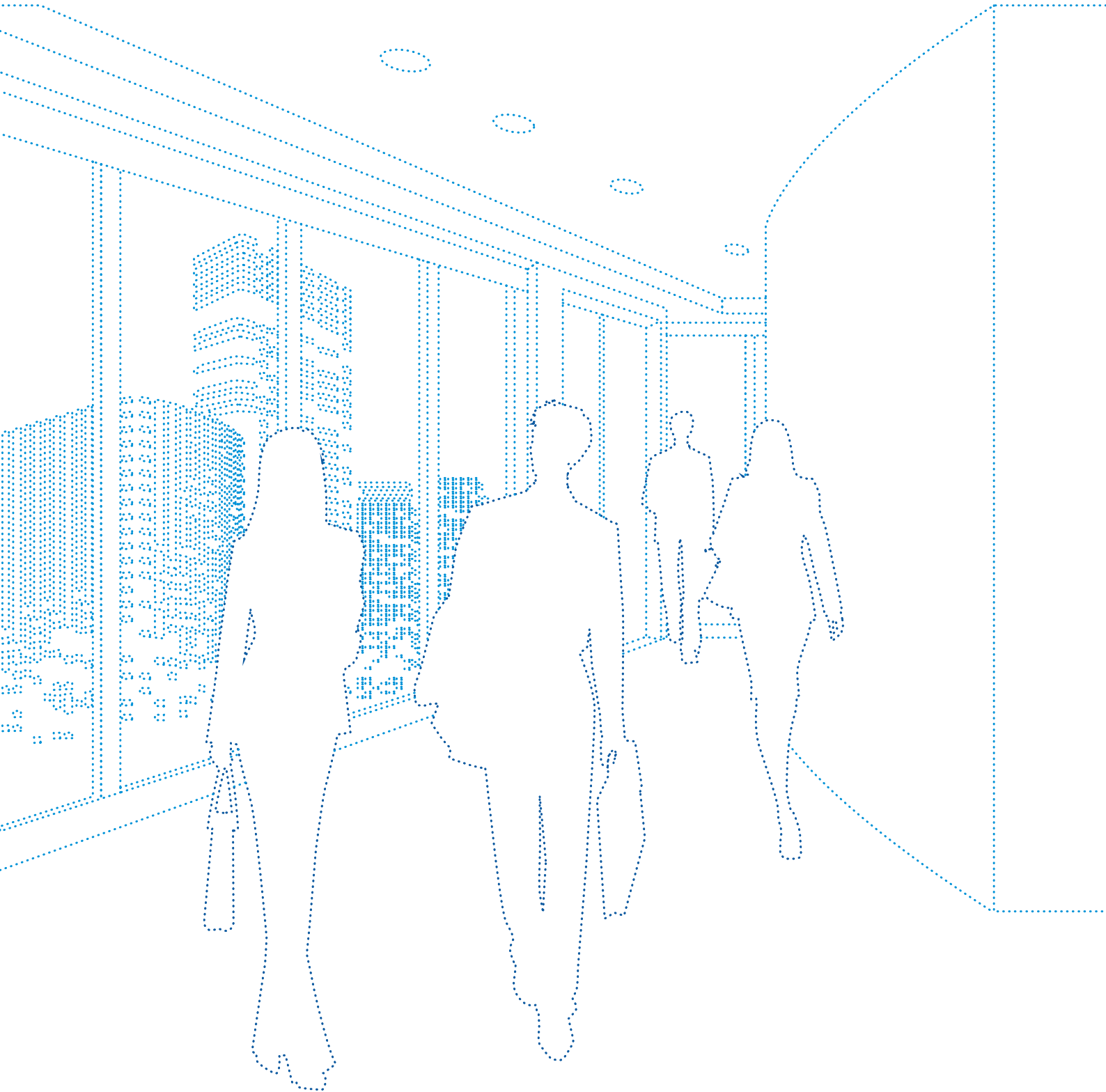


Corporate Profile



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Overview

Ever since the term “**Business Partner**” was introduced, there has been substantial demand for the HR to transform into a **Strategic Business Partner** in order to deliver value to customers, shareholders, managers and employees. Moving HR from transactional function to transformational one is no longer an aspiration of the future, but a pressing need to shift away from a preoccupation with transactional relations to a broader concern with the strategic impact of the HR role. A major factor in the success of such transformation is **technology**.

MenalTech Human Capital Information System (HCIS) is designed around warp and weft of the business model of the Organization. MenalTech helps structure the organization in alignment with its strategy; and maximize Return on HR Expectations - regardless of company size, industry segment, or geography. With the focus on making HR operations more efficient and effective through process standardization and transactional technology usage, MenalTech’s next generation of HR products suite tightly links corporate strategy with the HR and creates business value through HR services that address an organization’s most pressing strategic challenges.

Our History

Founded in 2003, Middle East & North Africa Internet Technologies (**MenalTech**) is the brainchild of a group of talented and experienced professionals in the HR and IT fields, who saw an urgent need for a specialized entity in the development and provisioning of **Human Capital Information System (HCIS)** to both public and private organizations. Localized functionalities are aptly fused with top notch human capital

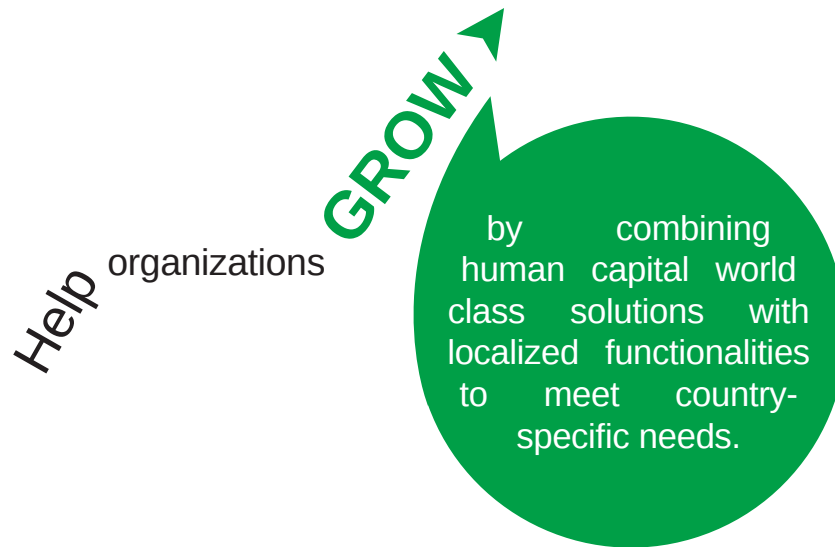
practices to provide country specific profiles based on built in rules and regulations. MenalTech's HRMS solution has proved to be an independent, stand-alone software application that helps the HR Professionals of an organization to automate and streamline their daily time consuming processes. Multiple currency, language, country and company barriers are surmounted with ease, giving you the best possible Plug and Play solutions without the need for customization costs. With such a foundation, MenalTech was able to address the growing need for a high-performance, yet fairly priced and seamless Human Capital Information System (HCIS).

Throughout its journey, MenalTech has successfully combined prevailing statutory and legislative requirements in addition to helping organizations implement best practices across HR functions including, but not limited to, **Comprehensive Personnel Management, Recruitment & Selection, Training & Development, Performance Management, Succession Planning, and much more.**

MenalTech takes pride in offering one of the rare systems which is available in a localized flavor that caters to the specific needs of the MENA region. The regional market has been rewarding to MenalTech who has, undisputedly, become one of the most widely installed HR Software. Our growth is a direct reflection of market demand and MenalTech is poised for further growth in the years to come.



Our Vision



Our Mission



Provide quality **HR** turnkey solutions that ensure that organizations realize their potential through accurate, timely and comprehensive HR information backed up by an affordable total cost of ownership.

Our Philosophy

- Simplifying IT and HR professional's life with state-of-the art, integrated, cost effective, and easy-to-use solutions.
- Endeavoring to meet customer's expectations and country specific needs before they arise.
- Committing to sustainable relationship and long-term client satisfaction.
- Governing the tone of organizational behavior to help HR take a view into the future through the lens of scalable and agile solutions.
- Attracting, developing and retaining the best people in order to meet our clients' high expectations.
- Providing latest intuitive, easy to use, feature rich HR solutions that are configurable to suite diverse business requirements and keep your system - and data - secure.



Innovation Innovation is what drives us to do the most common things in the most uncommon way; it helps us pursue creative ideas and stay a step ahead.

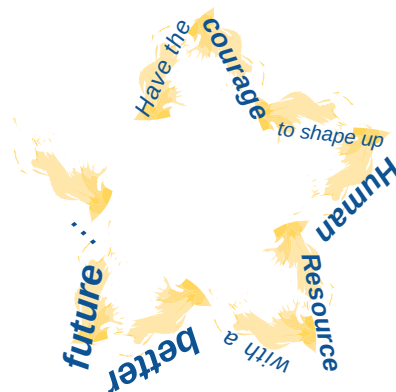
Team Spirit

We are one! We serve, we care, and we perform in favor of our clients and partners.

Passion We are passionate about our clients' success as much as our own.

Relation We do not believe in making a one-time business but maintain sustained relationships with our clients and partners.

Excellence Excellence, for us, is a journey not a destination; we never settle for anything less. Averageness is easy, and we stay away from easy.



MenalTech's sophistication lies in the simplicity of its software development. We follow a more scalable and agile methodology which starts from analysis of market needs and extends to understanding the problem areas, industry and business needs and gaps. Effective gap analysis results in a comprehensive plan that yields a lot of insights into an HR's performance and functioning that is eventually focused on ensuring a smoother transition whether automation is done for the first time or changing systems is taking place.

Gap analysis being a particular forte of MenalTech, we also emphasize on crafting solutions to meet performance driven needs of clients and HRMS best practices head on! Focusing on gap analysis of all factors that could influence functionality needs, product specification and even potential problems that may arise in the future are anticipated in the design phase to meet our client's performance driven needs and embed best practices prevailing in the HRMS development arena all of which render our clients an outstanding solutions and sustains performance in the long run.

With these structured phases, we move with confidence to the development phase, where the system is actually built, tested, and installed along with user training and system maintenance. The entire system environment is geared towards upgradation with a view towards identification of future trends and a smoother transition thereof.

Our many years of experience in automating HR processes and the regional wide roll-out of HCIS projects taught us that a business oriented approach with a well-defined methodology is as important as, if not more-than, the technology itself. Our approach infuses practicality and agility towards sparking greater operational efficiency for organizations of all sizes.

Our Localized Solutions



MenaTech makes it easier for companies to build and maintain **a world class Human Capital Function**. MenaTech encompasses applications that support handling personnel-related tasks for corporate managers and for individual employees alike. Our localized applications are packed with a comprehensive suite of modular tools that provide end-to-end and fully integrated solutions designed to organically support optimal performance of the HR, while aligning your workforce with your business strategy.

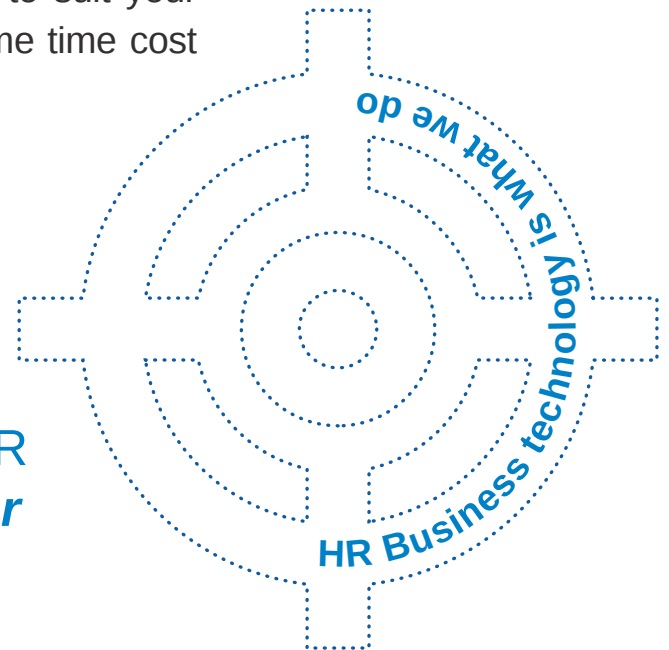
Such Localized Solutions mean you benefit from all the advantages of best practices Human Capital Solutions that have proven it selves time and again – without compromising your uniqueness as a business operating a multi country roles and regulations.

MenaTech's offering comprises of suite of applications that are designed from the ground up to work together to drive seamless performance, offering key differentiators that make us stand out from our competitors along with unique solutions superbly crafted for the MENA region taking into account its unique industry needs, processes and all other rules and regulations. We provide diverse and differentiated growth recipes for success.

01 Focus-Driven

As rightly put by Michelle Moore, professional companies never guess. On the contrary, “They make it their business to know their business.” With this mindset, MenalTech focuses on HR software development; a specialization that allowed us to develop a comprehensive modular product which is cost effective for companies ranging from small to large size. Covering a full range of HR functions and being the choice of HR professionals in private, government, and nonprofit organizations, MenalTech allows you to select from a rich array of modules to suit your specific requirements and at the same time cost effective.

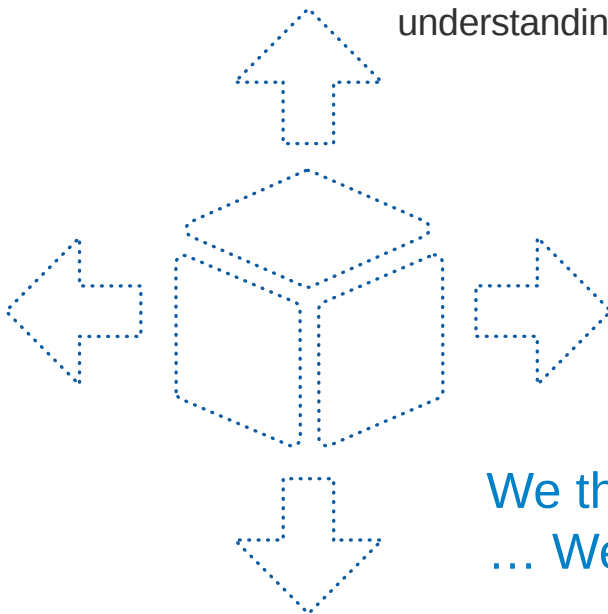
We address on-demand HR market as a **key influencer** not as an outsider ...



Industry-neutral Driven

02

The expression we hear too frequently “think outside the box” is getting overused and in many cases, betrays a lack of original thought. MenalTech’s thinking literally goes “bigger than the box”. By taking a deep dive across industries in different regions, MenalTech serves innovative technology to the HR Industry with state of the art integration and offers solutions with embedded industry standards without the need for bespoke customization charges. We do not just take pride in our products, knowledge, and expertise, but we also aspire to grow in the HRMS arena by understanding what is going on its outer side.



We think "***bigger than the box***"
... We think outside the industry

03 Business-Driven

Committed to the belief that HR must perform with business logic rather than just HR logic, we ensure that your human capital processes are streamlined and seamlessly integrated across the board.

We benchmark the software's delivery quality that facilitates major business processes, decision support, planning, and monitoring the movement of the workforce, with particular focus into the most important transformation effects from transactional based practices into competencies based practices covering corporate-wide HR processes to ensure Return over Investment.

Our business driven approach empowers organizations to transform their business environment and plan for future expansions, ultimately improving competitiveness, profitability and thereby increases revenue.

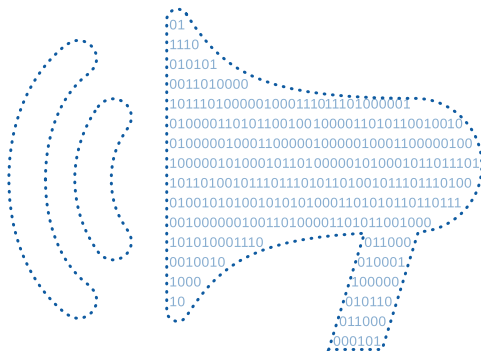
We develop HR capabilities, by helping the HR transform to deliver ***forward thinking***.



Results-Driven

04

We, being customer focused try to manage, monitor and constantly improve the effectiveness of our clients' HR strategies by facilitating them with built in customization capabilities covering the employee life cycle, from hire to retire. Fast results for our clients are the focus of MenalTech owing to a system that is always ready for implementation without horrendous investment normally associated with customization needs. This saves loads of time in the bargain and facilitates greater effectiveness of HR strategies of our clients. More importantly, MenalTech's ready to use HCIS solutions fulfill and take into account defined organizational requirements with an eye to support client's organizational growth and development plans. Not only do you get to save time and energy in the bargain, you also get a plethora of tangible and intangible benefits. A result driven outlook is our specialty and no customization ensures swift results like MenalTch solutions.



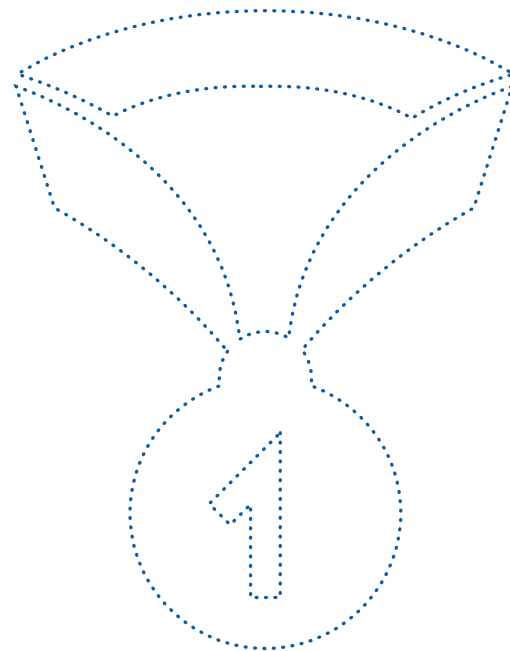
MenalTech HRMS gives your HR data ***a voice...***

05

Competitive TCO-Driven

Successful organizations always look for best out of better. With IT budgets tightening, total cost of ownership (TCO) of new systems becomes increasingly important criteria influencing critical business projects. From inception to completion, from software licensing to turnkey deployment, MenalTech's solutions are designed to be cost effective and highly competitive in terms of price while, maintaining focus on delivering results in blink of an eye.

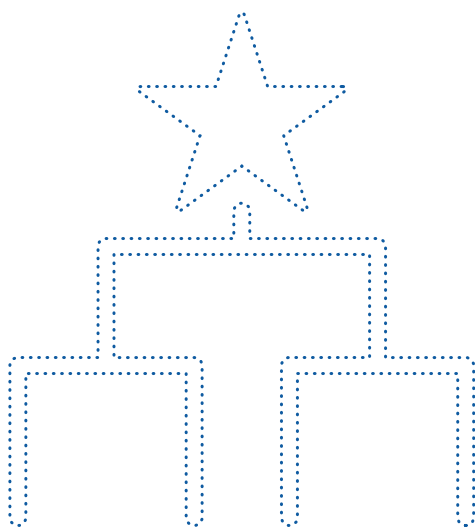
Moreover, MenalTech's niche products are frequently released with enhanced versions with added features & functionalities which have the capability of being integrated with the product suite. Above all, our world-class implementation methodology ensures that TCOs are kept on target, and that our clients receive an adequate return on their investment.



Customer-centric Driven

06

MenalTech's innovative HCIS solutions have earmarked an era of excellence. We exist because of and for our customer's and we genuinely realize the essence of their success to our business growth. We don't want our customers to acquire just what is required nor to just accommodate their needs and demands but we want to provide them with the exceptional customer service. MenalTech understands the sensitivity and importance of applications offered and hence we tailor our solutions to surpass customer expectations and we continuously provide customer's support at every stage of implementation and post implementation as well. We value two-way communication and encourage customer involvement, input, and validation. We take pride in having a customer base that vouch for us and for our commitment to every business be it small or large.



Our clients' success
ultimately leads to our
success.

MenalTech team consists of exceptionally experienced senior executives and technology specialists who possess specialized industry knowledge and bring hands-on experience from diverse industries and technology. **MenalTech team** possesses three broad characteristics that form a unique combination that allows us to address on-demand HR market and introduce diverse approaches and perspectives to our Human Capital Information System and to our customers.

“Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

– Andrew Carnegie

Shared Values

With clear values of reliability, dedication and professionalism in mind, our team works as a whole, while individual members are able to establish a clear line of sight between their specific day-to-day responsibilities and the broader objectives of our customer’s business.

The Right Mix

Teams are a question of balance. MenalTech team is made up of individuals with a diversity of talent and personality who balance well with one another. Dealing with today’s HR complex business problems and technology drives us to look further afield by recruiting members from different organizational functions, industries and technical expertise while observing gender diversity.

Our team is passionate about quality leading up to the most reliable and supportive products, giving the most reproducible results.

Commitment to Quality

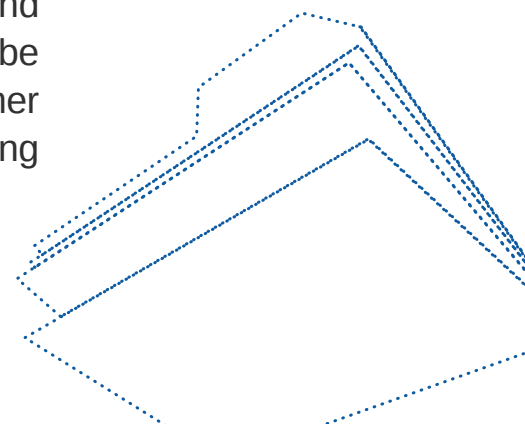
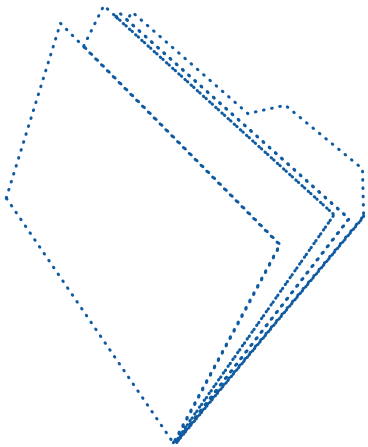
We are one!

we serve, we care, and we perform in favor of our customers and partners

HR Turnkey Solutions Unveiled at MenalTech

If it holds true that the right people make all the difference, it also holds true that a fully integrated web based HR Management System makes that difference more meaningful if it is designed to embody a portfolio of leading human capital management practices and thereby increase the overall value of the HR offering to the business.

MenalTech's solutions, available as a web based suite of HR products and on-premise, offer intuitive, functional, adaptable and progressive features that enable organizations to manage their workforce, thereby improving human resource processes, and making HR an integral part of strategic planning as a whole. **MenalTech's** HCIS provides the broadest flexibility, as our products can work separately providing customers with multiple options to implement and finance their Human Resources with solutions in the most appropriate way for their business. Moreover, **MenalTech's** comprehensive HR solutions address the latest regional statutory and legislative requirements and can be deployed according to customer requirements without compromising functionalities.



Human Resources Information Management System

MenaHR® is the flagship product of MenaTech's HR Solutions, demonstrating our capabilities to combine business know-how and technology into the best HR solution from hire to retire spanning mid-sized organizations to large conglomerates in the MENA region. **MenaHR®** symbolizes the seamless blending of technological expertise and years of HR, personnel and benefits administration experience, providing our clients with a complete end-to-end solution.

MenaHR® is a comprehensive Human Resources Information Management System designed based on the latest HR functional requirements and collaboration concepts. It empowers HR and their functions in the organization and brings in smart working culture with the power of automation and interactivity by eliminating manual data entry and increasing accuracy by capturing data from the source.

With integrated personnel features, employee self-service, and analytics capabilities, **MenaHR®** allows organizations to share information effectively using employee self-services, thereby reducing transactional activities and increasing accuracy. **MenaHR®** surrounds the spectrum of HR and helps HR professionals to work smarter, faster, and more efficiently to manage every aspect of the organization's most important business asset - the employees.

MenaHR® Solution Functionalities - High Level

- Competency Based Model
- Recruitment Management
- Organization Structure & Charts
- Appraisal Management
- Training & Development
- Succession Planning
- Career Path Planning
- Travel Policy
- Comprehensive Personnel Management
- Talent Management

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MenaHR®; the most complete HR management solution for organizations looking to use advanced tools to effectively manage and track a wealth of strategic information necessary to succeed in an otherwise competitive region.

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Payroll & Personnel Solution

There is little wonder why most organizations today are examining ways to become more efficient and effective at what they do. Integrating payroll and personnel functions into a sophisticated web based system that supports multi language, multi-currency and multi-branch needs is a smarter way of cost optimization while at the same time having important management information a few key strokes away.

MenaPay® is flexibly designed to handle varied types of payrolls, business rules and country specific rules. With our emphasis on localization, **MenaPay®** addresses Multi Company; Multi currency; Multilingual; and Multi-user requirement of the clients without any customization burdens whatsoever.

Payroll is one of most vital department in any organization and one of the most functions associated with complexity and costs. While it is important for the HR to concentrate on the payroll calculations, it is equally important for the management to get apprised of the information the system provides for strategic and business planning process. **MenaPay®** is such integrated Payroll & Personnel Solution designed to meet the needs of medium and large size organizations operating in the MENA region.

MenaPay® Solution Functionalities - High Level

- Comprehensive Employee Personal File
- Built in country profiles
- Indemnity Management
- Leave & Vacation Management
- User Defined Tax Profiles
- Vacation In-Advance Management
- Additional Salaries
- Compensation & Benefits
- Furniture Management
- Health Insurance
- Time Attendance Integration
- Provident Fund
- Executive Payroll Processing
- Ticket Management
- Multiple End-of-Service Benefits & Indemnity
- Retroactive processes
- Additional salaries
- Mass transactions
- Built-in report generator

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Localization is a breeze at MenalTech

Online Employee / Manager Self Services

Spurred by the need to promote collaboration and maximize productivity of employees and managers, organizations recognize the need for an HRMS application that is not only designed to support HR business processes and managing organizational data, but is designed with employees, managers and business leaders in mind. Such system sparks faster approval cycles, lowered cycle periods, greater self-sufficiency, lowered HR costs and reduced HR transactional burdens. This enhances engagement within the company, thereby driving greater productivity and organizational strength.

MenaME® is a web-based self-service module that acts as a central repository for the individual employee to access all the HR related information online. It manages and updates central employee directories, personnel dossiers, company directories, personal calendars, internal service requests as well as a full gamut of feature-rich and intuitive HR functionalities such as annual leave approvals, sickness absences, interview process, training requests and periodic evaluation, to mention a few.

MenaME® self-service module proves to be a very efficient tool for HR as it reduces their time consuming tasks of manually feeding the data while eliminating human errors. It automates the entire HR process of applying the leave and getting it approved at different hierarchal levels within the organization, planning the work allocation, training required for the upcoming tasks, etc. moreover, employees can submit their requests through this module.

Additionally, **MenaME®** is available as a mobile App or as a standard method of delivering employee self-service; a bonus to an already excellent service provided by **MenaME®** system. **MenaME-Mobile®** provides many basic features that **MenaME®** self-service module delivers by using smart phones or even tablets. In other words, **MenaME-mobile®** App delivers some of the best possible experiences and best benefits for your organization that money can buy. This includes: vacation and leave requests, salary slip inquiry, voting, approvals on vacation and leave requests.

MenaME® Solution Functionalities - High Level

Employee Self Services

- Online requests
- Training Needs & Evaluation
- Events
- Phone Directory
- Documents Center
- Modify Personal Data
- Company Survey and Voting
- Provident Fund & Tax Sheet

Manager Self Services

- Vacations & Requests
- Competencies Gap
- Employees Appraisal
- Announcements
- Job Requisition & Interview Process
- Hiring and Termination Checklists
- Employees Attendance Analysis





Time and Attendance Management

MenaTA® helps you manage your workforce, and track employees' time and attendance in an easier, more efficient and affordable way.

MenaTA®, which is a user-friendly interface, will reduce the time needed to process employees' time and attendance and automatically calculate total worked hours including overtime, vacations, sick leaves and holidays.

With one click, all data related to employees can be displayed allowing for developing reports on attendance and performance.

MenaTA® Solution Functionalities - High Level

- Web based and real time central management
- Built in workflows for approval cycle
- Multi-shifts management
- Ready integration with all machine types
- Integration with Google and Apple maps



Human Resources Consolidation & Analysis Module

Having the right people in right place creates a strategic competitive advantage for the organization. **MenaExplorer®** enables the decision makers to focus on monitoring the workforce performance, analyzing the trend within the organization and making strategic decision, thereby enhancing the efficiency and profitability of the organization.

MenaExplorer® helps you visualize your workforce's health with boardroom ready dashboards and gives you a clear reporting of multi-location and multi-functions across the board. The solution works as a quantitative and qualitative engine that generates reporting scenarios with a robust feature to customize the analytics criteria for the number of recruits, salary scales to mention a few. The visual-analysis component of **MenaExplorer®** empowers business insights with analytical outputs.

MenaExplorer® provides organizations with integrated insight and helps HR departments manage every aspect of their business from a holistic point of view.

MenaExplorer® Solution Functionalities - High Level

- Count Analysis
- Transaction Analysis
- Financial Analysis
- Personnel Data Analysis

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We empower HR with information that makes business sense.

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Employee 360 Degree Feedback Evaluation Software

In today's competitive business world aspiring to build the most suitable model for leadership, **360 Degree Feedback**, has gained currency and reputation. Dominating the business scene, organizational effectiveness is positively associated with successful leadership, whilst poor leadership practices negatively impact the organization. This perhaps explains why %90 of Fortune 500 companies have used **360 Degree Feedback** in recent years.

This kind of multi-rater system provides in depth evaluation of the employees behavior and performance, giving a new and fresh perspectives from the traditional performance evaluation or appraisal methods, more rounded evaluation of the performance and behavior of the employees and offers valuable insights into the areas for improvement. Similarly, **360 Degree Feedback** is ideal to assess the leadership qualities and how the leaders and managers are perceived by the employees. This makes **360 Degree Feedback** an efficient method to forge growth and development in the organization.

Mena360® is a bilingual web-based assessment system that provides a consistent development forum allowing employees to recognize their weaknesses and strengths - from the perspective of peers, teammates, supervisors, customers, and subordinates -and figure out ways to work upon these. Furthermore, **360 Degree Feedback** helps the organizations to acknowledge training and development needs and also boosts up the morale of employees.

Mena360® Solution Functionalities - High Level

- Multiple Evaluation Templates & Designs
- User Defined Categories & Questions Libraries
- Multi-Rater Environment
- Comprehensive Evaluation Inquiry Screen
- Graphical & Analytical Reports
- Dynamic Customizable Rating Scales
- Administration & Follow Up
- Online results
- Comprehensive Reports

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 “People ask you for criticism, but they only want praise.”

W. Somerset Maugham, Of Human Bondage





Cell Phone Notification Service

Cell phone notifications are one of those which are never ignored by any individual. It is a good practice to be informed about different aspects of personnel related activities via a short message on cell phone rather than waiting for an email which may take more time. This is where **MenaSMS®** proves to be a convenient and an efficient notification system that sends information to cell phones which are easily accessible, thereby keeping the HR and business leaders' commitment to effective, important and, at times urgent matters an achievable objective.

By leveraging the messaging service, **MenaSMS®** facilitates the organization and their employees to share important information via SMS. Employees can be informed about the salaries credited, their leave balance, their benefits and achievements, subscription or document expiry notification. Simply put, any important user defined notifications or announcements can be sent out through **MenaSMS®** within fraction of seconds.

On the other hand, HR department has to process large numbers of transactions and lots of administrative work. Often, there is no time and energy in HR departments to communicate with applicants applying for the numerous jobs, and converse directly with them via SMS messages. These limitations may result in missing talented applicants and can ruin the company's reputation. **MenaSMS®** allows a time and cost efficient method for recruitment that is a real advantage for HR department.

MenaSMS® Solution Functionalities - High Level

These notifications include HR-related issues which range from a wide array of topics such as:

- Salary releases
- Vacation balances
- Document expiry notifications
- Reminders
- Employee evaluation results
- Mass or individual events
- Anniversary or birthday notifications
- Individual tasks
- Applicants Notification

Instantly reach more people with less work and lower costs.





HRMS Outsourcing Service

As your business grows, your challenges multiply. Additionally, many organizations are over-reliant on a few, key staff and are looking to optimize cost. With **MenaOSS®** you do not have to go at it all alone. MenalTech can take care of your time-consuming HR tasks, for example payroll, so you can focus on growing your business. **MenaOSS®** will take care of your payroll; for example, it is always on time, while handling all your related payroll and personnel activities.

MenaOSS® outsourcing service comes to all the users with standalone software where users can take the benefit of fully outsourcing their human capital management software where MenalTech rents services on its HRMS, or on selected modules on monthly basis. HR Functional Consultant at MenalTech will take a full control over serving the clients with the professional services which include; Gap Analysis, Data Migration, Integration, User Training, Full HR & payroll processes.

MenaOSS® is your solution that gives you valuable experience of stress-free payroll and personnel activities.



Cloud personnel and employee self-services

Never before has productivity come to you like this solution where HRMS is served on cloud. **MenaLite®** is a light personnel, payroll and employee self-services module which functions on the latest cloud technology to provide customers with the added benefit of a hosted online application. **MenaLite®** is an important alternative for smaller companies with low budgets for information technology. **MenaLite®** provides individuals and enterprises access over the Internet to applications and related services that would otherwise have to be located in their own personal or enterprise computer.

MenaLite® comes with a personnel, payroll and employee self-services module which serves the purpose of the HR functions within the organization.

MenaLite® Solution Functionalities - High Level

- Core Personnel functionalities (multiple country profiles)
- Off-the-shelf product
- User-friendly (based on MenaTech's Titanium® interface)
- Stable product with yearly enhancements
- Employee evaluation results
- Online help included
- Localized (First Arabic payroll system on the cloud)
- Combines self-services with payroll functions



For more information about **MenalTech HCIS**, please contact your local business partner, email us at info@menaitech.com or visit our website at www.menaitech.com.



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