



LinkEgypt

Corporate Profile

1st Quarter 2008

Microsoft
GOLD CERTIFIED

Partner

Security Solutions
Mobility Solutions
Data Management Solutions
Custom Development Solutions
Business Process and Intergration
Networking Infrastructure Solutions



About us

Link Egypt is an innovative software development company specializing in the rapidly emerging technology of **Rich Internet Applications and Ajax**.

At Link Egypt we apply smart technology and clever thinking to leverage the best software solutions for our customers business. We create best-of-breed technology products and services for our clients by marrying the world-class skills of our software designers with the best of available technology.

Our **vision** is to be the preferred supplier of Rich Internet Application solutions to discerning customers worldwide. Our **strengths** lie in our ability to assimilate the opportunities and limitations of internet and software technologies, and also the needs, values and constraints of our customers and other key stakeholders. Our **passion** is in enabling our customers to realize their goals by leveraging our smarts with the leading technology components and platforms available.

Intelligence is ultimately a measure of how effective we are at navigating to the places we need or want to go to. As a technology partner, we assist our clients in creating software-based pathways that lead them in the direction of their desired horizons.

Our intelligence is made up of 3 essential abilities:

- * **Empathy and understanding:** To fundamentally grasp what value our clients are attempting to create, and the constraints that shape the relevant financial, social and technology domains.
- * **Technological savvy:** An in-depth understanding of current and upcoming technology is essential to the selection of the best tools, and the avoidance of the weakest. At Link Egypt we do understand what is meant by **R&D** and how essential to such function for our business growth and to cop with global market needs. One of our secret recipes lies in **Ajax** development and the real use of Ajax capabilities for real software performance enhancement and not only in enhancing GUI.
- * **Design:** Design is the art of integration: of knowing both the available "path-making" materials and the destination, and then orchestrating them together so that the most effective route reveals itself.

Through our commitment to excellence and its application to our own tried and trusted software development tools and methodologies, Link Egypt brings our smart technology plus clever thinking to the fulfillment of our client's technology opportunities.





VISION

Link Egypt's corporate vision has been defined as:

Technological excellence is our main tool in creating competitive advantage and therefore making us the partner of choice for our clients.

We take the opportunity to show our capabilities by viewing our relationship with our existing clients, In order to produce results for new customers.

Mission

- * *To be a leading global IT Service Company*
- * *Continuously add value to every customer.*
- * *To become "total technology solution" provider offering a brand-new variety of state-of-the-art technology skills.*
- * *To encourage and maintain a high and honorable standard of professional conduct.*

Values

- * Integrity
- * Respecting the customer
- * Pursuit of excellence
- * Commitment to result
- * Outstanding team work
- * Effective communication

Link Egypt Advantage

Link Egypt advantage is a function of optimum mix of premium human resources, business intelligence, contemporary technological skills, process oriented approach and state-of- art infrastructure

- * Flexible enterprise unit structure
- * Partnership led collaborative approach
- * Very high client retention ratio
- * Over 80 +man years of offshore services experience
- * Proven and diversified technical expertise portfolio
- * Delivery under raw specifications
- * Quick adaptability to new technology and domains





Infrastructure

We provide unmatched infrastructure support to our customers, which include:

- * state-of the art offshore development center focused on security ,reliability and scalability
- * dedicated servers for application hosting, testing , demos, and presentations
- * e-1 lease line connectivity with broadband as back up
- * 365*7*24power support as back up on generators and ups

Team

Team at Link Egypt offers optimum mix of experience and enthusiasm having extensive knowledge of technology and business domains

We have experienced consultants and advisors who are experts in their respective knowledge domains providing us the vital support on global it marketing and state of the art technology solutions.

Core management comprises of marketers, analysts, and engineers. They provide supports to our business value chain where in keeping the synchronization among all the stakeholders to accomplish organization objectives.

Core development team is enriched with highly experienced, creative and dynamic it projects. They are always looking for new concepts, latest technological development taking place in it industry and applying them to the new ideas that develop at Link Egypt software.

Link Egypt Service Offering

Link Egypt provides unique services including:

- * Rich Online Self-Service solutions
- * Application Modernization
- * Ajax and RIA Consultancy

Link Egypt offers the following consulting services: **RIA Scan, RIA Prototype, Implementation**

- * Vertical market solutions
- * B2B "extranet" solutions
- * Customer service & support portal solutions
- * Custom Software Development
- * Collaboration & Groupware applications
- * Data tracking & analysis Dashboards
- * Next generation web portals



Solutions

Link Egypt has been delivering IT services and solutions in a dynamic environment for past three years where business and technology converge strategically to fulfill on objective "Adding value to the customer"

Link Egypt's diversified IT solutions portfolio is backed by its ample project management experience earned through serving global clients

With time Link Egypt's IT solution offering has evolved into following practice unit

Outsourced product engineering

- * New product development
- * Value added services
- * Feature & functional enhancement
- * Production migration
- * Maintenance & support

Products

- * Link Commerce
- * Click2Travel
- * TravelsIn
- * Link CMS
- * Link Evolve
- * Link Support

Application services

- * Custom application development
- * Application migration
- * Application maintenance
- * Application integration

Portal & web development

- * Enterprise portal
- * Knowledge portals
- * e-commerce solutions
- * specialized portals
- * web site design and development
- * corporate intranet/extranet services
- * web application
- * web maintenance & support

Software quality assurance

- * Test framework design
- * Authentication/regression testing
- * Performance testing



Outsourcing

Link Egypt delivers quality and cost effective IT services.

we add value to our customers by providing them multi disciplinary resources on dedicated or need base arrangements

- * Offshore service delivery
 - * Quality management system
 - * Intelligent work distribution & integration
 - * Fast & clear communication
 - * Adherence to time schedule & client budget
- * Engagement models: we understand businesses all over seek flexibility and wants to partner as per tailor made business models .at Link Egypt , we offer host of client engagement models.
 - Project based pricing or fixed bid
 - Effort based pricing or time & material
 - Milestone based billing
 - Dedicated development facility or retainer-ship model
 - Build-operate-transfer (BOT) model
- * Delivery models: Link Egypt offers delivery models, which are strategically designed to fit into varying customer requirements like cost reduction, improving operational efficiency, and re-structuring. These models entail risk reduction and strategic alignment. Our delivery models are as follows:
 - Offshore delivery model
 - Onsite delivery model
 - Hybrid deliver model

Quality

Our quality policy is defined as:

"TO PROVIDE HIGH QUALITY SOFTWARE ENGINEERING SERVICES MEETING END—TO – END REQUIREMENTS OF THE CUSTOMERS AND TO ACHIEVE CONTINUAL IMPROVEMENT IN THESE SERVICES AND CUSTOMER SATISFACTON BY ACTIVE INVOLVEMENT OF ALL OUR PEOPLE and CUSTOMERS"

Quality model at link Egypt emphasizes problem prevention rather than on problem correction We employ quality measurement programs at link Egypt having internal and external management team.

This team ensures that learning and feedback from the project /product delivery are constantly ploughed back into the organization





Methodology

Link Egypt has developed and implemented software method accentuated on offshore software development, which is the result 80 +man years of IT service experience.

We strictly follow best practices of development, including developing software iteratively. Managing requirements using component based architecture, continuously verifying software quality, managing change control and configuration management.

The methodology seamlessly integrates software development project management, quality assurance and review analysis considering their practicability in remote development.

Technology Matrix

Languages	Application/Web Servers	Data Bases
Java, .Net, C++, C# Win 32 API's UML XML,XSL, XHTML PHP, Perl Scripting Languages	Weblogic Webshpere Jboss Microsoft IIS Oracle Application Server Jrun	Oracle MSSQL Server MySQL
Web	Programming Tools	Software Engineering Tools
JSP ASP.NET Cold Fusion Ajax Dojo Ruby	Borland J Builder MS Visual Studio Java forte Crystal reports JReport	MS Visual Studio Crystal Reports Borland J Builder Eclipse
Testing Profiling Tools	Multimedia	
MS Visio MS Project Rational Suite Bugzilla TogetherJ	Flash Flix Action Scripts Photoshop	



Awards

- * Link Egypt has been awarded the First and Second award of the best E-Business solution in the E-Content Awards organized by ITIDA and The World Summit Award and nominated for the best ebusiness solutions world wide.
- * **Egypt Web Award:**

Link Egypt has been awarded two awards in ecommerce and portal development from The Egypt web awards comity.
- * **Global Golden Web Award:**

Link Egypt won the golden web ward for year 2004-2005 from the International Association of Web Masters and Designers
- * **American Golden Web Award:**

Link Egypt won the golden web award for year 2003-2004 from the American Association of Web Masters and Designers
- * **Silver Web Award:**

Link Egypt won the silver web award of "EL-RAMEH "for the year of 2001 from *Egyptian Advertising Association (EAA)*
- * **World Quality Commitment Award:**

Link Egypt has been designated to receive the World Quality Commitment Award 2006 in the Gold category from the Business Initiative Directions (Madrid-Spain)





Clients



since 1969



Information Technology Industry Development Agency



Arab Republic of Egypt
Ministry of Communications
and Information Technology



Case Studies

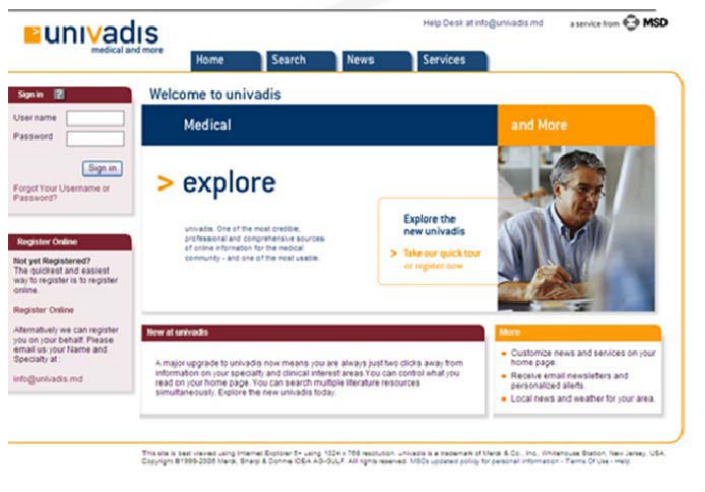
My Yahoo for Physicians (UNIVADEIS)

Objectives:

- ✳ Establishing the portal presence for the audiences.
- ✳ Opening New marketing Channels.
- ✳ Gathering Customer Preferences information
- ✳ Achieve a maximum (ROI).
- ✳ Administrate and maintain the portal in the Middle East.
- ✳ Develop New content and Modules
- ✳ Facilitating and encouraging the team working
- ✳ Timely and cost effective implementation.

Achievements:

- ✳ Annual Business Module Built.
- ✳ E-Campaign Management System Built.
- ✳ OLAP Module Built.
- ✳ International E-CME program Built.
- ✳ Regional Customizable Multimedia presentation Built.
- ✳ Online News Module Built with coordinating with Agence France-Press (AFP).
- ✳ New Medical Content and Modules.
- ✳ Online quiz and survey Module Built.





Case Studies

Americana Intranet

Objectives:

- * Enhanced communication and collaboration
- * Improved business processes and content publishing.
- * Prevent losing corporate resources in repeated process.
- * Prevent company knowledge from leaving the corporate.
- * Facilitating and encouraging the team working.
- * Ensuring message accuracy.
- * Unrivaled flexibility and ease of use.
- * Timely and cost effective implementation.



Achievements:

- * All the project stakeholders identified.
- * A complete Business Model built to identify the company requirements.
- * Building and implementing the required infrastructure.
- * Building All the modules required for achieving the project objectives.



Other Projects with Americana:

- * Americana Online Portal
- * Americana Online Ordering System



Latest Products

Link Commerce

Link Commerce is an out-of-the-box online e-commerce solution that is very easy to setup, manage and customize. Link Commerce software provides powerful e-commerce solutions that suit any business size and type. Our software is a web-based e-commerce solution that can deploy a bundle of applications such as an online product catalog with a shopping cart, online store for selling services or paid membership subscriptions, inventory management, order and payment processing, shipping management and much more.

System Features:

- System Manager
- Booking Manager
- Allotment Manger
- Finance Manager
- Multi Level Admin
- Shopping Cart

Technology:

- Business Logic: PHP, MySQL
- User interface Presentation layer: PHP, AJAX
- Data Base: MySQL
- Development & Deployment Environment: Linux





Latest Products

OOTravel

OOTravel is a package of solutions developed by Link Egypt® specifically for tour operators, wholesalers and other companies wishing to sell hotel rooms, hotel apartments, cruises, transportation and other services based on their own allotment.

Providing a modern reservation system, dynamic packaging and pricing, powerful online browsing, searching and booking, it becomes the booking system your company really need.

OOTravel is B2B Solution that is based on a super dynamic infrastructure to suite all the travel agents need with the ability to handle and manage as many products and cases as the user need.

The system can manage Hotel reservation, Hotel Apartments, Cruises, services, transportation, etc.

With its state of the art B2C module, OOTravel presents the right solution for all the tourism activates any travel agent needs.

Here are some of the reasons why the OOTravel is a must for the travel agency

System Features:

- System Manager
- Booking Manager
- Allotment Manger
- Finance Manager
- Multi Level Admin
- Shopping Cart
- Reservation Management
- Reservation Management
- Vouchers Management
- XML Management
- Full Accounting Module

Technology:

- Business Logic: PHP, MySQL
- User interface Presentation layer: PHP, AJAX
- Data Base: MySQL
- Development & Deployment Environment: Linux





"We Appreciate your time in reviewing our profile and value every opportunity to work with you."
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