

Leadingpoint

Your challenge is our passion



DELIVERING EXCELLENCE

In Software & AI Solutions



9001:2015

www.leading-point.com

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Leadingpoint

Your challenge is our passion

IT Solution Provider

Delivering digital transformation products and customized, intelligent solutions to help you stay competitive in a rapidly evolving



Who We Are

LeadingPoint Software (LPS) is a software provider that delivers digital transformation products and customized solutions for its clients. LeadingPoint operates across v countries through their offices in Jordan, Saudi Arabia, Oman, the United Arab Emirates, Qatar and the United States.

LeadingPoint offers a comprehensive range of IT & AI-powered services, including both products and Managed Solutions tailored for diverse sectors. Our expertise spans beyond Sales & Marketing, Fintech, and Radio Optimization, extending to other crucial areas as well. We empower businesses aim to support their business operations while helping them transform their businesses to become more competitive in a digital world.

IN NUMBERS



CREATING IMPACT



OFFICES



PROJECTS



CLIENTS



PROFESSIONALS



AVERAGE CLIENT
ENGAGEMENT
PERIOD



ABOUT US

OUR STORY

With a vision to change the way IT challenges were addressed, LeadingPoint Software was founded in 2006. Recognizing a market gap for efficient and effective completion of IT projects from inception to delivery, LeadingPoint embarked on a mission to provide a full spectrum of solutions and professional services across all facets of the IT industry. Backed by a team of highly qualified technical experts, LeadingPoint stood out from its competitors with its deep industry understanding and up-to-date tech knowledge.

As LeadingPoint experienced growth, its reputation for excellence paralleled. LeadingPoint quickly became known for its ability to consistently meet the clients' needs and for its pivotal role in launching seven telecom operators around the globe. This success was built on the principles of putting the client first and adapting to their ever-changing needs.

Yet LeadingPoint's impact extends far beyond its clients. The company is committed to investing in its staff, creating job opportunities, and equipping its workforce with the right expertise. They believe in giving back to the community and making a positive impact on society.

Today, LeadingPoint continues to thrive, with five offices in eight countries, over 350 successful projects, and countless satisfied clients. With an average engagement period of 10 years and a client retention rate of 99%, LeadingPoint is a company that truly cares about its clients and its impact on the IT telecom world.



OUR PHILOSOPHY

Our Mission



We are passionate and committed to incorporating our clients' critical missions as our own and forming a lifelong partnership, taking full responsibility for excellence in all our endeavors.

Our Vision



To be the global leader in the digital transformation, with our products present in every business around the world.

Our Values



Excellence

Delivering the highest quality products and solutions to achieve our client's goals in an efficient, effective and ideal manner.



Ownership

We take initiative, responsibility, and share the risk while owning our clients' mission. Working collaboratively, we strive for outstanding results and positive growth.



Integrity

We maintain the highest ethical standards in everything we do, prioritize transparency, quality, a positive work culture, and deliver on our promises.

OUR HISTORY

2006

- LeadingPoint is founded in Jordan.
- Expanded to Oman with its 1st telecom operator.
- Completed the 1st mission-critical project.

2011

- Our reach extends overseas to Africa and the Far East, establishing a strong global presence.

2017

- We integrate Research and Development (R&D) into our core strategy to drive innovation, leading to:
 1. Launching our first Artificial Intelligence (AI) project.
 2. Introducing the first fully digital operator in

2009

- We form key partnerships with major telecom operators

2013

- We spearhead the launch of five MVNOs and introduce the full digital stack for MVNOs.
- We build a comprehensive

2022

- We reach 5 regional offices by opening our Saudi Arabia office.
- We achieve ISO 9001 Quality Management System Certification

OUR GLOBAL PRESENCE

For 19 years, LeadingPoint Software has helped clients reach higher productivity thanks to implementing innovative IT solutions. With 170+ experts and 5 global offices, we've served 60+ clients across 8 countries.



OUR PRODUCTS



SalesPoint

SalesPoint transforms telecom sales, empowering telecom operators to effortlessly manage sales channels.



NetCell

NetCell simplifies mixed-vendor network monitoring and troubleshooting for 2G, 3G, 4G, and 5G networks.



SendPoint

automates notifications and marketing campaigns, helping telcos connect with customers.



ViewPoint

is the CRM solution built for MVNOs to manage sales operations from leads to customer support in one place.



Voice of Customer

analyzes feedback with advanced persona-based metrics to enhance customer experience strategies.



SurveyPoint

is a white-labeled survey engine that creates and analyzes surveys for actionable insights.



WalletPoint

is a remittance management solution that enriches telecom operators' value chain and customer monetization.



DeliveryPoint

streamlines last-mile delivery and verifications with real-time tracking for smoother logistics.



SelfPoint

is a self-service onboarding platform with an intuitive interface for managing services online.



LoyaltyPoint

is a loyalty management solution that drives engagement and retention with personalized rewards.



VisionPoint

enables companies across various industries with seamless and secure verification.



MarketPoint

is a comprehensive e-commerce solution for a seamless online consumer experience.



SocialPoint

is an advanced tool for managing social media, converting actions into tasks, and offering a 360-degree customer view.



PeoplePoint

Empowers employees and employers to streamline tasks, improve communication, and foster a connected, engaging workplace.



ConvoAI

ConvoAI is an intelligent, domain-specific AI chatbot platform transforming digital customer interactions.



CatalogPoint

CatalogPoint is a powerful and adaptable subscription management platform designed specifically for telecom operators.

OUR IT SERVICES



IT Managed Services

Our IT Managed Services address key areas of Sales, Marketing, and IT operations, ensuring mutual success and excellence.



BSS software services

Our advanced BSS services enhance telecom operations with customer-centric software solutions, optimizing telco services.



Digital Transformation

In Digital Transformation, we excel in crafting tailored solutions that can drive innovation and process automation for growth.



IT Consulting

Our IT Consulting provides strategic guidance and insights to optimize telco operations.



Our AI Offerings

Transform your business with LeadingPoint AI solutions that streamline processes, reduce costs, and elevate decision-making. Our AI offerings integrate seamlessly into your systems, delivering impactful results fast.



AI-Powered SDLC

Our AI-driven Software Development Lifecycle (SDLC) solutions redefine software development by automating repetitive tasks, reducing human error, and accelerating delivery timelines without compromising quality.

- 1 %50-25 Faster Deliver**
Automate routine tasks and compress timelines for faster project completion without compromising quality.
- 2 Superior Code Quality**
Utilize AI-powered validation to detect and resolve errors early, minimizing defects.
- 3 Cost Efficiency**
Eliminate redundant development cycles and manual rework, resulting in significant cost savings.
- 4 Scalable Architecture**
Implement best practices in architecture and coding to ensure scalability and maintainability.
- 5 Enhanced Security & Compliance**
Integrate AI for continuous monitoring and compliance with industry standards.



AI Legacy Application Migrator

Modernizing legacy applications often involves challenges like talent scarcity, high maintenance costs, and security risks. Our AI Legacy Application Migrator simplifies the transition, ensuring faster migration, cost savings, and secure, scalable solutions while preserving essential business logic.

- 1 %50 Faster Migration**
Streamline the migration process with AI-driven automation, reducing project duration and minimizing business disruption.
- 2 Significant Cost Savings**
Reduce ongoing maintenance costs and operational overheads by eliminating redundant, outdated code.
- 3 Enhanced Security & Scalability**
Integrate modern security protocols and scalable architectures to protect data and future-proof the system.
- 4 Full Functional Logic Preservation**
Retain the core business logic while optimizing the system for modern performance standards.
- 5 Optimization through Code Refinement**
Identify and remove unnecessary code, simplifying the system while improving operational efficiency.



Agentic AI

Our Agentic AI solutions are engineered to seamlessly integrate AI-driven agents into existing business workflows. These agents handle repetitive tasks, learn from ongoing operations, and leverage advanced AI models to deliver fast, accurate outcomes. The goal is to reduce manual effort, increase productivity, and allow internal teams to focus on higher-value tasks.

- 1 Reduced Human Error**
Automated workflows powered by data-driven algorithms ensure precise, consistent outputs.
- 2 7/24 Availability**
AI agents operate continuously, providing uninterrupted support for time-sensitive processes.
- 3 Scalable Support**
Efficiently manage growing product lines and complex workflows without increasing manpower.
- 4 Adaptive Learning**
Agents refine their accuracy by analyzing data and user interactions, resulting in continuous performance enhancement.
- 5 Advanced AI Models**
Integrate sophisticated algorithms that learn and adapt over time, delivering smarter, more accurate results.
- 6 Customizable & Compliant**
Tailor AI agents to align with industry-specific regulations and operational requirements.
- 7 Seamless Integration**
Integrate AI without disrupting existing infrastructure, ensuring smooth adoption and minimal downtime.
- 8 Human-in-the-Loop**
Maintain oversight with AI-human collaboration, allowing for greater transparency and control.



AI Transformation Services

Building on our deep industry expertise and hands-on experience with enterprise systems, we guide businesses through end-to-end AI and digital transformation. We help identify processes that benefit most from AI, redesign workflows for maximum efficiency, and ensure seamless adoption of the AI technologies. Our approach combines advanced AI knowledge with strategic domain experience, enabling organizations to upgrade customer experiences, optimize operational efficiency, and unlock new revenue streams.

- 1 Assessment & Strategy**
Identify key areas for AI implementation, aligning AI initiatives with business goals to maximize impact.
- 2 Solution Design**
Develop targeted AI solutions tailored to specific operational needs, optimizing workflows and customer engagement.
- 3 Business Process Alignment**
Identify key business processes where AI integration can drive efficiency with minimal disruption, while ensuring full compliance with regulatory and industry standards.
- 4 Data Engineering & ML Services**
Prepare, clean, and organize data for high-performance model training, and develop and deploy machine learning solutions from concept to production.
- 5 Custom AI Models**
Create adaptive AI models that evolve with changing data patterns, maintaining operational relevance.
- 6 Infrastructure & Hosting Advisory**
Recommend the optimal architecture (on-premise, cloud, or hybrid) based on privacy, compliance, cost, and performance.
- 7 Strategic Objective Setting**
Define measurable KPIs and operational targets to assess the impact of AI initiatives and guide ongoing strategy.
- 8 Process Optimization**
Transform manual processes into AI-driven workflows to reduce cycle times and improve efficiency.
- 9 Enhanced Customer Experience**
Implement AI to deliver faster, more personalized service, boosting customer satisfaction and loyalty.

WHY US?



Lasting Partnerships

Building long-term mutually beneficial partnerships as attested by our 99% client retention rate and 10-year-average engagement period by aligning our goals, sharing risks and ultimately creating a sense of trust.



Agility

Throughout the whole engagement lifecycle, we adapt our services to meet our clients' needs by understanding their unique challenges and fulfilling their objectives.



Flexibility

We offer flexible solutions across our organization, such as:

- a. Offering an innovative pricing model
- b. Adjusting team capacity based on client needs
- c. Delivering bespoke solutions within a set timeframe



Seamless Integration

Merging new systems with existing infrastructure through:

- a. AI-powered automation
- b. Streamlined workflows
- c. Unified support for smooth operations



Proven AI Expertise

Advanced AI solutions that enhance efficiency, accuracy, and data insights across industries.

OUR CLIENTS

ooredoo

عمانتل
Omantel

zain

Virgin
mobile

FRIENDI
mobile

ستار لينك
STARLINK

salam

aramex
delivery unlimited

Virgin
mobile

mada

FRIENDI
mobile

Virgin
mobile

FRIENDI
mobile

ANASR



OUR STRATEGIC PARTNERS

ORACLE | Partner

iconectiv®

MICROBLINK

QENGUIN

WebEngage

int@j

HYPER PAY

Omicron

Dynamics Africa

INTEGRALS

ABS
empower your business

odoo

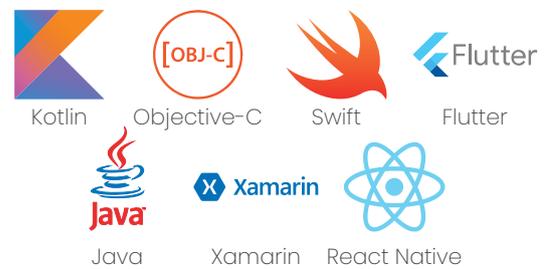
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TECHNOLOGIES

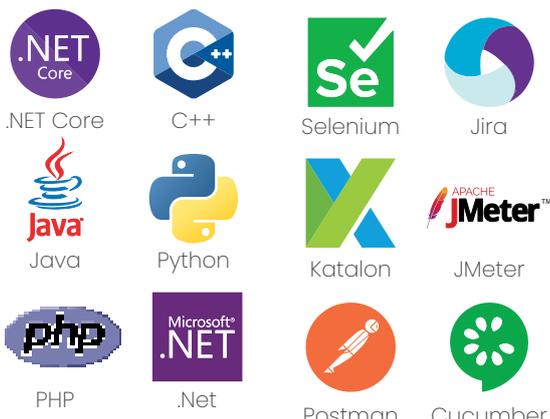
WEB



Mobile



Backend



Quality



Database



Platforms



DevOps



EMERGING TECHNOLOGIES

Artificial Intelligence



ML Kit



Tensor Flow



ML .NET



Cognitive Services

Blockchain



Ethereum



Hyperledger



ERC 20



NFT



Solidity



WEB 3.0



OUR CULTURE

At Leading Point, we value our employees like members of our family. We prioritize fostering a culture that reflects our commitment to creating an environment where every employee feels valued, supported, and empowered. Together, we establish a one family that not only excels in the IT industry but also fosters a sense of belonging, growth, and shared success.

Our Culture: Building One Family

1

Togetherness and Support: We embody the spirit of togetherness and support, cultivating an environment where everyone feels like a valued member of our big family. and ensure that every individual's voice is heard and respected.

2

Personal Growth and Development: We invest in the personal growth and development of each member of our big family. We provide opportunities for continuous learning, professional development, and skill enhancement, empowering our employees to reach their leading point.

3

Trust and Openness: We embrace an atmosphere of trust, transparency, and open communication. We encourage open dialogue, active listening, and constructive feedback, creating a safe space for sharing ideas, concerns, and aspirations.

4

Collaboration and Teamwork: We believe that working together as a cohesive unit is fundamental to our success. We promote company-wide collaboration, encourage knowledge sharing, and empower teams to work together effectively, leveraging the strengths of each individual.

5

Engagement and Social Connections: We celebrate our collective achievements and individual milestones, recognizing and appreciating the contributions of each team member. We foster a culture of recognition, where accomplishments are acknowledged, and successes are shared and celebrated.

6

Giving Back to the Community (Where we belong). As a big family, we believe in making a positive impact beyond our workplace. We actively participate in community initiatives and social responsibility efforts, aligning our values with the betterment of society.

CONTACT US

Contact Our Team of Experts

For more information about our services and solutions or to reach out to us with any queries that you may have, please get in touch.

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