

Our Clients are our Partners. Their Success is our Success.

Al-Bilad Arabia Company Limited



An organization backed by strong values, process adherence and above all a highly motivated team, Al-Bilad focuses on its customers first, by striving for excellence in everything we do and delivering on our promises.

ABA Profile



- Founded in May 2002 as a 100% Saudi owned Company.
- 50% owned by Al-Bilad Establishment & 50% owned by Baas International Group (BIG).
- 100% focused on providing SAP Services.
- More than 20 Major SAP Clients in KSA, Bahrain & Kuwait with more than 80 various SAP projects executed since May 2002.
- An Approved “SAP SERVICES PARTNER” by SAP AG (MENA Office).
- An Approved “SAP VALUE ADDED RESELLER” (VAR) by SAP AG (MENA Office).
- CMMI Level 4 Certified Company by SEI.
- PREMIER PARTNER of “Winshuttle” (the leading S/W provider to enable users to work with SAP directly from Excel & Web forms without any programming) in KSA.
- Partner of the German SAP EH&S specialist TechniData AG (soon to become part of SAP AG) for Environment, Health & Safety solutions in GCC.
- Partner of Business Intelligence leader Business Objects (now part of SAP AG) since 2004.
- Off-Site SAP Support & Delivery Center in Al-Khobar, Saudi Arabia
- Off-shore IT development center available in India

Al-Bilad Arabia Co. Ltd., a CMMI L4 Certified Co.

- Location: Al-Khobar, Kingdom of Saudi Arabia
- Services: Full range of SAP Services including Business Objects offerings
- Founded: 2002
- Revenue: SR 65 Million
- Employees: 160
- Web Site: www.albiladarabia.com
- Certified Run SAP Implementation Partner in 2009

“As a leading IT services provider in the region, Al-Bilad Arabia focuses 100% on providing SAP Services. With the introduction of the Run SAP Methodology, we are better positioned to help our customers resolve many of their biggest operational challenges with their SAP solutions, including root cause analysis, change control management, and business process integration and automation.”

Tawfik Chilmeran
IT Services Manager
Al-Bilad Arabia (2009)

ABA – Organizational Corporate Policy



Al-Bilad will endeavor to become the benchmark for corporate excellence. We will achieve this through a customer-focused delivery system that will encompass Innovative, On-time, Continually improving, Quality Assured Services.

Al-Bilad is building up, and will continue to build up, its personnel strength and improve work environment for them.

Al-Bilad's Saudization program is accelerating and adhering to the National Policy and Principles.

Al-Bilad will build up systematic processes and will pro-actively pursue new technologies to achieve higher levels of excellence.

ABA – Quality Statements



We seek “Customer Satisfaction” through Innovation, Quality & Commitment.

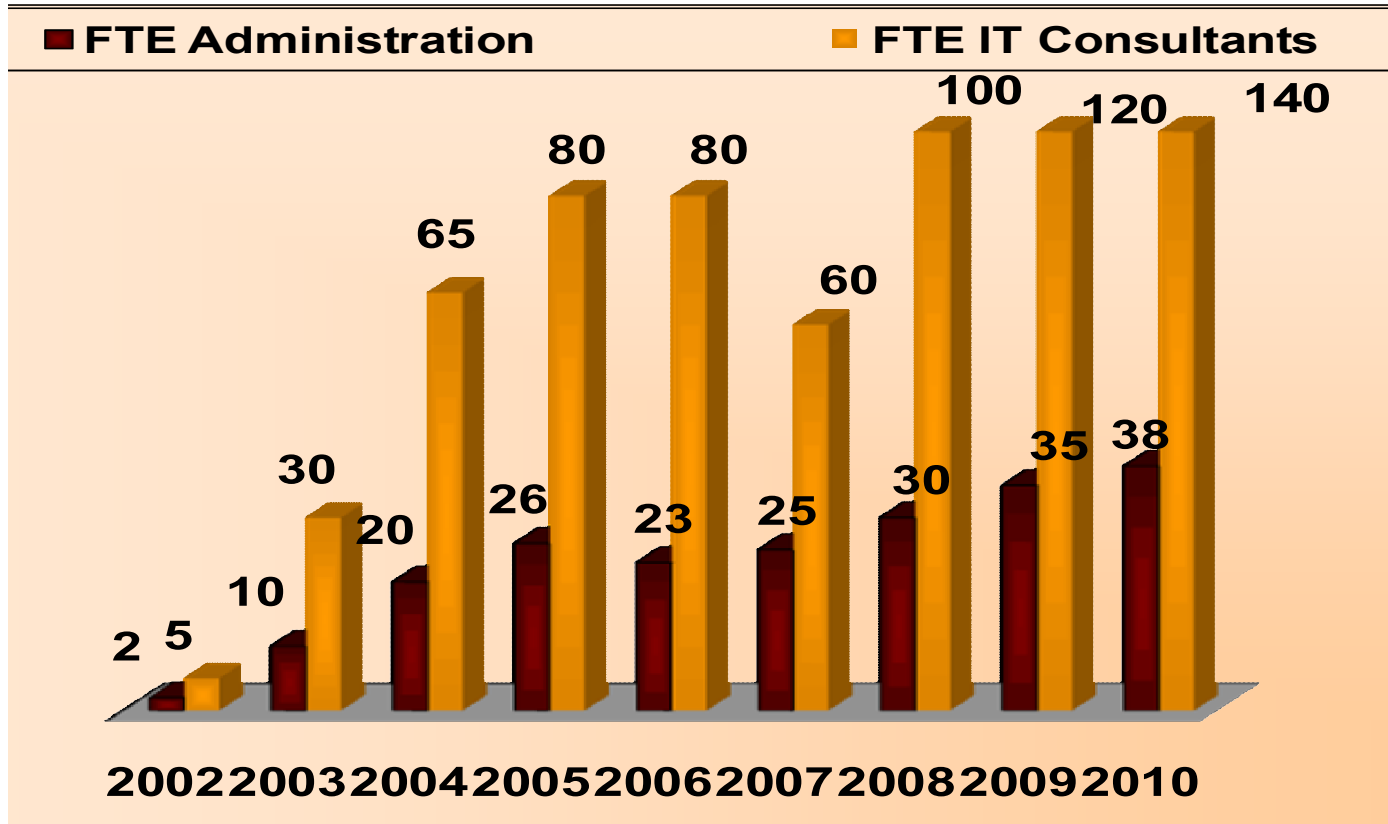
We constantly strive to implement the Critical Initiatives required to achieve our Vision.

We deliver Operational Excellence in every corner of our company and exceed our Commitments.

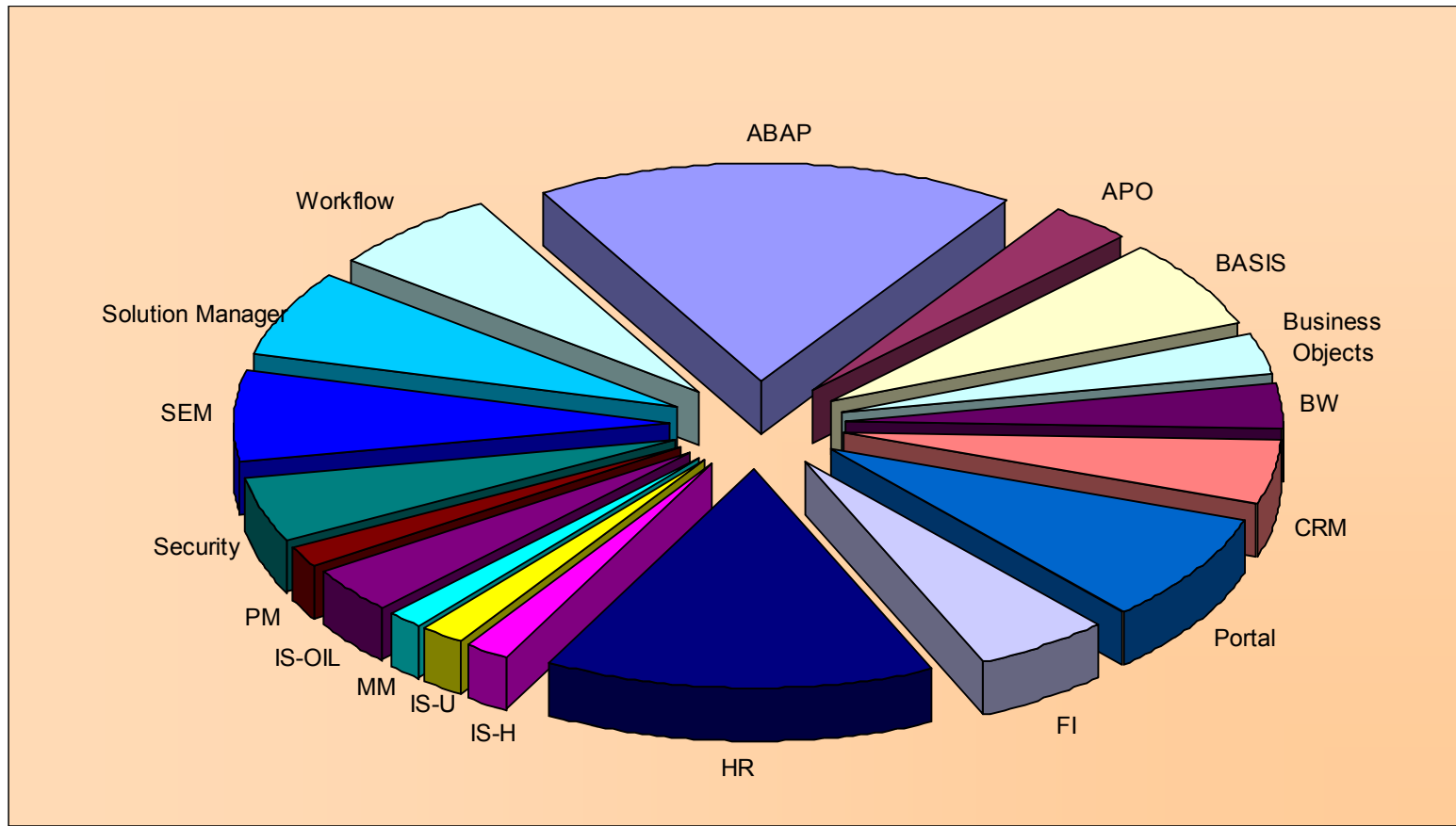
We Excel to Perform through Innovation, Quality & Commitment.

To provide Services & Solutions in an Innovative & Cost Effective ways.

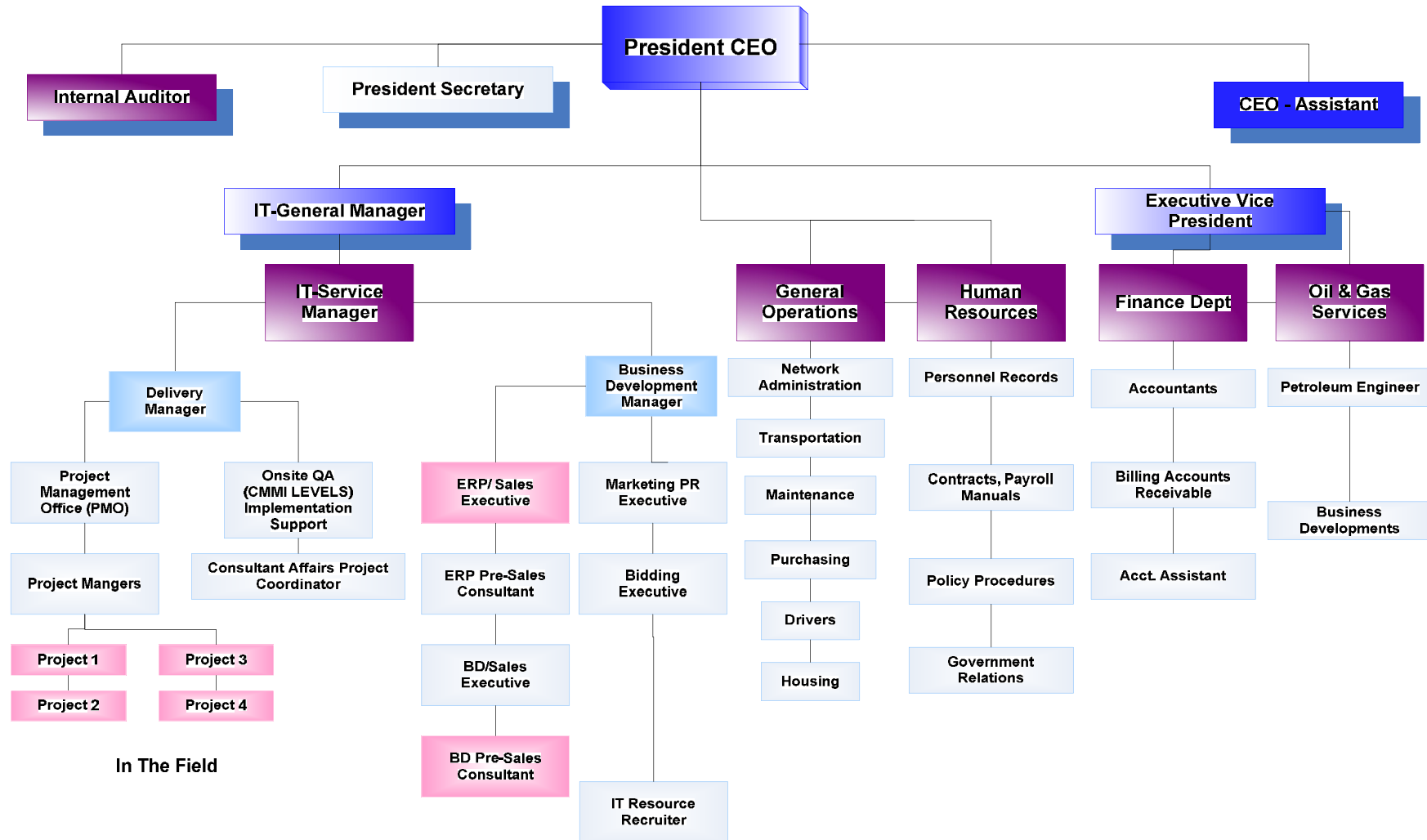
ABA – Growth through Quality



ABA : Skill Set Matrix



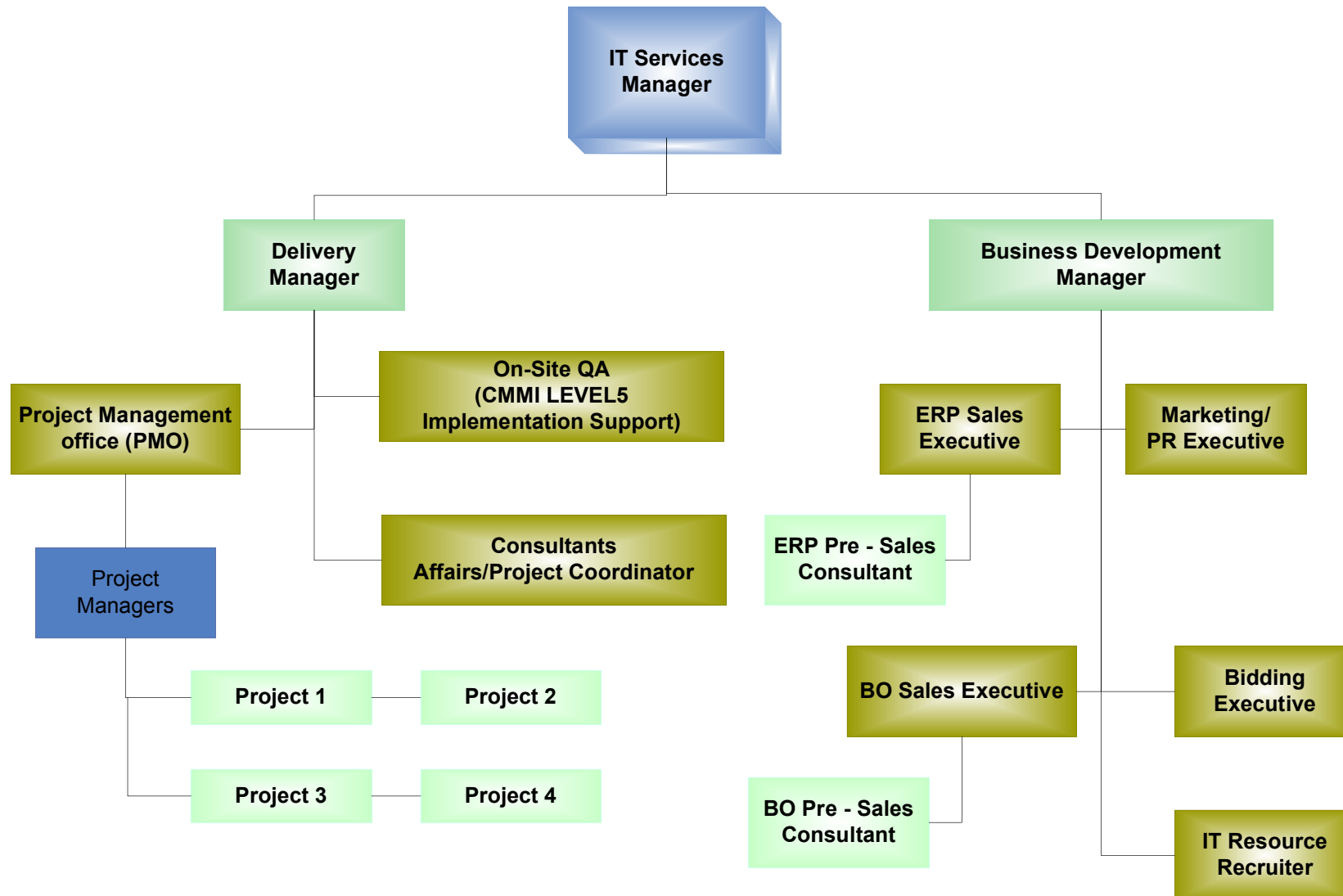
ABA Org Chart



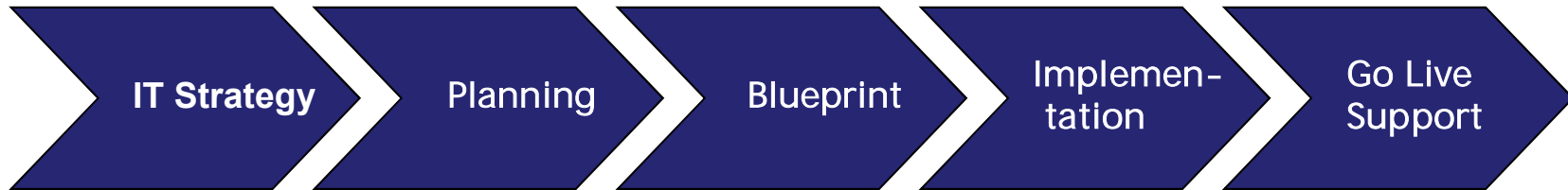
In The Field

AL-BILAD ARABIA COMPANY LTD. ORGANIZATIONAL STRUCTURE

IT Services Org Chart



IT Life Cycle



Review IT Strategy	Feasibility Study	Reengineering	ASAP-Methodology	Testing
Develop Business Case	Product Selection	Documentation	Run SAP Methodology	Enhancement
	RoI-Calculation	Requirement specification	Training	Archiving
		Requirement Mapping	Data Migration	Spot Consulting
		Solution Operations	System Integration	Production Support
			Project Management	

RunSAP Roadmap (SAP Operations)



Operation Reqt. Analysis	End User Supp concept	End User Supp Setup	Knowledge Transfer	End User Support
Scope Definition	Change Management	Change Management	Certification	Change Management
Tech.Reqt. & Architecture	SAP Appl. Management	SAP Appl. Managemen	Final Testing	SAP Appl. Managemen
Project Set-up	Business Proc Operations	Busi. Proc. Operation	Transition into Prod.	Busi. Proc. Operation
Governance Model for Ops	SAP Tech. Operations	SAP Tech. Operations	Handover Sign-off	SAP Tech. Operations
Plan Transitr. to e-SOA	Tech. Infra-struct. Design	Tech. Infra-struct. setup		Tech. Infra-struct.Mgmt.

Services Portfolio



- **SAP Services:** All range of SAP Services for Small, Medium & Large Enterprises including:
 - Consulting, Implementation, Upgrade and Enhancements
 - Application Management using On-Site, Off-Site & Off-Shore Production Support
 - NetWeaver Technology
 - Training,
 - SAP EH/S
 - Value Added SAP Solutions for the SME Sector (SAP A1)
- **Business Objects Services** (now part of SAP AG) including:
 - Full Range of Licenses, Consulting, Implementation, On-Site & Off-Shore Production Support & Training
- Industry Expertise in Oil & Gas, Petrochemicals, Utilities, Manufacturing & Construction
- **Winshuttle Services:** Full range of S/W products & services to enable users to work with SAP directly from Excel & Web forms without any programming.

SAP Support



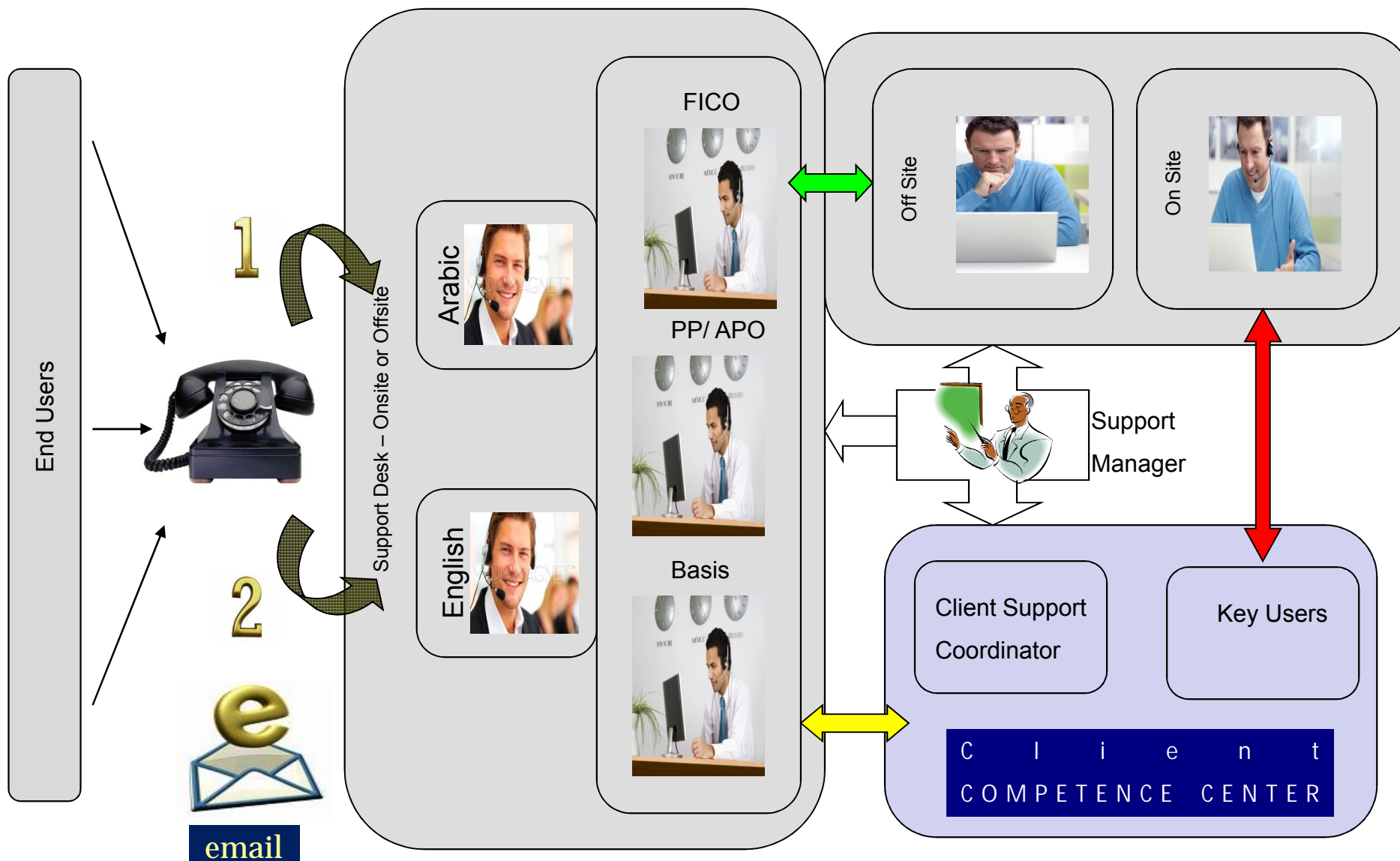
- Al-Bilad Arabia prides itself on employing a large number of highly skilled and certified SAP (functional, technical & ABAP) resources (for SAP Implementation and Support projects) who bring with them a wealth of experience and industry best practice.
- Al-Bilad Arabia's resources cover wide range of SAP areas including ABAP, Technical Consultants (WF, BASIS & EP) & Functional Consultants (FI, CO, HR, PM, CRM, ISU, PS, DMS, APO, QM, ESS/MSS, FI, HR, SD, MM, SEM, BI, SD, WMS & EH/S).
- Al-Bilad Arabia is committed to implement and promote "Run SAP" in all its Enterprise Support Projects
- Al-Bilad Arabia is capable of offering "tailor-made" SAP support to its clients based on on-site, off-site, off-shore or a combination of any of the 3 types
- Off-site support can either be T&M or SLA based.
- Mobilization time ranges from 4-6 weeks after client approving the candidate or in accordance with the timelines provided by the client.
- Al-Bilad Arabia always ensures that the proposed candidates are well fit and suited for the job.
- Currently, Al-Bilad Arabia is providing 14 major clients (Oil/Gas, Utility, Petrochemicals, Manufacturing, Education & Construction) with SAP Support Services

SAP Business Objects Service Package



- Implementation by experienced BO consultants
- Facilitation of license & maintenance purchase optional
- First level support compliant to BO Elite support-level
 - Certified BO Administrator 8*5 on customer site
 - BO Support team 8*5 on customer site
 - 24*7 telephone support
 - 24*7 e-mail support
 - Escalation with second level support of BO/France
- Service level agreement
 - Resolution rates
 - Response times
- Full support of upgrades and hot fixes
- Weekly issue progress report delivered

Typical SAP Support Working Model



ABA proposes support consultants skill level

- Strong Consultant force possessing 4+ years of SAP experience
- Good Industry experience.
- SAP Implementation, Support & Rollouts experience.
- Good Project Management experience.
- Experience of working in cross nations and with multi cultures.

Competency in Latest Technologies



- One of the first ERP 2004 upgrade projects completed (July 2005)
- Implementation project of SEM 4.0 completed in December 2006
 - Business Planning & Simulation (BPS)
 - Balanced Scorecard (BSC)
- Integration project of SAP CRM 4.0 with R/3 and IS-U
- Key involvement in one of the world's largest portal implementations
- One of first SAP EH&S ERP 2004 implementations (Nov 2005)
- Integration Crystal (CE/CR) and Business Objects with SAP BW
- Completed a SAP Accounting Period Conversion project with one of the largest modern aluminum smelter in the world
- Successfully executed, and also currently engaged in, several SAP implementation projects with a major oil and gas company in Saudi Arabia
- Carried out SAP ECC6 Upgrade project with one of the fastest growing group of companies in Saudi Arabia
- Carried out SAP Implementation project (HR & FI, on green field) with a leading petrochemical giant in Saudi Arabia

Competency in Latest Technologies



- Completed successfully an implementation and support of HSCM – Hydrocarbon Supply Chain Management with a major oil & gas company in Saudi Arabia
- Completed successfully a “service award” project with a major oil & gas company in Saudi Arabia
- Implemented Supplementary Manpower Project (SMP) for a major oil & gas company in Saudi Arabia
- Implemented SAP LDM, WMS, EP & ESS/MSS for a major utility company in Saudi Arabia
- Currently providing SAP Support to two major utility companies in Saudi Arabia
- In November 2007 awarded a 7 year contract with a major oil/gas company to provide SAP & IT Services
- Currently providing SAP Support to 14 major companies in Saudi Arabia (Dammam, Jubail, Riyadh, Jeddah & Arar)

Competency in Latest Technologies



- Implemented an e-Travel project for a major oil/gas company in Saudi Arabia
- Implemented a SAP Change Order project for a major oil/gas company in Saudi Arabia
- Implemented a Feasibility Study on Obsolete ISO Systems for a major oil/gas company in Saudi Arabia
- Implemented a SAP SPM Hoses Equipment project with a major oil/gas company in Saudi Arabia
- Implemented SAP LSO, MSS, PS & OSA for a major joint venture oil/gas company in Saudi Arabia
- Implemented a SAP Roll Out project for a major manufacturing/petrochemical company in Saudi Arabia
- Implemented a Greenfield SAP Implementation project with a major can manufacturing company in Saudi Arabia (FI-CO, MM, PP, QM, SD, HR & PY)
- Implemented “Intelligent Reports for SMP” project for a major Oil/Gas Company
- Implemented “Home Ownership” project for a major Oil/Gas Company
- Implemented “Treasury Mid-Office” project for a major Oil/Gas Company

Competency in Latest Technologies



- Implemented “i-Plant Consolidation” project for a major Oil/Gas Company
- Implemented the following CRM projects for a major Oil/Gas Company: “IT CRM”, “ITMS Task Management”, “Survey Management Information Systems”
- Implemented “CRM 2007 Migration” for a major oil/gas company
- Implemented “Enhancing Requirements/WF & Selection Process” project for a major Oil/Gas Company
- Migrated all existing e-Banking B2B applications of a major Oil/Gas Company to their SWIFTNet Landscape
- Replaced Calibration Management System and Communications Equipment Management System with SAP QM for a major oil/gas company
- Replaced existing web based Test & Inspection Management System by using SAP PS for a major oil/gas company
- Accomplished integrating SMP IT TUR with our client’s SMP system and developing new processes within e-Recruitment for handling IT TUR for a major oil/gas company
- Currently implementing SAP e-Recruitment Technical and Functional Upgrade for a major oil/gas company

Competency in Latest Technologies



- Implemented SAP HQ Roll-Out for a major petrochemicals company
- Implemented SAP Succession Planning & PS Module for a major petrochemicals company
- Conducted a POC for SCM (APO) for a major FMCG Company (Dairy products)
- Implemented SAP HCM Cycle 2 for a major FMCG Company (Dairy products)
- Gone-live in implementing SAP Greenfield for a major Construction Company (FI-CO, PS, SD, MM, HR & PM)
- Performed SAP Post Go-Live Audit / Project Management for a major Cement Manufacturing Company
- Implemented SAP ESS/MSS for a Major Manufacturing Group of Companies
- Implemented SAP BI/BO for a Major Manufacturing Group of Companies
- Implemented SAP Solution Manager for a Major Manufacturing Group of Companies
- Currently implementing SAP E-Recruitment for a Major Petrochemicals Company in Kuwait.
- Implemented SROP Cockpit project for a Major Oil/Gas Company

Competency in Latest Technologies



- Provided SAP BASIS support for a major oil/gas company
- Currently implementing SAP ESS/MSS for a major petrochemicals company
- Currently executing Aviation Maintenance Enhancement project for a Major Oil/Gas Company
- Currently providing a major manufacturing company with SAP Support from our off-site SAP Support Center in Al-Khobar, KSA (shared services model).
- Currently providing a major cement manufacturing company with SAP Support from our off-site SAP Support Center in Al-Khobar, KSA (shared services model)
- Currently implementing SAP Greenfield for a major plastics manufacturing company.
- Performed SAP Technical Upgrade for a major petrochemicals company
- Currently implementing a CRM project for a major oil/gas company.
- Currently implementing SAP DMS for a major aluminium smelter company in Bahrain.
- Provided extended support for a recently go-live project with a Major Oil/Gas Company
- Currently implementing Accounting Management Services Project for a Major Oil/Gas Company
- Currently implementing COD Support for CAD Operations project for a Major Oil/Gas Company

Competency in Latest Technologies



- Currently implementing SAP A1 for a Major Pipe Coating Company
- Currently implementing SAP A1 for a Major Group of Companies
- Currently implementing 18 SAP Modules, including base-line GRC, for a major manufacturing company.
- Currently implementing SAP ESS/MSS/EP for a major methanol manufacturing company.
- Currently implementing SAP CRM E&P E-Tracking Business Project for a Major Oil/Gas Company.

Summary of ABA in short...



- Commitment to the Kingdom of Saudi Arabia, the GCC & SAP
- Deep knowledge and understanding of our region and culture
- Large pool of skilled and SAP certified consultants
- Skill Set cutting across a wide range of SAP areas
- SAP Services with quality deliverables
- Certified by SAP to provide SAP Services
- Certified by SAP to provide E2E Enterprise Support to run SAP Applications in 2009
- Flexibility in offering SAP Support Services (on-site, off-site and off-shore)
- As a CMMI Certified Company, ABA has its own Knowledge Management System (KMS) for implementing SAP projects
- Right person for the right job to complete the project within the timeframe
- Commitment of ABA's Senior Management to all projects, BIG & SMALL

Summary

We assure “SAP best practices” in executing any SAP project for our clients

We look forward to be an integral part of our clients’ success stories !



Thanks for your Time



Thank You . . .

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