



Company Profile

Sharp Business Solutions Delivered Fresh to You!



What is Acute Business?

Acute Business is the first of a new generation consultation, business process, sales and information technology outsourcing company.

What Do We Aim For?

Our ultimate goal is to help your business increase its operational effectiveness, decrease costs and expenditure and increase opportunities. Subsequently, guide your business towards generating more revenues and profits. We have been in the industry since 2006 and have worked with many reputed organizations, assisting them to build their brand and business.

Consultation Services

Acute Business has established the first crowd consulting network in the world. This network amazes customers around the globe. It does that even to our-selves with the possibilities and real potential there is to this approach. Name any industry and you will find a proper well established and respectful consultant (or consultancy firm) that is effectively capable of identifying problems and offering solutions that matches your business scale and budget. We currently excel at industries like:

> Information Technology

- > Infrastructure
- > Networking
- > Disaster Recovery
- > Network Configuration (Software, Hardware)
- > System Integration
- > Information Security
- > Software Development Life Cycle
 - Processes

- Quality Management
- > Service Management
 - Service Strategies
 - Service Design
 - Service Transition
 - Service Operations
 - Service Continuous Improvement
- > Key Performance Indicators (KPIs)
 - Analysis
 - Creation
 - Monitoring
 - KPI-based Decision Making
- > Web Applications Standards
 - Information Architecture
 - User Interface UI
 - User Experiences UX
 - Graphics and Animations
 - Development and Integration

> Oil and Gas

- > Upstream
- > Downstream
- > Operations

- > Support
- > Administrative
- > Waste Treatment
 - > Solid Wastes
 - > Liquid Wastes
 - > Waste Water Treatment
 - > Filtration
- > Industrial Construction
 - > Reactor Design and Construction Supervision
 - > Plant Design and Construction Supervision
- > Education
 - > Content Development
 - > Content Management
 - > Learning Management Systems
 - > System Integration
- > Business Administration
 - > Managerial Economics
 - > Market Analysis
 - > Organizational Behavior
 - > Team Building and Control
- > Soft Skills Assessments
 - > Scaled Leadership
 - > Scaled Presentation Skills
 - > Scaled Email Etiquette

Under the Spotlight:

Enterprise Architecture Governance Consultation Service

Current Pain?

Expensive IT Applications +
Manual procedures still exists +
Staff working with their own
concepts = Sleazy / Disjoined
Operational Environment

What is Enterprise Architecture (EA)?

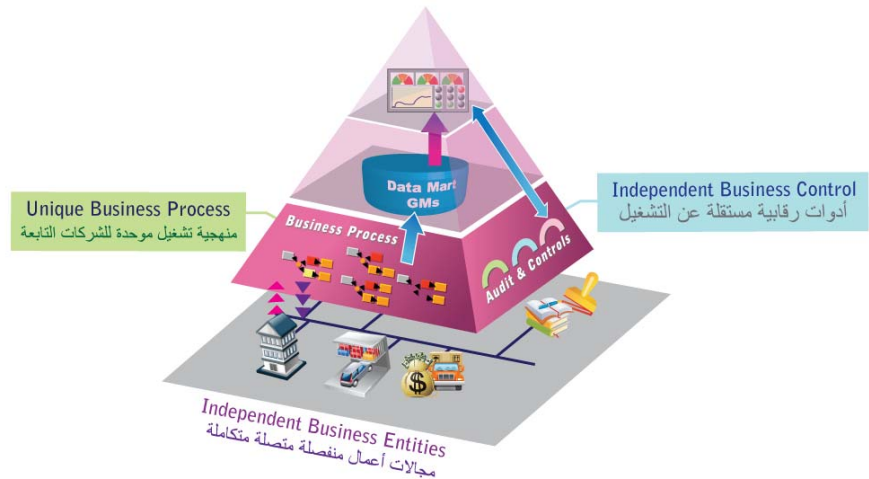
Enterprise Architecture collects
the functionality of the enterprise
"computerized applications" and
the still existing "manual
procedures" for the different
Independent Entities combines it
with professional "staff
assessments" to generate a
unique business process for the
owner, all audited and controlled
by a fair independent indirect
auditing hidden mechanism.

Why EA?

Enterprise Architecture aims to
create a standard unique business
process at one or more levels
(strategic, administrative,
finance or operations) of the
enterprise in an integrated
unique mode.
Ultimately, KPIs can be
generated and presented on a
DASHBOARD using the current
available system resources.

EA Fact Sheet

- Flexible enterprise
architecture provides a
consistent framework for



strategic decisions about
the information technology /
manual procedures and
staff skills that used to
support business initiatives.

- Enterprise Architecture is
mainly dedicated to the
FAMILY BUSINESSES
and to the self made
owners who face problems
in controlling their
widespread business(es)
- Enterprise architecture is
just a mean for the business
intergeneration transition
using safely inspiring /
standard / international /
and approved methodology

EA Implementation

The Baseline Architecture
documents the existing systems.
("System" refers to all aspects of
the enterprise, including
employees, manual and
computerized business

processes).

The Target Architecture is the
formal documentation of the
desired future vision - defining
and validating future
requirements and the
optimization of opportunities.

The Transition Plan documents
how to change from the Baseline
to the Target

| First Phase | Baseline Architecture (The "Current") |
|-----------------|---|
| Second Phase | Target Architecture (the "To Be") Transition Plan |

EA Transition Strategy

EA relies on an implicit
separation between
"Ownership", "Audit and
Control" and "Operation
Environment". To fulfill the
governance concept, EA
Principles establish the basis for
a set of rules and behaviors for
organization governance



Outsourcing Services

Custom Business Process Outsourcing

The economic downturn is currently hitting global companies and markets. Yet, in every challenging economic environment there are some signs of improvement in the short term.

We all agree that capital is always limited; sharp cutbacks in both customer and organization spending are taking place; demand for either products or services is slowing down, which puts pressure on prices and profit margins. When we add changes in the competitive landscape that presents the threat of acquisition to the scene, we then have to create opportunities to achieve high performance.

We provide a wide range of services designed to address every aspect of your organization needs. A customized business processing outsourcing (BPO) solution can be the right answer for businesses helping them transform their processes to deliver high performance at lower costs.

Acute Business Custom BPO Services collaborates closely with its clients to create new

ways of servicing a market or performing a specific business process.

Acute Business helps clients achieve high performance through outsourcing services designed specifically to meet their particular business challenges and individual cost-management needs.

Research has found that companies are increasingly searching for more sophisticated ways to address industry and business challenges that go beyond cost savings and help them achieve improvements in both efficiency and productivity. They are looking beyond traditional outsourcing solutions (like IT, HR, and finance) to deliver cost savings and operational excellence while also improving customer service.

Acute Business Custom BPO Services brings the very best of global industry and cross-industry experience to provide a trusted solution that meets our clients' unique business challenges, and cost management needs. Subsequently many of Acute Business's standard industry-specific and cross-industry offerings originated from innovative, custom BPO

relationships. Acute Business Custom BPO Services can help clients achieve high performance, even in a downturned global economic environment, through operational efficiencies and improved organizational effectiveness to:

- ▶ **Improve cash flow and liquidity**
- ▶ **Achieve immediate and sustained cost management**
- ▶ **See results faster**
- ▶ **Position for growth**
 - ▶ Quickly establish and operate new functions
 - ▶ Design, build and run new business operations
 - ▶ Transform existing processes

In today's economic environment, more than ever companies are looking to outsource their back-office functions to concentrate more on their business challenges. Acute Business Custom BPO Services is currently working with over 32 clients to develop client-specific solutions that improve cash flow, achieve sustained cost management, and strengthen their competitive position by driving new business growth.

Outsourcing Services

Sales Outsourcing

According to Wikipedia: Sales Outsourcing is the practice of having an external company become a virtual sales force for you – because we (mostly) focus on an inside sales model – we can work for any company ANYWHERE. It is differentiated from value added resale in the usage of a “shared risk” model—that financing model requires both the client and the sales entity to invest in the actual sales program – it is this “shared” risk that makes sales outsourcing really work. We can help your business with..

▶ Cold Calling Service

We have a deep understanding of how businesses work and the importance of handling a planned B2B cold calling telemarketing campaign. You can concentrate on your core business functions, while we set up qualified appointments with targeted prospects.

▶ Sales Fulfillment/Order Management Services

We provide process standardization, enable technologies, organizational transformation, monitoring, and reporting to ensure

world-class order management processes.

▶ Supply Chain Services

We have developed a suite of powerful supply chain execution assets to help our clients find and forge their own path to high performance. Acute Business explores how market leaders are building supply chains that are information-rich, highly flexible, and built around customer needs.

IT OUTSOURCING

How about maximizing your IT infrastructure value?

The challenges that IT managers and departments face today are more diverse and complex than ever before. The need to progress into newer technologies creates demands on human and financial resources that are already overburdened. The difficulty in meeting these challenges lies in choosing the correct path among the many that present themselves. For a growing number of companies, choosing Acute Business has made all the difference.

Acute Business Solutions has evolved into the solution and services with a unique,

customer driven attitude that continues to yield creative and flexible IT solutions. Always staying ahead of the explosive IT industry growth for which we have expanded its industry lauded pre-sales consultation program to ensure that purchasing decisions are made with insight into the best alternatives available. Acute Business has also expanded our unparalleled support program to include contract management, disaster replacement, and remote and on-site system administration services.

In an approach to provide turn-key-solutions, we offer many other complementary services like:

▶ IT Solution Integration

▶ Online Marketing

▶ Branding, Promotion & Publications

▶ Market Development

To find out more about how can we help you please call/email our contact below. We are sure our approaches can make a difference to your business.



Why Acute Business Custom BPO Services?

Acute Business Custom BPO Services is an established global practice.

- Resilient BCP & Disaster Recovery Plans
- Time Zone Proximity to EMEA
- Global Certifications
- COPC, 6 σ , ITIL, ISO 27001, FKA, Prince2, PMP, Microsoft Business Intelligence
- 7 Languages
- More than 32 Custom BPO Services clients
- Over 7 new contracts signed in fiscal 2012
- Over 4 new clients added to our portfolio in fiscal 2013



Acute Business is an honored member of the International Association of Outsourcing Professionals (IAOP).

PARTNERSHIP

COMMITTED TO COMMUNICATION

In any outsourced relationship, communication is the key. Our aim is to develop a partnership between our organization and yours and this stems from not only delivering results but keeping you in touch along every step of the way.

COST EFFICIENCY

Making every call count not counting every call

When you are looking to hire an IT Solution Consulting or Telemarketing or Market Development Company, the need to recognize the cost is a relative value. At the start of every campaign/deployments almost all of our clients have asked for figures and statistics to enable a quick comparison of cost per solution, and sometimes price per lead or solution. We also get asked about the number of solutions we supported/provided and if we can guarantee a specific number of successful results.

On this surface of cost-effectiveness, we believe that with our preparation, planning, structure and style, the facts of quality & low cost manpower ensures us to guarantee our clients to value our services and ROI.

THE TRUE VALUE OF DATA

Start with the end in mind

You will find not only that you are buying into an intelligent and responsive account team that will provide you with qualitative feedback as a matter of course. You can also define the type of quantitative knowledge you may need and the way you would like it to be delivered.

BESPOKE SOLUTIONS

One size most certainly does not fit all and as seasoned sales and marketing professionals we understand that Bespoke Solutions are the key to success. Each of our clients and their campaigns are treated as unique with individual goals and targets. We work with you to clearly define your ambitions and goals and really get under the skin of your product and service, their potential buyers and their motivations.

CONTINUOUS IMPROVEMENT & QUALITY

Investing in people matters

We believe what makes the difference to any sales campaign is the people working for you. That's why

we invest so heavily in ours for "BEST TEAM" and "BEST QUALITY".

To find out more about how can we help you please call/email our contact below. We are sure our approaches can make a difference to your business.

Contact

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About Acute Business

Founded in January 2006, Acute Business Solutions' mission is to be the highest quality provider as a consultancy, outsourced business processes and IT partner for diversified several corporations, organizations and industries. Acute Business is a Cairo - Egypt based business-to-business (B2B) & business-to-customer (B2C) company with regional and global operational footprint. We are considered as a preferred business and IT consultancy for Egypt, Europe and the Middle East region by many of the leading technology companies.