**AcuteBusiness**
SHARP SOLUTIONS

# 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:

› **Business Administration**

- Managerial Economics
- Market Analysis
- Organizational Behavior
- Team Building and Control
- Customer Relations Management

› **Information Technology**

- Governmental ERP (GRP) Consultation
- Commercial ERP Consultation (ORACLE, SAP, Microsoft, ODOO)
- Software Development Life Cycle (SDLC)
- System Integration
- Information Security Infrastructure
- Networking
- Disaster Recovery
- Network Configuration (Software, Hardware)

› **Web Applications Standards**

- Information Architecture
- User Interface UI

- User Experiences UX
- Graphics and Animations
- Development and Integration

› **Service Management**

- Service Design
- Service Transition
- Service Operations
- Service Continuous Improvement

› **Key Performance Indicators (KPIs)**

- Analysis
- Creation
- Monitoring
- KPI-based Decision Making

› **Operations Management**
› **Financial Management**

- Assessments
- Score Enhancements
- Funds and Channel Creations

› **Quality Management**
› **E-Learning Management**

- Content Development"
- Content Management
- Learning Management Systems
- System Integration

› **Training Needs and Skills**

- Training Needs Assessments
- Scaled Leadership
- Soft & Presentation Skills
- Email Etiquette

› **Oil and Gas"**

- Upstream"

- Downstream
- Operations Support
- Administrative Support

› **Waste Treatment"**

- Solid Wastes
- Liquid Wastes
- Waste Water Treatment
- Filtration

› **Industrial Construction"**

- Reactor Design and Construction Supervision
- Plant Design and Construction Supervision

# Presenting The Concept Of Augmented And Virtual Reality In The Marketing Consultancy Field

## A Closer Look On Our Services - Under the Spotlight

Acute Business has helped many marketing service providers giving advice in the field of business development and market penetration. We believe the top notch in this field is to provide the concept of augmented reality and virtual reality to its marketing campaigns

### What is Augmented Reality?

Augmented reality (AR) is one of the biggest technology trends right now, and it's only going to get bigger as AR ready smartphones and other devices become more accessible around the world. AR let us see the real-life environment right in front of us—trees swaying in the park, dogs chasing balls, kids playing soccer—with a digital augmentation overlaid on it. For example, a pterodactyl might be seen landing in the trees, the dogs could be mingling with their cartoon counterparts, and the kids could be seen kicking past an alien spacecraft on their way to score a goal. So picture yourself walking down a normal street, looking at buildings or store fronts with a pair of glasses or gadgets that allow you to see the same street exactly, but with a more European visual aesthetic. Once you take it off, you are back to the same street view as all others see it. In short, this is the integrated 3D interactive electronic content (AR).

### How Did We Help Our Customers?

By proposing and implementing the concept of virtual/augmented reality, which is integrated into their marketing campaigns, we have doubled the level of their customers' conviction of the product nearly three folds (based on statistical surveys we conducted and questionnaires we distributed to compare the perception level and the sense of need for the product when customers were offered the product in this way and other customers who were offered the product by traditional methods)
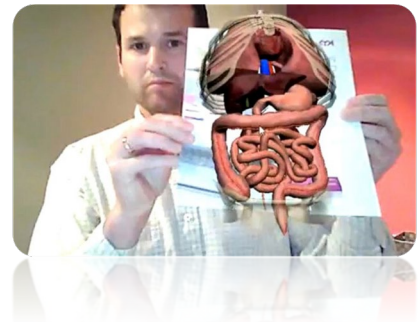
### Who Are Our Target Audiences?

This technology serves broad spectrum of sectors and industries: *engineering*, *health* and *education*.

If you are a science teacher for example, interested in teaching astronomy, you can provide an unmatched experience to your students via a virtual tour to Mars without having to leave their home. Your students will use their smartphones or put on a pair of glasses to enable such interactive 3D electronic integrated content (AR).

They will immediately move to the surface of Mars. This concept would be of great interest to researchers. It will enhance the level of imagination and even induce more inventive solutions to problems that have been elusive to researchO

One really great application is in the medical field. Those uses are in an interesting area to explore what this technology is related to in the human body. This technology can save lives.

It is also possible to see any part of the body affected by treatment, or visualize ways to treat or evaluate the condition.

# Presenting The Concept Of Augmented And Virtual Reality In The Marketing Consultancy Field

## A Closer Look On Our Services - Under the Spotlight



### Why not try it yourself?

Try downloading the application of one of our very successful experiences with our customers in the of real estate marketing field, using the QR Code below



https://acutebusiness.com/VillaLayout.apk

Then install the app on an Android device. Note: The installation may require modification of device settings by allowing applications from other sources to be installedO

After the installation is complete, launch the application, then choose "Take a Tour", then point the device's camera to the figure below. Try to move your device closer or further away, and then change its position and viewing angle. Also try to select any of the floors of this building and zoom in to see small detailsO

### THIS IS WHAT WE ADD TO MARKETING EXPERIENCES#

For assistance and a free demo of this technology, please call us, or send an email with the contact details shown belowO

# Enterprise Architecture Governance Consultation Service

A Closer Look On Our Services - Under the Spotlight

## 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.
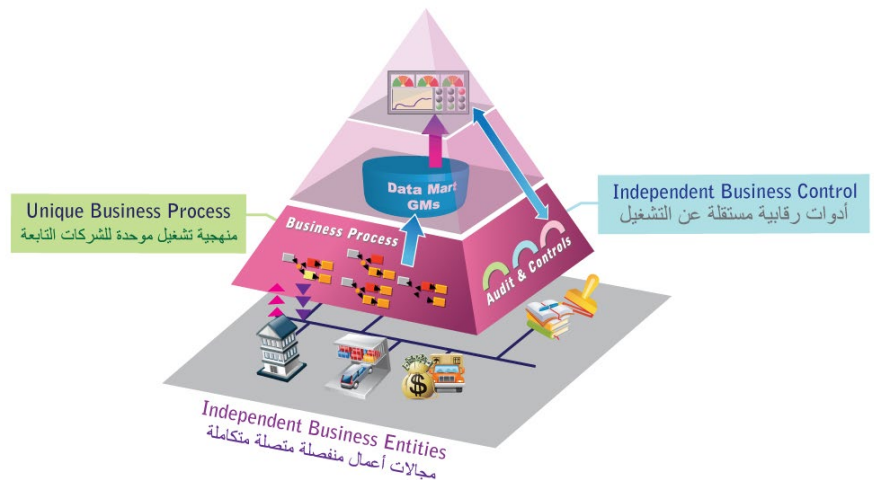
### Why EA?

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

# Web and Mobile Apps Development Services

## A Closer Look On Our Services - Under the Spotlight

## Thinking out of the box!

Acute Business specializes in providing the best solutions for developing web and mobile applications, cybersecurity programs, e-learning and internet applications. Our goal is to provide a variety of products and services to suit a wide range of organizations and companies. We follow the highest quality standards in various production processes, and the best project management practices.

## Accumulated Experience

Acute Business have celebrated its tenth year in the market in which it presented a wide range of projects in various sectors:

**Communications Education Governmental Entities | Banking and Business | Oil and Gas | Safety and Security**

### › Services

- Motion Graphics
- 3D Movies Production
- 3D Games Design/Development
- 3D and Virtual Reality Simulations
- Installing and Configuring LMS
- Translation and Localization

### › Products

- Qalam K to 12 Platform
- Qalam Under-Grad Platform
- Qalam Institutional Education Platform
- Integrated payment system (Bashqash)
- CyberX chair 3D virtual reality oil production simulator
- Time management courses
- Health and safety courses
- Security awareness sessions
- Interactive laboratory courses

### › Solutions

- Mobile Devices Apps/ Solutions and Web Application Development
- Workflow Management Solutions
- Corporate Solutions and Continuous Training
- Vocational Education Solutions
- Recruitment Solutions
- Post-Grad Education Solutions
- Community Awareness Campaigns

### › Our designed mobile portal application includes:

- Supporting multiple mobile OS (Android, iPhone OS (iOS), Java)
- Scalability
- Browser compatibility
- Operational smoothness
- Custom specific functionality
- System functionality architecturally and logically evolved.
- Software Development Life Cycle
- Processes
- Quality Management
- Animations
- Development and Integration

### › Our mobile portal applications are apt for the following mobile devices:

- Tablet PCs
- iPad
- Smart phones (iOS, Android etc)
- Netbooks
- E-book reader

To sum up when you want brilliant services, turn to the team of Acute Business and get the modern Mobile Portal Design, acute GUI and competent solution at affordable cost.

For further queries and details feel free to contact us anytime!

# E-Learning Solutions
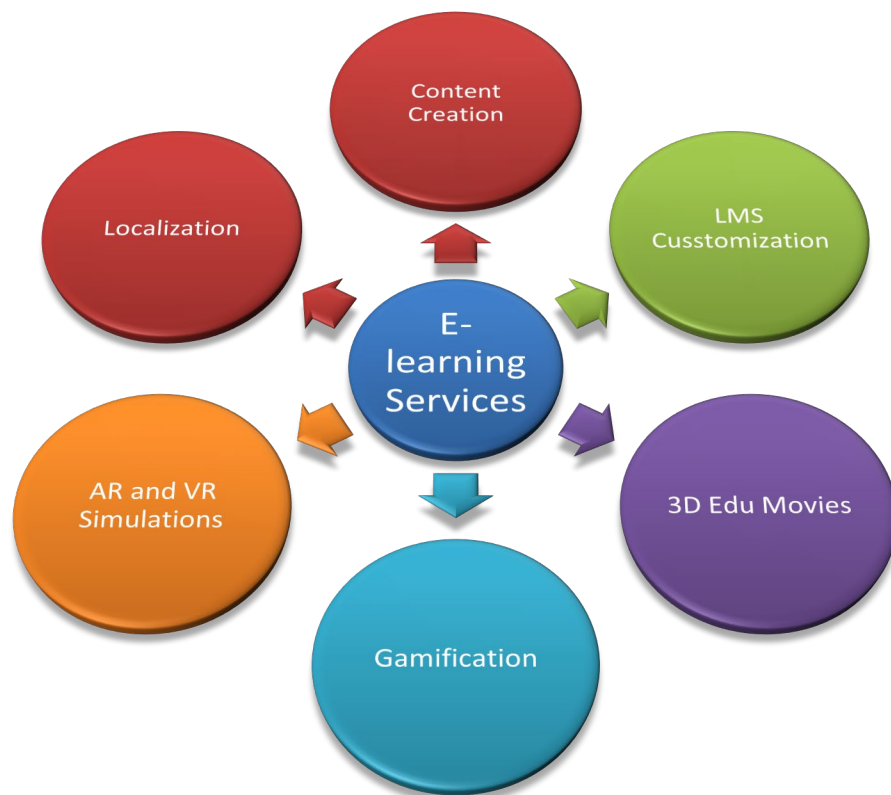
## A Closer Look On Our Services - Under the Spotlight

Your organization may face training challenges that require an e-learning solution that can be customized to suit your needs as it is a fast, efficient and inexpensive solution

Acute Business develops course content and learning strategies that will build a trained, informed, more productive team, more capable of aligning with the organization's policy and procedures, and better able to achieve the important goals of the organization

Acute Business transforms ideas into innovations, actions and solutions for companies, all through interactive content, flexibility in delivery and speed of diffusion

Acute Business has experience in producing world-class electronic content using a range of advanced technologies that provide training through interactive 3D simulations and virtual reality applications. Our simulations run in a web browser for easy distribution and also integration into a Learning Management System (LMS)

*I hear and forget. I see then I remember. I do and I understand*



E-learning Services

# E-Content Creation

**Content development in several languages, with priority to Arabic Language**

Developing e-content using standard educational objects has become a major requirement for developing electronic curricula. It leads to the production of high-quality educational materials that contribute effectively into taking individual differences between learners and their educational needs into account. It also increases the effectiveness of learning, improves its quality outcomes, and reduces the cost and time required to produce high-quality standardized educational materials.

Acute Business intends to develop electronic content based on building standard educational objects and collecting them in electronic repositories, so that these objects form the basic unit for building the contents of various electronic curricula, unlike most of the competitors in this field who are working on building complete electronic curricula and courses that are indivisible and re the use.

Learning objects are usually stored in electronic repositories called E-Repositories (LOR). They are digital libraries that are considered as a continuous store equipped with solid search and retrieval features and some research tools, such as the metadata that facilitates access to the appropriate educational objects that enable users (teachers / students) so they can easily access their needs and

requirements from these warehouses store educational objects by properly indexing and classifying the LORs.

The tremendous progress in preparing e-content based on educational objects and their repositories needed an equal attention towards building educational object repositories that help teachers use those objects in designing their e-lessons and updating them on an ongoing basis.

Acute Business builds content using the latest technologies and the best international standards (Global Standards like SCORM). We also have great experience in creating synchronous and asynchronous interactive content using the most famous and best tools.



We have built Qalam (www.i-qalam.com) which offers loads of features and value to educational institutions, teachers, parents and students.

The use of Qalam in education helps the teaching process greatly. This effect is evident when the educational features available in the system are fully and continuously activated.

**3D Virtual Reality & Simulation**
Virtual reality technology allows the audiences to enter and interact with the world created by a computer. Using special graphics, video images and stereoscopic sound make this virtual world closer to reality.

Virtual reality is a simulation, using 3D models and environments to create near-to-real vision and includes educational experiences.



The principle of virtual reality in e-learning is to transfer and practice knowledge and verify the extent of the trainee's knowledge of it by using interactive scenarios and environments to reflect real-life situations.

# 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'O

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 performanceO

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 down turned 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 becomes 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 has 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
- COBIT, COPC, 6σ, ITIL, ISO 27001, FKA, Prince2, PMP, Microsoft Business Intelligence
- 7 Languages
- More than 32 Custom BPO Services clients
- Over 9 new contracts signed in this fiscal year
- Over 4 new clients added to our portfolio this fiscal year



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

# Our Customers

The importance of our services can only be measured by the satisfaction of our customers:

- Saudi Ministry of Finance
- Aramco Saudi Arabia
- Institute of Public Administration
- Samba Bank
- Saudi Electricity Company
- King Fahd Security College
- Etisalat Telecom
- Saudi Computer Society
- Al Rajhi Bank
- IBM
- Egyptian University of e - Learning
- Egyptian Ifta
- Atheeb Company
- Abu Dhabi Islamic Bank
- The Egyptian Ministry of Finance
- TW Gates (Switzerland)
- Tutori Vision (Finland)
- Symbyo (America)
- Rameda
- Quality prospects
- ITS
- Nissan
- ATA Animation Studio
- Mansour Group

# Our Customers (Contd.)

- Tabuk Cement
- Egyptian Call Center (Xceed)
- Alkan Holding Group
- National Training Institute
- Sanabel MicroFinance
- Bavarian Auto Group (Germany + Egypt)
- The Egyptian Ministry of Communications - Initiative Hayy
- The Living Islam Magazine
- Dubai Ports
- E-Learning Competence Center
- International Petroleum Institute (Uganda)
- Orascom Telecom
- Egyptian Entrepreneurs (Egypreneure)
- Innovety

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We will be happy to have you within our group of success partners, please contact us, or send us an email using contact details below.

# WE ARE LOOKING FOR YOUR 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

*Yasser Abdou*

Business Development Manager
yasser.abdou@acutebusiness.com
Mobile: +20 100 3793300

http://www.acutebusiness.com

## About Acute Business

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.