

INEX PROFILE

In today's business, where both competition and the speed of technological changes are increasing rapidly, **Information** is becoming the main problem, the opportunity, and the solution. **Managing information** is becoming a strategic choice for those organizations, who want to stay in today's markets.

Addition to information, the efficient design of **systems** and work **processes**, is being a strategic choice, also. Reengineering systems & business processes is one of the most powerful tools applied to improve business processes, lower their cost, and increase their efficiency, for competitive advantage

1. Historical Background

Since its inception in the early 1990's, **INEX** has established itself with a vision to become a pioneer in leading edge Technology-Based management solutions. At that time, it has chosen its strategy to work with several partners & alliances as a sub-contractor and/ or as a project manager. During this period of time, it was able to provide several solutions and it has succeeded to work with several major firms in a variety of industries in the region.

INEX was re-established in Amman-Jordan, in the year 2001, by Mr. Sadeq S. Masoud, Management & Systems Expert ([For detailed CV, please refer to section-5](#)), for the purpose of outsourcing consulting & IT solutions, and providing such services to the Arab countries and USA. It has taken a strategic decision to merge with a local Saudi firm in the year 2002. As a result of this, a "Production Center" was established for the new merger in Amman-Jordan, this center was able to conduct several projects in different areas (Management Consulting, Software Development, and Feasibility Studies) successfully.

In 2004, the merging has ended, **INEX** has revised its strategy, and started to work with strategic partners in the Arab world. Now, **INEX** works with highly qualified and experienced local, regional, and international professionals to ensure a proper transfer of knowledge, experience, and best practices to its clients to improve their performance and competitiveness.

2. Organization Culture

2.1. The Mission

INEX Mission is:

“To assist organizations, who desire to improve their business processes and lead the markets” through:

- Strategic information management, and
- “Re-designing business processes and systems” to achieve maximal efficiency.

2.2. The Purpose

INEX Primary objective is:

“To make more Success Stories” through:

- Working with best, and
- Dealing with challenges.

2.3. The Commitment

INEX is totally committed to:

- Partnership with its customers
- High Quality services

2.4. Values

INEX is totally driven by its great values, those values are:

- Professional attitude
- Team work
- Commitment
- Quality
- Strategic relation with customers, suppliers, and workers

2.5. Knowledge & Expertise

INEX Provides its services, and handles challenges, supported by knowledge, experiences, skills of its teams, and methodology.

- Previous & deep experience in the fields of Management Consulting, Training, and Research & Studies.
- Deep and applied experience in the fields of Information Systems, IT, Business Solutions, and ERP implementation.
- Excellent & previous knowledge in Assessing Customer needs & expectations.
- Strong Understanding of System(s) Requirements.
- Comprehensive Understanding to Business Processes & Work Procedures

- Previous experience in effective, powerful, and state-of-art Software Solutions.
- Large experience in Projects Planning, Management, and Resources Allocation
- Proper Application to International Standards
- High Quality and Audit Control Implementation

2.6. The Team

INEX has a well-experienced team with long and diversified experience:

- International working experience (USA, Canada, UK, KSA, Qatar, Yemen, UAE, Egypt, Jordan)
- Wide-range of experience in a variety of industries, such as:
 - Manufacturing (petrochemicals, pharmaceutical, ceramics, plastics, water)
 - Hotels, tourism, and Real-Estate
 - Health, Education, and services
 - Financial Investment and Stock Market

INEX Team has an extensive experience with qualifying organizations for quality awards; they had assisted reputable Jordanian institutions to win the “*King Abdullah II Award for Excellence*”.

2.7. Partners

INEX maintains a strategic partnership and alliances with leading consulting and technology providers, to insure a proper application to all aspects of management solutions, major alliances and partners:

- **ZARA Business Development**
Business Solutions provider
- **AL-Mohanna Consulting**
Management consulting services provider
- **Savvytek**
Oracle and Linux licensing and implementation services provider
- **e-Solutions**
Web-based solutions provider

2.8. Selected Customers

Throughout its long historical presence in the market, **INEX** has worked with a large number of organizations, in several countries in the region, it has also provided them with a variety of products and services, those organizations:

- Had a great impact and a value-add on our business,
- Shared with us several success stories, and played a major role in that success

Some key organizations are listed below:

- Jordan Ceramics Co., JOR
- MITCO international, JOR
- Arab Center for Medical & Pharmaceutical Industries, JOR

- Roots Travels for Ticketing and Reservation, JOR
- Al-Watania for Industries, a leading industrial group in KSA
- Saudi Credit Bureau, the first credit agency in the Arab region, KSA
- Al-Nokhbah for training & development, KSA
- Al-Watania Plastics, KSA
- National Factory for Foodstuff Production (Al-Waha), KSA
- Riyadh Carton Factory, KSA
- Jordan National Bank, a leading bank in HKJ
- Arab Financial Investment Company, a leading brokerage firm in HKJ
- Al-Ahli for Financial Brokerage, a leading brokerage firm in HKJ

3. Services

3.1. Management Consulting

INEX Provides total management consulting solutions, based on modern and up-to-date management practices, such services cover the following areas:

- STRATEGIC PLANNING & PERFORMANCE EVALUATION
- ORGANIZATION STRUCTURING & RESTRUCTURING
- BUSINESS PROCESS REENGINEERING
- PROCESS MANAGEMENT & IMPROVEMENT
- SYSTEMS DEVELOPMENT (QUALITY MANAGEMENT, MATERIALS MANAGEMENT & PURCHASING, CUSTOMERS RELATIONS, MARKETING AND SALES MANAGEMENT, HUMAN RESOURCES, ACCOUNTING & FINANCIAL, AND COSTING)
- POLICIES AND PROCEDURES DOCUMENTATION
- ISO 9000 QUALITY IMPLEMENTATION
- QUALIFYING FOR **QUALITY AWARDS** (SUCH AS KING ABDULLAH II AWARD)

3.2. Information Technology

INEX Provides Information Technology (IT) consulting services, this covers:

- IT Strategy development & Information Management Strategy
- Computer Information Systems Outsourcing, includes, but not limited to:
 - Business Requirements Analysis
 - Functional Requirements Study
 - RFP preparation and Software Evaluation & Selection
 - IT infrastructure design
 - CIS Implementation
 - Project Management
- Information Technology Implementation
- Information System Audit
- Total IT Solutions (RDBMD Design, Systems Integration, Web Solutions, and Mobile Technology solutions)

3.3. Software Development

Throughout its hi-tech professional, **INEX** has a great capability to provide customers with different software solutions. Such solutions can be developed to achieve all objectives of management, business, and technology, and to fulfill their requirements, this includes, but not limited to:

- Development of Computer Information Systems, and Customizable Solutions
- Complete Business Solutions (Purchasing, Stock Control, Sales, Financial & Accounts, Human Resources)
- Total Costing Solutions for Manufacturing.
- Total Management and Business Solutions for Stock Exchange Markets.
- Complete “Technology-Based Model” for Stock Trading, this covers:
 - On-Line Customer Services, e-Trading, and Mobile Trading.
- Total Solutions for Investment and Asset Management:
 - Portfolio Management
 - Funds Management
- Total Solutions for Public Shared companies:
 - Shareholders Administration
 - IPO

3.4. Market & Feasibility

INEX Provides its services in the fields of studies, this mainly covers, but not limited to, the following:

- Market Analysis
- Sales Forecast
- Marketing Strategy – aligned with corporate strategy
- Investment and Business Planning
- Feasibility Studies

3.5. Projects Management

INEX Provides Projects Managements services, in order to:

- Assist customers allocate resources effectively
- Provides the opportunity to achieve goals faster, effectively, and at minimal cost.
- Understand market & technology challenges in Today’s World.
- Have the best and most efficient Management Information Systems.
- Develop the Business & Management

3.6. Models

- **INEX** Model for Strategic Thinking and Planning
- **INEX** Model for Process Reengineering
- **INEX** Model for Feasibility Studies
- **INEX** Model for Quality Improvement

3.7. Products

- **INEX** Brokers
- **INEX** Brokers on-Line
- **INEX** Order Management
- **INEX** Market Watch
- **INEX** On-Line Trade
- **INEX** Mobile Trade
- **INEX** Mobile Banking
- **INEX** CRM
- **INEX** Supply Chain Management
- **INEX** HR

4. Methodology

INEX Methodology is driven by different international & approved methodologies, to achieve maximum benefits.

Methodology Focus:

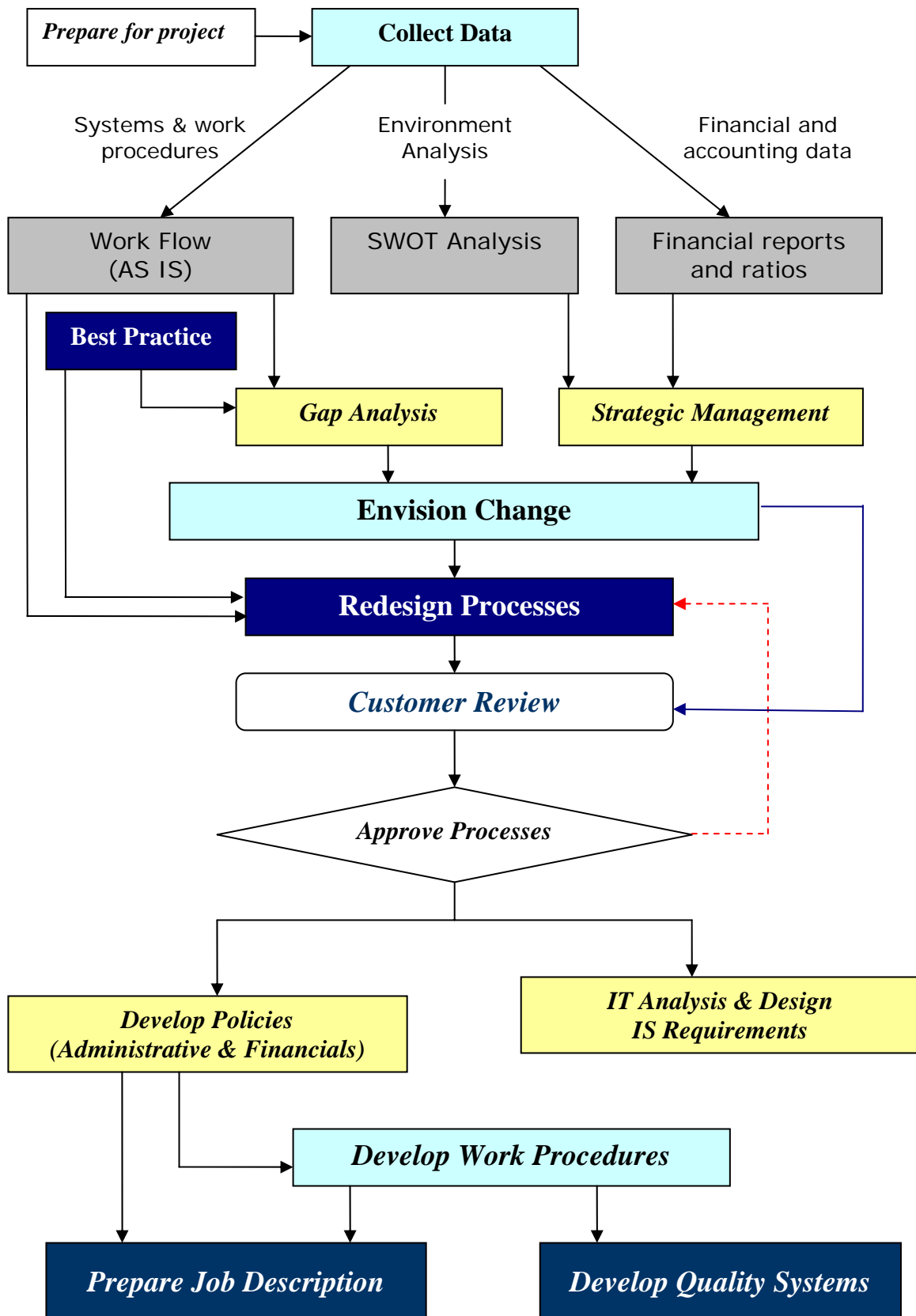
- Process Management
- Information Management

Methodology Characteristics:

- Alignment with Business objectives
- Compliance with Customer Requirements
- Maximal Benefits to Clients
- Results Oriented

Methodology Drivers:

- Information Management
- BPR
- Effective Resources Planning & Management
- Outsourcing & Establishing Strategic Alliances
- Projects Management
- Strategic Partnerships with Clients



5. Managing Director

Mr. Sadeq S. Masoud

Mr. Sadeq Masoud, Management and Systems Expert, has very large & thorough working experience in several areas of management & business consulting, such as design, development, and implementation of Information Systems, Information Technology and Business Solutions. He was also responsible for managing large-scale projects in several fields, such as Management Consulting, Information Systems, Research, and Feasibility studies.

His main areas of expertise are Systems & Process Analysis, Systems Engineering, Software Engineering, Process Improvement & Redesign, and Applying IT in Organizations, in addition to his extensive working experience in several areas of Management Consulting & Training.

Mr. Masoud, has an international & diversified working experience, and he was involved in more than eighty different projects (80+), those projects were conducted:

- In several areas (Software, Consulting, and Studies),
- For different types of industries (Manufacturing, Distribution, Trade, Training, Tourism, Real-Estate, Contracting, Stock Market, and Services), and
- Implemented in different countries (USA, Canada, UK, Jordan, Saudi Arabia, Egypt, and Qatar),

Currently, Mr. Masoud is managing projects & activities of **INEX**. Qualifications of Mr. Masoud, can be [summarized](#) as follows.

Key Qualifications

Mr. Masoud has diversified and integrated qualifications in the following fields of Management Consulting:

- Organization Structuring & Restructuring
- Jobs Classification & Description
- Process Management, Improvement, and Reengineering
- MIS, DSS and Business Applications' design, development, selection, assessment, and implementation
- Human Resources Management
- Sales Management
- Materials Management, including policies & procedures for purchasing & warehousing
- Financial & Accounting Systems, including policies & procedures
- Research & Studies

Professional Projects Experience Record (Selected Projects) sorted by field:

- **Strategic Planning**
 - Saudi Credit Bureau (SIMAH), Riyadh – KSA
 - Saudi Pharmaceutical Industries & Medical Appliances Corp. (SPIMACO), Riyadh – KSA
 - Ministry of Transport, KSA

- **Organization Restructuring, HRMS, Financial P&P, SOP Documentation (For large organizations in KSA)**
 - General Organization for Social Insurance
 - National Gas Industries (GASCO)
 - Saline Water Conversion Corporation
 - Arab Saudi Agriculture Co. (ARASCO)
 - Riyadh Palace Hotel, Riyadh – KSA
- **Business Process Reengineering Assessment (conducted for SABIC companies, large organization in KSA, Al-Jubail Industrial City)**
 - Saudi Arabian Fertilizer Co. (SAFCO)
 - Al-Jubail Fertilizer Co. (SAMAD)
- **Total Reengineering of the Purchasing Management System**
 - Riyadh Bank, Riyadh - KSA
- **Costing Systems**
 - Arabian Company for Tourist Areas (ARAC), AL-Madinah – KSA
 - AL-Watania for Industries (WFI), Riyadh – KSA
- **Market Studies, Tourism & Real-Estate sectors**
 - Several firms in KSA market
- **Business & Product Development, Real-Estate sector (Developed and introduced TAQASOM program, the first in the world)**
 - TAIBA for investment & real estate development, KSA
- **Feasibility Studies, Five-Stars Hotels, Colleges, and Universities**
 - Several organizations in KSA & Jordan
- **Procedures and Quality Manuals**
 - Several manufacturing firms in KSA and Jordan
- **Sales Forecast, and Sales force Incentive Systems**
AL-Safi Danon, Riyadh - KSA
- **Information Centers & Data Banks Assessments (Evaluation, redesign, and improvement), for several organizations**
 - Gulf Organization for Industrial Consulting (GOIC), Doha – Qatar
 - Arab Center for Childhood & Development (ACCD), Cairo – Egypt
- **Development of the (Saudization Strategy) that aimed to analyze Manpower in the "Maritime and Shipping Sector" throughout the KSA, this scope of work has covered a number of 176 firms**
- **Development of “Jobs Classification System” for the entire sector**
- **Design of “Training programs” required**
- **Preparation of the “Recruitment Plan” necessary to attract national manpower..**
 - Ministry of Transport, KSA
- **Several Information Systems studies, including users' requirements, functional requirements, automated procedures description, and system design.**
- **Designed & Developed MIS & Computer Applications for several organizations, covered most business & financial areas (some are shown below):**
 - Ges-Tech "Corporate Forms Letters Software", Montreal – Canada

- Jordan Ceramics, Amman – JOR
 - MITCO international, Amman – JOR
 - Arab Center for Medical & Pharmaceutical Industries, Amman – JOR
 - ESCWA – UN, Amman – JOR
 - Roots Travels for Ticketing and Reservation, Amman - JOR
 - Abu-Khader Group & Sons, Amman – JOR
 - Manchester Care Center, Manchester - UK
 - AL-Safi Danon, Riyadh – KSA
 - Zahran Group for Maintenance & Operation, Riyadh – KSA
 - Arab Financial Investment Co., Amman – JOR
 - Jordan National Bank, Amman - JOR
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- **Conducted several Training Programs in different areas in Management.**
 - **Conducted Training Needs Analysis for existing workers for several organizations, covered most management and business areas (some are shown below):**
 - HADEED, KSA
 - Al-Rajhi Bank, Riyadh – KSA