



Corporate Profile

Prepared By
LeadingPoint Software



Microsoft® Partner

Silver Application Integration
Silver Software Development
Silver Web Development

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About Leading Point

Founded in 2006, **Leading Point Software LTD.** is a world-class company with regional focus, providing comprehensive IT Solutions, Business Systems, and Professional Services, to Enterprises of all sizes, mainly to Telecommunication Companies (Telcos), Financial Services, Utilities, and Public Sector.

We have a solid performance and reputation in the technology industry for providing excellent services to our clients. Our values are represented by our integrity, thought leadership, and commitment in maintaining a high-level of excellence in the constant evolving world of information technology.

For over 8 years now, Leading Point has acquired great expertise and insights into the business of telecommunications, specifically on how Telcos can engage with their customers. Whether it's through solution delivery, services, support, consultancy or training, Leading Point is passionate about helping Telcos improve their efficiency and effectiveness. We have successfully been working with leading Telco Operators throughout the region since our inauguration, and supported the launch of six Telco Operators supplying many of the Business Support Systems (BSS) and Operations Support Systems (OSS) as well as different Value-added Services (VAS).

Leading Point's management philosophy includes staying updated of the latest technologies, recruiting the best-qualified consultants and developing strategic alliances with industry leaders who can enhance our IT capabilities.

Leading Point is a Microsoft® Certified Partner, and is recognized as a Premier Telecommunication Sector Provider in Europe, Middle East and Africa (EMEA) in the Microsoft® Telco Partner Guide for 2010 and 2011 (The only company in Jordan, and among only five in EMEA).

Leading Point is an SAP Extended Business Member offering Professional Services for SAP ERP and CRM solutions to increase technology and geographical spectrum.

Leading Point is headquartered in Jordan with offices in Oman and business development activities in Saudi Arabia and the United States of America.

Vision

In a world that is best characterized by continuous change and evolution in business and technology alike, Leading Point is focused on being a leading regional provider by relentlessly adopting the latest technologies and trends in the market and bends them to fit our clients' needs and satisfaction. We have made it our habit to always be on the tip of the wave and lead the way. Against this background, Leading Point vision is: **technology... we lead.**

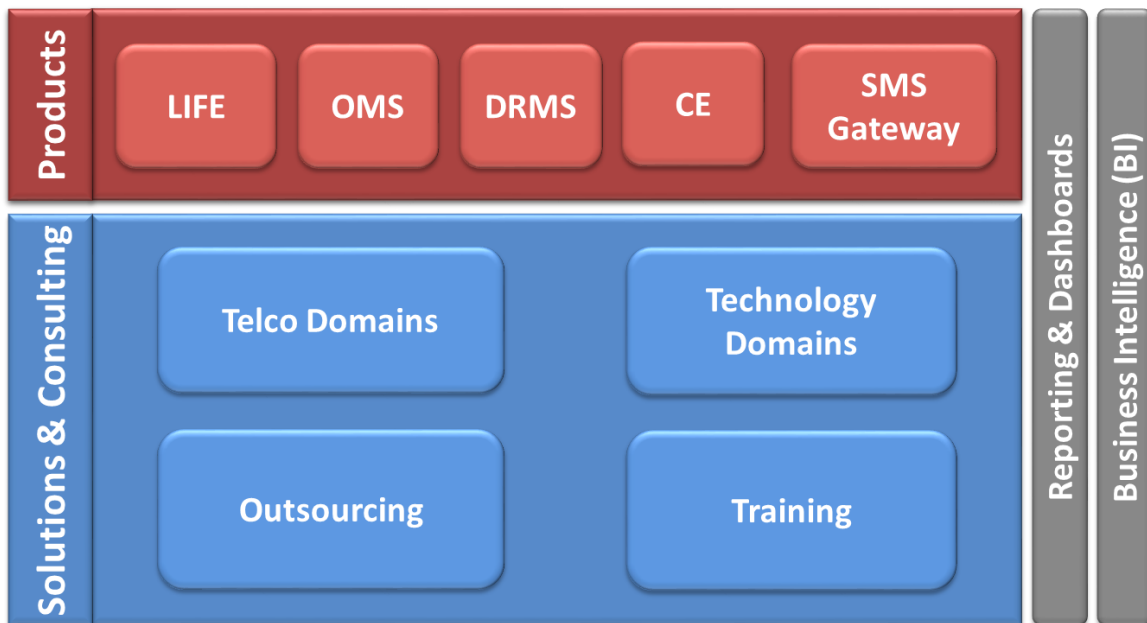
Mission

Our mission focuses on transforming the way customers do work by adding value through the latest technologies that enable managing the entire information lifecycle. We work with our clients as partners and walk hand-by-hand towards a better future.

Services & Offerings

Leading Point is a leader in Telecom solutions, an innovative, technology driven and customer focused organization; the company is committed to keeping pace with the revolutions in the Information Technology and Telecom industries. With the major focus on the development of new products, Leading Point has launched cutting-edge products like OMS, LIFE, DRMS, CE, and SMS Gateway. These products are feature-rich, reliable and conform to the international standards. Having regional foot-print in the Middle East and Africa, Leading Point ensures that the products serve the needs of its customers faster and longer. Leading Point has gained trust and admiration of its customers representing the entire spectrum of industries. Leading Point has won MS international awards for its innovative products.

Our portfolio spans a wide range of high quality services that are centered on four pillars:



Products

Leading Point products are designed with care to cater for clients' needs. It spans different verticals and is highly customizable. Our products are developed with scalability in mind along with high performance in action. Microsoft latest technologies are employed to empower our products' lines.

Leading Point Products are highly customizable, ensuring that our clients enjoy real value for their investment. We are dedicated to this principle and continue to commit to research and development. Leading Point believes in reliable delivery. Our products embed the long experience Leading Point has gained from working within the Telco industry. The wide-ranging, patented functionality has been proven time and time again in the field, demonstrating Leading Point's commitment to reliability.

Leading Point aims for long term partnerships – the productized approach underpins this by ensuring our customers benefit from the constant development of our solutions. Leading Point has several Telco customers who deployed our solutions and continue to invest in our software to this day.

With reliable delivery and high customization, Leading Point can ensure fast and easily upgraded software that enables efficient deployment of new services and assured performance.

OMS®



“Order Management System” is an order automation and back office solution. OMS automates manual business processes through the use of flexible back-office application verification workflow and the utilization of multiple delivery channels (Web Form, Email, Fax, Scanner, USSD, and smart phones). OMS excels as Customer Acquisition and Service system, it increases application processing Volume, Quality, and Speed. [Download brochure...](#)

LIFE®



“Leading Integration Front-End” is a unified, comprehensive, web-based application that provides a single access to a 360-degree view of customers, their products, services they’re subscribed to, and trouble reporting. LIFE® is a modern Telco CRM that makes interaction with multiple backend hosts and multi-point data entry a thing of the past. [Download brochure...](#)

DRMS®



“Dealer Relationship Management System” provides Telcos with a full range of functions and tools to manage relationships with their dealers and distributors. DRMS allows Telco companies to monitor, promote, reward and discipline their network of dealers by integrating them into their internal process to control costs and reach end customers. DRMS also supports additional modules for Commissions and Incentives. [Download brochure...](#)

Commission Engine®



Commission Engine is a dynamic commission calculation, receives activations from the activation engine and generates a commission records for approval under different schemas and elements on daily, weekly, monthly and yearly bases.

SMS Gateway®



“SMS Gateway” System is a high performance SMS bulk sending, offers Campaign Scheduling, and supports multiple languages and encodings through highly customizable Templates.



Solutions

Leading Point Solutions operate with real-time customer data and allow companies to build value and competitive edge. These solutions typically address the special needs of clients for customized projects ranging from vital business and operations support systems to value added services.

Leading Point provides Technology and Business solutions to different market sectors in the following categories:

Technology Domains

- Service Delivery Platforms (SDP)
- Enterprise Application Integration (EAI)
- Business Process Automation (BPA)
- Application Migration
- Information Security
- Enterprise Portals
- Architecture Services

Telco Domains

- Customer Acquisition Solutions
- Self-care Solutions (Web, SMS, IVR, USSD...)
- Credit/Debit Card Payment Solutions
- Customer Loyalty Programs
- International Credit Transfer
- Online Chat Support
- Online Coverage Map
- Desktop Agent
- Mobile Number Portability (MNP)



Consulting & Outsourcing

'Consulting and Outsourcing' is a strategic option for companies that do not want the expense of recruiting, training and retaining in-house IT specialists. Leading Point is a leading provider of high-end software outsourcing services, specializing in enterprise application development, system integration and business automation tools. Leading Point identifies qualified candidates whose skills match the specific disciplines you require.

Leading Point Consulting team consists of Senior Consultants, Subject Matter Experts, and Project Managers with deep domain experience. Our clients have benefited from Leading Point Consulting team's expertise in business and technical capability assessments, architecting and implementation. We have a long and successful track record in offering clients, throughout the region, a full range of management and IT consulting. We help organizations bridge the gap between business and technology, by working closely with top management to address business needs and manage the most critical initiatives.

Leading Point's Consulting services include:

- Telco Domain Experts
- Microsoft .Net Technologies
- Microsoft Servers (BizTalk, SQL Server, ...)
- Solution Architecture
- Enterprise Project Management

Leading Point's combination of products, solutions, and services help companies simplify complex communications scenarios and integrate with backend technologies from other vendors, enabling customers to unlock value and potential from within their network and capitalize on their existing investment. By embedding these solutions into the business processes of an enterprise, Leading Point helps improve the way organizations work – making people more productive, processes more intelligent and customers more satisfied.

During this long experience, Leading Point has integrated with most of the backend systems usually found in Telcos and other sectors:

- Huawei HLR
- Convergys Infinys
- SymSoft NoBill
- Ericsson Minsat
- ComptelEventLink / InstantLink
- Portus
- IBM WebSphere
- Oracle Financials
- Microsoft Dynamics NAV
- And others...



Training

At Leading Point, we believe that transforming enterprises and helping them succeed can only be achieved through a carefully planned and strategic knowledge-sharing process. Therefore, IT Training and team building through an array of soft and hard technical skills, occupy a major portion of Leading Point's services offerings. Our mission is to provide a clear, versatile and continuous learning experience, completely customizable and cost-effective onsite training, enabling individuals to progress and organizations to prosper from their investment in people, thus ensuring continued customer satisfaction through quality and value.

Leading Point's Training services include:

- MS C#.Net
- MS Office SharePoint Server
- MS BizTalk Server
- ASP.NET Web Forms
- ASP.NET MVC
- Windows Communication Foundations
- Windows Workflow
- Configuration & Release Management

Our Team

At Leading Point we believe that small teams of great people work much better than large teams of mediocre people, and that talent is more important than experience. We always strive to have strong project leaders that support the team, and to make sure that strict yet practical rules are followed to improve teamwork.

Leading Point's team is made up of excellent talents with a wealth of experience that comes from strong backgrounds at multinational companies.

Our consultants are regularly involved in research of the latest technologies as well as presenting at regional and international conferences. Leading Point is constantly looking to attract talent from around the world to supplement its team of IT professionals.

Strategic Partners & Alliances

At Leading Point, we believe that developing strategic partnerships and strong allies will magnify and strengthen our business opportunities and help both parties grow faster, therefore, creating a competitive advantage in today's business environment through knowledge, experience and integrity. We are translating this through establishing partnerships in our strategic locations with key companies.

Solution Partners (Vendors)

Leading Point is a Microsoft Solution Partner since 2007; we offer the integration, support and implementation services for the full range of Microsoft solutions to clients in the region. Leading Point achieved multiple competencies including: Application Integration, Software Development, Web Development, and Mid-Market Solution Provider.



Leading Point is also recognized as a Premier Telecommunication Sector Provider in EMEA in the Microsoft® Telco Partner Guide from 2010 through 2012.

In addition, we offer professional services for SAP business solutions and integrated applications in the areas of Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM).



Channel Partners

Leading Point's indirect sales channel supports our commitment to customers regionally by extending our reach and offering local resources and expertise. Together, we offer sales, services and support that span our extensive product portfolio. We are partners with Yellow Tech, Oman.



And ABS, Jordan specializing in the implementation of SAP business software for small, midsize, and large businesses.



Yet we are always seeking strategic partnerships all around the world.

Our Clients

Leading Point has been working with leading Telco Operators throughout the region and supported the launch of six Telco Operators (five of which are MVNOs) supplying all of the operations support systems and different value added services.

- [Nawras \(Ooredoo\), Oman](#)

- LIFE | Telco CRM: Customer Care Front End for Mobile and Fixed Lines (Business and Residential, Prepaid and Postpaid, Voice and Data)
- OMS for Customer Activation and After-sale Processes
- Web Self-care Portal (MyNawras)
- Credit/Debit Card Payment Gateway
- Online Coverage Map
- Loyalty Program
- Public Wi-Fi Gateway



- [FRiENDi mobile Group, UAE](#)

- Corporate Website



- [Virgin mobile, Saudi Arabia](#)

- Order Management System (OMS)
- Provisioning Solution – Integration with Zain Saudi
- Commissioning Solution
- Solution Delivery Platform (SDP)
- Web Self-care Portal
- Corporate Website
- Various VAS Services



- [FRiENDi mobile, Oman](#)

- Provisioning Solution – Integration with Oman Mobile
- Solution Delivery Platform (SDP)
- Web Self-care Portal
- Corporate Website
- Mobile Number Portability (MNP) Proxy
- Credit/Debit Card Payment Proxy
- Number Booking Portal
- Various VAS Services



- [FRiENDi mobile, Jordan](#)

- Order Management System (OMS)
- Provisioning Solution – Integration with Zain Jordan
- Commissioning Solution
- Solution Delivery Platform (SDP)
- Web Self-care Portal
- Corporate Website
- Credit/Debit Card Payment Proxy
- Number Booking Portal



- [FRiENDi mobile, Malaysia](#)

- Order Management System (OMS)
- Dealer Relationship Management System (DRMS)
- Provisioning Solution – Integration with Zain Saudi
- Commissioning Solution
- Solution Delivery Platform (SDP)
- Web Self-care Portal
- Corporate Website
- Mobile Number Portability (MNP) Proxy
- Number Booking Portal
- Various VAS Services



- [Virgin Mobile, South Africa](#)

- Provisioning Solution
- Service Delivery Platform (SDP)
- Web-self Care (WSC)
- Corporate Website
- SMS Gateway
- Payment Gateway (3 Banks & 2 Financial Institutions)
- Various VAS Services



- [Mada Communications, Jordan](#)

- Wi-Max statistics solution



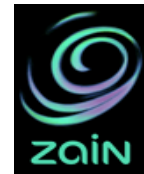
- [Ministry of Communication and IT \(MCIT\), Saudi Arabia](#)
 - Project Management Automation Solution



- [Electronic Health Solutions \(EHS\)](#)
 - Software Development Lifecycle Consultancy



- [Zain, Saudi Arabia](#)
 - MVNO Provisioning Middleware



- [New Horizons, Saudi Arabia](#)
 - Targeted Technology and Business Training, and Consultation



- [Pioneers Solutions, Saudi Arabia](#)
 - Targeted Technology and Business Training, and Consultation



- [Cellular Group, United States](#)
 - Phone Unlocking Automation Solution



Contact Us

Headquarter – Jordan

P.O.Box 3053, Khalda
Amman 11953, Jordan
Tel.: (+962) 6 534 9980
Fax: (+962) 6 534 9180
Email: info@leading-point.com



Sultanate of Oman

P.O.Box 118, Al Khuwair
Muscat 133, Oman
Tel.: (+968) 2 449 4333
Fax: (+968) 2 449 4666
Email: info_om@leading-point.com



United States of America

2454 S. California St.
Chicago, IL 60608, U.S.A.
Tel.: (+1) 773 247 7722
Fax: (+1) 773 247 7723
Email: info_us@leading-point.com

