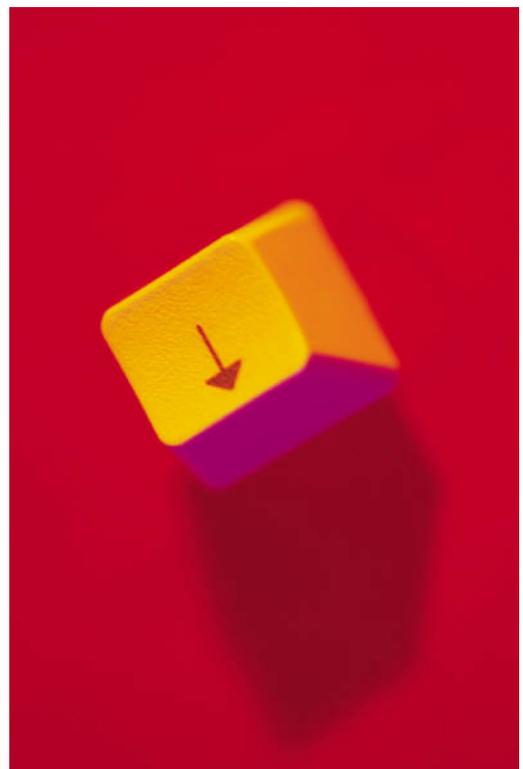


**YOUR GATEWAY TOWARDS
SEAMLESS INTEGRATION**

**UPDATE FOR
INTEGRATED BUSINESS**

Cairo Office:
30, Melsa Towers, Ard El Golf,
Heliopolis,
Cairo, Egypt

Phone: +202 414 9599
Fax: +202 418 5140
Email: update@update-egypt.com
URL: www.update-egypt.com



Update
For Integrated Business



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INTRODUCTION

Update for Integrated Business "Update" was established in 1994, as a member of a holding company that has diversified business activities, with the purpose of delivering Integrated Information Technology & Telecommunications Solutions and Management Consulting Services to enterprises in the Middle East & North Africa regions.

Our mission is to be our client's business partner, and provide the clients with consistent strategic platforms, along with executable tactical programs, according to the international best business practices, in order to give the client the maximum ROI. Update believes that all solutions and services must strengthen the short and long-term business goals of the served enterprise, therefore our beliefs is to serve our clients' business interests with discipline, truthfulness, professionalism, ingenuity and insight, with the aim of producing measurable results and providing timely solutions & services tailored to the specific needs of our clients.

Update focus on the benefits of its solutions & services with regards to enhancing the quality of the client's operation, competitiveness, and customer & supplier relationship, as well as improving the processes, setting of new goals, and making changes that will carry the client into the future. Update' scope of service activities encompasses a comprehensive and complementary set of professional solutions & services suite, including Information Technology & Telecommunications, Marketing & Sales, Financial Systems and Human Resources Development.

Update accomplished its success depending on its founders' and business associates' broad experience, who held senior managerial positions in local and multinational corporations. Other than, Update has of a group of specialists with extensive know-how, both locally & regionally, in various business segments; and formed strategic alliances & associations with the world's leading technology players. Hence Update is competent to provide a wider range of solutions and services, covering more than 20 vertical industries and economy sectors.



INFORMATION TECHNOLOGY PRODUCTS

Update's family of Storage Solutions provides all tools needed to operate in the digital era by making your data available whenever it's required. The Solutions based on the-state-of-the-art technologies presented by the world's leading technology players. They cover all aspects related to mission-critical storage, backup and recovery applications that include Storage Area Network (SAN), Network Attached Storage (NAS), Direct Attached Storage (DAS), Disk Subsystems, Redundant Array of Individual Disk (RAID), Automated Tape Library (ATL), CD/DVD Optical Library, Storage Connectivity, Storage Management, Archiving, Video Streaming, Video-on-Demand, Multicast, Distributed Content Caching, Video Archiving/Indexing, etc. Furthermore, Update introduces to the market the latest technologies, with regards to 3D Visualization, 3D Laser Scanning, Antivirus real-time protection, and Biometric face recognition.

StorageTek holds over 30 years of storage expertise, helping clients to meet challenges today and in the future. StorageTek provides an end-to-end storage portfolio in order to help clients building practical solutions for real needs and strained resources, incorporating the diversity of the storage environment.

StorageTek' storage portfolio includes:

- ▼ Tape Storage Systems
- ▼ Disk Storage Systems
- ▼ Storage Networking Components
- ▼ Storage Device software
- ▼ Data Management Software
- ▼ Backup & Recovery Management Solutions

ACAL FCS is the Europe's leading independent storage connectivity distributor.

ACAL currently supplies and supports a wide range of best of breeds Fiber Channel connectivity products including:

- ▼ Fabric Switches
- ▼ Director / Core Fabric Switches
- ▼ Host Bus Adapters (HBAs)
- ▼ Routers / Bridges
- ▼ SAN Management Software
- ▼ Cables and GBICs

Furthermore, ACAL FCS is capable of designing and manufacturing high quality customized 19" racks to almost any size and color. In addition to offering Professional Services that include independent training and consultancy services on the architectural design and implementation of Fiber Channel networks and SAN (storage area networks) installations.



INFORMATION TECHNOLOGY PRODUCTS

Plasmon was founded in 1987. Worldwide headquarters are in Cambridge, England with US Sales and Manufacturing based in Colorado. Plasmon provides the storage industry's most comprehensive line of professional products, including:

- ▼ Professional Optical Libraries
- ▼ Ultra Density Optical (UDO)
- ▼ DVD Libraries
- ▼ 12-inch TrueWORM
- ▼ Storage Management Software
- ▼ Media

Plasmon's customers include corporations, institutions and government agencies worldwide and are backed by the global service and support network.

Excel Meridian Data Inc. was founded in 1992. Excel Meridian has streamlined its products to concentrate on network appliances and storage solutions to meet the needs of workgroup, departmental and enterprise networks.

Excel Meridian is committed to staying current with the technical innovations that keep its product line in step with the ever changing IT community. The company strength is vitalized by the relationship with the world-leading vendors such as Intel, Ingrasys, Qlogic, Western Digital, Novell, Axis Communications, Infortrend and more, allowing Excel Meridian to provide diverse 'State of the Art' solutions at very competitive prices.

The product line includes:

- ▼ NAS Filers (Network Attached Storage)
- ▼ RAID Storage (Direct Attached Storage)
- ▼ CD/DVD Solutions (Optical Storage)
- ▼ Enterprise Storage
- ▼ Sentry Servers (Linux Servers for storage and applications)
- ▼ Storage Software

DISC GmbH, the drive independent library manufacturer since 1993, develop and manufacture optical mass storage systems with capacities up to 30 TB, in their headquarter in Bingen, Germany. DISC is a provider of optical storage systems, with an installation base of over 20.000 units worldwide. DISC range of products includes:

- ▼ NearLine Storage Solutions (SAN/NAS/DAS) for Enterprises
- ▼ High-Availability & Clustering Network Attach Storage
- ▼ Departmental MO Storage Devices
- ▼ Modular CD & DVD Storage Libraries
- ▼ Multi-Function Data Management System



Plasmon



INFORMATION TECHNOLOGY PRODUCTS



QStar Technologies is a leading company in sophisticated, large-scale client/server Storage Management Software with solutions for UNIX, Linux, and Windows NT, supporting the Optical, CD-R, CD-ROM, DVD-R, DVD-ROM, DVD-RAM, Tape, UDO, and PDD technologies.

The functionality of QStar software is based on extensive research of user requirements and customer feedback which helped QStar develop top-of-the-line software that brings "relevance and intelligence" to the storage device. The QStar software applications include:

- ▼ **QStar HSM:** providing the security & accessibility needed for your data on your platform of choice
- ▼ **QStar Data Director:** making your data even more secure and accessible than ever before
- ▼ **QStar CD/DVD Master:** managing, across the network, hundreds or thousands of CD/DVDs, more than just the standalone CD/DVD-R writer
- ▼ **QStar API:** facilitating a path to integrate front-end applications with the QStar software



K-PAR was formed in 1988 in Bristol, UK. K-PAR is a world leader specialized firm in optical and CD/DVD storage archive and data management systems.

K-PAR has established an outstanding reputation in the area of archive data management and support software for mass storage devices, such as CD, DVD, Optical, WORM and Library Systems.

K-PAR designs, produces and supports a variety of high quality software solutions, working in the Windows NT, Windows 2000, Windows XP, Windows Server 2003, Sun Solaris and Intel Solaris environments.



InfoValue was founded in 1994 by former members of the IBM Watson Research Center; InfoValue is known for advancing video networking technology and leading the industry in performance through the development of intelligent and scalable software for broadband video streaming.

With a completely open architecture and the ability to deliver high-speed, high-quality video streams to the desktop or TV at affordable price points, InfoValue has lead a new era in video-enabling technology.

For the first time, organizations have a complete solution that fully integrates all major video streaming applications -video-on-demand, multicast, distributed content caching, and video archiving / indexing - with the ability to scale to any size deployment.



INFORMATION TECHNOLOGY PRODUCTS



TGS, for over 20 years, has been providing open systems-based 3D graphics software tools for application developers and end users. TGS offers standards-based cross-platform graphics and is the leading independent software supplier of graphics software tools and utilities. TGS main product lines are:

- ▼ **Open Inventor** is the most widely used object-oriented, cross-platform 3D graphics API for C++ and Java developers. Open Inventor has become an even more powerful graphic display system for real-time 3D visualization. Open Inventor allows developers to increase productivity by reducing time to market and optimizing their development costs and resources.
- ▼ **amira** is the state-of-the-art visualization techniques allow you to gain detailed insight into data. Powerful automatic/interactive segmentation tools support processing of 3D image data. Innovative, fast, and robust reconstruction algorithms make it easy to create polygonal models from segmented objects. In addition, true volumetric tetrahedral meshes can be generated, for advanced finite element simulations. Simulation results as well as other data defined on a variety of different grids can be investigated using a large set of powerful visualization methods.



- **Zoller+Fröhlich (Z+F)** was founded in 1963 in Germany, with subsidiaries in Great Britain and North America.
- Z+F group covers a wide spectrum in the field of laser measurement technology: from the development of hardware and software, to sales and product training to further auxiliary services world-wide. Today, Z+F exports its various products and services to more than 40 countries all over the world.
- Z+F systems are applicable in the fields of:
 - ▼ Digital planning of factories and industrial plants
 - ▼ Architecture and landscape
 - ▼ Protection of historic monuments and heritage buildings
 - ▼ Virtual Reality



Fortinet was founded in 2000. The company's headquartered in California, with offices in Asia, Europe, North America, Australia, and the Middle East.

Fortinet's award-winning FortiGate™ series of ASIC-accelerated Antivirus Firewalls are the new generation of real-time network protection systems. They detect and eliminate the most damaging, content-based threats from email and Web traffic such as viruses, worms, intrusions, inappropriate Web content and more in real time - without degrading network performance. FortiGate family spans the full range of network environments and offers cost effective systems for any application. They can be deployed for antivirus protection and content filtering alone in conjunction with existing firewall, VPN, and related devices, or as complete network protection systems with just a simple configuration change. The systems deliver a full range of network-level services: firewall, VPN, intrusion detection, traffic shaping and application-level services such as antivirus and content filtering, in dedicated, easily managed platforms.

INFORMATION TECHNOLOGY PRODUCTS



INLINE Corporation, since its formation in 1994, has been providing leading-edge storage solutions to the corporate and government markets. One of the earliest proponents of RAID technology INLINE Corporation has enjoyed a reputation as one of the recognized leaders in enterprise data storage. INLINE's customers include high-flying, high-tech start-ups, old economy blue chips, federal agencies and leading educational institutions.

INLINE's products include reliable, high performance, fibre channel RAID systems for:

- ▼ Network Attached Storage (NAS)
- ▼ Storage Area Networks (SAN)
- ▼ NAS/SAN Hybrid
- ▼ Direct Attached Storage (DAS)

All INLINE systems function in a heterogeneous operating system environment including Windows, Unix and Linux.



- **Face Recognition (FR)** is a new high-technology added to the conventional access control systems. At the access point, the face of everyone is captured by a video camera; the facial features are extracted and compared with the stored features. Only if they match, access is permitted.

Another application of the FR is the computer-assisted video surveillance. Imagine public places where thousands of people step by day-by-day or places like airports, railway stations, stadiums, etc. where video surveillance is already in place to keep an eye on some suspect people. FR application automatically scans the incoming video streams, detects the faces and checks if the found faces match a watch list of persons. In case of a found match operators are notified and specific actions can be taken.

and more ...

INFORMATION TECHNOLOGY PROFESSIONAL SERVICES

Update effectively combines the general business skills & practices, with the technology to develop End-to-End Integrated Solutions that help our clients, in many different industries, making beneficial changes. The methodology used covers the entire systems development life cycle in terms of documentation, data modeling & project management. Our scopes of services cover the various phases in the Systems Development Life Cycle that include:

- ▼ Top & Middle Management Orientation
- ▼ Information Technology Strategic Development & Planning
- ▼ Information Technology Design
- ▼ Technology Analysis
- ▼ Business Process Reengineering
- ▼ Information Systems Effectiveness Analysis
- ▼ Functional Needs Assessments
- ▼ Software Solutions Evaluation & Selections
- ▼ Systems Hardware Capacity Analysis
- ▼ Implementation Support & Supervision
- ▼ Cost/Benefit Analysis
- ▼ Project Management

Update's methodology is applied to all client situations and business variations, from retail to manufacturing and from oil & gas to banking; our structured methodology delivers a unified platform to all our IT business cases, thus ensuring consistency and quality of all our deliverables.

Furthermore, Update provides all the tools needed to operate in a fast-moving global economy, that include but are not limited to, state-of-the-art integrated solutions for Enterprise Storage (SAN, NAS, DAS, CAS and iSCSI), Enterprise Resource Planning (ERP), Electronic Document Management & eStorage, Computerized Maintenance Management (CMM), Asset Management System (SAM), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Customer Relationship Management (CRM), and eBusiness.

All solutions and services are designed to meet the present and future needs of more than 20 vertical industries, such as Automotive, Banking & Financial Services, Education, Engineering & Construction, Healthcare, High Tech, Insurance, Manufacturing, Media, Oil & Gas, Pharmaceutical, Government & Public Sector, Retail, Telecommunications, Transportation, and Utilities.



MARKETING & SALES PROFESSIONAL SERVICES

Update is committed to help its clients accomplishing continuous competitive advantage through decision-focused, quality-driven marketing research, information systems, and analytic technologies. Update's B2B & B2C marketing research and consulting services help the clients developing and implementing successful marketing & sales strategies, building stronger brands, improving productivity, enhancing customer loyalty & relationship, upgrading advertising, and accelerating new product development. Update's Marketing & Sales professional services place great value on hard work, meeting deadlines, and staying within budgets, they include:

- ▼ Strategic Marketing: that incorporates designing and implementing market-driven strategies, surveys & action plans including strategic positioning, value & innovation, and relationship strategies; market-focused programs including strategic brand management, logistics, value chain relationships, pricing & promotion, sales and direct marketing strategies; and the financial evaluation of marketing assets and strategies.
- ▼ e-Marketing: that encompasses the development of effective Internet marketing & sales strategies, and web-based business applications (B2B & B2C).
- ▼ Customer Relationship Management (CRM): that includes developing and executing CRM strategies and applications in order to control the customer contact cycles that are marketing, sales, service & support and management cycles.
- ▼ Sales Management: that engages formulating strategic sales programs including constructing sales planning, forecasting & reporting systems, assisting firms in adjusting their sales according to environmental influences, and estimating demand. As well as, developing key account management practices, sales appraisal systems, incentive schemes, and identifying appropriate motivation techniques for the sales teams. As a way of evaluating the applied sales programs, Update offers analyses of the sales performance, costs that will lead to profitable sales, plus additional analysis of sales staff's behavior, performance and effectiveness.



FINANCIAL SYSTEMS PROFESSIONAL SERVICES

Update believes that sound financial strategies and solid financial practices are the foundation to growth and an integral part of an enterprise's infrastructure. We work closely with our clients to examine all of their business processes, their infrastructure and their systems to establish an integrated financial system that will allow our client to accomplish its strategic objectives.

Update's consultants possess in-depth awareness of the business practices that incorporate competitive, external & internal factors affecting the operation, and economic & regulatory environment, in order to deliver efficient solutions that support our clients' business goals, which helps in assuring best ROI, increasing productivity and profitability, along with cost reduction.

Update's financial services suite includes:

- ▼ Establishment of financial strategic objectives and financial goals;
- ▼ Development and implementation of financial & accounting systems;
- ▼ Development and implementation of financial performance measurements and internal auditing & control policies;
- ▼ Establishment and execution of cash management systems;
- ▼ Establishment and execution of financial reporting systems;
- ▼ Tax planning and compliance; and
- ▼ Training and financial team building



HR DEVELOPMENT PROFESSIONAL SERVICES

Update provides a multitude of professional services related to HR Management & Development, which include determination of the overall strategy and objectives of the enterprise; examination of the existing organization and management structure in order to assess its effectiveness against objectives, while identifying the company's areas of strength, weakness, threats and opportunities; and development of new or amended structure.

Update' specialists hold an extensive experience in various economy sectors, with through understating of the International HR practices, along with explicit knowledge of the local & regional practices and laws.

The diversified range of HR services includes:

- ▼ Policies & Procedures Development and Evaluation;
- ▼ Organization Reengineering and Restructure;
- ▼ Job Evaluation, Profiling and Descriptions;
- ▼ Manpower Planning;
- ▼ Recruitment;
- ▼ Compensation Management;
- ▼ Career Development;
- ▼ Training needs assessment;
- ▼ Training and Knowledge Transfer;
- ▼ Psychometric Testing;
- ▼ Remuneration Surveys, Planning and Structure; and
- ▼ Performance Appraisal Systems



AGRI & ENVIRONMENT MGMT PROFESSIONAL SERVICES

Agriculture and environment are becoming one of the most critical concerns to Egypt in order to sustain its ambitious development plans.

Therefore, Update initiated a new division for agricultural & environmental consultancy and training services, dealing with the development of strategies and management.

Update, has all the qualified resources, with the capabilities and discipline to meet, or exceed the most stringent requirements of each project. Our team of specialists use an analytical, presentational and management approach, in the fields related to agriculture and environment, in order to:

- ▼ Analyze the existing situation during project preparation;
- ▼ Establish a logical hierarchy of means by which objectives will be reached;
- ▼ Identify potential risks;
- ▼ Establish how outputs & outcomes might be best monitored and evaluated; and
- ▼ Monitor and review projects during implementation.

The scope of services provided by Update is:



- ▼ Project Management;
- ▼ Consultancy and training services, including training needs assessment, design & workout of training materials, etc.;
- ▼ Development of agricultural & environmental strategies and action plans;
- ▼ Agricultural & Environmental policies advisory services;
- ▼ Agricultural & Environmental Management;
- ▼ Institutional Development;
- ▼ Safety services;
- ▼ Environmental impact assessment;
- ▼ Social and economic studies & surveys; and
- ▼ Development of agricultural & environmental information systems

SAMPLE CLIENTS' LIST

Government & Public Sector

- ▼ USAID Egypt
- ▼ UN FAO Egypt
- ▼ UN WHO Middle East
- ▼ Euro-Mediterranean Partnership Egypt
- ▼ Alexandria Library Egypt
- ▼ Cairo University Egypt
- ▼ Suez Canal Authority Egypt
- ▼ Educational Building Authority Egypt
- ▼ Ministry of Electricity Egypt
- ▼ Al Gomhoreya Newspaper Egypt
- ▼ American Embassy Egypt
- ▼ Ministry of Health Egypt
- ▼ Arab Academy for Science & Technology Egypt
- ▼ General Authority for F. Zones & Investment Egypt
- ▼ Ministry of Interior Jordan
- ▼ Royal Jordanian Armed Forces Jordan
- ▼ Royal Jordanian Airlines Jordan
- ▼ King Hussein Hospital Jordan
- ▼ Amman University Jordan

Oil & Gas Sector

- ▼ ADNOC UAE
- ▼ Qatar Gas Qatar
- ▼ QGPC Qatar
- ▼ Mobil Oil Egypt
- ▼ Bader El Din Petroleum Co. Egypt
- ▼ Petrobel Egypt
- ▼ Khalda Petroleum Co. Egypt
- ▼ Rashid Petroleum Co. Egypt
- ▼ Gysom Petroleum Co. Egypt
- ▼ GUPCO Egypt
- ▼ Petrogas Egypt
- ▼ Petrojet Egypt
- ▼ Shell Egypt
- ▼ GPC Egypt



SAMPLE CLIENTS' LIST

Banking & Financial Services Sector

- ▼ Egyptian British Bank Egypt
- ▼ Commercial Int'l Bank Egypt
- ▼ Banque Du Caire et Du Paris Egypt

Telecommunications & Utilities Sector

- ▼ Vodafone Egypt
- ▼ MobiNil Egypt
- ▼ MenaTel (France Telecom) Egypt
- ▼ Telecom Egypt Egypt
- ▼ Qtel Qatar
- ▼ Ministry of Communication Algeria
- ▼ El-Sabaiya Power Plant Kuwait
- ▼ TICL Oman
- ▼ Lucent Technologies Egypt

Manufacturing Sector

- ▼ Coca Cola Egypt
- ▼ Pepsi Cola Egypt
- ▼ National Aluminum Co. Egypt
- ▼ ACT Lebanon
- ▼ Egyptian German Co. for Sanitary Products Egypt
- ▼ Sahara Egypt
- ▼ Arab Industrial Organization Egypt
- ▼ Group Schneider Egypt
- ▼ Factory 200 Egypt
- ▼ Arab Mills Co. Egypt

