



# Ata Assaudia Consulting

## COMPANY PROFILE

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# Ata Assaudia For Telecom & Information Technology



ATA Assaudia founded as an international professional and non-exclusive strategic alliance agreements with various networks and individual firms thus enabling it to choose a firm best suited to its clients' needs in virtually every country in the world. Ata Assaudia signed a partner agreement with AAC is a management consultancy and training firm operating in Jordan and across the MENA region which helps companies to maximize growth and improve business performance by offering up to-date, strategic, and customized solutions and in the process of merging . Specialized in providing advisory services related to Governance, Risk Management, Regulatory Compliance, business continuity management, and Internal Audit. We have a diversified team who have extensive experience in public and private sectors.



# Ata Assaudia For Telecom & Information Technology



ATA Assaudia a group of professional services firms in the fields of Accounting, External Compliance , Internal Compliance Corporate Governance, Educational Consultancy, Economic and Strategic studies, Management Advisory Services, Professional and Technical Training, Technology Transfer, Project Management, Real Estate Management, Investors and Business Advisory Services, Human Resources, E-Government, E-Commerce, E-Education, IT and Security Compliance , Web Design, Professional Interpretation and Translation, Website Arabization; Domain Names Registration, ICT Strategic Planning, ERP Consulting Services, IT and Internet Skills Training and Examinations, Intellectual Property New Ata Assaudia is a Saudi business development company, Headquartered in Central Region, Riyadh City, Saudi Arabia. The company having three divisions as followings

## 1. Ata Assaudia Technology

specializes in developing and marketing decision support solutions and enterprise software products- particularly its own brands of ERP software.

- ERP consulting
- Business Continuity / Disaster Recovery
- External IT services
- IT performance and governance
- IT project consulting
- IT security services

## 2. Ata Assaudia consulting

team provides advice and assistance to companies, brokers, and public sector bodies in key areas such as operations and restructuring, risk and compliance, performance and technology. We can help our clients meet urgent strategic and operational challenges, in proportion to today's environment.

- Mergers and acquisitions services
- Infrastructure and project
- Debt and equity financing



## 1. Corporate restructuring

- Operational restructuring
- Cash management
- Financial restructuring
- Crisis Management

## 2. Business management service

- Improve business performance / re-engineering
- Policy and Operations Manual
- Ensure quality ERP implementation
- Supply Chain Management
- Cost improvement

## 3. Accounting consulting services

- Accounting / financial procedures and policies
- Accounting support services
- Budgeting and planning
- Job specifications and organizational chart
- Authority matrix system
- Staff assignment

# About us



Since its inception Ata Consulting specializing in and financial & accounting consultancy services and information technology, it provides professional services and assistance to Private, and public sector bodies in key areas such as operations and restructuring, performance and technology. We can help our clients meet urgent strategic and operational challenges, through our Global R&D Center in Amman, Jordan ,Our main goal is to suit its clients with the best solutions that suit most of their requirements and needs.

Based on our long experience and the diversity of work we have done in various sectors and countries, the team has the ability to provide consultancy and integrated solutions for project management and development through modern solutions to organize them with more flexible, more productive and less complexity. , Ata Consulting has acquired an outstanding record of success among its clients in manufacturing, banking, insurance and commerce, which have been assisted by Ata Consulting in addressing their complex business and management decisions

# About us



## Ata Consulting Vision

To provide innovative consulting solutions, integrated with the latest information technology & highest international standards to create long-term value for our clients.

## Ata Consulting Mission

To offer a complete range of high-quality consulting services that would keep us on the top among consulting firms in our region. We will work hard to cover more and more geographical areas and business sectors within the coming years.

## Ata Consulting Values

**Ethics:** Observe high ethical standards.

**Partnership:** Working with clients as one team.

**Adding Value:** Improve our clients performance.

**Best Practice:** Adhere the international standard.



In cooperation with the office of Abdul Monaim M.Ameen

## About Abdul Monaim M.Ameen

The scope of services provided by Abdel-Moneim Amin Chartered Accountants which, license number 147 wide and varied because of the depth of our employees in the practice of long experience and extensive experience in accounting, auditing, tax, zakat, financial, economic and management consulting, and its ability to design, implementation and application of systems and techniques of various information, and includes a range of professional services that we offer include :

- Financial statement audit and examination services.
- Bookkeeping services for establishments.
- Implementation of internal audit services.
- Zakat and income tax advisory services.
- Judicial accounting services include accounting and financial disputes, inheritance services, and corporate liquidation
- Services for reviewing, evaluating and developing internal control systems and business risks.
- Activities and facilities evaluation services.
- Services for preparing business plans, improving profitability and estimated budgets.
- Market analysis and feasibility studies services.
- Investment and financial advisory services.





# Ata Assaudia Consulting Services



# 1. Strategic Planning & Performance Management



In the fast-changing modern world where every trend and factor is interdependent on all others, it is vital to be able to cope and live with change. This service include review of strong and weak points of every business as well as the search for new opportunities and the mitigation of possible threats will offer an organization or a company the direction to move ahead. Possible monitoring of current trends in technological, social, political, and economic developments will provide information necessary to adapt changes and to continue to grow.

## **Strategic Planning**

Strategic planning undertakes to help develop and update a plan, followed by determining top priorities and short-term goals. We run SWOT, PEST and other sophisticated analysis aimed at adopting a strategy as a function of external (threats, opportunities, future trends, new competitors, new competitor products) and internal (weaknesses, strength, potential resources, expertise) factors. ATA -Consult also provides its clients with an action plan that outlines methods needed to reach short-term and long-term goals.

## **Performance Management System**

A system which assists in measuring and evaluate performance of resources such human resources, financial performance, internal processes performance, so to increase the efficiency of the organization. Balance scorecard and KPI's are an example of a performance management system.

## 2. Corporate Governance



Corporate governance is a cornerstone of sustainable business development and attracts growing attention from regulators and investors.

By allowing companies to respond properly to external challenges, ATA offers a full range of corporate governance services including but are not limited to the following:

- comprehensive diagnostics of corporate governance system,
- improvement of the risk management system and processes, development of codes for corporate governance,
- assessment of the board of directors and board committees work and assessment of corporate governance as a part of preparations for an IPO.

ATA approach to corporate governance services is based on many years of our professionals' practical experience and best practices. We constantly improve our methodology and adapt our services to meet the needs and specific requirements of each individual organization.

### **Environmental Services**

- Environmental Impact Assessment studies.
- Waste Management.
- Water Auditing.
- Carbon Footprint Audits.
- ISO 14001, Environmental Management System
- Environmental feasibility studies.

### 3. Business Process Management



Business Process Management includes reviewing current processes of the organization, streamlining them and excluding all non-value adding steps, development/mapping the new process, development of required SOPs and change management program to put the new processes in action.

Areas that undergo a process redesign may include, but not limited to, Human Resources and Personnel, Supply Chain, Sourcing and Procurement, Production, Customer Service, Service Delivery, Maintenance, Construction Management, Project Management, Tendering, Contract Administration, Quality Assurance and Control Accounting, Finance, Sales, etc.

#### **Business Process Improvement (BPI)**

Process Improvement efforts starts by focusing on defining, understanding and improving the activity flow within major processes. Process Improvement brings major reductions in cost, cycle time and error rates. It is vital for organizations to understand the new possibilities arising once such enhancements are introduced and implemented across and within their divisions.

#### **Business Process Reengineering (BPR)**

BPR includes performing a complete study of current organizational processes and introduction of the most appropriate division of functions to the departments; whether in operating or in administrative units. The study will investigate any inherent weaknesses, which impede performance, and focuses on functional links between various units, which may need to be merged or eliminated. Alternatively, it recommends the formation of new set-ups, if warranted, for the achievement of corporate objectives in the most efficient and cost-effective manner. The study often extends to examine staff needs to ensure that the appropriate levels are maintained, i.e. to prevent shortages or overstaffing. In addition, it deals with performance and productivity evaluation.

## 3. Business Process Management



### **Policies and procedures Manual**

The policy and procedures manual include a set of documents, which are required to ensure the effective operations of the organization. The policies and procedures are developed in line with the best practices in the sector/industry. The manual include a set of policies and procedures based on the processes that the organization possess. These documentation included but not limited to, governing and Human Resources policies and operational procedures.

### **Business Process Integration & Automation**

Business Process Integration is essential for businesses looking to connect systems and information efficiently. Business Process Integration allows automation of business processes, integration of systems and services, and the secure sharing of data across numerous applications.

## 4. Business & Investment Advisory

Business enterprises require a safe environment to operate securely towards further advancement. However, the security of business relies on many dimensions and variables. The following services, based on academic and professional sources, guarantee that the organization would be able to secure their position in the market:

### **Feasibility Studies**

A feasibility study is performed for a successful design and implementation of a project, this includes examining current trends in all relevant domains and taking into consideration marketing, technical, organizational and financial issues pertinent to a project in order to provide a comprehensible report, which ascertains the likelihood of the project's success.

### **Business Plans**

A business plan is an expression of the company's vision. Success and credibility of such a plan are ensured when the vision is truly global and builds upon the present success of the company.

In order for us to help you achieve your objectives, we strive to provide you with detailed guidance regarding your business operations and your financial strategies and goals.



## 5. Project Management



Project management services includes PMO Set-up, PMO Re-engineering and technology transfer. These services help the organization to establish and enhance the PMO function at various levels within their organization, depending on client requirements.

The PMO must be aligned with the business strategy of your organization. The PMO ensures project governance in terms of quality, scope, budget, and schedule. PMOs bring consistent processes and disciplines across your enterprise so that projects are managed in a like manner, regardless of size and scope. It provides management with information at a senior level to set direction, determine priority, release funding, and monitor the progress of your project portfolio.

### **PMO Set-up**

This PMO framework is a guideline to establishing the "right" PMO infrastructure. The components include:

- Create PMO structure & mandates.
- Create PMO Processes.
- Create PMO Tools & Techniques.

### **PMO Re-engineering**

The PMO Re-engineering process is a guideline to restructuring an existing PMO to better support the goals of our client organization. An effective execution of the process will lead toward increasing the effectiveness of the PMO as well as refocusing and remarketing the PMO. The PMO Re-engineering focuses on areas such as PMO purpose, alignment with business strategy, service offerings, and communications.

- The Re-engineering process include:
- Define state of the current PMO and future state PMO Define.
- Define and implement the feature, function, and benefits of the future state PMO.
- Define, design and implement performance metrics of the future state PMO.

## 5. Project Management



### Technology Transfer

Technology transfer is a sophisticated process requiring substantial expertise in various areas. We make this process easier and more transparent for the organization by providing them with first-class mediation and consultancy services, tailor-made to meet their needs. We modifies its areas of focus to be in line with each market's demands. This is achieved through continuously screening the markets for the latest trends in areas of our specialization so that we can identify the markets that are in urgent need of technologies and can readily absorb them.

Having access to a database that comprises thousands of technologies available for trading worldwide. We offer our services to local companies wishing to expand and improve their businesses by utilizing both new and well- developed technologies a platform for trading such technologies, giving their businesses the extra edge to excel and prosper.

In order to meet the above tasks, following resources are utilized:

- Partnerships with international intermediaries (consultants, technology brokers, chambers of commerce, industrial associations).
- Strategic alliances with international technology transfer companies and centers.
- Proprietary database of registered patents across the Arab region and worldwide.

With the belief that successful planning for a technology transfer project is half the way to a successful collaboration, we provide our clients with a wide range of technology transfer consultancy and complementary services, ranging from conducting feasibility studies and strategic business planning to market research and evaluation, to the preparation of operation manuals, negotiation and drafting of legal documents.

Supported by a team of multi-disciplinary professionals, ATA is able to serve each client's individual needs, laying the path for successful technology transfer.



## 6. E-solution consultancy services

ATA ICT consultants gained extensive experience in the software engineering field that enables us to provide a wide range of world-class E-Solutions consulting services. This includes conducting comprehensive analysis of existing systems, mapping out roadmaps towards the introduction of new solutions, and guiding you regarding all of your software and technology issues. Our services include, but not limited to, the following:

- ❑ Application Concept Development.
- ❑ Requirements Analysis and Technology Selection.
- ❑ Software Development Process Optimization Using Agile/Scrum.
- ❑ New Technology and Architecture Adaptation Advisory.
- ❑ Technology Integration Roadmap Development.
- ❑ Technology Architecture Design.
- ❑ Project Management Plan Review and Enhancement.
- ❑ Software Quality Assurance.
- ❑ Software and Mobile Application development Consultancy



## 7. Financial Advisory



With its connections, background and reputation in the financial community, ATA provides a variety of financial advisory services to its clients to help them develop a secure, efficient, and profitable financial system. Our primary goal would be to provide the type of financial operations, which would easily track financial events, provide financial information significant to the financial management of a company or an organization, and/or required for the preparation of financial statements. Whether automated or manual, we will consider all the aspects of the financial system to help integrate and improve all procedures, controls, data, hardware, and support personnel included within financial operations.

Our services include, but are not limited to the following:

- Financial and Operational Due Diligence Systems.
- Reviewing and Improving Accounting Operations.
- Financial & Accounting Policies & Procedures.
- Loss and Cost Reduction Systems.
- Projection and Forecasts Systems.

## 8. ISO Management Systems & Excellence Model



ISO Management systems include a broad portfolio of services within

- management systems of the organization for ISO certification. Developing and implementing ISO Management Systems in a wide variety of industries. Complete support is provided to the organization in developing of an efficient management system by providing the following consultancy services in ISO certification:
- Gap Analysis.
- Internal auditors training.
- Awareness training based on ISO standard.
- Risk assessment as per the requirement of the standard.
- Identification, assessment and prioritization of risks and impacts.
- Environment aspect/impact analysis & health and safety hazard assessment associated with processes.
- Performing Internal Audit of Management System as per the requirements of the standard.
- Documentation development including but not limited to policies, procedures, work instructions, SOPs, objectives, KPIs, matrix, criteria, forms, etc. as per the requirements of the standards.
- Assistance for rectification of the corrective actions.
- Assistance for management review meeting and selection of the certification body for certification audit

## 8. ISO Management Systems & Excellence Model



ATA offers complete management consultancy for the following Management Systems

- ISO 9001 : Quality Management System.
- ISO 14001 : Environmental Management System.
- ISO 45001 : Occupational Health & Safety Management Systems.
- ISO 22000 HACCP : Food Safety Management Systems.
- ISO 27001 : Information Security Management Systems.
- ISO 20000 : IT Service Management Systems.
- ISO 22301 : Business Continuity Management System.
- ISO 10015 : Quality Management – Guideline for Training.
- ISO 10002 : Customer Satisfaction – Complaint Handling.
- ISO 10001 : Customer Satisfaction – Guidelines for codes of conduct for organizations.
- ISO 31000 : Risk Management.
- ISO 55001 : Energy Management.
- Asset Management.
- PAS 99
- Integrated Management System.
- EFQM The European Foundation for Quality Management Excellence Model.

## 9. Human Resources and Restructuring Services



### Human Resources Systems

Human Resources systems aim at keeping employees updated, involved, and committed in the overall strategy of the organization. We offer the following services in the area of human resources management:

- Policies and Procedures, Succession Planning, and Manpower Planning.
- Job Analysis, Job Descriptions, Job Evaluation, and Job Classification.
- Management and Skill-Based Development.
- Organizational Design and Restructuring.
- Human Resources Management Strategy.
- Salary Surveys and Salary Structures.
- Performance Evaluation Systems.
- Staff Relations.

### Restructuring and Remapping

The restructuring process aims at greater efficiency and adaptation to changing markets. Spin-offs, recapitalizations, strategic buyouts and major management realignments are all developments frequently associated with corporate restructuring.

To guarantee that your operations become much leaner, more efficient, better organized, and better focused on your core business, our experts will offer assistance during any changes in your organization, whether they involve corporate management changes, sale of underutilized assets, reorganization of functions, refinancing of your debts, or any similar developments

# Our Team



## 1- Dr. Samir Ata Abutayeh

- Dr. Abu-Tayeh has 27 years of experience in corporate finance and investment banking. He worked at Rana Investment Company. Prior to that he worked with KPMG, Watan Investment & Securities Company, and many other reputable Investment Banking Institutions.

## Professional and Industry Experience

- His work experience includes Mergers & acquisitions, Analyzing and recommending proposals for equity investments, private placements, financial restructuring, valuations and advisory on IPO transactions and establishing new joint stock companies in Saudi Arabia and the Gulf region.
- He supervised, structured and implemented a number of sizable and unique deals and opportunities. Those deals, covered various sectors and regions, such as my involvement in the formations of the consortium that bid and won the second GSM license in Saudi Arabia, including the financial structuring of the company formed after the issuance of the license, Etihad Etisalat “Mobily”.
- Provided many investment advisory reports and investment opinions to GOSI (The General Authority for Social Insurance) He and Public Pension Agency on some of local private equity investments in many fields and sectors (e.g., petrochemical projects, financial service companies, real estate properties, medical services and hospital management, etc.
- Dr. Abu-Tayeh experience in transaction services and corporate finance across chemicals & pharmaceuticals, food & drink, and building and construction sectors enables him to lead:
  - Buy and sell side financial advisory
  - Business valuations and IPO transactions
  - M&A advisory

## Education, Licenses & Certifications

- Ph. D. degree in Commerce (Managerial accounting) from the University of Rajasthan, India.
- Master degree in Accounting & Business Statistics from , India.
- B.Sc. degree in Accounting from Jordan University , Amman Jordan ,
- General Securities Qualification Certificate, CME I granted by the CMA, Saudi Arabia.

# Our Team



**2- Samir Habib**

**Senior Consultant**

## Experience

- **More than 20 years of experience in Project Consulting**
- **Professional and Industry Experience**
- **Director of the department consulting ISO, consulting experience in designing and building data warehouses,**
- **IT management ERP more than 20 years and includes project management, auditing and**
- **Risk management, compliance, and business continuity and governance and information systems, systems analysis, and**
- **Re-work procedures Engineering Processing conditions books, tender invitations and determine the scope of the project requirements.**

## Educational Background

- **Bachelor's degree in Computer Science - University of Jordan – Jordan**
- **Certified Information Systems Auditor (CISA)**
- **ISO certified auditor systems (ISO 27001: 2013, ISO 20000: 2012, ISO 27001: 2013, ISO 22301: 2012, ISO 9001: 2015)**

# Our Team



## 3- Eng. Noor Diab

### Risk Management expert

- Manage and assess risks for multiple projects in different industries based on ISO 31000 risk management principles, framework and process including the following activities:
  - Context, scope and risk criteria establishment
  - Risk Assessment:
  - Risk Identification
  - Identification of assets
- ### Identification of risk sources and risk events
- Identification of existing measures and consequences
  - Risk Analysis
  - Assessment of consequences
  - Assessment of incident likelihood
  - Level of risk determination
  - Risk Evaluation of levels of risk based on risk evaluation criteria
  - Risk Treatment
  - Determination of Risk treatment options
  - Development of Risk treatment plan
  - Evaluation of residual risk

### Quality Control Manager

- Risk Acceptance
- Development of Risk treatment plan acceptance criteria
- Development of Residual risk acceptance criteria
- Developing and Implementing ISO 9001:
- Quality Management System ISO 9001, CSMENA Company, Jordan.
- Quality Management System ISO 9001, Jordan Sadeen Engineering & Contracting Ltd. Company, Jordan.

### Educational Background

- MBA, Masters in Business Administration – Management Concentration, German Jordanian University, Talal Abu-Ghazaleh College of Business
- B.Sc. Industrial Engineering, University of Jordan, Amman – Jordan.
- PECB Certified Trainer (Certificate Number: CT01457-03-2017)
- PECB Certified ISO 31000 Senior Lead Risk Manager
- PECB Certified ISO 9001 Senior Quality Lead Implementer
- PECB Certified ISO 14001 Senior Environment Lead Implementer
- PECB Certified ISO 21001 Senior Educational Organization Lead Implementer



# Our Team



4- Eng. Aseel Hiassat

BPM Consultant

## Educational Background

- Master's degree in Quality management, University of Jordan
- Bachelor's degree in Computer Engineering

## Experience

- Data Collection and Data Analysis
- Organizational Development & Restructuring,
- Quality Management Systems,
- Environmental Management Systems,
- Health & Safety Management Systems,
- Information Security Management Systems,
- Report Writing
- Risk Analysis
- Business Research
- Perform data collection activities.
- Analyzing data & prepare gap analysis reports.
- Develop policies, procedures, strategies and objectives for companies.
- Implement ISO 9001, ISO 14001, ISO 45001 & ISO 27001 Management Systems for clients.
- Develop organizational structures and job description.
- Conduct internal audits on ISO 9001, ISO 14001, ISO 45001 & ISO 27001.

# Our Team



## 5- Yasmin Mohamed Burhan

### Educational Background

- **Master of Business Administration (MBA) 2010 – 2012 Sikkim Manipal University, Riyadh**
- **Bachelor of Information technology (BIT) 2008 – 2005 International Islamic University, Malaysia**
- **2005 – 2004 Diploma of Web Design & Development – PHP & MySQL International Islamic University, Malaysia**

### Experience

- **Perform data collection activities.**
- **Analyzing data & prepare gap analysis reports.**
- **Develop policies, procedures, strategies and objectives for companies.**
- **Develop organizational structures and job description.**

# ATA Assaudia Consulting credentials





# **Ata Assaudia Consulting**

**Thank You ...**

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