybia:**

- GIS Training programs in Libya for (Libyana Co., Elmadar Co., Elbironi center)
- Building GIS Solution for FAO organization in Libya for studying the groundwater behavior in Jeffara Zone.

**Jordan:**

- GIS Training programs in Jordan for (Arab traders Co.)

**Qatar:**

- GIS Training programs in Qatar for (Water and Electricity Co.)
- **Internal Security Force:** Participate in implementing oracle Payroll module for 3,000 employees
- **Ministry of Interior:** Participate in implementing oracle HR and Payroll modules for 20,000 employees.

## **Activities**

ITRoots has succeeded in offering various services relying in that on the multiple educational backgrounds and skills that its Development team enjoys, which is proudly our most fundamental asset presented by the Presales & Development department. In what follows is a brief account of the main services offered by our team.

- **Application Development**

ITRoots development team leads IT application development in the region following latest Technology worldwide, and guides users' to move through the IT implementation process efficiently. We are proud that our development team is one of the most professional teams in the region.

ITRoots Development Team provides services covering the development life cycle, from presales activities to system delivery and operations.

- **Presales Activities**

Covering customer consultation services before sales and contracting:

- Orientation Seminars.
- Demonstrations & Presentations.
- Preliminary Needs Assessment.
- Technical proposals including solution concept, preliminary design, and preliminary cost assessment.

- **Turn-key solutions**

This includes consultation and systems design, database design, application design, system implementation, system testing, and delivery. ITRoots provides various applications such as: enterprise solutions, desktop applications, Web based applications, E-commerce applications, Mobile commerce applications, data mining, and spatial data warehousing.

- **Consultation services**

This involves considering and planning customer needs before embarking on system acquisition, application and database development. ITRoots experienced consulting staff will provide several services to support the design of efficient databases, applications and systems to best meet customer needs. These services include:

- User needs assessment
- Data evaluation and system Sizing
- Functional requirements
- RFP preparation and responses through technical proposals
- Data Quality Assurance
- Cost Recovery Strategies.

- **Training**

- Designing, preparing and implementing GIS training programs (VDS technologies, ESRI, Intergraph)
- Managing GIS scholarships

- **Outsourcing**

- In times of globalization, specialization and efficiency play a decisive role in order to keep up with the international competition. More and more companies source out their supported processes like IT and back office to concentrate on the business process and to be furthermore successful.
- ITRoots is a suitable partner company for a successful and goal-oriented outsourcing.
- You have always a local partner on management level and with invariable bilingual employees, a direct communication on operational level is ensured.
- ITRoots offers you the valuable possibility to combine European quality with Egyptian costs.

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